Metropolitan Washington Council of Governments (COG)
Climate and Energy Leadership Awards Program
DRAFT 2016 Outreach Strategy

SITUATION ANALYSIS

Mission
The mission of the Climate and Energy Leadership Awards mission is to *recognize, encourage, foster* and learn from innovative climate and energy programs in the National Capital Region. By recognizing members in the community for their pursuit in environmental opportunities and stewardship, the region endorses direction for change. This type of public recognition can encourage heightened efforts of resilience while also fostering a stage for entrepreneurial attitudes, cutting edge technologies and citizen behavioral change.

Target Market
The target market for the 2016 Climate and Energy Leadership Award is active programs or projects implemented within the last five years that relate to greenhouse gas reduction, built environment and infrastructure, renewable energy, transportation, land use, sustainability and resilience. These programs can encompass anything from energy efficiency, renewables, alternative transportation, to natural preservation. Specifically this year, stakeholders have given feedback toward diversifying the mix of applications to encompass initiatives that support resource conservation, transportation efficiency/alternatives and environmental justice. Introducing an awards category solely for educational institutions will fortify a pool of school districts, green ribbon certified schools, higher education initiatives and more. Furthermore, outreach will be emphasized through organizations ability to facilitate participation with underserved communities and disproportionate environmental and health impacts.

Table 1. The Climate and Energy Leadership Award Four Market Segments

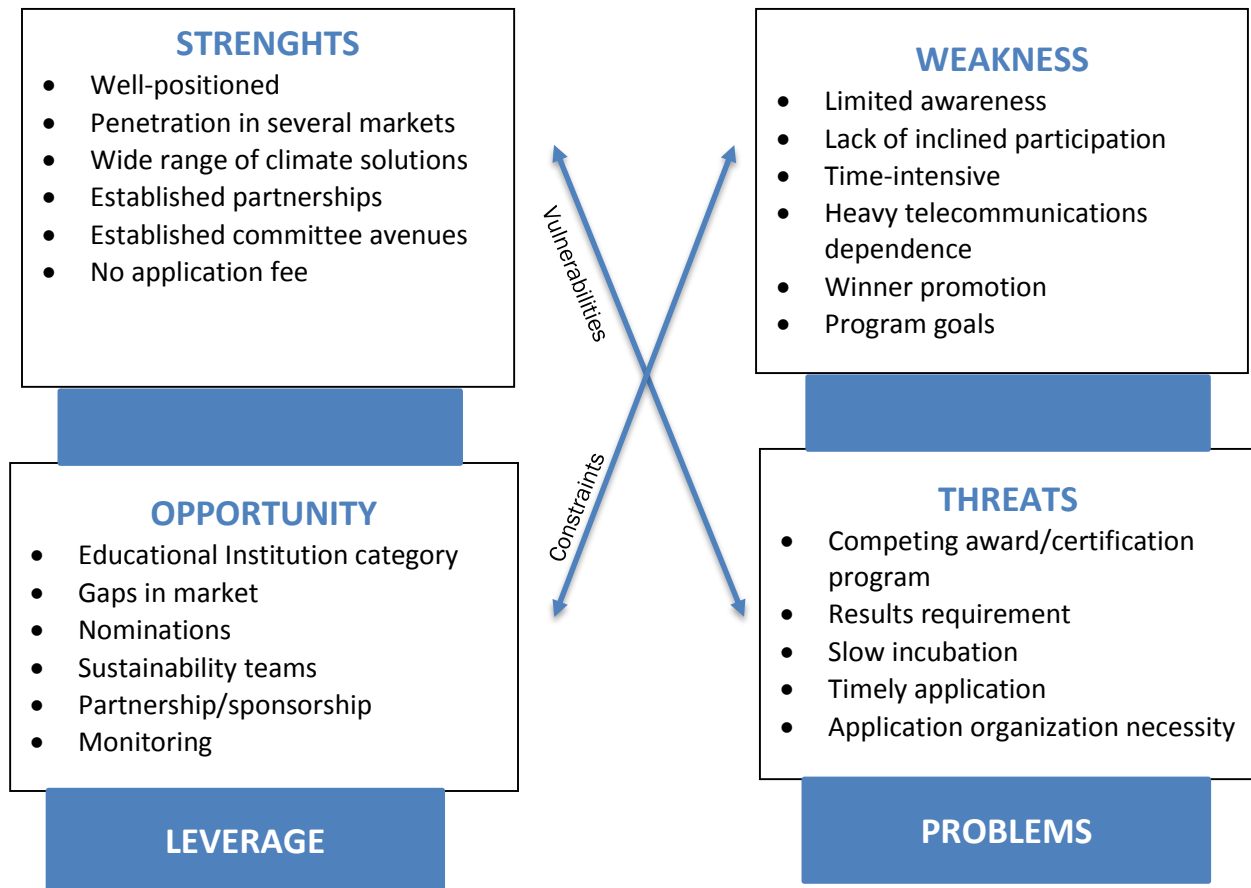| Target Audience	Description
Local Community	Municipalities, counties and cities of all sizes.
Educational Institution	Institution dedicated to education including K-12, public, private, higher education.
Non-Profit Organization	An environmental non-profit, community or other non-governmental organization.
Private Business	A business in the nonpublic sector, controlled and operated by private entities.

Competitors in the Market
The outlook for the Awards Program in general is positive for several reasons. First, it enables a wide pool of initiatives. Second, participants are looking for ways to receive recognition and publicity. The Awards Program is free to participate and is promoted by an already established climate leader. Third, sustainability and green initiatives are gaining momentum and prestige within cities. Related awards programs range from national exemplary recognition programs to more localized appreciation inspired.

- USA EPA Climate Leadership Award – A national awards program that recognizes and incentivizes exemplary corporate, organizational, and individual leadership in response to climate change.
- USA Department of Education Green Schools – Recognizes schools, districts and Institutions of Higher Education (IHEs) that reduce environmental impact and costs; improve the health and wellness of schools, students, and staff; and provides environmental education, across many disciplines, and is especially good at effectively incorporating STEM, civic skills, and green career pathways.
- GreenGov Presidential Awards – Celebrates extraordinary achievement in the pursuit of President Obama's Executive Order on Federal Leadership in Environmental, Energy and Economic Performance. They honor Federal civilian and military personnel, agency teams, agency projects and facilities, and agency programs that exemplify President Obama's charge to lead by example towards a clean energy economy.
- COG Commuter Connections - Recognizes employers who have voluntarily initiated programs that facilitate the use of alternative commuting methods such as transit, teleworking, carpooling/vanpooling and bicycling.
- Go Green Virginia - Encourages government and schools to implement specific environmental policies and practices to earn "green points". Amassing at least 100 "green points" out of a possible 200-300 will earn certification as a "Green Government" or "Green Public School".
- Sustainable Maryland – A certification program for municipalities in Maryland. All actions taken by municipalities to score points toward certification must be accompanied by documentary evidence and is reviewed. This prestigious certification is free and completely voluntary.
- Greater Washington Innovation Awards - Celebrates the leadership, innovation, and creativity of the individuals and organizations in select industries in the Greater Washington metro area. Array of categories ranging from tech innovator, public service, professional service, marketing and advertising, entertainment, emerging innovator etc.
- DDOE Sustainability Award - Recognizes outstanding businesses and organizations for their environmental stewardship, innovative best practices, pollution prevention, and resource conservation.
- Montgomery County Green Business Certification - A voluntary recognition program designed to encourage businesses and other organizations to take steps that reduce their ecological footprint. Encouraging improvement plans and sustainability metrics, this Green Business Certification indicates that you are part of an innovative leadership movement to green your business operations.
- Arlington County Green Games - This energy-and-money saving competition started encourages offices, commercial buildings and more to reduce their energy, water and resource use. Competitor's efforts are evaluated at the end of a 12-month period based on a number of environmental-friendly, energy and cost saving measures.
- Loudoun Dulles Green Business Challenge - This award was developed in partnership with the Loudoun County Government and Chamber of Commerce encourage Loudoun businesses to adopt environmentally sound business practices. Ranging from home-based businesses to Fortune 100 corporations, it encourages saving energy, conserving water, reducing waste, combating congestion to protecting native habitat.
- City of Gaithersburg Environmental Award- Allows the City to recognize and show appreciation for those who give back to the community to improve and conserve the environment and to encourage others to get involved.

STRENGTHS, WEAKNESSES, OPPORTUNITIES, AND THREATS ANALYSIS

Table A illustrates a SWOT analysis to presents an analysis of strengths, weakness, opportunities and threats as well as the Program's position in the marketplace.

STRENGHTS
- Well-positioned
- Penetration in several markets
- Wide range of climate solutions
- Established partnerships
- Established committee avenues
- No application fee

WEAKNESS
- Limited awareness
- Lack of inclined participation
- Time-intensive
- Heavy telecommunications dependence
- Winner promotion
- Program goals

Vulnerabilities

Constraints

OPPORTUNITY
- Educational Institution category
- Gaps in market
- Nominations
- Sustainability teams
- Partnership/sponsorship
- Monitoring

THREATS
- Competing award/certification program
- Results requirement
- Slow incubation
- Timely application
- Application organization necessity

LEVERAGE

PROBLEMS

Strengths
The Climate and Energy Leadership Award can build on the following strengths:
1. *Well-positioned* – COG is a well position climate leader to deliver clean, reliable low-carbon solutions in our community and across the country. The established program prestige gives validity and reputation to the award program in the National Capital Region.
2. *Penetration in several markets:* COG's involvement in energy efficiency, green building, water resources, renewable energy, transportation, land use, waste reduction and recycling etc. allows for consciousness of multiple markets programs with quick reception.
3. *Wide range of climate solutions:* COG is broadening the scope of climate solutions to include an array of stewardship initiatives and programs relating to the environment. This will garner attention with a wider public in hopes to increase attention and encourage submissions.
4. *Established partnerships:* COG's strong partnerships with the 22 jurisdictions and a number of public and private organizations will create a baseline of participants prior to outreach.
5. *Established avenues:* Established avenues through committees such as Climate, Energy and Environment Policy Committee and the Metropolitan Washington Air Quality will increase

dissemination of information. The 2016 award will encourage resource conservation, transportation efficiency and alternatives, and environmental justice; therefore, the program can reach out to additional committee working in these areas such as the Electric Vehicle Work Group (EVWG), Recycling and Solid Waste Managers and Transportation Planning Board and sub-committees.

6. *No application fee:* Individuals can submit applications free of charge, encouraging participation.

Weakness

There are multiple weaknesses of the Awards Program:

1. *Limited awareness:* The program is relatively new and so individuals are not readily aware of it. Furthermore, COG's media outreach has a limited breadth, forcing more timely avenues to be sought out.
2. *Lack of inclined participation:* Some organizations are unaware of the opportunities and advancement that can be fostered through receiving recognition from COG.
3. *Time intensive:* Material compilation, outreach, candidate research and judging underline the timely process of the program. This weight on limited COG staff could depict continuation and need for increased support.
4. *Heavy telecommunications dependence:* There is a heavy dependence on telecommunication outreach to encourage applications. Staff must seek out initiatives and then actively encourage them to apply informing them of opening, timeline and close.
5. *Winner promotion:* Although winning organizations are encouraged to peruse their personal avenues of promotion, COGs extent is on their webpage and through a film. Although these pages are solely dedicated to the program, avenues of increased commotion should be persevered to highlight these as leading practices in the region.
6. *Program goals:* COG has promoted the program since 2014. They have seen satisfied with the increase in application but there are currently no specific goals for the future of the program. COG should establish objects or goals for evaluation of success and future best practice replication.

Opportunities

The Awards Program has the following six opportunities:

1. *Educational Institution Category:* The awards program will encompass recognition of institutions that allow youths to explore issues, engage in problem solution and take action to improve the environment.
2. *Gaps in Market:* Gaps in the market exist due to emerging clean technologies and practices. The Awards Program provides increased exposure to those pioneers of new services and products.
3. *Nominations:* An undirected outreach period hinders the timeline for an organization to apply. Inclusion of a nominations page and flyer will allow committee members and other stakeholders to proactively participate in the program. It will also nurture more prescribed award outreach due to credible liaisons. Individuals will be more inclined to apply when colleagues, friends or others nominate them.
4. *Sustainability teams:* Local communities, educational institution, non-profit and private organizations are beginning to create internal sustainability boards/teams and improvement plans. These environmentally sound practices within organizations make them inclined to participate and continue with its practice.
5. *Partnerships/sponsorships:* Opportunities surround the promotion of the Awards Program through partnerships/sponsorships. These collaboration will give greater validity and publicity.

6. *Monitoring:* Through monitoring how individuals find out about the awards, future program can consolidate their outreach avenues. For example if the nominations process is very effective, COG could potentially reduce telecommunications outreach.

Threats

The threats the Awards Program should seek to overcome:

1. *Competing award/certification programs:* The Awards Program fosters recognition of environmental programs in the National Capital Region. Several programs such as Go Green Virginia, Sustainable Maryland, DDOE Sustainable Award and COG's Commuter Connections encourage similar ideals. This suggests competition with COG members and partners.
2. *Results*: Although requiring measurable results, achievements, outcome, including cost-effectiveness quantifies the magnitude of the project, it exclude participants of which these numbers aren't readily available. In 2015, the greenhouse gas number requirement encouraged applicants with data of kilowatt hours (such as solar) but was less encouraging to those organizations needing to perform additional analysis to estimate equivalents. This can be a time consuming effort for certain types of initiatives. Broadening results might foster a less constraining application.
3. *Slow incubation of new technologies:* Those emerging technologies and services lacking test beds are excluded due to credible long term data. As mentioned above, broadening results will encourage less quantified innovative projects and could recognize never seen before technology.
4. *Timely application:* Applicants are judged on four criteria – results, model, creativity and engagement. To deeply communicate and capture the extent of the project, this application can be quite timely. Applicants should be informed in advance of the timeline and should be reaffirmed of COG staff as support and feedback.
5. *Application organization necessity:* Applications must be include distinct descriptions on the project, overview, results, creativity, model and engagement. This allows for proper allocation of points to the four judging criteria. Inability to format application in this manner will penalize the applicant due to inability to distinguish between judging criteria.

OUTREACH STRATEGY

2016 Objectives

By recognizing members in the community for their pursuit in environmental opportunities and stewardship, the region endorses direction for change. Through public recognition, COG can encourage heightened efforts of mitigation and resilience while also fostering a stage for entrepreneurial attitudes, cutting edge technologies and citizen behavioral change.

During the next year, The Awards Program seeks to achieve the follow nonfinancial and financial goals:

- Nonfinancial Goals
  1. Encourage and recognize a broader range of climate solutions.
     a. Such those that include greenhouse gas reduction, built environment and infrastructure, renewable energy, transportation, land use, sustainability and resilience.

      b. Specifically concentrate outreach on programs/projects related to transportation efficiency and alternatives, resource conservation and life cycle management.

2. Recruit a new demographic and diversity of organizations involved that address underserved communities.

3. Introduce an education institution category to encourage K-12, public, private and higher education to apply.

      a. Consolidate small/medium/large communities to one local community category.

4. Update awards program materials

      a. Program Overview (Appendix A)

      b. Application

            i. Eliminate the optional supporting materials submittal to ease the application and judging process.

      c. Judging Rubric (Appendix B)

            i. Broadening results to describe any <u>measurable</u> results, achievements, outcomes, including cost-effectiveness.

           ii. Including increased emphasis on engaging underserved communities.

      d. Guidelines and Procedures

            i. Streamline to increase clarity

      e. Nominations Form (Appendix C)

            i. Committee members and stakeholders can nominate organizations.

      f. Brief Outreach Kit (Appendix D)

            i. For promotion including sample newsletter, Facebook, twitter blurbs

      g. Target Audience Lists (Appendix E)

5. Develop a successful media presence

      a. Create media presence using @RegionForward, #ClimateAward

            i. Virtual scene on EarthDay – Application opening

      b. Encouraging nominations

      c. Fostering competition

            i. Promote 2015 awards winners while encouraging 2016 applicants

      d. Including aftermath promotion –

            i. As exemplary models using advanced technology or community engagement. Idea fostering best in region/leading practices.

      e. Partnership and Sponsorship

            i. Encouraging cross promotion

- Financial Goals

6. Obtain further financial support to encourage capability, promotion and credibility

7. Identify budget to inform award facilitation cost

Product Strategy

The product strategy describes the items or various products being offered to the public. The website is the main hub for information for the Awards Program. COG currently offers a landing page and subpages for the Awards Program on its website (www.mwcog.org/climateawards). Webpages include a general overview landing page, applications page, 2014 and 2015 awardees pages, procedures and guidelines page, and nominations page. The website also has a 1-page Program Overview that can be downloaded as a PDF and will add a nominations flyer for download, as well. A streamlined application process and complementing guidelines creates fluidity to ensure for effective submission and judging. A

nominations page will provide committee members and public with a proactive opportunity. By providing an organization's name, an explanation for their nomination, and contact information, COG will achieve more prescribed and credible outreach. The nominations page and application will also ask how they became aware of the program to help direct the best outreach avenues to peruse whether it be telecommunication, sponsorship or committee encouragement.

Distribution Strategy

The distribution strategy describes the paths intended to take the products to the end user. Through distribution of two products to various established committees within COG arms, the award program will establish a presence.

In addition to the webpages, the main program materials include:
- Program Overview
- Nominations

COG can market through established COG arms including:
- Climate, Energy and Environment Policy Committee (CEEPC)
- Metropolitan Washington Air Quality Committee (MWAQC)
- Region Forward
- Built Environment and Energy Advisory Committee (BEEAC)
- Air and Climate Public Advisory Committee (ACPAC)
- Water Resources Technical Committee (WRTC)
- Electric Vehicle Work Group (EVWG)*
- Recycling and Solid Waste Managers*
- Transportation Planning Board (TPB) and Sub-committees, where appropriate*

*New committees to extend material to this year

Coming into 2016, with material finalized prior to launch, these avenues should be harnessed more aggressively to allow for dissemination of award material encourage nomination and application submission. Providing a nominations flyer to all committee members that can be easily completed and handed back before leaving the meeting will result in more proactive participation from members. Earth Day (April 22, 2016) will mark the launch of the program and will create a virtual scene and exposure to initiatives within city limits.

Advertising Strategy

By encouraging outreach partnerships, the awards program will receive increased advertisement and promotions through a multitude of media. In return of for agreeing to minimal outreach requirements, partners will receive logo recognition on the flyers and website.

Official Outreach Partners with logo recognition on the website. Examples of programs include:
- Clean Air Partners (CAP)
- TapIt Campaign
- Street Smart
- Commuter Connections
- Greater Washington Board of Trade*
- DC Sustainable Energy Utility*

- Greater Washington Clean Cities Coalition*
- Transportation Climate Initiative*

*Example of possible new outreach partners to engage

Outreach partners will be giving a guiding outreach kit which lays out language for emails, newsletters, Facebook and Twitter for distribution among their servers. They will foster new promotion as well as increase validity of the program.

Financial Strategy
The program is priced with competition in mind. To ensure and foster participation, there is no application fee.

BUDGET, SCHEDULE AND MONITORING

Budget
The budget for the Awards Program will inform cost of administration and staff time cost. It will dictate continuation and need for larger sponsorship.
(Budget to be inserted)

Schedule
- February – March, 2016: Partnership outreach
- March – April, 2016: Information dissemination, nomination encouragement
- April 22, 2016: Earth day marks award application opening
- June 17, 2016: Application deadline
- September 2015: Notification of winners and non-winners
- October 2015: Awards ceremony

Monitoring
Through monitoring how individuals are communicated information about the award, the best outreach avenues can be identified. Through incorporating a "How did you hear about the Awards Program?" on both the applications and nomination page more time-efficient methods of outreach can be pursued. In addition, expanding partner social media outreach and using the hastag #ClimateAwards will help track the social media campaign.

CLIMATE & ENERGY LEADERSHIP AWARDS

RECOGNIZING INNOVATIVE SOLUTIONS TO KEY CLIMATE AND ENERGY ISSUES IN THE NATIONAL CAPITAL REGION.

METROPOLITAN WASHINGTON
Council of Governments

RECOGNIZE
Environmental Achievement

ENCOURAGE
Advancement of Regional Goals

FOSTER
Healthy Competition

LEARN
From Each Other

WWW.MWCOG.ORG/CLIMATEAWARDS

ACCEPTING APPLICATIONS FROM **APRIL 22 - JUNE 17, 2016**

PURPOSE
The Metropolitan Washington Council of Governments (COG) created the Climate and Energy Leadership Award to recognize members in the community for their pursuit in environmental opportunities and stewardship in line with greater regional greenhouse gas reduction goals. This program highlights and encourages leading practices in a broad range of climate solutions in the National Capital Region (NCR). Join the friendly competition!

RECOGNITION
Climate and Energy Leadership Award winners will be recognized in front of local, regional and national officials. COG will showcase winners to bring recognition to their successes and to serve as a role model for the National Capital Region. This type of public recognition can encourage continued and enhanced efforts of winning communities and organizations. Winners will also be recognized with a unique, environmentally-friendly award that is hand-crafted by a local artist.

ELIGIBILITY
Four applicants from the NCR will be recognized with a Climate and Energy Leadership Award for leading practices in greenhouse gas reduction, built environment and infrastructure, renewable energy, transportation, land use, sustainability and/or resilience programs. Entrepreneurs of resource conservation, cutting edge technology, and environmental justice initiatives are encouraged to apply. The award categories include: **Local Community** (municipalities and counties of all sizes), **Educational Institution** (K-12, public, private, higher education etc.), **Non-Profit Organization,** and **Private Business.**

HOW TO APPLY
Applications can be submitted online or emailed to Maia Davis no later than June 17, 2015. Applications must include a project summary file that is a maximum of three pages long and give clear description on how it meets the four judging criteria: **Results, Creativity, Model,** and **Engagement**. Please read the Awards Program's Procedures and Guidelines for full details on judging criteria, judging process and application requirements.

SPACE RESERVED FOR PARTNER LOGOS

METROPOLITAN WASHINGTON
Council of Governments

CLIMATE AND ENERGY LEADERSHIP AWARDS

JUDGING RUBRIC

SCORE	RESULTS (Weight 20%)	CREATIVITY (Weight 20%)	MODEL (Weight 20%)	ENGAGEMENT (Weight 40%)
5 = Excellent	The intended results, achievements, and measured outcomes, including cost-effectiveness have gone beyond expectations.	Overall the initiative is extremely innovative and unique. This presents a new practice/new way of thinking.	The initiative is easily transferable to another jurisdiction/ organization.	Applicant effectively addressed, engaged and will have prolonged impact on population specifically underserved communities. This audience was an integral part, extremely supportive and positive throughout the process.
4 = Good	The initiative has achieved the intended results and measurable goals/outcomes in a cost-effective manner.	The initiative is innovative and interesting. It is beyond standard practice and creative.	The initiative is transferable to another jurisdiction/ organization.	Applicant effectively addressed and, engaged with population specifically underserved communities. This population were generally supportive and positive about the outcome.
3 = Adequate	The initiative has had some successful results and measurable achievements, but thus far has not reached the main intended outcomes in a cost-effective manner.	The initiative shows some creative thought and has unique aspects.	It is possible to replicate the initiative in another jurisdiction/organization; however, there are some unique conditions that may limit its replication.	Applicant somewhat engaged with population specifically underserved communities but there were missed opportunities. A more general demographic census was highly responsive.
2 = Fair	The initiative showed some promise but has not yet delivered many of the intended results, achievements and other measured outcomes in a cost-effective manner.	The initiative is straight-forward with some unique aspects.	The initiative would be somewhat difficult to replicate in another jurisdiction/organization.	Applicant addressed need of population specifically that of underserved communities but did not actively engage them. A more broad range of partners, stakeholders and/or public were subjects of the program.
1 = Poor	The initiatives lacks results, achievements and other measurable outcomes in a cost-effective manner.	The initiative seems to be very standard practice with very little or no creativity.	The initiative would be extremely difficult to replicate in another jurisdiction/organization.	No underserved communities were engaged or part of the process. A minimal array of partners, stakeholders and/or public were subjects of the program.

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CLIMATE AND ENERGY LEADERSHIP AWARDS

WWW.MWCOG.ORG/CLIMATEAWARDS

HAVE A GREAT CANDIDATE IN MIND?

TO NOMINATE, PLEASE FILL OUT FORM BELOW
AND RETURN TO MAIA DAVIS (MDAVIS@MWCOG.ORG)

ELIGIBILITY

Any program or project implemented within the last five years in the National Capital Region that falls into a broad range of climate solutions is welcome. These themes can range from greenhouse gas reduction, built environment and infrastructure, renewable energy, transportation, land use, to sustainability and resilience.

One award will be provided to each of the following categories:
- **Local Community** (municipalities and counties of all sizes)
- **Educational Institution** (K-12, public, private, higher education etc.)
- **Non-Profit Organization**
- **Private Business**

NOMINATION

Organization Nominee _____

Category (check below)

__ **Local Community** __ **Educational Institution** __ **Non-Profit Organization** __ **Private Business**

Reason for Nomination (optional)
_____
_____
_____
_____

Point of Contact at Organization

First _____ Last _____ email_____ phone _____

Tell Us About Yourself

First _____ Last _____ email_____ phone _____

How did you hear about the Awards Program?

_____

Metropolitan Washington Council of Governments
Climate and Energy Leadership Awards Program
2016 OUTREACH PARTNER KIT

EMAIL COPY (Please send with program overview attached)
[Greeting],

Communities, non-profits, businesses, and schools/education institutions, from across the metropolitan Washington DC area are invited to apply or nominate candidates for the 2016 Climate and Energy Leadership Awards offered by the Metropolitan Washington Council of Governments (COG). Winners will serve as a role model for the National Capital Region and be recognized in front of local, regional and national officials for their innovative achievement and leading best practices. Visit www.mwcog.org/climateawards for more information. Application open April 22 – June 17, 2015.

NEWSLETTER COPY
Headline: A Call for Climate Action and Recognition

The Metropolitan Washington Council of Governments (COG) is looking for nominations and candidates for the 2016 Climate and Energy Leadership Awards. Is your community, non-profit, private business or school/institution taking an innovative approach to sustainability? Visit www.mwcog.org/climateawards for more information. Winners will be recognized in front of local, regional and national officials and be showcased as a leading best practice in the National Capital Region.

SAMPLE SOCIAL MEDIA CONTENT
FACEBOOK: https://www.facebook.com/MWCOG/
- Entrepreneurs of resource conservation, cutting edge technology, and environmental justice initiatives are encouraged to apply the 2016 #ClimateAwards! http://bit.ly/1EBwzKj
- Earth Day reminds us to protect the environment year-round. Apply or nominate a candidate for the 2016 #ClimateAwards celebrating Metro DC environmental champs. http://bit.ly/1EBwzKj
- "Warming" up to sustainable city solution? Apply or nominate a candidate for the #ClimateAwards by June 17th. http://bit.ly/1EBwzKj
- Leading the charge to resource conservation? Apply or nominate a candidate for the #ClimateAwards. http://bit.ly/1EBwzKj
- Have you implemented an innovative solution to climate and energy challenges in metro DC? APPLY NOW for the 2016 #ClimateAwards! http://bit.ly/1EBwzKj
- Are you helping metro DC meet its climate goals? Apply for a Climate and Energy Leadership Award by June 17! #ClimateAwards http://bit.ly/1EBwzKj

TWITTER: https://twitter.com/regionforward
- CALLING ALL non-profits, businesses, schools and communities in metro DC! Apply now for the #ClimateAwards! http://bit.ly/1EBwzKj @RegionForward
- Renewable Energy? We're a big fan! Apply or nominate an organization as a DC Climate Leader. http://bit.ly/1EBwzKj
- What are you doing for #EarthDay? @RegionForward is launching the 2016 #ClimateAwards! Nominate someone or apply today! http://bit.ly/1EBwzKj
- STAND UP and get your organization recognized as a metro DC, VA or MD Climate Leader! APPLY NOW! http://bit.ly/1EBwzKj @RegionForward #ClimateAwards

AWARDS CALANDER

- April 22, 2016 – Earth Day Marks Award Opening
- June 17, 2016 – Application Deadline
- September 2015: Notification of winners and non-winners
- October 2015: Awards ceremony

Climate and Energy Leadership Awards
TARGET AUDIENCE LIST

Local Communities – encouraging departments of environment and/or transportation to apply.

- District of Columbia
- Bladensburg
- Bowie
- Charles County
- College Park
- Frederick City
- Frederick County
- Gaithersburg
- Greenbelt
- Montgomery County
- Prince Georges County
- Rockville
- Takoma Park
- Alexandria
- Arlington County
- Fairfax County
- Falls Church
- Loudoun County
- Prince William County
- City of Fairfax
- City of Manassas
- City of Manassas Park
- Mt. Rainer
- Leesburg

Educational Institutions

- Capital Partner Solar Project
- Arlington County Public Schools
- Fairfax County Public Schools
- Montgomery County Public Schools
- Prince Williams County Public Schools
- District of Columbia Public Schools
- Alexandria City Public Schools
- Frederick County Public Schools
- Loudoun County Public Schools
- Charles County Public Schools
- Prince George County Public Schools
- Falls Church City Public Schools
- Arlington City Public Schools
- American University
- Georgetown University
- George Mason University
- George Washington University
- Howard University
- University of Maryland
- Alice Ferguson Foundation
- Discovery School Arlington
- Coles Elementary School, Prince William
- Mundo Verde Bilingual Public Charter School
- Washington Yu Ying Public Charter School
- Francis Scott Key Middle School
- Hardy Middle School/Fillmore Arts Center
- Bullis High School

Non-Profit

- Electric Vehicle Association of Greater Washington
- Energy Justice Network
- National Housing Trust-Enterprise
- Groundswell
- Edison Electric Institute
- Empower DC
- Children's Environmental Health Network
- Earth Justice
- Energy Justice
- Voces Verdes
- Young, Black and Green
- Green for All
- DC Green Works
- Arlingtonians for a Clean Environment (ACE)
- Breathe Easy Homes / EcoBeco
- Local Motion
- Full Access Solutions In Transportation (FAST)
- Capital Trees

Private Businesses (Alternative Transport, EV, Green Tech Incubators etc.)

- Capital City Bike Share
- DC WATER
- DC Control Asthma Now Program
- Coulomb Technologies
- Riide Electric Bikes
- Livability Project
- Aquicore
- Opower
- Optoro
- HESS
- Steven Winter Associates, Inc.
- JBG Company/Greenbuild
- Georgetown Climate Center

- Car Charging Group, Inc
- OPConnect
- ThinkBox Group LLC
- Alutra / DC Housing Authority (DCHA)
- ConnectDER / Infinite Invetion
- Alexandria Renew Enterprises
- Ethical Electric
- Peabody Architects
- GRID Alternatives Mid-Atlantic
- Zero Emission Propulsion System Bus

- Digital D.C. Tech Fund
- Crowd Source DC
- Aquicore
- Hilltop Energy Partners
- The Energy House
- ConnecTech
- Sol Vista
- 1776
- Alexandria Emerging Technology Center
- Loudoun Virginia Economic Development
- Potential Energy DC