

**AD-HOC CLIMATE ACTION
AND ENERGY PLAN COMMITTEE**

Meeting Agenda

September 30, 2015 – 5:00 PM

Community Development Building, Siskiyou Room
51 Winburn Way

- 1. Call to Order**
- 2. Approval of Minutes - Sept 8, 2015 Meeting**
- 3. Public Form**
- 4. Climate Plan Kick Off Event**
 - Update from Kick off committee on questions/issues to include in event activities
 - Input on most current event plans and documents
- 5. Climate & Energy Action Plan RFP**
 - Review of draft RFP
 - Recommend scoring criteria and weighting of scores
- 6. Agenda Items for Next Meeting**
- 7. Public Forum**

MINUTES FOR THE CLIMATE & ENERGY ACTION PLAN ad hoc COMMITTEE
Wednesday, September 8, 2015
Siskiyou Room, 51 Winburn Way

1. Call to Order

Chair Rich Rosenthal called the meeting to order at 1:00 p.m. in the Siskiyou Room.

Committee members Louise Shawkat, Bryan Sohl were present. Staff member Adam Hanks was present. Committee members Roxane Beigel-Coryell and James McGinnis arrived late.

2. Public Forum

None.

3. Climate Plan Kick Off Event

Rosenthal stated that what we need to discuss is what deliverables are expected, how that information is compiled and delivered to us.

Committee members James McGinnis and Roxanne Beigel-Coryell arrived 1:05 p.m.

Kick Off Planning Committee members Marni Koopman, Hanna Sohl and James McGinnis described their initial plans for the event. They are proposing it will be done world-cafe style, with booths prior to provide information and to record some of the public's ideas. At the world cafe the main idea will be to connect each section to the questions; what can you do and what can we do as a community. They described a typical process for world-cafe events.

The group asked how the agenda for overall day would proceed. Currently the plan is to start with speakers, then have food, concessions, and information booths followed by the world-cafe events. In general, it will be focused mostly around energy to keep it simple, rather than the broader "climate change" topic. Also, this is only the first in a series of longer-term events and discussions.

Group discussed whether the community will have enough base knowledge regarding energy in order to participate effectively or get much out of the event. McGinnis stated that information would be going out starting the month prior with presentations to service organizations, churches, non-profits, etc. and will continue through the lead-up week's activities and into the actual kick-off event.

Group discussed what questions need to be asked at the kick-off event. Want to use a focus on Simple, Solvable, and Serious for community takeaways. Group would like questions around whether or not the community wants to be in-step with State efforts or whether they want to be a leader i.e. how aggressive and approach is still doable for the community and Council.

Rosenthal gave an overview of the requirements laid out in the contract with Geos.

Sohl would like us to use the areas of focus from the Fort Collins plan for questions, including (but not limited to):

- Energy
- Green built environment
- Transportation
- Waste reduction
- Energy sources
- Energy creation styles
- Adaptations

Group discussed the possibility of using this to create a vision of Ashland in 2030 or 2050 (time to be determined). The three steps of the world-café process could be 1) what's your vision of Ashland's future? 2) what can be done to achieve that vision? 3) what are the barriers or challenges to achieving that vision? They would like the participants to consider how Ashland may or may not have stepped up to the challenge of climate change 20 years from now.

Group discussed the importance of being more general in order to not be in conflict with other larger, developed plans such as the Transportation System Plan.

Hanks reminded the ad hoc committee that this is just one event and is not intended to provide all the information the ad hoc committee may need during its process. Other public forums or events will be required, with specific focuses as this process moves forward.

Group discussed the possibility of using the speakers from cities who have developed plans (Fort Collins, Eugene, etc.) to kick off the world cafe. Perhaps by doing a panel to describe what their cities did and take questions from participants. Other panel members could be City representatives to explain what Ashland already has in place.

Group discussed the need for written surveys as well as the world-cafe input, as not everyone is good with verbal communication. The planning group agreed that they were intending to have a written component.

Hanks reminded the planning group that a big portion of their contract requires they to provide names and contact information for everyone involved in the process (from all the events) in order to keep the community connected to the public engagement portions of the plan creation.

Group agreed that through the whole event planning process everyone needs to consider what will best benefit the Council so they can make good decisions. A clear hierarchy of community desires is helpful and can focus this group as well as they process as a whole. Hanks stated that if the planning group wants staff or Council members involved at all they need to make those requests early, as that would involved over-time, and scheduling, and possibly notifications and minute-taking if Council speaks as a group (i.e. Councilors can participate as individuals, but not as a group without it being an official meeting of the Council requiring notification and minute-taking.) Staffing requests need to be made of the City Administrator soon.

4. Climate and Energy Action Plan RFP

Hanks stated he had not yet received any input from committee members to clarify what they want in a consultant. He will continue to build the RFP based on other communities who have

done plans and previous discussions with the Conservation Commission but would like the ad hoc Committee members to give their preferences and opinions. The draft will be available for approval at the September 30th meeting. Group requested copies of the Fort Collins and Eugene RFPs to help them understand the scope of work. Hanks agreed to give those to the group.

5. Approval of Minutes

Beigel-Coryell/Shawkat m/s to approve the minutes of September 2, 2015 as submitted.

Voice Vote: all ayes. Motion Passes.

7. Agenda Items for Next Meeting

Group agreed that it would pretty much be the same agenda as today.

Rosenthal thanked the group for the good start to this process and appreciated the work already done by the Kick-off Event's planning group.

8. Public Input #2

Hanna Sohl – encouraged group to have an ad hoc committee member who could be a voice for low-income residents.

9. Adjournment

Meeting adjourned at 2:10 p.m.

Respectfully submitted,
Diana Shiplet
Executive Assistant

Ad Hoc Committee on Climate Change and Energy Action Plan

Scope of Work, August 19, 2015

The ad hoc Climate Change and Energy Action Plan Committee is charged with making recommendations to the City Council regarding a climate change and energy action plan intended to identify existing and potential vulnerabilities and develop an organized and prioritized set of actions to protect people and resources from the ongoing impacts of climate change. The plan shall include targets and strategies for reduction of greenhouse gas emissions in Ashland. These targets and strategies may be short- mid- or long-term, and shall consider cost, feasibility, community acceptance and likelihood of success, with an emphasis on voluntary measures that can be undertaken by different sectors of the community. The plan shall include specific, measurable actions that citizens and local institutions can undertake immediately upon adoption of the plan.

The Committee shall review similar plans in comparable communities, consult as necessary with local subject matter experts in the areas of transportation, energy, land use and infrastructure (and other areas as the Committee deems advisable), and identify implementation steps as appropriate.

The Committee shall, in consultation with City staff and consultants, determine its own work plan and project timeline, however while the Committee may consult with and advise on its needs for consultant services, City staff shall be the sole point of contact for consultants hired to work on the plan or technical reports associated with the plan. Unless otherwise directed by the City Council, the Climate Change and Energy Action Plan shall be delivered to the City Council by January 31, 2017.

The Committee shall, in the course of its work:

- Provide ample opportunity for public input and feedback; and
- Present its recommendations in writing so they can be easily shared with the public.

Ashland Climate Challenge

What is the Ashland Climate Challenge? A community-wide competition and collaborative effort to quickly reduce our greenhouse gas emissions and tackle climate change at the local level. The Challenge gets us moving on emissions right away while the Climate and Energy Action planning process is being developed.

When does it take place? The Ashland Climate Challenge is being released this fall. Information will be handed out at Climate Week (Nov. 6-13th) and The Hearth (Nov. 14th). The Ashland Climate Challenge Kickoff will take place Nov. 15th where we will introduce the challenge and engage people in the climate and energy action planning process. Participants in the challenge will be tracked through 2016.

Who is leading this? This is a COMMUNITY-LED effort, with participation by the Geos Institute, Rogue Climate, Oregon Shakespeare Festival, Ashland Food Co-op, Southern Oregon University, ACCESS, the City of Ashland, and other groups. The City of Ashland and Clif Bar are the main sponsors, and additional sponsors are being solicited. CAN ANYONE HELP US GET SPONSORS?

The main contacts for anyone wanting to take part are:

Marni Koopman, Geos Institute (541) 482-4459 x303; marni@geosinstitute.org
Hannah Sohl, Rogue Climate (541) 840-1065; hannahsohl@gmail.com

What are the goals? The goals of the Ashland Climate Challenge are to:

- (1) energize the residents of Ashland to save energy,
- (2) reduce greenhouse gas emissions quickly, and
- (3) engage Ashland residents in the Climate and Energy Action planning process that is beginning this fall and will continue for one year.

The **Climate and Energy Action** planning process is led by a diverse committee of community members appointed by the Mayor. They will develop community-wide targets, actions, and timelines for reducing emissions and protecting people and natural systems from the impacts of climate change.

What does the Challenge look like? The Ashland Climate Challenge will ask businesses and residents to DO THREE THINGS.

1. **POWER DOWN** by 10%
 - a. Includes both electric and gas
 - b. Sign up for the challenge and students will check in with you once a month to see how you are doing, what sorts of challenges you have met, and what has made the greatest difference. Our energy team will also answer questions and provide support when needed.
 - c. By January 2017, submit your energy data for 2016 and 2017 to be eligible for prizes

- d. Energy use in 2016 needs to be 10% lower, on average, than energy use in 2015 for the same household. Challenge participants will need to write a short description of the actions that they took, when they took them, and document the savings with their energy bills.
 - e. Continue to reduce energy use 10% per year for another 3-5 years.
2. **GREEN UP** your transportation
- a. This action will be harder to verify so it is mostly based on the honor system
 - b. Sign up for the challenge and students will check in with you once a month to see how you are doing, what sorts of challenges you have met, and what has made the greatest difference. Our energy team will also answer questions and provide support when needed.
 - c. Gasoline purchases can often be tracked on one's credit card, but a lot of people pay with cash.
 - d. Start by estimating your gasoline use for 2015 based on either (1) credit card purchases and/or (2) mileage driven and average mileage for the vehicle(s).
 - e. Track gasoline use based on the same metric for 2016
 - f. Track actions taken to reduce gasoline purchases
3. **SHOUT OUT**
- a. We aren't going to solve climate change without talking about it and demanding that we all do things a different way. There are numerous ways to get engaged with the issue and help to create lasting solutions.
 - b. Attend meetings, write letters, submit comments on legislations, talk with your neighbors, stores, schools, and others about energy conservation, renewable energy, and climate change.
 - c. Provide input and help to develop Ashland's Climate and Energy Action plan
 - d. Take four actions in 2016 and document the date, people involved, topic, and outcome.

What do people get? The Climate Challenge is open to individuals and businesses. Participants in the challenge will be entered in a raffle for prizes. Those entrants that make the largest percent change in each category will win larger prizes. We haven't yet determined what those prizes will be. Does the City have anything to offer? Do people have connections to businesses that can offer prizes?

What do we need? We need someone with web skills to develop an online tracker that shows how many people are participating, how much energy is being saved, etc. Other communities have been doing similar challenges and their web trackers are available here: <https://www.frederickgreenchallenge.org>
<http://energizecorvallis.org/takecharge/>
<http://www.cooldavis.org/take-action/in-your-home/make-a-low-carbon-plan/>

We have met with a few groups to discuss that challenge and have heard the following:

- 1. Most people would prefer that it is a community-building challenge rather than a competition

2. They would like to see the results on a regular basis (at least every month – how are we doing?), perhaps in the paper or as some sort of display in the Plaza – how much energy/pollution is being saved/prevented over time?
3. We need to celebrate individual success stories – perhaps in the insert that goes in the utility bill? Each month a different story? Or should we use the Sneak Preview column for the stories? A picture and story that says what they did (a family or business or school), how much money they saved, and what was difficult or unexpected.
4. A community-wide benefit would be motivating – for every 1% of energy saved, a tree is planted or people get some sort of shared benefit – ideas?
5. Businesses should get signs they put in their windows that say they support the Ashland Climate Challenge and list the things they are doing.
6. People/businesses should sign pledges.
7. The schools could develop their own climate challenge. SOU too?

Finally, see the next page for the list of some ideas for how people might want to take action. It is arranged in the SIMPLE, SERIOUS, SOLVABLE structure that will be presented at the Ashland Climate Challenge Kickoff event but we might want to instead arrange it according to which of the THREE THINGS people are working on.

Below is our list of events and sponsor levels.

Design Credit: CACS
UC Berkeley



Ashland Climate Challenge

Save Energy. Win Big.

SCHEDULE OF EVENTS

Nov. 6th Climate and Energy First Friday

Nov. 6-13th Climate Week - Speakers, Movies, Etc.

Nov. 14th The Hearth - Stories of Challenge

Nov. 15th Ashland Climate Challenge Kickoff

Ongoing Ashland Climate and Energy Action Planning




Are you interested in helping? Want more information?
Contact **Marni Koopman** - 541.482.4459 x303; marni@geosinstitute.org

BECOME A SPONSOR

Are you ready to see Ashland on the road to clean energy and sustainability? Can you help us put on Climate Week and the Ashland Climate Challenge to get things moving? We have numerous opportunities for sponsorship.

Rogue River - \$1,000
What you receive - your logo on flyers, web pages and the Climate Challenge worksheet/pledge, logo on the banner across E. Main St., and a shout-out by our MC, Mark Yaconelli, at the events.

Mount Ashland - \$500
What you receive - your logo on flyers, web pages and the Climate Challenge worksheet/pledge, a shout-out by our MC, Mark Yaconelli, at the events.

Grizzly Peak - \$250
What you receive - your logo on flyers, web pages and the Climate Challenge worksheet/pledge.

Douglas-fir - \$100
What you receive - your logo on web pages.

Other options - LARGE prize donations, medium and small prize donations, FOOD donations, non-profit support (any donation and we'll feature your logo).

Take the ASHLAND CLIMATE CHALLENGE

When you buy local, it's good for the local economy and jobs. When you walk or bike to work, it's good for your health. When you seal leaky windows and doors, you save money on your energy bills. There are endless benefits from saving energy. Take the Climate Challenge and save energy while also combating climate change.

SIMPLE = Easy things anyone can do.

These often save money too!

- Telecommute, carpool, ride the bus ___ days/week
- Reduce air travel by ___%
- Walk/bike/skate for transportation
- Maintain vehicles, especially tire pressure
- Reduce speed by 15MPH
- Consolidate trips
- Meatless diet ___days/week
- Reduce your trash by half
- Bring your own containers
- Reduce purchases of stuff
- Reuse, repurpose, donate, buy used
- Use rechargeable batteries
- Recycle glass, plastic, metal
- Buy bulk/avoid packaging
- Buy locally grown/made
- Monitor your energy use monthly
- Take shorter showers
- Lower hot water temperature
- Change furnace filters often
- Set heat to <68°F in winter
- Set air conditioning to >78°F
- Use dimmers, timers, power strips
- Seal leaky windows/doors
- Buy green electricity
- Switch to LED or CFL lighting

SERIOUS = Things you can do with more planning and investment. These can save you a LOT of money.

- Choose electric/hybrid vehicle
- Choose smaller vehicle
- Reduce # cars owned
- Rideshare or carpool
- Carshare or bikeshare
- Replace turf with low water plants
- Install smart irrigation
- Install low flow fixtures
- Raise chickens
- Compost
- Invest in higher quality products
- Get a home energy audit
- Install a whole house fan
- Tune up HVAC
- Buy Energy Star appliances
- Use a solar cooker or microwave
- Install home renewable energy
- Invest in community solar
- Get a programmable thermostat
- Install skylights or solar tubes
- Install weather stripping
- Upgrade windows
- Plant trees and/or install awnings for shade
- Insulate attic to R39
- Live near your workplace and school

SOLUTIONS = Actions that get at the root of the problem, creating lasting solutions for the future.

- Talk with your neighbors, family, and friends about energy savings and renewable energy
- Talk with your school or landlord about energy savings and renewable energy
- Support the Clean Energy Plan
- Let your lawmakers know that you support a price on carbon
- Support policies that encourage community solar and other renewable sources
- Get your neighborhood to go solar together and save money on bulk installations
- Consider energy conservation in ALL your decisions, from everyday ones to major events
- Ask your city to adopt strict greenhouse gas emissions targets
- Ask your stores to carry local and sustainable goods instead of imported ones
- Talk with your city about carless streets
- Let your decision-makers know you support bike paths and low emissions development
- Find out where your energy comes from and talk to your elected leaders about greening the supply
- Get involved in Ashland's year long Climate and Energy Action planning process

Take the challenge – Check off the items you are already doing. Identify **10 new items** you can do in 2016. Check back with the Geos Institute website in November 2015 to make your pledge and enter the Ashland Climate Challenge online for prizes!

www.geosinstitute.org

GEOS
INSTITUTE



**CITY OF ASHLAND
REQUEST FOR PROPOSAL**

**Climate and Energy Action Plan
Plan Development and Public Engagement**

Due Date and Time: **4:00 PM, Tuesday, November 17, 2015**
Contact: **Adam Hanks, Project Manager**
Office of the City Administrator
Telephone 541-552-2046
adam@ashland.or.us

The City of Ashland is requesting proposals for the development of a climate and energy action plan intended to identify existing and potential vulnerabilities and develop an organized and prioritized set of actions to protect people and resources from the ongoing impacts of climate change.

The plan shall include targets and strategies for reduction of greenhouse gas emissions in Ashland. These targets and strategies shall identify short- mid- and long-term achievement timelines, and shall consider cost, feasibility, community acceptance and likelihood of success, with an emphasis on, but not limited to, voluntary measures that can be undertaken by different sectors of the community.

The plan shall include a set of potential specific, measurable actions across all plan categories that citizens and local institutions can undertake immediately upon adoption of the plan. The proposed actions shall be accompanied by a methodology to assist community decision makers in measuring each proposed implementation action's environmental, economic and social costs and benefits.

The project requires a high degree of public, City and other civic partner engagement and facilitation skills to ensure input and feedback on the plan elements is achieved with a broad and inclusive reach across all sectors of the community.

I. Background

The Community

The City of Ashland, Oregon (population 21,400) is located at the southern tip of the Rogue Valley, along Interstate 5, approximately 15 miles north of the Oregon-California border. Nestled in the foothills of the Siskiyou Mountains, Ashland has a nationally recognized and Tony Award-winning repertory theater company, the Oregon Shakespeare Festival (OSF) that produces a variety of plays for some 400,000 visitors each year.

The city enjoys a thriving arts and music scene and is at the center of major recreational amenities. The nearby Mt. Ashland Ski Area provides skiing and snowboarding, while hiking, bicycling, rafting and backpacking opportunities abound in the region.

The community owns its own municipal electric utility, has an impressive parks and recreation system and an outstanding public school district that has been consistently rated among the top 100 districts in the nation. Ashland is also home to Southern Oregon University(SOU), with close to 6,000 students. Ashland offers an eclectic lifestyle in an environment that promotes communications and collaborative relationships at all levels and encourages citizen participation.

The Project

The Ashland City Council, with support and encouragement from its Conservation Commission, concluded its most recent multi-year strategic planning effort with the inclusion of the following in its two year goals and objectives list:

“Prepare for the impact of climate change on the community – Develop and implement a community climate change and energy plan”

The Conservation Commission has spent considerable time over the past several years reviewing and researching sustainability and climate action planning efforts of other communities within Oregon and beyond and that work has helped propel the Council and the community to undertake a greenhouse gas inventory that is currently underway and scheduled for completion in January of 2016.

It is anticipated and expected that the consultant selected for the Climate and Energy Action Plan project will utilize the GHG inventory as the technical foundation for the plan development and will include a robust public engagement plan to ensure that the community is a primary and involved stakeholder in the plan development and its proposed implementing actions. Additionally, the plan will focus primarily on mitigation strategies and actions, but adaptation strategies and actions are also within the scope of the project for review and potential recommendation for inclusion.

To guide the process and assist City staff with project and plan development oversight, Mayor Stromberg has appointed a Climate and Energy Action Plan ad-hoc committee that has already begun meeting and will play a pivotal role in the plan development and public engagement and input process.

The final draft of the Climate and Energy Action Plan is expected to be complete and ready for presentation to the City Council in January of 2017.

II. Project Final Content/Deliverables

1. Plan document – Contents

- Incorporation as relevant of GHG Inventory results (in progress) for community baselines
- Local historic, current and forecasted climate trend data in sufficient detail for short, mid and long range target and action planning
- GHG reduction targets (short term, intermediate and long term) for all scopes (1,2,3)

- Clear articulation of the community’s challenges and opportunities in meeting GHG reduction goals
- Potential implementation actions for achieving targets across multiple climate categories (renewables, transportation, energy efficiency, waste, etc) and across multiple community groups like res, comm., gov’t etc) with estimated action costs and their estimated progress towards category target
- Development and use of a methodology to assist community decision makers in measuring each proposed implementation action’s environmental, economic and social costs and benefits.
- Incorporate best practices from other communities as appropriate and relevant
- Interaction and alignment of plan/actions with other existing policies/master plans of the City such as the Comprehensive Plan, Transportation Element and Transportation System Plan, Water Master Plan, etc
- Integration of other community partner GHG/Climate/Energy goals/targets, such as SOU, Ashland School District, OSF, City, etc
- Methodology and tools for measurement process/performance tracking metrics for plan achievement and progress
- Ongoing reporting plan aligned with measurement process plan to inform Council and public on efforts and achievements of plan over time

2. Public Engagement Process

- Overall project public engagement and involvement plan including proposed tools to solicit and record public input such as online surveys, public forums, open houses, etc
- Outreach/Communication plan to illicit quality involvement/input and maintain interest and project progress over project term

3. Project Schedule and Proposed Timeline

- Proposed project work plan and task level timeline for completion of project services/deliverables
- Clear assignment of responsible party for each task (consultant, City staff, City committee, etc)

III. Submittal Qualifications

- Experience in Municipal Climate Action Planning in Cities of comparable size, scale and complexity with emphasis on Oregon cities.
- Facilitation skills in a multitude of public input/feedback formats
- Experience with GHG Inventory analysis and evaluation
- Experience in both mitigation and adaptation strategies
- Experience with communities that own/operate their own municipal electric utility and/or experience with communities that reside within a local electric co-op or similar structure with local control of electric utility decision making

IV. Submittal Requirements

Proposals must contain the following information:

- Provide the name, address and telephone numbers of your company, including the name of the primary contact person and his/her telephone number, fax number and email address.
- The proposed make-up of the consultant team, including a brief background of their expertise and experience relevant to the proposed project, specifically as it relates to local government and municipal electric utility experience.
- Documentation of planned project sub-contractors if applicable.
- A statement affirming the applicant's ability to meet the stated estimated project timeline in the proposal for service. If not able to meet the listed target completion date, application shall include applicant's proposed completion date.
- Detailed description of your project proposal as it relates to each point for all three elements of section II. Project Final Content/Deliverables
- Additional information: Please provide any other information relevant for consideration.

METHOD OF AWARD

More to come from Purchasing Agent

EVALUATION PROCESS

Proposals will be evaluated by a committee of key City personnel and select members of the Climate and Energy Action Committee. The City's intent is to award the contract to the proposer whose proposal will best serve the interests of the City of Ashland, taking into account price, as well as other considerations, including, but not limited to, experience, expertise and ability to meet desired estimated project completion date.

Staff Note – This is the scoring used for the GHG inventory. The Committee will need to discuss and recommend their desired scoring elements and weighting of those elements

The following criteria will be used to evaluate submitted written proposals. The criteria weighting is indicated in parentheses.

1) Quality and Experience (25%):

Technical experience of firm and proposed subcontractors in performing work of similar nature; qualifications of key personnel; key personnel level of involvement in performing related work; experience working with similar sized communities and public electric utilities in Oregon and the Northwest; record of completing work on schedule and on budget.

- 2) **Project Approach (25%):**
Understanding of the project requirements, potential challenges, and preferred project approach
- 3) **Assessment by Client References (25%):**
Feedback from Proposer's former or existing clients on Proposer's performance on other similar projects
- 4) **Project Cost and Availability of Proposer to meet project completion date (25%)**

After the proposals are reviewed, additional information may be requested for final evaluation.

The City of Ashland reserves the right to cancel this RFP at its sole discretion.

PROPOSAL REQUIREMENTS

Proposals are due by **4:00 PM, Tuesday, November 17, 2015**, at the following physical or e-mail address:

City of Ashland
Adam Hanks, Project Manager
20 East Main St
Ashland, OR 97520
adam@ashland.or.us

- Proposals shall contain the required information and provide responses to the key elements within this Request for Proposal.
- Late and/or incomplete proposals will not be considered.