

## Air and Climate Public Advisory Committee

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# 2015 MEMBERSHIP RECRUITMENT MARKETING KIT

The Air and Climate Public Advisory Committee (ACPAC) advises local policy makers from across the metropolitan Washington D.C. area on air quality, climate and energy issues. The materials in this document are intended for use in promoting 2015 membership for the Air and Climate Public Advisory Committee (ACPAC). We have developed a series of content types, suited to fit your organization's communications methods. Language for outreach via email, newsletter, and social media are provided as well as additional information about ACPAC and an outreach calendar. Please feel free to use any and all items contained in this document. Your support in promoting our 2015 ACPAC membership openings between now and January 9, 2015 is very much appreciated.

### EMAIL COPY

(send with ACPAC Interest Form attached)

[Greeting],

Each year, the Air and Climate Public Advisory Committee (ACPAC) at the Metropolitan Washington Council of Governments brings together citizen change makers to support and influence local decision makers on air quality and clean energy policies, plans and programs in the metro D.C. region.

There are currently 6 openings (1 in DC, 3 in MD, and 2 in VA) on ACPAC and this January new members will be appointed to the committee. Members represent communities across the Metropolitan Washington region and have various backgrounds including business/industry, education/scientific, environmental/health and civic organizations.

I wanted to be sure you were informed of this opportunity to get involved. If interested, please fill out the 2015 ACPAC Interest Form ([online](#) or attached) by Friday, January 9, 2015. Additional details can be found online [here](#) or by contacting Maia Davis ([mdavis@mwkog.org](mailto:mdavis@mwkog.org), 202-962-3227).

### NEWSLETTER BLURB COPY

#### **Headline: Air and Climate Public Advisory Committee Needs YOU!**

Looking for a civic-minded New Year's resolution? How about getting involved in climate, energy and air quality planning in the D.C. region?

Community leaders and interested citizens from across the metropolitan Washington region are invited to apply for membership on the 2015 Air and Climate Public Advisory Committee (ACPAC) at the metropolitan Washington Council of Governments. To apply, please complete the online interest form by Friday, January 9, 2015 at: [http://www.mwkog.org/environment/air/form/acpac\\_form.asp](http://www.mwkog.org/environment/air/form/acpac_form.asp)

The ACPAC is a group of 18 people that represent diverse viewpoints on regional air quality and climate change issues. For 2015, there are 6 ACPAC openings (1 in DC, 3 in MD, and 2 in VA). ACPAC promotes public involvement and provides independent, citizen advice to the Metropolitan Washington Air Quality Committee (MWAQC) and Climate, Energy and Environment Policy Committee (CEEPC). For

## ACPAC MEMBERSHIP RECRUITMENT MATERIALS

more information see the [committee description online](#) or contact Maia Davis ([mdavis@mwkog.org](mailto:mdavis@mwkog.org), 202-962-3227).

### SAMPLE SOCIAL MEDIA CONTENT

Use of at least one supplied link in all posts is preferred.

#### FACEBOOK:

- Want a civic-minded New Year's resolution? How about air quality & climate change planning in the DC region? <http://bit.ly/1tRUA6y>
- Come see how citizens influence climate change and air quality policy in the DC region on January 12! #ACPAC <http://bit.ly/1tRUA6y>

**MWCOG Facebook Page:** <https://www.facebook.com/mwkog>

#### TWITTER:

- Vibrant, healthy, and sustainable - that's how we want our neighborhoods. Join the movement. @RegionForward <http://bit.ly/1tRUA6y> #ACPAC
- Come check out #ACPAC this Jan. 12 to see citizens take action on air quality and climate change! @RegionForward <http://bit.ly/1tRUA6y>

**MWCOG Twitter Account:** <https://twitter.com/regionforward>

### ABOUT ACPAC

The [Air and Climate Public Advisory Committee](#) (ACPAC) advises on air quality, climate and energy issues to policy committees of the [Metropolitan Washington Council of Governments](#) (COG). ACPAC advises the [Metropolitan Washington Air Quality Committee](#) (MWAQC) on air quality planning and the [Climate, Energy, and Environment Policy Committee \(CEEPC\)](#) on climate and energy issues and initiatives. ACPAC, formerly known as the Air Quality Public Advisory Committee or AQPAC was established in 1993.

ACPAC provides a meaningful opportunity to provide input to local elected officials on environmental policy issues, share your knowledge and expertise, learn and stay informed of local and regional progress. ACPAC's members represent diverse community interests and opinions. Members represent communities across the Metropolitan Washington region and have various backgrounds including business/industry, education/scientific, environmental/health and civic organizations. Please read the ACPAC [bylaws](#) and meeting [procedures](#) for more information.

ACPAC meets monthly at the COG offices at 777 North Capitol Street NE in Washington DC, 1.5 blocks from the Union Station Metro Red Line. Underground parking is also available.

### ACPAC OUTREACH AND RECRUITMENT CALENDAR

- Monday, December 1, 2014 - Friday, January 9, 2015: ACPAC Member Recruitment
  - *Email, Newsletters, Social Media Outreach*
- Friday, January 9, 2015: Deadline for ACPAC Interest Form
- Monday, January 12, 2015: ACPAC Meeting
  - *ACPAC requests those interested in membership join us, participate, and get to know us*
- Tuesday, January 13, 2015: MWAQC Executive Committee appointments new ACPAC members
  - *New ACPAC appointments will be informed by Friday, January 16, 2015*
- Monday, February 9, 2015: First meeting with newly appointed ACPAC members
  - *New Member Orientation and Chair and Vice Chair Elections will take place at this meeting*