



## Climate and Energy Plan Committee Meeting Agenda

December 14, 2016 | 3:30 PM -5:00 PM | Community Development Building  
51 Winburn Wy – Siskiyou Room

### Agenda

Duration	Item	Lead
	<b>Call to Order</b> <ul style="list-style-type: none"><li>• Icebreaker</li></ul>	Rich/Claudia
	<b>Approval of Minutes</b>	Rich
	<b>Public Input</b>	Rich
15 min	<b>Open House #3 – Recap/De-brief</b>	Rich/Adam
15 min	<b>Draft Plan Review – committee comments</b>	Rich/Adam
15 min	<b>Carbon Offsets – Action Proposal</b>	Jim H
30 min	<b>Next Steps - Review schedule table</b> <ul style="list-style-type: none"><li>• Implementation Plan</li><li>• Ordinances (goals/targets &amp; commission creation)</li><li>• Council Study Session – Jan 23, 2017</li><li>• Council Business Meeting – February 7, 2017</li></ul>	Rich/Adam



### CEAP Ad-Hoc Committee - Scope of Work

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 the activities of consultants hired by the City to work on the plan or technical reports associated with the plan shall be directed by the City and not by the ad hoc committee. The ad hoc committee shall not create and appoint subcommittees without the prior consent of the City Council. 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, November 2, 2016**  
**Siskiyou Room, 51 Winburn Way**

**1. Call to Order**

Councilor Rich Rosenthal called the meeting to order at 3:30 p.m.

Committee members Louise Shawkat, Jim Hartman, Stuart Green, Greg Jones, Cindy Bernard, James McGinnis, and Marni Koopman were present. Staff member Adam Hanks was present. Committee member Roxane Beigel-Coryell arrived late.

**2. Public Input**

Allie Rosenbluth – thanked the group for their hard work. Urged the group to include equity in the vision statement. It is important to say at the beginning so that equity is always at the top of everyone's mind. She stated that it is confusing in the proposed composition of the commission whether the representatives listed for specific areas are in addition to the citizen members, or are included in the total of citizen member numbers [Hanks clarified it is in addition to]. She questioned the need for a chamber of commerce representative on the commission. She also highlighted a few things that currently aren't matching between the implementation plan and the ordinance.

Robert Block-Brown – (see attached statement) stated the group needs to listen to and follow the science. This process will require a strong cultural shift. He described an e-mail he had sent to Hanks regarding the need for an administrator-level position to lead the plan. He believes that if a cost/benefit analysis was done it would show that this level of a position is as valuable as it is important. This is the most difficult plan the city has ever undertaken and we need a high authority level with management skills. He is also concerned about not having this staff member be the chair of the future commission and is concerned with current policy that staff members can only be ex-officio, non-voting members of commissions.

James Stephens – stated that at last night's Council meeting he was encouraged by the Mayor's positive statements regarding the 10x20 ordinance. He stated there seems to be some confusion as to how to define the 10% in the 10x20 ordinance. The definition to him is 10% of all power consumed by Ashland, annualized over a year. As for the definition of clean power, the group intended that this be any renewable energy source. He did an internet search and, unfortunately, the natural gas consortium has managed to label themselves as a renewable energy source and was the first resource to pop up in the search. He wants to make sure the group understands this was not the intention of 10x20. The intention was any non-greenhouse gas producing renewable source.

Roy Mollett – stated as we look into the amount of solar energy production, it's increasing rapidly. Even Tesla is doing a new solar project. With all the new ways to integrate solar panels with roofing, this seems to be the way we will be going in the future. He believes that using this technology makes everything look more plausible.

Dave Helmich – stated it is important to understand that the cost of solar installations has to come from somewhere and some people in town do not have roofs to install panels. His idea for 10x20 has always been an industrial solar farm. There is currently a source of money for this project from rate payers and it is time to build this project.

### **3. Icebreaker Question**

Group did an icebreaker question regarding their favorite Halloween candy.

### **4. Vision Statement**

Rosenthal explained how he came to create the draft, “Ashland is a sustainable, resilient, carbon-neutral community that embraces equity, protects healthy ecosystems and creates opportunities for future generations.”

*Roxane Biegel-Coryell arrived 3:50 p.m.*

Group discussed whether they wanted the statement to be related to a specific time (“In 2050 we are...”). They determined it may be useful as a narrative point of view, but they want parts of the statement to be true far before 2050 (like equity, for example). Group discussed whether using the term ‘carbon-neutral’ was appropriate when the term ‘greenhouse gases’ can be used as a teaching tool. Most agreed that carbon-neutral is an effective short-hand to grasp the more complex terms surrounding greenhouse gases.

**Hartman/Biegel-Coryell m/s to approve the vision statement, “Ashland is a resilient community that strives for zero-net greenhouse gas emissions, that embraces equity, protects healthy ecosystems and creates opportunities for future generations.”**

**Discussion:** Green stated that he still like’s the version Marni presented in the packet. McGinnis stated he thinks that the term, “strives for” waters down the intent.

**Hartman/Biegel-Coryell agreed to change the term “strives for” to “has” in their motion. Voice Vote: 6 ayes, 2 nays. Motion Passes.**

### **5. Implementation Plan**

Hanks requested feedback on the proposed commission ordinance. He stated that none of the proposed members are set in stone, they are just suggestions based on previous group discussions. Group discussed the total number preferred to have a functional group. There was concern that nine voting members was too large a number but also concern that at a lower number not all the necessary groups would be represented with enough citizen members. Group also discussed whether a chamber of commerce representative was necessary. Most of the group agreed that as the plan calls for actions relating to consumption a business connection is vital.

Group discussed ways to have the broadest cross-section of the Ashland population represented, including low-income, youth, seniors, etc. Hanks stated that those desires could be included in the citizen representative descriptions. Group discussed both the desire to have lots of youth representation and the challenges of keeping students engaged in the long-term.

**Hartman/Green m/s to have two of the nine voting members under the age of 25 at the time of appointment.**

**Discussion:** None.

**Voice Vote: All Ayes. Motion Passes.**

Group continued to discuss the proposed representative organizations. They generally felt comfortable with the organizations listed.

Group discussed the role of the commission. Rosenthal stated that, “and Council” is missing in the statement, “Assist and provide recommendations to City staff [and Council] in the review and analysis...” Group agreed this needs to be added.

Group discussed whether the new commission would have a role in the process for hiring the staff member who will handle the action plan. Due to timing, this probably isn't likely, but there has been precedent for a community member to participate on an interview panel (depending on the level of the staff member – i.e. department heads have had citizens on panels, lower on org chart staff have not).

**6. Overarching Strategy**

Hanks informed the group he started doing stakeholder interviews and has received good comments and feedback on the strategies so far. Group discussed potential edits to the strategies including:

- Removing numbers so that people don't automatically think they are ranked
- Separating water from energy section to lessen confusion
- Add “callout” boxes for definitions of terms
- Edit so that it doesn't sound like this is a plan to increase diversity and equity but rather the plan will take into considerations the ways in which it may have an effect or may be effected by diversity and equity
- Add a clear introduction paragraph/summary of how we are filtering the options to help decision making by Council, staff, and future committee members

Bernard raised concerns that the scope of work for this group stated it was to focus on “measurable actions” but by continuing to include consumption as part of our goals and strategies we're introducing things not measurable.

**7. Open House Plan**

Group discussed the proposed outreach plan and proposed some ways to reach more residents. McGinnis expressed the desire to have a time in the program where people interact/have round-table discussions of the plan. Group generally agreed this would be a good addition to the open house. Koopman expressed the desire for a few members of the group to explain the difficulty in choosing the goals – that the decision was not made lightly. Group agreed this would be important.

**8. Next Meeting**

Topics for discussion at upcoming meetings include the December 7 open house, and Conservation Commission responsibilities overlap with proposed new commission.

The upcoming meeting schedule is as follows:

November 16, 5:30 – 7:30 p.m.

Open House December 7, 5:30 – 7:30 p.m., Stevenson Union at SOU

January 4, 3:30 – 5:30 p.m. – tentative meeting, if next phase of plan document is ready.

### **9. Adjournment**

Meeting adjourned at 5:34 p.m.

Respectfully submitted,  
Diana Shiplet, Executive Assistant

As I have stated before, I come at this issue from a position of stewardship moving us to a Right relationship with the earth and living organisms. To get there we need to listen to and follow the science. This is a bold action for the City and in turn will require strong value based leadership by the City to redirect the community to a culture of regeneration.

There seem to be 3 main concerns with the proposed concept and ordinance language that I sent to each of you.

1) While cost /benefit is always an important consideration when we spend the peoples money, this may be the most difficult challenge we have ever taken on as a community. We need the best leadership we can afford to guide us through this cultural change.

2) If the right duty statement is developed and the right person is selected, the placement of this position in the office of the City Administrator gives it the level of authority needed in oversight of all department directors and gives this position a place at the table with the existing decision makers. It is not necessary to also establish a new staff level position, although that would be best for the work load all the current staff carry.

3) There apparently is current practice/requirement that City staff may only be appointed as ex-officio members of citizen's commissions and a chair must be appointed as voting member. If this is the case the position could serve as ex-officio on the Commission and chair the City staff team.

Robert Block-Brown

**MINUTES FOR THE CLIMATE & ENERGY ACTION PLAN ad hoc COMMITTEE**  
**Wednesday, November 16, 2016**  
**Siskiyou Room, 51 Winburn Way**

**1. Call to Order**

Councilor Rich Rosenthal called the meeting to order at 5:30 p.m.

Committee members Bryan Sohl, Louise Shawkat, Claire Pryor, James McGinnis, Roxanne Biegel-Coryell, Claudia Alick, Cindy Bernard, Marni Koopman, Jim Hartman and Stuart Green were present. Staff member Adam Hanks was present.

Group did an icebreaker regarding the question, “Given the election results, how do you think this will effect/amplify the needs of this effort?”

Rosenthal gave an update on the recent City Council meeting regarding the 10x20 ordinance.

**2. Approval of Minutes**

**McGinnis/Koopman m/s to approve the minutes of October 5 and 15 as presented.**

**Discussion:** None. **Voice Vote:** All Ayes. **Motion Passes.**

**3. Public Input**

Ken Crocker – stated he had missed the last couple of meetings but it appears the group has been discussing important topics. He was hoping to see more of the draft plan process. It seems the strategies and actions are just a list of stuff from the committee with some prioritization from the community. What’s missing is a look at the vision of what the community would be like with no greenhouse emissions. The group hasn’t looked at any cost/benefit analysis of any of the strategies to see if they are the correct ones. He believes the group needs to ask Council to step back and do an in depth look at the strategies presented. In particular, he’s concerned with ones which effect low-income people and with potential for working on transportation programs for the whole valley.

Allie Rosenbluth – listed some ideas for getting more attendance at the next open house including flyers in Spanish, offering babysitting, offering food. She stated it is better to get a broader range of voices to represent the entire community, especially as the plan talks about equity. Plan equity needs to be more than just a part of the vision statement but needs to be considered throughout the plan. She gave some examples of areas of the plan needing more equity considerations. She stated that the draft plan is lacking quantitative goals, too many of them have nothing to be measured by or against. Additionally there is no structure layed out in the plan for how the future commission will evolve after the plan is approved.

Robert Block-Brown – stated he is concerned that the plan doesn’t reference the Ordinance with the goals/targets. The plan also doesn’t talk about how it will be sheparded – no talk of the commission, staff members, etc. He liked Ken’s comment regarding needing to decide what our vision of the future will be inorder to get into specifics of what we want to be accountable for. With no clear vision there can be no specifics of how to get there so we never will.

James Stephens – stated he is encouraged by the recent Council meeting and it's 10x20 discussion. It is clear there is support by the Mayor. He stated that he appreciates that the plan references the 10x20 ordinance. Those who were involved in getting the ordinance approved would appreciate a chance to get involved with the creation of the RFP and with the Open House on December 7<sup>th</sup>. He stated the 10x20 supporters would like to staff an information table at the open house to give information. This could also get a higher turnout at the event.

Huelz – state that 10x20 is just a power purchasing agreement. This type of agreement has been on the table since the Bush era and we almost used it for the Solar Pioneer II project but instead did a bond. Another option is the third-party pass-through and he's been watching all these years to see if that would be used. Now we can do a double-bundle program to make this a cutting edge project. He is excited about the lawsuits from Our Childrens Trust and is glad anyone can sue regarding climate issues now. He stated that last night's Council meeting was great. He encouraged the group to read his double-bundle e-mails.

#### **4. Open House Plan Update**

Hanks gave an update on the event plans. He stated that based on the previous discussions they have added a few things including; a story by Tonya Graham, individual tables set up and time for one-on-one dialogue with community members. He gave an overview of the promotions already done and those which will be undertaken closer to the event date. Group discussed additional ways to increase and diversify participation.

#### **5. Draft Plan Review**

Rosenthal gave an overview of the plan as presented. He reminded the group that it's currently unformatted and missing both the executive summary, the graphics, and the more detailed implementation plan. Group discussed the plan and suggested the following be incorporated or considered:

- Two versions – the long (highly detailed for future commission and Council) and the short (for easy discussion and distribution in the community)
- More global context
- A matrix of all the actions listed together
- Need more co-benefits listed (even if negative)
- Need more review of this versus other plans of the City as some call-outs go directly against or are in conflict with other plan requirements/actions
- Remove the tree analogy – it's confusing
- Add a roadmap to the rest of the plan
- Need more explicit reference to how this process/plan will continue
- Equity needs to be positioned and framed more as important throughout, not just on one page
- The proposed ordinance needs to be referenced in the plan

The group mostly agreed that the plan is readable and a good framework, though it's hard to judge too in depth without the implementation plan. Hanks stated he and Cascadia understand the challenge of not seeing the implementation plan at this time but before they can fully do that

portion they need to know if the actions we've identified are the top ones to be analyzed. Group discussed some of the actions and how to connect them to real risks and real results.

## **6. Consumption Emissions/Carbon Offsets**

Hartman gave an overview of why he believes offsets must be included in the plan in order to achieve the 8% goal each year.

*Pryor departed meeting at 7:05 p.m.*

Hartman stated he would like a small group to do research into options regarding offsets and present that information at a future meeting. Group discussed options for how research could be done and also discussed some of the drawbacks of spending money on projects outside of the city instead of taking that same money for projects within the city (which won't count in ghg reduction numbers in the same way but could result in longer-term success and other co-benefits like living-wage jobs). Hartman stated he doesn't want offsets as the only solution but does want them to remain a long-term option. He agreed to do some research and make a presentation on ways offsets could be incorporated into the plan at a future meeting.

## **7. Next Meeting**

The upcoming meeting schedule is as follows:

Open House December 7, 5:30 – 7:30 p.m., Stevenson Union at SOU

November 14, 3:30 – 5:30 p.m.

January 4, 3:30 – 5:30 p.m. – tentative meeting, if next phase of plan document is ready.

## **8. Adjournment**

Meeting adjourned at 7:31 p.m.

Respectfully submitted,  
Diana Shiplet, Executive Assistant

## Ashland Survey on Climate and Energy

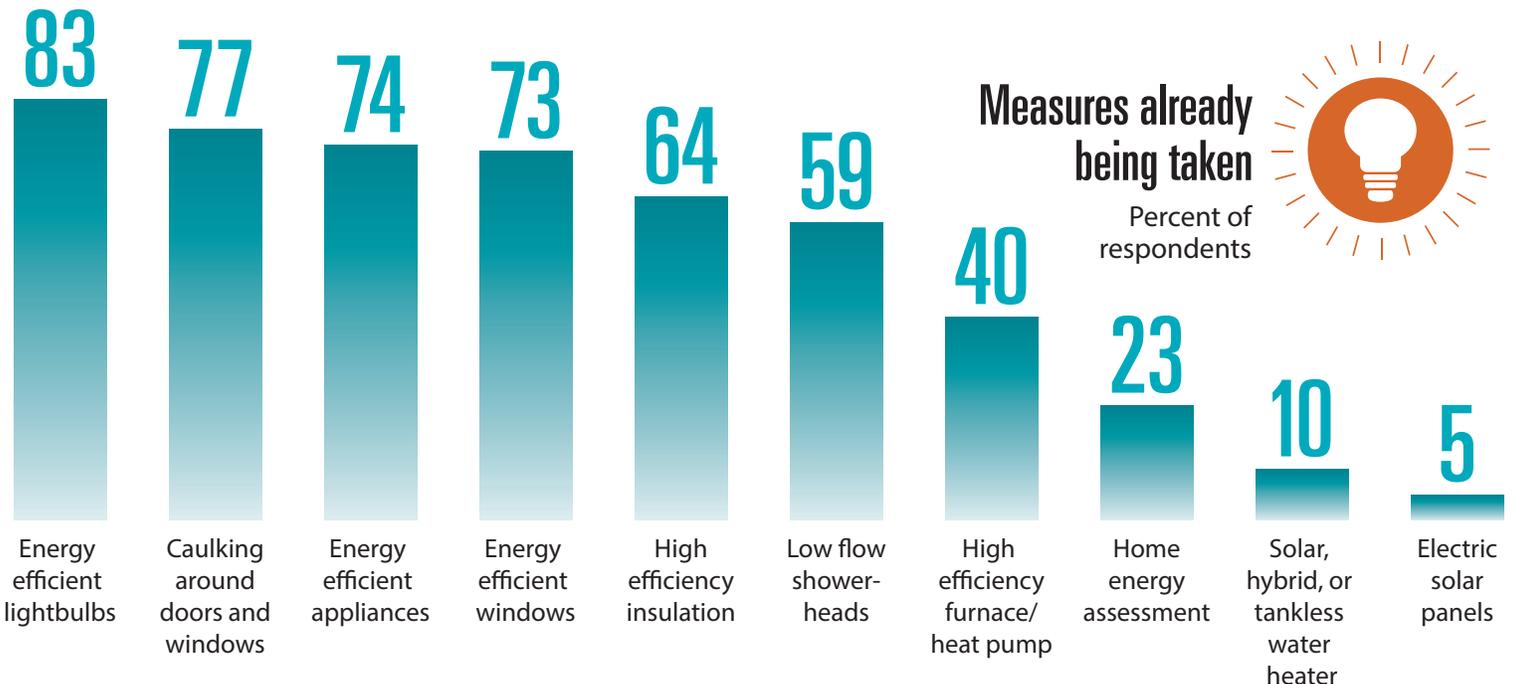
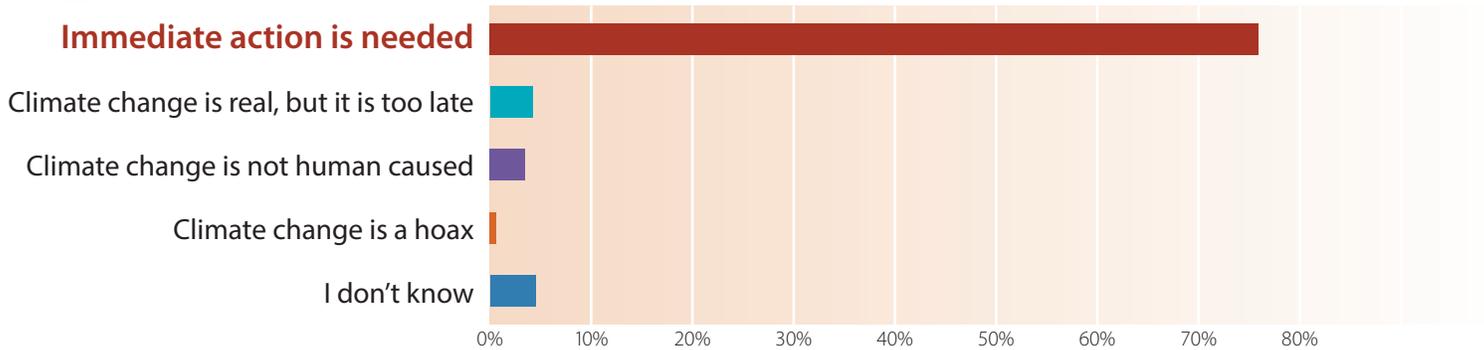
This summer, you may have received a survey in the mail about your attitudes and actions related to energy and climate change. Southern Oregon University Research Center (SOURCE) and the Geos Institute mailed surveys to 2,000 randomly selected residences in Ashland. We had an incredible response, with more than 1,000 surveys returned. Thank you to all who filled out the survey!

**What did we hear?**

We heard loud and clear that a majority of respondents understand that climate change is a threat that needs immediate action. We also heard that many residents are already saving energy in their homes and daily lives, but they often hit barriers that keep them from doing more. Renters, for instance, have limited options for energy upgrades compared to homeowners. And many people find alternative transportation to be too inconvenient to meet their needs. Respondents expressed interest in having the city provide more support for weatherization, alternative transportation and renewable energy.

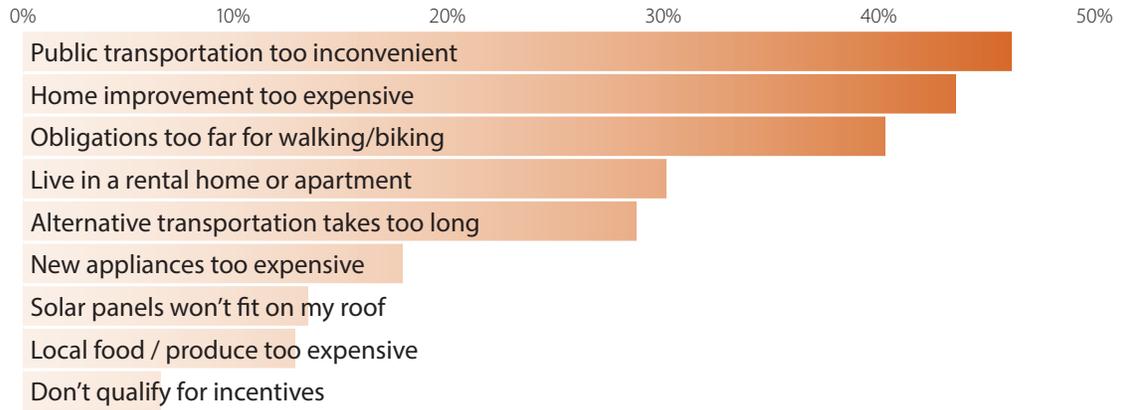


### Respondents' views on climate change

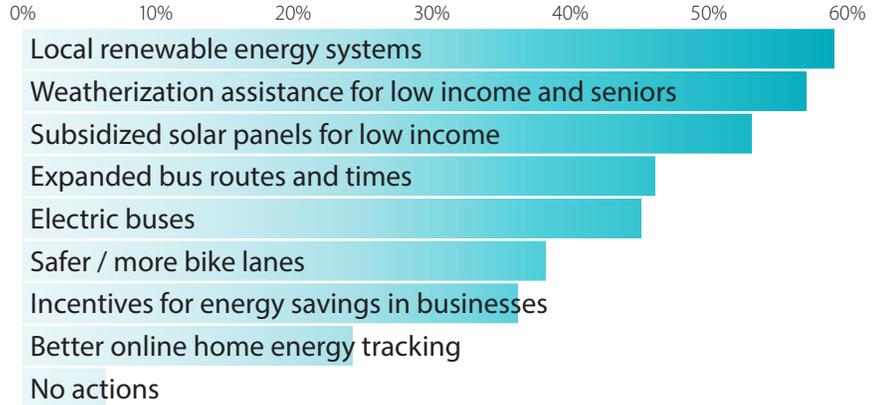


# Barriers to conservation and renewable energy

Percent of respondents

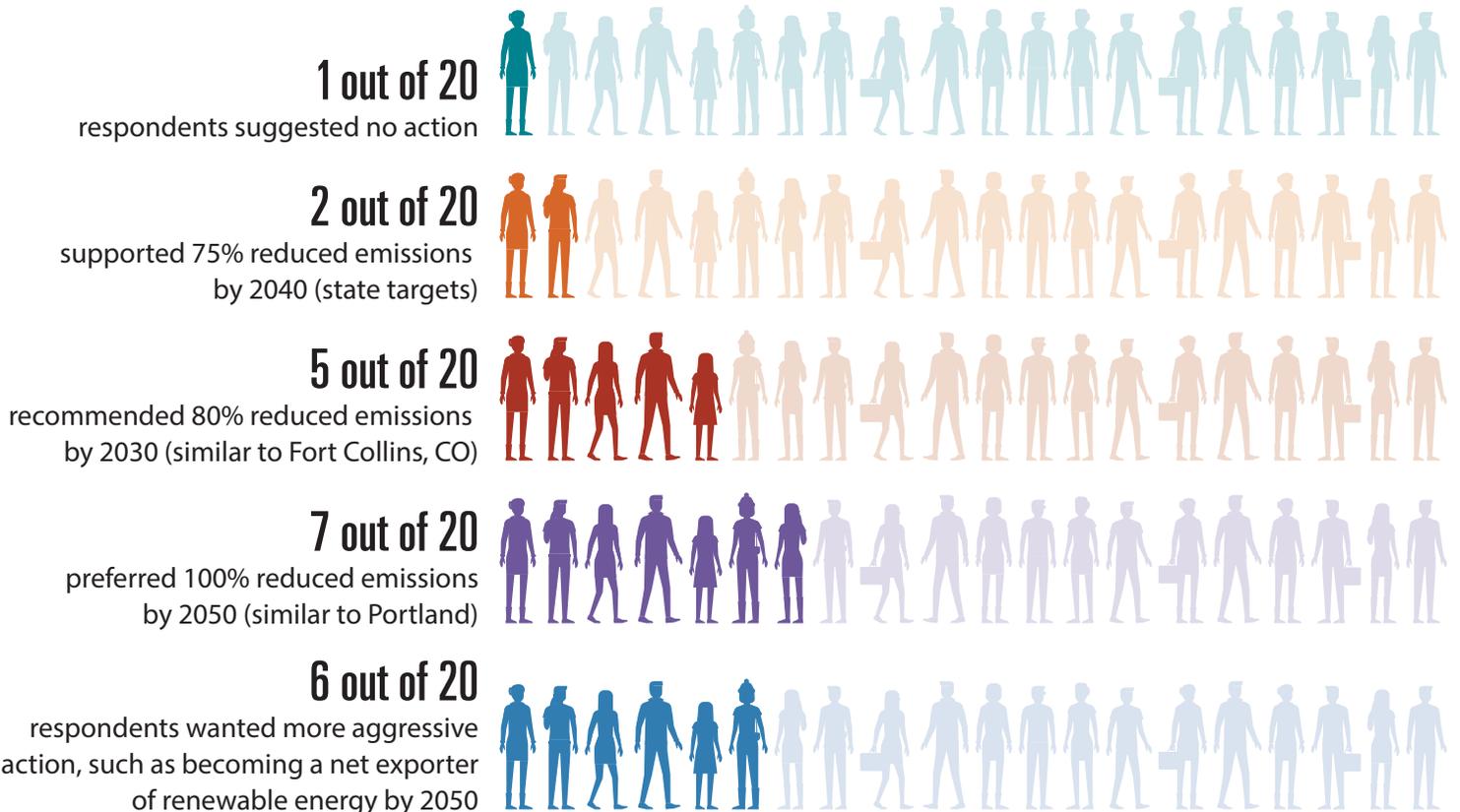


The City of Ashland already does a lot to support conservation and renewable energy. When asked what additional actions residents would like the City to take, respondents said they would like the city to invest in:



## A majority of survey respondents support aggressive action on climate change!

Cities around the nation are setting greenhouse gas emissions targets and taking action on climate change. How aggressive should Ashland be compared to others? We asked residents this question, and this is what we heard.



# **A Draft Proposal for Two New Cross Cutting Strategies**

By Jim Hartman (Dec 13, 2016)

**CC-5 Develop the use of well researched carbon offsets as a tool to address a large fraction of our consumption emissions and meet our overall 8% annual reduction targets until a maximum of 41% or 136,000 MT CO<sub>2</sub>-equivalent are offset.**

Failure to meet our 8% annual reduction challenge is not an option. Consumption of food, goods and services, almost half of our emissions, is difficult to reduce more than 85% even with the best public education program. Even if we could convince everyone to be vegan and renounce snack foods, the Oregon carbon calculator estimates that would reduce consumption emissions only by 29%. Air travel is another challenge that may require carbon offsets.

Carbon offsets are approved of or used by the United Nations Environmental Program (UNEP), California, Oregon and 9 other States. The City of Ashland encourages residents to buy offsets on their City Website.

## **Priority Ations**

**CC-5-1 Carefully research a package of quality carbon offset options that consider our latest greenhouse gas inventory, cost and the values of our community.**

The new CEAP advisory committee could have a subcommittee dedicated to this strategy and present their findings to the public. When offsets are bought in bulk there is a very large cost savings of as much as 94%. Recently we received a bid for all of our consumption emissions of only 62.5 cents/MT for landfill methane capture offsets while other offsets purchased individually typically run \$10/MT. A good quality carbon offset is verified by an independent 3<sup>rd</sup> party organization to ensure, "sole" ownership of GHG emission reductions or removals, full disclosure of offset project details, permanence and that the projects would not occur otherwise (they are additive).

**CC-5-2 Assess the feasibility of various funding mechanisms to cover the cost of carbon offsets.**

The maximum cost of the 41% offset cap is currently estimated to be between \$85,000 to \$1,600,000. This money could be raised voluntarily or thru various taxes. One tax to consider include the Ashland meals tax which is currently being used for road improvements by the city. A local gas tax could be implemented to help the city pay for road improvements and possibly free up city funds for offsets.

### **CC-5-3 Educate the public on the limits and opportunities of carbon offsets.**

The public needs to know that carbon offsets are not a perfect solution. While good offsets result in real emission reductions, there is a limited number of them and the prices fluctuate. It is better to do everything reasonable possible to reduce your emissions. Don't divorce your wife just because she won't show at goodwill. We are challenging the public to reduce their consumption emissions by at least 15%.

The public also needs to know that there are a wide variety of carbon offset projects and that one can learn much about climate change by checking them out. For example, our city could buy offsets that to reduce the emissions of nitrous oxide from fertilizer plants for only \$1.60/MT CO<sub>2</sub>-eq or we could buy offsets to reduce deforestation in developing countries for \$10/MT.

#### **Other Actions:**

The City will add to their website a page so that citizens may be informed about good offsets should they decide to offset their own greenhouse gas emissions and to inform the city of the offsets they are purchasing. These offsets could then be counted and used to meet our 8% annual target.

### **CC-6 Continuously Improve the accuracy of our Greenhouse Gas Emissions Inventory.**

We have high degree of uncertainty in our estimation of emissions from consumption and a medium degree of uncertainty in our estimation of emissions from transportation. Both of these need be improved over time and resources need to be allocated for this.

# CEAP Ad-Hoc Committee

## Meetings and Work Flow Schedule

Updated 12/8/2016

Event	Date	Activities/Objectives	Approx. Time Needed	Inputs	Outputs
<i>Revise draft CEAP (12/14 to 12/23); Solicit City staff comments on revised CEAP (12/23 to 1/11); Incorporate City staff comments into CEAP (1/11 to 1/18)</i>					
<i>CEAP Committee Meeting</i>	<i>1/4</i>	<ul style="list-style-type: none"> <li>Present and review Implementation Plan (including draft ordinances)</li> <li>Committee input on high level issues for Council Study Session</li> </ul>	1.5 hr	<ul style="list-style-type: none"> <li>Implementation Plan</li> <li>Goals/Targets Ordinance</li> <li>Commission creation Ordinance</li> </ul>	<ul style="list-style-type: none"> <li>Final draft ordinances</li> <li>Final draft Implementation Plan</li> </ul>
<i>City Council Study Session</i>	<i>1/17</i>	<ul style="list-style-type: none"> <li>Orientation/walkthrough of CEAP draft (#3)</li> <li>Preview/Q&amp;A of high level issues</li> </ul>	45 min	<ul style="list-style-type: none"> <li>Summary of Public Input (process &amp; content)</li> <li>CEAP Draft #3 + Implementation Plan</li> </ul>	<ul style="list-style-type: none"> <li>Potential questions from Council to address in Feb 7 presentation and materials</li> </ul>
<i>CEAP Committee Meeting</i>	<i>1/18</i>	<ul style="list-style-type: none"> <li>Review CEAP draft #4</li> <li>Prepare for City Council meeting</li> </ul>	1 hr	<ul style="list-style-type: none"> <li>Revised CEAP #4</li> <li>Key points/issues for Council presentation</li> </ul>	<ul style="list-style-type: none"> <li>Final revisions to CEAP</li> <li>Committee recommended key points/issues for Council presentation</li> </ul>
<i>CEAP Committee Meeting</i>	<i>2/1</i>	<ul style="list-style-type: none"> <li>Finalize CEAP</li> <li>Finalize City Council meeting presentation logistics</li> </ul>	1 hr	<ul style="list-style-type: none"> <li>Final CEAP</li> <li>Final Overview of Council presentation format/key issues</li> </ul>	<ul style="list-style-type: none"> <li>Final CEAP</li> <li>Final Presentation schedule/format</li> </ul>
<i>City Council meeting</i>	<i>2/7</i>	<ul style="list-style-type: none"> <li>Present final CEAP</li> </ul>	1 hr	<ul style="list-style-type: none"> <li>Final CEAP</li> </ul>	<ul style="list-style-type: none"> <li>Presentation/potential adoption of plan</li> <li>Council direction on ordinances</li> </ul>