

**ad hoc CLIMATE AND ENERGY ACTION PLAN IMPLEMENTATION COMMITTEE**

**Thursday, July 19, 2018 | 5:00 PM – 7:00 PM**

**Siskiyou Room, 51 Winburn Way**

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**Meeting Goals**

- GIVE INPUT and APPROVE on current Empower Ashland proposal.
- GIVE INPUT and APPROVE on draft newspaper article.

**Meeting Agenda**

Call to Order (5:00pm)

1. ASSIGN roles for timekeeper and action item keeper (5m, 5:00 - 5:05)
2. CHECK IN – SHARE your answer to “check in” question (5m, 5:05 - 5:10)
  - a. Which of the recent articles did you find most thought provoking? Or, which introduced you to new information? (links below for reference)
  - b. <http://www.neep.org/blog/codes-cryptids-and-creatures-common-myths-energy-codes-world>
  - c. <https://www.bloomberg.com/news/articles/2018-07-08/u-k-plans-investment-boost-for-electric-car-charging-points>
  - d. <http://www.greenbuildingadvisor.com/blogs/dept/musings/energy-modeling-isn-t-very-accurate>
  - e. <https://grist.org/article/most-paths-to-a-clean-energy-future-start-the-same-way>
  - f. <https://rmi.org/insight/the-economics-of-electrifying-buildings/>
3. RECEIVE Public Forum input (10m, 5:10-5:20)
4. Consent agenda (5m, 5:20 - 5:25)

ANNOUNCE next regular meeting is scheduled: Thursday August 16th, 2018  
REVIEW meeting Look-ahead

July – Empower Ashland planning.

Aug – Discussion of long term commission structure proposal / Review and evaluate new website tools.

Sept – Final Recommendations of long term commission structure /

APPROVE meeting minutes from 6/21/18

**Preparation:** Review attached minutes from 6/21/18

5. RECEIVE updates relevant to CEAP Implementation (10m, 5:35 - 5:45)

Council Liaison update  
Commission Liaisons  
Staff Update

6. GIVE INPUT and APPROVE on current Empower Ashland plan. (45m, 5:45 – 6:30)

Background:

Empower Ashland is the public outreach and communication plan for the CEAP. The actions identified in the current version of Empower Ashland include:

Strategy 1: Create an online presence for Empower Ashland.

Action 1.1 Create an Empower Ashland webpage or website.

Action 1.2 Create and deliver an Empower Ashland social media campaign.

Strategy 2. Use printed and complimentary media to elevate public awareness of the CEAP.

Action 2.1 Develop and distribute an informational Empower Ashland postcard or mailer.

Action 2.2 Develop and distribute educational correspondence to target audiences.

Action 2.3. Identify and highlight community stories that demonstrate a range of possible actions.

Action 2.4 Coordinate, develop, and publish an article series that walks citizens through the theory and practice of taking climate action in Ashland.

Strategy 3. Facilitate public actions that engage the community with the CEAP and encourage community action.

Action 3.1. Develop and deliver a talk and/or presentation to explain the CEAP.

Action 3.2. Facilitate public events to increase engagement in community climate action.

**Focus questions:**

- a. Does committee generally approve of draft plan as written?
- b. Does committee have specific feedback on identified actions and goals?
- c. Do individual committee members want to participate in development or delivery of specific actions? If so, who would like to volunteer their time, and for which actions? (Stu can list some specific potential needs.)

**Preparation:** Review Draft Empower Ashland outreach and communication plan.

7. GIVE INPUT and APPROVE draft CEAP newspaper article (15m, 6:30 - 6:45)

James will summarize the article and group will provide input.

**Focus questions:**

- a. Does committee generally approve of draft plan as written?

8. Optional (Time permitting): Preview of new webpage content and tools. (10m, 6:45-6:55)
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Attachments in Packet:

1. Minutes from last meeting
2. Draft Empower Ashland Plan, revised July 2018
3. Meeting Evaluation results from last meeting

### **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.