

# Council Business Meeting

February 19, 2019

<b>Agenda Item</b>	CEAP 2.0 Ad-Hoc Committee - Final Recommendation	
<b>From</b>	Stu Green	Climate and Energy Analyst
<b>Contact</b>	<a href="mailto:stu.green@ashland.or.us">stu.green@ashland.or.us</a> 541-552-2085	

## **SUMMARY**

This report summarizes the final recommendations from the ad hoc Climate and Energy Action Plan (CEAP) Implementation Committee. Also known as “CEAP 2”, this committee was created to advise on initial climate action implementation activities. The committee has completed its charge and presents Council with its formal recommendations for consideration.

### **Recommendations for City Council**

1. Create a permanent Climate Policy Commission (CPC)
2. Amend the Conservation Commission Charter to support outreach for Ashland’s Community Climate Recovery Goals.
3. Make climate action a top Council priority for the upcoming 2019-21 biennium (and beyond).
4. Support funding to expedite community-wide climate outreach efforts identified in the Engage Ashland report.

### **Recommendations for future Climate Policy Commission**

1. Create an equity evaluation process that is inclusive, actionable, transparent, streamlined.
2. Develop a detailed list of identified, local vulnerable populations, including a list of experts, advocates, or direct points of contact.
3. Develop a set of values questions to assist staff and citizens in assessing co-benefits and equity considerations.
4. Seek additional participation from existing commissions, youth stakeholders, and underserved populations.
5. Continue the current greenhouse gas reporting protocol and climate plan review on a recurring 3-year cycle.
6. Organize a joint meeting at least once per year for all commissions and commission members involved in climate action.

A complete description of the Committee’s work, including progress, problems and plans for each of the seven key areas of study is provided as an attachment.

## **POLICIES, PLANS & GOALS SUPPORTED**

- 1) 2015-17 Council Goal 22.1 – Develop and implement a community climate change and energy plan
- 2) Ashland Climate and Energy Action Plan – Council adopted March 2017
- 3) AMC 9.40 – Climate Recovery

## **PREVIOUS COUNCIL ACTION**

- 1) August 2015 - Creation of first ad-hoc CEAP Planning Committee (CEAP 1)
- 2) March 2017 – Adoption of Ashland Climate and Energy Action Plan
- 3) September 2017 – Adoption of [Ordinance 3145](#) - Established greenhouse gas and fossil fuel reduction goals and targets for community and City operations.
- 4) December 2017 – Creation of second ad-hoc CEAP Implementation Committee (CEAP 2)

## **BACKGROUND AND ADDITIONAL INFORMATION**

In the Fall of 2015 Council formed an ad hoc Climate and Energy Action Planning committee to draft a community Climate and Energy Action Plan (hereafter, CEAP or “the plan”). Council unanimously adopted the plan in March, 2017.

Council passed a Climate Recovery Ordinance in September, 2017 which adopted the goals presented in the climate plan and referenced the establishment of formal responsibilities for a permanent climate advisory commission. Due to potential scope overlap with existing commissions, City Council created a second ad hoc committee in lieu of a permanent commission.

The purpose of the second CEAP ad hoc committee was to serve an advisory role for initial climate plan implementation activities, as well as to develop a formal recommendation for the long term structure, scope, and responsibilities of a climate and energy advisory body to the Council.

The Climate and Energy Action Plan Implementation Committee (hereafter, “the Committee”) was formed by the Ashland City Council in December, 2017. The implementation committee is often referred to as “CEAP 2” because it is the second committee to advise on Ashland’s climate and energy plan.

### Ad-hoc Committee Charge & Scope of Work

The Ad-Hoc Climate and Energy Action Plan Implementation Committee was charged with the following scope of work:

- ❖ Review, provide input and make recommendations as appropriate on the following:
  - Development of benchmarks and indicators for identified actions within the CEAP.
  - Phase I implementation plans presented to the committee by staff.
  - Co-benefits and equity considerations for all Phase I action implementation.
  - Development of measurement and reporting protocols and systems.
  - Development of a public outreach and education plan for the CEAP and its implementation progress
  - Coordination and communication structure between CEAP ad-hoc and other existing City Advisory Commissions in Climate and Energy Action Plan implementation
  - Long term structure and format for citizen advisory role in CEAP implementation
  
- ❖ Review, analyze and address public input received by the committee.

Additional background information about Ashland’s climate plan can be found on <https://ashland.or.us/climateplan>

**FISCAL IMPACTS**

**City Budget Fiscal Impacts**

The creation of a new commission will involve dedicated staff resources. However, staffing currently dedicated to the ad hoc group would be redirected to the permanent commission, so there would not be a net increase in staff time required.

Creating a budget allocation for Climate outreach will impact the 2019-21 budget. Funds are not currently budgeted for the creation of a formal CEAP public outreach plan (identified in the plan as action CC-1-1). Dedicated funding for outreach will be essential for meeting adopted climate goals.

If Council includes climate action among its priority goals for 2019-21, it is difficult at this time to estimate what the fiscal impacts will be. Ideally, climate action will be internalized across the whole organization, which may result in fiscal impacts that are incremental and spread across the entire budget, with several key initiatives residing within the Electric Utility budget. Significant climate action will likely result in short term fiscal needs, which yield longer term benefits.

**Community Fiscal Impacts**

In the climate science community, there is a strong indication that the long-term costs of inaction will greatly exceed the short-term fiscal impacts. In many cases, specific climate action activities can save money for residents, though there is generally an upfront investment required. Community members are encouraged to make investments now to adapt to the climate impacts Ashland has already begun to experience.

**STAFF RECOMMENDATION**

Staff recommends Council accept the ad hoc Committee’s recommendations as presented.

**ACTIONS, OPTIONS & POTENTIAL MOTIONS**

- 1) I move to accept the recommendations report of the Ad-hoc Climate and Energy Action Plan Committee and direct staff to present final draft Commission establishment and modification Ordinances for Council review at a future Council meeting.
- 2) I move to request the Ad-hoc Climate and Energy Action Committee continue to meet to further review/refine the following aspects of its recommendations: \_\_\_\_\_

**REFERENCES & ATTACHMENTS**

Attachment 1: CEAP Implementation Committee Activity Summary and Final Recommendations

## **CEAP Implementation Committee Activity Summary and Final Recommendations**

This section summarizes the Ad-hoc CEAP Implementation Committee’s recommendations, which also appear in [blue text](#) throughout this document.

### **Recommendations for City Council**

For Ashland’s climate action plan to succeed, the community will need to sustain climate action planning activities, as well as continue community engagement. Each of these activities merits the attention and support of a full commission. This Committee endorses creating a dual commission structure that can provide the support necessary for ongoing climate plan implementation

1. Create a permanent Climate Policy Commission (CPC) to sustain climate action momentum and support. The Policy commission shall advise City Council on climate plan implementation and recommend updates to the CEAP in pursuit of meeting Ashland’s Climate Recovery goals, objectives, and targets.
2. Amend the Conservation Commission Charter to support outreach for Ashland’s Community Climate Recovery Goals. The Commission shall actively encourage Community entities and individuals to make wise use of resources and make progress toward Ashland’s Community Climate Goals as set forth in the most current City Council-approved version of the Climate and Energy Action Plan.

In addition, this Committee recommends that City Council:

3. Make climate action a top Council priority for the upcoming 19-21 biennium (and beyond).
4. Create a budget allocation to support and expedite community-wide climate outreach.

### **Recommendations for the future Climate Policy Commission**

1. Create an equity evaluation process that is inclusive, actionable, transparent, streamlined.
2. Develop a detailed list of identified, local vulnerable populations, including a list of experts, advocates, or direct points of contact.

3. Develop a set of values questions to assist staff and citizens in assessing co-benefits and equity considerations.
4. Seek additional participation from existing commissions, youth stakeholders, and underserved populations.
5. Continue the current greenhouse gas reporting protocol and climate plan review on a recurring 3-year cycle.
6. Organize a joint meeting at least once per year for all commissions and commission members involved in climate action.

## Background

In the Fall of 2015 Ashland City Council formed an ad hoc Climate and Energy Action Planning committee to draft a community Climate and Energy Action Plan (hereafter, CEAP or “the plan”). City Council unanimously adopted the plan in March, 2017.

City Council passed a Climate Recovery ordinance in September, 2017 which adopted the goals presented in the climate plan and referenced the establishment of formal responsibilities for a permanent climate advisory commission. Due to potential scope overlap with existing commissions, City Council created a second ad hoc committee in lieu of a permanent commission. The purpose of the second CEAP ad hoc committee is to serve an advisory role for initial climate plan implementation activities, as well as to develop a formal recommendation for the long term structure, scope, and responsibilities of a climate and energy advisory body to the Council.

The Climate and Energy Action Plan Implementation Committee (hereafter, “the Committee”) was formed by Ashland City Council in December, 2017.

The committee began meeting January, 2018 and was tasked with the following scope:

## Committee scope of work

The ad-hoc Climate and Energy Action Plan Implementation Committee was charged with the following scope of work:

- Review, provide input and make recommendations as appropriate on the following:
  - Development of benchmarks and indicators for identified actions within the [Climate and Energy Action Plan](#).
  - Phase I implementation plans presented to the committee by staff.
  - Co-benefits and equity considerations for all phase I action implementation.
  - Development of measurement and reporting protocols and systems.
  - Development of a public outreach and education plan for the Climate and Energy Action Plan and its implementation progress
  - Coordination and communication structure between Climate and Energy Action Plan ad-hoc and other existing City Advisory Commissions in Climate and Energy Action Plan implementation
  - Long term structure and format for citizen advisory role in Climate and Energy Action Plan implementation
- Review, analyze and address public input received by the committee.

The charge of this committee is not to review, recreate, or modify the CEAP, but to provide guidance on initial implementation. A full and detailed review of the CEAP was beyond the scope of this committee. A comprehensive review of the CEAP is scheduled to begin in late 2019.

## Activity Report

The committee has completed its assigned scope of work. This section presents the committee's progress to date, problems encountered, and plans for the future. The original charge is presented below in **bold text**, the committee activity is plain text, and high level recommendations are in [blue text](#).

### **Development of benchmarks and indicators for identified actions within the Climate and Energy Action Plan.**

#### Progress

During the first several meetings the committee reviewed the structure of the adopted climate plan and received a summary from staff on the plan goals, benchmarks, and progress indicators proposed in the CEAP document.

The committee worked with staff to make indicators more intuitive, meaningful to the general public, and related to climate goals and planned actions. During an interactive process, the committee approved a list of benchmarks and indicators for staff to begin using to track implementation.

The committee worked with staff to translate many of the aspirational goal statements into more actionable 2020 targets. The committee supported efforts to categorize actions based on 'outcomes' rather than 'focus areas'. The committee agreed that focusing on outcomes is more descriptive and intuitive.

Ashland's adopted climate goals are framed as an annual percent reduction, for planning purposes, it is helpful to convert the 8% reduction goal into an interim target. The climate plan identifies 2015 as the baseline data year, and the science-based targets adopted by the climate plan require an 8% average annual reduction (assuming plan is commenced in 2017). The table below presents Ashland's interim 2020 GHG target, based on currently available data:

**Table 1. Interim Emissions targets based on 2015 inventory.**

<u>Plan Year</u>	<u>GHG Inventory Year</u>	<u>mtCO2e</u>	<u>Change from 2015 Baseline</u>	<u>Key Events</u>
-2	2015	342480	--	Inventory update
-1	2016	TBD	--	CEAP update
<b>0</b>	<b>2017</b>	<b>TBD</b>	<b>0%</b>	<b>Plan Adoption</b>
1	2018	315082	8%	Inventory update
2	2019	289875	15%	CEAP update
3	2020	266685	22%	--

#### Problems

Many of the selected progress indicators cannot be updated until the next greenhouse gas inventory is completed in 2019.

#### Plans

The new Climate Policy Commission is scheduled to initiate the first 3-year review in 2019. During that process the commission will assess progress toward goals, and make recommendations to update and refine our climate plan.

Climate plan progress indicators are being incorporated into a new dashboard, which is under development using the recently acquired OpenGov communication platform. A revised climate dashboard will be developed to accompany the 2019 greenhouse inventory results. Progress indicators and inventory methodology will continue to evolve based on best available science and data availability. The Climate Policy Commission should continue the important work of monitoring and verifying progress, and suggest refinements to goals and indicators as needed.

A current list of CEAP indicators is listed in Appendix 1. CEAP Targets and Indicators.

## Phase I implementation plans presented to the committee by staff.

### Progress

During the first several meetings the committee reviewed the overall structure and format of the climate plan, including actions slated for “Phase I” implementation. The committee received climate action updates from staff at each committee meeting, noting that there has been progress made on many of the identified Phase I actions, but that there is much more work to be done.

Apart from monitoring climate action implementation, the committee has been an active partner in giving input to staff on implementation questions. In particular, the committee has offered a citizen’s perspective on climate action, which has guided development of several near term activities, notably:

- Empower Ashland, the outreach campaign for the climate plan.
- Creation of Ashland’s climate dashboards (coming soon).
- Selection of home energy auditing tools for our citizens to use.
- Recommending a long term commission structure that codifies and supports sustained climate policy and outreach.

For current details on individual actions, please see Appendix 2. CEAP Phase 1 Actions Status Update.

### Problems

N/A

### Plans

The committee recommends that a permanent climate advisory group be established to sustain implementation momentum and support.

## Co-benefits and equity considerations for all phase I action implementation.

### Progress

The committee reviewed the equity and co-benefit recommendations made in the adopted climate plan, in particular the information presented on pages 44-45 and page 113 of the CEAP document. In collaboration with staff, the committee was invited to examine co-benefits and equity considerations for several sample Phase I actions.

### Problems

After conducting this exercise, the committee expressed concern that the equity framework as presented in the climate plan is labor intensive and does not establish a clear process for setting priorities. The committee agreed that climate actions should be evaluated for co-benefits and equity considerations, but acknowledges there are differences of opinion about how to accomplish this. Committee members agreed that working toward climate justice is important, is not a simple or straightforward task, and that future advisory groups will continue to build consensus on this issue.

### Plans

The committee recommends creating an equity evaluation process that is more streamlined and unified than the considerations presented in the climate plan. As an alternative, the committee suggested a model resembling a modern environmental impact statement. For example, addressing equity considerations by formulating a simple, but clear question:

*“how does <CEAP action> impact and affect vulnerable populations from an economic, social, and environmental perspective?”*

The committee believes this type of question is a more efficient way of documenting key equity considerations, and that it is easier to explain, apply, and understand.

Staff are continuing to track co-benefits and equity considerations as identified in the adopted climate plan and will ensure they are represented in the 2019 CEAP Progress Report. Staff is working with climate equity leaders in other cities to adapt an equity best practice guidelines for use in Ashland.

In addition, the committee recommends developing a list of identified vulnerable populations, as well as a revised set of values questions to assist staff and citizens in assessing co-benefits and equity considerations.

## Development of measurement and reporting protocols and systems.

## Progress

During initial meetings the committee gained familiarity with Ashland's greenhouse gas inventory, which is the primary reporting document for assessing progress toward Ashland's climate goals.

The current reporting protocol for Ashland's climate efforts follows a 3-year update cycle. The initial greenhouse gas inventory was completed in 2015, with updates scheduled for 2018, 2021, and 2024. Ashland's Climate and Energy Action Plan was adopted in March 2017, with plan reviews scheduled for 2020, 2023, and 2026.

The Climate Recovery Ordinance was adopted in September of 2017 and establishes in code the climate goals set forth in the most current adopted climate plan. The ordinance specifies a citizen advisory role for the climate plan and also establishes minimum reporting standards.

During initial meetings, the committee helped guide the creation of climate information dashboards. The committee identified indicators, which were then used to develop several prototype climate information dashboards. The committee provided direction on the design and layout of the dashboards, which will be used to help the community understand and monitor progress on Climate Action.

## Problems

The committee noted that adaptation goals in the current climate plan would benefit from additional development and clarification. There is an opportunity to conduct a community adaptation needs assessment as part of the next climate plan review.

## Plans

The committee recommends continuing the current greenhouse gas reporting protocol and climate plan review on a recurring 3-year cycle. However, the committee noted that many jurisdictions use a 5-year cycle for their climate planning activities. The Climate Policy Commission may wish to revisit the timing of future plan updates to allow better alignment with State and regional planning cycles.

# **Development of a public outreach and education plan for the Climate and Energy Action Plan and its implementation progress**

## Progress

The committee spent several meetings working alongside staff to develop an education and outreach strategy that will help Ashland citizens to take climate action. The resulting document, called Empower Ashland, outlines a set of outreach activities to undertake during 2019. Outreach planned includes:

- Social media campaign,
- A new, project specific website,
- Information resources and handouts
- Physical mailers,
- Public presentations,
- Leadership trainings, and
- Direct outreach to key stakeholder groups

### Problems

Staff has begun initial outreach efforts, but additional capacity is needed. Unprecedented and sustained community climate action is necessary to meet our climate plan goals. Conducting effective climate outreach is an important component of that effort and will require additional resources for maximum effectiveness.

A draft outreach campaign has been developed and staff have begun initial implementation where capacity exists. Additional staff capacity or funding is needed to fully implement the outreach plan.

### Plans

[The committee recommends a future budget allocation to support and expedite community-wide climate outreach.](#) The Empower Ashland Outreach strategy is supported by this committee and should be implemented as soon as possible. In addition, the committee suggests that the Conservation Commission be assigned advisory responsibility for climate plan outreach. (See below for more information about future commission structures.)

The Empower Ashland outreach plan is attached in Appendix 3. CEAP Empower Ashland Media Campaign. Note that the attached Empower draft timeline shows several tasks which were scheduled for 2018, but have yet to be completed due to resource constraints.

# Coordination and communication structure between Climate and Energy Action Plan ad-hoc and other existing City Advisory Commissions in Climate and Energy Action Plan implementation.

## Progress

Beginning with the first meeting, the committee has attempted to create a collaborative working environment by encouraging updates from committee members. At each meeting, the committee received updates from stakeholder-members, including the committee's liaisons from Ashland City Council, Ashland Conservation Commission, Ashland School District, Ashland Chamber of Commerce, Ashland Forest Lands Commission, and Ashland Watershed Advisory Commission. The committee also received input and updates from Ashland business owners and citizens connected to local climate action. Staff connected with the CEAP regularly relayed information to Transportation, Planning, and Airport Commission staff.

## Problems

During the past year of this committee's work communication between stakeholder-members has been adequate. There is an opportunity to expand future coordination and communication to include additional commissions and community groups.

Some commissions and community groups are tasked with responsibilities which prevent or slow down direct engagement with climate action. For example, Commissions with pre-existing or legally-required workloads often have little time to address these issues.

Stakeholder updates are essential to the community climate advisory process but often slowed down the meeting. The committee opted to conduct business prior to stakeholder updates, a change which significantly improved meeting focus and cadence.

## Plans

The committee recommends that the future Climate Policy Commission organize a meeting at least once per year for all commissions and commission members involved in climate action. A joint meeting will serve the purposes of aligning efforts, sharing information, relaying progress reports, and catalyze wider, more effective action.

The committee recommends that the new climate advisory commission seek additional participation from existing commissions, youth stakeholders, and underserved populations. Potential means of increasing participation include:

- Organizing the climate commission agenda by focus area or outcome to make it easier for other groups to track areas of interest.
- Formally ask other commissions to participate in key climate actions and deliver status updates on relevant topic areas (transportation, planning, forest lands management, and so on).
- Increase communication between commission staff liaisons as needed.
- Encourage commissions and committees to fill any vacancies and seek to include diverse stakeholders.
- Create opportunities to ask for and receive direct input from youth and underserved populations.

## **Long term structure and format for citizen advisory role in Climate and Energy Action Plan implementation.**

### Progress

The committee reviewed potential frameworks for the long-term climate advisory group. Staff developed a variety of options based on committee member, staff, and public input and presented them to the committee for evaluation. Potential frameworks included both conventional and unconventional options:

- Continuation of the current ad hoc structure
- Creation of a new commission focused on climate action
- Merging the committee ad hoc group with the Conservation Commission
- Developing an new “master commission” model

The committee chose a hybrid option, and supports creating a dual commission structure that can provide the support necessary for ongoing climate plan implementation. For Ashland’s climate action plan to succeed, the community will need to sustain two primary activities 1) climate action planning and 2) community engagement activities. Each of these activities merits the attention and support of a full commission.

Ashland’s Climate Recovery Ordinance has already laid the groundwork for the required separation of activities by creating two municipal code sections: one for Ashland’s climate policy development (AMC 9.40.040) and one for community climate action engagement (AMC 9.40.020). The policy commission will focus on climate plan implementation, monitoring, and designing new actions. The community engagement commission will encourage Ashland residents and businesses to take action. The two commissions should have clear and separate scopes of work, but should strive to communicate, build consensus, and collaborate whenever practical.

Lastly, having a dual-commission process creates an environment which can be more inclusive of other commissions who may wish to coordinate their work with Ashland's climate action efforts.

### Problems

The committee recognizes that there may be some discomfort in assigning two commissions to work on climate issues. However, the ad-hoc committee feels strongly that the challenge and complexity of climate change requires this type of coordinated effort. The code sections created by the Climate Recovery Ordinance are essential for cleanly delineating the work to be done.

### Plans

This Committee endorses creating a dual commission structure that can provide the support necessary for ongoing climate plan implementation.

1. Create a permanent Climate Policy Commission (CPC) to sustain climate action momentum and support. The Policy commission shall advise City Council on climate plan implementation and recommend updates to the CEAP in pursuit of meeting Ashland's Climate Recovery goals, objectives, and targets.
2. Amend the Conservation Commission Charter to support outreach for Ashland's Community Climate Recovery Goals. The Commission shall actively encourage Community entities and individuals to make wise use of resources and make progress toward Ashland's Community Climate Goals as set forth in the most current City Council-approved version of the Climate and Energy Action Plan.

Beyond the advisory role offered by these commissions, the committee recommends that City Council include climate action among its top priorities for the upcoming biennium. Making climate action a priority will highlight the issue for the community and expedite the unprecedented efforts which are needed to accomplish our adopted climate goals.

## Attachments

1. CEAP Targets and Indicators
2. CEAP Phase 1 Actions Status Update
3. CEAP Empower Ashland Media Campaign
4. Ordinance to Create a Climate Policy Commission
5. Ordinance to Create (or Amend) the Conservation and Climate Outreach Commission

## Additional Resources

Link to ad hoc CEAP Implementation Committee meeting minutes:

<http://www.ashland.or.us/CCBIndex.asp?CCBID=259>

Link to ad hoc CEAP Planning Committee meeting minutes:

<http://www.ashland.or.us/CCBIndex.asp?CCBID=251>

Link to ad hoc CEAP Planning Committee science based targets:

<https://www.ashland.or.us/Files/ScienceBasedTargetsInformation.pdf>

#	Goal ID	Objective/Target 2020	Indicator	Baseline unit
Buildings and Energy		FOCUS AREA		
1	BE Goal 1. Reduce GHG emissions associated with Ashland's building energy use.	Target 1: Reduce emissions from Ashland's buildings by 34% by 2020 (8% annual average reduction)	Total Energy GHG	mtCO2e
2	BE Goal 2A. Increase energy and water efficiency in City and Private buildings.	Target 2: Increase Ashland's building energy efficiency by 15% by 2020	Residential energy use intensity	kBtu/sf or kBtu/unit
3	BE Goal 2B. Increase energy and water efficiency in City and Private buildings.	Target 3: Increase Ashland's water efficiency by X% by 2020 (Pending Water Master Plan update)	Residential water consumption	CF
4	BE Goal 3. Protect Ashland's building stock and energy supply from climate impacts.	Protect Ashland's building stock and energy supply from climate impacts.	Solar capacity installed	kW
Consumption and Materials Management		FOCUS AREA		
5	CM Goal 1. Reduce solid waste and wastewater greenhouse gas emissions.	Target 1: Reduce waste and wastewater GHG by 34% by 2020 (8% annual average reduction).	Solid waste GHG emissions	mtCO2e
6	CM Goal 2. Increase waste diversion through waste prevention, recycling, and composting.	Target 2: Increase landfill diversion by 10% by 2020.	Solid waste sent to landfill	mt
7	CM Goal 3. Reduce consumption of climate intensive food, products, and services.	Target 3: Reduce consumption of climate intensive consumer goods by 34% by 2020 (8% annual average reduction).	Total Consumption GHG emissions	mtCO2e
8	CM Goal 4. Support locally-produced products.	Support locally-produced products.	Farmers Market Vendor Participation	--
Cross-cutting		FOCUS AREA		
9	CC Goal 1. Increase awareness of city climate goals and needs.	Increase awareness of city climate goals and needs.	Outreach and education reach	# people

--	--	--	--	--

#	Goal ID	Objective/Target 2020	Indicator	Baseline unit
10	CC Goal 2. Integrate climate change considerations into day-to-day City operations, planning, and decisionmaking.	Target: Integrate climate change considerations into all major city plans	Number of other City plans that incorporate climate change considerations	# / %
Natural Systems		FOCUS AREA		
11	NS Goal 1. Enhance ecosystem health and resilience.	Enhance ecosystem health and resilience.	Acres of forest maintained	Ac
12	NS Goal 2. Ensure sustained access to clean air and drinking water.	Target: Double Ashland's capacity to provide clean drinking water by 2020.	Avg Daily water treated	M gallons
Overall		FOCUS AREA		
13	Overall Goal 1A: Reduce Community GHG Emissions.	Target 1: Reduce Community based GHG Emissions by 34% from 2015 levels by 2020 (8% annual average reduction)	Community GHG	mtCO2e
14	Overall Goal 1B. Reduce City GHG Emissions.	Target 2: Reduce City Operations GHG Emissions to zero (net) by 2030.	City Operations GHG Emissions	mtCO2e
15	Overall Goal 1C. Reduce City Fossil Fuel Consumption.	Target 3: Reduce City Operations Fossil Fuel Consumption by 50% by 2030 (and 100% by 2050)	City Operations Fossil Fuel Use	MMBTU
16	Overall Goal 2. Prepare Ashland to be more resilient to climate change.	Develop a community adaptation needs assessment.	Completed adaptation assessment	--
Public Health, Safety, and Wellbeing		FOCUS AREA		

--	--	--	--

#	Goal ID	Objective/Target 2020	Indicator	Baseline unit
17	PHSW Goal 1. Protect public health from air pollution and climate impacts.	Target: Develop systems to inform the community of climate advisories and warnings.	Number of climate advisory warnings (heat, drought, air quality)	number
18	PHSW Goal 2. Improve community capacity to understand, prepare for, and respond to climate change security risks.	Improve community capacity to understand, prepare for, and respond to climate change security risks.	CERT team participation	vol hours / yr
Urban Form, Land Use, and Transportation		FOCUS AREA		
19	ULT Goal 1. Reduce transportation GHG emissions.	Target 1: Reduce transportation GHG emissions by 34% by 2020 (8% annual average reduction)	Transportation GHG Emissions	mt CO2e
20	ULT Goal 2. Reduce community & City employee vehicle miles travelled.	Target 2: Reduce per capita GHG emissions by 34% by 2020 (8% annual average reduction)	Per capita Transportaion GHG Emissions or VMT	mt CO2e/person or VMT/per son
21	ULT Goal 3. Improve vehicle efficiency and expand low-carbon transport, including within the City's fleet.	Target 3: Improve Ashland vehicle efficiency by 20%? By 2020	Plug-in Electric vehicles registrations (Ashland Muni Elec)	%
22	ULT Goal 4. Support local and regional sustainable growth.	Support local and regional sustainable growth.	Walkscore	#
23	ULT Goal 5. Protect transportation infrastructure from climate impacts.	Develop Transportation element of community adaptation plan.	Completed element	--

#	ID	Status	Lead Dept	Support Dept.
Buildings and Energy		FOCUS AREA		
Strategy BE-1. Support cleaner energy sources.		STRATEGY		
1	BE-1-1. Develop a comprehensive plan for the Municipal Electric Utility.	Planning	Electric Utility	Climate Policy Conservation Division Administration
2	BE-1-2. Promote switching to lower-carbon fuels.	In Progress - Ongoing	Conservation Division	Electric Utility
3	BE-1-3. Facilitate and encourage solar energy production.	In Progress - Ongoing	Conservation Division	Electric Utility
4	BE-1-4. Enhance production of on-site solar energy from City facilities.	Planning	Public Works	Administration
Strategy BE-2. Encourage increased building energy efficiency.		STRATEGY		
5	BE-2-1. Increase outreach efforts to expand participation in energy efficiency programs and promote climate-friendly building and construction.	In Progress - Ongoing	Conservation Division	
Strategy BE-3. Maximize efficiency of City facilities, equipment & operations.		STRATEGY		
6	BE-3-1. Use results from City Facilities Energy Audit to prioritize City Facilities Capital Improvement Plans (CIPs) and maintenance improvements.	In Progress	Public Works	
Consumption and Materials Management		FOCUS AREA		

--	--	--	--

#	ID	Status	Lead Dept	Support Dept.
Strategy CM-2. Support sustainable and accessible local production. STRATEGY				
7	CM-2-1. Partner with nonprofit organizations to promote the purchase of climate-friendly food and products.	Planning	Administration	
8	CM-2-2. Expand community gardening and urban agriculture opportunities	In Progress	Parks and Recreation	Administration
Cross-cutting FOCUS AREA				
Strategy CC-1. Educate and empower the public. STRATEGY				
9	CC-1-1. Create a formal public outreach and education plan to inform the community about climate actions and progress.	In Progress	Administration	
10	CC-1-2. Support capacity of neighborhood and community groups to implement climate mitigation and adaptation initiatives.	In Progress - Ongoing	Administration	
11	CC-1-3. Assess the feasibility of a City-sponsored carbon offset program.	In Progress - Ongoing	Administration	
Strategy CC-2. Educate and empower City staff. STRATEGY				
12	CC-2-1. Ensure all City departments educate their staff members about the Climate and Energy Action Plan.	In Progress - Ongoing	Administration	
Strategy CC-3. Mainstream and integrate climate considerations. STRATEGY				

--	--	--	--

#	ID	Status	Lead Dept	Support Dept.
13	CC-3-1. Consider climate change in all City Council policy, budgetary, or legislative decisions and as part of the Council Communication document template.	In Progress	Administration	
14	CC-3-2. Incorporate CEAP goals and actions in future updates of city plans.	In Progress - Ongoing	Administration	Public Works Electric Utility
15	CC-3-3 Include consideration and perpetuation of climate action goals within the scope of every appropriate City Advisory Commission.	In Progress	Administration	
Strategy CC-4. Engage with other governments and organizations around regional, statewide, national, and international climate policy and action. STRATEGY				
16	CC-4-1. Engage with other governments and organizations around regional, statewide, national, and international climate policy and action.	In Progress - Ongoing	Administration	
Natural Systems FOCUS AREA				
Strategy NS-1. Promote ecosystem resilience STRATEGY				
17	NS-1-1. Manage forests to retain biodiversity, resilience, and ecosystem function and services in the face of climate change. Use best available science to inform fire management and planning to manage ecosystem health, community safety, and carbon storage.	In Progress - Ongoing	Ashland Fire and Rescue	
18	NS-1-3. Undertake restoration efforts to retain and restore native fish and riparian species.	In Progress	Parks and Recreation	Public Works Ashland Fire and R
Strategy NS-2. Manage and conserve community water resources. STRATEGY				

#	ID	Status	Lead Dept	Support Dept.
19	NS-2-2. Explore water-efficient technologies on irrigation systems and consider requiring them during the permitting process.	Get update	Conservation Division	Community Development
Public Health, Safety, and Wellbeing		FOCUS AREA		
Strategy PHSW-2. Promote a sustainable local economy that minimizes greenhouse gas emissions.		STRATEGY		
20	PHSW-2-1. Engage leading employers in a dialogue on climate action, for example, by organizing and facilitating roundtables.	Planning	Conservation Division	
Strategy PHSW-3. Optimize City services to minimize public health impacts.		STRATEGY		
21	PHSW-3-1. Work with vulnerable populations to create specific adaptation strategies to address public health risks.	Planning	Administration	Ashland Fire and Public Works
Urban Form, Land Use, and Transportation		FOCUS AREA		
Strategy ULT-1. Support better public transit and ridesharing.		STRATEGY		
22	ULT-1-2. Work with RVTD to implement climate-friendly transit.	In Progress	Public Works	
Strategy ULT-2. Make Ashland more bike- and pedestrian-friendly.		STRATEGY		
23	ULT-2-1. Implement bicycle- and pedestrian-friendly actions in the City's Transportation System Plan and Downtown Parking Management Plan.	In Progress	Public Works	

#	ID	Status	Lead Dept	Support Dept.
24	ULT-2-2. Explore opportunities to convert to shared streets where appropriate to provide multimodal connectivity.	Not Started	Public Works	
Strategy ULT-3. Support more-efficient vehicles. STRATEGY				
25	ULT-3-2. Revise land use codes to require EV charging infrastructure at multifamily and commercial developments.	Planning	Community Development	
26	ULT-3-3. Provide information about electric and hybrid vehicles and rebates on the City's website.	Complete	Conservation Division	
Strategy ULT-4. Support more climate-ready development and land. STRATEGY				
27	ULT-4-1. Regulate new development in the Wildfire Lands Overlay part of the urban growth boundary.	In Progress	Ashland Fire and Rescue	Community Development

# Empower Ashland

## **An Outreach Strategy and Communication Plan for CEAP (Ashland's Climate and Energy Action Plan)**

### **1.0 Ashland's Climate and Energy Action Plan (CEAP)**

The impacts of climate change will have tangible effects on public health and quality of life for Ashland's residents and visitors. To minimize harmful impacts and play our part in curbing global carbon pollution, the community of Ashland created a comprehensive Climate and Energy Action Plan. This plan lays out a foundation for the City of Ashland to reduce its emissions and improve its resilience to future impacts of climate change on its environment, infrastructure, and people.

#### **The Problem**

Climate change is already affecting Ashland and the surrounding region, and its impacts are projected to become more severe in the coming decades. In addition to the direct dangers of wildfires, flooding, and extreme weather events made worse by climate change, secondary effects of more extreme temperatures, snowpack declines, and wildfire smoke include health and livelihood impacts to sensitive and exposed populations, heightened threats to species and habitats, and consequences for local natural resources and economies such as agriculture, outdoor recreation, and tourism.

In March, 2017, the City of Ashland adopted a comprehensive Climate and Energy Action Plan (CEAP) with ambitious goals. Ashland has a well-informed, passionate citizenry that developed the CEAP. There are still barriers to citizen action, such as lack of awareness of the plan, information overload, uncertainty of which action to take, and lack of financial resources.

Significant and sustained public involvement is required for the CEAP to succeed. Many Ashland residents are not aware that the community has adopted a Climate and Energy Action Plan (CEAP), which puts the success of the plan at risk.

## **The Solution**

*Ashland households will learn about the climate plan, gain an understanding of household emissions, and engage in direct action to reduce their emissions.*

## **2.0 Audiences**

The general audience for this campaign includes all residents of Ashland.

The targeted audiences for this campaign were selected by the CEAP Implementation committee in May, 2018:

1. Local HVAC, plumbing, and general contractors
2. Ashland youth
3. Local car dealers
4. Ashland building owners
5. Campaign stakeholders (partial list in section 4.0)

### **Roles**

The City of Ashland will develop the campaign, print materials as needed, and coordinate outreach efforts, and serve as the central hub of information. City Departments, Committees, and Commissions will provide additional support in delivering outreach. Community partners listed in the “stakeholders” section below may also relay messaging.

## **3.0 Empower Ashland Outreach Strategy**

### **Objectives for 2018-2019**

Empower Ashland aims to catalyze one primary goal: significant and sustained public involvement in local climate action. The measurable objectives to be met in the 2018-2019 calendar years are:

1. Establish an online presence for Empower Ashland, including a webpage and social media campaign and use it to broadly engage residents. (KPI = # of views, web and social)
2. Use print and online media to engage all Ashland households and target audiences. (KPI = # households mailed, target audiences contacted)
3. Facilitate public events that educate residents and encourage engagement. (KPI = # workshops / events)

## Strategies and Actions

The following Strategies and Actions are suggested as a foundation for Empower Ashland, they include the development of online resources, print media, public events, and community stories.

### Strategy 1: Create an online presence for Empower Ashland.

Action 1.1. Create Empower Ashland webpage or website.

Desired Outcome	Ashland community has access to and makes use of a centralized information resource to learn about the climate plan. The website is focused on education, taking-action, and sharing community climate stories. Messaging for target audiences is also incorporated into the website.
Audience	Ashland-wide population, incorporating primary and secondary messaging as outlined above in Section 5.
Timeline	Develop: Sept/Oct 2018, Deliver Nov 2018
Channel	New, standalone website
Lead / Group	TBD, City of Ashland or sub-out
Progress	City CEAP pages have been drafted. Empower specific website still to be developed.
Metric	Completion

Action 1.2. Create and deliver an Empower Ashland Social Media Campaign.

Desired Outcome	Educational social media campaign is focused on highlighting CEAP and community goals, pathways to community action, inspiring stories, and news. 3-4 posts per month result in consistent engagement. Social media posts include content developed for Empower Ashland, such as infographics and local news, as well as relevant climate and other information related to CEAP.
Audience	Ashland-wide population, incorporating primary and secondary messaging as outlined above in Section 5.
Timeline	Develop: Sept-Oct 2018, Deliver Nov 2018-Dec 2019
Channel	Preferred social media pathways. Potentially create new account for CEAP or Conservation Division.
Lead / Group	TBD, sub-out
Progress	--
Metric	Post engagement, goal of 5,000 Oregon views in 2018-2019.

**Strategy 2. Use printed and complimentary media to elevate public awareness of the CEAP.**

Action 2.1. Develop and distribute an informational Empower Ashland postcard or mailer.

Desired Outcome	An informational postcard is developed and mailed to all Ashland residents to educate those who may not normally be online. Specifically, residents will be asked to: <ol style="list-style-type: none"> <li>1. Read the CEAP executive summary,</li> <li>2. Evaluate their household carbon emissions</li> <li>3. Identify actions that will reduce their emissions</li> <li>4. Share their personal stories of Climate Action on the Empower website (see Action 1.1 and Action 2.3).</li> </ol>
Audience	Ashland-wide population, incorporating primary and secondary messaging as outlined above in Section 5.
Timeline	Develop: Sept 2018 Deliver: Oct 2018
Channel	Web, utility bill insert, events, through partner organizations, social media
Lead / Group	Develop: TBD, Distribute: City Staff Admin, Utility Billing
Progress	--
Metric	Number of pieces mailed and distributed, goal = 5000

Action 2.2. Develop and distribute educational correspondence to target audiences.

Desired Outcome	Educational correspondence is developed and delivered to targeted audiences to help them understand their importance as key decision points and influencers. Additional information may be included on how to get involved and/or grow low-carbon customer base.
Audience	Identified target audiences as listed in Section 2., and secondary messaging, as listed in Section 5.
Timeline	Develop: Nov-Dec 2018, Deliver: Jan-Dec 2019
Channel	Direct engagement, USPS
Lead / Group	TBD
Progress	--
Metric	Number of points of contact, goal = 30

Action 2.3. Identify and highlight community stories that demonstrate a range of possible actions.

Desired Outcome	Stories of community climate action are distributed through print and online media to demonstrate a range of climate solutions and highlight the actions of local climate champions and community members.
Audience	Ashland-wide population.
Timeline	Develop: Nov-Dec 2018, Deliver: Jan-Dec 2019

Channel	Web, social media, print media, City-owned channels
Lead / Group	TBD
Progress	--
Metric	Number of articles, goal = 6

Action 2.4 Coordinate, develop, and publish an article series that walks citizens through the theory and practice of taking climate action in Ashland.

Desired Outcome	A series of articles is published, helping residents understand the practice and importance of taking climate action in Ashland.
Audience	Ashland-wide population.
Timeline	CY 2019
Channel	Local newspapers
Lead / Group	Develop: Nov-Dec 2018, Deliver: Jan-Dec 2019
Progress	--
Metric	Number of articles completed. Goal = 1 article series (in 3-5 parts)

**Strategy 3. Facilitate public actions that engage the community with the CEAP and encourage community action.**

Action 3.1. Develop and deliver a talk and/or presentation to explain the CEAP.

Desired Outcomes	Develop and deliver a presentation to explain the CEAP to general audiences and aligned groups. Additional content developed to speak to targeted audiences as needed. CEAP representatives are trained to deliver presentation.
Audience	Ashland-wide population, incorporating primary and secondary messaging as outlined in Section 5.
Timeline	Develop: Sept-Oct 2018, Deliver Oct 2018-Dec 2019
Channel	Public meetings, online version after development.
Lead / Group	City Staff / CEAP committee members
Progress	--
Metric	Number of CEAP presentations. Goal of 12 in 2019

Action 3.2. Facilitate public events to increase engagement in community climate action.

Desired Outcome	Facilitate special events, such as the NW Eco Challenge, a workshop series, or presentation series to increase participation in community climate action.
Audience	Ashland-wide population.
Timeline	Ongoing, Plan: Sept-Oct 2018, Delivery ongoing until 2019
Channel	Social media, web

Lead / Group	City Staff
Progress	Not started
Metric	Number of events / participants. Goal of 10 events in 2018-2019

Action 3.3. Facilitate meetings with local climate action groups to develop group strategy and outreach.

Desired Outcome	Local climate action groups meet to discuss group strategy for engaging the public in climate action.
Audience	Campaign stakeholder groups (partial list in section 4.0)
Timeline	Fall 2018, Fall 2019
Channel	Direct outreach
Lead / Group	Plan: Sept 2018, meet quarterly or as practical
Progress	Not started
Metric	Number of events / participants. Goal of 4 meetings in 2018-2019

## Empower Ashland Timeline

	2018				2019						
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
<b>Strategy 1: Create an online presence for Empower Ashland.</b>											
Action 1.1. Create Empower Ashland webpage or website.											
Action 1.2. Create and deliver an Empower Ashland Social Media Campaign.											>>
<b>Strategy 2. Use printed and complimentary media to elevate public awareness of the CEAP.</b>											
Action 2.1. Develop and distribute an informational Empower Ashland postcard or mailer.											
Action 2.2. Develop and distribute educational correspondence to target audiences.											
Action 2.3. Identify and highlight community stories that demonstrate a range of possible actions.											
Action 2.4 Coordinate, develop, and publish an article series that walks citizens through the theory and practice of taking climate action in Ashland.											
<b>Strategy 3. Facilitate public actions that engage the community with the CEAP and encourage community action.</b>											
Action 3.1. Develop and deliver a talk and/or presentation to explain the CEAP.											
Action 3.2. Facilitate public events to increase engagement in community climate action.											
Action 3.3. Facilitate meetings with local climate action groups to develop group strategy and outreach.											



## 4.0 Communication Channels

### City-Owned

- Online channels
  - City website
  - CEAP webpages
  - Empower webpage (to be built)
  - News releases
- Print channels
  - City Source newsletter (Aug, Oct, Dec, Feb, April, Jun)
- Direct channels
  - Targeted letter writing
  - Public meetings / workshops
  - Tabling events (4<sup>th</sup> of July, etc.)
- Public Meetings

### Earned

- Campaign stakeholders
  - Ashland Chamber of Commerce
  - Ashland Climate Team
  - Pachamama / Drawdown
  - Southern Oregon Climate Action Now (SOCAN)
  - Southern Oregon University (SOU)
  - Oregon Shakespeare Festival (OSF)
  - Ashland School District (ASD)
  - Citizens Climate Lobby
  - High School Climate Groups
- Media
  - JPR
  - Daily Tidings / Mail Tribune
  - RVTV
  - <Additional Rogue Valley Media>

### Paid

- Marketing / social media consultant
- USPS direct mail
- ...

Other

- Public Meetings
- Media Interviews

## 5.0 Primary Messaging

The core message for this campaign is:

### “Empower Ashland”

“Empower” is a suggestive action verb that conveys

1. giving (someone) the authority or power to do something.
2. making (someone) stronger and more confident, especially in controlling their life and claiming their rights.

“Power” is embedded within the message and conveys complementary meaning:

1. the ability to do something or act in a particular way.
2. the capacity or ability to direct or influence the behavior of others or the course of events
3. physical strength and force exerted by something or someone.
4. energy that is produced by mechanical, electrical, or other means and used to operate a device.

## Secondary Messaging Concepts

Variants of the core message allow for a versatile communication campaign which can be tailored for specific audiences. For example, outreach to key influencer groups could include the following variants of “Empower Ashland”:

1. “Empower Savings” - General contractors, HVAC, Rental property owners, Renters
2. “Empower Comfort” - Home owners, Realtors
3. “Empower Innovation” - Business owners
4. “Empower Your Future” - Local Youth

Additional message variants:

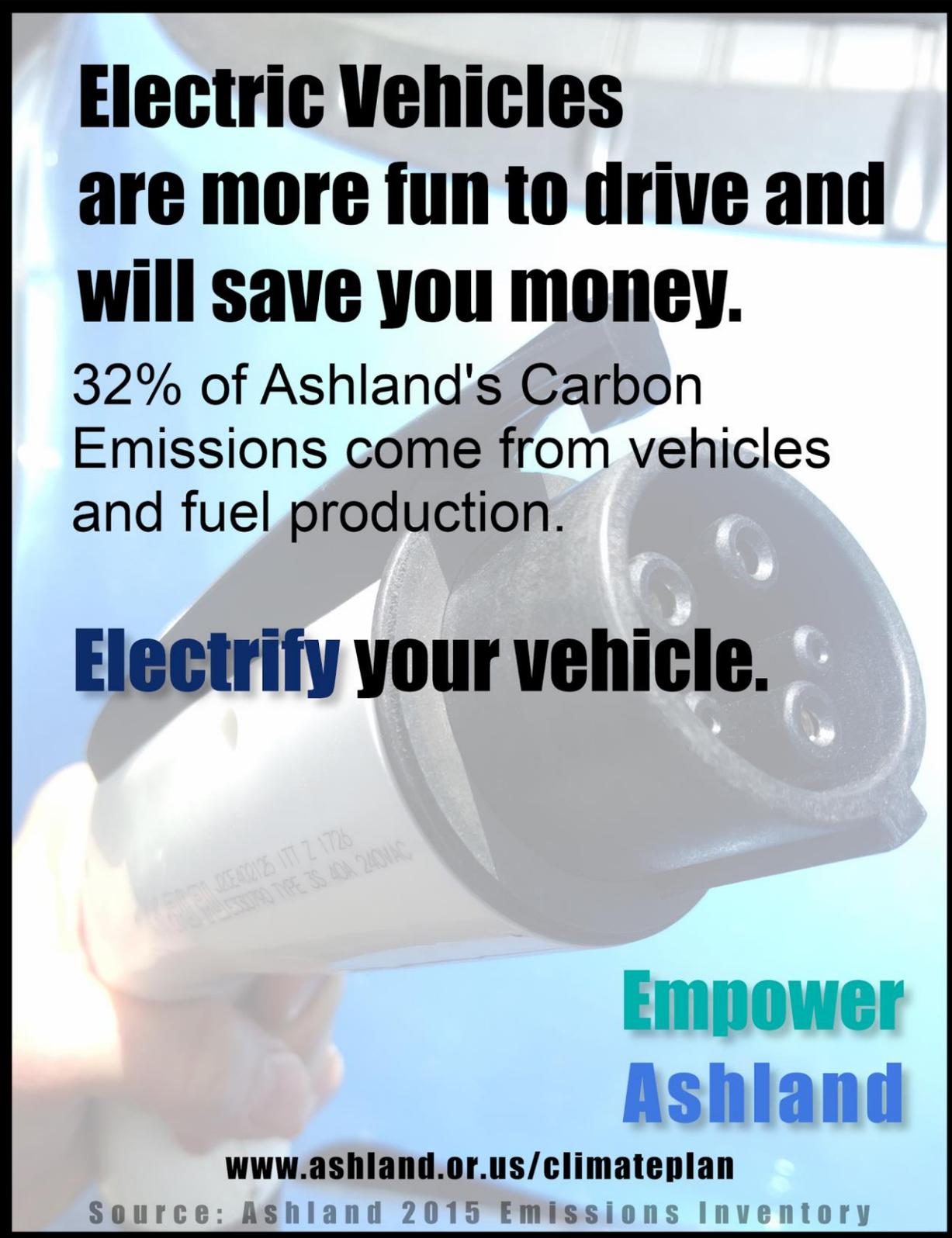
1. Empower People
2. Empower a Legacy
3. Empower Change
4. Empower Renewables
5. Empower Yourself / The facts
6. Ashland Empowers... efficient buildings / low carbon transportation / \_\_\_\_\_.

## 6.0 Existing CEAP Communications:

1. [GHG Inventory](#) 2015
2. [CEAP Plan](#) and [Action List](#) 2017

Appendix 1 – Sample Messages

Sample Message #1



**Electric Vehicles  
are more fun to drive and  
will save you money.**

32% of Ashland's Carbon Emissions come from vehicles and fuel production.

**Electrify your vehicle.**

**Empower  
Ashland**

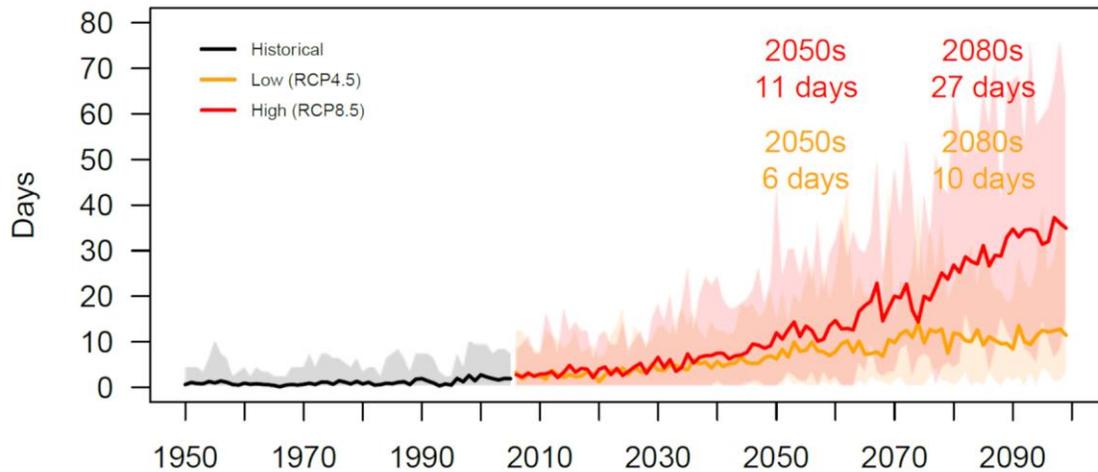
[www.ashland.or.us/climateplan](http://www.ashland.or.us/climateplan)

Source: Ashland 2015 Emissions Inventory

# "Shall I compare thee to a Summer's day?"

-Shakespeare  
(Sonnet 18)

Ashland # Days over 100°F Projections



**Ashland Summers could have 10-27  
more days over 100°F by the 2080s.**

**Is your home ready for the challenge?**

**Schedule a free energy audit today.**

[www.ashland.or.us/climateplan](http://www.ashland.or.us/climateplan)

**Empower  
Ashland**

Source: Ashland 2016 Climate Trends and Projections Report

ORDINANCE NO. \_\_\_\_\_

AN ORDINANCE CREATING THE CLIMATE POLICY COMMISSION

**2.27 – Climate Policy Commission**

**2.27.005 – Purpose**

Upon adoption of this ordinance, the Mayor shall establish a permanent Citizen Commission to support the integrity and focus of Ashland’s Climate and Energy Action Plan (CEAP) Contents and Updates. The Commission shall provide climate plan implementation process oversight and recommend updates to the CEAP in pursuit of meeting the Climate Recovery goals, objectives and targets established in AMC 9.40.040.

The Commission shall work to ensure the CEAP continues to function as a successful strategic roadmap to meet the Climate Recovery goals and objectives through research, analysis, communication with other advisory commissions and community groups.

**2.27.010 – Establishment – Membership**

The Commission shall reflect and represent a wide range of community interests and perspectives, including environmental, energy efficiency, renewable energy, academic and business, low income, equity, and health, communities of color and elderly. The Commission shall consist of nine (9) voting members. The Commission shall strive to include at least two (2) members 35-years-old or younger at the time of appointment. Eight (8) of the members shall reside within the City, and one (1) may be an at large member living within the Ashland urban growth boundary. One (1) Mayor or City Councilor and one (1) City staff person shall serve on the Commission as non-voting, *ex-officio* members. The primary staff liaison shall be appointed by the City Administrator and shall serve as Secretary of the Commission. The Commission may optionally include two (2) student members representing the Ashland School District or SOU. Student members under the age of 18 shall serve as non-voting, *ex-officio* members. Voting and *ex-officio* members shall be appointed by the Mayor with confirmation by the City Council.

**2.27.020 - Powers and Duties**

- A. Develop recommendations for Ashland’s Climate and Energy Action Plan contents and updates (as established in AMC 9.40.040).
- B. Recommend modifications to benchmarks, targets, or actions contained in the climate plan as needed to incorporate the best available science and practices to achieve Ashland’s climate related goals and targets.
- C. Manage a process for considering Plan amendments and updates.
- D. Monitor and make recommendations on the implementation of adopted Climate and Energy Action Plan for the Community and City Operations
- E. Periodically review progress toward achievement of the CEAP’s GHG and fossil fuel reduction targets.
- F. Recommend changes in city ordinances, rules, and processes that facilitate and/or incentivize residents and businesses to reduce their GHG emissions.

- G. Work to ensure that the CEAP considers public input and long-term social, economic and environmental impacts.
- H. Work to ensure the plans are socially equitable for all community members including low-income, young people, persons of color, elderly and those living with disabilities.

DRAFT

ORDINANCE NO. \_\_\_\_\_

**AN ORDINANCE CREATING THE CONSERVATION AND CLIMATE OUTREACH  
COMMISSION**

**2.18 – Conservation and Climate Outreach Commission**

**2.18.005– Purpose**

Upon adoption of this ordinance, the Mayor shall establish a permanent Citizen Commission to support the achievement of Ashland’s Community Climate Recovery Goals (AMC 9.40.020) and conservation activities. The Commission shall actively encourage Community entities and individuals to make wise use of resources and make progress toward Ashland’s Community Climate Goals as set forth in the most current City Council-approved version of the Climate and Energy Action Plan.

**2.18.010 – Established Membership**

The Commission is established and shall consist of nine (9) voting members including one representative of the solid waste franchisee for the City; and one representative from Southern Oregon University; and one representative from the Ashland School District and six (6) other voting members. At least five (5) of the other members shall reside within the City. The primary staff liaison shall be appointed by the City Administrator and shall serve as Secretary of the Commission. Voting members shall be appointed by the Mayor with confirmation by the City Council.

(Ord. 3003, amended, 02/18/2010; Ord. 2981, added, 04/06/2009; Ord. 3100, amended, 2014)

**2.18.040 – Powers and Duties Generally**

- A. Consistent with City policies and procedures, educate and advocate for Ashland’s Community Climate Recovery Goals (in accordance with AMC 9.40.020)
- B. Consistent with the Climate and Energy Action Plan, make recommendations on strategies, actions, and programs related to the wise and efficient use of resources by all Ashland citizens, including:
  - a. Consumption of goods and services,
  - b. Materials management, waste prevention, reduction, and recycling,
  - c. Conservation and efficient use of electricity, water, and natural resources
  - d. Promotion of community, residential, and commercial renewable resources
  - e. Air quality awareness,
  - f. Climate resilience and preparedness.

(Ord. 3003, amended, 02/18/2010; Ord. 2981, added, 04/06/2009)