

**DRAFT MINUTES FOR THE ad hoc CLIMATE & ENERGY ACTION PLAN
IMPLEMENTATION COMMITTEE
Thursday, May 17, 2018
Siskiyou Room, 51 Winburn Way**

Call to Order

Councilor Stef Seffinger called the meeting to order at 5:01 p.m.

Councilor Stefani Seffinger, Rick Barth, Cindy Bernard, Ben Scott, Pat Acklin and Shannon Downey were present. Chris Brown arrived at 5:24 p.m. James McGinnis and Jordan Ely were absent. Staff members Stu Green and Adam Hanks were also present.

Assign roles for timekeeper and action item keeper- Stu Green, Staff Member described the positions of time keeper and keeping the meeting on track and the action item keeper helping to supplement the minutes with action items. Committee Member Cindy Bernard volunteered to be the time keeper and Committee Member Pat Acklin volunteered as the action item keeper.

Check In – Share your answer to “check in” question- The committee focused on the check in question and explained what each of them are doing to reduce their emissions. The committee discussed walking instead of driving, looking for energy leaks, switching light bulbs to LED, buying energy efficient appliances, clothes drying being done outside, turning heat lower, using wool balls to reduce dryer time when drying clothes, planting a garden and finding an appropriate energy efficient vehicle.

Public Input

Huelz Gutchen/2253 Highway 99 -Starting my noting an email that he had sent to the committee referencing WACC. He also noted the ease about listening back to meeting recordings and asked about audio from meetings being accessible via the internet. He also spoke to a new law in California regarding solar roofs. In closing he noted the importance of the people making a difference by attending City Council Meetings.

Approval Consent Agenda

Discussion: Committee Member Rick Barth stated that he would like minutes to reflect that he was in attendance at the April 19th, 2018 committee meeting. Staff Member Stu Green noted that wording that referred to clean air reduction should be changed to carbon air reduction. Bernard/Barth m/s the approval of meeting minutes for April 19th, 2018 as amended with above changes. Voice Vote: All Ayes. Motion Passes.

Councilor Seffinger noted the look ahead for the next committee meeting on June 21st 2018. The committee would be looking at co-benefit and equity considerations, and drafting of the community engagement plan, for which Green added that the plan would be a reoccurring item. Councilor Seffinger noted that the consent agenda was then approved.

Updates relevant to CEAP Implementation Council Liaison Update- Councilor Seffinger noted the approval of the natural hazards mitigation plan and the valuable information that this plan gives including responsibility and population data. Adam Hanks, Interim City Administrator noted that this item was in the previous council packet but that it could be emailed out to the committee, as

the committee agreed that there was a direct tie to climate change. Councilor Seffinger added the ongoing search for a new City Administrator. Additionally, she noted the purchase of Hardesty property that will be effecting the wastewater treatment operation and allow for a training site for police and fire. She also noted the Council's work on affordable housing in the Mountain Meadows area.

Commissions Reports

- Cindy Bernard, spoke on a wildfire task force sub-committee that she has been working on with the Chamber. She also noted the negative impacts of previous smoke. She spoke to the need for messages about good smoke and ways to use resources with businesses, schools and individuals. She also stated the need to create a message for the use of good smoke to be looked at as a way to reduce the bad smoke. Committee Member Shannon Downey noted the additional resources available on this topic. Green asked about additional information on the campaign that would be taking place for this. She added the need to build the messages through groups within the community such as CERT. Hanks noted additional website and alerts that also are being used for this.
- Pat Acklin, stated that the water adversity committee would not meeting until the fall when costing for capital improvement projects is done by Public Works.
- Shannon Downey, noted the change chairmanship with Stephen Jensen becoming a Council Member and that as Vice Chair of the Forest Lands Commission she is now Chair. She also noted that the committee is currently looking at management and data updates. The committee also noted an article on the effects of human recreation on wildlife and what future trails look like.

Staff Updates

Stu Green, Staff Member highlighted items that he has been working on. These included:

- Ameresco Feasibility Study initial results and how this will inform for municipal solar, energy efficiency improvements for facilities and utility scale solar.
- The City of Ashland has been chosen to have a dialog with Rocky Mountain Institute on topics of rental efficiency standards and net zero energy ready protocols. This work will help with adding new polices to zoning and building codes. Hanks added on this topic that a suggestion has been made by developers to create an ordinance for solar reserves. The committee also discussed the ordinance set in California and the resources that it will provided. Green added that the committee is invited to be involved in this dialog.
- Expansion of EV chargers on Hargadine and the development of cell phone app based pay. Also noted on this topic was the development of the rate for these chargers. Hanks added the control that this app will have for backend control.
- Wildland Fire Overlay
- Making progress on outreach plan.
- Formal relationship with Bonneville Environmental Foundation, including a carbon offset and renewable energy certificate program for the City of Ashland.
- Exposure of CEAP at the council level and in planning documents.

Adam Hanks also noted:

- A council item on Uber and Lyft was to be voting on as a formal recommendation from the Transportation Commission. But the commission did not have a quorum in order to vote.

Updates relevant to CEAP Implementation and 10 by 20 Hanks began by noting the formal presentations that have been made on this topic. At this time, he noted that City is currently working through a financial rate analysis with a cost of service and rate design consultant. He added that the cost of service study looks at the costs, revenues and equity between the customer classes. It also looks at long term infrastructure needs. These numbers are then being used in the rate design to see what the wholesale price is and how retail rates would play out across classifications. These pre built calculations he added that will then be able to be used to reference rates when an RFP is presented to Council. Hanks also noted the Ameresco feasibility study that the City has already begun. He explained that this is the pre-process to selecting an ESCO provider (of which Ameresco is one) and that this gives a chance for the company to bid if an RFP is created, as this funding structure is different from a BPA model. Hanks went on to note who has been a part of this process and where the process for this project has gone. He explained that this is major for the electric and general fund services. Hanks added details of the environmental biological assessment and how it set some baseline information for the plan as well. The goal he explained was without spending money to explain what is being proposed including the impact on utilities and the matrix of other relevant items. The idea of take or pay was also discussed in relation to this document with penalties not being built into the financials. The plan was stated as one that would be more of an incremental and not a plan that could be completed in 2020. This addresses electric utility risk management and also allows for better hybrid approaches to build local resources before a contract is renegotiated in 2028. The matrix of options was also listed as something that can be used to help with these resources. These included solar farms to regional grids, solar installations on City facilities, virtual net metering for community solar, expansion of hydro capacity, commercial and residential solar credits and expanding local energy efficiency. Hanks stated that the relationship to this committee and 10 by 20 would happen post the next council with big picture and policy decisions being made. Hanks and the committee also discussed the solar incentive programs with rebates coming from the City and Ashland being one of the foremost cities in the state for this. The committee also discussed take or pay for electric and the impact to the city within this concept, including the moving threshold for power and how rates are calculated. BPA contracts were noted are the same for entities with trade groups and associations helping on the contracts. Ashland historically has had a voice in the small cities arena. The committee also questioned the use of using organizations that specialize in solar during the RFP process, Hanks noted that they city has begun this work. The committee went on to discuss the use of a volunteered rate for the offset in rate power. The committee discussed a “double bundle” proposal and its relation to PACE, acknowledging that this would be a different financial structure than the current solar incentive program. Discussion also included a preference to the use of already degraded property for solar compared to those with high conservation values. The committee ended this conversation by discussing what has driven solar rates up and the incentives that are impacting the future of installations.

Review Draft CEAP Outreach and Education Strategy and GIVE INPUT as appropriate

Green began by discussing that the goal of the outreach plan was getting citizens to know that the plan exists, to engage with the plan and take action. It was discussed that a good intro piece would be the reading of the plan including the executive summary. The executive summary it was noted will be part of the Chamber Living and Doing Business Guide in the upcoming year. The idea of using personal stories was discussed by Green as something that can be promoted on the website. A supplemental piece of having community members do their carbon foot print was noted by the committee and discussed as an aggregate number. Green noted that there would be some constructs to this. It was also suggested to use peoples generalized area in reporting but to have an address entered and keep anonymous to allow entries to be distinct. The use of one

calculator was also noted and to be careful on the tool begin used, but not ask for an emissions profile but rather looking at what actions have been taken. The public input suggested the committee calculate their carbon foot print first using the CoolClimate Calculator. The committee discussed what formats would be best and that this needs to be used as starting point. The use of the data and a comparable interaction of data was looked at as well. The fact of value judgments was mentioned in relation to this, but that this could be optional tool as it compares broad averages. Overall the committee wants people to be able to use this a tool for next steps. The committee then discussed the idea of what format outreach would look like and how this would be integrated.

Green began a conversation with the committee to discuss who the audience and that this was all of Ashland. Green listed what he thought was a good list. Green asked for committee input on who she be identified for primary and secondary outreach. The committee suggested plumbers, contractors, homeowners, and car dealers be added to the list. It was also clarified what would be pathways. The committee agreed on contractors as a primary. Youth suggested as secondary outreach including high school students as driver into homes, and using the students to help with data was talked about. The committee discussed homeowners as a primary subgroup as they are easy to reach through such items as electric bills. Engaging visitors was also discussed including zero waste. It was suggested that some of these efforts are already being made through the Chamber and that these area ideas that they can take back to their own communities.

Empower Ashland was discussed with the idea use of a marketing campaign and a connection to the people. The committee agreed that it was a good idea and that they should move forward with it. The timeline was also discussed as well as the website being the place for community action on this project. It was suggested by the committee to take the matrix and look at how often people need to hear a message. Green suggested for the future that the pathways could be looked at and discussed that he would like input on this portion. The positive use of the using existing programs during this process was also noted. Green reiterate the need for a timeline and the committee added the idea of a teaser to begin this outreach. The committee suggested using the word as starting point to ask a question to get the public thinking. Using the downtown information booth as a place to house marketing, using Team Ashland, the OLLI program, event tables, and smart recycling cans on the plaza were also stated. Hanks noted that the city has resources to refine and add to this campaign, but that this was a start. He also added that this would fit into the city wide communication plan as well. The committee agreed even without a communication point of contact the plan could still move forward. Green stated that he would begin the work to create an move forward with a teaser.

Green asked the committee if a product like the CoolClimate Calculator was used what actions would the committee want to see as offsets? He suggested that the committee look at this and discuss at a later time.

Check Out – Discuss meeting process The committee discussed that there was a vote of confidence that the meetings were going well. It was also suggested the use of a roundtable for all committee members to add thoughts in on topics. The committee also noted that they do not feel like there is no overall sense of the plan is to fulfill the given charge. Hanks noted that the key policy items are really the only items that need to go to council for a recommendation, but that there is a value in keeping council updated. Green noted that he does have formal recommendation items for committee input in the future.

Alkin/Downey m/s I move to adopted the recommendation to move forward with the slogan Empower Ashland for the community outreach program. Discussion: None Voice Vote: All Ayes. Motion Passes.

Adjournment

7:04 p.m.

Action Items

- Green will send natural hazards mitigation plan out to committee.
- Hanks will send Green, Natural Hazards Mitigation Plan and a complete history of the 10 by 20 actions from the record.
- Green will send committee the Oregon Carbon Calculator (CoolClimate Calculator)
- Green will look at timeline for interactions with groups in the left-hand column,
- Green will look at teaser promotion for this summer
- Green will look at some sort of marketing for the 4th of July.

Respectfully submitted,
Natalie Thomason, Administrative Assistant

ad hoc CLIMATE AND ENERGY ACTION PLAN IMPLEMENTATION COMMITTEE**Thursday, June 21, 2018 | 5:00 PM – 7:00 PM****Siskiyou Room, 51 Winburn Way**

Meeting Goals

- Receive update on Wildfire Ordinance Update.
- Plan Article for Conservation Commission.
- Review and give input on co-benefits and equity considerations for at least one action in progress.

Meeting Agenda

1. Call to Order
2. Welcome
 - 2.1. INTRODUCE Les Stone – New CEAP Implementation Committee member
 - 2.2. ASSIGN roles for timekeeper and action item keeper (5 min)
3. CHECK IN – SHARE your answer to “check in” question (5 min)
 - 3.1. “Which CEAP action have you been thinking about recently? If implemented, how do you expect that would affect you in daily life?” (Please keep your answer brief.)
4. RECEIVE Public Forum input (10 min)
5. APPROVE consent agenda (5 min)
 - 5.1. APPROVE meeting minutes from 5/17/18
 - 5.2. ANNOUNCE next regular meeting is scheduled: Thursday July 19th, 2018
 - 5.3. REVIEW meeting Look-ahead
 - June – Co-benefits and Equity Considerations / Empower Ashland planning
 - July – Empower Ashland planning
 - Aug – Discussion of Long Term Structure and Format of Committee
 - 5.4. **Preparation:** Review attached minutes from 5/17/18
6. RECEIVE updates relevant to CEAP Implementation (25 min)
 - 6.1. Council Liaison update
 - 6.2. Commission Liaisons
 - Wildfire Mitigation Commission update on [Wildfire Ordinance](#) from Tonya Graham
 - Conservation Commission media request from James McGinnis
 - 6.3. Staff Update

7. DISCUSS Equity criteria for CEAP Implementation (30 min)

7.1. Background: The CEAP calls for evaluation of co-benefits and equity during implementation of the climate plan. The overall purpose is to maximize beneficial results and build more inclusive policies and programs. Climate actions identified in the CEAP will include consideration of co-benefits and equity during their design, implementation, and formal reporting.

7.2. Proposed discussion framework: Use table on p. 45 and p. 113 to evaluate one or more climate actions in progress. Take notes on which co-benefits and equity considerations are applicable, then discuss focus questions below.

7.3. **Focus questions:**

- Does the set of equity considerations on p. 133 of the CEAP adequately capture Ashland's equity considerations when evaluating CEAP actions?
- Does the committee suggest any additions or subtractions from co-benefit and equity considerations?
- Would committee members like to evaluate additional actions as part of committee meetings?
- Does committee support / recommend incorporation of equity analysis as part of formal City Council (Staff report) communication template?

7.4. **Preparation:** Review climate plan pages 44-45 and page 113.

8. REVIEW committee research assignment and GIVE INPUT as appropriate. (20 min)

8.1. Feedback on Carbon Calculator experience

8.2. Feedback on incorporating RECs into suggested action list

9. CHECK OUT – DISCUSS meeting process (5 min)

9.1. Focus questions:

- What did we do well at this meeting?
- What could we improve at the next meeting?
- Do committee members prefer the verbal check-out or the after-meeting web survey?

10. 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.

Equity

Each action of the CEAP should be implemented in an equitable manner that addresses Ashland's unique equity issues and concerns. The sections below provide suggestions for ensuring equitable implementation of the CEAP. It is expected that specific criteria and indicators will be determined and formalized in Year 1 of CEAP implementation.

Equity Considerations

When planning for implementation, the City should consider equity impacts and potential benefits. For example, the City of Portland put forth the following equity considerations in implementation of their Climate Action Plan:

explicitly integrated into the cross-cutting strategy CC 3.1 "Consider climate change in all City Council policy, budgetary, or legislative decisions. Incorporate climate action considerations/relationship as part of the Council Communication (staff report) document template." The inclusion of equity considerations as part of the standard formal communication template for City Council deliberation and decision making ensures that equity related impacts of City Council decisions are by default considered in the deliberation and able to be understood and commented on by the public.

EQUITY CONSIDERATIONS	
Disproportionate impacts	Does the proposed action generate burdens (including costs), either directly or indirectly, to communities of color or low-income populations? If yes, are there opportunities to mitigate these impacts?
Shared benefits	Can the benefits of the proposed action be targeted in progressive ways to reduce historical or current disparities?
Accessibility	Are the benefits of the proposed action broadly accessible to households and businesses throughout the community — particularly communities of color, low-income populations, and minority, women and emerging small businesses?
Engagement	Does the proposed action engage and empower communities of color and low-income populations in a meaningful, authentic and culturally appropriate manner?
Capacity building	Does the proposed action help build community capacity through funding, an expanded knowledge base or other resources?
Alignment and partnership	Does the proposed action align with and support existing communities of color and low-income population priorities, creating an opportunity to leverage resources and build collaborative partnerships?
Relationship building	Does the proposed action help foster the building of effective, long-term relationships and trust between diverse communities and local government?
Economic opportunity and staff diversity	Does the proposed action support communities of color and low income populations through workforce development, contracting opportunities or the increased diversity of city and county staff?
Accountability	Does the proposed action have appropriate accountability mechanisms to ensure that communities of color, low-income populations, or other vulnerable communities will equitably benefit and not be disproportionately harmed?

Climate and Equity

Equity is central to addressing climate change. Many of the countries most responsible for contributing to climate change, such as the United States, will not bear the brunt of global climate change impacts. Countries and communities that were not large historical emitters of greenhouse gases, such as small island nations, Arctic villages, and developing coastal communities, are facing a rapidly changing environment of thawing ice, flooded coasts, and extreme storms. Many of these communities do not have the resources or capabilities to protect, restore, or adapt to these changing conditions. It is the responsibility of the United States and its communities, as historical and current contributors to the problem, to be a committed and proportionate part of the solution. **This plan provides a foundation for ensuring that Ashland contributes to being part of the climate change solution.**

Climate change will also have a disproportionate impact on some local populations. In Ashland, elderly, low-income, disabled, and minority populations will be most vulnerable to many changing climate conditions, such as threats from severe heat, wildfire smoke exposure, and flooding.⁶ These populations may also suffer from other secondary impacts of climate change, such as risks to seasonal employment and agricultural productivity. **Ashland will need to commit special focus when implementing all actions in this plan to ensure the continued and improved prosperity and quality of life of these populations in the face of a changing climate.**

Actions to address these inequities, such as reducing urban heat islands or providing disaster preparedness assistance to at-risk communities, will pay dividends not just for those populations but also for the greater Ashland community. When everyone is healthy, employed, and safe, the community enjoys greater economic and social stability and prosperity.

Elements of the Plan that Emphasize Equity

Equity is integrated throughout Ashland's Climate and Energy Action Plan. For example, the following plan elements emphasize and address equitable climate action:

- An **ambitious greenhouse gas emissions reduction target** that acknowledges the responsibility of developed societies to minimize harmful impacts to those who did not contribute to the problem.
- **Actions that focus on supporting vulnerable populations**, who will disproportionately suffer from many climate change impacts.
- **Including equity in prioritization criteria** for evaluating potential actions.
- **Progress indicators** that track equitable implementation of the plan, such as percent of Ashland residents experiencing health issues or with access to cooling centers.
- An **implementation plan** that calls for equity to be considered in the implementation phase of every action.

Co-Benefits

In addition to the larger societal benefits that result from equitable and inclusive climate action, many strategies and actions in this plan result in other co-benefits, such as enhanced natural aesthetics, public health, economic vitality, or quality of life. For example, the introduction of energy-saving equipment and behaviors not only addresses climate goals, but can also lower energy costs for residents and citizens. **This plan prioritizes these “win-win” solutions that benefit both the climate and other facets of the Ashland community.** Co-benefits associated with each action are identified with icons in the Implementation Plan.

Co-benefits considered in prioritizing the strategies and actions of this plan include the following:



Support for low-income and disadvantaged communities. When implemented carefully and correctly, actions such as local green job training and subsidy programs for energy efficiency upgrades can be especially helpful for low-income and disadvantaged communities.



Public health. Some actions that reduce greenhouse gas emissions also promote healthier lifestyles, such as supporting more people walking and biking and eating less carbon-intensive foods.



Quality of life and well-being. Many climate actions can also improve quality of life for Ashland citizens, such as benefits of green jobs to the local economy and creation of more comfortable and inviting homes through energy efficiency improvements.



Local habitat, recreation and aesthetic. In addition to enhancing ecosystem resilience, minimizing heat impacts, and storing carbon, actions that improve natural habitat and tree cover can also enhance natural beauty and provide recreational opportunities for visitors and residents.

“In urban settings, neighborhoods with low socioeconomic status have some of the highest needs for climate adaptation and resilience-building efforts. Applying the concept of social equity to these efforts can help ensure that all communities are involved.”

U.S. Climate Resilience Toolkit

What was your experience using the Oregon Carbon Calculator? (<http://www.oregon.gov/deq/Residential/Pages/Calculate-Your-Carbon-Footprint.aspx>)

4 responses

Total Reductions 1.2 tons CO2/year \$/yr saved: \$127 Upfront cost: \$0 Total Footprint 39.6 tons CO2/year
Furniture Water Construction Pledge Purchase Green Electricity 9.74 \$0 \$195 Pledge Install PV Panels
9.73 \$860 \$24035 Pledge Buy an Electric Vehicle 1.82 \$493 \$15000 Pledge Carpool to Work 0.85 \$362
\$0 Pledge Telecommute to Work 0.72 \$464 \$0 Pledge Turn Down Thermostat in Winter 0.7 \$0 \$0 Pledge
Buy an Alternative Fuel Vehicle 0.65 \$210 \$17000 Pledge Power Management of Computers 0.62 \$54 \$0
Pledge Plant Trees 0.57 \$50 \$1000 Pledge Line-dry Clothing 0.49 \$44 \$0 Pledge Buy a More Efficient
Vehicle 0.47 \$146 \$2000 Pledge Buy a Hybrid Vehicle 0.47 \$146 \$15000 Pledge Reduce Your Waste
0.42 \$17 \$0 Pledge Switch to CFLs 0.41 \$36 \$10 Pledge Ride my Bike 0.39 \$121 \$0 Pledge Install Low
Flow Showerheads 0.36 \$29 \$30 Pledge Reduce Air Travel 0.29 \$65 \$0 Pledge Take Public
Transportation 0.28 \$121 \$0 Pledge Print Double Sided 0.26 \$16 \$0 Pledge Turn off Lights 0.24 \$21 \$0
Pledge Practice Eco-Driving 0.23 \$73 \$0 25.6% Better than the average household in Ashland, Oregon
97520 with 2 people and similar income

A little frustrating and annoying. Much of the suggestions for improvement I am already doing, but no way to explicitly figure that into my carbon footprint - and then the "Take Action" part doesn't really apply. Also, some of the terms and assumptions, especially for good and services, seem unclear or confusing and/or difficult to verify.

I've now tried it a few times, changing a few inputs each time to see what the changes are on the carbon footprint. It is not precise and I had some disappointment in that, some things were not detailed enough and the calculator did not appear to be working for certain "advanced" choices", in particular the category for Housing. I also found the Shopping category difficult to know if I was really accurate or not. For me personally, with a variable income and almost no travel in the last few years, I am only going on the most recent year, which could be very different from next year. So there is some subjectivity in all of this and I know it can't all be objective, but I do feel that the calculators could be a bit more flexible on the inputs. That's asking a lot I'm sure, so as for averages and for most people then, these calculators can be useful, just not a complete picture.

It takes some time to gather the data to be able to fill in the blanks so I had to stop and restart several times. I was frustrated because I couldn't tell it to count all the stuff we've already done but perhaps this is accounted for through the data the state already has... Same frustration with the pledge page. I'm not sure people will be interested in spending this kind of time on this. Is there something even more simplistic?

Should Carbon offsets and/or Renewable Energy Certificates (RECs) be included in our list of recommended actions for Ashland Residents? If so, how prominently should they be featured?

4 responses

No

I think they should be included as part of the mix - especially for the more well-off residents - AFTER every other energy conservation measure has been taken as far as one is willing to go. Installing your own solar roof-top or switching to an electric vehicle are more effective. And maybe, rather than buying RECs it would be more effective on a number of levels to contribute to a fund to improve insulation, etc. for rental properties.

Carbon offsets and RECs can be included as actions, only as a "last resort" if you will. While good quality offsets can be an option where actual carbon emissions cannot be directly reduced, then it has a place but less prominent for sure.

I wasn't terribly impressed with the REC impacts and without very careful screening, this approach doesn't seem to amount to much. True offsets make more sense but don't seem to be widely available... Ashland may have folks who are willing to spend on RECs but to what end?

Do you have suggestions for what would make an effective "teaser" for the public outreach campaign? ("Empower Ashland")

4 responses

I sent you information about the watershed art piece elevation and How I was going to connect into CEAP . I would have some activities on the plaza that are fun as well as a more organized campaign. I think involving children in the process would have an impact as well as a group like OLLI one to impact younger people and parents , one for older residents.

Changing more than light bulbs.

"Be the change that you wish to see in the world"* Empower Ashland - mitigating climate change and adapting to it in our region. * Mahatma Gandhi

I like Empower Ashland and some of Stu's ideas for implementation (last meeting packet). Any possibility of getting a little marketing advice from some chamber members or SOU business pros? Might be a good way to expand public involvement and get some expertise.