

Community Engagement and Climate Justice Manager

Office of Climate Action



Introduction and role summary

- ▶ My role as a Community Engagement and Climate Justice Manager plays a key role in the OCA, on environmental and social justice.
- ▶ This position involves **building relationships** with community members, City staff and organizations, and collaborating in the implementation of an environmental justice perspective into our programs that address the environmental challenges that the communities face.
- ▶ Different perspective
- ▶ Promoting programs related to the EAP.

OCA Accomplishments

- ▶ **Launched social media campaign**
- ▶ Green Building Policy Advisory Group
- ▶ Launched Green Business Recognition Program
- ▶ **Tailored messages in Spanish**
- ▶ **Increased the number of followers**
- ▶ Established several outreach initiatives
- ▶ Launched Eco-City Coordinating Group
- ▶ **Developed the structure of the Eco-City Academy**
- ▶ Establishing the OCA as a fixture of the City
- ▶ EVs Franchise Agreement

Projects & How We are Targeting

▶ 1st Half of FY 2025

- Focus on Residential Education

- Eco-City Homes
- Eco-City Academy
- Eco-City Popups

▶ Community Engagement

- Casa Chirilagua, TWU, Concerned Citizens, etc
- Eco-City PopUps, Community Cookouts
- Extreme temperature response

▶ 2nd Half FY 2025

- Eco City Festival
- Green Building Policy (Developer outreach, materials/Design forums)
- EV Charging Infrastructure Outreach (EV Peer Group, Franchise Agreement, etc.)
- City Facility Successes (ESCO projects, Electrification promotion)
- Eco-City Employee Award

Communications Plan Metrics (Goals & Objectives)

- ▶ **Goal: Share information with residents, businesses, and visitors on existing and emerging climate programs**

- ▶ Reach 850 social media followers
- ▶ Reach 2000 In-person interactions
- ▶ Increase website visitors

- ▶ **Goal: Listen to new audiences to better inform program and policy design.**

- ▶ **Graduate 50 residents** from the Eco-City Academy that represent diverse backgrounds.
- ▶ **Attend 9 meetings** held by community organizations representing frontline communities in Alexandria
- ▶ **Facilitate 10 community meetings** hosted by trusted community partners and Eco-City Ambassadors to better understand climate priorities of frontline communities

Other Climate Action Program Metrics

- ▶ **Eco-City Homes**
 - ▶ 400 ECH Pledges, 200 'recognized' by end of Calendar Year
- ▶ **Eco-City Businesses**
 - ▶ 20 businesses participating
- ▶ **13% Reduction in City Facility Energy use (Better Buildings Challenge Goal)**

