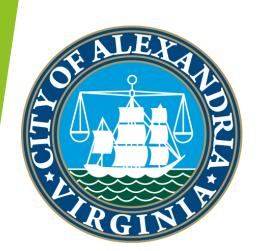
# Community Engagement and Climate Justice Manager

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)

