

ad hoc CLIMATE AND ENERGY ACTION PLAN IMPLEMENTATION COMMITTEE

Thursday, Aug 16, 2018 | 5:00 PM – 7:00 PM

Siskiyou Room, 51 Winburn Way

Meeting Goals

- ☐ Review CEAP Planning Committee recommendations
- ☐ Review and Give Input on Draft Community Outreach and Education Campaign

Meeting Agenda

- I. **CALL TO ORDER**: 5:00 pm, Siskiyou Room, 51 Winburn Way
- II. **ANNOUNCEMENTS** (5-5:05)
 - a. ASSIGN roles for timekeeper and action item keeper
- III. **CONSENT AGENDA** (5:05-5:10)
 - a. APPROVE meeting minutes from 7/19/18
- IV. **PUBLIC FORUM** (5:10-5:20)
 - a. RECEIVE Public Forum input
- V. **NEW BUSINESS**
 - a. REVIEW commission recommendations from CEAP Planning Committee (aka CEAP 1). (Adam, 5:20-5:45)
- VI. **OLD BUSINESS**
 - a. APPROVE Sneak Preview Article (James, 5:45-6:00)
 - b. RECEIVE staff update on Empower Ashland campaign and GIVE INPUT as appropriate. (Stu, 6:00-6:20)
- VII. **TASK LIST** (6:20-6:30)
 - a. DISCUSS current action items (see last minutes)
- VIII. **INFORMATIONAL ITEMS (if time allows)**
 - a. RECEIVE Updates relevant to CEAP implementation (Stu)

- i. Web content updates: www.ashland.or.us/climateplan
- b. Update from stakeholder representatives (Forest Lands, Conservation, School District, others)

IX. OPEN DISCUSSION (if time allows)

X. FUTURE MEETINGS (6:55-7:00)

- a. ANNOUNCE next regular meeting is scheduled: Thursday September 20, 2018
- b. REVIEW schedule look ahead

Sept – Discussion of final Commission structure, Empower follow-up as needed

Oct – Final recommendation of Commission structure

Nov – TBD, as needed

XI. ADJOURN: 7:00pm

Ad hoc Climate and Energy Action Plan Implementation Committee

Charge and Scope of Work:

The Ad-Hoc Climate and Energy Action Plan Implementation Committee shall be 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.

**DRAFT MINUTES FOR THE ad hoc CLIMATE & ENERGY ACTION PLAN
IMPLEMENTATION COMMITTEE**

Thursday, July 19, 2018

Siskiyou Room, 51 Winburn Way

1. Call to Order

Councilor Stef Seffinger called the meeting to order at 5:02 p.m.

Committee members Ben Scott, Chris Brown, James McGinnis, Jordan Ely, Les Stone, Pat Acklin, Rick Barth, and Shannon Downey were present. Staff member Stu Green was also present. Committee member Cindy Bernard was absent. Seffinger asked for two committee members to serve as timekeeper and action item keeper. McGinnis offered to be the timekeeper and Acklin volunteered to be the action item keeper.

2. Check In

Each committee member responded with their thoughts on the five articles presented in the agenda. There were two points made by the committee members:

- the articles that provided a positive narrative were appealing and could also be beneficial as a way to communicate to the community.
- technical articles served as a call to action directed at the community.

McGinnis and Seffinger noted that the discussion is important for how the committee will decide to promote the Climate and Energy Action Plan to the public; whether to go for a more technical approach or a positive reinforcement one.

3. Public Forum Input

Huelz Gutchen/2253 Highway 99 – emphasized the need for City to staff a department devoted to CEAP. He also suggested that there needs to be more communication between departments and committees within the City to help address climate change and carbon reduction.

Ray Mallette/314 Luna Vista Street – discussed the Empower Ashland plan draft that was listed on the agenda. He inquired if there was an action plan in place to be implemented. If so, he wondered when this implementation would take place. Ray pointed that the previous ad hoc Climate and Energy Action Plan Implementation Committee had public input, but no action on implementation. He recommended making a plan or list widely available to the public.

4. Consent Agenda Approval and Next Meeting

Acklin made a motion to approve the consent agenda. McGinnis seconded the motion. A vote to approve the consent agenda was called by Seffinger and passed unanimously. Minutes for the previous meeting held on June 21, 2018 were approved after Seffinger asked for objections against approving them and there were none. Seffinger announced that next meeting would take place on Thursday, August 16th, 2018.

5. Council Liaison Updates

Seffinger gave an overview of changes to the Administration department and City Council and the affect it might have on the budget planning process.

McGinnis brought up that Diana Shiplet, former Executive Assistant for the Administration, had previously presented on the structures of commissions within the City. McGinnis wanted to have that reviewed as a way forward to collaborate with the commissions for better communication. Acklin also highlighted the importance of CEAP's role in the committee's future and offered to do some of this background work for the committee. Green offered to send out Shiplet's presentation to the committee for reference on better communications between committees.

Downey presented that the Forest Lands Commission finalized and adopted a community outreach plan that helped them recognize certain achievable tasks and encouraged that the CEAP Implementation Committee do the same.

McGinnis discussed the Conservation Commission's previous meeting which included a composting demonstration, standard updates for Recology, and the monthly Sneak Preview article series that CEAP Committee will have an article run in. McGinnis also stated that the Conservation Committee is interested on how it can interact with CEAP Committee in helping it achieve its goal and play a role.

Acklin gave an update on the water group. Currently the group isn't meeting, but the City is using water from Talent and subtle messages have been put out into the community about saving water. This led to the discussion of the CEAP Committee's role in water conservation issues.

Green asked if these updates should be outlined in the CEAP committee packet to save time during the meeting. Consensus was that it would be difficult to prepare this information beforehand as many committees meet closely together. Green might ask various committee members for updates for the meeting packet, but no motion was created.

6. Agenda Discussion

a. GIVE INPUT and APPROVE on current Empower Ashland plan

Green discussed the current Empower Ashland plan draft. The goals of meeting were to:

- Confirm target groups and outreach actions
- Decide on Request for Proposal for help marketing the Empower Ashland plan
- Decide on which committee members have time or interest in the continued development of the plan

The committee discussed outreach actions outlined by Green which included:

- A separate CEAP website to be more oriented to public action
- Social Media accounts assisting the website in plan implementation
- Measurement goals of both to determine progress of campaign
- Use of physical mailings and highlighted stories

- CEAP presentations to the public and interested groups

McGinnis offered to research interested groups and volunteers who could help spread the word about CEAP. Stone would like to be a part of presenting to different groups and the public on what CEAP is. Stone and Scott also offered to team with Green to help with editing the Empower Ashland plan and getting content out to the public.

McGinnis moved to approve plan with an amendment to Strategy 3 to include an Action 3.3. Engage existing groups and organizations to outreach to community. Downey seconded this motion. Barth stated that he would like to see a revision stating he likes the direction the plan is in, but would like to see more before formalizing it. McGinnis rescinded his motion.

Green wants to continue forward with the RFP process. Brown moves to proceed with the RFP process with a second from Stone. Barth suggests that a revision of the plan should be completed first before the RFP process. Ely proposes that Green can draft the RFP and have the committee vote on it during the next meeting. After a vote, the motion on the table does not pass. Instead the committee agrees that Green should draft a preliminary RFP for review and approval by next meeting.

b. GIVE INPUT and APPROVE draft CEAP newspaper article

McGinnis wrote an article draft for the Sneak Preview to go along with the Conservation Commissions series of articles. Suggested updates for the articles included:

- Focus more on CEAP Committee's goals and progress
- Remove first two paragraphs and focus on factual body of article

Green will be the main person revising the article with Ely and Brown assisting him. Ely also suggested about focusing on a call to action and what tone the committee wants to convey in future messages to the community. Seffinger asked if this can be on to the next meeting's agenda.

7. Adjournment

Meeting adjourned by Seffinger at 7:08 p.m.

Action Items

- Green will send out the presentation on commission structures to committee members.
- McGinnis will research interested groups and volunteers in community who might want to help spread the word about the current Climate and Energy Action Plan.
- Acklin will help with background work on the committee structure and organization
- Stone would like to present CEAP to different allied groups and the public.
- Stone and Scott will assist Green in revising the Empower Ashland Plan draft.

Respectfully submitted,
Elizabeth Taylor, Executive Assistant

Memo

CITY OF
ASHLAND

TO: CEAP Ad-Hoc Committee
FROM: Adam Hanks, Administration
DATE: August 10, 2018
RE: Long Term Structure for CEAP Citizen Advisory Committee

In anticipation of future detailed discussion on the topic, attached are background documents detailing the originally recommended purpose, membership and powers/duties of a permanent Climate and Energy Action Commission as developed by staff in consultation with the original CEAP Ad-hoc committee.

Summary

June 19, 2017 Council Study Session – A formal recommendation from the CEAP 1.0 was presented to Council for the adoption of an ordinance to create a Climate and Energy Action Commission. The draft ordinance included a specific membership composition and powers and duties. As noted in the Council Communication, this draft ordinance would have triggered the need to review and adjust the powers and duties of the existing Conservation Commission to ensure a clear delineation between the two Commissions. In anticipation of that need, the Conservation Commission developed a formal recommendation advocating for the retention of the Conservation Commission, which is included in this meeting packet as well.

July 18, 2017 Council Business Meeting - Based on Council direction from the June 19 meeting, staff presented Council with an option to create a second ad-hoc CEAP committee or to move forward with the ordinance for a formal permanent Commission. At the July 18, 2017 Council meeting, Council approved the creation of an ad-hoc committee and directed the City Administrator to develop membership and powers and duties using the draft ordinance for guidance.

December 5, 2017 – Mayor Stromberg presented appointments to the CEAP ad-hoc Committee for Council confirmation.

January 18, 2018 – CEAP Ad-Hoc Committee meetings began. Meetings have been held monthly with the eighth meeting being this upcoming August meeting.



Next Steps

An upcoming task of this committee is to review, provide input and make recommendations on the long term structure and format for citizen advisory role in Climate and Energy Action Plan implementation. (from committee scope of work). Staff has explored a variety of potential long term committee structures and will be prepared to present different options at the Committee's September meeting.

Until then, staff encourages the Committee to review the attached materials, ask questions of staff and familiarize yourselves with the overall Commission structure and regulations of the City of Ashland (see link below), which will assist in review of different opportunities in the development of the Committee's formal recommendation on this component of the Committee's scope of work.

Attachments

[June 19, 2017 Study Session](#)

[July 18, 2017 Business Meeting](#)

[December 5, 2017 Business Meeting](#)

[Ashland Municipal Code – Chapter 2.10 –](#)

[Uniform Policies and Operating Procedures for Advisory Commissions and Boards](#)



Council Study Session

June 19, 2017

Title:	Creation of Climate and Energy Action Commission	
Item Type:	Concept Introduction & Request for Direction	
Requested by Council?	Yes – Follow up to CEAP Approval	
From:	Adam Hanks	Interim Assistant to the City Administrator
	adam.hanks@ashland.or.us	

Discussion Questions:

- 1) Does the scope and impact of the recently approved Climate and Energy Action Plan (CEAP) warrant the creation of a dedicated, ongoing City Advisory Commission?
- 2) If yes, is Council supportive of the draft ordinance that establishes the Commission, its membership and powers and duties?
- 3) If yes, should the CEAP Commission be created independent from the existing Conservation Commission?
- 4) If yes, how should the Conservation Commission be amended/modified to avoid overlapping scope and responsibilities?
- 5) If no, should the Conservation Commission membership, scope, powers and duties be amended to incorporate the oversight and guidance of the CEAP as envisioned and stated in the approved CEAP document (pgs. 105-108)?
- 6) If no, should some other form or structure of citizen involvement for plan guidance and future plan update recommendations be developed and proposed? i.e. advisory board, ad-hoc committee, distribution of responsibilities to existing Commissions, etc.

Resource Requirements:

No specific, identified hard costs have been determined for the creation of a new advisory Commission. However, soft costs associated with the creation and ongoing support and guidance of the Commission are not insignificant. Staff time is required for the creation and posting of agendas, meeting packets, minutes, ongoing dialogue for education/direction, reports from Commission to Council, etc.

Primary staff liaison assignments typically require a minimum of 10% of the staff time of a full time employee, plus 5-10% support staff time for meeting minutes (at meeting, final drafting, posting, etc.)

Suggested Next Steps:

With direction from Council, staff can develop the necessary ordinance language to accomplish Council objectives and schedule the ordinance for first reading at an upcoming Council business meeting. If Council is interested in pursuing other options, staff can provide an initial assessment and update at a future study session or business meeting for further discussion and direction.

Note: The approved CEAP implementation schedule includes the creation of a Citizen Advisory Commission as one of the eight “Year One” implementation items and was tentatively anticipated to be addressed in the first quarter of FY17 (July-Sept 2017)

Policies, Plans and Goals Supported:

- 22. Prepare for the impact of climate change on the community
 - 22.1 Develop and implement a community climate change and energy plan

Background and Additional Information:

The Climate and Energy Action Plan was presented and approved by Council on March 7, 2017. Included in the overall plan document was an implementation plan that provided a year one implementation summary along with a phased plan for initiating and completing the 65 individual actions listed and described in the plan.

The key initial, year one implementation steps recommended by the CEAP ad-hoc committee and embedded in the approved plan are as follows:

Table 1. Schedule and key milestone for Year 1 CEAP implementation.

Item	FY17 Q1	FY17 Q2	FY17 Q3	FY17 Q4
Citizen Advisory Commission				
Ordinance				
City Staffing and Leadership				
Internal City Climate Action Team				
Identification of Specific Funding Sources				
Progress Indicators				
Equity Considerations				
Priority Near-Term Actions				

While it was understood that Council could construct a Citizen Advisory Commission in a variety of way, the ad-hoc CEAP Committee reviewed, suggested revisions and ultimately voted unanimously to recommend the creation of a new CEAP Commission utilizing draft ordinance language provided as an attachment to Council. A key element of the draft ordinance include specific elements for the membership of the Commission to include representation of a wide range of community interests and perspectives, along with a somewhat unique age requirement for two of the nine members of the Commission to ensure age diversity within the group.

The draft ordinance also includes specific scope and responsibilities that link the Commission with the oversight section of the CEAP document providing consistency between the Commission and the approved plan.

Conservation Commission

Because the draft ordinance language creates some degree of overlapping scope and responsibilities between the proposed new Commission and the existing Conservation

Commission, the Conservation Commission devoted significant portions of several of their meetings in April and May to review their scope and powers and duties set forth in AMC 2.18.040.

This assisted in giving the Commission some context and foundation to evaluate the current and potential future role of the Conservation Commission. The result was the development of a formal recommendation document from the Commission to Council which requests that Council maintain the existing Conservation Commission and create the new CEAP Commission. Additionally, the recommendation document contains a very useful appendix that indexes how other City Commissions may interact and have a role with implementation actions within the CEAP.

Attachments:

CEAP Implementation Plan Summary

Draft CEAP Commission Ordinance

Conservation Commission Recommendation

NEXT STEPS

The goals, strategies, and actions presented in this plan signify an ambitious step forward for the Ashland community.

Although sustainable living, operations, and management is not new to Ashland, this plan pulls together the strong momentum and action that already exists in the city and provides a coordinated and intentional strategy going forward. Making progress on these goals will require Ashland's government and community to work together and commit dedicated time and resources.

This Climate and Energy Action Plan is only the beginning of an ongoing process. The accompanying Implementation Plan provides a framework for launching the implementation phase of the plan. This phase will require the City and community to take priority actions--outlining specific plans of action and resource needs among responsible parties--and monitoring and benchmarking progress along the way.

As details are outlined, more specific quantitative goals and milestones can be created, driving the pace of strategy implementation. The Implementation Plan also details the proposed structure for ongoing plan implementation, monitoring, evaluation, and adaptive management, as well as a list of key actions to be taken in the first year of implementation. It concludes with a discussion of how the goals and strategies of this plan fit with a potential ordinance establishing binding greenhouse gas emission reduction targets.

Through careful and committed action by all Ashlanders, and with this plan as a basis, the city can achieve its vision of becoming a resilient community that has zero-net greenhouse gas emissions, embraces equity, protects healthy ecosystems, and creates opportunities for future generations.

Implementation Plan

This implementation plan sets forth a proposed structure and schedule for implementation of the Climate and Energy Action Plan (CEAP). It contains the following sections:

- **Year 1 Implementation Summary:** A summary of key tasks to be accomplished in Year 1 of CEAP implementation, described in more detail in the following sections.
- **Oversight:** An ongoing structure for ongoing citizen oversight and involvement in CEAP implementation and long-term plan updates.
- **Accountability and Enforcement:** Potential policy mechanisms for ensuring that the CEAP is implemented to its full potential.
- **City Staffing and Leadership:** A structure for ongoing City staff resources and leadership for ensuring implementation of the CEAP and its ongoing success.
- **Funding:** Potential funding mechanisms and opportunities for financing specific CEAP actions.
- **Monitoring and Evaluation:** A mechanism and set of metrics for monitoring and evaluating CEAP progress and updating the plan as necessary.
- **Equity:** Guidance for ensuring that equity is considered in CEAP implementation.
- **Near-term Actions:** CEAP actions to be implemented by 2020.
- **Implementation Schedule:** Implementation detail for each priority CEAP action, including relative measures of action cost and effectiveness; accompanying co-benefits; timeframes for implementation; and responsible departments.

Year 1 Implementation Summary

The focus in 2017 will be on establishing the institutional foundation for plan implementation and taking initial steps on key priority actions. Table 1 provides a schedule and key milestones for Year 1. Key activities to undertake are:

- **Formalize the city's commitment** to CEAP actions and goals (e.g., ordinance).
- **Create and hire a full-time , permanent City CEAP staff position** that also includes clear high level management oversight and direction.
- **Form and convene a permanent City Advisory Commission** to provide guidance and oversight of plan implementation and future plan updates as described in the plan.
- **Create an internal City Climate Action Team** for City operations actions and to assist in coordinating the implementation of community actions that span multiple City departments.
- **Designate potential funding sources** for individual actions and identify additional funding needs and opportunities for ongoing plan implementation.
- **Establish CEAP progress indicators** and corresponding baselines and targets (including equity indicators).
- Determine and formalize Ashland's approach to incorporating **equity considerations** into plan implementation.
- Commence priority **near-term CEAP actions**.

Oversight

A Citizen Advisory Commission is recommended to oversee implementation of the CEAP. The Commission will be composed of stakeholders who represent Ashland residents, have interest, experience or expertise on climate-relevant topics or related policy work, and/or represent key community or civic organizations that may play a role in implementation.

Roles of the advisory committee could include:

- Monitoring and tracking progress towards meeting CEAP goals.
- Providing recommendations to the Climate and Energy Coordinator regarding CEAP progress and implementation.
- Ensuring that the CEAP stays up-to-date over time, with a focus on the three-year plan update cycle
- Reviewing and making recommendations as part of the three-year greenhouse gas (GHG) inventory update process

It is expected that the Commission will meet at least quarterly, and likely more often in the early stages of implementation.

Accountability and Enforcement

Adoption of this Climate and Energy Action Plan will demonstrate the City of Ashland's commitment to addressing the challenge of climate change in the Ashland community. Establishing a more formal City commitment to CEAP goals, such as through an ordinance, would be seen by many as reinforcing the importance of this plan and could help ensure implementation of CEAP actions and measurable progress toward meeting CEAP goals over time. A formal commitment can also be a considerable asset in the pursuit of grant funds and other funding sources to assist in the implementation of the plan.

Table 1. Schedule and key milestone for Year 1 CEAP implementation.

Item	FY17 Q1	FY17 Q2	FY17 Q3	FY17 Q4
Citizen Advisory Commission				
Ordinance				
City Staffing and Leadership				
Internal City Climate Action Team				
Identification of Specific Funding Sources				
Progress Indicators				
Equity Considerations				
Priority Near-Term Actions				

IMPLEMENTATION PLAN

ASHLAND CLIMATE & ENERGY ACTION PLAN

City Staffing and Leadership

The plan calls for the creation and hiring of a new, full-time City Climate and Energy staff position dedicated to and charged with coordinating both internal and external implementation of the CEAP.

Job responsibilities of the position include the following:

- Provide lead staff support to the CEAP Advisory Commission.
- Work with City departments to facilitate, design, and track strategy and action implementation.
- Develop and lead outreach efforts with external stakeholders, including public, to encourage taking actions identified in the CEAP.
- Provide leadership and direction to the City's internal advisory team on implementation activities, tracking, progress updates and developing advisory team recommendations to relevant internal and external implementing parties.
- Lead development and presentation of annual CEAP progress reports, as well as plan updates.
- Develop and implement a system to systematically review, adjust, and update plan strategies and actions as needed.
- Develop and lead the planned three year update cycle for the community and city greenhouse gas inventory
- Implement and maintain a dashboard or other interactive and publicly accessible platform for tracking and communicating progress to internal and external stakeholders.

The Climate and Energy staff position will have the following qualifications:

- Familiarity and working experience with both climate mitigation and adaptation, including greenhouse gas accounting methodologies and climate change projections and anticipated impacts.
- Experience managing climate-related programs that involve both internal and external stakeholders.
- Experience with public outreach and citizen engagement, preferably at the local municipal level.
- Experience managing climate-related programs that involve both internal and external stakeholders.

It is anticipated that an internal Climate Action Team will be formed within the City to coordinate and implement CEAP actions. The following departments should be represented as part of the Climate Action Team:

- Community Development (including Building Division and Planning Division)
- Ashland Municipal Utility (Electric)
- Administration
- Parks and Recreation
- Conservation
- Public Works
- Fire

Funding

Funding for near-term actions of the CEAP will come from a variety of sources within the City budget depending on the type of action, the responsible department, and the legal and operational limitations of the particular funding source. Additionally, some of the actions recommended in the plan are expansion of existing City programs or efforts and therefore already have funding sources. However, incremental funding increases may be needed to meet the higher level of action called for in the plan.

Current and potential funding sources include:

- City general fund
- Electric Utility revenues
- Stormwater Utility revenues
- Water Utility revenues
- Bonneville Power Administration
- Federal and state grants
- Revolving loan funds
- Newly identified funding sources

As the implementation commences in earnest, City staff and the proposed CEAP advisory committee should pay particular attention to additional funding sources. This examination should include exploration of specific grant opportunities targeted at individual plan actions, potential new local revenue streams such as from a carbon/fuel tax, and multi-jurisdiction or public/private partnerships to provide the resources needed for City and community goal achievement.



OFFSETS

Every time Ashland completes its greenhouse gas inventory, the City and community can evaluate the need to purchase carbon offsets to help meet emission reduction goals. Offsets provide a pathway for achieving emission reductions beyond what can be achieved internally.

Purchasing offsets means counting emission reductions achieved by another party and often in another geographic area. For example, Ashland could purchase offsets from Bonneville Environmental Foundation, which offers emissions reduction credits from regional and global renewable energy projects, forest enhancement projects, and waste methane and heat capture projects.

When an entity sells their carbon offsets, those emission reductions cannot be counted by anyone except the party that purchased the offsets, thereby minimizing the risk of double counting.

Monitoring and Evaluation

Progress toward meeting CEAP targets and goals will be evaluated and tracked on an action-by-action basis with an overall progress report for all actions and activities provided on at least an annual basis. If possible, qualitative updates will be available on a quarterly basis.

The plan will be evaluated and updated on a three-year cycle to ensure that plan strategies and actions reflect the latest knowledge and best practices around climate mitigation and adaptation. The plan will also be reevaluated to assess whether actions are sufficient to meet emission reduction goals and, if not, to add new or expanded actions to the plan. To facilitate the three-year update, the Ashland community and City greenhouse gas inventories will also be updated on recurring cycle, one year in advance of the plan update process. This cycle will provide City staff and the proposed commission with concrete measurement results to inform plan evaluation and updates.

At a minimum, the following indicators will be tracked and reported on at least an annual basis. Due to data availability limitations, some of these indicators will require establishment of baseline and target values for meeting CEAP goals—to be developed in Year 1 of implementation. Additionally, it is expected that some methodologies for measuring some indicators, such as consumption-based greenhouse gas emissions, will evolve and improve over time.

Further development and build-out of the monitoring and evaluation indicators likely form a significant opportunity for the proposed new commission to work on as an early oversight activity.

Equity indicators will also be monitored, as available (see “Equity” section on page 113).

ORDINANCE NO. _____

AN ORDINANCE CREATING THE CLIMATE AND ENERGY ACTION COMMISSION

2.27– Climate and Energy Action Plan Advisory Commission

2.27.005 – Purpose

Upon adoption of this ordinance, the Mayor shall establish a permanent Citizen Commission to provide oversight and recommendations regarding the implementation of the Climate and Energy Action Plan, as well as recommending updates and modifications to the Climate and Energy Action Plan (CEAP) document.

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, including at least one (1) of whom shall be 35-years-old or younger at the time of appointment and one (1) of whom shall be 25-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. Voting members shall be appointed by the Mayor with confirmation by the City Council

2.27.020 - Powers and Duties

- A. Monitor and advise on the Implementation of the Climate and Energy Action Plan for the Community and City Operations
- B. Recommend modifications to benchmarks, targets or implementing actions contained in the CEAP as needed to incorporate the best available science and practices to achieve CEAP related goals and targets.
- C. Monitor progress toward achieving the reductions of GHG emissions prescribed by this ordinance
- D. Work to ensure that the CEAP considers public input and long-term social, economic and environmental impacts
- E. Recommend changes in city ordinances, rules and processes that facilitate and/or incentivize residents and businesses to reduce their GHG emissions
- F. 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.
- G. Work to ensure the CEAP protects Ashland's quality of life by identifying, benefiting, and preserving long-term natural resources, services, amenities, institutions, industries, and community characteristics valued by Ashland residents.

CONSERVATION COMMISSION RECOMMENDATION TO CITY COUNCIL ON CEAP COORDINATION

24 May 2017

CONSERVATION COMMISSION POWERS AND DUTIES – The Mission of the Conservation Commission is to **educate** and **advocate** for the wise use of resources by the city government and the people of Ashland.

The Conservation Commission was established in 1996. The Commission recommends to the City Council the adoption of policies, implementation strategies, and funding related to recycling, electricity conservation, water conservation, resource conservation, new power source decisions, air quality, and education of citizens around energy efficiency issues. Yet even more than its advisory role, and unlike many of the other City Commissions, the Conservation Commission conducts independent and collaborative projects and educational outreach based on the expertise brought by the Commissioners. Some examples of activities initiated and/or worked on by the Conservation Commission in recent years include:

- Storm Drain Marking
- Car Wash Kits
- Plastic Bag Ordinance
- Downtown Recycling Baskets
- Downtown Cigarette Butt Research and Collection Pilot
- Climate and Energy Action Planning Subcommittee
- Sustainability Planning (ICLEI)
- Recycle Center Ad-hoc Committee
- Master Water Plan Participation
- Rainwater Catchment Education
- Monthly Sneak Preview Column
- Compost Classes at Recycling Center
- Low Impact Living Classes at North Mountain Park
- Graywater Conference
- Green Business Program Research, Pilot, and Launch
- Fourth of July Parade Participation
- Leaf Bag Program to Divert Leaves from Storm Drains
- Water Conservation Education and Promotion (with the Garden Club)
- Sustainability Awards
- Earth Bowl Student Competition
- Earth Day Event
- Anti-idling Campaign at Schools and City Operations

RECOMMENDATION – In light of the potential new Climate and Energy Action Plan (CEAP) Commission, the Conservation Commission recommends that the two commissions remain separate entities. The Conservation Commission will continue to serve the City with research, advocacy, and education on issues pertaining to conservation. The Conservation Commission will support CEAP actions, through research and advisory activities, where they fit within the commission charter.

Reasoning – (1) Merging the Conservation Commission and the CEAP Commission ignores the fact that the CEAP is wide-reaching across the city. The Conservation Commission is just one of many Commissions expected to receive additional direction and guidance by the CEAP Commission (Appendix 1), via City Council, in order to ensure that activities and research align with the mandates of the CEAP. The CEAP, by design, affects all departments, many Commissions, local businesses, and residents in Ashland. Thus, the CEAP Commission will need to represent a diverse and wide-reaching subset of Ashland’s residents and businesses, including schools, young people, retirees, local businesses, communities of color, and others. The majority of the city’s commissions, including Parks, Planning, Airport, Forest Lands, and Housing and Human Services, as well as city staff and departments, will be affected by the CEAP (see details in Appendix 1).

(2) Many, if not most, of the activities that the Conservation Commission works on are likely outside the scope of a new CEAP Commission. The activities listed above are vital for continued progress on sustainability and conservation in Ashland. The Conservation Commission offers educational opportunities on waste prevention, water conservation, and sustainability. The Conservation Commission also offers expertise and specific focus on issues of sustainability and conservation, far beyond the specific targets and actions identified within the CEAP. We believe the outreach and educational programs are important to continue. And yet, these activities are unlikely to be carried out by the CEAP Commission, both because of more diverse membership and expertise, as well as a different mandate.

(3) The Conservation Commission will become even more important as the new CEAP Commission and the City identify options for meeting our aggressive emissions targets and for adapting to climate change. The Conservation Commission provides a body of experts able and willing to do research and make recommendations on the most effective and/or feasible approaches. The Conservation Commission will also continue to provide an outreach and advocacy body that participates in community events, offers classes, and builds buy-in.

The Conservation Commission anticipates and welcomes direction and prioritization from the CEAP Commission via City Council direction on specific research needs and topics. Conservation Commissioners represent a depth of expertise on issues pertaining to water, natural systems, energy, recycling, waste prevention, and other topics that are unlikely to be matched by the CEAP Commission’s more diverse membership and mission.

Appendix 1. A list of select City of Ashland Commissions, their powers and duties, and their potential overlap with the actions specified in the CEAP. (Note: not comprehensive list)

The CEAP affects numerous commissions and departments, not just the Conservation Commission. This list shows how different commissions may have a role in implementing actions specified in the CEAP. Many commissions, such as Planning, Housing and Human Services, and Transportation, have equal overlap with the CEAP as the Conservation Commission.

CEAP Commission Powers and Duties (from proposed ordinance)

- Monitor and advise on the Implementation of the CEAP for the Community and City Operations
- Recommend modifications to benchmarks, targets or implementing actions contained in the CEAP as needed to incorporate the best available science and practices to achieve CEAP related goals and targets
- Monitor progress toward achieving the reductions of GHG emissions prescribed by this ordinance
- Work to ensure that the CEAP considers public input and long-term social, economic and environmental impacts
- Recommend changes in city ordinances, rules and processes that facilitate and/or incentivize residents and businesses to reduce their GHG emissions
- 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
- Work to ensure the CEAP protects Ashland's quality of life by identifying, benefiting, and preserving long-term natural resources, services, amenities, institutions, industries, and community characteristics valued by Ashland residents

Airport Commission Powers and Duties

- To advise the Mayor and City Council on all matters relating to the management, operation, and further development of the Ashland Airport
- To investigate Federal, State, County and private funding for airport improvements
- To review and recommend project applications for funding to the City Council

CEAP Actions Relevant to Airport Commission

- BE-1-3. Facilitate and encourage solar energy production.
- Mainstream and integrate climate considerations (include consideration of CEAP goals within the scope of every appropriate City Advisory Commission)

Conservation Commission Powers and Duties

- Recycling, source reduction and solid waste/landfill issues
- Recycling, source reduction and solid waste/landfill issues
- Electric conservation issues
- Air Quality Issues
- Water conservation issues
- Resource conservation issues
- New power resource decisions, but not decisions involving wholesale power contracts
- Renewable Resource decisions
- Education of citizens about resource efficiency issues

CEAP Actions Relevant to Conservation Commission

- BE-1-2. Promote switching to low and non-carbon fuels.
- BE-2-1. Expand participation in energy efficiency programs & promote climate-friendly building/construction
- BE-2-3. Identify and adopt strategies to reduce energy efficiency barriers in rent/lease properties
- CM-2-2. Expand community gardening and urban agriculture

- CM-3-1. Improve recycling programs, implement new education and outreach, and expand public space recycling
- CM-4-1. Support edible food donation
- CM-4-2. Provide a best practices guide to help households and businesses reduce food waste and consumption
- CM-4-3. Evaluate opportunities for recycling of commercial food waste
- NS-1-2. Use green infrastructure such as bioswales, permeable pavement, other pervious surfaces to reduce flood risk and minimize sediment entry into creeks from trails and roads
- NS-1-3. Undertake restoration efforts to retain and restore native fish and riparian species
- NS-2-1. Evaluate incentives for practices that reduce use of potable water for nonpotable purposes and recharge ground water
- NS-2-3. Expand water conservation outreach and incentive programs for residents and businesses
- PHSW-1-1. Promote the expansion of tree canopy in urban heat islands or areas that need air conditioning
- PHSW-2-1. Engage leading employers in a dialogue on climate action
- PHSW-3-2. Identify and minimize potential urban heat impacts
- CC-1-1. Create a formal public outreach and education plan to inform the community about climate actions
- CC-1-3. Assess the feasibility of a City-sponsored carbon offset program
- Mainstream and integrate climate considerations (include consideration of CEAP goals within the scope of every appropriate City Advisory Commission)

Forest Lands Powers and Duties

- To develop forest management plans for the City of Ashland's municipal forests
- To provide direction and oversight to planning teams concerning wildland urban interface (wildfire lands) and Ashland Creek Watershed
- To develop community volunteer programs to assist in implementation of the Ashland Forest Plan and other project plans
- To submit recommendations to the City Council regarding forest management practices
- To ensure that plans integrate diverse opinions of citizens and private land owners
- To promote public knowledge and acceptance of the Ashland Forest Plan programs

CEAP Actions Relevant to Forest Lands Commission

- 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.
- NS-1-2. Use green infrastructure such as bioswales, permeable pavement, other pervious surfaces to reduce flood risk and minimize sediment entry into creeks from trails and roads.
- NS-1-3. Undertake restoration efforts to retain and restore native fish and riparian species.
- NS-1.4. Map and protect areas that provide ecosystem services
- Manage Ecosystems and Landscapes to minimize climate related health impacts
- Mainstream and integrate climate considerations (include consideration of CEAP goals within the scope of every appropriate City Advisory Commission)

Housing and Human Services Powers and Duties

- To monitor and assess the continuum of housing and human services needs of the community, and utilize this information to advise the City Council regarding policy and funding strategies relating to housing and human services
- To consider the feasibility of and advise the City Council on programs that assist in addressing the unmet utility, medical, transportation, and food needs of seniors, children and families in Ashland, and other related human services programs
- To review and make recommendations to the City Council on Community Development Block Grant (CDBG) related allocations

- To monitor projects funded with the Community Development Block Grant (CDBG), City of Ashland Social Service Grants, and the Housing Trust Funds
- To investigate federal, state, county and private funding for implementation of housing and human services programs
- To foster public knowledge and support of official city housing and human services programs
- To enhance cooperation between the public and private sectors by promoting integrated approaches that provide decent housing, a suitable living environment, and expanded opportunities for low- and moderate-income persons
- To evaluate, review, and recommend to the Planning Commission and City Council innovative land use strategies targeted at promoting a broad variety of housing types
- To monitor housing discrimination complaints and corrective actions within the City, and to report to the City Council measures taken to further equal opportunity to all persons to live in decent housing facilities regardless of race, color, religion, sex, sexual orientation, gender identity, national origin, source of income, or familial status

CEAP Actions Relevant to Housing and Human Services Commission

- PHSW-1-1. Promote the expansion of tree canopy in urban heat islands or areas that need air conditioning
- PHSW-3-1. Work with vulnerable populations to create specific adaptation strategies that address public health
- PHSW-4-2. Identify and address populations and essential City services within the 100-year flood zone
- BE-1-2. Promote switching to low and non-carbon fuels
- BE-2-1. Expand participation in energy efficiency programs & promote climate-friendly building/construction
- BE-2-2. Require building energy scores to identify and incentivize cost-effective energy efficiency improvements
- BE-2-3. Identify and adopt strategies to reduce energy efficiency barriers in rent/lease properties
- BE-2-4. Establish minimum energy efficiency standards for the affordable housing program
- BE-5-1. Encourage heat-tolerant building approaches such as cool roofs and passive cooling
- Mainstream and integrate climate considerations (include consideration of CEAP goals within the scope of every appropriate City Advisory Commission)

Parks and Recreation Powers and Duties

- Adopt by-laws, rules and regulations for the proper conduct of public recreation in the City
- Coordinate recreational facilities now within the City, or hereafter to be constructed or created
- Conduct any form of recreation or cultural activity that will employ the leisure time of the people of Ashland and vicinity in a constructive and wholesome manner

CEAP Actions Relevant to Parks and Recreation Commission

- 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.
 - NS-1-2. Use green infrastructure such as bioswales, permeable pavement, other pervious surfaces to reduce flood risk and minimize sediment entry into creeks from trails and roads.
 - NS-1-3. Undertake restoration efforts to retain and restore native fish and riparian species.
 - NS-1.4. Map and protect areas that provide ecosystem services
 - BE-1-3. Facilitate and encourage solar energy production.
 - BE-5-1. Encourage heat-tolerant building approaches such as cool roofs and passive cooling.
 - CM-1-1. Implement an education campaign for waste and consumption reduction strategies
 - CM-2-2. Expand community gardening and urban agriculture.
 - PHSW-1-1. Promote the expansion of tree canopy in urban heat islands or areas that need air conditioning.
 - Manage Ecosystems and Landscapes to minimize climate related health impacts
 - Mainstream and integrate climate considerations (include consideration of CEAP goals within the scope of every appropriate City Advisory Commission)
-

Planning Commission Powers and Duties

- Responsible for the city's comprehensive plan and development standards that implement that plan

CEAP Actions Relevant to Planning Commission

- BE-1-2. Promote switching to low and non-carbon fuels.
- BE-2-1. Expand participation in energy efficiency programs & promote climate-friendly building/construction
- BE-5-1. Encourage heat-tolerant building approaches such as cool roofs and passive cooling.
- BE-2-3. Identify and adopt strategies to reduce energy efficiency barriers in rent/lease properties
- ULT-1-1. Coordinate with neighboring local governments to promote use of transit, carpooling, and car-sharing
- ULT-1-3. Establish policies to support development near transit hubs without displacing disadvantaged populations
- ULT-2-2. Explore opportunities to convert to shared streets where appropriate to provide multimodal connectivity
- ULT-4-1. Regulate new development in the Wildfire Lands Overlay part of the urban growth boundary
- ULT-4-2. Revise community development plans to favor walkable neighborhoods and infill density
- CM-2-2. Expand community gardening and urban agriculture
- NS-1-2. Use green infrastructure such as bioswales, permeable pavement, other pervious surfaces to reduce flood risk and minimize sediment entry into creeks from trails and roads
- NS-2-2. Explore water-efficient technologies on irrigation systems and consider requiring them during permitting.
- PHSW-1-1. Promote the expansion of tree canopy in urban heat islands or areas that need air conditioning
- PHSW-3-2. Identify and minimize potential urban heat impacts
- PHSW-4-2. Identify and address populations and essential City services within the 100-year flood zone.
- Mainstream and integrate climate considerations (include consideration of CEAP goals within the scope of every appropriate City Advisory Commission)

Transportation Commission Powers and Duties

- Proactively plan for a transportation system that is integrated into the community and enhances Ashland's livability, character and natural environment
- Focus must be on people being able to move easily through the city in all modes of travel
- Modal equity then is more than just a phase. It is a planning concept that does not necessarily imply equal financial commitment or equal percentage use of each mode, but rather ensures that we will have the opportunity to conveniently and safely use the transportation mode of our choice, and allow us to move toward a less auto-dependent community.

CEAP Actions Relevant to Transportation Commission

- BE-1-2. Promote switching to low and non-carbon fuels.
- ULT-1-1. Coordinate with neighboring local governments to promote use of transit, carpooling, and car-sharing
- ULT-1-2. Work with RVTD to implement climate-friendly transit.
- ULT-1-3. Establish policies to support development near transit hubs without displacing disadvantaged populations
- ULT-1-4. Evaluate feasibility of expanded local transit options
- ULT-2-1. Implement bicycle- and pedestrian-friendly actions in the Transportation System Plan and Downtown Parking Management Plan
- ULT-2-2. Explore opportunities to convert to shared streets where appropriate to provide multimodal connectivity
- ULT-3-1. Implement a local fuel-related tax.
- ULT-3-3. Develop and provide information about electric and hybrid vehicles on the City website
- ULT-5-1. Provide carpool and vanpool parking, charging stations, and parking for EVs for City employees
- Mainstream and integrate climate considerations (include consideration of CEAP goals within the scope of every appropriate City Advisory Commission)

Council Business Meeting

July 18, 2017

Title: Creation of Climate and Energy Commission

From: Adam Hanks
Interim Assistant to the City
Administrator
Adam.Hanks@ashland.or.us

Summary:

As a follow-up to the Council study session of June 19, 2017, staff has developed two primary options to address the recently adopted Climate and Energy Action Plan (CEAP) year one action recommendation to create a permanent Citizen Advisory Committee to provide advisory oversight, input and recommendations on the implementation of the CEAP.

Rather than immediately create a standing Commission via ordinance, Council indicated a desire to consider the creation of an ad-hoc committee to be charged with assisting in guiding the initial stages of the implementation of the CEAP.

Actions, Options, or Potential Motions:

- 1) I move to authorize the Mayor to create a CEAP Implementation ad-hoc committee consistent with Ashland Municipal Code 2.04.090 B. and further recommend that the membership and powers and duties descriptions in the draft ordinance be used by the Mayor and City Administrator when selecting committee members and the committee scope of work.

OR

- 2) I move to direct staff to prepare an ordinance for first reading to create a new standing CEAP Commission utilizing the draft ordinance presented, *along with the noted suggested amendments (Optional)*

Staff Recommendation:

Due to the specific nature of the initial implementation of the CEAP, staff recommends the creation of an ad-hoc committee (CEAP 2.0) which provides the flexibility to create a specific scope of work that can be modified over time as the advisory role and tasks of the committee evolve with the implementation of the CEAP.

Staff further recommends that CEAP 2.0 be given a two year time frame and both the membership and powers and duties sections of the draft ordinance be utilized to assist in the development of the scope of work and the membership selection process.

At the conclusion of the recommended two year time frame, Council can re-evaluate the need/benefit for the creation of a permanent Commission or develop a CEAP 3.0 scope of work and potentially a new set of members to align with the revised scope of work.

Resource Requirements:

Costs associated specifically with Citizen advisory bodies primarily are incurred via staff time (soft costs) rather than formal expenses (hard costs). The CEAP document contains strategies and actions that impact and relate to several different City Departments so the soft costs will include staff time from a number of different Departments from time to time, with the primary staffing coming from Administration Dept staff, including the recently funded but not yet hired Climate Analyst.

CEAP implementation costs will occur regardless of the decision of whether or not to form a committee or what type of committee is preferred and will be tracked and accounted for through project accounting systems.

Policies, Plans and Goals Supported:

- 22. Prepare for the impact of climate change on the community
 - 22.1 Develop and implement a community climate change and energy plan

Background and Additional Information:

The Climate and Energy Action Plan was presented and approved by Council on March 7, 2017. Included in the overall plan document was an implementation plan that provided a year one implementation summary along with a phased plan for initiating and completing the 65 individual actions listed and described in the plan.

The key initial, year one implementation steps recommended by the CEAP ad-hoc committee and embedded in the approved plan are as follows:

Table 1. Schedule and key milestone for Year 1 CEAP implementation.

Item	FY17 Q1	FY17 Q2	FY17 Q3	FY17 Q4
Citizen Advisory Commission				
Ordinance				
City Staffing and Leadership				
Internal City Climate Action Team				
Identification of Specific Funding Sources				
Progress Indicators				
Equity Considerations				
Priority Near-Term Actions				

While it was understood that Council could construct a Citizen Advisory Commission in a variety of way, the ad-hoc CEAP Committee reviewed, suggested revisions and ultimately voted unanimously to recommend the creation of a new CEAP Commission utilizing draft ordinance language provided as an attachment to Council. A key element of the draft ordinance include specific elements for the membership of the Commission to include representation of a wide range of community interests and perspectives, along with a somewhat unique age requirement for two of the nine members of the Commission to ensure age diversity within the group.

The draft ordinance also includes specific scope and responsibilities that link the Commission with the oversight section of the CEAP document providing consistency between the Commission and the approved plan.

Council Study Session - June 19, 2017

A concept introduction and request for direction was presented to Council at its June 19, 2017 study session, which included a series of discussion questions to assist Council in evaluating the recommendation to create a new CEAP Commission.

Council was in general agreement that the implementation of the CEAP would benefit from a citizen advisory committee, but was not certain that a formal, permanent Commission was required from the onset of the implementation phase of the project. A committee format that could be devised to allow future flexibility as the implementation gets underway and begins to mature was cited as a potentially advantageous way to move forward.

As noted by Mayor Stromberg, a potential structure could be a second phase of the ad hoc CEAP Committee. This second phase would be a new ad-hoc, with a new proposed scope of work and a new membership assignment since the work of the initial ad-hoc was to develop the plan and the proposed second phase ad-hoc is to assist and provide oversight in the implementation of the CEAP.

Another potential structure that could achieve the desired objectives could be an Advisory Board, which differs from standing commissions in that the meeting schedule could vary from the standard monthly cadence of standing commissions and commonly are more specific in scope and charge than standing commissions.

Conservation Commission

Because the draft ordinance language creates some degree of overlapping scope and responsibilities between the proposed new Commission and the existing Conservation Commission, the Conservation Commission devoted significant portions of several of their meetings in April and May to review their scope and powers and duties set forth in AMC 2.18.040.

This assisted in giving the Commission some context and foundation to evaluate the current and potential future role of the Conservation Commission. The result was the development of a formal recommendation document from the Commission to Council that requests that Council maintain the existing Conservation Commission and create the new CEAP Commission. Additionally, the recommendation document contains a very useful appendix that indexes how other City Commissions may interact and have a role with implementation actions within the CEAP.

Utilizing the second phase ad-hoc committee structure, the potential overlaps with the Conservation Commission could more easily be monitored, reviewed and adjusted after the process gets going and the potential overlaps become more clear and distinct.

Attachments:

June 19, 2017, Council Study Session
CEAP Implementation Plan Summary
Draft CEAP Commission Ordinance
Conservation Commission Recommendation

Council Study Session

June 19, 2017

Title:	Creation of Climate and Energy Action Commission	
Item Type:	Concept Introduction & Request for Direction	
Requested by Council?	Yes – Follow up to CEAP Approval	
From:	Adam Hanks	Interim Assistant to the City Administrator
	adam.hanks@ashland.or.us	

Discussion Questions:

- 1) Does the scope and impact of the recently approved Climate and Energy Action Plan (CEAP) warrant the creation of a dedicated, ongoing City Advisory Commission?
- 2) If yes, is Council supportive of the draft ordinance that establishes the Commission, its membership and powers and duties?
- 3) If yes, should the CEAP Commission be created independent from the existing Conservation Commission?
- 4) If yes, how should the Conservation Commission be amended/modified to avoid overlapping scope and responsibilities?
- 5) If no, should the Conservation Commission membership, scope, powers and duties be amended to incorporate the oversight and guidance of the CEAP as envisioned and stated in the approved CEAP document (pgs. 105-108)?
- 6) If no, should some other form or structure of citizen involvement for plan guidance and future plan update recommendations be developed and proposed? i.e. advisory board, ad-hoc committee, distribution of responsibilities to existing Commissions, etc.

Resource Requirements:

No specific, identified hard costs have been determined for the creation of a new advisory Commission. However, soft costs associated with the creation and ongoing support and guidance of the Commission are not insignificant. Staff time is required for the creation and posting of agendas, meeting packets, minutes, ongoing dialogue for education/direction, reports from Commission to Council, etc.

Primary staff liaison assignments typically require a minimum of 10% of the staff time of a full time employee, plus 5-10% support staff time for meeting minutes (at meeting, final drafting, posting, etc.)

Suggested Next Steps:

With direction from Council, staff can develop the necessary ordinance language to accomplish Council objectives and schedule the ordinance for first reading at an upcoming Council business meeting. If Council is interested in pursuing other options, staff can provide an initial assessment and update at a future study session or business meeting for further discussion and direction.

Note: The approved CEAP implementation schedule includes the creation of a Citizen Advisory Commission as one of the eight “Year One” implementation items and was tentatively anticipated to be addressed in the first quarter of FY17 (July-Sept 2017)

Policies, Plans and Goals Supported:

- 22. Prepare for the impact of climate change on the community
 - 22.1 Develop and implement a community climate change and energy plan

Background and Additional Information:

The Climate and Energy Action Plan was presented and approved by Council on March 7, 2017. Included in the overall plan document was an implementation plan that provided a year one implementation summary along with a phased plan for initiating and completing the 65 individual actions listed and described in the plan.

The key initial, year one implementation steps recommended by the CEAP ad-hoc committee and embedded in the approved plan are as follows:

Table 1. Schedule and key milestone for Year 1 CEAP implementation.

Item	FY17 Q1	FY17 Q2	FY17 Q3	FY17 Q4
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Internal City Climate Action Team				
Identification of Specific Funding Sources				
Progress Indicators				
Equity Considerations				
Priority Near-Term Actions				

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The draft ordinance also includes specific scope and responsibilities that link the Commission with the oversight section of the CEAP document providing consistency between the Commission and the approved plan.

Conservation Commission

Because the draft ordinance language creates some degree of overlapping scope and responsibilities between the proposed new Commission and the existing Conservation

Commission, the Conservation Commission devoted significant portions of several of their meetings in April and May to review their scope and powers and duties set forth in AMC 2.18.040.

This assisted in giving the Commission some context and foundation to evaluate the current and potential future role of the Conservation Commission. The result was the development of a formal recommendation document from the Commission to Council which requests that Council maintain the existing Conservation Commission and create the new CEAP Commission. Additionally, the recommendation document contains a very useful appendix that indexes how other City Commissions may interact and have a role with implementation actions within the CEAP.

Attachments:

CEAP Implementation Plan Summary

Draft CEAP Commission Ordinance

Conservation Commission Recommendation

NEXT STEPS

The goals, strategies, and actions presented in this plan signify an ambitious step forward for the Ashland community.

Although sustainable living, operations, and management is not new to Ashland, this plan pulls together the strong momentum and action that already exists in the city and provides a coordinated and intentional strategy going forward. Making progress on these goals will require Ashland's government and community to work together and commit dedicated time and resources.

This Climate and Energy Action Plan is only the beginning of an ongoing process. The accompanying Implementation Plan provides a framework for launching the implementation phase of the plan. This phase will require the City and community to take priority actions--outlining specific plans of action and resource needs among responsible parties--and monitoring and benchmarking progress along the way.

As details are outlined, more specific quantitative goals and milestones can be created, driving the pace of strategy implementation. The Implementation Plan also details the proposed structure for ongoing plan implementation, monitoring, evaluation, and adaptive management, as well as a list of key actions to be taken in the first year of implementation. It concludes with a discussion of how the goals and strategies of this plan fit with a potential ordinance establishing binding greenhouse gas emission reduction targets.

Through careful and committed action by all Ashlanders, and with this plan as a basis, the city can achieve its vision of becoming a resilient community that has zero-net greenhouse gas emissions, embraces equity, protects healthy ecosystems, and creates opportunities for future generations.

Implementation Plan

This implementation plan sets forth a proposed structure and schedule for implementation of the Climate and Energy Action Plan (CEAP). It contains the following sections:

- **Year 1 Implementation Summary:** A summary of key tasks to be accomplished in Year 1 of CEAP implementation, described in more detail in the following sections.
- **Oversight:** An ongoing structure for ongoing citizen oversight and involvement in CEAP implementation and long-term plan updates.
- **Accountability and Enforcement:** Potential policy mechanisms for ensuring that the CEAP is implemented to its full potential.
- **City Staffing and Leadership:** A structure for ongoing City staff resources and leadership for ensuring implementation of the CEAP and its ongoing success.
- **Funding:** Potential funding mechanisms and opportunities for financing specific CEAP actions.
- **Monitoring and Evaluation:** A mechanism and set of metrics for monitoring and evaluating CEAP progress and updating the plan as necessary.
- **Equity:** Guidance for ensuring that equity is considered in CEAP implementation.
- **Near-term Actions:** CEAP actions to be implemented by 2020.
- **Implementation Schedule:** Implementation detail for each priority CEAP action, including relative measures of action cost and effectiveness; accompanying co-benefits; timeframes for implementation; and responsible departments.

Year 1 Implementation Summary

The focus in 2017 will be on establishing the institutional foundation for plan implementation and taking initial steps on key priority actions. Table 1 provides a schedule and key milestones for Year 1. Key activities to undertake are:

- **Formalize the city's commitment** to CEAP actions and goals (e.g., ordinance).
- **Create and hire a full-time , permanent City CEAP staff position** that also includes clear high level management oversight and direction.
- **Form and convene a permanent City Advisory Commission** to provide guidance and oversight of plan implementation and future plan updates as described in the plan.
- **Create an internal City Climate Action Team** for City operations actions and to assist in coordinating the implementation of community actions that span multiple City departments.
- **Designate potential funding sources** for individual actions and identify additional funding needs and opportunities for ongoing plan implementation.
- **Establish CEAP progress indicators** and corresponding baselines and targets (including equity indicators).
- Determine and formalize Ashland's approach to incorporating **equity considerations** into plan implementation.
- Commence priority **near-term CEAP actions**.

Oversight

A Citizen Advisory Commission is recommended to oversee implementation of the CEAP. The Commission will be composed of stakeholders who represent Ashland residents, have interest, experience or expertise on climate-relevant topics or related policy work, and/or represent key community or civic organizations that may play a role in implementation.

Roles of the advisory committee could include:

- Monitoring and tracking progress towards meeting CEAP goals.
- Providing recommendations to the Climate and Energy Coordinator regarding CEAP progress and implementation.
- Ensuring that the CEAP stays up-to-date over time, with a focus on the three-year plan update cycle
- Reviewing and making recommendations as part of the three-year greenhouse gas (GHG) inventory update process

It is expected that the Commission will meet at least quarterly, and likely more often in the early stages of implementation.

Accountability and Enforcement

Adoption of this Climate and Energy Action Plan will demonstrate the City of Ashland's commitment to addressing the challenge of climate change in the Ashland community. Establishing a more formal City commitment to CEAP goals, such as through an ordinance, would be seen by many as reinforcing the importance of this plan and could help ensure implementation of CEAP actions and measurable progress toward meeting CEAP goals over time. A formal commitment can also be a considerable asset in the pursuit of grant funds and other funding sources to assist in the implementation of the plan.

Table 1. Schedule and key milestone for Year 1 CEAP implementation.

Item	FY17 Q1	FY17 Q2	FY17 Q3	FY17 Q4
Citizen Advisory Commission				
Ordinance				
City Staffing and Leadership				
Internal City Climate Action Team				
Identification of Specific Funding Sources				
Progress Indicators				
Equity Considerations				
Priority Near-Term Actions				

IMPLEMENTATION PLAN

ASHLAND CLIMATE & ENERGY ACTION PLAN

City Staffing and Leadership

The plan calls for the creation and hiring of a new, full-time City Climate and Energy staff position dedicated to and charged with coordinating both internal and external implementation of the CEAP.

Job responsibilities of the position include the following:

- Provide lead staff support to the CEAP Advisory Commission.
- Work with City departments to facilitate, design, and track strategy and action implementation.
- Develop and lead outreach efforts with external stakeholders, including public, to encourage taking actions identified in the CEAP.
- Provide leadership and direction to the City's internal advisory team on implementation activities, tracking, progress updates and developing advisory team recommendations to relevant internal and external implementing parties.
- Lead development and presentation of annual CEAP progress reports, as well as plan updates.
- Develop and implement a system to systematically review, adjust, and update plan strategies and actions as needed.
- Develop and lead the planned three year update cycle for the community and city greenhouse gas inventory
- Implement and maintain a dashboard or other interactive and publicly accessible platform for tracking and communicating progress to internal and external stakeholders.

The Climate and Energy staff position will have the following qualifications:

- Familiarity and working experience with both climate mitigation and adaptation, including greenhouse gas accounting methodologies and climate change projections and anticipated impacts.
- Experience managing climate-related programs that involve both internal and external stakeholders.
- Experience with public outreach and citizen engagement, preferably at the local municipal level.
- Experience managing climate-related programs that involve both internal and external stakeholders.

It is anticipated that an internal Climate Action Team will be formed within the City to coordinate and implement CEAP actions. The following departments should be represented as part of the Climate Action Team:

- Community Development (including Building Division and Planning Division)
- Ashland Municipal Utility (Electric)
- Administration
- Parks and Recreation
- Conservation
- Public Works
- Fire

Funding

Funding for near-term actions of the CEAP will come from a variety of sources within the City budget depending on the type of action, the responsible department, and the legal and operational limitations of the particular funding source. Additionally, some of the actions recommended in the plan are expansion of existing City programs or efforts and therefore already have funding sources. However, incremental funding increases may be needed to meet the higher level of action called for in the plan.

Current and potential funding sources include:

- City general fund
- Electric Utility revenues
- Stormwater Utility revenues
- Water Utility revenues
- Bonneville Power Administration
- Federal and state grants
- Revolving loan funds
- Newly identified funding sources

As the implementation commences in earnest, City staff and the proposed CEAP advisory committee should pay particular attention to additional funding sources. This examination should include exploration of specific grant opportunities targeted at individual plan actions, potential new local revenue streams such as from a carbon/fuel tax, and multi-jurisdiction or public/private partnerships to provide the resources needed for City and community goal achievement.



OFFSETS

Every time Ashland completes its greenhouse gas inventory, the City and community can evaluate the need to purchase carbon offsets to help meet emission reduction goals. Offsets provide a pathway for achieving emission reductions beyond what can be achieved internally.

Purchasing offsets means counting emission reductions achieved by another party and often in another geographic area. For example, Ashland could purchase offsets from Bonneville Environmental Foundation, which offers emissions reduction credits from regional and global renewable energy projects, forest enhancement projects, and waste methane and heat capture projects.

When an entity sells their carbon offsets, those emission reductions cannot be counted by anyone except the party that purchased the offsets, thereby minimizing the risk of double counting.

Monitoring and Evaluation

Progress toward meeting CEAP targets and goals will be evaluated and tracked on an action-by-action basis with an overall progress report for all actions and activities provided on at least an annual basis. If possible, qualitative updates will be available on a quarterly basis.

The plan will be evaluated and updated on a three-year cycle to ensure that plan strategies and actions reflect the latest knowledge and best practices around climate mitigation and adaptation. The plan will also be reevaluated to assess whether actions are sufficient to meet emission reduction goals and, if not, to add new or expanded actions to the plan. To facilitate the three-year update, the Ashland community and City greenhouse gas inventories will also be updated on recurring cycle, one year in advance of the plan update process. This cycle will provide City staff and the proposed commission with concrete measurement results to inform plan evaluation and updates.

At a minimum, the following indicators will be tracked and reported on at least an annual basis. Due to data availability limitations, some of these indicators will require establishment of baseline and target values for meeting CEAP goals—to be developed in Year 1 of implementation. Additionally, it is expected that some methodologies for measuring some indicators, such as consumption-based greenhouse gas emissions, will evolve and improve over time.

Further development and build-out of the monitoring and evaluation indicators likely form a significant opportunity for the proposed new commission to work on as an early oversight activity.

Equity indicators will also be monitored, as available (see “Equity” section on page 113).

ORDINANCE NO. _____

AN ORDINANCE CREATING THE CLIMATE AND ENERGY ACTION COMMISSION

2.27– Climate and Energy Action Plan Advisory Commission

2.27.005 – Purpose

Upon adoption of this ordinance, the Mayor shall establish a permanent Citizen Commission to provide oversight and recommendations regarding the implementation of the Climate and Energy Action Plan, as well as recommending updates and modifications to the Climate and Energy Action Plan (CEAP) document.

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, including at least one (1) of whom shall be 35-years-old or younger at the time of appointment and one (1) of whom shall be 25-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. Voting members shall be appointed by the Mayor with confirmation by the City Council

2.27.020 - Powers and Duties

- A. Monitor and advise on the Implementation of the Climate and Energy Action Plan for the Community and City Operations
- B. Recommend modifications to benchmarks, targets or implementing actions contained in the CEAP as needed to incorporate the best available science and practices to achieve CEAP related goals and targets.
- C. Monitor progress toward achieving the reductions of GHG emissions prescribed by this ordinance
- D. Work to ensure that the CEAP considers public input and long-term social, economic and environmental impacts
- E. Recommend changes in city ordinances, rules and processes that facilitate and/or incentivize residents and businesses to reduce their GHG emissions
- F. 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.
- G. Work to ensure the CEAP protects Ashland's quality of life by identifying, benefiting, and preserving long-term natural resources, services, amenities, institutions, industries, and community characteristics valued by Ashland residents.

CONSERVATION COMMISSION RECOMMENDATION TO CITY COUNCIL ON CEAP COORDINATION

24 May 2017

CONSERVATION COMMISSION POWERS AND DUTIES – The Mission of the Conservation Commission is to **educate** and **advocate** for the wise use of resources by the city government and the people of Ashland.

The Conservation Commission was established in 1996. The Commission recommends to the City Council the adoption of policies, implementation strategies, and funding related to recycling, electricity conservation, water conservation, resource conservation, new power source decisions, air quality, and education of citizens around energy efficiency issues. Yet even more than its advisory role, and unlike many of the other City Commissions, the Conservation Commission conducts independent and collaborative projects and educational outreach based on the expertise brought by the Commissioners. Some examples of activities initiated and/or worked on by the Conservation Commission in recent years include:

- Storm Drain Marking
- Car Wash Kits
- Plastic Bag Ordinance
- Downtown Recycling Baskets
- Downtown Cigarette Butt Research and Collection Pilot
- Climate and Energy Action Planning Subcommittee
- Sustainability Planning (ICLEI)
- Recycle Center Ad-hoc Committee
- Master Water Plan Participation
- Rainwater Catchment Education
- Monthly Sneak Preview Column
- Compost Classes at Recycling Center
- Low Impact Living Classes at North Mountain Park
- Graywater Conference
- Green Business Program Research, Pilot, and Launch
- Fourth of July Parade Participation
- Leaf Bag Program to Divert Leaves from Storm Drains
- Water Conservation Education and Promotion (with the Garden Club)
- Sustainability Awards
- Earth Bowl Student Competition
- Earth Day Event
- Anti-idling Campaign at Schools and City Operations

RECOMMENDATION – In light of the potential new Climate and Energy Action Plan (CEAP) Commission, the Conservation Commission recommends that the two commissions remain separate entities. The Conservation Commission will continue to serve the City with research, advocacy, and education on issues pertaining to conservation. The Conservation Commission will support CEAP actions, through research and advisory activities, where they fit within the commission charter.

Reasoning – (1) Merging the Conservation Commission and the CEAP Commission ignores the fact that the CEAP is wide-reaching across the city. The Conservation Commission is just one of many Commissions expected to receive additional direction and guidance by the CEAP Commission (Appendix 1), via City Council, in order to ensure that activities and research align with the mandates of the CEAP. The CEAP, by design, affects all departments, many Commissions, local businesses, and residents in Ashland. Thus, the CEAP Commission will need to represent a diverse and wide-reaching subset of Ashland’s residents and businesses, including schools, young people, retirees, local businesses, communities of color, and others. The majority of the city’s commissions, including Parks, Planning, Airport, Forest Lands, and Housing and Human Services, as well as city staff and departments, will be affected by the CEAP (see details in Appendix 1).

(2) Many, if not most, of the activities that the Conservation Commission works on are likely outside the scope of a new CEAP Commission. The activities listed above are vital for continued progress on sustainability and conservation in Ashland. The Conservation Commission offers educational opportunities on waste prevention, water conservation, and sustainability. The Conservation Commission also offers expertise and specific focus on issues of sustainability and conservation, far beyond the specific targets and actions identified within the CEAP. We believe the outreach and educational programs are important to continue. And yet, these activities are unlikely to be carried out by the CEAP Commission, both because of more diverse membership and expertise, as well as a different mandate.

(3) The Conservation Commission will become even more important as the new CEAP Commission and the City identify options for meeting our aggressive emissions targets and for adapting to climate change. The Conservation Commission provides a body of experts able and willing to do research and make recommendations on the most effective and/or feasible approaches. The Conservation Commission will also continue to provide an outreach and advocacy body that participates in community events, offers classes, and builds buy-in.

The Conservation Commission anticipates and welcomes direction and prioritization from the CEAP Commission via City Council direction on specific research needs and topics. Conservation Commissioners represent a depth of expertise on issues pertaining to water, natural systems, energy, recycling, waste prevention, and other topics that are unlikely to be matched by the CEAP Commission’s more diverse membership and mission.

Appendix 1. A list of select City of Ashland Commissions, their powers and duties, and their potential overlap with the actions specified in the CEAP. (Note: not comprehensive list)

The CEAP affects numerous commissions and departments, not just the Conservation Commission. This list shows how different commissions may have a role in implementing actions specified in the CEAP. Many commissions, such as Planning, Housing and Human Services, and Transportation, have equal overlap with the CEAP as the Conservation Commission.

CEAP Commission Powers and Duties (from proposed ordinance)

- Monitor and advise on the Implementation of the CEAP for the Community and City Operations
- Recommend modifications to benchmarks, targets or implementing actions contained in the CEAP as needed to incorporate the best available science and practices to achieve CEAP related goals and targets
- Monitor progress toward achieving the reductions of GHG emissions prescribed by this ordinance
- Work to ensure that the CEAP considers public input and long-term social, economic and environmental impacts
- Recommend changes in city ordinances, rules and processes that facilitate and/or incentivize residents and businesses to reduce their GHG emissions
- 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
- Work to ensure the CEAP protects Ashland's quality of life by identifying, benefiting, and preserving long-term natural resources, services, amenities, institutions, industries, and community characteristics valued by Ashland residents

Airport Commission Powers and Duties

- To advise the Mayor and City Council on all matters relating to the management, operation, and further development of the Ashland Airport
- To investigate Federal, State, County and private funding for airport improvements
- To review and recommend project applications for funding to the City Council

CEAP Actions Relevant to Airport Commission

- BE-1-3. Facilitate and encourage solar energy production.
- Mainstream and integrate climate considerations (include consideration of CEAP goals within the scope of every appropriate City Advisory Commission)

Conservation Commission Powers and Duties

- Recycling, source reduction and solid waste/landfill issues
- Recycling, source reduction and solid waste/landfill issues
- Electric conservation issues
- Air Quality Issues
- Water conservation issues
- Resource conservation issues
- New power resource decisions, but not decisions involving wholesale power contracts
- Renewable Resource decisions
- Education of citizens about resource efficiency issues

CEAP Actions Relevant to Conservation Commission

- BE-1-2. Promote switching to low and non-carbon fuels.
- BE-2-1. Expand participation in energy efficiency programs & promote climate-friendly building/construction
- BE-2-3. Identify and adopt strategies to reduce energy efficiency barriers in rent/lease properties
- CM-2-2. Expand community gardening and urban agriculture

- CM-3-1. Improve recycling programs, implement new education and outreach, and expand public space recycling
- CM-4-1. Support edible food donation
- CM-4-2. Provide a best practices guide to help households and businesses reduce food waste and consumption
- CM-4-3. Evaluate opportunities for recycling of commercial food waste
- NS-1-2. Use green infrastructure such as bioswales, permeable pavement, other pervious surfaces to reduce flood risk and minimize sediment entry into creeks from trails and roads
- NS-1-3. Undertake restoration efforts to retain and restore native fish and riparian species
- NS-2-1. Evaluate incentives for practices that reduce use of potable water for nonpotable purposes and recharge ground water
- NS-2-3. Expand water conservation outreach and incentive programs for residents and businesses
- PHSW-1-1. Promote the expansion of tree canopy in urban heat islands or areas that need air conditioning
- PHSW-2-1. Engage leading employers in a dialogue on climate action
- PHSW-3-2. Identify and minimize potential urban heat impacts
- CC-1-1. Create a formal public outreach and education plan to inform the community about climate actions
- CC-1-3. Assess the feasibility of a City-sponsored carbon offset program
- Mainstream and integrate climate considerations (include consideration of CEAP goals within the scope of every appropriate City Advisory Commission)

Forest Lands Powers and Duties

- To develop forest management plans for the City of Ashland's municipal forests
- To provide direction and oversight to planning teams concerning wildland urban interface (wildfire lands) and Ashland Creek Watershed
- To develop community volunteer programs to assist in implementation of the Ashland Forest Plan and other project plans
- To submit recommendations to the City Council regarding forest management practices
- To ensure that plans integrate diverse opinions of citizens and private land owners
- To promote public knowledge and acceptance of the Ashland Forest Plan programs

CEAP Actions Relevant to Forest Lands Commission

- 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.
- NS-1-2. Use green infrastructure such as bioswales, permeable pavement, other pervious surfaces to reduce flood risk and minimize sediment entry into creeks from trails and roads.
- NS-1-3. Undertake restoration efforts to retain and restore native fish and riparian species.
- NS-1.4. Map and protect areas that provide ecosystem services
- Manage Ecosystems and Landscapes to minimize climate related health impacts
- Mainstream and integrate climate considerations (include consideration of CEAP goals within the scope of every appropriate City Advisory Commission)

Housing and Human Services Powers and Duties

- To monitor and assess the continuum of housing and human services needs of the community, and utilize this information to advise the City Council regarding policy and funding strategies relating to housing and human services
- To consider the feasibility of and advise the City Council on programs that assist in addressing the unmet utility, medical, transportation, and food needs of seniors, children and families in Ashland, and other related human services programs
- To review and make recommendations to the City Council on Community Development Block Grant (CDBG) related allocations

- To monitor projects funded with the Community Development Block Grant (CDBG), City of Ashland Social Service Grants, and the Housing Trust Funds
- To investigate federal, state, county and private funding for implementation of housing and human services programs
- To foster public knowledge and support of official city housing and human services programs
- To enhance cooperation between the public and private sectors by promoting integrated approaches that provide decent housing, a suitable living environment, and expanded opportunities for low- and moderate-income persons
- To evaluate, review, and recommend to the Planning Commission and City Council innovative land use strategies targeted at promoting a broad variety of housing types
- To monitor housing discrimination complaints and corrective actions within the City, and to report to the City Council measures taken to further equal opportunity to all persons to live in decent housing facilities regardless of race, color, religion, sex, sexual orientation, gender identity, national origin, source of income, or familial status

CEAP Actions Relevant to Housing and Human Services Commission

- PHSW-1-1. Promote the expansion of tree canopy in urban heat islands or areas that need air conditioning
- PHSW-3-1. Work with vulnerable populations to create specific adaptation strategies that address public health
- PHSW-4-2. Identify and address populations and essential City services within the 100-year flood zone
- BE-1-2. Promote switching to low and non-carbon fuels
- BE-2-1. Expand participation in energy efficiency programs & promote climate-friendly building/construction
- BE-2-2. Require building energy scores to identify and incentivize cost-effective energy efficiency improvements
- BE-2-3. Identify and adopt strategies to reduce energy efficiency barriers in rent/lease properties
- BE-2-4. Establish minimum energy efficiency standards for the affordable housing program
- BE-5-1. Encourage heat-tolerant building approaches such as cool roofs and passive cooling
- Mainstream and integrate climate considerations (include consideration of CEAP goals within the scope of every appropriate City Advisory Commission)

Parks and Recreation Powers and Duties

- Adopt by-laws, rules and regulations for the proper conduct of public recreation in the City
- Coordinate recreational facilities now within the City, or hereafter to be constructed or created
- Conduct any form of recreation or cultural activity that will employ the leisure time of the people of Ashland and vicinity in a constructive and wholesome manner

CEAP Actions Relevant to Parks and Recreation Commission

- 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.
 - NS-1-2. Use green infrastructure such as bioswales, permeable pavement, other pervious surfaces to reduce flood risk and minimize sediment entry into creeks from trails and roads.
 - NS-1-3. Undertake restoration efforts to retain and restore native fish and riparian species.
 - NS-1.4. Map and protect areas that provide ecosystem services
 - BE-1-3. Facilitate and encourage solar energy production.
 - BE-5-1. Encourage heat-tolerant building approaches such as cool roofs and passive cooling.
 - CM-1-1. Implement an education campaign for waste and consumption reduction strategies
 - CM-2-2. Expand community gardening and urban agriculture.
 - PHSW-1-1. Promote the expansion of tree canopy in urban heat islands or areas that need air conditioning.
 - Manage Ecosystems and Landscapes to minimize climate related health impacts
 - Mainstream and integrate climate considerations (include consideration of CEAP goals within the scope of every appropriate City Advisory Commission)
-

Planning Commission Powers and Duties

- Responsible for the city's comprehensive plan and development standards that implement that plan

CEAP Actions Relevant to Planning Commission

- BE-1-2. Promote switching to low and non-carbon fuels.
- BE-2-1. Expand participation in energy efficiency programs & promote climate-friendly building/construction
- BE-5-1. Encourage heat-tolerant building approaches such as cool roofs and passive cooling.
- BE-2-3. Identify and adopt strategies to reduce energy efficiency barriers in rent/lease properties
- ULT-1-1. Coordinate with neighboring local governments to promote use of transit, carpooling, and car-sharing
- ULT-1-3. Establish policies to support development near transit hubs without displacing disadvantaged populations
- ULT-2-2. Explore opportunities to convert to shared streets where appropriate to provide multimodal connectivity
- ULT-4-1. Regulate new development in the Wildfire Lands Overlay part of the urban growth boundary
- ULT-4-2. Revise community development plans to favor walkable neighborhoods and infill density
- CM-2-2. Expand community gardening and urban agriculture
- NS-1-2. Use green infrastructure such as bioswales, permeable pavement, other pervious surfaces to reduce flood risk and minimize sediment entry into creeks from trails and roads
- NS-2-2. Explore water-efficient technologies on irrigation systems and consider requiring them during permitting.
- PHSW-1-1. Promote the expansion of tree canopy in urban heat islands or areas that need air conditioning
- PHSW-3-2. Identify and minimize potential urban heat impacts
- PHSW-4-2. Identify and address populations and essential City services within the 100-year flood zone.
- Mainstream and integrate climate considerations (include consideration of CEAP goals within the scope of every appropriate City Advisory Commission)

Transportation Commission Powers and Duties

- Proactively plan for a transportation system that is integrated into the community and enhances Ashland's livability, character and natural environment
- Focus must be on people being able to move easily through the city in all modes of travel
- Modal equity then is more than just a phase. It is a planning concept that does not necessarily imply equal financial commitment or equal percentage use of each mode, but rather ensures that we will have the opportunity to conveniently and safely use the transportation mode of our choice, and allow us to move toward a less auto-dependent community.

CEAP Actions Relevant to Transportation Commission

- BE-1-2. Promote switching to low and non-carbon fuels.
- ULT-1-1. Coordinate with neighboring local governments to promote use of transit, carpooling, and car-sharing
- ULT-1-2. Work with RVTD to implement climate-friendly transit.
- ULT-1-3. Establish policies to support development near transit hubs without displacing disadvantaged populations
- ULT-1-4. Evaluate feasibility of expanded local transit options
- ULT-2-1. Implement bicycle- and pedestrian-friendly actions in the Transportation System Plan and Downtown Parking Management Plan
- ULT-2-2. Explore opportunities to convert to shared streets where appropriate to provide multimodal connectivity
- ULT-3-1. Implement a local fuel-related tax.
- ULT-3-3. Develop and provide information about electric and hybrid vehicles on the City website
- ULT-5-1. Provide carpool and vanpool parking, charging stations, and parking for EVs for City employees
- Mainstream and integrate climate considerations (include consideration of CEAP goals within the scope of every appropriate City Advisory Commission)

Council Business Meeting

December 5, 2017

Title: Appointments to ad hoc Climate and Energy Committee
From: John Stromberg Mayor
john@council.ashland.or.us

Summary:

This item is to approve the Mayor's appointments to the ad hoc Climate and Energy Committee, the creation of which was approved at the July 18, 2017 Council meeting. This ad hoc committee has been charged with assisting in guiding the initial stages of the implementation of the CEAP. There are seven members currently proposed for appointment. Ultimately, a nine-member committee is desired, and the Mayor will continue to seek the final two members, to be appointed at a later date.

Actions, Options, or Potential Motions:

I move to approve the Mayor's appointments to the ad hoc Climate and Energy Committee, as proposed.

Staff Recommendation:

Staff recommends approval of the Mayor's appointments to the ad hoc Climate and Energy Committee.

Resource Requirements:

Costs associated specifically with Citizen advisory bodies primarily are incurred via staff time (soft costs) rather than formal expenses (hard costs). The CEAP document contains strategies and actions that impact and relate to several different City Departments so the soft costs will include staff time from a number of different Departments from time to time, with the primary staffing coming from the newly hired Climate Analyst.

Policies, Plans and Goals Supported:

- 22. Prepare for the impact of climate change on the community
 - 22.1 Develop and implement a community climate change and energy plan

Background and Additional Information:

The Climate and Energy Action Plan was presented and approved by Council on March 7, 2017. Included in the overall plan document was an implementation plan that provided a year one implementation summary along with a phased plan for initiating and completing the 65 individual actions listed and described in the plan.

The key initial, year one implementation steps included appointment of a Citizen Advisory Committee. At the [July 18, 2017](#) meeting, Council determined that an ad hoc committee would

suit this role best and at the [September 5, 2019 meeting](#), Council approved the ad hoc committee's scope of work.

Mayor Stromberg proposes the following members for the ad hoc Climate and Energy Committee:

Council Representative:	Stef Seffinger (also acting as non-voting Chair of the committee)
Forest Lands Com. Rep.:	Shannon Downey
Conservation Com. Rep.:	James McGinnis
Planning Com. Rep.*:	TBD
Ashland School Dist. Rep.:	Jordan Ely
Chamber of Com. Rep.:	Cindy Bernard
Citizen Member	Chris Brown
Citizen Member	Ben Scott
Citizen Member	Pat Acklin
Citizen Member	TBD

*It is possible that a Planning Commission representative may not be found, in which case Mayor Stromberg proposes adding an additional citizen member or seeking a representative from another City advisory committee.

Attachments:

None

Empower Ashland – It is Up to Us

Challenges and Opportunities

In March 2017 the ad-hoc Climate and Energy Action Plan Committee (CEAP I) presented a final draft of the plan to the Ashland City Council for approval. The Council became climate heroes by unanimously approving the Plan. This is a big deal if we choose to follow through on our commitment to take action within our little plot of Ashland existence.

The CEAP contains a strategy for reaching defined goals and targets to reduce carbon emissions and to prepare the community to adapt to predicted local climate changes. We are committing to meet the challenge of a climate science-based requirement to reduce greenhouse gas emissions an average of 8% per year until 2050. This is a tall, but essential, order that will allow all of us citizens of our planet to avoid the very worst of global heating that will be upon us if we do not act in a big way today.

In January 2018 the second iteration of the CEAP ad-hoc Committee (CEAP II) began our work of ensuring that we meet the plan's first year implementation actions, and we are now nearly complete in meeting those targets. We have:

- ✓ Funded and hired a permanent Climate and Energy Analyst, Stu Green. We are grateful to have Stu on board; he brings a wealth of knowledge and talent.
- ✓ City Council passed an ordinance codifying the CEAP goals. Ashland's young citizens were fundamental in the passage of the ordinance.
- ✓ Established high level CEAP progress indicators, baselines, and targets.
- ✓ Reviewed and formalized Ashland's approach to incorporating equity considerations into CEAP reporting.

For the upcoming meetings the CEAP Implementation Committee will be:

- Making recommendations for the formation and convening of a permanent City Advisory Commission to provide guidance and oversight of plan implementation and future plan updates.
- Developing strategy and content for '*Empower Ashland*', the public outreach campaign for the CEAP.

We look forward to launching the *Empower Ashland* campaign in the coming months. Your significant and sustained involvement is needed to achieve the climate goals our community has chosen, and we need your help to get there. We will focus on ways to empower our community to learn more about the goals and actions in the plan and to find ways to commit to action. A few features of the upcoming outreach plan include:

- Creating an online presence for *Empower Ashland*, including a webpage and social media campaign.
- Informational mailers for citizens to help citizens understand our climate plan and goals, including locally appropriate pathways for household action. Major strategies (conservation, and the electrification of home heating, cooling and transportation).
- Specialized education and information for key influencer groups.

- Public presentations on the climate plan, roundtable discussions, and special events that promote climate action.

The *Empower Ashland* education campaign is still in the early stages and we will announce more about it soon. In the meantime, here are a few ways that you will make a difference:

- Use City incentives to get a super-efficient heat pump that will keep your home comfortable year round. While you're at it, sign up for a free home energy review. (www.ashland.or.us/conserve)
- Consider getting an electric vehicle, they are FUN to drive and cost much less to operate. In many cases this is the single biggest change the average household can make. (ashland.chooseev.com)
- If you rent, ask your property manager if they have looked into energy upgrades; there are financial incentives to help make rental projects possible.
- Get familiar with the Climate Plan. The full plan, as well as summaries and resources is available on the city webpage. (<http://www.ashland.or.us/climateplan>)
- Get connected, get support. Join one of the many citizen climate action groups (see link immediately above).
- Let your voice be heard! Speak up in our monthly CEAP II and City Council Meetings. (www.ashland.or.us)

We have committed to an immense task, but we have the tools that we need to stop carbon pollution. Talk to your kids and neighbors about global warming. Acknowledge that your actions matter. There is opportunity now, for each of us to invest time and energy in being an example of the change we want to see.

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 in the “Audiences” section below.
Timeline	Website online Fall, 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 in the “Audiences” section below.
Timeline	Fall 2018-Fall 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">1. Read the CEAP executive summary,2. Evaluate their household carbon emissions3. Identify actions that will reduce their emissions4. Share their personal stories of Climate Action on the Empower website (see Action 1.1 and Action 2.3).
Audience	Ashland-wide population, incorporating primary and secondary messaging as outlined in the “Audiences” section below.
Timeline	Fall 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 and secondary messaging, as listed below.
Timeline	Winter 2018
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	TBD
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	TBD
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 the “Audiences” section below.
Timeline	Develop
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	Fall 2018, Fall 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	City-TBD
Progress	Not started
Metric	Number of events / participants. Goal of 4 meetings in 2018-2019

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 (4th 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, Exec Summary, and Action List 2017
3. CEAP Progress Report 2018

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**

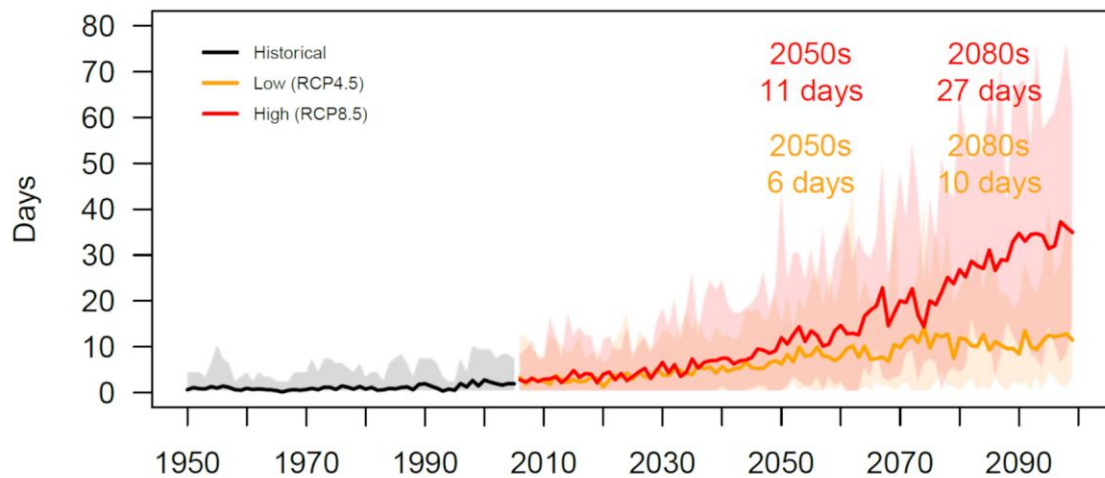
www.ashland.or.us/climateplan

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

**Empower
Ashland**

Source: Ashland 2016 Climate Trends and Projections Report