

DRAFT MWAQC STAKEHOLDER ENGAGEMENT PLAN

*Engaging MWCOG Stakeholders for a
Cleaner Tomorrow*

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Metropolitan Washington Air Quality Committee (MWAQC)'s Stakeholder Engagement Plan

Engaging Stakeholders for a Cleaner Tomorrow

Introduction

PURPOSE OF THE ENGAGEMENT PLAN

The purpose of the Stakeholder Engagement Plan is to facilitate meaningful collaboration and communication between the Metropolitan Washington Council of Governments (MWCOG) and its diverse group of stakeholders in the development of an Air Quality Action Plan. This Engagement Plan plays a crucial role in ensuring that the voices and concerns of all relevant parties, particularly those from underserved and vulnerable communities, are heard and integrated into the final Action Plan. By actively involving stakeholders, we aim to create a comprehensive and equitable strategy that addresses the air quality challenges faced by our region.

BACKGROUND INFORMATION

MWCOG is a regional organization that supports cooperation and coordination among its member governments in the Washington metropolitan area. The Metropolitan Washington Air Quality Committee (MWAQC) is a key component of MWCOG, focusing on regional air quality planning and policy development. Within MWAQC, the Environmental Justice (EJ) Subcommittee is dedicated to ensuring that environmental justice considerations are central to all air quality initiatives.

The Air Quality Action Plan aims to improve air quality across the region while promoting environmental justice. This plan will be developed through the active participation of stakeholders, including MWAQC members, the Air and Climate Public Advisory Committee (ACPAC) members, and external experts. The objectives of the Action Plan include integrating equity into air quality policies, creating tiered priorities and actionable steps, recommending performance metrics, and providing practical guidance for addressing environmental justice-

related issues. Through this collaborative process, we aim to develop a robust plan that reflects the diverse needs and priorities of our communities.

Goals and Objectives

OVERALL PROJECT GOALS

The overall project aims to develop a comprehensive Air Quality Action Plan that will serve as a guide for the Metropolitan Washington Air Quality Committee (MWAQC) members. This plan will focus on integrating equity into **air quality** policies, projects, and programs, ensuring that all communities, particularly those disproportionately affected by poor air quality, are considered in decision-making processes.

To achieve this, we will establish tiered priorities and actionable steps, providing a clear roadmap for effective implementation. These priorities and steps will be designed to address the most pressing air quality and environmental justice issues in the region, ensuring that efforts are focused and impactful.

Furthermore, we will define clear performance metrics to evaluate the success of the Action Plan. These metrics will help us monitor progress, make necessary adjustments, and ensure continuous improvement in achieving our goals.

In addition to these elements, the Action Plan will offer practical guidance for tackling environmental justice-related issues. This guidance will align with the objectives of both the MWAQC and the EJ Subcommittee, providing members with the tools and knowledge needed to address these challenges effectively and equitably.

STAKEHOLDER ENGAGEMENT GOALS

Our stakeholder engagement efforts are centered on building strong partnerships with a wide range of stakeholders, including community organizations, governmental bodies, and experts. By forming these partnerships, we aim to foster a collaborative approach that leverages the strengths and insights of all involved parties.

A critical aspect of our engagement strategy is to actively solicit feedback and gather comprehensive input from stakeholders. We will engage with them through various channels to ensure that diverse perspectives are considered. This inclusive approach will help us understand the unique needs and concerns of different communities.

Moreover, we aim to identify the priorities, goals, and potential concerns of stakeholder groups. By understanding these aspects, we can integrate their feedback effectively into the Action Plan, ensuring that it addresses the real-world challenges and aspirations of those most affected by air quality issues. This collaborative and inclusive process will help us develop a more robust and equitable Air Quality Action Plan.

Methodology

SELECTION OF EJSCREEN

The Environmental Justice Screening and Mapping Tool (EJScreen), developed by the U.S. Environmental Protection Agency (EPA), has been chosen as a key data source for identifying underserved communities and locations most impacted by adverse air conditions. EJScreen is an insightful tool that integrates comprehensive environmental and demographic data, providing detailed air quality indicators such as particulate matter (PM_{2.5}), diesel particulate matter, air toxics cancer risk, air toxics respiratory health index, toxic releases to air, ozone levels, and traffic proximity. It also includes demographic information like race, income, age, and linguistic isolation. This combination helps pinpoint areas where vulnerable populations face greater environmental health risks.

JUSTIFICATION OF TOOL

EJScreen's robust mapping and visualization capabilities allow for effective spatial analysis, helping users understand the geographical distribution of air pollution impacts. Its user-friendly interface ensures accessibility for a wide range of users, from policymakers to community organizations. Many governmental entities and community-based organizations (CBOs) use results from EJScreen to guide policy development and advocacy efforts. The public availability of EJScreen promotes transparency and community engagement, aiding communities in participating in environmental justice discussions and holding decision-makers accountable.

CREATION OF COMPOSITE INDICATOR INDEX

Leveraging the power of EJScreen, we created and tested via initial stakeholder feedback processes a new composite indicator index to highlight areas and populations most impacted by adverse air conditions. This composite indicator will be based on key environmental indicators, including:

- **Particulate Matter (PM2.5):** Fine inhalable particles with diameters generally 2.5 micrometers and smaller, which can penetrate deep into the lungs and enter the bloodstream, causing health problems such as heart attacks, decreased lung function, and respiratory diseases.
- **Ozone:** A gas composed of three oxygen atoms, found both at ground level and in the upper atmosphere. Ground-level ozone, a primary component of smog, can cause respiratory problems, aggravate asthma, and reduce lung function.
- **Diesel Emissions:** Emissions from diesel engines, which include a mixture of gases and particulates. Exposure to diesel exhaust can lead to serious health issues, including respiratory diseases, cardiovascular problems, and lung cancer.
- **Air Toxics Cancer Risk:** The risk of developing cancer from exposure to air toxics, which are pollutants known or suspected to cause cancer or other serious health effects.
- **Air Toxics Respiratory Hazard Index (HI):** Represents the potential for adverse respiratory health effects from air toxics. Higher HI values indicate greater potential for respiratory problems due to exposure to hazardous air pollutants.
- **Toxic Releases to Air:** Emissions of toxic chemicals into the air from industrial facilities and other sources, contributing to air pollution and posing health risks to nearby communities.
- **Traffic Proximity:** The proximity of a location to major roads and highways, which are significant sources of air pollution. Living close to high-traffic areas can increase exposure to pollutants like nitrogen dioxide and particulate matter, leading to various health problems, including respiratory and cardiovascular diseases.

Creating a composite indicator index based on these variables is crucial for identifying and prioritizing areas with the highest environmental and health impacts at a granular, block group level. This allows for targeted interventions and resource allocation to the communities most affected, promoting environmental justice and ensuring that efforts to improve air quality are both effective and equitable.

METHODOLOGY BEHIND THE COMPOSITE INDICATOR INDEX

The text below illustrates the data statistical processing steps involved in creating a composite indicator index used to identify regions most impacted by adverse air conditions. This process involves three main steps: feature scaling, composite index calculation, and composite index percentile computation.

Step 1: Feature Scaling

Feature Scaling is the process of normalizing the values of each environmental indicator to ensure they are on the same scale before being combined. This is achieved using mix-max normalization, a type of feature scaling that transforms the values to a range between 0 and 1. The formula used is:

$$x_{i,scale} = \frac{x_i - \min(X)}{\max(X) - \min(X)}$$

For example:

- PM2.5 values (e.g., 8.27851726, 7.64028219) are scaled to 1.00, 0.00, etc.
- Ozone values (e.g., 64.75345, 64.98447) are scaled to 0.95, 1.00, etc.
- Air toxic cancer risk values are similarly scaled.

This normalization ensures that each indicator contributes equally to the composite index, regardless of the original range of the data.

Step 2: Composite Index Calculation

Once the environmental indicators are scaled, the next step is the Composite Index Calculation. The composite index is calculated by summing up the scaled values of the indicators for each region (block group). This provides a summary measure of the environmental performance for the regions of interest.

The formula for the composite index is:

$$\text{Composite Index} = \sum_{i=1}^n x_{i,scaled}$$

where:

- $n = 7$ (environmental indicators)
- $i = 3625$ (number of block groups within Metropolitan Washington Area)

For example, in the graphic:

- A block group with scaled values of 1.00 (PM2.5), 0.95 (Ozone), and 0.50 (Air toxic cancer risk) would have a composite index of 2.45.

Step 3: Composite Index Percentile Computation

The final step is the Composite Index Percentile Computation. After obtaining the composite index, the percentile for each block group is calculated. This percentile indicates how each block group compares to others in terms of the composite index.

The formula used is:

$$\textit{Percentile} = \frac{\textit{Number of Indices Below "x"}}{\textit{Total Number of Index}}$$

For instance:

- If a block group has a composite index that is higher than 80% of all other block groups, it would be in the 80th percentile.

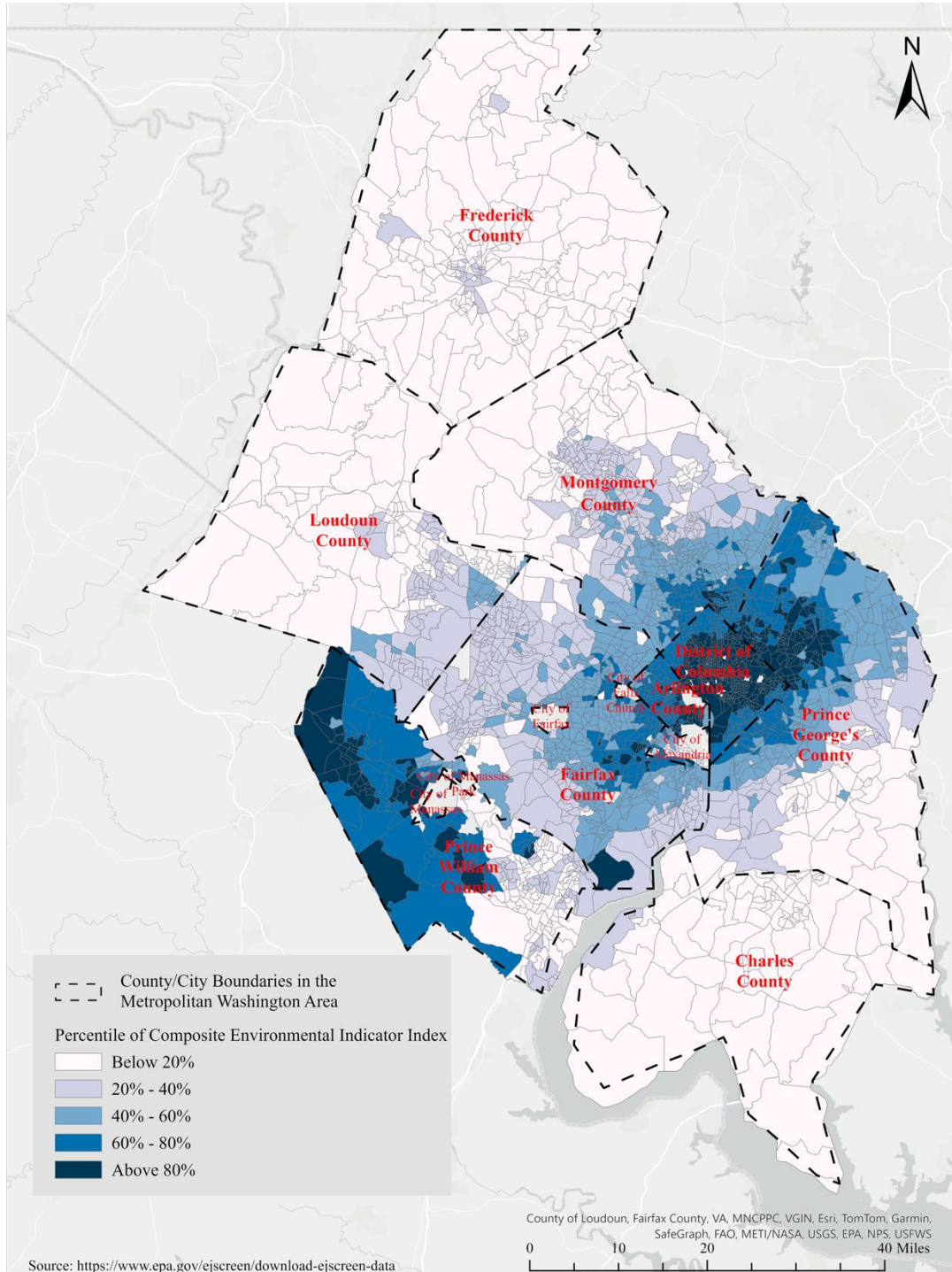
The graphic demonstrates an example table where each row records the environmental indicators of a block group, their scaled values, the resulting composite index, and the computed percentile.

In summary, this methodology involves:

- **Feature Scaling:** Normalizing environmental indicator values to a common scale (0 to 1) using min-max normalization.
- **Composite Index Calculation:** Summing up the scaled indicators to create a composite index, summarizing the environmental performance.
- **Composite Index Percentile Computation:** Calculating the percentile rank of each block group based on the composite index, facilitating the identification of regions with the highest environmental impacts.

This process helps in prioritizing areas for targeted interventions and resource allocation, ensuring that efforts to improve air quality are both effective and equitable.

Figure 1 Composite Environmental Indicator Index Map



EXPLANATION OF THE COMPOSITE MAP

As shown in Figure 1, the composite map displays the percentiles of the Composite Environmental Indicator Index across the Metropolitan Washington area, highlighting areas most impacted by adverse environmental conditions. This index is calculated using various environmental indicators such as particulate matter (PM2.5), ozone levels, diesel emissions, and traffic proximity, among others.

KEY FEATURES OF THE MAP

1. Geographic Scope:

- The map covers the entire Metropolitan Washington area, including the District of Columbia and parts of Maryland and Virginia.

2. County/City Boundaries:

- County and city boundaries are clearly marked with dashed lines, identifying major regions such as Prince George's County, Fairfax County, Montgomery County, and others.

3. Percentile Ranges:

- The map uses a color gradient to represent different percentile ranges of the Composite Environmental Indicator Index:
 - **Below 20%:** Light gray
 - **20% - 40%:** Light blue
 - **40% - 60%:** Medium blue
 - **60% - 80%:** Dark blue
 - **Above 80%:** Very dark blue

4. High Impact Areas:

- Areas shaded in dark blue and very dark blue represent regions with higher percentiles of the composite index, indicating a greater environmental burden. These areas are likely to have higher levels of air pollution and associated environmental justice concerns.

5. Low Impact Areas:

- Regions shaded in light gray and light blue are in the lower percentiles of the composite index, indicating relatively lower environmental impacts.

6. County Labels:

- Major counties and cities are labeled in red, making it easy to identify specific areas such as Prince George's County, Montgomery County, Fairfax County, and the District of Columbia.

PURPOSE OF THE MAP

The map is an essential tool for identifying and prioritizing areas with significant environmental challenges. It helps guide targeted interventions and resource allocation to the communities most affected by negative air quality. By highlighting regions with high environmental burdens, the map supports the development of a more equitable and effective Air Quality Action Plan.

USAGE IN STAKEHOLDER ENGAGEMENT

The map will be used during the proposed virtual listening sessions and other stakeholder engagement activities to provide a visual representation of environmental impacts across the region. It serves as a basis for discussions, helping stakeholders understand the spatial distribution of environmental burdens and contributing to more informed decision-making.

Stakeholder Identification

STAKEHOLDER LIST

The stakeholder list for the development of the Air Quality Action Plan includes a diverse array of groups and organizations, each bringing unique perspectives and expertise to the table. This comprehensive list encompasses environmental justice groups, university-based EJ organizations, air quality advocates, climate action and advocacy groups, health organizations, active and alternative transportation groups, university experts, national organizations with a regional presence, community and neighborhood groups, youth and education groups, faith-based organizations, business and industry groups, and historically African American fraternities and sororities known as the Divine Nine. See Table 1 below.

Environmental justice groups play a crucial role in promoting equity and addressing the disproportionate impacts of air pollution on vulnerable communities. University-based EJ organizations contribute through research, advocacy, and engaging students in sustainability initiatives. Air quality advocates, including governmental agencies and non-profits, focus on improving air quality standards and policies.

STAKEHOLDER SEGMENTATION

Stakeholders will be categorized based on their interests, influence, and level of involvement:

- **High-Influence, High-Interest:** These stakeholders have significant influence over the project and a high level of interest in its outcomes. They include governmental bodies, major environmental advocacy groups, and key community representatives.
- **High-Influence, Low-Interest:** These stakeholders have significant influence but may have a lower direct interest in the project. They need to be kept satisfied and informed to ensure their support.
- **Low-Influence, High-Interest:** These stakeholders have a high interest in the project but may have less influence over its outcomes. They need to be kept informed and engaged throughout the process.
- **Low-Influence, Low-Interest:** These stakeholders have lower influence and interest in the project. They require minimal effort but should still be monitored and informed about key developments.

This categorization helps prioritize engagement efforts and tailor communication strategies to effectively involve all relevant stakeholders in the development of the Air Quality Action Plan. The detailed list of stakeholders is included as an Excel attachment for reference.

Stakeholder Engagement Methods and Strategies

OUTREACH METHODS

To effectively reach out to our diverse group of stakeholders, we will employ a variety of communication channels and methods. Our primary outreach method will be email, given its efficiency and widespread use among our stakeholders. We will collect emails via a comprehensive web search and email invitations will be sent to stakeholders to invite them to participate in our virtual listening sessions, and to encourage community members to join these sessions. The emails will include detailed information about the sessions, the importance of their participation, and instructions on how to join. *See a draft Stakeholder Invitation letter in the Appendices.*

In addition to email, we will utilize other outreach methods to ensure broad participation and engagement:

- **Phone Calls:** For stakeholders who may prefer or require a more personal touch, we will make direct phone calls to provide information and extend invitations. Phone numbers will be retrieved via a web-based search.
- **Social media:** We will leverage our social media platforms to promote our engagement activities, sharing updates and reminders to reach a wider audience. This will include posts on platforms such as Twitter, Facebook, LinkedIn, and Instagram.
- **Newsletters and Mailing Lists:** We will use existing newsletters and mailing lists from our partner organizations to disseminate information and invitations to a broader network.

COMMUNICATION PLAN

Effective communication is essential to ensure broad and meaningful participation from all stakeholders in the development of the Air Quality Action Plan. This plan outlines our engagement methods and strategies, detailing the outreach methods and engagement activities we will employ. A key component of this plan is the tailored communication approach for different stakeholder groups. By crafting specific messages that resonate with the interests and concerns of each group, we aim to foster collaboration, gather valuable insights, and ensure that the Air Quality Action Plan reflects the diverse needs of our community.

Table 1 is a categorized table of stakeholders, along with brief tailored messages for each group as part of our comprehensive communication strategy.

Table 1 Key Stakeholders and Tailored Messages

Category	Stakeholders	Tailored Message
Environmental Justice Groups	Empower DC, Black Millennials for Flint (BM4F), DC Environmental Network (DCEN), Chesapeake Climate Action Network (CCAN), Environmental Justice Health Alliance for Chemical Policy Reform, Earthjustice, Groundswell	Message: Join us in shaping the future of air quality in our region. Your expertise in environmental justice is crucial to ensuring our plan addresses the needs of all communities, particularly those most impacted by air pollution. Participate in our virtual listening sessions to share your insights and recommendations.

<p>University EJ Organizations</p>	<p>George Washington University EJan, Howard University Environmental Sustainability Council, University of Maryland Office of Sustainability, Georgetown University Environmental Justice Program, American University Center for Environmental Policy, Catholic University of America Environmental Justice Group, Johns Hopkins University Environmental Justice Network</p>	<p>Message: We invite you to contribute to the development of the Air Quality Action Plan. Your academic expertise and innovative approaches are invaluable in creating a comprehensive and equitable strategy. Join our virtual listening sessions to provide your input and collaborate with other stakeholders.</p>
<p>Air Quality Advocates</p>	<p>MWCOG, BMC, DOEE, MDE, VDEQ, ALA Mid-Atlantic, EPA Region 3, WMATA, VDOT, MDOT, EDF, Sierra Club Chapters (DC, MD, VA), VRE</p>	<p>Message: Your advocacy and experience in air quality improvement are essential to our efforts. Participate in our virtual listening sessions to share your perspectives and help shape policies that promote clean air and environmental justice. Together, we can make a significant impact on our region's air quality.</p>
<p>Climate Action Groups</p>	<p>Moms Clean Air Force DC Chapter, Interfaith Power & Light (DC, MD, NoVA), Citizens' Climate Lobby (CCL) DC Chapter, Sunrise Movement DC Hub, Clean Water Action Maryland, Anacostia Watershed Society, DC EcoWomen, 350 DC, Faith Alliance for Climate</p>	<p>Message: Climate action and environmental justice go hand in hand. Join our virtual listening sessions to ensure your voices are heard and contribute to a plan that addresses both air quality and climate change. Your participation is vital to creating a sustainable and just future for our communities.</p>

	Solutions (FACS), Friends of the Earth DC	
Health Organizations	DC Department of Health, Children's National Health System, DC Asthma Coalition, American Heart Association Greater Washington Region, MedStar Health, Kaiser Permanente Mid-Atlantic States, Howard University Hospital, Johns Hopkins Bloomberg School of Public Health, Inova Health System, Georgetown University Medical Center, George Washington University Milken Institute School of Public Health, NACCHO, Maryland Department of Health, Virginia Department of Health, Breathe DC, Unity Health Care	Message: The link between air quality and public health is undeniable. Your insights into the health impacts of air pollution are critical to our planning process. Participate in our virtual listening sessions to help us develop strategies that protect and improve public health through better air quality standards.
Active Transportation Groups	WABA, Capital Trails Coalition, Rails-to-Trails Conservancy, Fairfax Alliance for Better Bicycling (FABB), Bike Maryland, Arlington Transportation Partners (ATP), Bike Arlington, Bethesda Transportation Solutions, Coalition for Smarter Growth, WalkArlington, Reston Bicycle Club, Bike Loudoun, Frederick Bicycle Coalition, PBIC,	Message: Active transportation plays a key role in reducing emissions and improving air quality. Join our virtual listening sessions to share your perspectives and help us develop policies that support sustainable transportation options and cleaner air for all.

	Greater Greater Washington	
Alternative Transportation Advocates	DC Sustainable Transportation, Electric Vehicle Association DC Chapter	Message: Sustainable transportation solutions are crucial for improving air quality. Your expertise in alternative transportation can help shape effective policies. Participate in our virtual listening sessions to contribute your knowledge and collaborate on creating a more sustainable region.
University Experts	George Washington University, Georgetown University, Howard University, University of Maryland, American University, Johns Hopkins University, George Mason University	Message: Your academic and research expertise is vital to the development of a comprehensive Air Quality Action Plan. We invite you to join our virtual listening sessions and workshops to share your insights and contribute to evidence-based strategies that address air quality and environmental justice issues.
National Organizations	Urban League of Greater Washington, NRDC, Greenpeace USA - DC Office, NPCA - Mid-Atlantic Regional Office	Message: National organizations bring valuable resources and perspectives to our local initiatives. Participate in our virtual listening sessions to share your experiences and collaborate on creating an effective Air Quality Action Plan that benefits our region and sets a precedent for others.
Community and Neighborhood Groups	Potomac Conservancy, Friends of Sligo Creek, Rock Creek Conservancy, Friends of the Mount Vernon Trail, Casey Trees,	Message: Community involvement is crucial for the success of the Air Quality Action Plan. Your local knowledge and advocacy

	<p>Fairfax County Federation of Citizens Associations, Ward 8 Woods Conservancy, Ward 3 Vision, Friends of Oxon Run, Greenbelt Climate Action Network, Montgomery Countryside Alliance, Ward 7 Environmental Council, Friends of Kenilworth Aquatic Gardens, Dupont Circle Citizens Association</p>	<p>efforts are invaluable. Join our virtual listening sessions to share your community's needs and help shape policies that ensure clean air and a healthy environment for all.</p>
<p>Youth and Education Groups</p>	<p>DC Youth Climate Strike, EcoRise Youth Innovations</p>	<p>Message: Youth voices are essential in creating a sustainable future. Your passion and ideas can drive meaningful change. Participate in our virtual listening sessions to share your perspectives and ensure that the Air Quality Action Plan reflects the needs and aspirations of the next generation.</p>
<p>Faith-Based Organizations</p>	<p>Interfaith Power & Light DC Chapter, Faith Alliance for Climate Solutions, Washington National Cathedral, National Council of Churches, Washington Interfaith Network (WIN), Virginia Interfaith Center for Public Policy, All Dulles Area Muslim Society (ADAMS Center), Archdiocese of Washington, Episcopal Diocese of Washington, Baha'i Community of Washington DC, Unitarian</p>	<p>Message: Faith communities have a powerful voice in advocating for environmental justice. Your involvement can inspire and mobilize others. Join our virtual listening sessions to contribute your insights and help create an Air Quality Action Plan that reflects our shared values of stewardship and justice.</p>

	Universalist Congregation of Fairfax, Islamic Society of Washington Area (ISWA), Jewish Earth Alliance, Mount Zion Baptist Church Arlington	
Businesses and Industry Groups	DC Chamber of Commerce, Greater Washington Board of Trade, Green Business Certification Inc. (GBCI), Northern Virginia Chamber of Commerce, Maryland Chamber of Commerce, Montgomery County Chamber of Commerce, Prince George's County Chamber of Commerce, Arlington Chamber of Commerce	Message: Sustainable business practices are key to improving air quality. Your leadership can drive significant change. Participate in our virtual listening sessions to share your experiences and collaborate on developing policies that promote both economic growth and environmental health.
Divine Nine Organizations	Alpha Phi Alpha Fraternity Inc., Kappa Alpha Psi Fraternity Inc., Alpha Kappa Alpha Sorority Inc., Delta Sigma Theta Sorority Inc., Zeta Phi Beta Sorority Inc., Sigma Gamma Rho Sorority Inc., Omega Psi Phi Fraternity Inc., Phi Beta Sigma Fraternity Inc., Iota Phi Theta Fraternity Inc.	Message: Your commitment to service and social justice is crucial for the success of our initiatives. Join our virtual listening sessions to bring your unique perspectives and help ensure that the Air Quality Action Plan addresses the needs of all communities, particularly those most impacted by environmental injustices.

By employing these tailored messages and using the outlined communication channels, we aim to ensure broad and meaningful participation from all stakeholders in the development of the Air Quality Action Plan.

Materials and Collateral

INFORMATIONAL MATERIALS

To effectively communicate with stakeholders and encourage their and their constituent's participation in our engagement activities, we will develop a range of informational materials. These materials will include the following:

1. **Invitations:**

- Professionally designed email invitations to be sent to stakeholders, inviting them to participate in our virtual listening sessions as well as the encouragement of their constituents.
- The emails will include attached formal letters detailing the purpose, significance, and logistics of the sessions.

2. **Flyers:**

- Visually appealing flyers and posters to be distributed electronically to stakeholders. We'll also encourage them to distribute them physically in community centers, local businesses, and other public places to raise awareness about the engagement activities. See attached flier in the Appendices

3. **Website FAQs and Fact Sheets:**

- Comprehensive FAQs and fact sheets addressing common questions and providing detailed information about the Air Quality Action Plan and the engagement process will be located on the project website.

MEDIA AND COLLATERAL

In addition to informational materials, we will create various media and collateral to support our outreach efforts:

1. **Email Templates:**

- Standardized email templates for initial outreach, follow-up reminders, and thank you messages to ensure consistent and professional communication with stakeholders.

2. **Social Media Content:**

- Engaging and informative social media posts to promote the virtual listening sessions and other engagement activities. These posts will be designed to encourage sharing and interaction, expanding our reach.

3. **Visual Aids (Optional):**

- Infographics, charts, and other visual aids to help stakeholders understand complex data and concepts related to air quality and environmental justice. These will be used during virtual sessions and included in informational materials.

4. **Presentation Slides:**

- Professionally designed slide decks for use during virtual listening sessions and workshops, ensuring that information is presented clearly and effectively.

DISTRIBUTION PLAN

To ensure that all stakeholders receive the necessary materials and are informed about our engagement activities, we will implement a comprehensive distribution plan:

1. **Email Distribution:**

- Utilize email as the primary distribution channel for invitations, fliers, and other digital materials. This will include sending materials to our stakeholder email list and using partner organizations' mailing lists to reach a broader audience.

2. **Social Media Campaign:**

- Launch a targeted social media campaign to share information about the virtual listening sessions and engagement activities. This campaign will include regular posts, event pages, and sponsored content to increase visibility, if resources are available to support this effort. Therefore, this may be led by MWCOG.

3. **Website Updates:**

- Regularly update the project's website with all relevant materials, including downloadable brochures, FAQs, session recordings, and presentation slides, when and where applicable. This ensures that stakeholders can easily access information at any time.

4. **Community Outreach:**

- Distribute printed materials such as brochures and flyers in community centers, libraries, local businesses, and other public places, via our stakeholders. This will help reach stakeholders who may not have regular access to digital communication channels.

5. **Partner Collaboration:**

- Collaborate with partner organizations to distribute materials through their networks and platforms. This includes leveraging their newsletters, websites, and events to disseminate information about the engagement activities.

6. **Follow-Up Communication:**

- Implement a follow-up communication plan to remind stakeholders of upcoming sessions, provide additional information, and answer any questions they may have. This will include both email reminders and phone calls for key stakeholders.

By using these materials and implementing a thorough distribution plan, we aim to ensure that all stakeholders are well-informed and encouraged to participate in the development of the Air Quality Action Plan.

Participation Tracking and Management

TRACKING SYSTEM

To effectively manage and track stakeholder engagement, we will implement a robust tracking system. This system will enable us to monitor stakeholder responses, participation rates, and overall engagement levels throughout the process. Key components of the tracking system include:

1. **Registration Database:**

- A central database where stakeholders and community members can register for each cluster virtual listening session. This database will capture essential information such as names, contact details, organization affiliations, and areas of interest.

2. **Attendance Monitoring:**

- Using the registration data, we will track attendance at each virtual listening session. This will help us understand participation rates and identify any gaps in engagement.

3. **Engagement Records:**

- Detailed records of stakeholder interactions, including emails sent, phone calls made, and follow-up actions taken. This ensures we have a comprehensive view of our engagement efforts.

4. **Otter Ai Integration:**

- We will use Otter Ai to take notes and transcribe key highlights captured during the meetings. All participants will be notified of the recording to ensure transparency. The transcriptions will be stored and analyzed for actionable insights.

METRICS AND EVALUATION

To measure the success of our stakeholder engagement efforts and ensure continuous improvement, we will define clear metrics and evaluation methods:

1. **Participation Metrics:**

- Number of stakeholders registered and attended each session.
- Diversity of stakeholders engaged (e.g., by sector, organization type, geographic location).
- Repeat participation rates across multiple sessions.

2. **Engagement Quality Metrics:**

- Level of interaction during sessions (e.g., questions asked, comments made).
- Stakeholder satisfaction scores collected through post-session surveys.
- Depth and relevance of feedback provided.

3. **Effectiveness Metrics:**

- Impact of stakeholder input on the Action Plan (e.g., number of recommendations incorporated).
- Progress towards engagement goals (e.g., forming partnerships, gathering input).
- Overall improvement in stakeholder awareness and understanding of the Action Plan.

FEEDBACK LOOP

Establishing a robust feedback loop is crucial for integrating stakeholder input into the Action Plan and ensuring ongoing improvement. Mechanisms for collecting, analyzing, and incorporating feedback include:

1. **Post-Session Surveys:**

- After each virtual listening session, we will distribute surveys to participants to gather their feedback on the session's effectiveness, content, and facilitation. These surveys will help us identify areas for improvement and ensure stakeholder concerns are addressed.

2. **Regular Analysis:**

- The feedback collected through surveys, session recordings, and Otter Ai transcriptions will be regularly analyzed to identify key themes, concerns, and suggestions. This analysis will inform the ongoing development and refinement of the Action Plan.

3. **Feedback Reports:**

- We will prepare regular feedback reports summarizing the key insights from stakeholder engagement activities. These reports will be shared with stakeholders to demonstrate how their input is being utilized and to maintain transparency.

4. **Integration Meetings:**

- Periodic meetings with the project team and key stakeholders will be held to review the feedback collected and discuss how to integrate it into the Action Plan. This collaborative approach ensures that the Plan reflects the diverse perspectives and priorities of all stakeholders.

5. **Continuous Communication:**

- Ongoing communication with stakeholders will be maintained through email updates, newsletters, and social media. This will keep stakeholders informed of progress, upcoming engagement opportunities, and how their feedback is shaping the Action Plan.

By implementing these tracking, evaluation, and feedback mechanisms, we aim to create a transparent and responsive engagement process.

Implementation Timeline

PHASE 1: PREPARATION

The preparation phase focused on identifying stakeholders and developing the necessary outreach materials. This foundational work set the stage for effective engagement by ensuring that we have a comprehensive list of stakeholders and well-crafted materials to communicate the importance and logistics of our engagement activities. *Please note that, as of this plan, we're currently between Phases 1 and 2, pending approval of this deliverable.*

PHASE 2: OUTREACH AND ENGAGEMENT

During this phase, we will conduct virtual listening sessions to gather feedback from stakeholders and community members. Virtual listening sessions are community engagement events conducted online, where stakeholders, community members, and interested parties can share their opinions, concerns, and suggestions regarding specific issues or projects. These sessions provide a platform for real-time interaction and feedback, allowing organizers to gather valuable insights from a diverse audience. By leveraging technology, virtual listening sessions can accommodate participants who may have geographic, mobility, or scheduling constraints, thus ensuring broader and more inclusive participation.

FORMAT AND STRUCTURE OF VIRTUAL LISTENING SESSIONS

- 1. Platform:**
 - Each of the five virtual listening sessions will take place via Zoom.
- 2. Support:**
 - A help desk or hotline will be available for technical support during the virtual listening sessions.
- 3. Accessibility:**
 - We will maximize language accessibility features availability via Zoom.

- Include provisions for those without reliable internet access, such as leveraging stakeholder spaces for those without internet, if permitted.
 - Provide opportunities for dial-in options.
- 4. Recording and Transparency:**
- All sessions will be recorded and posted on the project’s website.
 - Participants will be notified of the recording.
- 5. Registration:**
- Participants must register in advance for the listening sessions.
 - A survey will collect participants’ demographics, zip code, interest, and familiarity with EJ.
- 6. Facilitation:**
- All meetings will be facilitated by members of the project team.
 - Each session will last 90 minutes.

CLUSTER-BASED APPROACH TO LISTENING SESSIONS

Using the insights gained from EJScreen and the composite indicator index, we will adopt a cluster-based approach to conducting virtual listening sessions with stakeholders. This approach will involve grouping stakeholders by geographic regions or clusters, allowing us to address specific regional concerns and gather more focused feedback.

Each cluster will include multiple counties or areas with similar environmental justice challenges. The virtual listening sessions will be held in phases, with initial sessions gathering preliminary input to shape the draft Action Plan, followed by additional sessions to review and refine the plan based on stakeholder feedback.

By adopting this cluster-based approach, we can ensure that our engagement strategies are tailored to the unique needs and priorities of each region, fostering more meaningful and productive discussions with stakeholders.

Here is an overview of Phase 1 Virtual Listening Sessions.

Phase 1: Virtual Listening Session Approach

In Phase 1 of the stakeholder engagement process, we will focus on the pre-draft development of the Air Quality Action Plan. This phase involves conducting a series of virtual listening sessions, organized by county and city clusters, to gather input from stakeholders and community members. The sessions are designed to ensure that the voices of those most affected by air quality issues are heard and considered in the Action Plan.

Virtual Meetings by County/County Clusters (4 Meetings):

1. **Cluster 1: Prince George's County & District of Columbia**
 - High impact areas shown in dark blue on the composite map.
2. **Cluster 2: Fairfax County & Arlington County**
 - Notable impact in certain areas.
3. **Cluster 3: Montgomery County**
 - Moderate to high impact areas.
4. **Cluster 4: Prince William County & Manassas Park**
 - Significant impact areas.

Metro-wide Public Meeting:

- A fifth meeting will be open to all residents across the Metropolitan Washington area to ensure broad representation and input. This meeting serves as an additional opportunity for those who may have missed their cluster-specific sessions.

Registration and Participation:

- Registration is required for all virtual listening sessions. While participants are encouraged to attend the session for their specific cluster, accommodations will be made for those who need to attend a different session. Comments and feedback will be tracked back to the participants' respective clusters to ensure their input is included in the appropriate cluster-based strategies.

Draft Agenda for Phase 1 Listening Sessions:

1. **Welcome and Introduction:**
 - Opening remarks and introduction to the session.
2. **Background Presentation on Environmental Justice (EJ) and Air Quality:**
 - Overview of the project's goals, the significance of environmental justice, and current air quality issues.
3. **Break Room Instructions:**
 - Explanation of the breakout session format and instructions for participation.
4. **Breakout Room Discussion:**
 - Participants will be divided into smaller groups for focused discussions on specific topics.
5. **Report Out from Breakout Rooms:**

- Summarization of key points and feedback from each breakout room.
- 6. **Q&A and Open Discussion:**
 - Open floor for questions and additional comments from participants.
- 7. **Next Steps and Closing Remarks:**
 - Outline of the next steps in the project and closing remarks.

Key Questions for Breakout Rooms:

- **Community Breakout Rooms:**
 1. What are your primary concerns related to air quality in your community?
 2. How do you think the Action Plan can address these concerns?
 3. What are your priorities for improving air quality?
- **Key Stakeholder Breakout Rooms:**
 1. What goals should the Action Plan prioritize?
 2. What potential challenges do you foresee in implementing the Action Plan?
 3. How can we ensure the plan addresses equity and justice effectively?

These virtual listening sessions will provide a platform for real-time interaction and feedback, leveraging technology to accommodate participants who may have geographic, mobility, or scheduling constraints. By organizing the sessions in this structured manner, we aim to gather valuable insights from a diverse audience, ensuring that the Air Quality Action Plan is comprehensive and equitable.

PHASE 3: INTEGRATION AND REPORTING

After the Phase 1 listening sessions, we will analyze the feedback and integrate it into the Action Plan. This phase includes:

1. **Feedback Analysis:**
 - Analyzing the feedback collected during the listening sessions and through surveys.
2. **Integration:**
 - Incorporating the key insights and recommendations into the draft Action Plan.
3. **Reporting:**
 - Preparing a comprehensive report on the stakeholder engagement outcomes, highlighting the contributions made by various stakeholders and how their feedback has shaped the Action Plan.

Here is an overview of Phase 2 Virtual Listening Sessions.

In Phase 2 of the stakeholder engagement process, we will focus on the post-draft development of the Air Quality Action Plan. This phase involves conducting another series of virtual listening sessions, organized by county and city clusters, to gather feedback on the draft Action Plan. These sessions are crucial for refining and finalizing the plan based on stakeholder input.

Virtual Meetings by County/County Clusters (4 Meetings):

- 1. Cluster 1: Prince George's County & District of Columbia**
 - High impact areas shown in dark blue on the composite map.
- 2. Cluster 2: Fairfax County & Arlington County**
 - Notable impact in certain areas.
- 3. Cluster 3: Montgomery County**
 - Moderate to high impact areas.
- 4. Cluster 4: Prince William County & Manassas Park**
 - Significant impact areas.

Metro-wide Public Meeting:

- A fifth meeting will be open to all residents across the Metropolitan Washington area to ensure broad representation and input. This meeting serves as an additional opportunity for those who may have missed their cluster-specific sessions.

Registration and Participation:

- Registration is required for all virtual listening sessions. While participants are encouraged to attend the session for their specific cluster, accommodations will be made for those who need to attend a different session. Comments and feedback will be tracked back to the participants' respective clusters to ensure their input is included in the appropriate cluster-based strategies.

Draft Agenda for Phase 2 Listening Sessions:

- 1. Welcome and Introduction:**
 - Opening remarks and introduction to the session.
- 2. Summary of Findings from Phase 1**
- 3. Presentation of Draft Air Quality Action Plan**

- Detailed overview of the draft Action Plan, including proposed strategies and initiatives.
- 4. **Break Room Instructions:**
 - Explanation of the breakout session format and instructions for participation.
- 5. **Breakout Room Discussion:**
 - Participants will be divided into smaller groups for focused discussions on specific topics.
- 6. **Report Out from Breakout Rooms:**
 - Summarization of key points and feedback from each breakout room.
- 7. **Q&A and Open Discussion:**
 - Open floor for questions and additional comments from participants.
- 8. **Next Steps and Closing Remarks:**
 - Outline of the next steps in the project and closing remarks.

Key Questions for Phase 2 Breakout Rooms:

- **Community Breakout Rooms:**
 1. Do you feel the draft Action Plan addresses your primary concerns?
 2. What aspects of the plan do you think are most effective?
 3. Are there any areas where you feel the plan could be improved?
- **Key Stakeholder Breakout Rooms:**
 1. Does the draft Action Plan align with the goals you identified in Phase 1?
 2. What potential challenges do you foresee with the proposed strategies?
 3. How can we enhance the plan to better address equity and justice?

By organizing the sessions in this structured manner, we aim to gather valuable feedback on the draft Action Plan, ensuring that it is comprehensive, effective, and equitable before finalization.

Roles and Responsibilities

TEAM STRUCTURE

The successful development and implementation of the Air Quality Action Plan require a well-defined team structure with clear roles and responsibilities:

1. **AECOM:**
 - **Role:** Lead on the development of the Action Plan.

- **Responsibilities:** Conduct research, analyze data, draft the Action Plan, and ensure that all technical and policy recommendations are robust and actionable.
2. **Equitable Cities:**
 - **Role:** Lead on stakeholder engagement.
 - **Responsibilities:** Design and implement the stakeholder engagement strategy, organize and facilitate virtual listening sessions, workshops, and other engagement activities, gather and analyze stakeholder feedback, and integrate input into the Action Plan.
 3. **Metropolitan Washington Council of Governments (MWCOC):**
 - **Role:** Client and project oversight.
 - **Responsibilities:** Ensure the project aligns with MWCOC's goals and objectives, provide oversight and guidance to AECOM and Equitable Cities, and review and approve project deliverables.

Coordination and Communication

Effective coordination and communication are crucial for the seamless execution of the project. The following plan outlines how team efforts will be coordinated and communication maintained among team members and stakeholders:

1. **Regular Team Meetings:**
 - Weekly coordination meetings between AECOM and Equitable Cities to discuss progress, address any challenges, and plan upcoming activities.
 - Monthly oversight meetings with MWCOC to review progress, provide updates, and receive feedback.
2. **Communication Channels:**
 - Utilize email, project management tools and video conferencing (e.g., Zoom) for regular communication and coordination.
 - Maintain a shared document repository (e.g., Google Drive or SharePoint) for easy access to project materials and updates.
3. **Stakeholder Updates:**
 - Regular email updates to stakeholders to keep them informed about the project's progress, upcoming engagement activities, and key milestones.
 - Use social media and the project's website to provide timely information and updates to a broader audience.
4. **Feedback Mechanisms:**

- Establish clear channels for stakeholders to provide feedback, such as surveys, dedicated email addresses, and feedback forms on the project's website.
- Ensure that all feedback is documented, analyzed, and integrated into the project's development and implementation phases.

Risk Management

POTENTIAL CHALLENGES

Engaging a diverse group of stakeholders in the development of the Air Quality Action Plan may present several challenges and risks, including:

- 1. Low Participation Rates:**
 - Risk of insufficient stakeholder participation in virtual listening sessions and other engagement activities.
- 2. Technical Difficulties:**
 - Challenges related to accessing and using virtual meeting platforms, particularly for stakeholders with limited internet access or technical skills.
- 3. Diverse Interests and Priorities:**
 - Difficulty in reconciling the diverse interests, priorities, and concerns of different stakeholder groups.
- 4. Mistrust or Skepticism:**
 - Potential mistrust or skepticism from stakeholders regarding the effectiveness and sincerity of the engagement process.

MITIGATION STRATEGIES

To address and mitigate these risks, the following strategies will be implemented:

- 1. Enhancing Participation:**
 - Proactive outreach and personalized invitations to key stakeholders.
 - Flexible scheduling of sessions (e.g., weekends) to accommodate community participants and stakeholders
 - Providing incentives for participation, such as recognition in the final report or small tokens of appreciation.
- 2. Technical Support:**
 - Offering technical support through a dedicated help desk or hotline during virtual sessions.
 - Providing clear instructions and tutorials on how to join and participate in virtual sessions.

- Ensuring alternative options, such as dial-in numbers, for stakeholders with limited internet access.

3. Facilitating Inclusive Dialogue:

- Breaking out into smaller groups during sessions to allow for more focused and inclusive discussions.
- Prioritizing and addressing the most common and significant concerns in the Action Plan.

4. Building Trust:

- Being transparent about the engagement process and how stakeholder input will be used.
- Regularly communicating progress and demonstrating how feedback has influenced the Action Plan.
- Engaging trusted community leaders and organizations to help facilitate and endorse the engagement process.

Conclusion

SUMMARY OF THE ENGAGEMENT PLAN

The Stakeholder Engagement Plan for the Air Quality Action Plan is designed to ensure a comprehensive, inclusive, and transparent process. By leveraging virtual listening sessions, we aim to gather diverse perspectives and insights that will inform the development of a robust and equitable Action Plan. Our approach includes proactive outreach, tailored communication strategies, and effective coordination and communication mechanisms.

CALL TO ACTION

We encourage all stakeholders to actively participate and contribute to the success of the Air Quality Action Plan. Your insights and feedback are crucial in shaping a plan that addresses the unique needs and priorities of our communities. By working together, we can create a healthier, more equitable environment for all residents of the Metropolitan Washington area.

Please register for the upcoming virtual listening sessions, share your perspectives, and be a part of this important initiative. Together, we can make a significant impact on our region's air quality and ensure a sustainable future for generations to come.

Appendices

STAKEHOLDER LIST

The stakeholder list is included as an attachment in the email. However, here is a breakdown of the stakeholders listed to date.

Environmental Justice Groups

1. **Empower DC** – Focuses on promoting racial, economic, and environmental justice in Washington, DC.
2. **Black Millennials for Flint (BM4F)** – A grassroots, environmental justice and civil rights organization focused on the eradication of lead exposure in African-American & Latinx communities.
3. **DC Environmental Network (DCEN)** – Advocates for environmental and EJ policies in the District of Columbia.
4. **Chesapeake Climate Action Network (CCAN)** – Regional organization dedicated to climate and EJ advocacy.
5. **Environmental Justice Health Alliance for Chemical Policy Reform** – National organization with local affiliates focusing on environmental health and justice.
6. **Earthjustice** – While a national organization, Earthjustice has significant involvement in local EJ issues through its regional offices.
7. **Groundswell** – Focuses on building community power through equitable clean energy initiatives.

EJ Organizations at Local Universities

1. **George Washington University Environmental Justice Action Network (EJAN)** – Focuses on environmental justice initiatives and advocacy within the university and the local community.
2. **Howard University Environmental Sustainability Council** – Promotes environmental justice and sustainability on campus and in surrounding communities.
3. **University of Maryland Office of Sustainability** – Engages in environmental justice projects and research, fostering student involvement in sustainability and EJ issues.
4. **Georgetown University Environmental Justice Program** – A program within the university's environmental initiatives focused on addressing EJ concerns.
5. **American University Center for Environmental Policy** – While not exclusively focused on EJ, this center addresses policy issues related to environmental justice.

6. **Catholic University of America Environmental Justice Group** – Student-led organization focusing on environmental justice and community outreach.
7. **Johns Hopkins University Environmental Justice Network** – Engages students and faculty in research and advocacy on environmental justice issues.

Air Quality Advocates Stakeholders

1. **Metropolitan Washington Council of Governments (MWCOG)** – A regional organization that collaborates on air quality and other regional issues.
2. **Baltimore Metropolitan Council (BMC)** – Works alongside MWCOG in Clean Air Partners initiatives.
3. **District Department of Energy & Environment (DOEE)** – Engages in efforts to improve air quality in Washington, DC.
4. **Maryland Department of the Environment (MDE)** – Focuses on air quality and environmental protection in Maryland.
5. **Virginia Department of Environmental Quality (VDEQ)** – Works on air quality issues and environmental policies in Virginia.
6. **American Lung Association (ALA) Mid-Atlantic** – Promotes lung health and clean air through advocacy and education.
7. **Environmental Protection Agency (EPA) Region 3** – Federal agency involved in air quality regulation and enforcement in the region.
8. **WMATA (Washington Metropolitan Area Transit Authority)** – Partner in promoting sustainable transportation to improve air quality.
9. **Virginia Department of Transportation (VDOT)** – Engages in transportation planning with air quality considerations.
10. **Maryland Department of Transportation (MDOT)** – Collaborates on transportation and air quality initiatives.
11. **Environmental Defense Fund (EDF)** – National organization with a regional presence focusing on clean air and climate policies.
12. **Sierra Club, DC Chapter** – Local chapter of a national organization advocating for clean air and environmental protection.
13. **Virginia Railway Express (VRE)** – Regional commuter rail service involved in sustainable transportation efforts.
14. **Sierra Club, DC Chapter** – Focused on environmental advocacy and clean air initiatives within Washington, DC.
15. **Sierra Club, Maryland Chapter** – Engages in environmental protection and air quality advocacy throughout the state of Maryland.
16. **Sierra Club, Virginia Chapter** – Active in promoting clean air and environmental policies across Virginia, including the northern Virginia area.

17. **Sierra Club, Montgomery County Group** – A local group within the Maryland Chapter focusing on environmental issues in Montgomery County.
18. **Sierra Club, Prince George's County Group** – Another local group under the Maryland Chapter, focusing on air quality and environmental justice in Prince George's County.

Union of Concerned Scientists Affiliates in the Metro Washington (DC) Region

1. **Union of Concerned Scientists, Washington, DC Office** – The main office located in Washington, DC, which focuses on federal climate policies, science advocacy, and public outreach.

Similar Climate Action and Advocacy Groups in the Metro Washington (DC) Region

1. **Moms Clean Air Force, DC Chapter** – A community of mothers and fathers united against air pollution to protect children's health.
2. **Chesapeake Climate Action Network (CCAN)** – Regional organization dedicated to fighting climate change and promoting clean energy.
3. **Interfaith Power & Light (DC, MD, NoVA)** – Mobilizes faith communities to advocate for climate action and environmental justice.
4. **Citizens' Climate Lobby (CCL), DC Chapter** – Grassroots organization focused on national policies to address climate change.
5. **Sunrise Movement, DC Hub** – Youth-led movement advocating for climate justice and a Green New Deal.
6. **Clean Water Action, Maryland** – Works on environmental and public health issues, including climate change and water quality.
7. **Anacostia Watershed Society** – Focuses on restoring the Anacostia River, including addressing pollution and promoting environmental education.
8. **DC EcoWomen** – A community of women who work in environmental fields, promoting sustainability and environmental justice.
9. **350 DC** – Local chapter of the global climate movement focused on reducing carbon emissions and promoting renewable energy.
10. **Faith Alliance for Climate Solutions (FACS)** – Engages faith communities in Northern Virginia to advocate for climate solutions and sustainability.
11. **Friends of the Earth, DC** – Part of an international network advocating for environmental protection and justice.

Health Organizations Interested in Air Quality

1. **DC Department of Health** – Public health and air quality.
2. **Children’s National Health System** – Focus on pediatric health and air quality.
3. **DC Asthma Coalition** – Addressing asthma and air quality issues.
5. **American Heart Association, Greater Washington Region** – Addressing cardiovascular health and air pollution. **MedStar Health** – Regional healthcare provider focused on community health and environmental factors affecting health.
6. **Kaiser Permanente, Mid-Atlantic States** – Healthcare organization with initiatives on environmental health and air quality.
7. **Howard University Hospital** – Focus on community health, environmental justice, and public health issues.
8. **Johns Hopkins Bloomberg School of Public Health** – Research and advocacy on environmental health and air quality.
9. **Inova Health System** – Northern Virginia healthcare provider with a focus on community health and air quality.
10. **Georgetown University Medical Center** – Engages in research and policy advocacy on environmental health.
11. **George Washington University Milken Institute School of Public Health** – Focus on public health research and policy, including air quality.
12. **National Association of County and City Health Officials (NACCHO)** – Represents local health departments and addresses environmental health issues.
13. **Maryland Department of Health** – State health department addressing air quality and public health.
14. **Virginia Department of Health** – State health department focused on environmental health and air quality.
15. **Breathe DC** – Nonprofit organization dedicated to promoting lung health and clean air in Washington, DC.
16. **Unity Health Care** – Provides health services in underserved communities and addresses environmental health concerns.

Active Transportation Groups in the Metro Washington (DC) Region

1. **Washington Area Bicyclist Association (WABA)** – Advocacy for cycling and air quality.
2. **Capital Trails Coalition** – Promoting trails and active transportation.
3. **Rails-to-Trails Conservancy** – National organization with a regional focus. **Fairfax Alliance for Better Bicycling (FABB)** – Promoting safe and accessible bicycling in Fairfax County, VA.
4. **Bike Maryland** – Statewide advocacy for bicycling infrastructure and policies.

5. **Arlington Transportation Partners (ATP)** – Encourages active transportation and sustainable commuting options in Arlington, VA.
6. **Bike Arlington** – County program promoting cycling and active transportation in Arlington, VA.
7. **Bethesda Transportation Solutions** – Promotes walking, biking, and other sustainable transportation options in Bethesda, MD.
8. **Coalition for Smarter Growth** – Promotes sustainable growth and transportation options, including walking and biking, in the DC region.
9. **WalkArlington** – Program encouraging walking as a transportation mode in Arlington, VA.
10. **Reston Bicycle Club** – Promotes recreational and commuter cycling in Reston, VA.
11. **Bike Loudoun** – Advocates for bicycling infrastructure and safety in Loudoun County, VA.
12. **Frederick Bicycle Coalition** – Promotes cycling and active transportation in Frederick, MD.
13. **Pedestrian and Bicycle Information Center (PBIC)** – Provides resources and advocacy for pedestrian and bicycle safety and infrastructure.
14. **Greater Greater Washington** – Advocacy organization promoting urbanism and sustainable transportation, including walking and biking.

Alternative Transportation Advocates

1. **DC Sustainable Transportation** – Advocating for sustainable transportation options.
2. **Electric Vehicle Association, DC Chapter** – Promoting electric vehicle adoption.

University Experts in the Metro Washington (DC) Region

1. **George Washington University**
 - Milken Institute School of Public Health – Experts in environmental and public health.
 - School of Engineering and Applied Science – Research in environmental engineering and sustainability.
 - GW Law School – Environmental and energy law experts.
2. **Georgetown University**
 - Georgetown Climate Center – Focus on climate law and policy.
 - McCourt School of Public Policy – Research on environmental policy and public health.
3. **Howard University**

- College of Medicine – Public health and environmental justice research.
- College of Engineering and Architecture – Environmental engineering and sustainability.

4. **University of Maryland**

- School of Public Health – Environmental health and policy experts.
- College of Agriculture and Natural Resources – Research on environmental science and sustainability.
- School of Public Policy – Experts in environmental and public policy.

5. **American University**

- School of International Service – Focus on global environmental issues.
- College of Arts and Sciences – Environmental science and sustainability research.

6. **Johns Hopkins University**

- Whiting School of Engineering – Research on environmental engineering and sustainability.

7. **George Mason University**

- Center for Climate Change Communication – Research on climate communication and public engagement.
- Department of Environmental Science and Policy – Environmental science and sustainability experts.
- Schar School of Policy and Government – Focus on environmental policy and public administration.

National Organizations in the Metro Washington (DC) Region

1. **Urban League of Greater Washington** – Focus on health and environmental justice issues.
2. **Natural Resources Defense Council (NRDC)** – Environmental advocacy.
3. **Greenpeace USA** - DC Office – Advocates for environmental protection, climate action, and corporate accountability.
4. **National Parks Conservation Association (NPCA)** - Mid-Atlantic Regional Office – Advocates for the protection of national parks and surrounding environments.

Community and Neighborhood Groups in the MWCOG Region

1. **Potomac Conservancy** – Focus on protecting the Potomac River and surrounding watershed, including water and air quality initiatives.
2. **Friends of Sligo Creek** – Environmental advocacy group focused on protecting Sligo Creek and improving local air and water quality.

3. **Rock Creek Conservancy** – Works to restore Rock Creek and its parks, advocating for environmental protection and clean air.
4. **Friends of the Mount Vernon Trail** – Community group dedicated to maintaining and improving the Mount Vernon Trail, promoting active transportation.
5. **Casey Trees** – Advocates for tree planting and urban forestry to improve air quality and environmental health in DC.
6. **Fairfax County Federation of Citizens Associations** – Umbrella group representing various civic associations in Fairfax County, VA, focused on local issues including environmental quality.
7. **Ward 8 Woods Conservancy** – Community group focused on environmental conservation and improving air quality in Ward 8, DC.
8. **Ward 3 Vision** – Community group advocating for sustainable urban development and environmental protection in Ward 3, DC.
9. **Friends of Oxon Run** – Works to protect and restore Oxon Run Park and improve environmental health in the surrounding community.
10. **Greenbelt Climate Action Network** – Community group in Greenbelt, MD, advocating for climate action and environmental sustainability.
11. **Montgomery Countryside Alliance** – Advocates for the protection of agricultural and rural lands in Montgomery County, MD, promoting sustainable practices and clean air.
12. **Ward 7 Environmental Council** – Community organization addressing environmental issues and advocating for clean air and sustainability in Ward 7, DC.
13. **Friends of Kenilworth Aquatic Gardens** – Focus on preserving and protecting Kenilworth Aquatic Gardens and improving local environmental health.
14. **Dupont Circle Citizens Association** – Engages in local advocacy for urban planning, environmental sustainability, and community health in Dupont Circle, DC.

Youth and Education Groups

1. **DC Youth Climate Strike** – Youth-led climate advocacy.
2. **EcoRise Youth Innovations** – Environmental education and youth engagement.

Faith-Based Organizations in the MWCOG Region

1. **Interfaith Power & Light, DC Chapter** – Mobilizing faith communities on climate issues.

2. **Faith Alliance for Climate Solutions** – Engaging faith communities in climate action.
3. **Washington National Cathedral** – Environmental and EJ initiatives.
4. **National Council of Churches** – Engages in advocacy for environmental justice and sustainability.
5. **Washington Interfaith Network (WIN)** – Coalition of faith-based organizations in DC advocating for social justice, including environmental issues.
6. **Virginia Interfaith Center for Public Policy** – Mobilizes faith communities in Virginia for social justice, including environmental advocacy.
7. **All Dulles Area Muslim Society (ADAMS Center)** – Engages in environmental stewardship and sustainability initiatives within the Muslim community.
8. **Archdiocese of Washington** – Catholic Church initiatives focused on environmental stewardship and climate action.
9. **Episcopal Diocese of Washington** – Engages in environmental advocacy and sustainability initiatives.
10. **Baha'i Community of Washington, DC** – Engages in environmental sustainability and community service.
11. **Unitarian Universalist Congregation of Fairfax** – Focus on climate justice and environmental advocacy.
12. **Islamic Society of Washington Area (ISWA)** – Promotes environmental stewardship within the Muslim community.
13. **Jewish Earth Alliance** – Mobilizes the Jewish community in advocacy for climate action and environmental justice.
14. **Mount Zion Baptist Church, Arlington** – Engages in environmental justice initiatives and community service.

Businesses and Industry Groups in the MWCOG Region

1. **DC Chamber of Commerce** – Business community interest in air quality.
2. **Greater Washington Board of Trade** – Regional business advocacy.
3. **Green Business Certification Inc. (GBCI)** – Promoting green businesses.
4. **Northern Virginia Chamber of Commerce** – Advocates for business interests including sustainability and air quality in Northern Virginia.
5. **Maryland Chamber of Commerce** – Engages in business advocacy with a focus on sustainable practices and air quality in Maryland.

6. **Montgomery County Chamber of Commerce** – Focus on promoting sustainable business practices and environmental initiatives in Montgomery County, MD.
7. **Prince George’s County Chamber of Commerce** – Advocates for business interests, including sustainability and environmental health.
8. **Arlington Chamber of Commerce** – Engages in business advocacy with a focus on sustainability and environmental health.

Divine Nine Organizations in the Metro Washington (DC) Region

1. Alpha Phi Alpha Fraternity, Inc. (ΑΦΑ)

- BETA Chapter(Howard University) Undergraduate Chapters
- Nu Beta Chapter (American University, Catholic University, George Washington University, Georgetown University) Undergraduate Chapters
- Omicron Omicron Chapter (University of the District of Columbia) Undergraduate Chapters
- Mu Lambda Chapter Graduate Chapters
- Omicron Lambda Alpha Chapter Graduate Chapters
- Omicron Eta Lambda Graduate Chapters
- Xi Alpha Lambda
- Theta Rho Lambda Chapter

2. Kappa Alpha Psi Fraternity, Inc. ((ΚΑΨ)

- Theta Tau Chapter (Howard University)
- George Washington University - Undergraduate Chapters
- American University - Undergraduate Chapters
- Georgetown University - Undergraduate Chapters
- Catholic University- Undergraduate Chapters
- Washington (DC) Alumni Chapter - Graduate Chapters

3. Alpha Kappa Alpha Sorority, Inc. (ΑΚΑ)

- Psi Epsilon Omega Chapter
- Iota Gamma Omega Chapter
- Alpha Chapter (Howard University) - Undergraduate Chapters
- American University -Undergraduate Chapters
- Mu Delta Chapter (George Washington University) - Undergraduate Chapters
- Xi Omega Chapter (Washington, D.C.) - Graduate Chapters
- Lambda Zeta Omega Chapter (Washington, D.C.) - Graduate Chapters

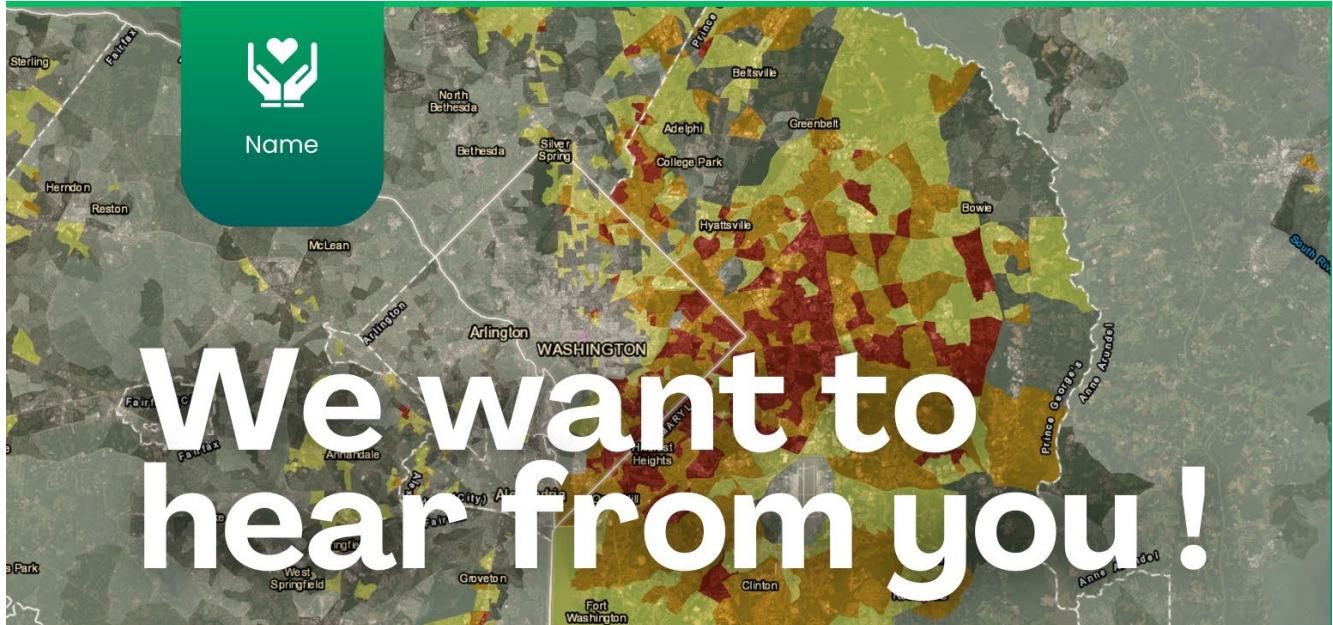
4. Delta Sigma Theta Sorority, Inc. (ΔΣΘ)

- Alpha Chapter (Howard University) - Undergraduate Chapters
- American University - Undergraduate Chapters

- George Washington University - Undergraduate Chapters
 - Washington D.C. Alumnae - Graduate Chapters
- 5. Zeta Phi Beta Sorority, Inc.**
- Alpha Chapter (Howard University) - Undergraduate Chapters
 - Sigma Pi Chapter (American University) - Undergraduate Chapters
 - Kappa Alpha Chapter (The University of the District of Columbia) - Undergraduate Chapters
 - George Washington University - Undergraduate Chapters
 - Xi Zeta Chapter (Washington, D.C.) - Graduate Chapters
- 6. Sigma Gamma Rho Sorority, Inc. (ΣΓΡ)**
Phi Sigma Chapter in Washington, DC
- 7. Omega Psi Phi Fraternity, Inc. (ΩΨΦ)**
- Alpha Chapter (Howard University) - Undergraduate Chapters
 - George Washington University - Undergraduate Chapters
 - Alpha Omega Chapter (Washington, D.C.) - Graduate Chapters
- 8. Phi Beta Sigma Fraternity, Inc. (ΦΒΣ)**
- Alpha Chapter (Howard University) - Undergraduate Chapters
 - American University - Undergraduate Chapters
 - George Washington University - Undergraduate Chapters
- 9. Iota Phi Theta Fraternity, Inc. (ΙΦΘ)**
Alpha Chapter (Morgan State University) - Undergraduate Chapters

SAMPLE INVITATIONAL AND PROMOTIONAL FLYER

Here is an example of a sample promotional flyer that will be sent via email and/or posted online for all stakeholders and the public to learn about the virtual listening sessions in their cluster and metro wide.



The Metropolitan Washington Air Quality Committee (MWAQC) Environmental Justice (EJ) Subcommittee is developing an Action Plan for environmental justice focused on air quality. We need your input to ensure the plan reflects the needs and priorities of our communities.

Join Us

**November
18th, 2025**

08.00 AM - 03.00 PM



Online
via [Platform]



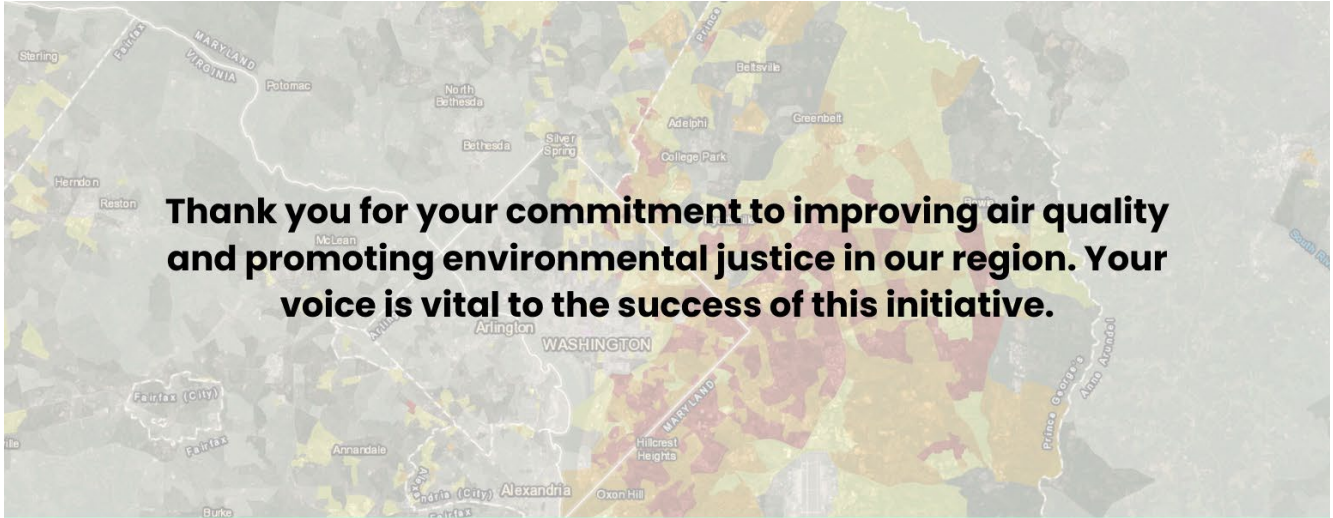
Why Participate

- Influence regional policies for better air quality and environmental justice.
- Collaborate with other community leaders and stakeholders.
- Contribute to creating healthier environments for all.

For more information or to confirm your participation, please contact:

First and Last Name
Title

name@email.com
+123 456 7890



Thank you for your commitment to improving air quality and promoting environmental justice in our region. Your voice is vital to the success of this initiative.

Visit [Website Link] for more information on the MWAQC Environmental Justice Subcommittee and our ongoing efforts to enhance air quality and achieve environmental justice.

Follow us on social media for updates and more opportunities to get involved:



[Handle]



[Handle]



[Handle]



[Handle]

[Funding Disclaimer]

SAMPLE STAKEHOLDER EMAIL OR LETTER

Here is an example of a sample promotional flyer that will be sent via email and/or posted online for all stakeholders and the public to learn about the virtual listening sessions in their cluster and metro wide.

Subject: Invitation to Participate in Virtual Listening Sessions for the Air Quality Action Plan

Dear [Stakeholder's Name],

We are pleased to invite you to participate in a series of virtual listening sessions designed to gather input for the development of the Metropolitan Washington Air Quality Action Plan. Your expertise and insights are invaluable to ensuring that our plan effectively addresses the air quality challenges and environmental justice concerns in our region.

About the Virtual Listening Sessions

These sessions provide a platform for stakeholders, community members, and interested parties to share their opinions, concerns, and suggestions regarding specific issues or projects. By leveraging technology, we can accommodate participants who may have geographic, mobility, or scheduling constraints, ensuring broader and more inclusive participation.

Schedule of Sessions

Our virtual listening sessions are organized by county and city clusters to ensure focused discussions and relevant feedback. We encourage you to attend the session for your specific cluster, but you are welcome to join any session that fits your schedule. Comments and feedback will be tracked back to your respective clusters to ensure they are included in the appropriate strategies.

Cluster 1: Prince George's County & District of Columbia

- Date: [Insert Date]
- Time: [Insert Time]

Cluster 2: Fairfax County & Arlington County

- Date: [Insert Date]

- Time: [Insert Time]

Cluster 3: Montgomery County

- Date: [Insert Date]
- Time: [Insert Time]

Cluster 4: Prince William County & Manassas Park

- Date: [Insert Date]
- Time: [Insert Time]

Metro-wide Public Meeting

- Date: [Insert Date]
- Time: [Insert Time]

How to Register

Please register for the session that best fits your schedule using the link below:
[Insert Registration Link]

Agenda for the Sessions

1. Welcome and Introduction
2. Background Presentation on Environmental Justice and Air Quality
3. Break Room Instructions
4. Breakout Room Discussion
5. Report Out from Breakout Rooms
6. Q&A and Open Discussion
7. Next Steps and Closing Remarks

Your Participation Matters

Your participation is crucial to the success of this initiative. We also encourage you to invite your constituents to participate in these sessions to ensure a diverse range of perspectives and experiences are represented.

Thank you for your commitment to improving air quality and environmental justice in our region. We look forward to your valuable contributions.

Best regards,

[Name]
 [Title]
 [Organization]
 [Contact Information]

SAMPLE SOCIAL MEDIA POST FOR LINKEDIN

Here is an example of a social media post for LinkedIn that can be modified to fit other social media platforms.

📌 Join the Conversation: Virtual Listening Sessions for the Metropolitan Washington Air Quality Action Plan 🌿

We are excited to announce a series of virtual listening sessions aimed at gathering input for the development of the Metropolitan Washington Air Quality Action Plan. Your voice matters, and we want to hear from you!

Why Participate? These sessions provide a unique opportunity for stakeholders, community members, and interested parties to share their opinions, concerns, and suggestions on air quality and environmental justice issues. By leveraging virtual platforms, we aim to ensure broad and inclusive participation across our region.

Session Schedule:

- **Cluster 1: Prince George's County & District of Columbia** 📅 [Insert Date] | 🕒 [Insert Time]
- **Cluster 2: Fairfax County & Arlington County** 📅 [Insert Date] | 🕒 [Insert Time]
- **Cluster 3: Montgomery County** 📅 [Insert Date] | 🕒 [Insert Time]
- **Cluster 4: Prince William County & Manassas Park** 📅 [Insert Date] | 🕒 [Insert Time]
- **Metro-wide Public Meeting** 📅 [Insert Date] | 🕒 [Insert Time]

How to Register: 🖱️ [Insert Registration Link]

Agenda Highlights:

1. Welcome and Introduction
2. Background on Environmental Justice and Air Quality
3. Breakout Room Discussions
4. Q&A and Open Discussion
5. Next Steps and Closing Remarks

Your participation is vital to shaping a comprehensive and equitable Air Quality Action Plan. We also encourage you to spread the word and invite others to join these important conversations.

Let's work together to improve air quality and ensure environmental justice for all communities in the Metropolitan Washington area.

#AirQuality #EnvironmentalJustice #CommunityEngagement #Sustainability #VirtualEvent
#PublicHealth

[Your Organization's Name]
[Contact Information]