

AD-HOC CLIMATE ACTION AND ENERGY PLAN COMMITTEE

Meeting Agenda

October 21, 2015 – 2:00 PM

Community Development Building, Siskiyou Room
51 Winburn Way

1. Call to Order

2. Approval of Minutes

- Sept 30 minutes

3. Public Form

4. Climate Plan Kick Off Event

- Update on Kick off week programs and events
- Committee review and input on most current program/event documents

5. Climate & Energy Action Plan RFP

- Final review and approval of updated draft RFP

6. Schedule and Agenda for Upcoming Meetings

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.

MINUTES FOR THE CLIMATE & ENERGY ACTION PLAN ad hoc COMMITTEE
Wednesday, September 30, 2015
Siskiyou Room, 51 Winburn Way

1. Call to Order

Chair Rich Rosenthal called the meeting to order at 5:00 p.m. in the Siskiyou Room.

Committee members Stuart Green, Roxanne Beigel-Coryell, Louise Shawkat, Bryan Sohl and Greg Jones were present. Staff member Adam Hanks was present. Committee member James McGinnis arrived late.

Rosenthal welcomed the new members and thanked them for agreeing to participate. Group introduced themselves.

Rosenthal reviewed the scope of work for the new members.

Approval of Minutes

Shawkat requested that the minutes be altered to reflect that both Bryan and Hannah Sohl were present and participated in the discussion at the last meeting but the difference was not clear in the minutes. Sohl stated that Hannah's name was spelled incorrectly as well.

Sohl/Biegell-Coryell m/s to approve minutes with the name clarifications as stated. Voice Vote: All Ayes. Motion Passes.

2. Public Forum

Marni Koopman, 1206 Linda Avenue, wanted to continue the adaptation discussion from the last meeting. The plan was originated with a heavy emphasis on mitigation. Most effective is longer-term adaptation. To protect us now, adaptation is critical. She gave examples, such as the OSF cancellations of outdoor performances and rafting company shut downs due to air quality issues caused by fires, etc. Other communities are having similar climate-related problems. Fort Collins is leading in conservation due to the dramatic events (flooding, fires, etc.) they have faced recently. GEOS came up with some initial strategies in a 2008 report, which would be good for this group to use and update as a focus for Ashland. She is happy to answer any questions regarding adaptation strategies.

Committee member Jim McGinnis arrived at 5:14 p.m.

3. Climate Plan Kick Off Event

Rosenthal asked Koopman to stay to answer questions and participate in the conversation.

Group asked if there are any modifications to the kick-off event plans to those which were in the September 23rd Conservation Commission packet and the discussion of that date. Koopman stated that there weren't many, as mentioned at the Conservation Commission meeting the on-going challenges will be monthly rather than annually. The group is looking for musical guests, sponsors, etc.

Group asked if the kick-off planners are actively seeking donors. Koopman stated that yes, they

are seeking donations and sponsorships and have received some from the community and businesses. They will ultimately make the event work with whatever funds end up being raised.

Rosenthal requested that they do an update at the next committee meeting.

4. Climate and Energy Action Plan RFP

Rosenthal stated that public process requires a very specific, carefully orchestrated process and he appreciates the work Hanks has put in to the draft thus-far. Hanks gave an overview of an RFP process.

Group discussed the need to include both adaptation and mitigation strategies. Jones stated that general science says there is more benefit to looking at both together. Rosenthal is concerned that the scope of work from the Council is focused specifically on greenhouse gas reduction and reminded the group that this plan is just the start of the conversation, not the end. Group determined that direction from Council doesn't preclude adaptation strategies, if they help achieve overall mitigation. In other words, all mitigations will need to consider adaptations.

Group discussed whether the suggestion from Sohl to include details like use of IPCC AR5 models should be included or are they too specific? Group agreed that requests to use them should be included, just not as part of the summary as originally suggested by committee member Sohl.

Group discussed possibly including full-cost accounting (looking at all externalities in relation to all strategies). Group was concerned this could increase the cost of potential responses too significantly.

Shawkat wondered if we should specifically include mentions of health or healthcare as part of bullet #5 under Plan document – contents. Group agreed that this area is part of the “etc.” and would be understood by the contractor.

Group discussed the desire to ensure our plan meets or exceeds requirements in State plans and doesn't get trumped by other plans (local and State) but is instead a way of helping Council make good policy decisions across all plans. The hope is to have a plan which is actionable and achievable and, “doesn't allow Ashland to lose.” If we set the bar too high, we may lose overall by being unachievable. The group hopes this plan will be flexible enough to be altered as goals are met or amended (“aggressive but successful”).

Group discussed the public engagement process section and the desire to have lots of investment from a variety of sectors, including a wide range of ages, ethnicities, income levels, and disabilities.

Group discussed why first qualification read, “...with emphasis on Oregon cities.” Hanks stated this is because Oregon has a pretty unique set of laws, rules and regulations. Having an understanding of where we are unique is important. Group agreed to change the word, “emphasis on” to “familiarity with.”

Group was concerned that some of the specific sector requests of Council are not included in the body of the RFP. Hanks stated that an appendix of all the meetings and information to-date will be included in the RFP to give responders an idea of requests, tone, and Council and committee focus. Group agreed including an appendix was a good idea.

Group discussed the need to be as specific as possible to eliminate subjectivity in scoring whenever possible. This, hopefully, will limit or prevent contractors who want to appeal the final contractor selection decision.

Jones stated that as there is no regulation of people who do this type of work, we should request as much in the way of background references as possible (certifications, recommendations, etc.) Group agreed.

Hanks stated that the scoring listed in the evaluation process is taken from an Engineering Services RFP, and is not specific to this RFP. The group will need to clarify what scoring requirements they prefer. Rosenthal stated this will be done at the next meeting.

Group discussed overall expected timeline of RFP process.

7. Agenda Items for Next Meeting

Group requested that future meetings schedule be discussed at the next meeting.

8. Public Input #2

Huelz Gutchen, 2253 Hwy 99, stated that mitigation verses adaptation should always focus more on mitigation because it's the hardest thing to do. There should be a list of all the options available with greenhouse gas reduction potential totals and the group should pick those options which would give the best, quickest outcome. This process should be pedal to the metal. We need to deal with reality.

9. Adjournment

Meeting adjourned at 6: 46 p.m.

Respectfully submitted,
Diana Shiplet
Executive Assistant



ASHLAND CLIMATE CHALLENGE

SAVE ENERGY. WIN BIG!



Kickoff Nov. 15th Noon-4pm at the Historic Armory

Lunch provided by local restaurants

Short plays by OSF actors; **Claudia Alick's** signature poetry

Dr. Scott Denning, Atmospheric Scientist from CSU tells us why climate change is **Simple, Serious, and Solvable**

Leaders from Eugene, Fort Collins, and Ashland discuss how to save energy and lower emissions

Sign up for the **Ashland Climate Challenge in 2016** - learn how to **Power Down, Green Up** and **Shout Out** to win prizes!

Provide input on Ashland's **Climate and Energy Action Plan**



Keith Henty Photography

Also join us for CLIMATE WEEK! The full schedule is available on our website.

Nov. 6 First Friday Community Art Installation with Rogue Climate

Nov. 7 Youth Climate Action Training with Our Children's Trust at Science Works

Nov. 8 Discuss inclusive solar with *Grid Alternatives*. Sponsored by Oregon Action and Geos Institute

Nov. 8 *Wild and Scenic Film Festival* at SOU. Sponsored by Rogue Riverkeeper and SOU Outdoor Leadership Program

Nov. 9 Renewable energy proposal to the Ashland School Board.

Nov. 10 Pachamama Alliance at the Bellview Grange

Nov. 11 Celebrating SOU's commitment to climate neutral practices. ECOS Brown Bag series.

Nov. 12 *This Changes Everything* at the Varsity

Nov. 13 Critical Mass Bike Ride

Nov. 14 *The Hearth: True Stories of Embracing Challenge* at OSF theater

www.AshlandClimateChallenge.org



Climate Week and Ashland Climate Challenge Update 10-19-2015

Schedule of events for Climate Week

- Nov. 6th** – First Friday Community Climate Art Installation by Rogue Climate. Also students and others will be outside galleries handing out information and polling people.
- Nov. 7th** – Grid Alternatives speaker, Rebekah Casey, to talk about solar for low-income and the cap-and-trade program. Group discussion about options for inclusive solar for Southern Oregon. Co-sponsored by Geos Institute, Oregon Climate, and Standing Stone.
- Nov. 8th** – Our Children's Trust climate action training at Science Works
- Nov. 8th** – Wild and Scenic Outdoor Film Festival at SOU co-sponsored by Rogue Riverkeeper and SOU Outdoor leadership Program
- Nov. 9th** – Renewable energy proposal to the Ashland School Board
- Nov. 10th** – Pachamama Alliance at the Bellview Grange
- Nov. 11th** – ECOS brown bag talk on SOU's Climate Neutral Practices and Climate Action planning.
- Nov. 12th** – *This Changes Everything* at The Varsity. Sponsored by the Geos Institute and Ashland Flyshop.
- Nov. 13th** – Critical Mass bike ride from SOU to Standing Stone
- Nov. 14th** – The Hearth: True Stories of Embracing Challenge at OSF's Thomas Theater
- Nov. 15th** – Ashland Climate Challenge Kickoff

Ashland Climate Challenge Kickoff AGENDA

Date: Nov. 15, 2015

Location: Ashland Historic Armory

8:00-12:00 – Set up.

- Develop Set-up Team. Need 10-20 volunteers.
- Table set up with linens - JAMES
- Booth set-up – Satchel and James
- Dishes and extra chairs – Geos Institute
- Electronics – Ben from OSF
- Pedal Power? Ask Cassandra about the other pedal powered stage provider.
- Enchanted Florist - for flowers and green ribbons

12:00-12:30 – Music and greetings.

- Mark Y. can probably line up a good musician/s for while food is being served.
- Greeters at the door directing people to food and handing out scavenger hunt map of booths. People at booths collecting information.
- Handout that gives people information on the Ashland Climate Challenge (rules and how to enter, plus ideas for saving energy) and what other communities are doing (Ken and Ann are working on this one).
- Have tables outside the door where people sign up to enter the raffle, while also giving us their contact information. Need enough people doing this that it doesn't create a long line. Ideas? Require that we get their info. for them to get lunch?

12:00-12:30 – Food is served. Something easy to serve, few dishes, no garbage created. Healthy and locally-sourced.

- Mix and Pangea for sandwiches and wraps. Mix for cookies.
- Co-op for drinks? Fruit? Food trucks? SHOP N KART. STANDING STONE. KEG of lemonade. Vegetarian caterers. NW Pizza.
- **What about kids and food?** Do they eat with their parents? This would disrupt the talks. Have them in another area? STAGE MAY BE AVAILABLE. Cordoned off. Have people that can help with kids. Tonya's kids too. Art tables and activities. Bike, etc.
- MARNI will count the Geos dishes to see if we have enough.
- Talk to Pam Marsh?

12:30-12:35 – Mark Yaconelli opens. Introduces the speakers

- talks to people about energy and how its time to change where it comes from
- Maybe he even tells a story or recaps something from the previous evening at The Hearth event at OSF theater.
- Brings up the THREE THINGS you can do
- Also emphasizes that we want to hear from the participants – this is a conversation, not a presentation
- Our community is starting to move down a new path and we want to make sure it's the right one. We need the make sure it works for everyone. This is the first day of a year of action and planning and there are all sorts of ways folks can be involved in that.
- Thank the sponsors
- MARNI will put together a sponsor level list
- Need to highlight that Claudia Alick will be doing amazing poetry later in the day! And there will be a raffle.

SHORT OSF PLAY #1

12:40-1:00 – Scott Denning. Climate change is Simple, Serious, Solvable.

- If we want him to go over local projections as well, need a couple more minutes.
- We need a hotel reservation – perhaps a discount? Any ideas of who would donate? HANNAH will ask about a hotel reservation. She sent an email - will call next.
- David Runkle – ASK HIM
- He can stay Monday morning to accommodate extra meetings. Who wants to meet with him?
- Jenny Graham is staff photographer for OSF – will take pictures. Keith Henty as well.

SHORT OSF PLAY #2

1:05-1:15 – Conservation Commission

- background and basic information on the process
- GHG inventory results – need visuals. Armory has THREE BIG SCREENS.
- information on where our energy comes from
- per capita – how we compare to other areas
- where we have the most to gain
- what the city is doing
- adaptation and mitigation
- Climate and Energy Action Plan
- Introduce Ad-hoc Committee
- **How people can get involved**

SHORT OSF PLAY #3

1:20-1:55 – PANEL that can answer peoples' questions about what can be done, how we do it as a community. We should let each panelist speak for 5 minutes about their city/university and actions that are being taken, how they got there, what works/doesn't work, etc. Mark Y. to facilitate.

- Matt McCrae – Eugene
- Roxanne Beigel-Coryell – SOU (Climate Action Plan)
- Mark Holden? Larry Giardina? – Ashland, what they are doing, what is available, what they can do in the future.
- Scott Denning – Fort Collins
- Karen Chase? – Southern Oregon. State energy experience.
- Are we thinking big enough? What is possible. Can someone think outside the box? Visionary.

SHORT OSF PLAY #4

1:55-2:05 Climate Challenge.

- Power Down, Green Up, Shout Out
- Hand out brochure, explain rules and how to enter, announce prizes.

2:05-2:10 Mark Y. – Explains next portion of the day, how to navigate the booths (also that there are people at the booths to collect their input), community visioning, participation in the conversations, other ways to participate (online, written, etc.). Needs to explain the small group conversations so that people want to stay and participate.

- Can we have the visioning exercise also at a booth? For people that don't want to stay longer or participate in a group discussion.

2:10-2:15 CLAUDIA ALICK POEM

2:15-2:30 Break and raffle prizes. – Have music playing, do any rearranging that needs to be done. Hand out prizes, including Ace Hardware gift certificates, emergency kit, OSF play tickets, books, etc.

After 2 hours, most people will probably want to go. Also, kids can't be entertained for that long... We'll need to think about how to have people want to stay and what compels them to do so. Perhaps it's a slightly different group of people? Can we invite our list of local leaders (100+ people) specifically to join in the conversation piece?

Small group conversations: 1 hour JAMES TO WORK OUT DETAILS

--- (similar to world cafe) --- (Color Coded Paper?) --- (Space for people to work on their own)

(Get feedback on what the small group conversation could be)

30 Min: PLAN

Ashland Vision 2030

What are some opportunities?

What are some barriers?

30 MIN: Action NOW

10 Min: Look at the challenge, talk about what you might do with the challenge?

Talk to other people about it? What do you already do?

What do you think that you can accomplish in a year?

(What each of them can do to contribute to the challenge ---- What the opportunities are?)

(What are the barriers -- People going to the tables, talking to them)

(What kind of help do you need?)

(What is it that they could get involved in?)

(Talk about what they are pledging)

(What they want to do over the year? What is the info that they still need?)

10: What are some of the hurdles?

2:30-4:00 – Booths

- Local Climate Impacts
- Climate/Energy Challenge Booth
- Ace Hardware
- City Conservation Department
- Renewable Energy installers – HANNAH WILL ASK
- ACCESS and OSU – HANNAH WILL ASK ACCESS
- Clean Energy Works
- CERT - Terri Eubanks said yes
- Env. Justice?
- Vehicles on display – Chevy Spark, SOU's jeeps, Teslas, electric bikes, etc.

Questions and needs

- We asked Science Works about running kids area but they are not able to do it. Other ideas?
- Set up a practice run-through time for everyone involved? See if Abby has the Armory available.
- Need to get volunteers and assign roles
- Need prizes for raffle
- Need to line up more sponsors

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.

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** your electric and natural gas use by 10%
2. **GREEN UP** your transportation by biking, carpooling, walking, or taking the bus 4 times a month
3. **SHOUT OUT** by attending Climate and Energy Action plan meetings, writing letters, submitting comments on legislation, talking with your neighbors, stores, schools, and others about energy conservation, renewable energy, and climate change.

How do people enter the challenge? Each month that an individual or business completes one of the THREE things, they can go online and submit their entries at www.ashlandclimatechallenge.org (not yet available, but coming soon!) and they will be entered in the raffle for great prizes. They can enter up to 3 times (once for each of the THREE actions) each month!

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 at the end of the year. Prizes (both large and small) are currently being solicited from local businesses. Most importantly, people get to save money and help our community reduce our greenhouse gas emissions.

Instructions

FIRST – Choose at least 5 specific actions to focus on. We have provided some ideas to get you started – both short and long term.

SECOND – Implement the actions, starting with the easy ones first while you get the information and resources you need to implement others throughout the year.

THIRD – If you are taking the Power Down challenge, compare your kWh used with last year's kWh used from the same month and same residence. This is available under the "usage" tab on the Ashland utility website.

FOURTH – Submit your entries. You can enter up to 3 times for each month – once for each of the three challenges.

Power Down – If you used **10% less energy** compared to the same month last year, submit a copy of your 2015 and 2016 utility bills.

Green Up – If you used alternative transportation at least **4 times** during the month, submit the dates, how far you traveled, and what your usual form of transportation is for that same trip.

Shout Out – Reach out to others at least once each month. Submit a short description of your outreach activity, the date, and what the topic was. Also describe how it went and who you talked to.

Make your submissions online at www.AshlandClimateChallenge.org each month by the end of the following month. The first 5 valid entries will receive a special prize. A raffle will be held with all entries every 3 months for more great prizes!

Back

Ashland Climate Challenge 2016

Sponsored by: ALL the sponsors
over \$250 and their logos

For more information on city
programs and incentives, call ____
or go to *website*

For help with the challenge or if
you have questions call Marni
Koopman at 541-482-4459 x303

Front

Ashland Climate Challenge 2016

Save Energy. Win Big!

Transitioning to clean energy
will save money, create jobs,
improve air quality, and reduce
climate change.

We challenge the community of
Ashland to make the shift to
clean energy, starting today.

Learn how you can become part
of the solution. Power Down,
Green Up, and Shout Out in
2016!

*Primary sponsors here: OSF, Clif
Bar, Ashland Electric Bikes, True
South Solar, City of Ashland*

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.

The first 5 valid entries each month will receive a gift certificate to a local restaurant or store. A raffle will be held every 3 months for more great prizes. The more you enter, the better your chances of winning a great prize, and the better our chances of creating a clean energy community and a better world for our kids.

1. POWER DOWN Use 10% less energy.

Some ideas to get you started:

- Take shorter showers
- Lower hot water temperature
- 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
- Get a home energy audit
- Install a whole house fan
- Tune up HVAC and change filters
- Buy Energy Star appliances
- Install home renewable energy
- Get a programmable thermostat
- Install skylights or solar tubes
- Install weather stripping
- Upgrade windows
- Plant shade trees or install awnings
- Insulate attic to R39

2. GREEN UP Switch up your transportation 4 times per month.

Some ideas to get you started:

- Telecommute
- Carpool or ride the bus
- Walk/bike/skate to school or work
- Maintain vehicles, especially tire pressure
- Reduce speed by 15MPH
- Consolidate trips
- Choose electric or hybrid vehicles
- Choose smaller vehicles
- Reduce the number of cars owned
- Live near bike paths, your workplace and school
- Turn off the motor while waiting for kids

3. SHOUT OUT Tell others about clean energy.

Some ideas to get you started:

- Talk with your neighbors/friends about energy savings and renewable energy
- Talk with your school or landlord about clean energy
- Find out more about federal, state, and local policies on clean energy
- Let your lawmakers know that you support clean energy policies
- Learn about solar cooperatives
- Organize your neighborhood to save money on bulk solar installations
- Ask your stores to carry local goods
- Talk with your city about carless streets
- Talk to your elected leaders about greening the electrical supply
- Get involved in Ashland's year long Climate and Energy Action planning process

CLIMATE WEEK

Nov. 6–Nov. 15



Friday Nov. 6, 5pm–8pm -- Downtown Ashland

First Friday Art Walk: Rogue Climate

Rogue Climate's annual community climate art project will be displayed, a huge snowflake made by hundreds of students and Ashland residents celebrating what people love about the Rogue Valley and the opportunity for our community to take action on climate change.

Sunday Nov. 8, 10am–4pm -- Scienceworks Museum

Youth Climate Action Training w/ Our Children's Trust

Join Our Children's Trust and Rogue Climate for a youth climate action training. Elementary – high school students and their parents are welcome to attend this fun, and interactive free training to learn how to be effective advocates for a stable climate.

Sunday Nov. 8, 4pm–6pm -- Headwaters Building, 84 4th St.

Grid Alternatives: Creating a clean energy transition for all

Grid Alternatives is bringing together community partners, volunteers and job trainees to implement solar and energy efficiency for low-income families, providing cost savings, job training, and a source of clean, local energy for all. Hosted by Oregon Action and the Geos Institute with Standing Stone Beer on Tap.

Sunday Nov. 8, 5pm–9pm -- SOU Music Recital Hall

Wild and Scenic Film Festival

The nation's premiere environmental and adventure film festivals, combines stellar filmmaking, beautiful cinematography and first-rate storytelling to inform, inspire and ignite solutions and possibilities to restore the earth and human communities while creating a positive future for the next generation. Sponsored by Rogue Riverkeeper and the SOU Outdoor Leadership Program.

Monday Nov. 9, 6pm -- Ashland City Council Chambers

Ashland School Board Meeting: Solar Proposal

Come show support for John Muir Middle School students as they propose to the school board to work with a new state wide solar cooperative program and start a solar project on the Ashland Middle School.

Thursday Nov. 12 -- Varsity Theater

Movie: This Changes Everything (tentative)

What if the confronting the climate crisis is the best chance we'll get to build a better world? Naomi Klein's new movie takes on the challenge of climate change in a new way. Hosted by the Ashland Flyshop and the Geos Institute. Proceeds go to support renewable energy for Ashland Schools.

Saturday Nov. 14, 6pm–8pm -- United Church of Christ

The Hearth: Real Stories by Regular Folks

The Hearth is an evening of true stories, music, and community. Six people will share real life stories on the theme of "Embracing Challenge." All proceeds go to funding renewable energy for Ashland Schools.

Sunday Nov. 15, 12pm–4pm – Historic Ashland Armory

Ashland Climate Challenge Kickoff with Oregon Shakespeare Festival *Free Food, Art, Prizes and Climate Action!*

Come and celebrate the launch of Ashland's Clean Energy and Climate planning process. Learn how other communities like Fort residents and members of the cities Clean Energy and Climate Action Committee. The event will feature 1–3 minute plays by OSF actors on climate action as well as booths with local businesses and organizations that can help you save energy and money.



**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, as well as appropriate climate adaptation strategies and actions. 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 to the community and its residents, businesses and other civic partners

The plan is intended to result in climate related "wins" for the community in the near term and also function as the foundation for sustained forward movement towards longer term community goals and targets into the future.

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. Previous work of the Commission presented to the City Council is included for reference in Appendix A of the RFP.

It is anticipated and expected that the consultant selected for the Climate and Energy Action Plan project will utilize the previous work of the Commission and the GHG inventory as a 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.

The plan shall be based on the best and most recent widely accepted and available science (IPCC AR5 models). The plan should incorporate both high emission (pessimistic) projections (RCP8.5) and lower emission (optimistic) projections (RCP 2.6 or 4.5).

The plan should be designed to assist the community in preparing for climate extremes such as prolonged heat-waves or extreme and/or frequent flooding events rather than upon projected average conditions.

The plan will focus on both mitigation and adaptation strategies and actions that form a coordinated and integrated approach in serving community needs and expectations with an emphasis on both voluntary and policy actions.

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

engagement/involvement plan, setting of targets, prioritization of implementing strategies and actions and potential phasing of initial implementation.

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

It is the intent of the City Council, with guidance and recommendation of the appointed ad-hoc Climate and Energy Action Committee, to receive a comprehensive and coherent final plan document for their review, deliberation and ultimate approval. The document must incorporate the plan elements described below and be communicated and displayed in a manner that is understandable to all participants in the process; citizens, stakeholders, committee members, city staff and the Council.

A. Plan document – Contents

1. Incorporation as relevant of GHG Inventory results (in progress) for community baselines.
2. Inclusion and analysis of local historic, current and forecasted climate trend data in sufficient detail for short, mid and long range target setting and action planning.
3. GHG reduction targets (short term, intermediate and long term) for scopes 1,2,and 3
4. Climate adaptation strategies and actions that coordinate with or augment mitigation strategies and action.
5. Clear articulation of the community's challenges and opportunities in meeting GHG reduction goals.
6. Potential implementation actions for achieving targets across multiple climate categories (renewables, transportation, energy efficiency, waste, etc) and across multiple community groups (Residential, Commercial, governmental, etc.) with estimated action costs, their estimated progress towards category target and their ability to be implemented within the community.
7. 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 to the community, its residents, businesses and other civic partners.
8. Formatting and display of a graphics-rich implementation plan that assists City staff and City Council in incorporating selected implementation actions into the City's budget process as appropriate, while also serving as an educational and information document to citizens and stakeholders.
9. Incorporation of best practices from other communities as appropriate and relevant.
10. Interaction and alignment of Climate and Energy Action plan policies and implementing actions with existing policies/master plans of the City such as the Comprehensive Plan, Transportation Element and Transportation System Plan, Water Master Plan, etc. as relevant.
11. Identification of and recommendations for resolution of potential conflicts between existing City policies/plans and the Climate and Energy Action plan being developed.

12. Integration of other community partner GHG/Climate/Energy goals/targets, such as SOU, Ashland School District, OSF, City, etc.
13. Confirmation that proposed strategies and actions meet or exceed existing regional and state level GHG and Climate Action related policies and plans.
14. Development and articulation of methodology and tools for measurement ~~process~~ and performance tracking metrics for ongoing plan achievement and progress towards achievement of target goals.
15. Development of an ongoing reporting plan aligned with measurement process plan to inform Council and public on efforts and achievements of plan over time including recommendations on frequency and level of detail of reporting.

B. Public Engagement Process

1. Development and execution of a public engagement and involvement plan that includes tools to solicit and record public input such as online surveys, public forums, open houses, etc.
2. Public engagement plan shall be designed to achieve participation and input from all segments of the community. Factors such as age, ethnicity, income level, disabilities and others shall be incorporated into the engagement plan.
3. Public engagement plan shall also incorporate opportunities for citizens and stakeholders participation based on major climate and energy topic area interest and expertise.
4. Development of a corresponding project outreach and communication plan to foster quality involvement/input and maintain interest and project progress over project term and into the implementation stage of the plan.

C. Project Schedule and Proposed Timeline

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

III. Submittal Qualifications

The City's intent is to choose the most qualified firm/team based upon proposed approach, methods, qualifications, experience, availability, understanding of project and cost estimate. Once a firm is selected, a detailed scope of services, based upon the general scope provided in the RFP, will be developed and utilized for the formal project contract. The final scope of services will identify an agreed upon project schedule, tasks, deliverables and expected expenses by major task. The agreed upon tasks will also identify respective responsibilities of the consultant, City staff and Mayor appointed committee.

- A. Experience in Municipal Climate Action Planning in Cities of comparable size, scale and complexity
- B. Professional certifications relevant to proposed project
- C. Demonstrated understanding of the state of Oregon's regulatory construct relating to climate action and energy topic areas

- D. Engagement and facilitation skills and experience in a multitude of community wide public input/feedback formats
- E. Experience with GHG Inventory analysis, evaluation and implementation planning
- F. Experience in both mitigation and adaptation policies, strategies and action planning

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:

- A. 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.
- B. The proposed make-up of the consultant team, including background of their expertise and experience relevant to the proposed project as detailed and described in **section III. Submittal Qualifications** Documentation and relevant experience of any planned project sub-contractors if applicable.
- C. 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 and explanation for proposed adjustments.
- D. Detailed description of your project proposal as it relates to each point for all three elements of section **II. Project Final Content/Deliverables**
- E. Additional information: Please provide a summary narrative of your overall understanding of the project and your recommended approach in successfully completing the project and any other information relevant for consideration.
- F. References to and samples of previous work relevant to proposed project

V. Method of Award

More to come from Purchasing Agent

VI. Evaluation Process

1. Evaluation Committee

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 the scoring criteria, below, price, as well as other considerations, including, but not limited to, experience, expertise, understanding of project and ability to meet desired estimated project completion date.

2. Scoring Criteria

Scoring will be based upon the following described categories. The proposer must describe how each of the requirements specified in this RFP are met. Responses should be clear and concise.

2.1 Understanding of Requested Service

Maximum Score 5 points

Demonstrate a clear and concise understanding of the scope of services being requested in this RFP, including those detailed in Section II. Project Final Content/Deliverables-

2.2 Proposer's Capabilities

Maximum Score 15 points

Demonstrate capability to complete the requested services. Response must include:

- ~~(10-5)~~ (5 points) An explanation describing how the proposer can accommodate the varying workload contemplated under the contract, including a description of anticipated response times throughout the proposed project timeline and task assignment/schedule.-
- (10 points) An explanation or description of the proposers ability to timely manage and conduct the extensive public engagement process outlined in proposers RFP response.
- ~~(10-5)~~ (5 points) An explanation describing proposer's proximity to the project and how the proposer can cost effectively accommodate working on this project. If applicable, describe proposer's branch or satellite offices that will provide the requested services, indicate their location(s) and which services they are able to perform.

2.3 Project Team and Qualification

Maximum Score 25 points

- (5 points) Describe the extent of principal involvement
- (10 points) Include descriptions of two or more relevant projects, project outcomes and customer feedback received (if any).
- (10 points) Describe the experience and qualifications of proposed project manager(s), (whether they are from the prime or a subconsultant) with similar interdisciplinary teams. Include descriptions of similar projects, project outcomes and customer feedback received (if any). Also provide information regarding key staff members (including subconsultant staff) who are anticipated to perform services.

2.4 Resources

Maximum Score 15-20 points

Demonstrate proposer's resources available to be allocated for the proposed scope of services. Describe any staffing or technology specialties or unique strengths that relate to the services requested in this RFP. Include a brief description of new or innovative methodologies or techniques to be used. Including the ability to provide the needed resources.

2.5 Response Time

Maximum Score 20-15 points

This criteria relates to how quickly the consultant can begin (contract signing) and complete (final document delivery and formal final presentation) the project. The consultant must demonstrate how time will be managed.

2.6 Cost of Services

Maximum Score 10-20 points

In an attached sealed envelope, provide a summary of costs including:

- Professional, technical, other professional / sub-professional rate(s)
- Estimated billable hours by major project element
- Direct non-labor costs that might be applicable;

	Criteria	Maximum Score
2.1	Understanding of Requested Services	105
2.2	Proposer's Capabilities	2015
2.3	Project Team and Qualifications	25
2.4	Resources	1520
2.5	Response Time	2015
2.6	Cost of Services	1020
		TOTAL 100 Points

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.