

COMMUNITY OUTREACH AND ENGAGEMENT

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Benefits of Community Outreach and Engagement

- Reduces greenhouse gas emissions.
- Reduces smog and particulate air pollution.

Environmental Benefit



- Delivering equitable outcomes to underserved communities.
- Positive impact on air quality and public health

Human Health Benefit



- Break the cycle of energy poverty.
- Homes and businesses save money on energy costs.
- Increased community action can lead to increased investment in the local economy.
- Climate action benefiting low-income residents can help address economic and social disparities.

Economic Benefit



Snapshot of Efforts in the County



Prince George's County was awarded two Climate Leadership Awards for the County's - one in 2018 for its Sustainable Energy Program and in 2019 for its Food Composting Program.



- Energizing Student Potential (Energy Literacy) is the first-of-its-kind STEM educational initiative implemented in PGCPs with a specific emphasis on energy efficiency, conservation, and alternative energy.
- County Sustainable Energy Program “Energy Coach” serves as an objective and trustworthy advisor for community-based Sustainable Energy initiatives providing one-on-one consultation with residents, assists applicants with County energy grant applications, and more.
- Prince George’s County Energy Resiliency Zones (ERZs), formally Transforming Neighborhood Initiatives (TNI), are identified to uplift neighborhoods that face economic, health, public safety and educational challenges. County Sustainable Energy Program offers opportunities for residents in ERCs.
- Prince George’s County Clean Water Partnership builds the experience and capacity of local businesses and workforce to design, install, and maintain green infrastructure projects as well as mentorship on how to compete for stormwater contracts and subcontracts.
- The Prince George's County Environmental Justice Commission operated from 2018 – 2020 to identify priority EJ issues in the county, priority areas, specific actions, and a path forward. Priority areas include land use, health equity and environmental benefits districts.
- The Maryland EJ Screen Tool (MD-EJUST) tool allows users to explore layers of environmental justice concern, determine the overall ‘EJ Score’ for census tracts in the state. Stakeholders in Bladensburg and the Port Towns reviewed and helped improve the tool.

Change is Happening

- County Sustainable Energy Program has awarded *a number of* grants to residents and businesses in the County, *many* within Energy Resiliency Zones.
- Energizing Student Potential (Energy Literacy) initiative engaged about 5,600 PGCPs students from elementary and middle schools in its first year.
- Clean Air Partners' interactive *On the Air* education curriculum on air quality and climate issues. Every year in the County, the program trains teachers on the curriculum, engages students at 2-3 schools, 100 youth at summer camps, 1 high school science fair, and ~ 25-50 students participate in the poster and slogan contests.
- The County initiative a curbside collection pilot of food scraps in 4 diverse communities from December 2017 to January 2019 with approximately 200 households from four diverse communities. An estimated total of 112,000 pounds or 56 tons of food scraps were collected and diverted from the landfill.



Prince George's County Solar Co-Op Community Event

Solar co-ops educate citizens about how to go solar with neighbors at a discount. Two solar co-ops rounds in the County resulted in more than 230 participants learning about solar, 65 solar installations that added more than 490 kW of solar capacity, \$1.39 million invested in solar, which is estimated to save more than \$2.9 million in energy savings over the 25-year life of the system.

The first Capital Area Solar Co-op is currently open and available to County residents.




Source: Frederick County



Preliminary Education and Outreach Action Recommendations

- Support and engage the public regarding the impacts of climate risks by providing direct assistance (technical and financial) to potentially vulnerable populations.
- Provide data, information, and resources to underserved communities and engage community members in citizen science so they are a part of developing relevant data for their community.





What does a successful Prince George's County community engagement and outreach program look like?

- WHO?
- WHAT?
- WHEN?
- WHERE?
- HOW?

What could an engagement and outreach program in Prince George's County look like?

- Social media (including NextDoor), online videos, tv and radio commercials
- Ice cream socials
- Connect climate to daily lives, issues, opportunities, benefits, partnerships (food, faith, family, health, jobs)
- Engage existing social infrastructure – YMCA, 4-H, NAACP, etc.
- Economic opportunity angle for climate equity
- Need to reach everyone



Challenges

- *E.g., engaging most vulnerable populations*
- Making it real for people

Opportunities

- *E.g., identifying supports most beneficial to vulnerable populations*
- Hybrid engagement – in person and online
- Engage people to take action, such as letter writing campaigns
- Student engagement, service hours
- Community support services
- Local nature-oriented groups

Who benefits?

-

Who is burdened or left out?

-

How do we ensure equitable outcomes?

- *E.g., Prioritize projects, promotion of opportunities, or technical support in low-income communities*
- Household eco-teams
- Kresge Climate Health Equity Program
- Need to address racism
- Address GHG and co-pollutants
- Preparedness, response, and recovery
- Climate justice in the economy

What does success in the County look like in the next 3-5 years?

- Research and Data Needs
- Policy/Ordinance Changes
- Residential Outreach Efforts
- Monitoring and Evaluation

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Apply to be a County Climate Action Resident Expert

- <https://forms.gle/z92cx7LLrYTmNLN17>

Visit the DMV Climate Partners Website

- <https://climatepartners.org>

Learn More About Upcoming Meetings

- mypgc.us/climateactionplan

Explore the County CAP Virtual House

- <https://bit.ly/2S7PgEQ>

Provide Comments and Feedback

- <https://bit.ly/3vBKqNJ>

Stay Engaged



5. COMMUNITY OUTREACH & ENGAGEMENT CHAT TEXT

19:10:26	From Outreach : will the recording or the notes be available online after the meeting?
19:13:35	From Susan McCutchen : Hi, everyone. Susan McCutchen, Community Liaison, Bladensburg Citizens Against the SCMaglev and Maryland Coalition for Responsible Transit. mcrt-action.org and stopthistrain.org
19:16:58	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : Anybody have experience with existing county programs, such as the Sustainable Energy Program? How did it work for you? What might make county programs easier to access?
19:17:39	From OUTREACH, Lore Rosenthal : Somewhat involved with the Solar Coop, a few years ago.
19:18:25	From Susan McCutchen : The positive effect of the TNIs was very spotty. They were more of a great-sounding panacea with little real benefit to the communities, unless the TNI was led by a particularly good government representative.
19:20:55	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : Do you talk with others about how you take climate change into consideration in your decision making? Why or why not?
19:21:39	From Susan McCutchen : Yes. Very actively in our opposition to the SCMaglev. We are promoting No Build.
19:22:52	From Engagement : It needs to be participatory, community-driven, co-designed
19:22:57	From Susan McCutchen : Hybrid events--live and Zoom
19:23:09	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : How do you get information about county programs and resources? What would make this easier?
19:23:50	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : Good point
19:24:13	From Chari Molley (Outreach) : Thank you!
19:24:27	From Engagement : How a bill becomes a bill
19:24:39	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : Many of our everyday decisions about where we go, how we get there, what we buy, etc., affect greenhouse gas emissions and climate resiliency. How can the county help residents make more climate-conscious decisions?
19:24:57	From Engagement : we need to move beyond resiliency
19:26:07	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : Food faith family and jobs.
19:26:11	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : so true
19:26:47	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : How do we get folks concerned with justice to see this as part of their fight?
19:27:20	From Co-Facilitator, Shawn Bell, Student to 🧑 Facilitator: Jen Cotting, UMD, EFC(Direct Message) : Would this Resident Expert Panel be like a Civilian Climate Corp?
19:27:21	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : So important to engage existing educational resources
19:28:04	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : Workforce development is so important. The climate economy is an opportunity for our young people.
19:28:38	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : We need to help folks see this as the opportunity for the future. How do we do that?
19:28:40	From Susan McCutchen : Make it real and applicable or people won't care.
19:28:59	From Engagement : That's right Susan!
19:29:05	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : Using next-door is a great idea
19:29:07	From Susan McCutchen : NextDoor--definitely
19:29:08	From Engagement : Citizen Science is another approach
19:29:16	From Engagement : I am on the board of the Citizen Science Association

19:29:24	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : Anybody at this meeting because they heard about it on next door?
19:29:44	From Co-Facilitator, Shawn Bell, Student : Oh yes the NextDoor App is a very good way to spread information
19:30:12	From Engagement : engage adults and youth in on the ground work to understand and address climate change and related perturbations
19:30:19	From Engagement : I LIVE IN BOWIE!!!
19:30:21	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : We need to learn from experiences of other municipalities about what works
19:30:31	From 🗣️ Asia Gray- Outreach : What about incorporating outreach and engagement into the curriculum to increase climate awareness?
19:30:35	From Engagement : well unincorporated Bowie
19:30:53	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : Right! most of the greenhouse gases come from ordinary people like you and me.
19:31:02	From Susan McCutchen : Address language barriers, especially in the EJ communities
19:31:12	From Engagement : Yes, Asia, I am on the project with K-12 teachers in Montgomery County to integrate climate change and justice into curriculum
19:31:20	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : We need to make it easier for people to find the information they need
19:31:33	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : Many of our everyday decisions about where we go, how we get there, what we buy, etc., affect greenhouse gas emissions and climate resiliency. How can the county help residents make more climate-conscious decisions?
19:31:36	From Engagement : Work with Latinx support groups - Centro De Apoyo Familiar
19:31:49	From Co-Facilitator, Shawn Bell, Student : I believe the PG County School Board are working on a curriculum to help students learn more about Climate Change
19:32:02	From Engagement : move beyond social media, that is passive engagement
19:32:13	From Engagement : need active engagement- go to where the people are
19:32:17	From James Roberson : Promoting schools strive the Maryland Green School award which creates a green culture within the staff and student body.
19:32:24	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : Great to know about Centro de Apoyo familiar. What other groups can help get the word out?
19:32:31	From Co-Facilitator, Shawn Bell, Student : I agree Engagement !!
19:32:34	From Engagement : passive engagement works with young folks not older adults
19:32:52	From Engagement : work through social clubs
19:32:58	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : Susan has been so effective in her advocacy. We can learn a lot from her experience
19:33:10	From Engagement : faith-based engagement still has promise
19:33:25	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : email works for some.
19:33:42	From Engagement : snail mail. phone lists have to be resurrected
19:33:43	From Jeanette Mitchell : Email works for me also.
19:33:47	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : Who came to this meeting because they got an email?
19:33:54	From 🙋 Facilitator: Jen Cotting, UMD, EFC : Yes, our faith leaders are the trusted voices for many, particularly the underrepresented
19:34:18	From Engagement : also, email access does not give you an adequate sample, it is a biased sample
19:34:22	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : So true that we need our faith leaders involved in this Moral Imperative
19:34:32	From Co-Facilitator, Shawn Bell, Student : Yes, sometimes I find that too many emails from an organization make many not pay attention to them anymore. Since climate change is such a great threat to us, we need more than emails

19:34:38	From Engagement : interfaith power and light is another resource
19:34:43	From Engagement : green the church program
19:34:50	From Engagement : Pope's Encyclical on Climate Change
19:35:15	From OUTREACH, Lore Rosenthal : pair the outreach with the other groups, such as EV. help people find others in their community to work on an Action Project, such as getting an EV charger in a local shopping center. Like Sacoby said, "active engagement".
19:35:23	From Engagement : United Church of Christ is the faith tradition that really supported the foundation of the EJ movement
19:35:24	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : We need all those folks to let their county council reps know how important this climate action plan is for our communities
19:35:50	From Engagement : email is not inclusive
19:36:12	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : How do we get more inclusive than email?
19:36:16	From Engagement : equity equity equity, technology divide, wi fi divide
19:36:53	From Engagement : cultural assets- barber shops, beauty salons, ethnic food stores, community centers
19:37:07	From Engagement : I forgot engage libraries too
19:37:21	From Engagement : create one stop shops by leveraging these community and cultural assets
19:37:22	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : There are lots of lessons we can take from the pandemic and apply to this effort. The pandemic has shown us that communication can change behavior and local leadership is crucial
19:37:26	From 🗣️ Facilitator: Jen Cotting, UMD, EFC to Chari Molley (Outreach)(Direct Message) : HI Chari, I see you have a hand up, but in the interest of giving as many people as possible the chance to speak, would you be willing to put your comments in the chat?
19:37:38	From Susan McCutchen : Need printed documents (flyers, door hangers, etc.) to distribute to those who are not connected electronically. Many are still out there! Remember that "older" residents are often the most active when you get things started.
19:37:39	From Engagement : exactly Janet
19:37:48	From Chari Molley (Outreach) to 🗣️ Facilitator: Jen Cotting, UMD, EFC(Direct Message) : Yes!
19:38:06	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : Libraries! So great they are opening up again.
19:38:09	From Engagement : most social movements are run by older residents with the energy of younger folks- see the poll
19:38:55	From Engagement : see Moms Clean Air Force
19:38:57	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : What do people care about that would motivate them to use more climate-friendly landscaping practices on their properties?
19:39:01	From Engagement : See Taking Nature Black Conference
19:39:24	From Susan McCutchen : We are pushing out the messages in Spanish as well. Important for the Port Towns area. When large developers push a lot of money and sway with lobbying, grassroots efforts have to be very creative.
19:39:32	From Engagement : Look at my house- edible landscape with xeriscaping
19:39:44	From Engagement : I do research on green infrastructure and stormwater BMPs
19:40:02	From Chari Molley (Outreach) : I believe that incorporating climate change into our pre-existing curriculums is very important as Asia stated because many people (such as myself) had no idea what climate change was before entering high school. We could do this by having events such as the one entertained by my school which was a mock UN trial.
19:40:20	From Engagement : Go to community campus partnerships for health for resources
19:40:23	From 🗣️ Facilitator: Jen Cotting, UMD, EFC : Great point, Chari! Thank you for sharing.
19:40:28	From Philip Bogdonoff - Montgomery County : https://coolblock.org/
19:40:35	From Susan McCutchen : EJ communities can be left out because it is hard to engage people just trying to make it day to day.
19:40:41	From Engagement : We use a science empowerment model to work with communities

19:40:51	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : So true, Chari. Many existing courses should have climate-related outcomes form STEM to ethics and art and literature
19:40:58	From Engagement : We have an app called Walk the Block/My Block Counts
19:41:04	From Co-Facilitator, Shawn Bell, Student : Oh yes and get green teams at all Middle and High Schools Chari
19:41:08	From Engagement : collect block level data on environmental concerns
19:41:23	From OUTREACH, Lore Rosenthal : interactive, not one way info
19:41:32	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : We need to mobilize not just the green teams, but EVERYBODY.
19:41:33	From Engagement : We also are building hyperlocal air quality monitoring networks to track pollution and heat
19:41:48	From Chari Molley (Outreach) : Yes! I think that the younger we're able to start learning about it, the more interested and involved we'll be.
19:41:51	From Engagement : See our network in Cheverly
19:41:52	From Susan McCutchen : Use EJScreen effectively and target areas where there may be less engagement.
19:42:03	From Engagement : We have built Msryland EJSscreen
19:42:09	From Engagement : Maryland EJSscreen
19:42:17	From Engagement : We also have built a climate equity and health tool
19:42:25	From Co-Facilitator, Shawn Bell, Student : Oh yes Ms. Janet, I suppose that the Green Team could help with getting people involved in a more welcomed environment
19:42:26	From Jeanette Mitchell : Have a core of volunteers in each community that will engage their neighbors and keep them informed on the various events and activities related to the environment.
19:42:37	From Engagement : See all tools at ceejh.center
19:43:31	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : Cool maps show where ej issues are in our county
19:44:07	From Co-Facilitator, Shawn Bell, Student to 🧑 Facilitator: Jen Cotting, UMD, EFC(Direct Message) : I have to speak about the Resident expert panel before we leave
19:44:08	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : So true
19:44:10	From Susan McCutchen : Outside of climate activists, sometimes older people are left behind and sometimes climate change has a "White" face, when, in fact, communities of color have activists, too. Some of the environmental organizations have had an element of racism as well.
19:45:17	From 🌿 Outreach Commissioner: Janet Gingold, Sierra Club : <ul style="list-style-type: none"> ✔ Apply to be a County Climate Action Resident Expert: https://forms.gle/z92cx7LLrYTmNLN17 ✔ Visit the DMV Climate Partners Website: https://climatepartners.org ✔ Learn More About Upcoming Meetings: mypgc.us/climateactionplan ✔ Explore the County CAP Virtual House: https://bit.ly/2S7PgEQ
19:45:27	From Engagement : Susan the environmental justice movement is highly engaged in addressing climate injustice, they have for 40 years plus
19:45:39	From Engagement : See Environmental Justice Leadership Initiative on Climate Change
19:46:18	From Engagement : Another resource is NAACP's Environmental and Climate Justice Program- right in Washington, DC