

ad hoc CLIMATE AND ENERGY ACTION PLAN IMPLEMENTATION COMMITTEE

Thursday, March 15, 2018 | 5:00 PM – 7:00 PM

Siskiyou Room, 51 Winburn Way

Meeting Objectives

- Give feedback on proposed indicators
- Give feedback on proposed CEAP dashboard format

Meeting Agenda

1. Call to order (Stef)
2. Councilor's update (Stef)
 - a. Welcome Rick
 - b. Council positions
 - c. Council Receipt of Progress Report / Uber
3. CEAP Actions update (Stu)
 - a. Website development
 - b. EV chargers
 - c. Renewable energy development
4. Discuss / give feedback on Key Performance Indicators (KPIs)
5. Review / give feedback on proposed CEAP dashboard format
6. Homework – TBA, related to developing Community Engagement goals
7. Public input
 - a. Review
 - b. Public Forum
8. CEAP Look Ahead

<u>Meeting</u>	<u>Tentative Topic</u>
April	CEAP web portal and dashboard development and review
May	Draft Community Engagement Plan review
June	Co-benefits and Equity Considerations, Input, Recommendations
July	TBD
Aug	Recommend Long Term Structure and Format of Committee

Ad hoc Climate and Energy Action Plan Implementation Committee

Charge and Scope of Work:

The Ad-Hoc Climate and Energy Action Plan Implementation Committee shall be charged with the following scope of work:

- Review, provide input and make recommendations as appropriate on the following:
 - Development of benchmarks and indicators for identified actions within the [Climate and Energy Action Plan](#).
 - Phase I implementation plans presented to the committee by staff.
 - Co-benefits and equity considerations for all phase I action implementation.
 - Development of measurement and reporting protocols and systems.
 - Development of a public outreach and education plan for the Climate and Energy Action Plan and its implementation progress
 - Coordination and communication structure between Climate and Energy Action Plan ad-hoc and other existing City Advisory Commissions in Climate and Energy Action Plan implementation
 - Long term structure and format for citizen advisory role in Climate and Energy Action Plan implementation
- Review, analyze and address public input received by the committee.

Agenda Item 4. Key Performance Indicators (KPIs)

- Each of the indicators below would be measured annually to track progress toward CEAP goals.
- KPIs in red text would be displayed on the dashboard. KPIs in black text would be tracked for monitoring and reporting.
- In some cases, the focus area names have adjusted to be easier to understand.
- Additional suggestions for “?” items are welcome at the meeting and staff may have additional recommendations at that time.

Proposed Community KPIs

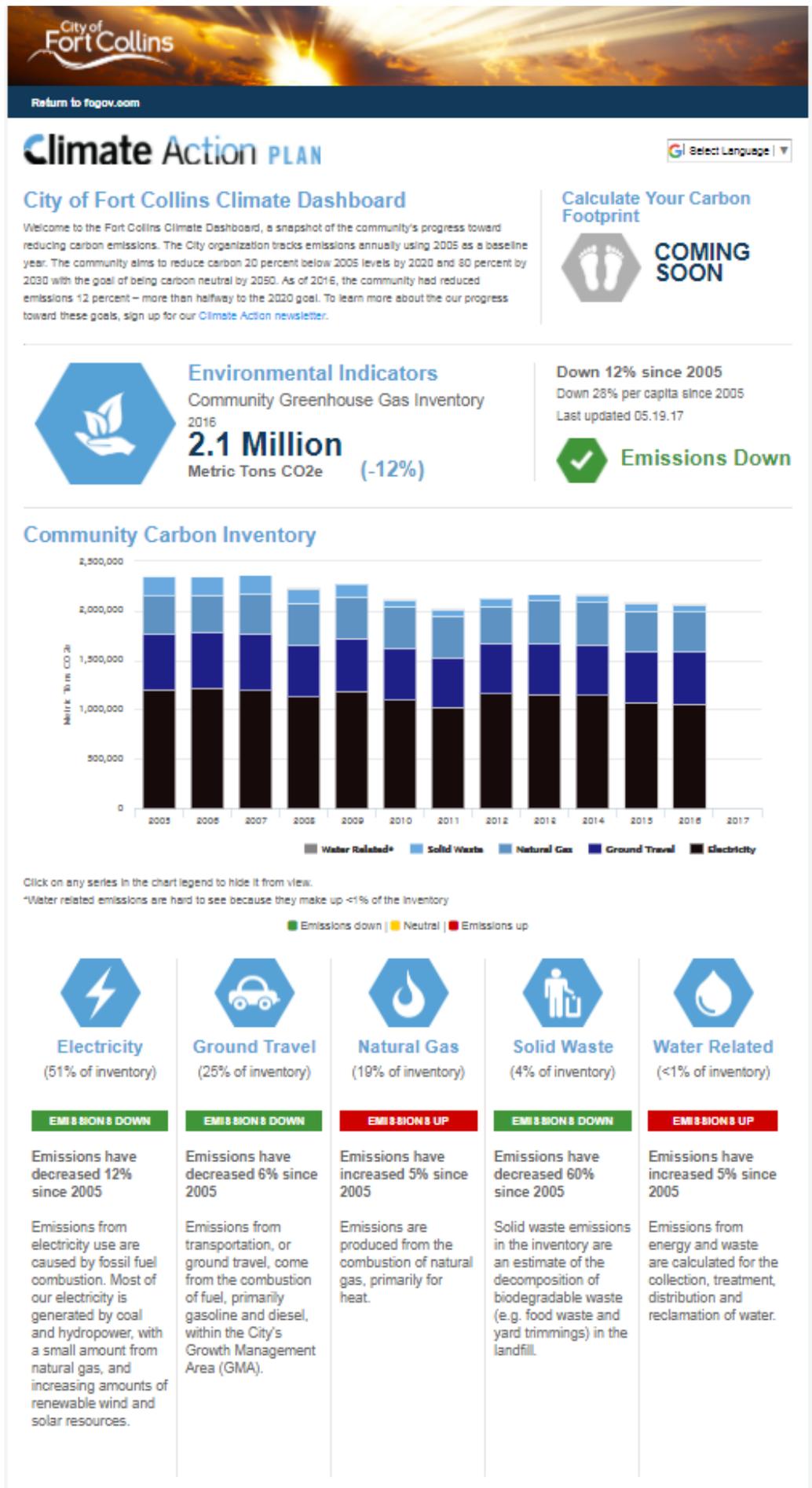
Focus Area	KPI - Community	Unit 1	Target 2050
Overall Mitigation	Community GHG	mtCO2e	8% reduction per year
Overall Adaptation	TBD	TBD	TBD
Buildings + Energy (Built Environment?)	Building Electricity GHG	mtCO2e	8% reduction per year
Buildings + Energy	Building Electricity GHG (alt)	kWh	8% reduction per year
Buildings + Energy	Building Natural Gas GHG	mtCO2e	8% reduction per year
Buildings + Energy	Building Natural Gas GHG (alt)	therms	8% reduction per year
Buildings + Energy	Average Energy Performance Score (EPS)	#	TBD
Buildings + Energy	Buildings w/ Energy Performance Score (EPS)	# or %	TBD
Transportation	Transportation GHG	mtCO2e	8% reduction per year
Transportation	Miles Traveled / CO2 Intensity / Transit ridership	miles	TBD
Transportation	Electric Vehicles	%	TBD
Transportation	Walkscore	#	TBD
Transportation	?	?	TBD
Consumer goods	Solid waste / Wastewater GHG	mtCO2e	8% reduction per year
Consumer goods	Diversion	%	TBD
Consumer goods	?	mtCO2e	8% reduction per year
Consumer goods	?	?	TBD
Natural Systems	Water Treated?	gal	TBD
Natural Systems	EPA score? / Payment for Environmental Services?	#	TBD
Public Health	Hi-risk homes	# / %	TBD
Public Health	?	?	TBD
Planning	Public Engagement	?	TBD
Planning	?	?	TBD

Proposed Municipal KPIs

Focus Area	KPI - City Operations	Unit 1	Target 2050
Overall	Municipal GHG Emissions	mtCO2e	0 by 2030
Overall	Municipal Fossil Fuel Use	mtCO2e	50% reduction by 2030; 100% 2050
Buildings + Energy	Municipal Building Electric GHG	mtCO2e	0 by 2030
Buildings + Energy	Municipal Building Electric GHG (alt)	kWh	0 by 2030
Buildings + Energy	Municipal Building Natural Gas GHG	mtCO2e	0 by 2030
Buildings + Energy	Municipal Building Natural Gas GHG (alt)	therms	0 by 2030
Transportation	Municipal Transportation GHG Emissions	mtCO2e	8% reduction per year
Transportation	Municipal Vehicle Miles Travelled	miles	TBD
Transportation	Municipal Electric Vehicles	%	TBD
Consumer goods	Solid waste / Wastewater GHG	mtCO2e	8% reduction per year
Consumer goods	Diversion	%	TBD
Planning	Public outreach	# people	TBD
Planning	Municipal plans	%	TBD

Agenda Item 5. Proposed CEAP dashboard format

Staff proposes a dashboard similar to the layout used by the City of Fort Collins [CAP Dashboard](#). This presentation provides detailed information, trend lines, and status updates while being relatively easy to read and look at. The dashboard will be a core component of the new CEAP website. Dashboard design will have an impact on development choice for the CEAP website that is also beginning development.



Agenda Item 6. Homework for April meeting

Over the next several weeks, Staff will assemble and draft CEAP Community Engagement Plan. As we begin development of this document, please consider

1. Which stakeholder groups should be included? Especially those that are underserved and/or not already involved in climate change dialog.
2. What specific messaging would you like to see in CEAP outreach? Feel free to research inspirational examples used by other Cities and organizations.
3. How would you like to measure the public's engagement with CEAP? What does success look like?

Note: The bulk of this conversation will be at the April meeting, but we will spend a few minutes discussing the Community Engagement Plan at the March meeting.

Agenda Item 7. Public Input Received

A new web form is under development which will route input directly into the Committee Information packet. The link for this will be posted at www.ashland.or.us/climateplan once it is available.

Three related emails received by staff are copied here:

Email 1.

I was very disappointed in the results of the vote regarding public comment at CEAP Implementation meetings.

If a person chooses to speak-they may not come till the end of the meeting and the meeting could have adjourned early. Other scenarios could be that the person wishing to speak has hired a baby sitter and can't sit through the entire meeting. Or it might be the speaker's night to sleep with the homeless. In the spirit of openness and valuing the citizen's voice, this vote is certainly limiting voices. Sure, one could email, however there is value in seeing facial and body language-Is the member paying attention or playing with cell? Not everyone communicates information by email. Furthermore, CEAP 1 is a good example of having obtained valuable input from the public that influenced the content of meetings and development of the plan. Public comments often influence those entrenched in positions. The comment that the public speaks just to get a question answered is erroneous, as most comments are not in the form of a question. A well timed ten minutes at the beginning of a meeting is precious little time to take away from the agenda. Speakers usually provide valuable viewpoints that educate.

Currently, Ashland is experiencing an image problem and I don't think this decision improves the image of openness and of valuing the public.

Thank you.

Louise D Shawkat

870 Cambridge Street

Ashland, Oregon 97520-1008

Email 2.

March 6, 2018

I was disappointed to learn that your committee chose to schedule public input for 10 minutes at the end of your regular meetings. That is unusual for public meetings in Ashland. The other commissions and the Council itself set public input at the beginning of their meetings for the convenience of the public.

The benefit of holding public input at the beginning of the meeting is that:

1. A member of the public may want to talk about something that is on the current agenda, and so hearing it before regular business is conducted would be beneficial to the committee.
2. Members of the public may not have time to sit in on your meetings for 2 hours in order to provide their input.
3. Do your meetings always last exactly two hours? Do you ever close the meeting before 7 p.m.? If so, how is a member of the public supposed to know when the 10 minute window for input will begin?
4. If a member of the public gives testimony at the end of a meeting, and then your next meeting takes place a month later, the immediacy and impact of the input is lost (if it is even remembered by the following month).

I ask that your team please revisit this decision. Public input proved to be very important to the process engaged in by your predecessors on the ad hoc CEAP Committee. I expect public participation will remain important as the Plan is implemented.

Sincerely, Caren Caldwell
124 Ohio Ashland, Oregon

Email 3

My name is Willow Denker and I am planning to attend the CEAP meetings and feel that it is important that we hear public comments at the beginning of the CEAP meetings. When I heard that comments from the audience will be heard at the end of the meetings I thought that this decision diminished the impact of public participation. I want to know that my my time and the voice and concerns of my community will taken into consideration at the CEAP meetings and will be considered as important decisions are being voted on. Please change this decision from the last meeting and receive public input at the BEGINNING of the CEAP meetings.

Thank you,
Willow Denker
380 York Street
Ashland, OR
97520

Additional materials not listed on Agenda

- 1. Promotional materials on wildfire smoke and Travel Ashland from Stef (inspiration for potential CEAP outreach materials).**



Ashland Chamber of Commerce

Travel Ashland (VCB)

2016-2017 City Report

The Role of Travel Ashland at a Glance

What is Travel Ashland?

Travel Ashland (Ashland Visitor & Convention Bureau) is the official **Destination Marketing Organization (DMO)** that the City of Ashland relies upon to promote Ashland, year-round to visitors coming from 50 miles away. Travel Ashland works with Travel Southern Oregon, the official Regional Destination Marketing Organization (RDMO), Travel Oregon and the Oregon Tourism Commission. The work between these organizations includes hosting industry, tour operators, travel writers, creating itineraries, conference planning, cooperative marketing and programs and attending trade shows.

What does Travel Ashland do?

- **Promotes Ashland as a unique travel destination** to be discovered through effective campaigns, branding, content and story development that reach targeted audiences inviting them year-round, each season, with a focus on growing business in times of lower occupancy.
- **Leverages dollars** received from the City of Ashland grant with the private sector and other organizations to increase visitation thus increasing the revenues of the Transient Occupancy Tax, Food and Beverage Tax and the tourism industry. Through its success, Travel Ashland has significantly increased the **TOT and F&B** revenues to nearly 3 million EACH a year with a ½ million dollar increase alone in just three years. Tourism revenues **support businesses** in retail, lodging, food and beverage, attractions and subindustries who serve those businesses.
- **Leverages Partnerships** to grow Ashland's brand (for example) Ashland's Top Chef taking the Iron Chef Oregon title three years in a row elevates Ashland chefs and restaurants notoriety nationally thus further attracting more culinary travelers.
- **Produces, manages and distributes the tools that visitors use to make their travel plans such as:**
 - **Travel Ashland's social media channels on Facebook, Instagram and Twitter.** The audience of each digital channel continues to grow with authentic followers who Travel Ashland engages with.
 - Travel Ashland's **website, www.travelashland.com** guides visitors effectively within the site to serve them the most relevant information in the fewest clicks in mobile, tablet and desktop versions.
 - **Travel Ashland's Visitor Guide** showcases an annual calendar, maps, itinerary ideas, reasons to make Ashland their next travel destination. The digital version of the Guide can be downloaded for free.
 - The **Ashland Map Guide** provides wayfinding and access to Ashland's recreation and outdoors including Lithia Park, the Ashland Watershed, the City of Ashland and Parks, Crater Lake National Park, Table Rocks, the Mountain Lakes, and the Cascade Siskiyou Scenic Bikeway. Free digital version available.
 - **Seasonal enter-to-win getaways** leverage partnerships by packaging Ashland in an attractive way to entice a visitor to share their information, become a follower of Travel Ashland and possibly win a trip that includes unique experiences based on the time of year.
- Manages the **visitor center and Plaza information kiosk** serving thousands of visitors year-round.
- Operates the **Travel Ashland Advisory Committee** made up of tourism industry representatives from lodging, restaurant, outdoor outfitters, wine industry, theatre and attractions. This advisory committee assesses each season's visitation and provides input to planning campaigns and programs that Travel Ashland carries out.
- Attracts, promotes, services and supports **groups, tours and conferences** through collaborative partnerships.
- Serves as a **sounding board** to the tourism industry, members and businesses, providing support, guidance and facilitating opportunities to grow together depending upon the issue, the partner or timing.
- Travel Ashland and the Chamber **produce major events** including the Ashland Culinary Festival, the Festival of Light Celebration, the Fourth of July and Children's Halloween Celebration. Travel Ashland also supports many **community events**. Travel Ashland and the Chamber provide **educational workshops** and seminars as well.
- Tourism promotion is a **key element of the City of Ashland Economic Development Strategy** and is the front door for economic development inquiries.

Ashland Chamber's Business Education Series
Presents



Preparedness Workshop

**Learn how to be more prepared
for smoke impacts to your business**

Wednesday, February 21, 2018, 8:00 am – 11:00 am
Ashland Community Center, 59 Winburn Way
Ashland Chamber Members: \$15 Non-Members: \$25
Register: ashlandchamber.com/workshops

Speakers will address:

- Why and how to prepare your business to lessen the impacts of smoke
- Sources and outlook for smoke
- Smoke and your health – what to do to protect your self, your employees and your customers
- Resources and recommended equipment to improve your business
- How to get accurate information that is timely and helpful
- Basic steps to make necessary changes – how to take action now before smoke arrives – hands-on Workbook

Ashland Chamber of Commerce
P.O. Box 1360
Ashland, Oregon 97520

PRSR STD
US POSTAGE
PAID
PERMIT NO. 120
ASHLAND, OR

Current Resident or

Presenters and Partners:

Ashland Chamber of Commerce
City of Ashland
Ashland Fire & Rescue
Fire Learning Network – The Nature Conservancy
United States Forest Service
Asante Ashland Community Hospital

Quick Tips

Stay hydrated: Drink plenty of water.

Stay indoors: Lessen the time you spend outside, and avoid vigorous outdoor exercise.

Close windows and doors: Use a HEPA air purifier or air conditioner on recirculate with MERV 13 filter.

Listen to your body: If you experience health symptoms call your health provider or 911.

If you must go outside: Wearing a NIOSH-approved and properly fitted mask may offer some protection.

ADDITIONAL RESOURCES

Check air quality:
www.deq.state.or.us/aqi

EPA's Smoke Sense app:
Add app for android and iOS

Smoke and health page:
ashland.or.us/smoke

This brochure was developed in partnership with the following organizations:



**Ashland
Forest
Resiliency**
STEWARDSHIP PROJECT



**JACKSON
COUNTY**
Health & Human
Services



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APP015

When there's
**SMOKE
OUTSIDE**
do you know
what to do?



Who is most at risk?

Children, older adults, pregnant or nursing mothers and those with pre-existing respiratory ailments are at the greatest risk. **Smoke-sensitive groups should take added precautions early.**

Limit exposure: When smoke levels are high, even healthy people may have symptoms or health problems. **Lessen the amount of time spent in smoky areas and stay indoors, with filtered air.**

Limit children's outdoor activities: Their airways are smaller and they breathe more air per pound of body weight. If possible children should stay indoors.

If you have asthma or a heart condition: Follow your physician's advice.

Listen to your body and contact your health care provider or call 911 if you are experiencing health symptoms.



Air Quality Index (AQI) Values	Levels of Health Concern
0 to 50	Good
51-100	Moderate
101-150	Unhealthy for Sensitive Groups
151-200	Unhealthy
201-300	Very Unhealthy
301 to 500	Hazardous

Check air quality at: www.deq.state.or.us/aqi

Limit your exposure

To reduce the chances of having health effects, the best thing to do is limit your exposure.

Lessen time spent outdoors: Stay inside with windows and doors shut. Set air conditioning to re-circulate.

Avoid vigorous outdoor activity: Decrease the amount of smoke you're breathing by changing daily exercise routines.

If you're unable to limit your exposure to smoke when air quality is poor, the use of an approved and properly fitted mask* may offer some protection.

Common Indoor Air Pollutants



Indoor air quality

Reduce indoor pollutants: Vacuuming, cooking, burning candles and smoking add to indoor air pollution.

Air conditioning and filters: Run air conditioning on recirculate with a MERV 13 or equivalent filter in place. If no A/C, then run furnace fan with heat off using a MERV 13 filter.

Indoor air purifiers: For added protection use a HEPA air purifier sized to the room. Purifiers can be purchased at a local hardware store or online.

**NIOSH N-95 mask or higher, properly fitted*



Scott Harding Photo - Siskiyou Fire, 2009, Ashland OR

Controlled burns protect forests and our watershed.



- ☉ Reduce fire danger to firefighters, residents, and the places we love
- ☉ Reduce the fuels that feed catastrophic fires
- ☉ Produce much less smoke than severe wildfires

When you see controlled burns during the cool time of year, know we are working for healthier forests and community: for today and for future generations.

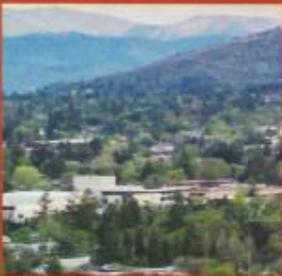
Receive AFR Alerts

OnLine

On Facebook:
AFR.project

On Twitter:
@ashlandforest

Web Updates:
[ashland.or.us/
trailinfo](http://ashland.or.us/trailinfo)



Emails

Subscribe to
emails on the AFR
website

ashlandwatershed.org

Or subscribe directly:
afpartners@ashland.or.us



Text Alerts

To receive text
alerts to your
phone

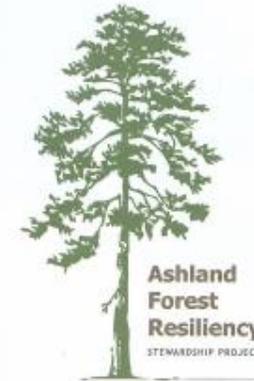
Text
WATERSHED
to 31279



Phone

Call the City of
Ashland Smoke &
Wildfire Hotline

(541) 552-2490



Smoke Sensitive?

Find health recommendations at
ashland.or.us/smoke

Citizen Alert System

Visit ashland.or.us/alert to get
text, email, or phone calls about
evacuations and all emergency
situations that may affect our
community.

2. CEAP Progress Report 2018

City of Ashland
Climate and Energy Action Plan
Progress Report
2018



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Purpose

In March, 2017 Ashland City Council unanimously adopted a Climate and Energy Action Plan (CEAP). This purpose of this progress report is to provide an update on implementation of that plan. It is divided into the following sections:

1. Executive Summary
2. Background
3. CEAP Actions Taken: Initial Implementation (2017)
4. CEAP Current Actions: Phase I Implementation (2018-2019)
5. CEAP Future: Timeline and Milestones

Executive Summary

The community of Ashland has made significant progress in committing to positive climate action by developing a comprehensive climate and energy action plan. The community is in the initial stages of implementing the plan, and significant City Staff energy is being put toward developing the communication and tracking systems that will be critical for successful rollout of actions identified in the plan. The ad-hoc CEAP Implementation Committee has convened and is working with Staff to complete its charge. Key implementation tools, including CEAP website, performance indicators, and community engagement resources are under development.

Seventeen CEAP actions have begun some aspect of implementation. Three CEAP actions have been implemented (note that many CEAP actions may require ongoing follow-up):

- BE-4-1. Expand the current net meter resolution to include and incorporate virtual net metering.
- ULT-3-3. Provide information about electric and hybrid vehicles and rebates on the City's website.
- CC-1-3. Assess the feasibility of a City-sponsored carbon offset program.

Background

Vision

Ashland's Climate Vision for 2050 is to be a resilient community that has zero net greenhouse gas emissions, embraces equity, protects healthy ecosystems, and creates opportunities for future generations. Read more about City of Ashland's Climate and Energy Action Plan at www.ashland.or.us/climateplan.

Goals and Targets

The CEAP lays out a foundation for the City of Ashland to reduce its emissions and improve its resilience to future impacts of climate change on its environment, infrastructure, and people.

The plan's overarching goals and targets focus on addressing climate change risks by reducing Ashland's emissions of climate pollution ("climate mitigation") and preparing the city for unavoidable impacts ("climate adaptation"):

CEAP Overarching Goal 1 - Reduce Ashland's contribution to global carbon pollution by reducing greenhouse gas emissions associated with City, residential, commercial, and industrial activities.

- For the Ashland community: Reduce overall Ashland community greenhouse gas emissions by 8% on average every year to 2050.
- For City of Ashland operations: Attain carbon neutrality in City operations by 2030, and reduce fossil fuel consumption by 50% by 2030 and 100% by 2050.

CEAP Overarching Goal 2 - Prepare the city's communities, systems, and resources to be more resilient to climate change impacts.

Focus Areas

The CEAP is primarily organized by focus areas. Each focus area contains associated goals, strategies, progress indicators, and identified actions. The CEAP identifies six focus areas for climate action:

- Buildings and Energy
- Urban Form, Land Use, and Transportation

- Consumption and Materials
- Natural Systems
- Public Health, Safety, and Wellbeing
- Cross-Cutting Priority Actions

The CEAP identifies more than 60 priority actions. Each of these actions offer a meaningful path to emissions reduction and have been evaluated based on relative cost, efficacy, and co-benefits. Actions that result in direct emissions reduction merit added focus.

Implementation Timing

Each individual action is assigned to an implementation phase, either:

- Phase I: complete by 2020
- Phase II: complete by 2025

Phase I Actions are slated for near-term commencement and were determined to have met one or more of the following criteria:

- Easy, early wins
- Foundational steps
- Complex, but important initiatives
- Windows of opportunity

Phase II actions include all actions identified in CEAP, that do not meet Phase I criteria above. Phase II actions may be initiated in Phase I, but not at the expense of completing Phase I actions. Priority actions not meeting these criteria are assigned to Phase II.

CEAP Actions Taken: Initial Implementation (2017)

The CEAP document includes a “Year 1 Implementation Summary” to guide City staff during the initial implementation. The majority of these activities have been completed and are detailed in the table below. Staff expect the remainder of the year 1 implementation activities will be completed in March or April 2018, close to the first anniversary of the plan’s adoption.

Table 1. Ashland CEAP Year 1 Implementation Summary

Item	Year 1 Implementation Milestones	Status
1	Formalize City’s commitment <ul style="list-style-type: none"> - City Council adopted the CEAP document - City Council adopted the CEAP ordinance 	In place – March 2017 In place – September 2017
2	Create and hire a full-time, permanent City CEAP staff position	In place – November 2017
3	Form and convene CEAP Implementation committee	In place – January 2018
4	Create an internal City Climate Team	In progress
5	Designate potential funding sources	Planning
6	Establish CEAP progress indicators	In progress
7	Begin priority near term CEAP actions	In place – Ongoing (see Table 2.)

Table 2. Climate Actions Undertaken in 2017

Item	CEAP Action	Summary	Status
1	BE-4-1. Expand the current net meter resolution to include and incorporate virtual net metering.	Amended Net Metering Resolution to enable Virtual Net Metering	In place – Dec 2017
2	ULT-3-3. Provide information about electric and hybrid vehicles and rebates on the City’s website.	Created informational resource ashland.chooseev.com	In place – Dec 2017
3	CC-1-3. Assess the feasibility of a City-sponsored carbon offset program.	An Ashland-tailored carbon offset program will soon be available through Bonneville Environmental Foundation. Additional City sponsored programs will be evaluated as they become available.	In place – Nov 2017
4	BE-1-2. Promote switching to lower-carbon fuels.	Improve and expand Ashland's EV charging infrastructure. (Sub-action BE-1-2-2.)	Ongoing
5	BE-1-3. Facilitate and encourage solar energy production.	Adjusted Resolution to optimize annual solar production accounting window. Feasibility studies for new Utility and Municipal solar installations scheduled for 2018.	In place – Dec 2017 In progress
6	BE-1-4. Enhance production of on-site solar energy from City facilities.	Feasibility studies for new Utility and Municipal solar installations scheduled for 2018.	In progress
7	BE-2-1. Increase outreach efforts to expand participation in energy efficiency programs and promote	Staff are researching methods and programs in facilitate program	Ongoing

	climate-friendly building and construction.	uptake and reach new potential participants.	
8	CC-4-1. Engage with other governments and organizations around regional, statewide, national, and international climate policy and action.	CEAP Staff engage with community, regional, state, and national groups on a daily basis. Ashland's climate plan has received substantial attention from other communities looking to build a plan.	Ongoing

CEAP Current Actions: Phase I Implementation (2018-2019)

Phase I implementation will be the focus of CEAP activities in 2018-2019. The CEAP identifies more than 25 specific actions for Phase I implementation, all of which are high priority and slated for completion by 2020. Phase I actions are intended to provide initial climate action momentum, leverage windows of opportunity, and begin setting the stage for longer-term actions.

CEAP staff hired in late 2017 has begun coordinating with City Departments and community members to establish times lines and project leads for all Phase I actions. The ad-hoc CEAP Implementation Committee is working alongside staff to recommend key performance indicators, which will be used in future reports to track incremental progress toward adopted CEAP goals.

To lend focus to initial 2018 implementation efforts, major CEAP activities for 2018 are grouped into the following themes:

- Energy
- Transportation
- Outreach
- Planning

Energy

Saving energy and building more renewable energy resources are essential components of Ashland's carbon reduction goals. Ashland has offered energy efficiency and renewable energy incentives to the community for many years, but there is substantial room for additional uptake.

Changes in Ashland's Net Metering resolution mean there is substantial opportunity for community-driven, or other types of group solar projects. Efficiency measures and net-metered solar are especially valuable as they reduce Ashland's overall electricity usage and create direct reductions in GHG emissions.

There are several proposals for developing larger community and utility solar resources, which could allow Ashland to incorporate additional low carbon energy in the electric utility portfolio. Costs and feasibility of these larger renewables projects will be assessed in 2018.

Key Actions

- BE-1-3. Facilitate and Encourage Solar Energy Production.
- BE-1-4. Enhance Production of on-site solar energy from City facilities.
- BE-2-1. Increase outreach efforts to expand participation in energy efficiency programs and promote climate-friendly building and construction.
- BE-3-1. Use results from City Facilities Energy Audit to prioritize City Facilities Capital Improvement Plans (CIPs) and maintenance improvements.

Table 3. Potential CEAP Energy Projects in 2018

Item	Project	Summary	Related CEAP Action
1	Utility scale solar (1-12 MW)	Feasibility studies to assess several different Utility-scale solar developments. Development of solar and other renewable resources is an essential strategy in meeting long term climate change mitigation goals.	BE-1-3.
2	City Solar Rooftops (1 MW)	Harnessing solar on City facilities will reduce Municipal energy consumption and result in direct reduction of emissions.	BE-1-3. BE-1-4.
3	Community Solar (TBD)	Recent changes to Ashland's Net Metering Resolution allow several new pathways to developing community solar. Staff will work with community members to encourage investment in new community solar resources.	BE-1-3.
4	Reeder Reservoir Hydropower efficiency improvements (0.3-0.5 MW)	Infrastructure upgrades will improve efficiency and increase power production at the dam.	BE-3-1.
5	City Facilities Energy Efficiency Improvements (TBD)	Departments will utilize facilities audits to improve efficiency and reduce emissions from City facilities.	BE-3-1.
6	Ashland housing inventory energy efficiency programs (TBD)	Staff will explore strategies for increasing participation in City efficiency and renewable energy programs. Staff will also explore longer term programs to incentivize or require building energy performance scores.	BE-2-1.
7	High efficiency building code amendments	Advocacy and planning to ensure that state and local building codes are supporting CEAP goals.	BE-2-1.

8	New programs for electric utility customers	Exploring opportunities to create new programs and services for Utility customers, for example bundling renewable energy certificates or creating new electric rate tiers to support a particular program.	BE-2-1.
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Transportation

Two primary opportunities for Ashland include reducing the number of vehicle miles travelled (VMT) and to facilitating the use of higher-efficiency vehicles, especially electric vehicles (EV). In practical terms, this means helping Ashlanders drive less and walk/bike more. The Ashland community has a substantial opportunity to reduce emissions by electrifying transportation, which is more efficient than fossil fuel alternatives and has the ability to be fueled from low-carbon sources such as from solar or wind energy.

Key Actions

- BE-1-2. Promote switching to lower-carbon fuels.
- ULT-2-1. Implement bicycle- and pedestrian-friendly actions in the City's Transportation System Plan and Downtown Parking Management Plan.
- ULT-3-2. Revise land use codes to require EV charging infrastructure at multifamily and commercial developments.
- ULT-3-3. Provide information about electric and hybrid vehicles and rebates on the City's website.

Table 4. Potential Transportation Projects

Item	Project	Summary	Related CEAP Action
1	Improve EV charging infrastructure	Update and improve existing public charging Advocate and explore options for public DC fast charging infrastructure	BE-1-2.
2	City fleet electrification	Evaluate existing fleet and plan for phased in hybrid/EV integration	BE-1-2.
3	Additional EV incentives	Explore programs to expand workplace and home charging. Explore programs to facilitate EV market penetration, such as financing incentives or group purchases.	BE-1-2.
4	Multimodal transportation improvements	Implement multimodal transportation improvements listed in City plans.	ULT-2-1.
5	Long term planning	Evaluate land use code opportunities	ULT-3-2.

Outreach

Ashland's Climate and Energy Action Plan is comprehensive and offers guidance to citizens, businesses, and City operations alike. There is a significant amount of outreach and education needed to ensure broad understanding, continued public support of the plan.

CEAP staff are working to build a website and Community Engagement Plan to increase the plan's exposure and provide a comprehensive resource. Both the website and the engagement plan will be significant projects in 2018 and serve as a foundation for initial (and future) implementation.

The Implementation Committee will receive frequent updates on the status of CEAP actions and will be an important conduit for relaying updates to other Commissions. In addition, the committee will be involved in the creation of the Community Engagement Plan and will have the opportunity to engage with CEAP action leads.

Key Actions

- CC-1-1. Create a formal public outreach and education plan to inform the community about climate actions and progress.
- CC-1-2. Support capacity of neighborhood and community groups to implement climate mitigation and adaptation initiatives.
- CC-1-3. Assess the feasibility of a City-sponsored carbon offset program.

Table 5. Potential Outreach Projects

Item	Project	Summary	Related CEAP Action
1	CEAP Web Portal	Dashboard of CEAP projects and key progress indicators Detailed information on CEAP actions and contact info for project leads Opportunities for community engagement and information gathering Develop community information and advocacy resources	CC-1-1. CC-1-2.
2	CEAP Community Engagement Plan	Messaging Communication plan	CC-1-1.
3	City-sponsored Climate Mitigation Programs	Ashland-focused Carbon Offset and Renewable Energy Certificate programs	CC-1-3.

Planning

Planning is a key area of ongoing work for staff. Key implementation tools, including website, performance indicators, and community engagement resources are under development. In addition to implementation of near term CEAP actions, staff are planning and developing systems necessary for future CEAP projects.

Key Actions

- CC-3-1. Consider climate change in all City Council policy, budgetary, or legislative decisions and as part of the Council Communication document template.
- CC-3-2. Incorporate CEAP goals and actions in future updates of city plans.
- CC-3-3 Include consideration and perpetuation of climate action goals within the scope of every appropriate City Advisory Commission.
- CC-4-1. Engage with other governments and organizations around regional, statewide, national, and international climate policy and action.

Table 6. Potential Planning Projects

Item	Project	Summary	Related CEAP Action
1	Internal Project tracking platform	Build and develop systems to track project details and progress made	
2	GHG Inventory Update	Planning and coordination of upcoming GHG inventory, years 2015-2018.	
3	Ad-hoc CEAP Implementation Committee advisory work	Support Phase I implementation activities Advise on key progress indicators (KPIs) Development of Community Engagement Plan	

List of other actions slated for 2018-2019

BE-1-1. Develop a comprehensive plan for the Municipal Electric Utility.

ULT-1-2. Work with RVTD to implement climate-friendly transit.

ULT-2-2. Explore opportunities to convert to shared streets where appropriate to provide multimodal connectivity.

- ULT-4-1. Regulate new development in the Wildfire Lands Overlay part of the urban growth boundary.
- CM-2-1. Partner with nonprofit organizations to promote the purchase of climate-friendly food and products.
- CM-2-2. Expand community gardening and urban agriculture opportunities
- NS-1-3. Undertake restoration efforts to retain and restore native fish and riparian species.
- NS-2-2. Explore water-efficient technologies on irrigation systems and consider requiring them during the permitting process.
- NS-1-1. Manage forests to retain biodiversity, resilience, and ecosystem function and services in the face of climate change. Use best available science to inform fire management and planning to manage ecosystem health, community safety, and carbon storage.
- PHSW-2-1. Engage leading employers in a dialogue on climate action, for example, by organizing and facilitating roundtables.
- PHSW-3-1. Work with vulnerable populations to create specific adaptation strategies to address public health risks.

CEAP Future: Timeline and Milestones

Below is a timeline of key CEAP events, past and future. As the CEAP is a living document, it is expected that future milestones and specific plan actions may change over time.

- 2015 - Baseline year for GHG Inventory
 - Formation of Ad-hoc Climate and Energy Action Plan Committee
 - 2016 - Completed GHG Inventory #1 (years 2011-2015)
 - 2017 - Adoption of Climate and Energy Action Plan
 - Adoption of CEAP Ordinance
 - Hired City staff
 - 2018 - Formation of ad-hoc CEAP Implementation Committee
 - CEAP Progress Report 2018 (this document)
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- 2019 - GHG Inventory Update
- 2020 - Formation of long term CEAP Advisory Commission
 - Climate and Energy Action Plan Update
 - Phase I Actions Complete
- 2022 - GHG Inventory update
- 2023 - Climate and Energy Action Plan Update
- 2025 - Phase II Actions Complete