

**ASHLAND CONSERVATION COMMISSION**  
**Meeting Agenda**  
**July 24, 2019 – 6:00 to 8:00 PM**  
Community Development Building, Siskiyou Room  
51 Winburn Way

---

1. (6:00) - **Call to Order**
  - Recorder Announcement
2. **Consent Agenda**
  - 2.1. June 26, 2019 Meeting Minutes
3. **Announcements** (10 min)
  - 3.1. Next Regular Meeting: August 28, 2019
  - 3.2. Upcoming Sub-committee meetings
  - 3.3. Other Announcements from Commissioners
4. (6:10) - **Public Forum** to be evenly divided by public wishing to speak (10 min)
5. (6:20) - **Reports/Presentations** (25 min)
  - 5.1 CEAP Marketing and Outreach Priorities (including reaching out to SOU, RCC, AHS and Rogue Action Center), plus discussion of Marketing and Outreach Sub-committee progress. (Green) (15 min)
  - 5.2 Council Liaison Update (5 min)
  - 5.3 City Operations/Administration Update (5 min)
    - Commission and Boards Annual Reports to Council Memo
6. (6:45) **Old Business**
  - 6.1. Commission Monthly Column in Sneak Preview (10 min)
    - September – Climate Equity (Koopman/co-author from community – July 15)
    - October – Rogue to Go Box Pilot Program (Buck – August 19)
    - November – Leaves and Composting Options (Rosenthal – September 16)
    - December - CPAC Joint Commission article (McGinnis/CPAC members – October 14)
    - TBD – pilot program for Straws on Demand, Juicebox Electric Car Charger, and addressing consumption emissions articles.
  - 6.2. Sub-committee updates (25 min)
    - 6.2.1 Water (6 min)
    - 6.2.2 Waste Prevention (6 min)
    - 6.2.3 Air Quality (6 min)
    - 6.2.4 Marketing and Outreach (action team concept - further discussion) (6 min)
      - June 27, 2019 Meeting Notes
      - July 11, 2019 Meeting Notes
7. (7:20) - **New Business** (10 min)
  - 7.1. Task Teams/Sub Committees – what is more appropriate and when?
  - 7.2. What are the rules that govern both (a topic for Public meeting law)?
8. (7:30) - **Wrap Up** (5 min)
  - 8.1. Items to be added to next agenda
    - Debrief on State Laws after legal review
    - Plastic Wrap (August)
    - Public Meeting Law (August)
    - 10 by 20 (August)
    - Idling Ordinance (August)

DRAFT MINUTES FOR THE CONSERVATION COMMISSION

Wednesday, June 26, 2019

Siskiyou Room, 51 Winburn Way

**1. Call to Order**

Chair James McGinnis called the meeting to order at 6:00 p.m. Commissioners Roxane Beigel-Coryell, Risa Buck, Larry Cooper, Marni Koopman, Marion Moore, Jamie Rosenthal, and Bryan Sohl were present. Commissioner David Sommer and Council liaison Julie Akins were absent. Staff members Stu Green and Adam Hanks were present.

**2. Consent Agenda**

**2.1. May 22, 2019 Meeting Minutes**

Moore stated that, Ken Deveney's, the speaker in public forum for the May meeting, name was misspelled and asked it be corrected in the minutes. McGinnis asked that the second bullet under 6.3 CEAP Outreach be changed to "McGinnis described some details of the Commissions including the possibility of holding meetings every other month". Buck moved to approve the minutes with the corrections proposed with Moore providing a second. A vote was taken with all members voting in favor and the motion passed.

**3. Announcements**

**3.1. Next Regular Meeting: July 24, 2019**

McGinnis announced the next meeting for Wednesday, July 24, 2019 and asked if there was anyone who knows that they will not be attending. Koopman said that she will be unable to attend.

**3.2. Upcoming Sub-committee meetings**

Moore announced that there is a Marketing and Outreach Sub-committee meeting on Thursday, June 27, 2019, starting at 3 p.m. at the Geos Institute, 84 4<sup>th</sup> Street. Beigel-Coryell announced that her and Buck will be meeting with Green on Monday, July 1 at City Hall to discuss the Rogue to Go program.

**3.3. Other Announcements from Commissioners**

Cooper informed the Commission that the Draft Water Master Plan was released. He encouraged others to look at the Water Master Plan as it has an impact on conservation.

Buck announced that the State of Oregon passed two waste prevention bills: one banning plastic bags and another banning plastic straws. Hanks dealt with the plastic bags bill through the League of Oregon Cities. The State requires a five cent charge for bags, but Ashland is allowed to keep their ten cent charge as Ashland's ordinance was in effect before the State bill. Buck asked to get a debrief on the State bills when available.

Sohl mentioned that the comment period for the Jordan Cove project is July 5 which can be done online or via physical mail. Sohl also acknowledged working with Beigel-Coryell on Conservation and Climate Energy and Action Plan ad hoc committee (CEAP 1) and appreciated her work on both.

Beigel-Coryell's position at Southern Oregon University (SOU) has been posted and applications will be taken until July 12. She asked that if the Commissioners know anyone who is interested or will be a good fit to encourage them to apply. Beigel-Coryell is still trying to get a replacement from SOU for her Commission seat, but nothing is official yet. **Buck asked if Hanks could email the President of SOU to remind her of the position vacancy on the Commission.** McGinnis presented Beigel-Coryell with a certificate of appreciation for her work with the Commission. Various Commissioners and staff spoke their praise of Beigel-Coryell.

#### **4. Public Forum**

Huelz Gutcheon, Ashland, OR – would like to see a City ordinance that requires universal electric vehicle (EV) charging wiring for all new constructions.

Jeff Sharpe, Ashland, OR – updated the Commission projects that he and his partner Tomas Endicott have been working on that utilize the City's Virtual Net Metering ordinance and the 30 percent federal tax credit. The projects include: solar trackers at ScienceWorks, Oak Street Tank and Steel, and Ashland Coop is also in the works. Sharpe also would like to lobby the City for a request for proposal (RFP) for a one megawatt (MW) installation at the Ashland Airport. He is hoping that the Commission will encourage the City to move ahead with the RFP.

Dave Helmich, Ashland, OR – a representative of a citizens' steering committee of 10 by 20. The committee has a progress report of what has happened and what needs to happen to meet the ten percent local renewable production by 2020. Helmich asked for Commission support as he handed out the progress report with a sign-up sheet for those interested in hearing from the citizens' steering committee.

McGinnis asked that a presentation on 10 by 20 from City staff be added to a future agenda. Hanks stated that he and Tom McBartlett, the Electric Utility Director, could probably present on 10 by 20 at the August Conservation Commission. Koopman clarified that the Commission did vote against recommendation the use of the Imperatrice property previously and would be interested in hearing different locations for meeting the 10 by 20 goal.

#### **5. Reports/Presentations**

- Council Liaison Update

Hanks announced that the Council approved the next biennial budget. The budget included eliminating of six positions, increasing property taxes by four and a half cents, and utility rate increases that were outlined in the different utility master plans. Council will be creating two ad hoc committees, one for revenue enhancements and another for cost analysis, to help with long range planning. The Ashland Canal Project held a listening session on Monday, June 17. There will be another study session for the project on July 15 with the item scheduled for a decision on August 6.

McGinnis asked about the status of the Council liaison. Hanks stated that it is not uncommon for Council liaisons to miss meetings as they have other time commitments. The Chair should be able to reach out to the Mayor if there are consecutive months missed.

McGinnis asked about the priority of the Climate and Energy Action Plan (CEAP) within the budget. Hanks stated that the Council prioritized CEAP as a value service below the essential services.

- City Operations/Administration Update

Hanks stated that the energy efficiency budget did have some incremental increases as it is funded through the Electric Fund. Three primary spending areas: Bonneville Power Administration (BPA) funds (regulated measures), rate money (local initiatives), and loans. Increases were in solar funding, not loans, and funds for developing electric vehicle programs. The electrification programs are easier to get funded as they increase electric usage and money to the Electric Fund.

#### **6. Old Business**

##### **6.1. Commission Monthly Column in Sneak Preview (5 min)**

- August – Virtual Net Metering (Green/Beigel-Coryell – June 17)

- September – Climate Equity (Koopman/co-author from community – July 15)
- October – CPAC Joint Commission article (McGinnis/CPAC members – August 19)
- November – Leaves and Composting Options (Rosenthal – September 16)
- TBD – Rogue to Go box pilot program, pilot program for Straws on Demand, Juicebox Electric Car Charger, and addressing consumption emissions articles.

Green said the previous approved article did not make the Sneak Preview deadline. The editor will be running another previously submitted article for the July edition. Buck asked to schedule the Rogue to Go box moved to October. Hanks stated that Beigel-Coryell's idea of having an ad for the launch with a follow up article would work. Green said to schedule the Rogue to Go for October and push CPAC back to December.

Green stated that for more information on the virtual net metering (the article for approvals topic) people can go to [ashland.or.us/vnm](http://ashland.or.us/vnm). McGinnis asked if the link could be added to the article. Moore would like it stated clearly under the "How does it work?" section that it is the responsibility of the person who owns the system to find a spot. Moore also asked if the abbreviation PPA could be spelled out to Power Purchasing Agreement in the last sentence of that section. Buck asked that a preface be added to the article to describe why virtual net metering is important. Buck moved to approve the article with adding the changes discussed and Koopman seconded the motion. All members voted in the affirmative and the motion passed.

#### **6.2. Review CEAP outreach activities to date**

#### **6.3. Discuss CEAP Marketing and Outreach priorities**

Green stated that the EMPOWER Ashland marketing plan was developed to meet the CEAP goal of educating and empowering the public. Initially, he was interested in having a third party marketing firm or an AMERICORP intern to implement the plan. Unfortunately, there was no budget for a third party marketing firm and AMERICORP did not have a match for the intern. There is still an option for the Commission to take on implementing the plan by creating smaller marketing campaigns. Some Commissioners proposed reaching out to:

- the local colleges, SOU and Rogue Community College (RCC) for interns;
- Ashland High School (ASH); and
- Rogue Action Center to market to the underserved population.

McGinnis asked for direction from Green on what he would like the Commission to take on. Green will present on this at the July meeting.

#### **6.4. Sub-committee updates**

##### **6.4.1 Marketing and Outreach**

###### **▪ June 13, 2019 Meeting Minutes**

Moore stated that Koopman, McGinnis, and Sohl met for a brainstorming session on what outreach they want to do and what is the major message. They outlined details they would like to take on versus being assigned tasks. Koopman asked for Green to coordinate and attend in the future so a consensus on delegated and chosen tasks can be met. Moore asked about the need for a sub-committee versus a task force. Hanks stated that a subcommittee is generally utilized for public input and to elicit outside information that would affect policy recommendations. The operational tasks, as discussed here, could be a task force with Commissioners reporting back to the whole Commission on the progress.

##### **6.4.2 Water**

###### **▪ Graywater Workshop**

Buck reminded the Commission about the Graywater Workshop on Saturday, July 27<sup>th</sup> from 9:30 a.m. to 4 p.m. hosted by Greywater Action at SOU.

#### 6.4.3 Waste Prevention

Beigel-Coryell stated that the reusable to go container program is officially called “Rogue to Go”. The containers will be plastic as many non-plastic containers are not food grade certified or have a long usable life. The chosen containers are from OZZI, an Oregon made company, and will have a 16-ounce bowl for soup or sides and a half size clam shell for other food. Four businesses have been confirmed and they are waiting on a fifth. Straws on Demand pilot program will be reaching out to participating businesses and others to inform them of the new State law banning plastic straws starting October 1 and ways they can adjust their practices.

#### 6.4.4 Air Quality

McGinnis brought some electric landscape equipment to show the Commission. Buck is interested in still having a demo with Ashland Hardware.

### 6.3 BPA Update

Hanks recapped the February update to Council about the meeting with BPA in Portland. City officials met with BPA representatives in January to discuss the City’s contract. Points taken from the meeting include:

- No opt-out of “Take or Pay” provision. The City would have to pay this as a surcharge penalty provision if it were buying part of the load electricity from another source.
- Community solar through virtual net metering and systems not over the 200 kW limit can help meet the 10 by 20 goal instead of having a 10 to 12 MW solar site.

### 6.4 Plastic Wrapped Marketing Paper Discussion

Item has been moved to a future meeting.

## 7. New Business

### 7.1. AAAS Pacific Division 100<sup>th</sup> Meeting Presentation

McGinnis presented at the American Association Advancement of Science’s Pacific Division 100<sup>th</sup> meeting at SOU the week before the meeting. He focused on a past to present theme, what are we doing today and what do we plan to do in the future and the shift of the Conservation Commission and the new Climate Policy Advisory Commission (CPAC). Beigel-Coryell also presented on the CEAP plan and on SOU’s efforts.

### 7.2. Public Meeting Law

Item has been moved to a future meeting.

### 7.3. Elect commission co-chair

McGinnis asked for volunteers and nominations. Koopman nominated Moore as the vice chair and Moore accepted the nomination. Beigel-Coryell moved to have Moore as the vice chair for the Commission until next April. Rosenthal provided a second for the motion. The motion passed unanimously with all members voting in favor.

## 8. Wrap Up

### 8.1. Items to be added to next agenda

Green asked three tasks for the Commission to take on:

- Comprehensive list of local vulnerable populations that need to be reached with contact information for them;
- Suggested framework for activating neighborhoods and any kind of existing infrastructure exists with contacts; and

- Open source document with a moderator for consumption that people and local groups can contribute to with suggestions on reducing consumption and behavior changes.

McGinnis announced items for the next meeting:

- Plastic Wrap
- Public Meeting Law
- 10 by 20 (August)
- Idling Ordinance (August)

McGinnis adjourned the meeting at 8:02 p.m.

Respectfully Submitted,  
Elizabeth Taylor  
Executive Assistant

# Memo

---

TO: City Council and Commission Staff Liaisons  
FROM: Kelly Madding, City Administrator  
DATE: June 6, 2019  
RE: Commission and Boards Annual Reports to Council

---

I would like to remind you all of the parameters for the annual reports.

According to AMC 2.10.105, the requirements for the reports are:

- Give at least one report per year
- Focus on the Commission's accomplishments, work in progress, and planned activities
- Contain objective information and represented the majority views of the Commission members

It is also important to note that all reports and recommendations from Commission, Boards, and Committees are advisory and the City Council is not bound to take action on the recommendations.

I understand that this was a difficult budget process and the Wildfire Safety Commission was trying to advocate for the Fire Department. However, it is never appropriate for an advisory body to use their annual report for advocacy. The emphasis on Commissioners advisory, not advocacy is also one of the Mayor's expectations outlined when he interviews applicants. Appointed members should have a clear understanding of what is their and the Commission's role.

Because of this, I am now requiring that all Commissions and Boards submit documentation of what will be presented in the annual report 12 calendar days before the presentation is scheduled, which is aligned with the regular Council Communication deadlines.

Feel free to share this memo and the enclosed materials with Commissioners.

Attached:

AMC 2.10.105 Commission Reports

Mayor's Expectations for All Interviewed Commission Candidates



## AMC 2.10.105 Commission Reports

A. Each advisory body shall submit copies of its meeting minutes to the City Recorder for presentation to the City Council.

B. The chair of each advisory body is expected to give at least one report to the City Council each year on the advisory body's accomplishments, work in progress, and planned activities. In addition, the Mayor or City Council may from time to time ask chairs for information and recommendations on matters within the scope of their advisory bodies. Chairs' reports to the Council are to be objective and representative of the majority views of the memberships of their advisory bodies.

C. Council Liaisons may report to the entire Council on significant and important activities of any advisory body to which they have been assigned.

D. Staff Liaisons to the advisory bodies may assist in preparing such reports.

E. Unless otherwise expressly provided in the Ashland Municipal Code or State Law, all reports or recommendations of City advisory bodies committee shall be considered advisory in nature and shall not be binding on the Mayor or City Council. (Ord. 3100, amended, 2014; Ord. 3003, added, 02/18/2010)

## Mayor's Expectations for All Interviewed Commission Candidates

1. Advisory, not Advocacy: Commissions' purpose is to act in an advisory role with respect to the Council, not to be a platform for advocacy. Advisory requires a balanced examination of all sides/implications of a particular issue or course of action. Advocacy involves putting forth all the arguments on one side of an issue or in favor of or opposed to a particular decision, and then mobilizing public support. Commissioners should not organize advocates to lobby the commission regarding any subject upon which the commission is working.
2. Personal Criticism: Commissioners are supposed to avoid all personal criticism, especially of City staff but also of anyone, in their role as Commissioners. If they have a problem with how any staff person is performing or behaving, they should discuss their concerns privately with the Council liaison to that Commission and/or with the Mayor.
3. "Conflict of Interest": Commissioners should declare a conflict of interest they have with the work of the Commission. This is not just in the narrow definition of financial conflict but in the sense of prejudice, bias or presuppositions regarding any matter before the commission - and the Commissioner should refrain from trying to influence the commission's process in any way. This requires recusing her/himself from the commission's discussions. The Commissioner retains the right to communicate with City government, and in particular the Council, regarding this subject but as a private citizen, not in his/her official role as a Commissioner.  
  
Also the Commissioner should not identify or use his/her official position in any public communications.
4. Checking First: The Commissioner and the commission, should, when it is considering working on a particular issue, come to the Council and find out first whether the Council wants the Commission to pursue this direction.
5. Chairpersonship: Being Chair or Vice Chair of a commission is not a possession that belongs to a Commissioner. It is a role of service to the commission as a group, on the part of the Chair, who subordinates her/his opinions and desires in the interests of facilitating the process of the group. If the Chair loses the confidence of the group he/she should voluntarily resign and allow the group to choose a new member to fulfill this role.

## **Closing the Climate Gap**

Marni Koopman, Climate Change Scientist and Ashland Conservation Commissioner

We are fast approaching the crucial threshold of 1.5° Celsius average global warming (2.7° Fahrenheit). According to the IPCC, crossing this threshold is expected to result in “catastrophic” extreme heat, drought, flooding, and food shortages for hundreds of millions of people around the globe. Unfortunately, those who are causing the climate emergency are not necessarily those who will be most impacted.

But let’s say we get our act together and invest in clean energy and changes to how we live. We can dramatically reduce our greenhouse gas emissions with economical and strategic investments in the future. Achieving deep cuts in emissions is highly doable – we already have the technology and resources we need. And we’re seeing communities around the nation investing in renewable energy, retrofitting homes and buildings, replacing gas cars with electric, buying locally-produced products and food, and taking other sustainable actions that reduce our collective greenhouse gas footprint. This is good, right?

**Action on climate change IS good.** We need to take action – a lot of it – right now! All of those investments add up to a lot of money going into the community. Who will benefit from these investments? When homeowners get tax incentives to improve their insulation or install solar panels, who benefits? When people get tax credits for purchasing expensive electric cars, who benefits? When people buy local organic produce at a farmer’s market, who benefits?

Unfortunately, sustainability efforts could further exacerbate race and income divides. Sustainability investments inordinately benefit wealthy non-Hispanic white Americans over lower income residents and people of color. At the upper levels, the U.S. solar industry is 90% white and 80% male. And in California, electric vehicles are largely purchased by white and Asian populations, with less than a quarter purchased by Hispanic, black, or other ethnic groups (as compared to gas cars, where these groups make up almost half of all purchases). Installation of charging infrastructure is rarely targeted towards lower income residents or communities of color, further compounding the disparity. Similarly, farmers’ markets and locally-grown and produced food and goods are often marketed to wealthier towns and neighborhoods with lower diversity.

Not only are climate solutions biased towards white and wealthy people, but climate change impacts are also heavily biased. When fires and floods ravaged the central California coastline a few years ago, wealthy (mostly non-Hispanic white) families evacuated while farm workers, non-English speakers, people with disabilities, yard maintenance workers, household help, and unhoused residents were left in place, exposed to deadly smoke, pollution, and mudslides. Similarly, the racial divide from Hurricane Katrina in Louisiana was astounding, leaving New Orleans with 100,000 fewer African Americans due to the disparity in impact.

It is vitally important that we consider equity among income, race, gender, mobility, and language as we develop our response to the climate emergency. Quick action is necessary AND

we can make each investment do double, or even triple, duty – (1) reduce greenhouse gas emissions, (2) reduce disparity, and (3) improve community resilience in the face of extreme events. Imagine if we invested in electric car share programs for lower income and higher density housing, required rental properties to increase energy efficiency, thereby lowering heating and cooling bills for residents, and/or prioritized local, minority and women-owned businesses for energy-related contracts. Imagine if we brought fresh and local foods to lower income neighborhoods at cheaper prices, thereby leading to healthier kids and families.

Closing the climate gap means closing the wealth, opportunity, and safety gap. Fighting climate change requires building a new, clean energy economy that has tremendous opportunity, if managed well, to bring good jobs, equitable pay, and increased opportunities to those who have been historically marginalized and underserved. The sheer magnitude of the investment needed to address climate change presents us with a significant challenge, but also an opportunity to make meaningful progress on racial, gender, and income equality throughout our community.

Meeting of Outreach Subcommittee, Conservation Commission

June 27, 3 pm at Geos Institute, 84 4<sup>th</sup> St, Ashland, OR

Commission Members Attending: Larry Cooper, Marni Koopman, James McGinnis, Marion Moore

Staff attending: Stu Green

Members of public attending: Yheu Huelz, Ray Mallette

We discussed Stu's 3 homework questions. Several people were interested in working on a "consumption manual". We'd like it to contain stories as well as information on reducing and/or "smartening up" consumption habits. It could also contain links to web pages where other organizations (such as DEQ, SOCAN) have consumption information. Everything should be presented as positively as possible. It need not be Ashland centric, but should be oriented toward the Rogue Valley. One big issue of addressing consumption is providing motivation to do what is suggested in the manual. In addition it appears there are three other issues: creating a document, publicizing it, and then sharing it.

Marni offered to start a sharepoint document that can be added to by all sub-committee members. This can be used to collect info for the sub-committee, and for a consumption manual. She will also put together a skeleton web site. If we decide to develop the web site, it will need to be under the aegis of a community organization, rather than under the City of Ashland.

Meeting of Outreach Subcommittee, Conservation Commission

July 11, 3 pm at Geos Institute, 84 4<sup>th</sup> St, Ashland, OR

Commission Members Attending: Larry Cooper, James McGinnis, Marion Moore

Members of public attending: Ray Mallette

We agreed that individuals on the sub-committee could start projects as “task forces”; other sub-committee or commission members can join in if interested.

Larry discussed the project he’d like to start: producing videos of stories of Ashlanders who have done things to mitigate climate change. He will get help from a friend, Howard Schreiber, who has experience producing videos. Action all: Larry needs help finding people who want to share their story (James volunteered to share his story). Action Larry: He will prepare a script to submit to the commission for approval; target date is for a script to do a video on gray water with Risa, about Aug. 12.

James and Marion would like to work on organizing neighborhoods. This would start with a presentation to neighborhood members, and continue on to setting up on-going groups in the neighborhood to think up their own or neighborhood projects for mitigating climate change. James has contacts on Parker St., this could be the first neighborhood. He will also contact a friend who organizes block parties to get some help. John Javna might also be interested in helping. Ray suggested having a pamphlet providing info and links on what kinds of things can be done. This should be ready before the first presentation. It could be cartoon characters to keep it light. Action sub-committee: To find neighborhoods that could have interest in doing this, we could, and will, request that staff provide us with info (preferably maps) giving locations of gray water installations, PV solar installations, and perhaps EV charging stations. Action Marion: add to our Sharepoint doc two folders, one so everyone can contribute to a list of actions to be put in the pamphlet, and one for suggestions on style and presentation of the pamphlet. Action Marion and James: explore other ways to find neighborhood groups to contact, e.g. HOAs, CERT groups. James will also contact Rod Newton for possible help.

Action James: add a doc on Sharepoint with basic info on how to use Sharepoint. We agreed that after a few days or a week of all sub-committee members contributing to the new Sharepoint files, we will make them available to all commission members. Action Marni: Please be sure Sharepoint is set up for us to have a trail so that files can be recovered if needed.

Next meeting will be Thursday July 25, 3:00 at Geos. (Many thanks to Marni for allowing us to use the Geos space!)