

ad hoc CLIMATE AND ENERGY ACTION PLAN IMPLEMENTATION COMMITTEE

Thursday, April 19, 2018 | 5:00 PM – 7:00 PM

Siskiyou Room, 51 Winburn Way

Meeting Objectives

- ☐ Review the revised goals and indicators and provide feedback on potential improvements.
- ☐ Discuss Community Engagement Plan process and prioritize next steps.

Meeting Agenda

1. Call to Order
2. RECEIVE Public Forum input (10 min)
3. APPROVE consent agenda (5 min)
 - 3.1. Meeting minutes from 2/15/18 and 3/15/18.
 - 3.2. Next regular meeting is scheduled: May 17th, 2018
 - 3.3. Implementation Committee Look-ahead
 - 3.3.1. May – Draft Community Engagement Plan review
 - 3.3.2. June – Co-benefits and Equity Considerations, Input, Recommendations
 - 3.3.3. July – TBD
 - 3.4. **Preparation:** Review attached minutes from 2/15/18 and 3/15/18
4. RECEIVE updates relevant to CEAP Implementation (10 min)
 - 4.1. Council Liaison update
 - 4.2. Commission Liaisons
 - 4.3. Staff Update
5. REVIEW revised climate dashboard elements and GIVE INPUT as appropriate. (30 min)
 - 5.1. **Preparation:** Review Attachment - “Revised Climate Dashboards”.
6. REVIEW proposed framework for Community Outreach and Education Plan and GIVE INPUT as appropriate. (30 min)
 - 6.1. **Preparation:** Read Packet section “CEAP Community Outreach and Education Plan Resources”
7. DISCUSS meeting process (10 min)
 - 7.1. Focus questions:
 - 7.1.1. What did we do well at this meeting?
 - 7.1.2. What could we improve at the next meeting?

8. ADJOURN

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.

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Packet Materials

[Attachment – “CEAP Community Outreach and Education Plan Resources”](#)

Agenda Item 6.

REVIEW proposed framework for Community Outreach and Education Plan and GIVE INPUT as appropriate. (30 min)

1. Proposed process

- 1.1. Staff reviews proposed framework for Community Outreach and Education Plan.
- 1.2. Team identifies and agrees on relevant questions to answer between April-May meetings.
Please note that we do not need to answer all of the questions below at the April meeting.
- 1.3. Team identifies next steps.

2. General Framework

2.1. Definitions

- Education: The teaching and learning of knowledge, skills, and cultural beliefs through formal (in school) or informal (self-directed) activities.
- Public Outreach: Activities that generate awareness and interest and may also support education.

2.2. Most High-Quality Education and Outreach Plans:

- Have specific, clearly stated goals that are both ambitious and realistic.
- Identify an appropriate audience, and address the needs of that audience.
- Identify outcomes that are measurable.
- Include a timeframe for accomplishing objectives.
- Leverage or build on other EPO efforts rather than duplicate existing resources.
- Involve professionals with appropriate scientific, technical, and pedagogical expertise.
- Include a budget and funds to sufficiently complete the proposed work.
- Include plans for sufficient staffing.
- Create something of enduring value.
- Include a plan to evaluate the success of the project.

3. Focus questions regarding the CEAP outreach:

3.1. What is Public Outreach and Education intended to achieve?

The purpose of the outreach and education strategies and are to:

1. Reach Ashland residents, stakeholders, and other interested parties, inform them about the existence of Ashland's Climate and Energy Action Plan, and
2. Encourage all citizens to become involved the pursuit of the community's goal of reducing climate altering emissions.

3.2. Who needs to / wants to be informed about?

Answers submitted from Committee research assignment:

HVAC contractors

One pretty broad target audience is homeowners (building owners and renters as well), for energy efficiency. I would add that it is probably "needs to" vs wants to be more engaged, given potential efforts and costs for efficiency improvements.

The business community

Our visitors who come from elsewhere

children, youth, young adults

3.3. What does success look like?

Answers submitted from Committee research assignment:

Reduce the number of mechanical permits issued by the City of Ashland for natural gas burning heating appliances.

The beauty of energy efficiency in homes/buildings, is that outcomes and benefits are so multi-faceted and are very measurable. Since all buildings make up a good percent of energy consumption, it only makes sense to do all that is possible to use whatever source of energy we have, only much more efficiently. Energy efficiency can and does pay for itself and in addition to reduced emissions, improves building longevity, durability, improves comfort and indoor air quality, while reducing energy consumption - both electric and natural gas. It then paves the way for renewable energy to be considered.

As mentioned above, inoculating others with the ideas that are then brought back to their own communities. Establishing a mechanism for such "community mentoring" may eventually be desirable. (The climate action webpage under development is a good start.)

awareness of daily decisions as they relate to the environment as a whole

3.4. What are some general educational messages?

Answers submitted from Committee research assignment:

Electrify your home and vehicle.

Consider climate change as THE opportunity of a lifetime!

Pick one thing you as an individual can change the way you are doing something. example: Driving your child to and from school. Changing one thing at a time is relatively simple but can have a major impact on

your carbon footprint. Once the new habit is formed, pick your next goal and repeat. Though we need to act quickly we also need to be realistic as humans.

"The only outcome that is clear is the one in which we fail to act. We don't know all the answers - and probably not even all the questions - but we know the direction that we need to go: towards building a society that is truly sustainable.

find and enact change in the small and ordinary events of daily life

3.5. What are some targeted educational messages?

Answers submitted from Committee research assignment:

HVAC contractors play a key role in the specification of new and replacement heating, ventilating, and air conditioning equipment. For new equipment their bids are important. For replacement equipment the experience generally goes as follows. Mostly people ignore their heating & cooling equipment until it breaks. Once it breaks it is a crisis. Frantic calls are placed to HVAC contractors until the right combination of cheap and fast is found. If replacement rather than repair is required the HVAC contractor is in a powerful position to provide information about alternatives. More specifics can be discussed but that is beyond the scope of this exercise.

Energy efficiency improvements in homes, is one direct way people can enhance their living environment, while adding significantly to reducing GHGs and helping to mitigate climate change in our region.

Climate change events have effected local business in the recent years. Wildfires and smoke have increased each year as have severe winter storms. Business's are struggling with how to deal with smoke impacts both on health impacts to employees and patrons as well as lost revenues. Ashland as a whole has and will see more of this in the years to come as temperatures increase and precipitation decreases. There are ways to prepare a business to deal with smoke. Interestingly some of the ways also directly help with energy efficiency. Making certain windows, doors, vents, etc are well sealed to help keep the smoke out will also help with energy efficiency. Filtration systems and keeping Hvac Systems cleaned and functioning well again helps both things.

"Ashland is doing something about climate change - and you can be part of the solution." People who come to Ashland on vacation or on a temporary basis are typically coming to enjoy a perceived 'quality of life.' Indeed, the quality of daily life in Ashland is strongly influenced by the tourist population. Climate change is, fundamentally, a quality of life issue. By engaging this population (ride-sharing, alternative transportation, consumer awareness) we gain traction for our specific goals and "innoculate" carriers who may spread these ideas in their own communities.

how can we be more aware of our energy use? what is energy and how is it stored, used, released? is there good energy vs bad energy? how does pollution relate to the environment and what is the response of the earth?

3.6. When does the outreach need to happen?

3.7. What are the deliverables needed for this outreach?

3.8. What measurable outreach objectives do we want to set?

Staff Guidance:

Objectives are specific and measureable, and should be realistic. They support goals and represent desired outcomes. Marketing and outreach objectives typically include:

- Raising consumer awareness (e.g., number or percentage of target audience members reached through websites, materials, or events)
- Behaviors that you want customers to undertake (e.g., number of customers scheduling an assessment or attending a home energy efficiency demonstration)
- Customers showing interest in the program (e.g., responses to a call for action or click-throughs on a website)
- A time-frame during which the objective should be met.

3.9. What additional questions do we need to ask in order to build our outreach plan?

4. Optional Additional Resources

4.1. The following links may provide helpful information and resources

- [EPO Guide for Scientists](#) (source of the generalized planning framework from 2.1)
- [IPCC Communications Handbook](#)
- [USDOE Program Design & Customer Experience Goal setting guidance](#)

<END>

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Packet Materials

[Attachment – “Revised Climate Dashboards”](#)

Agenda Item 5.

REVIEW revised climate dashboard elements and GIVE INPUT as appropriate. (30 min)

1. Proposed Process

- 1.1. Staff reviews current version of CEAP dashboards.
- 1.2. Team gives input and identifies additional needs.
- 1.3. Staff reviews next steps.

2. Focus question:

2.1. What additional input does the team have on CEAP performance indicators?

3. Screenshots of Dashboard inputs

3.1. Staff guidance:

- There are currently 2 high-level dashboards. The “Summary” dashboard provides a roll-up of key performance indicators (KPIs) by Focus Area / Values. The “Top Level” dash provides information on our primary CEAP goals, as well as a display of our raw emissions inventory data.
- There are 6 Focus Area dashboards, which will display deeper level information metrics.
- With the exception of the “Summary Dashboard”, when the dashboards integrated with the website, the KPIs and Metrics will display as graphs and charts, rather than a table of numbers.
- Note: For dashboard purposes, the original CEAP focus area names have been re-interpreted as core values. For example, “Natural Systems” now reads as “Healthy Ecosystems”. This change is meant to provide a more compelling and intuitive understanding of CEAP goals.

3.2. Summary Dashboard

	F	G	H	I	J	K	L	M
	2020 OBJECTIVES (measurable goals relative to 2015 Baseline)	INVENTORY TYPE	KPI	2015 BASELINE	UNIT	2019	Target 2050	Data Source
1	Climate Leadership							
2	Target 1: Reduce Community GHG Emissions by 34% by 2020 (8% annual average reduction)	Community	Community GHG	342480	mtCO2e	--	8% reduction per year	GHG Inventory
3	(See focus areas for adaptation goals).	Community	(See Focus Areas)	--	--	--	--	--
4	Green Municipal Operations							
5	Target 2: Reduce City Operations GHG Emissions to zero (net) by 2030.	City Operations	City Operations GHG Emissions	10757	mtCO2e	--	0 by 2030	GHG Inventory
6	Target 3: Reduce City Operations Fossil Fuel Consumption by 50% by 2030 (and 100% by 2050)	City Operations	City Operations Fossil Fuel Use	Unknown	MMBTU	--	50% reduction by 2030; 100% 2050	GHG Inventory / Fleet
7	Efficient Buildings							
8	Target 1: Reduce emissions from Ashland's buildings by 34% by 2020 (8% annual average reduction)	All Community	Residential Energy GHG	82426	mtCO2e	TBD	8% reduction per year	GHG Inv Sectors
9	Target 2: Increase Ashland's building energy efficiency by 15% by 2020	All Community	Residential energy use intensity	TBD	kBtu/sf	0	0	Calc input, Annual data need, p
10	Target 3: Increase Ashland's water efficiency by X% by 2020 (Pending Water Master Plan update)	All Community	Residential Water	0	CF	0	0	Billing
11	Protect Ashland's building stock and energy supply from climate impacts.	All Community	RE installed	0	kW	0	0	Larry
12	Low Carbon Transportation							
13	Target 1: Reduce transportation GHG emissions by 34% by 2020 (8% annual average reduction)	Community	Transportation GHG Emissions	79000	mt CO2e	--	8% reduction per year	GHG Inventory
14	Target 2: Reduce per capita GHG emissions by 34% by 2020 (8% annual average reduction)	Community	Per capita Transportation GHG Emissions	Unknown	mt CO2e/person	--	--	Calculated
15	Target 3: Improve Ashland vehicle efficiency by 20%? By 2020	Community	Low emission vehicle registrations (Battery electric + plug-in hybrid electric vehicles)	Unknown	%	--	--	DMV Donna Kowitz / ODOE
16	Support local and regional sustainable growth.	Community	Walkscore	53	#	--	--	look-up
17	Protect transportation infrastructure from climate impacts.	Community	TBD	TBD	--	--	--	0
18	Zero Waste / Low Carbon Economy							
19	Target 1: Reduce waste and wastewater GHG by 34% by 2020 (8% annual average reduction).	Community	Solid waste GHG emissions	--	mtCO2e	--	8% reduction per year	GHG Inventory
20	Target 2: Increase landfill diversion by 10% by 2020.	Community	Solid waste sent to landfill	--	mt	--	--	0 Recology or Salem
21	Target 3: Reduce consumption of climate intensive consumer goods by 34% by 2020 (8% annual average reduction).	Community	Total Consumption GHG emissions	166731	mtCO2e	--	8% reduction per year	GHG Inventory
22	Support locally-produced products.	Community	Farmers Market Vendor Participation	--	--	--	--	RVGM
23	Healthy Ecosystems							
24	Enhance ecosystem health and resilience.	Community	Acres of forest maintained / managed	TBD	Ac / %	--	TBD	AFP
25	Target: Double Ashland's capacity to provide clean drinking water by 2020.	Community	Avg Daily water treated	4.5 MGD[4]	gallons	--	TBD	PW
26	Healthy Community							
27	Target: Inform the community of air quality alerts.	All Community	Number of climate advisory warnings (heat, drought, air quality)	--	--	--	--	--
28	Improve community capacity to understand, prepare for, and respond to climate change security risks.	All Community	CERT team participation	--	people / hours	0	--	--
29	Engaged Community							
30	Increase awareness of city climate goals and needs.	All Community	Outreach and education plan goal tracking	(e.g., over 2,000 students[6])	# people	--	--	--
31	Target: Integrate climate change considerations into all major city plans	City Operations	Number of other City plans that incorporate climate change considerations	2 (Water Master Plan Update; 2016 Ashland Forest Plan)	# / %	--	--	--
32								

3.3. Top Level Dashboard

	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	2020 OBJECTIVES (measurable goals relative to 2015 Baseline)	INVENTORY TYPE	KPI	2015 BASELINE	UNIT	2019	Target 2050	Data Source		2011	2012	2013	2014	2015
2	Target 1: Reduce Community GHG Emissions by 34% by 2020 (8% annual average reduction)	Community	Community GHG	342,480	mtCO2e	--	8% reduction per year	GHG Inventory						
3	Target 2: Reduce City Operations GHG Emissions to zero (net) by 2030.	City Operations	City Operations GHG Emissions	10,757	mtCO2e	--	0 by 2030	GHG Inventory						
4	Target 3: Reduce City Operations Fossil Fuel Consumption by 50% by 2030 (and 100% by 2050)	City Operations	City Operations Fossil Fuel Use	Unknown	MMBTU	--	50% reduction by 2030; 100% 2050	GHG Inventory / Fleet						
5	(See focus areas for adapataion goals).	Community	(See Focus Areas)	--	--	--	--	--						
6														
7														
8		GPC Location-based	Built Environment	82,426						104,337	89,636	91,871	84,879	82,426
9		GPC Location-based	Residential	43,490						57,333	48,459	49,869	44,230	43,490
10		GPC Location-based	Commercial	36,808						44,614	38,835	39,680	38,410	36,808
11		GPC Location-based	Industrial	2,128						2,390	2,342	2,322	2,239	2,128
12		GPC Location-based	Transportation	79,000						77,300	77,800	78,400	79,000	79,000
13		GPC Location-based	Residential On-Road	57,000						56,000	56,200	56,500	57,000	57,000
14		GPC Location-based	Commercial Freight	4,600						4,500	4,600	4,600	4,600	4,600
15		GPC Location-based	Industrial Freight	2,800						2,600	2,600	2,700	2,800	2,800
16		GPC Location-based	Residential Air Travel	14,600						14,200	14,400	14,600	14,600	14,600
17		GPC Location-based	Refrigerant Leakage	7,400						7,300	7,300	7,400	7,400	7,400
18		GPC Location-based	Solid Waste and Wastewater	6,923						6,368	6,222	6,523	6,923	6,923
19		GPC Location-based	SECTOR-BASED TOTAL	175,749						195,305	180,958	184,194	178,202	175,749
20														
21		Consumption-based	Residential Consumption	125,200						124,200	124,600	125,200	125,200	125,200
22		Consumption-based	Goods	74,700						73,500	74,200	74,700	74,700	74,700
23		Consumption-based	Food	50,500						50,700	50,400	50,500	50,500	50,500
24		Consumption-based	Upstream Energy Production	36,031						40,826	37,105	37,376	36,530	36,031
25		Consumption-based	City Government Consumption	5,500						4,100	4,400	6,300	6,000	5,500
26		Consumption-based	CONSUMPTION-BASED TOTAL	166,731						169,126	166,105	168,876	167,730	166,731
27														
28			TOTAL EMISSIONS	342,480						364,431	347,063	353,070	345,932	342,480

3.4. Buildings and Energy Metrics

	C	F	G	H	I	J	K	L
1	VALUE	2020 OBJECTIVES (measurable goals relative to 2015 Baseline)	INVENTORY		2015 BASELINE	UNIT	2019	Target 2050
2	Efficient Buildings	Target 1: Reduce emissions from Ashland's buildings by 34% by 2020 (8% annual average reduction)	TYPE	KPI				
3			All Community	Residential Energy GHG	82,426	mtCO2e	TBD	8% reduction per year
4			All Community	Commercial Energy GHG	82,426	mtCO2e	TBD	8% reduction per year
5			All Community	Industrial Energy GHG	82,426	mtCO2e	TBD	8% reduction per year
6			All Community	Residential Electricity		kWh	--	
7			All Community	Residential Natural Gas		therms	--	
8			All Community	Commercial Electricity		kWh	--	
9			All Community	Commercial Natural Gas		therms	--	
10			City Operations	Governmental Electricity (counted as part of commercial)		mtCO2e		0 by 2030
11			City Operations	Governmental Natural Gas		mtCO2e		0 by 2030
12			City Operations	Governmental Electric kWh		kWh	--	
13			City Operations	Governmental Natural Gas therms		therms	--	
14	Efficient Buildings	Target 2: Increase Ashland's building energy efficiency by 15% by 2020	All Community	Residential energy use intensity	TBD	kBtu/sf		
15			All Community	Commercial energy use intensity	TBD	kBtu/sf		
16			All Community	Industrial energy use intensity	TBD	kBtu/sf		
17			All Community	Ashland residential water use intensity	TBD	CF or Gal /sf		
18			All Community	Ashland commercial water use intensity	TBD	CF or Gal /sf		
19			All Community	Ashland Industrial water use intensity	TBD	CF or Gal /sf		
20			All Community	Residential sf	TBD	sf		
21			All Community	Commercial sf	TBD	sf		
22			All Community	Industrial sf	TBD	sf		
23			City Operations	City Operations sf	TBD	sf		
24								
25	Efficient Buildings	Target 3: Increase Ashland's water efficiency by X% by 2020 (Pending Water Master Plan update)	All Community	Residential Water		CF		
26			All Community	Commercial Water		CF		
27			All Community	Industrial Water		CF		
28			City Operations	Governmental Water		CF		
29								
30	Efficient Buildings	Protect Ashland's building stock and energy supply from climate impacts.	All Community	RE installed		kW		
31			City Operations	RE installed		kW		
32			All Community	Firewise communities		# / % of total		
33			All Community	Energy Audits performed		#		
34			All Community	Water Audits performed		#		
35			All Community	Solar audits performed		#		
36								

3.5. Transportation Metrics

	C	F	G	H	I	J	K	L
	VALUE	2020 OBJECTIVES (measurable goals relative to 2015 Baseline)	INVENTORY TYPE	KPI	2015 BASELINE	UNIT	2019	Target 2050
1	Low Carbon Transportation	Target 1: Reduce transportation GHG emissions by 34% by 2020 (8% annual average reduction)	Community	Transportation GHG Emissions	79,000	mt CO2e	--	8% reduction per year
2			City Operations	Transportation GHG Emissions	TBD	mt CO2e	--	8% reduction per year
3							--	
4							--	
5	Low Carbon Transportation	Target 2: Reduce per capita GHG emissions by 34% by 2020 (8% annual average reduction)	Community	Per capita Transportation GHG Emissions	Unknown	mt CO2e/pe	--	--
6							--	
7	Low Carbon Transportation	Target 3: Improve Ashland vehicle efficiency by 20%? By 2020	Community	Low emission vehicle registrations (Battery electric + plug-in hybrid electric vehicles)	Unknown	%	--	--
8			Community	RVTD ridership (or passenger miles)	TBD	#	--	--
9			Community	Bikeshare ridership (or bike miles)	TBD	#	--	--
10			Community	Vehicle miles travelled	TBD	miles	--	--
11			Community	Vehicle emissions per mile	TBD	mt CO2e/mi	--	--
12							--	
13			City Operations	Battery electric + hybrid vehicles	TBD	%	--	--
14			City Operations	Battery electric + hybrid vehicles	TBD	#	--	--
15			City Operations	Total unleaded	TBD	gal	--	0
16			City Operations	Total diesel	TBD	gal	--	0
17			City Operations	Total LPG?	TBD	lbs	--	0
18			City Operations	Vehicle miles travelled	TBD	miles	--	0
19			City Operations	Vehicle emissions per mile	TBD	mt CO2e/mi	--	--
20							--	
21	Low Carbon Transportation	Support local and regional sustainable growth.	Community	Walkscore	53	#	--	--
22			Community	Bikescore (if available)	TBD	--	--	--
23			Community	Multimodal scorecard, if available	TBD	--	--	--
24							--	--
25	Low Carbon Transportation	Protect transportation infrastructure from climate impacts.	Community	TBD	TBD	--	--	--

3.6. Consumption Metrics

VALUE	2020 OBJECTIVES (measurable goals relative to 2015 Baseline)	INVENTORY TYPE	KPI	2015 BASELINE	UNIT	2019	Target 2050
Zero Waste / Low	Target 1: Reduce waste and wastewater GHG by 34% by 2020 (8% annual average reduction).	Community	Solid waste GHG emissions	--	mtCO2e	--	8% reduction per year
		Community	Wastewater GHG emissions	--	mtCO2e	--	8% reduction per year
Zero Waste / Low	Target 2: Increase landfill diversion by 10% by 2020.	Community	Solid waste sent to landfill	--	mt	--	--
		Community	Waste diverted from landfill	Unknown	%	--	TBD
		City Operations	Waste diverted from landfill	TBD	%	--	TBD
		Community	Waste stream composition	--	--	--	--
Zero Waste / Low	Target 3: Reduce consumption of climate intensive consumer goods by 34% by 2020 (8% annual average reduction).	Community	Total Consumption GHG emissions	166,731	mtCO2e	--	8% reduction per year
		Community	Consumer foods GHG (uncertain data)	--	mtCO2e	--	8% reduction per year
		Community	Consumer goods GHG (uncertain data)	--	--	--	--
Zero Waste / Low	Support locally-produced products.	Community	Farmers Market Vendor Participation	--	--	--	--
		Community	Community Gardens developed	Unknown	Acres	--	TBD
		Community	Ashland local metric TBD	--	--	--	--

3.7. Public Health Metrics

	C	F	G	H	I	J	K	L
1	VALUE	2020 OBJECTIVES (measurable goals relative to 2015 Baseline)	INVENTORY TYPE	KPI	2015 BASELINE	UNIT	2019	Target 2050
2	Healthy Comn Target: Inform the community of air quality alerts.		All Community	Number of climate advisory warnings (heat, drought, air quality)	--	--	--	--
3				Tree canopy cover (%)	--	--	--	--
4				Cooling center capacity (# people)	--	--	--	--
5				Smoke relief center?	--	--	--	--
6				Air quality (EPA score out of 100) > not a good kpi	70/100ii		--	TBD
7	Healthy Comn Improve community capacity to understand, prepare for, and respond to climate change security risks.		All Community	CERT team participation	--	people / hours	--	--
8				# homes in the wildland urban interface (WUI)	1,400 homes[5]	--	--	TBD
9				# Firewise communities	--	--	--	--
10								
11								
12								
13								

3.8. Cross Cutting Metrics

	F	G	H	I	J	K	L
1	2020 OBJECTIVES (measurable goals relative to 2015 Baseline)	INVENTORY TYPE	KPI	2015 BASELINE	UNIT	2019	Target 2050
2	Increase awareness of city climate goals and needs.	All Community	Outreach and education plan goal tracking	(e.g., over 2,000 students[6])	# people	--	TBD
3							
4	Target: Integrate climate change considerations into all major city plans	City Operations	Staff knowledge and understanding of climate change issues and actions	(e.g., over 2,000 students[6])	# people	--	TBD
5							
6		City Operations	Number of other City plans that incorporate climate change considerations	2 (Water Master Plan Update; 2016 Ashland Forest Plan)	# / %	--	TBD
7							
8							
9			Other possible metrics				
10			Participation in Offsets				
11			Participation in Conservation programs				
12							

<END>

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Packet Materials

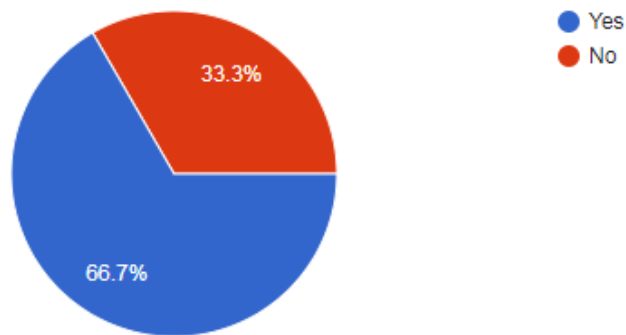
[Attachment – “Meeting Feedback 3-15-18”](#)

1. The following feedback was provided after the last committee meeting

1.1.

Did we achieve the meeting objective as stated in the agenda?

3 responses



If not, why not?

2 responses

We did though maybe not to the depth everyone wanted.

extensive discussion not relevant to goals of CEAP

1.2.

What three positive things can we do to improve the next meeting?

3 responses

gather homework email and distribute in packet
more specific proposals, e.g. KPI & dashboard, in packet

Keep open minds, allow our differences to arise, shoot for the moon!

simplify, ensure criteria is addressed, build from succeeding meeting progress

What are three things we did that we should not do at the next meeting?

3 responses

debate public forum

Stray too far from the agenda (we didn't so much), not allow one member to dominate,.....

talk about other committees(unless directly relevant)

1.3.

What are the two most important things the participants can do to improve the meeting?

3 responses

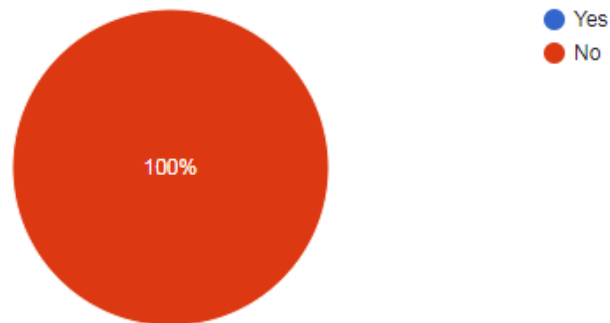
come to meeting with knowledge about agenda topics
limit off topic diversions

More questions, deeper listening.

direct response to outline criteria, avoid self-focused discussion

Could we have done without this meeting?

3 responses



<END>