THE FIRST ANNUAL

# MUNICIPAL-ACADEMIA COOPERATION

FOR

# CLIMATE ACTION

AND THE FIFTH ANNUAL

# MASON ENERGY FORUM

APRIL 17, 2023

# WELCOME

The first annual Municipal-Academia Cooperation for Climate Action (MACCA) and the fifth annual Mason Energy Forum (MEF) is a first-of-its-kind conference aimed to bring together academics, industry professionals, and local leaders to develop effective pathways for collaboration on energy and climate action. Whether through engaging panel discussions, multiple networking sessions, or conversations with students about their research posters, this is a space to connect and empower ideas for the future.

The MACCA-MEF conference is co-hosted and sponsored by George Mason University's Center for Energy Science and Policy, Center for Resilient and Sustainable Communities, Virginia Climate Center, the Institute for a Sustainable Earth, the Center for Climate Change Communications; Penn State University Sustainability Institute; and the Pennsylvania Environmental Resource Consortium.

# GOALS

1. Create a learning community of engaged municipalities, universities, and other supporting organizations to help advance local-scale climate work and policy.
2. Provide an opportunity to share ideas about curricular multiscalar academic strategies to afford students a varying and robust educational background to support climate work in their communities.
3. Identify existing gaps in undergraduate and graduate curriculum, both inter- and intra-disciplinary, to train and educate students and faculty in GHG accounting proficiency and climate action and resiliency plan development (community engagement, policy, science-based targets, etc.), and linkages to policy opportunities at different scales.
4. Identify and share gaps in capacity within and across governmental, non-governmental, and business related to greenhouse gas accounting, mitigation, and resilience planning.
5. Share best practices, lessons learned, and research for effective university engagement (faculty and students) with municipalities in developing climate action mitigation and resiliency plans.
6. Identify potential partnerships, grants, and assistance at the state and federal level to complement municipal-academic cooperation.
7. Understand how climate communication can best be utilized for different types of municipal/academic partnerships.
8. Identify the most urgent gaps in academic research that could be fulfilled by our collective municipal/academic partnerships.
9. Identify effective means to use universities to assist low-income and marginalized communities with climate mitigation and adaptation.

# AGENDA

**8:00 AM**

## Registration

Light breakfast, coffee, and networking in Multipurpose Room A-B

**9:00 AM**

## Welcome

**Dr. Mark Ginsberg**, Provost and Executive Vice President, George Mason University

**Dr. Richard Alley**, Evan Pugh University Professor of Geoscience, Penn State University

**9:15 AM**

## Keynote Address

**The Honorable Richard "Rip" Sullivan, Jr.**, Member, Commonwealth of Virginia House of Delegates

**9:30-10:40 AM**

## Panel 1: State and Federal Agencies Working with Universities to Engage with Local Communities for *Successful* Climate Action Planning

**Andrea Denny**, Local Energy and Environment Program Lead, U.S. Environmental Protection Agency

**Thomas Ballou**, Air Data and Program Manager, Virginia Department of Environmental Quality

**Christopher Nafe**, Energy Program Specialist, Pennsylvania Department of Environmental Protection

*Moderated by Brandi Robinson, PSU*

-------------------------------------------------- Break --------------------------------------------------

**10:50 AM - Noon**

## Panel 2: Developing the Right Toolbox for University-Community Engagement

**Dr. Franklin Egan**, Chief Climate Strategist, Clear Climate Strategies

**Craig Beavers**, Assistant City Planner and Sustainability Coordinator, City of Scranton

**Bill Eger**, Climate Policy Officer, Arlington County

**Pam Adams**, Sustainability Planner, Centre Regional Planning Agency

*Moderated by Peter Buck, PSU*

# AGENDA

## Networking Lunch

*Off-Campus*

See page 9 for map and list of local food options

### 1:15 - 2:25 PM

## **Panel 3:** Engaging Communities for Climate Resilience

**Dr. Jessica Whitehead**, Executive Director, Old Dominion University Institute for Coastal Adaptation & Resilience

**Lara Fowler**, Chief Sustainability Officer, Penn State University

**Demetra McBride**, Bureau Chief, Arlington County Office of Sustainability

*Moderated by Dr. Jim Kinter, GMU*

-------------------------------------------- Break --------------------------------------------------

### 2:35 - 3:45 PM

## **Panel 4:** Building Institutional Capacity - Educating Students to Work in the Municipal Climate and Energy Space

**Victoria Glasgow**, Graduate Student, George Mason University

**Olivia McMahon**, Undergraduate Student, Penn State University

**Elliot Meyer**, Graduate Student, George Mason University

**Jonathan Smith**, Graduate Student, Penn State University

*Moderated by Paul Bubbosh, GMU*

------------------------------- Closing Remarks and Reception ----------------------------

### 4:00 PM

## Reception: Energy-Sector Networking and Student Poster Session

This is an opportunity to explore students' research, meet prospective employers, and share innovative work with fellow energy and climate professionals. The awards will be announced at the reception as well.

# PANELIST BIOGRAPHIES

**Andrea Denny**, U.S. Environmental Protection Agency

Andrea Denny is a Lead Environmental Policy Analyst in the U.S. EPA's State and Local Climate and Energy Program. The program assists state, local, and tribal governments by providing technical assistance, analytical tools, and outreach support to develop policies and programs to promote clean energy and decarbonization. Andrea's portfolio includes local government policy initiatives, subnational greenhouse gas inventories, and the Climate Pollution Reduction Grants.  Andrea received a M.S. in Geography and an honors B.S. in Chemistry from the Pennsylvania State University. She has been with EPA since 1999.

**Thomas R. Ballou**, Virginia Department of Environmental Quality

Tom Ballou is the Manager of the Office of Air Data Analysis and Planning of the Virginia Department of Environmental Quality's Air Division. Tom has directed the development of statewide greenhouse gas emissions inventories, and worked on other state climate initiatives. He has also worked on the planning and implementation of a state carbon trading rule and program for the Virginia power sector, participation in the Regional Greenhouse Gas Initiative (RGGI), and the adoption of the Virginia clean cars regulation. Tom has been with the DEQ air program since 1990. Before coming to the DEQ, he worked for the Air Division of the US EPA regional office in New York, and the New Jersey DEP. He graduated from Shippensburg University in 1983 with a degree in environmental science.

**Christopher Nafe**, Pennsylvania Department of Environmental Protection

Christopher Nafe is an Energy Program Specialist with the Energy Programs Office of the Pennsylvania Department of Environmental Protection. He manages the local climate action programs for the energy programs office assisting local governments to complete greenhouse gas inventories and climate action plans to reduce their greenhouse gas emissions. Prior to working for the Commonwealth of Pennsylvania, Mr. Nafe worked as the Sustainability Coordinator for the City of Harrisburg, PA. He received his B.A. in Psychology and Environmental Studies from Washington and Jefferson College in 2004, his M.A. in Community Psychology and Social Change with a focus on Environmental Issues in 2012, and currently working on a Ph.D. in Environmental Social Science at Arizona State University.

**Dr. Franklin Egan**, Clear Climate Strategies

Dr. Franklin Egan is founder and chief climate strategist with Clear Climate Strategies. He has nearly 20 years of experience in sustainability research, education, and policy, including work with Penn State University, the U.S. Department of Agriculture, and Pasa Sustainable Agriculture. He learned how climate action can be a powerful tool for community engagement and investment while working with the Centre Region Council of Governments to develop a climate action plan for State College, PA, and surrounding communities. At Clear Climate Strategies, he applies insights from ecosystems and organizations to help communities and businesses tackle climate change.

# PANELIST BIOGRAPHIES

**Craig Beavers**, City of Scranton

Craig Beavers is the Assistant City Planner and Sustainability Coordinator for the City of Scranton. Craig serves as the deputy director of the Bureau of City Planning and Zoning, managing long-range planning initiatives in the fields of climate action, active transportation initiatives, and sustainable land use. An advocate for engagement, Craig has presented to countless numbers of community groups, university classes, and peer professionals to educate and inform others on important issues facing the Scranton community. He is a certified floodplain manager and holds a bachelor's degree from Marywood University. In his free time, Craig likes to bike, cook, and play bass in local bands in the area.

**Bill Eger**, Arlington County

Bill Eger serves as the Chief Climate Policy Officer for Arlington County, Virginia where he leads the newly-created Office of Climate Policy & Coordination for the Arlington County Manager's Office. Until recently, Bill served over thirteen years as Energy Manager for the City of Alexandria. Bill holds Computer, Electrical, and Mechanical engineering degrees, and is pursuing an advanced degree in urban planning. Bill is a registered Professional Engineer, and holds several certifications, including Certified Energy Manager, an International Society of Sustainability Professionals Sustainability Associate, a certified Climate Change Professional, a US Green Building Council LEED Accredited Professional, among others.

**Pam Adams**, Centre Regional Planning Agency

Pam Adams is the Sustainability Planner at Centre Region Council of Governments (CRCOG). She prepares, monitors, coordinates and provides direction for the implementation of the Centre Region Climate Action and Adaptation Plan (CAAP). She is a member of CRCOG's Climate Action Technical Advisory Group (TAG) and she provides technical support to the Solar Power Purchase Agreement Working Group. Prior to 2019, Pam served as CRCOG's Refuse and Recycling Administrator for 11 years and completed the Pennsylvania Recycling Professional Certification Program. Prior to CRCOG, Pam was a manufacturing engineer for Thermo King, a subsidiary of Trane Technologies. Pam earned a B.S. in Industrial Engineering from Penn State University.

## Panel 3

**Dr. Jessica Whitehead**, Old Dominion University Institute for Coastal Adaptation and Resilience

Dr. Jessica Whitehead is the Joan P. Brock Endowed Executive Director of the Institute for Coastal Adaptation and Resilience (ICAR) at Old Dominion University. As recognition of her career in using climate information for policy relevant decision-making, Dr. Whitehead is serving the U.S. Global Change Research Program as the non-federal chapter lead author for the Northeast Chapter of the forthcoming Fifth U.S. National Climate Assessment. Within the Commonwealth, she is a member of the Virginia Coastal Resilience Technical Advisory Committee. She also serves on the American Meteorological Society's Board on Outreach and Informal Education. She earned her Doctor of Philosophy in geography and Master of Science in meteorology from The Pennsylvania State University and a Bachelor of Science in physics with a concentration in meteorology from the College of Charleston. She was recognized as one of Penn State's College of Earth and Mineral Sciences 125th Anniversary Fellows.

# PANELIST BIOGRAPHIES

**Lara B. Fowler**, Penn State University Sustainability Institute

Lara Fowler is the interim Chief Sustainability Officer and interim Director of the Penn State Sustainability Institute, as well as a Professor of Teaching at Penn State Law, and as an affiliate faculty member of Penn State's School of International Affairs. Prior to taking the sustainability leads in July 2022, she was the Assistant Director for Outreach and Engagement with Penn State's Institutes of Energy and the Environment. Lara teaches water law; energy law; negotiation and dispute resolution design; and mediation of environmental and public conflicts. She was a Fulbright Scholar in Sweden from 2019-2020, examining how people are finding solutions to complex water quality and quantity challenges. Prior to joining Penn State in 2012, she worked on public policy issues for the Oregon Water Resources Department, attended the University of Washington School of Law, and practiced with Gordon Thomas Honeywell LLP.

**Demetra J. McBride**, Arlington County Office of Sustainability

Demetra McBride, Bureau Chief for the Arlington County Office of Sustainability and Environmental Management, has supervised energy, climate, resilience stormwater, and green infrastructure programs in Florida, California and, now, Virginia. She led other California governments in forming Regional Energy Networks, Community Choice Aggregation Agencies, and designed and produced a cross-sector climate adaptation plan and decision-support tool promoted by the Governor's Office as the leading standard for climate resilience. In 2016, the U.N. Compact named her as Government Innovator of the year. Demetra holds a J.D. from New York Law School, a Bachelor's Degree in International Relations from Florida International University, and a Diplôme, Cours de la Langue et la Civilisation Francaise from I Panthéon-Sorbonne, Université de Paris.

## Panel 4

**Victoria Glasgow**, George Mason University

Victoria is finishing her Master of Public Policy, with a concentration in Science and Technology policy, from George Mason University. She graduated with her Bachelor's in Urban Planning from the University of Virginia and worked as a practicing planner before moving to the DMV-area. She hopes to combine her passions for energy policy, systems efficiency, and multimodal transportation to discover new infrastructure solutions for broader power challenges. When not studying, Victoria is exploring cities on her bicycle.

**Olivia McMahon**, Penn State University

Olivia McMahon is a non-traditional undergraduate student pursuing a Bachelor of Science in Energy and Sustainability Policy. Upon graduation in fall of 2023, she intends to leave behind her former career and focus on working toward a more sustainable future. She lives in Nazareth, Pennsylvania with her husband and daughter.

# PANELIST BIOGRAPHIES
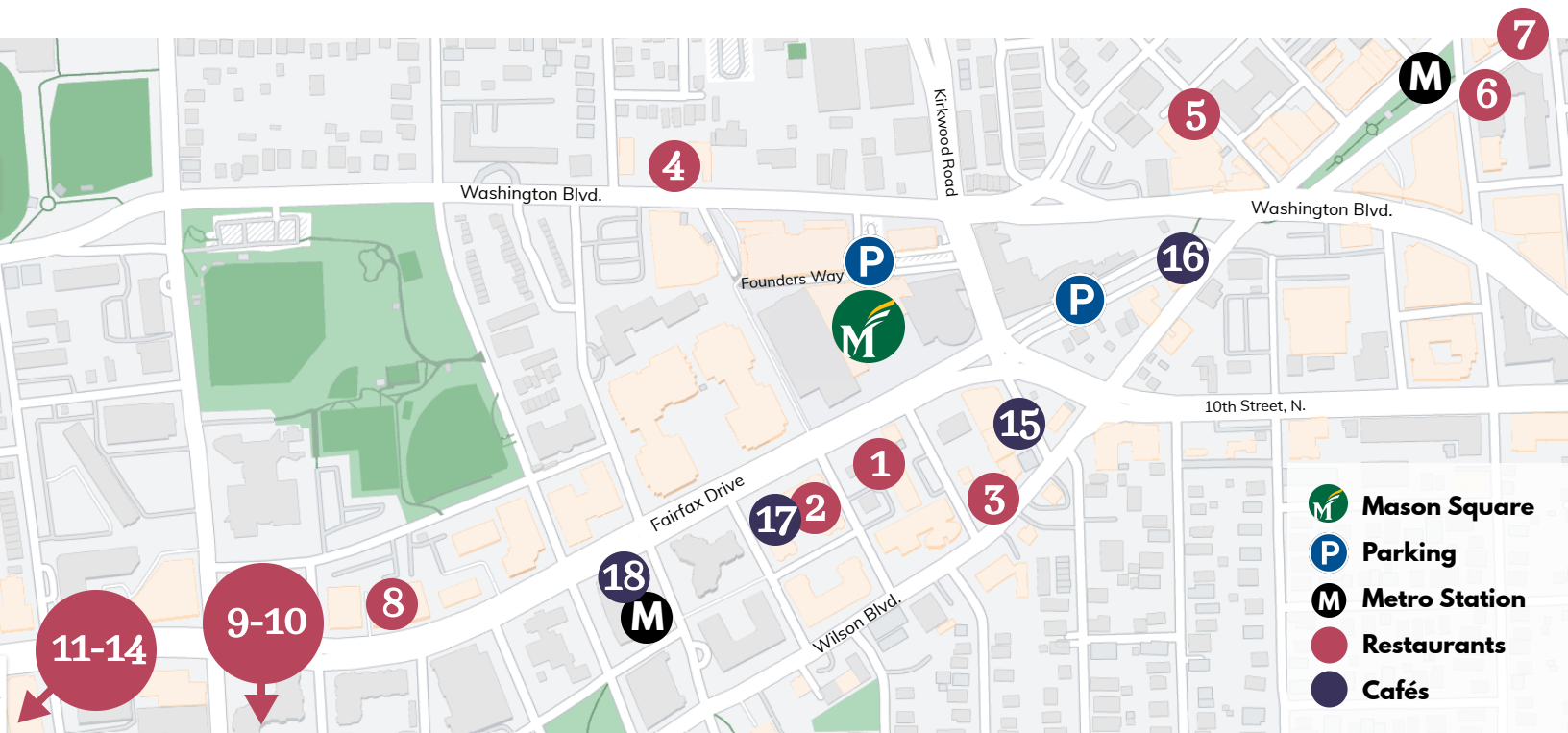
**D. Elliot Meyer**, George Mason University

Elliot is currently a research assistant with the Local Climate Action Planning Initiative. He earned his Masters of Public Policy from George Mason University in 2022, emphasizing in Environmental Policy, along with an Environmental and Sustainability Management Graduate Certificate in 2023. Previously, Elliot served as the Communications Director for the Wisconsin Land and Water Conservation Association and as a Special Assistant of Communications in the Office of Virginia Governor Terry McAuliffe. A Virginia native with a Midwest heart, Elliot is passionate about bridging sociopolitical divisions and pragmatically working with rural communities to lead the energy and climate transition.

**Jonathan Smith**, Penn State University

Jonathan Smith is a graduate student at Penn State University World Campus, studying Renewable Energy and Sustainability Systems. For the past six months, Jonathan has led a team that is partnered with the City of Erie, producing their Community Greenhouse Gas Inventory, and developing their ongoing Climate Action planning process.

# ARLINGTON CAMPUS MAP



**Legend:**
- Ⓜ Mason Square
- Ⓟ Parking
- Ⓜ Metro Station
- ● Restaurants
- ● Cafés

## Lunch Recommendations

1. **El Pollo Rico**
   Peruvian chicken

2. **Extreme Pizza**
   Pizza and subs

3. **All About Burger**
   Hamburgers and milkshakes

4. **Rocklands Barbeque & Grilling**
   Barbecue

5. **Jimmy John's**
   Sandwiches and subs

6. **Trader Joe's Clarendon**
   Grocery Store

7. **Chipotle Mexican Grill**
   Burritos, tacos, and bowls

8. **The Union Ballston**
   American

9. **Lee's Sandwiches**
   Vietnamese restaurant and deli

10. **Hangry Joe's Hot Chicken**
    Nashville-style chicken

11. **CAVA**
    Mediterranean bowls and salads

12. **Chopt Creative Salad Co.**
    Salads and wraps

13. **Shake Shack Ballston**
    Hamburgers and custard

14. **Bollywood Bistro Express**
    Indian takeout

## Café Recommendations

15. **Detour Coffee**
    Coffee and pastries

16. **Northside Social**
    Coffee, sandwiches, and bakery

17. **Coffee Beanery**
    Coffee and bakery

18. **Starbucks**
    Coffee and bakery

### Parking Instructions

Parking is available in the Van Metre Parking Garage, located on Founders Way behind the George Mason University's Arlington Campus. Metered street parking is also available. For directions and parking rates, visit www.transportation.gmu.edu/arlington-campus