



OFFICE OF ENVIRONMENTAL AND ENERGY COORDINATION CALENDAR YEAR 2025 EQUITY IMPACT PLAN

Leadership Sponsor: John Morrill, Director

Equity Lead(s): Kate Daley

Departmental Equity Guiding Statement:

The Office of Environmental and Energy Coordination (OEEC) develops and implements climate and energy policies, plans and programs to ensure a resilient, sustainable environment for current and future generations of Fairfax County. OEEC's work is guided by the One Fairfax Policy and Environmental Vision, which states that everyone living and working in the county, "no matter what income, age, gender, ethnicity, or address... has a need and right to breathe clean air, to drink clean water and to live and work in a quality environment." To carry out these objectives, OEEC strives to design and implement initiatives that reflect the diverse needs of the community and reduce disparities within vulnerable and historically underserved populations.

Context:

OEEC was formed in FY2020 to lead the cross-organizational development and implementation of the county's climate and energy policies and plans. The office oversaw development of the Community-wide Energy and Climate Action Plan (CECAP, accepted in 2021), Operational Energy Strategy (OES, 2021), and Resilient Fairfax (2022), and now leads implementation of the climate mitigation goals and resilience strategies included therein. Widespread adoption of these goals will result in cross-cutting environmental, economic, and social benefits for those living and working in the county. Those who stand to benefit the most include populations (e.g., low-income, elderly, communities of color) that are disproportionately impacted by climate hazards, such as extreme heat, flooding, and severe storms. Ensuring all community members, particularly our most climate vulnerable, can participate in and benefit from climate action implementation drives much of OEEC's equity work. OEEC engages with a wide variety of agencies, authorities, businesses, organizations, and residents to carry out this work.

In 2023, OEEC established a Climate Interagency Team to facilitate and streamline coordination with over 25 county agencies on climate action implementation. The team is organized into groups to address funding and legislation, development codes and plans, community services, natural resources, facilities and operations, and data and research. Equity is integrated into all group work and is already helping to advance countywide goals: Team members assess gaps in climate-related services, build on One Fairfax mapping tools

to identify climate and socioeconomic vulnerable areas of the county, and develop partnerships to leverage community connections. This team identified and began to address some priority gaps in climate-related services in 2024, including implementation of a pilot to provide cooling assistance and other critical amenities within a highly climate-vulnerable community. OEEC plans to continue working with its partners to scale up programming developed in 2024 to more comprehensively meet the needs of our most climate-vulnerable residents.

Concurrent to its interagency work, in 2024, OEEC engaged with a consultant for marketing and communications support. OEEC has been working with this consultant on the development and implementation of a Strategic Communications and Outreach Plan to engage Fairfax County residents on climate action. The plan aims to increase public awareness, drive participation, and foster a culture of sustainability, with a focus on reaching multilingual and multicultural audiences, through the dissemination of accessible, culturally relevant material in multiple languages, and through engagement with community associations, faith-based groups, civic organizations and non-profits to ensure messaging resonates with different audiences. The plan also supports the integration of digital outreach, community partnerships, and innovative experiential campaigns to drive behavior change and foster long-term engagement. This work, which is important to the OEEC's goal of exploring outreach strategies to increase engagement with climate-vulnerable communities, is expected to continue in 2025.

Finally, as several of OEEC's climate programs and initiatives begin to reach maturity, the office has identified a need to evaluate how its existing programs and initiatives integrate and advance equity in Fairfax County. In conducting a review of existing programs, it intends to develop a more formal decision-making guide for staff as new programs are developed, ensuring a standard approach to the consideration and evaluation of equity during program development and implementation across OEEC service areas.

System-Level Infrastructure:

- Implementation of the cross-sector goals and strategies included in CECAP, OES and Resilient Fairfax requires coordination with county agencies that work within the buildings and energy, transportation, waste, natural resources, health and human services, and public safety sectors, and more. OEEC will continue to facilitate the Climate Interagency Team to share knowledge and resources, identify teaming opportunities, and work collaboratively toward climate goals. Continued participation and buy-in from other county agencies are vital to its success.
- As OEEC continues to implement climate action programs and initiatives, it is likely to identify barriers to action that will require legislative fixes at the state or federal

levels. As barriers are identified, OEEC will work with the Government Relations team within the Office of the County Executive and other relevant county agencies to discuss paths forward.

OFFICE OF ENVIRONMENTAL AND ENERGY COORDINATION

CALENDAR YEAR 2025 EQUITY IMPACT PLAN

DEPARTMENT GOALS

Goal 1: Leverage partnerships to advance climate goals within vulnerable communities

One Fairfax Area(s) of Focus:
 12. A healthy and quality environment to live and work in that acknowledges the need to breathe clean air, to drink clean water now and for future generations

Countywide Strategic Plan Community Outcome Area(s): Efficient and Effective Government (EEG), Empowerment and Support for Residents Facing Vulnerability (ESRFV), Environment and Energy (EE)

Countywide Strategic Plan Strategies/Metric(s):
 EEG 3. Enhance communication and outreach to the community by using all available communication methods and tailoring messaging to individual needs.
 EEG 4. Improve public participation and engagement opportunities to ensure all facets of the community are represented and have the physical, technological, and language access necessary to engage and participate in community discussions and decisions.
 EEG 6. Expand capacity to meaningfully engage the community in places that are accessible and in ways that consider needs, traditions, and values of diverse ethnic, racial, and cultural groups.
 ESRFV 1. Develop targeted marketing and outreach strategies, in coordination with community-based partners, to proactively engage residents facing vulnerability.
 EE 7. Promote county policies, practices and regulatory programs to protect, conserve, establish and rehabilitate natural resources (e.g., tree cover, open green spaces, parkland) that provide ecological and health benefits.
 EE 8. Promote the use of solar and other green building technology through incentives and resources to encourage homeowners and commercial building owners to maximize energy efficiency.
 EE 9. Develop a climate action plan to improve community health and resilience, and to prepare for anticipated changes in weather patterns, rainfall intensities, residential and river flooding and tidal impacts. Improve community resilience through better planning, mitigation and response to increasing severity of weather events.

Actions	Stakeholders	Resources/Supports	Responsible	Timeline	Performance Measures
1a. In coordination with the Interagency Climate Team, continue to identify gaps in critical services (e.g., heating and cooling assistance, energy efficiency services and incentives, flooding services, and general wrap-around services), as they relate to climate mitigation and resilience. Identify priority service gaps to be addressed in 2025.	Fairfax Climate Interagency Team	Staff time	OEEC Policy, Planning and Coordination Division	01/2025 - 12/2025	# of service gaps/ priority service gaps identified Estimated # of people served by each program, or % of population who will be better off with program implementation

OFFICE OF ENVIRONMENTAL AND ENERGY COORDINATION CALENDAR YEAR 2025 EQUITY IMPACT PLAN

<p>1b. Evaluate paths forward to scale up existing programs and fill gaps in programs by identifying resource needs, external and internal partners, legal and procurement logistics, legislative opportunities and other considerations in order to scale up programming to address priority service gaps, such as cooling assistance, flood-proofing, and energy assistance in climate-vulnerable communities.</p>	<p>Fairfax Climate Interagency Team, OCA, Faith Alliance for Climate Solutions (FACS), Rebuilding Together, Community Housing Partners, Tenants and Workers United, and other community organizations, as identified</p>	<p>Staff time</p>	<p>OEEC Policy, Planning and Coordination Division</p>	<p>01/2025 - 12/2025</p>	<p># of climate-related programs that have paths identified to expand service</p>
<p>1c. Provide scaled-up services relating to climate (services for extreme heat, flooding, energy efficiency, and more). (Depending on feasibility).</p>	<p>Fairfax Climate Interagency Team, OCA, Faith Alliance for Climate Solutions (FACS), Community Housing Partners, Rebuilding Together, Tenants and Workers United, and other community organizations, as identified</p>	<p>Staff time</p>	<p>OEEC Policy, Planning and Coordination Division</p>	<p>01/2025 - 12/2025</p>	<p>(Compared to previous years), # of people served in CY2025 by each program (FMAP, CAP, Energy Assistance, Resilient Fairfax Cooling, and other programs</p>

OFFICE OF ENVIRONMENTAL AND ENERGY COORDINATION

CALENDAR YEAR 2025 EQUITY IMPACT PLAN

Goal 2: Explore outreach strategies to increase engagement with climate-vulnerable communities to 1) ensure the needs of those most impacted by climate change are addressed by county programs and initiatives and 2) empower climate vulnerable communities to take an active role in the development and implementation of climate solutions

One Fairfax Area(s) of Focus:

12. A healthy and quality environment to live and work in that acknowledges the need to breathe clean air, to drink clean water now and for future generations.

Countywide Strategic Plan Community Outcome Area(s): Efficient and Effective Government (EEG), Empowerment and Support for Residents Facing Vulnerability (ESRFV), Environment and Energy (EE)

Countywide Strategic Plan Strategies/Metric(s):

- EEG 3. Enhance communication and outreach to the community by using all available communication methods and tailoring messaging to individual needs.
- EEG 4. Improve public participation and engagement opportunities to ensure all facets of the community are represented and have the physical, technological, and language access necessary to engage and participate in community discussions and decisions.
- EEG 6. Expand capacity to meaningfully engage the community in places that are accessible and in ways that consider needs, traditions, and values of diverse ethnic, racial, and cultural groups.
- ESRFV 1. Develop targeted marketing and outreach strategies, in coordination with community-based partners, to proactively engage residents facing vulnerability.
- EE 7. Promote county policies, practices and regulatory programs to protect, conserve, establish and rehabilitate natural resources (e.g., tree cover, open green spaces, parkland) that provide ecological and health benefits.
- EE 8. Promote the use of solar and other green building technology through incentives and resources to encourage homeowners and commercial building owners to maximize energy efficiency.
- EE 9. Develop a climate action plan to improve community health and resilience, and to prepare for anticipated changes in weather patterns, rainfall intensities, residential and river flooding and tidal impacts. Improve community resilience through better planning, mitigation and response to increasing severity of weather events.

Actions	Stakeholders	Resources/Supports	Responsible	Timeline	Performance Measures
2a. Implement the objectives of OEEC’s Strategic Communications and Outreach Plan, which includes the development of audience-centric messaging that resonates with the diverse populations of Fairfax County. Messaging will emphasize simplicity, relatability, inclusivity and actionable language that aligns with the motivations and barriers of different audience segments, as	OPA	Consultant support, staff time	OEEC communications and outreach staff, OEEC Equity Team	01/2025 - 04/2025	Progress on implementation of Strategic Communications and Outreach Plan

OFFICE OF ENVIRONMENTAL AND ENERGY COORDINATION CALENDAR YEAR 2025 EQUITY IMPACT PLAN

identified through an audience research and market analysis exercise.					
2b. Develop and conduct multicultural and accessible outreach of campaign materials through multilingual content distribution and through the use of culturally relevant channels.	OPA	Consultant support, staff time	OEEC communications and outreach staff, OEEC Equity Team	01/2025 - 04/2025	% of campaign materials available in multiple languages
2c. Recruit community partners/ambassadors to share campaign materials and host multicultural events. Ensure partner list includes community organizations, faith-based groups, cultural organizations, and other trusted voices within climate-vulnerable communities.	OPA, other stakeholders to be identified as partner list is finalized	Consultant support, staff time	OEEC communications and outreach staff, OEEC Equity Team	01/2025 - 04/2025	# of overall partners/ambassadors recruited and # of partner organizations that focus on serving climate-vulnerable communities (e.g., low-income, people with disabilities, and communities of color)
2d. Evaluate content and messaging through digital analytics, audience and stakeholder feedback, surveys and/or focus groups and adjust messaging accordingly.	OPA, other stakeholders to be identified as partner list is finalized	Consultant support, staff time	OEEC communications and outreach staff, OEEC Equity Team	01/2025 - 04/2025	# reach, impressions and engagement with content

OFFICE OF ENVIRONMENTAL AND ENERGY COORDINATION

CALENDAR YEAR 2025 EQUITY IMPACT PLAN

Goal 3: Develop equity-based decision-making tools and evaluation criteria for OEEC programs and initiatives

One Fairfax Area(s) of Focus:
 12. A healthy and quality environment to live and work in that acknowledges the need to breathe clean air, to drink clean water now and for future generations.

Countywide Strategic Plan Community Outcome Area(s): Efficient and Effective Government (EEG), Environment and Energy (EE)

Countywide Strategic Plan Strategies/Metric(s):
 EEG 13. Implement a workplace culture change effort to actively promote equity and inclusion, collaboration, excellence, innovation, customer service, transparency, accountability and trustworthiness.
 EEG 25. Develop, pilot, and institute Fairfax County equity-based decision-making tools for planning, projects, decision making and resource allocation.

Actions	Stakeholders	Resources/Supports	Responsible	Timeline	Performance Measures
3a. Identify and compile equity considerations, tools and disaggregated data used to shape existing OEEC programs and initiatives and any performance metrics that are collected in program implementation	OEEC	Staff time	OEEC Equity Team	1/2025 – 06/2025	% of OEEC programs evaluated
3b. Evaluate existing OEEC programs and identify gaps related to equity integration and evaluation	OEEC, One Fairfax Core Team	(Potentially) third-party facilitation services, One Fairfax Community of Practice, staff time	OEEC Equity Team	1/2025 – 06/2025	% of OEEC programs evaluated
3c. Develop standardized decision-making tools and performance metrics to improve equity integration and evaluation in OEEC programs and initiatives across service areas	OEEC, One Fairfax Core Team	(Potentially) third-party facilitation services, One Fairfax Community of Practice, staff time	OEEC Equity Team, OEEC leadership	07/2025 – 12/2025	# of tools developed
3d. Pilot new decision-making tools and performance metrics and identify areas for improvement to finalize them	OEEC	Staff time	OEEC Equity Team	07/2025 – 12/2025	Uptake by county staff (of staff utilizing/ # of programs developed with tools and metrics)

Department Director’s Signature: 
83832B67E9D748E...