

City of Ashland Climate and Energy Plan

# DRAFT Public Involvement Plan

April 6, 2016



## Table of Contents

Table of Contents .....	2
Public Involvement Plan .....	3
Background .....	3
Climate and Energy Plan Timeline .....	4
Public Involvement Goals and Objectives.....	7
Key Messages .....	8
Why should I participate in the Climate and Energy Plan development process?.....	8
Why is the Climate and Energy Plan being developed now?.....	8
How will my input be used? .....	8
Stakeholders.....	9
Public Involvement Approach and Detailed Timeline.....	10
Roles.....	10
1. Workshops and Meetings.....	11
2. Public open houses.....	11
Open house promotion .....	12
3. Vulnerability assessment meetings .....	13
4. In-person interviews.....	13
5. Internet surveys.....	13

## Public Involvement Plan

### Background

The City of Ashland is developing a Climate and Energy Plan to reduce greenhouse gas emissions and prepare residents, businesses, and government institutions for a changing climate. The plan will consolidate and highlight progress made by the City to date, as well as provide a roadmap for the City that includes goals, strategies, actions, and timeframes for addressing climate mitigation and adaptation needs in the community.

A robust public engagement process that identifies the needs and wants of City residents, businesses, and other institutions will help ensure that the Climate and Energy Plan is widely supported and reflects the broader community's goals and vision. **This Public Involvement Plan (PIP) has been developed to provide a strategic framework for communications and public engagement around development of the City's Climate and Energy Plan.** The PIP outlines public involvement communications goals, key messages, milestones, and stakeholders. It also identifies strategies and tactics to engage the public and solicit feedback.

A consultant team led by Cascadia Consulting Group will work with the City of Ashland over the next year to implement the PIP, assessing community needs and engaging the public in order to craft a comprehensive and actionable Climate and Energy Plan.

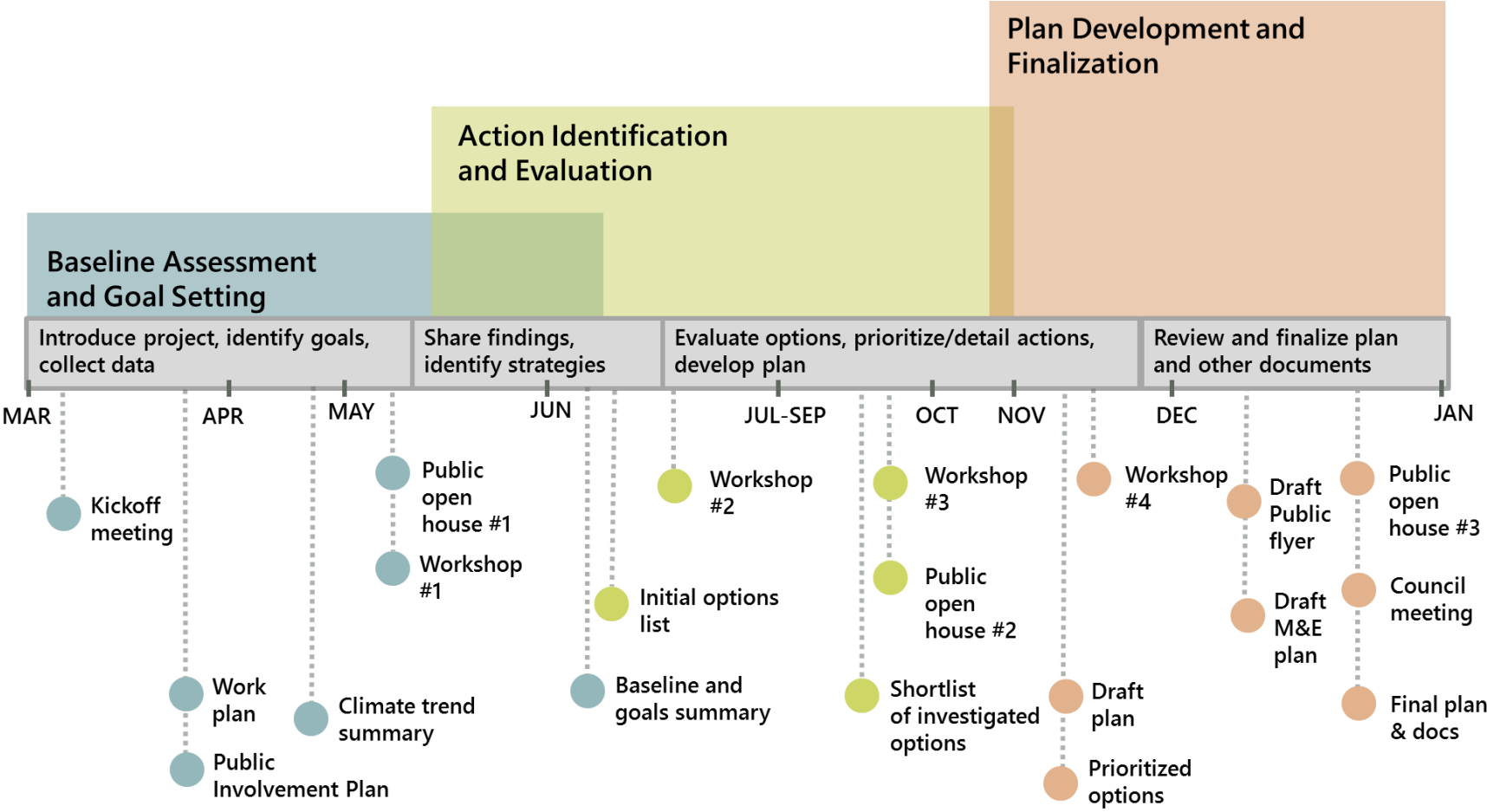
## Climate and Energy Plan Timeline

Activity/Objective	Timeframe	Anticipated Outputs
<b>Task 1. Scoping and Engagement Plan</b>	<b>March-April</b>	
Conduct initial internal planning calls	Early March	Kickoff meeting agenda
Lead committee kickoff meeting	3/16	Summary notes
Draft and finalize work plan	4/8	Work plan
Draft and finalize Public Involvement Plan	4/8	Public Involvement Plan
<b>Task 2. Public Engagement</b>	<b>April-Dec</b>	
Ad-hoc meeting – City facilitates brainstorming of goals and targets	April 6	
Goals, Targets, and Priorities Survey**	May-June	
Promotion for open house #1*		
Sector meetings**		
Public open house #1 – introduce project; ID goals and opps	May 24	Event planning, preparation, and implementation
Committee/City workshop #1 – present findings; determine goals; ID strategies	May 25	
Council meeting – City presents baseline; draft goals	July 5	
Interviews – City/Jeff discusses goals and options with indiv. stakeholders	Mid-June	
Promotion for open house #2*		
Committee/City workshop #2 – initial options screening	June 29	
Public open house #2 – options review	Sep 20	
Committee/City workshop #3 – implementation planning	Sep 21	
Committee/City workshop #4 – review draft plan	Nov 16	
Promotion for open house #3*		
Public open house #3 – review draft plan	Dec 8	Collection, compilation, and summary of engagement input and findings
Council meeting – City presents draft plan	mid-Dec	
Other meeting attendance, as needed	April-Dec	
<b>Task 3. Mitigation Analysis and Prioritization</b>	<b>April-Oct</b>	
Identify targets and potential implementation actions	April-June	Target/opportunity summary doc
Screen and evaluate measures	June-Oct	Action/evaluation summary doc
<b>Task 4. Adaptation Analysis and Prioritization</b>	<b>April-Oct</b>	
Analyze climate trends	April-May	Climate trend summary doc
Identify potential adaptation actions	May-June	Action/evaluation summary doc
Screen and evaluate adaptation actions	June-Oct	
<b>Task 5. Report and Monitoring &amp; Evaluation (M&amp;E) Plan</b>	<b>Oct-Jan</b>	
Draft Climate and Energy Action Plan	Oct-Jan	Climate and Energy Action Plan
<i>Cascadia completes draft</i>	<i>11/1</i>	
<i>City reviews draft</i>	<i>11/8</i>	
<i>Cascadia revises draft</i>	<i>11/15</i>	
<i>Ad-hoc committee reviews draft</i>	<i>11/30</i>	
<i>Cascadia finalizes draft</i>	<i>12/9</i>	
Draft implementation plan	Nov-Jan	Implementation Matrix
Develop M&E plan		Monitoring and Evaluation Plan
Develop public summary flyer		Four-page public summary flyer

\*see "Promotion" section for detailed timeline

*\*\*Led by Geos Institute*





## Public Involvement Goals and Objectives

The City is committed to providing an open and inclusive public involvement process with ample opportunities to inform and involve the public throughout the Climate and Energy Plan development process. Local residents and relevant organizations will have opportunities to share their priorities and expectations with the project team throughout the course of the update, whether it is through an online survey, participation in an open house, or an in-person interview.

The following goals will help guide the public involvement and communications strategy. Note that the primary goal of this effort is to inform the planning process. The project team will strive to also address the broader issues around climate science and action through this process; however, outreach and engagement around these issues could also be included in the future as part of plan implementation.

<p>Goal <b>A</b></p>	<p><b>Promote an understanding</b> of the purpose and motivation for the project and the process leading to the final decisions.</p> <p>Objective: Deliver honest and consistent messaging to the public.</p> <p>Objective: Clearly describe the focus and boundaries of the plan, how the plan is to be used, and the role that public input plays in the final plan.</p>
<p>Goal <b>B</b></p>	<p><b>Obtain community feedback</b> on the plan that is representative to guide decision-making and get support from elected officials.</p> <p>Objective: Recruit diverse and representative participation across demographic indicators such as gender, age, ethnicity, income, and political affiliation.</p> <p>Objective: Solicit input from key stakeholders including relevant institutions, community organizations, and businesses.</p>
<p>Goal <b>C</b></p>	<p><b>Help ensure that the Climate and Energy Plan</b> provides clear direction for implementation, builds in accountability, and identifies common language and key messages.</p> <p>Objective: Provide ample opportunities for the public to voice their priorities and expectations throughout the process</p> <p>Objective: Solicit public input in a manner that is meaningful and provides clear direction.</p>

## Key Messages

These answers to important questions will be used to encourage broad participation by City residents, businesses, and organizations in the Climate and Energy Plan development process.

### Why should I participate in the Climate and Energy Plan development process?

- This is your opportunity to tell us your priorities and concerns when it comes to sustainable City and community practices and policies related to climate change.
- This is also an opportunity to highlight and bring together, in one place, a compendium of actions and progress that you, your City, and your community have made related to efficiency and sustainability.
- The City has limited resources and many competing demands. In guiding future City funding priorities, we want to be as responsive as possible to individual and community shared priorities and needs.
- This plan will lead directly to projects and money spent on the ground. It is not just a guidance document; by participating, you have an influence on public spending and project implementation.
- The plan helps build a more resilient and sustainable Ashland for its residents, businesses, and visitors.
- Purpose of Climate and Energy Plan: Identify priorities for the reducing greenhouse gas emissions and preparing for climate change impacts in the city of Ashland.

### Why is the Climate and Energy Plan being developed now?

- Greenhouse gas emissions from transportation, energy use, land use change, and other sources are changing our climate in ways that could put Ashland community at risk. Projected changes in temperature, snowpack, severe storms, and wildfire risk could threaten Ashland infrastructure, natural resources, and public health. By taking action to reduce the city's emissions and prepare for climate risks, the City will position itself to be ahead of the curve and protect the health and well-being of their citizens and economies.
- The City and community have been taking action toward reducing emissions for many years—to optimize the use of resources and funds moving forward, we need a comprehensive and coordinated strategy.
- The City recently completed a comprehensive greenhouse gas inventory of its community and city operations, which provides a clear baseline for identifying priorities and tracking progress toward reducing emissions.
- The plan will build on past efforts to establish a clear road map of priority actions and projects to be completed over time, and will help direct on-the-ground project implementation funding.

### How will my input be used?

- Community input will be considered along with input from City staff and the ad-hoc committee, and together with careful evaluation of potential actions against agreed-upon metrics such as cost, effectiveness, and feasibility, to help identify recommendations for priority actions. Specifically, your input will be analyzed and considered in devising the overarching goals, vision, and targets; sectors of focus; and Implementation strategies and actions of the plan.

This plan marks the beginning of an ongoing process that will evolve and grow over time.

Actions or issues that cannot be addressed through this plan could be considered in future related implementation or planning efforts.



## Stakeholders

The City seeks to engage a representative cross-section of Ashland residents throughout the public involvement process.

According to the US Census Bureau, Ashland had a 2014 population of approximately 20,500 persons that grew by 3% from 2010. Other recent demographics are summarized as follows:<sup>1</sup>

Sex	
Female	53.9%
Male	46.1%

Age	
Under 5 years	3.5%
Under 18 years	15.9%
18-64 years	63%
65 and over	17.6%

Race	
White alone	90.3%
Hispanic or Latino	5.1%
Black or African American alone	1.1%
Asian alone	2.1%
Other	1.4%

Key stakeholders for the City of Ashland Climate and Energy Plan include the following:

- City Council
- City staff
- Ad-hoc committee
- Full-time and part-time residents
- Local organizations, institutions, and businesses (see detailed list below)

Organizations, institutions, and businesses that will be targeted for engagement in the planning process include those listed in the table below. Community stakeholders are identified as critical to plan success, and thus will be a focus for participation at workshops and interviews in addition to open houses. Technical and sector-specific stakeholders will be a focus for participation at open houses and may be helpful in data collection and technical review. Stakeholder groups will likely grow in number over the course of the plan development process

Community Stakeholders	Technical Partner Stakeholders	Sector-Specific Stakeholders
<ul style="list-style-type: none"> <li>• Oregon Shakespeare Festival</li> <li>• South Oregon University</li> <li>• Ashland Chamber of Commerce</li> <li>• Ashland School District</li> <li>• Asante Ashland (Hospital)</li> <li>• Civic/service clubs<sup>2</sup></li> <li>• Faith communities</li> </ul>	<ul style="list-style-type: none"> <li>• Geos Institute</li> <li>• South Oregon Climate Action Now (SOCAN)</li> <li>• Rogue Climate</li> </ul>	<ul style="list-style-type: none"> <li>• Rogue Valley Transportation District (RVTD)</li> <li>• Southern Oregon Regional Economic Development, Inc. (SORED)</li> <li>• Recology Ashland</li> <li>• City commissions<sup>3</sup></li> <li>• Rogue Valley Farm to School</li> <li>• Southern Oregon Land Conservancy</li> <li>• KS Wild</li> <li>• Lomakatsi Restoration Project</li> </ul>

<sup>1</sup> Source: <http://www.census.gov/quickfacts/table/PST045215/4103050>

<sup>2</sup> Rotary, Kiwanis, etc.

<sup>3</sup> Transportation, Planning, Housing, Conservation

- Ashland YMCA
- Southern Oregon Hybrid/Electric Vehicles Association

### Public Involvement Approach and Detailed Timeline

The following section outlines public involvement methods for the Ashland Climate and Energy Plan and upcoming public involvement milestones.

In order to ensure a robust public involvement process that reaches a broad section of full-time residents and stakeholders, our approach includes the following activities:

1. Host **workshops** for City staff and ad-hoc committee members to solicit input and vet key decisions.
2. Host **three public open houses** to solicit input on plan priorities, goals, and strategies.

With additional City and ad-hoc committee resources, we will also conduct the following:<sup>4</sup>

3. **Vulnerability assessment meetings**
4. **One-on-one interviews and meetings** with key stakeholders.
5. An **online public survey**.

These activities and approaches for promoting them are described in more detail below.

### Roles

General roles and responsibilities for implementation of this public involvement plan are as follows, and detailed in the sections that follow:

Consultant Team	City	Ad-hoc Committee
<ul style="list-style-type: none"> <li>• Plan and facilitate workshops and open houses</li> <li>• Draft promotional content, interview guide, and survey questions</li> <li>• Promote through newspaper</li> <li>• Engage in additional meetings (up to 16 hrs.)</li> </ul>	<ul style="list-style-type: none"> <li>• Manage project website</li> <li>• Support preparation and day-of event logistics, including refreshments and materials</li> <li>• Manage project social media promotion (e.g., Twitter, Facebook)</li> <li>• Conduct stakeholder interviews</li> <li>• Brief Council</li> </ul>	<ul style="list-style-type: none"> <li>• Promote through listserves, websites, person-to-person outreach, community meetings, and social media</li> <li>• Conduct vulnerability assessment meetings*</li> <li>• Administer poll*</li> <li>• Attend all public events</li> </ul>

*\*Led by Geos Institute*

<sup>4</sup> These activities are not currently included in the consultant team budget. However, in-kind support from the City and ad-hoc committee could support implementation of these activities.

## 1. Workshops and Meetings

The consultant team will prepare for and facilitate a series of workshops to solicit input from City staff and ad-hoc committee members and vet key findings and decisions. The workshops will be parallel in format for City staff and ad-hoc committee members, likely including a combination of presentation, breakout group activities, and larger group discussion. Inputs and decisions made during these workshops will be inform plan development. The workshops will occur at key points in the planning process:

- **Workshop #1: Present Findings, Clarify Goals, Identify Strategies.** Prior to the first workshop, the City and consultant team will compile and summarize findings from the GHG inventory, survey, public open house, initial goal setting discussion with the ad-hoc committee, and climate trends analysis. The first workshop will allow City staff and committee members to 1) understand baseline conditions (including GHG inventory, climate trends analysis, and initial public input from open house); 2) determine mitigation and adaptation goals; 3) begin brainstorming a list of potential actions; and 4) define a list of criteria for evaluating actions. Outcomes from this workshop will inform a summary of goals and targets that for presentation to Council.
- **Workshop #2: Initial Options Screening.** With an initial list of options compiled, City staff and committee members will conduct an initial screening of options to shortlist and prioritize potential strategies. The screening will include an action prioritization dot exercise and qualitative ranking through multi-criteria analysis. Outcomes from this workshop will inform the final list of evaluated actions.
- **Workshop #3: Refine Options.** City staff and ad-hoc committee members will draw from the list of prioritized and evaluated strategies to begin developing an implementation plan. The goal will be to define overarching strategies, timelines, roles and responsibilities, and funding sources for each action. Outcomes from this workshop will inform the draft plan.
- **Workshop #4: Review Draft Plan.** City staff and ad-hoc committee members will review the draft plan, public flyer, and Monitoring and Evaluation (M&E) plan. Outcomes from this workshop will inform the final plan, public flyer, and Monitoring and Evaluation (M&E) plan.

The consultant team will also coordinate with the City around strategic engagement at specific meetings (up to 16 hours of consultant time, as determined during the planning process). These meetings could include a combination of the following:

- Ad-hoc committee meetings
- Conservation commission meetings
- Council briefings
- One-on-one meetings with key stakeholders
- Attendance at existing community meetings

## 2. Public open houses

The consultant team will organize three public open houses to solicit in-person input at two key points of the planning process (1) goal setting and options development, (2) review and prioritization of shortlisted implementation strategies and (3) review of draft plan. The open houses will be designed to be highly informative and interactive and will be led by Cascadia's seasoned facilitators with support from local liaison Jeff Golden. Potential formats include use of interactive stations, each staffed by a project team member to

answer questions and facilitate input. Sub-group discussions may follow the broader open house format to solicit input from specific, hard-to-reach stakeholders such as the business community. Flyers with a link to the plan’s website and social media pages will also be available at the open houses.

The consultant team will coordinate with the City to develop promotional content for the open houses, which will be distributed at a set schedule prior to the event (see “Open house promotion” section below).

Objectives and outcomes for each public open house are summarized below:

Open House #1	Open House #2
<p><b>Timeframe:</b> Early June</p> <p><b>Outcomes:</b> Initial priorities, goals, and actions</p> <p><b>Objectives:</b> Provide public the opportunity to:</p> <ul style="list-style-type: none"> <li>• Learn about the outcomes from the GHG inventory</li> <li>• Learn about the project purpose and benefits, how it builds on past efforts</li> <li>• Understand points for public input through the process and how it will be used</li> <li>• Provide input on:               <ul style="list-style-type: none"> <li>- What was surprising from the inventory, what was not</li> <li>- Sectors or strategies of highest priority</li> <li>- What Ashland is already doing well, and what could be improved</li> <li>- Ideas for actions to address energy and climate issues</li> </ul> </li> </ul>	<p><b>Timeframe:</b> Early October</p> <p><b>Outcomes:</b> Assessed and prioritized options</p> <p><b>Objectives:</b> Provide public the opportunity to:</p> <ul style="list-style-type: none"> <li>• Understand planning progress to-date, including baseline findings, climate trends, and option assessment</li> <li>• Provide input on:               <ul style="list-style-type: none"> <li>- Which options are highest priority</li> <li>- What’s missing</li> <li>- Concerns, including option implementation and effectiveness</li> </ul> </li> <li>• Understand what is next for the process and plan</li> </ul>
	<p style="text-align: center;"><b>Open House #3</b></p> <p><b>Timeframe:</b> Early December</p> <p><b>Outcomes:</b> Vetted draft plan</p> <p><b>Objectives:</b> Provide public the opportunity to:</p> <ul style="list-style-type: none"> <li>• Review draft plan, ask questions, submit comments</li> </ul>

**Open house promotion**

Open houses will be promoted through the following venues:

- Ad-hoc committee members will advertise through **list serves**<sup>5</sup> (e.g., the Sustainability Center at SOU), on-line calendars, community websites, public bulletin boards, and local community groups and organizations, such as neighborhood associations. The consultant team will assist in generating content, including a flyer summarizing the open house series.
- The consultant team will work with the City and ad-hoc committee members to plan a **social media campaign**. City staff will coordinate with ad-hoc committee members to update social media and designate “digital ambassadors” to provide updates during public events.

<sup>5</sup> See “Listservices” section below for more information.

- Ad-hoc committee members will facilitate **word-of-mouth communication** with local contacts and get a buzz going about the open houses by making announcements at **community meetings** such as Chamber of Commerce and Rotary Club meetings.
- The City will assist in hosting and maintaining a **webpage** through the City website that provides an overview of the project and its status, open house information, a link to the public survey, and links to draft documents for public comment. The consultant team will assist in generating website content.
- The consultant team will coordinate advertising through the Ashland Daily Tidings **newspaper** to advertise open houses and showcase key findings such as the GHG inventory.

Promotion for each open house will generally proceed as follows:

- **One month prior:** send information out to listserves; update websites and community calendars
- **Two weeks prior:** send press release to newspapers; put up flyers
- **One week prior:** send reminder to listserves; check that flyers are still up
- **Weekly up to one month prior:** post on social media

Specific listserves, community websites, and calendars that will be informed include the following: (TBA with committee input)

Listserve	Website	Calendar
•	•	•

### 3. Vulnerability assessment meetings

The consultant team and the City will provide input and guidance to Geos Institute in their implementation of a series of climate vulnerability assessment meetings. The one-day meetings will be sector-specific, and will build on the findings of the climate trends analysis to evaluate specific climate vulnerabilities within the city. The consultant team, City, and ad-hoc committee will use outcomes from these meetings to characterize the city’s baseline conditions and arrive at sound adaptation options that address specific identified vulnerabilities.

### 4. In-person interviews

Members of key organizations and community groups representing a wide variety of organizations and interests throughout the city will be selected for in-person interviews. Focus will be on hard-to-reach stakeholders who are essential to the planning process (see stakeholders). Interviews will follow the adoption of draft goals and initial options to ensure stakeholder buy-in and solicit input on identified options. Interviewees will be identified and interviewed by City staff, and if budget allows, with support from Jeff Golden. Questions will be determined ahead of time and will be consistent across interviews.

### 5. Internet surveys

The consultant team and the City will provide input and guidance to Geos Institute in their development and administration of a public poll that gauges climate and energy priorities and concerns of the public. The consultant team, City, and ad-hoc committee will consider and discuss survey responses during the final goal setting and action planning phases of the process.