

ad hoc CLIMATE AND ENERGY ACTION PLAN IMPLEMENTATION COMMITTEE

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

Siskiyou Room, 51 Winburn Way

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)
9. ADJOURN

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.

Empower Ashland:

An Outreach Strategy and Communication Plan for CEAP (Ashland's Climate and Energy Action Plan)

Ashland's Climate and Energy Action Plan (CEAP)

The impacts of climate change will have tangible effects on public health and quality of life for Ashland's residents and visitors. To minimize harmful impacts and play our part in curbing global carbon pollution, the community of Ashland created a comprehensive Climate and Energy Action Plan. This plan 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 Problem

Climate change is already affecting Ashland and the surrounding region, and its impacts are projected to become more severe in the coming decades. In addition to the direct dangers of wildfires, flooding, and extreme weather events made worse by climate change, secondary effects of more extreme temperatures, snowpack declines, and wildfire smoke include health and livelihood impacts to sensitive and exposed populations, heightened threats to species and habitats, and consequences for local natural resources and economies such as agriculture, outdoor recreation, and tourism.

In March, 2017, the City of Ashland adopted a comprehensive Climate and Energy Action Plan (CEAP) with ambitious goals. Ashland has a well-informed, passionate citizenry that developed the CEAP. There are still barriers to citizen action, such as lack of awareness of the plan, information overload, uncertainty of which action to take, and lack of financial resources.

Significant and sustained public involvement is required for the CEAP to succeed. Many Ashland residents are not aware that the community has adopted a Climate and Energy Action Plan (CEAP), which puts the success of the plan at risk.

The Solution

Ashland residents will learn about the climate plan, calculate their carbon footprints, and engage in direct action to reduce their emissions.

Empower Ashland Outreach Strategy 2017-2018

Desired Outcomes

Empower Ashland aims to catalyze one primary goal: significant and sustained public involvement in local climate action. The measurable objectives to be met in the 2018-2019 calendar years are:

1. Build an online presence for Empower Ashland, including a webpage and social media campaign and use it to broadly engage residents. (KPI = # of views, web and social)
2. Use print and online media to engage all Ashland households and target audiences. (KPI = # households mailed, target audiences contacted)
3. Facilitate public events and meetings that educate residents and encourage engagement. (KPI = # workshops / events)

Strategies and Actions

The following Strategies and Actions are suggested as a foundation for Empower Ashland, they include the development of online resources, print media, public events, and community stories.

Strategy 1: Create an online presence for Empower Ashland.

Action 1.1. Create Empower Ashland webpage or website.

Desired Outcome	Ashland community has access to and makes use of a centralized information resource to learn about the climate plan. The website is focused on education, taking-action, and sharing community climate stories. Messaging for target audiences is also incorporated into the website.
Audience	Ashland-wide population, incorporating primary and secondary messaging as outlined in the “Audiences” section below.
Timeline	Website online Fall, 2018
Channel	New, standalone website
Lead / Group	TBD, CoA or sub-out
Progress	City CEAP pages have been drafted. Empower website needs full development.
Metric	Number of unique website visitors, goal?

Action 1.2. Create and deliver an Empower Ashland Social Media Campaign.

Desired Outcome	Educational social media campaign is focused on highlighting CEAP and community goals, pathways to community action, inspiring
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	stories, and news. 3-4 posts per month result in consistent engagement. Social media posts include content developed for Empower Ashland, such as infographics and local news, as well as relevant climate and other information related to CEAP.
Audience	Ashland-wide population, incorporating primary and secondary messaging as outlined in the “Audiences” section below.
Timeline	Fall 2018-Fall 2019
Channel	Preferred social media pathways. (Create new account for CEAP? Or use CoA account)
Lead / Group	TBD, sub-out
Progress	Draft RFP in process
Metric	Unique views, follows, or post engagement, goal of 5,000 Oregon views in 2018-2019.

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.

Desired Outcome	An informational postcard is developed and mailed to all Ashland residents to educate those who may not normally be online. Specifically, residents will be asked to: <ol style="list-style-type: none"> 1. Read the CEAP executive summary, 2. Evaluate their household carbon emissions 3. Identify actions that will reduce their emissions 4. Share their personal stories of Climate Action on the Empower website (see Action 1.1 and Action 2.3).
Audience	All Ashland residents
Timeline	Fall 2018
Channel	Web, utility bill insert, events, through partner organizations, social media
Lead / Group	Develop – TBD, Distribute – CoA UB/Stu
Progress	--
Metric	Number of pieces mailed and distributed, goal = 5000?

Action 2.2. Develop and distribute educational correspondence to target audiences.

Desired Outcome	Educational correspondence is developed and delivered to targeted audiences to help them understand their importance as key decision points and influencers.
Audience	Identified target audiences and secondary messaging, as listed below.
Timeline	Winter 2018

Channel	Direct engagement, USPS
Lead / Group	TBD
Progress	--
Metric	Number of points of contact, goal = 30?

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

Desired Outcome	Stories of community climate action are distributed through print and online media to demonstrate a range of climate solutions and highlight the actions of local climate champions and community members.
Audience	All Ashland residents
Timeline	TBD
Channel	Web, social media, print media, RVTV, or film?
Lead / Group	TBD
Progress	--
Metric	Number of articles, goal = 6

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

Desired Outcome	A series of articles is published, helping residents understand the practice and importance of taking climate action in Ashland.
Audience	All Ashland residents
Timeline	CY 2019
Channel	Local newspapers
Lead / Group	TBD
Progress	--
Metric	Number of articles completed. Goal = 1 article series (in 3-5 parts)

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.

Desired Outcomes	Develop and deliver a presentation to explain the CEAP to general audiences and aligned groups. Additional content developed to speak
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	to targeted audiences as needed. CEAP representatives are trained to deliver presentation.
Audience	Ashland-wide population, incorporating primary and secondary messaging as outlined in the “Audiences” section below.
Timeline	Develop
Channel	Public meetings, online version after development.
Lead / Group	Stu / CEAP committee members?
Progress	--
Metric	Number of CEAP presentations. Goal of 12 in 2019?

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

Desired Outcome	Facilitate special events, such as the NW Eco Challenge, a workshop series, or presentation series to increase participation in community climate action.
Audience	All Ashland residents.
Timeline	Fall 2018, Fall 2019
Channel	Social media, web
Lead / Group	CoA-Stu
Progress	Not started
Metric	Number of events / participants. Goal of 10 events in 2018-2019?

Audiences

- The general audience for this campaign includes all residents of Ashland.
- The targeted audiences for this campaign were selected by the CEAP Implementation committee in May, 2018:
 1. Local HVAC, Plumbing, and General Contractors
 2. Ashland Youth
 3. Local Car Dealers
 4. Ashland Homeowners

Roles

The City of Ashland will develop the campaign, print materials as needed, and coordinate outreach efforts, and serve as the central hub of information. City Departments, Committees, and Commissions will provide additional support in delivering outreach. Community partners listed in the “stakeholders” section below may also relay messaging.

Primary Messaging

The core message for this campaign is:

“Empower Ashland”

“Empower” is a suggestive action verb that conveys

1. giving (someone) the authority or power to do something.
2. making (someone) stronger and more confident, especially in controlling their life and claiming their rights.

“Power” is embedded within the message and conveys complementary meaning:

1. the ability to do something or act in a particular way.
2. the capacity or ability to direct or influence the behavior of others or the course of events
3. physical strength and force exerted by something or someone.
4. energy that is produced by mechanical, electrical, or other means and used to operate a device.

Secondary Messaging Concepts

Variants of the core message allow for a versatile communication campaign which can be tailored for specific audiences. For example, outreach to key influencer groups could include the following variants of “Empower Ashland”:

1. “Empower Savings” - General contractors, HVAC, Rental property owners, Renters
2. “Empower Comfort” - Home owners, Realtors
3. “Empower Innovation” - Business owners
4. “Empower Your Future” - Local Youth

Additional message variants:

1. Empower People
2. Empower a Legacy
3. Empower Change
4. Empower Renewables
5. Empower Yourself / The facts
6. Ashland Empowers... efficient buildings / low carbon transportation / _____.

Communication Channels

City-Owned

- Online channels
 - City website
 - CEAP webpages
 - Empower webpage (to be built)
 - News releases
- Print channels
 - City Source newsletter (Aug, Oct, Dec, Feb, April, Jun)
- Direct channels
 - Targeted letter writing
 - Public meetings / workshops
 - Tabling events (4th of July, etc.)

Earned Pathways

- Distribution to partner networks
 - Ashland Chamber of Commerce
 - Ashland Climate Team
 - Pachamama / Drawdown
 - SOCAN
 - SOU
 - OSF
 - ASD
 - +....

Paid Pathways

- Marketing / social media consultant
- USPS direct mail
- ...

Campaign Stakeholders

City of Ashland

Conservation Division - Campaign manager
Ad-hoc CEAP Implementation Committee
Conservation Commission

Community Partners

Existing CEAP Communications:

- GHG Inventory 2015
- CEAP Plan, Exec Summary, and Action List 2017
- CEAP Progress Report 2018

**Electric Vehicles
are more fun to drive and
will save you money.**

32% of Ashland's Carbon
Emissions come from vehicles
and fuel production.

Electrify your vehicle.

**Empower
Ashland**

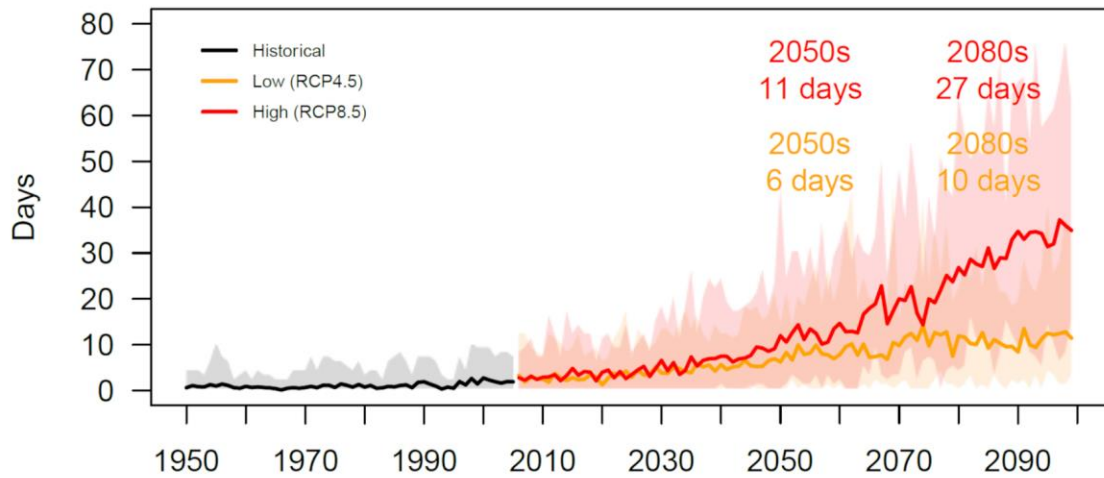
www.ashland.or.us/climateplan

Source: Ashland 2015 Emissions Inventory

"Shall I compare thee to a Summer's day?"

-Shakespeare
(Sonnet 18)

Ashland # Days over 100°F Projections



**Ashland Summers could have 10-27
more days over 100°F by the 2080s.**

Is your home ready for the challenge?

Schedule a free energy audit today.

www.ashland.or.us/climateplan

**Empower
Ashland**

Source: Ashland 2016 Climate Trends and Projections Report

**DRAFT MINUTES FOR THE ad hoc CLIMATE & ENERGY ACTION PLAN
IMPLEMENTATION COMMITTEE**

**Thursday, June 21, 2018
Siskiyou Room, 51 Winburn Way**

Call to Order-

Councilor Stefani Seffinger called the meeting to order at 5:03 p.m.

Councilor Stefani Seffinger, Cindy Bernard, Ben Scott, Pat Acklin, Les Stone, James McGinnis, and Rick Barth (arrived at 5:05 p.m.) Shannon Downey (arrived at 5:36 p.m.) Chris Brown and Jordan Ely were absent. Staff member Stu Green was also present.

New committee member Les Stone introduce herself and explained her background. Other committee members also introduce themselves and their backgrounds.

Assign roles for timekeeper and action item keeper- Cindy Bernard, committee member volunteered to keep time and Pat Acklin, committee member volunteered to be the action item keeper.

Check In – Share your answer to “check in” question- The committee discussed what CEAP action that they have been thinking about recently and how implementation would affect their daily life. The committee started by looking at building efficiency, inducing efficient appliances, and windows. Related to this was a discussion on how these actions would affect and better quality of life with the lowering of power bills, lowering of greenhouse gases and a more comfortable home. The committee also discussed the strategies of education, community outreach and overall community awareness and the importance of the CEAP plan with an emphasis in looking at carbon footprints. Also looked at was waste including food waste, consumption and the 8% target made by the city in relation to social equity. The committee additionally considered the use of electric and hybrid vehicles in this discussion as well.

Councilor Seffinger invited all to the installation of a new public art piece, *Elevation* on July 6th at 4:00 p.m. *Elevation* focuses on efforts in the watershed and the environment.

Public Input

Ray Mallette/314 Luna Vista Street- Spoke to the co-benefits of the CEAP plan and mitigations related to this including reducing greenhouse gases and getting clean energy sources. He also noted equity and that do this adaptation is needed inducing helping with funding for all. He added that this mitigation actions would need financing a point that has not been discussed.

Huelz Gutchen/2253 Highway 99- Spoke to the bike friendliness of Ashland in relation to consumption and the dangers that bicyclist face on the road. He also discussed the CO² leakage from fracking wells. In closing he noted educational articles that he sent to committee.

Approval Consent Agenda

Discussion: Bernard/McGinnis m/s the approval of meeting minutes for May 17th, 2018. Voice Vote: All Ayes. Motion Passes.

Councilor Seffinger noted the look ahead for the next committee meeting on July 19th 2018. Upcoming agenda items included Empower Ashland planning and discussion of long term format and structure of the committee. The committee discussed that the topic of Empower Ashland would be a recurring item with a focus on specifics of developing a plan.

Updates relevant to CEAP Implementation Council Liaison Update- Councilor Seffinger communicated that Kelly Madding would be the next City Administrator and the work that that the Council is doing on affordable housing.

Commissions Reports

- Tonya Graham gave an explanation on the overlapping work of the Wildfire Mitigation Commission including a new ordinance that will have its first reading in July. The commission she added has been looking for places of overlap with other commissions, the CEAP plan being one of the major places. The Wildfire Mitigation Commission wants their plans to be complementary and integrating to plans of the CEAP committee. Graham also noted the discussion of equity around the to be presented ordinance adding that this ordinance surrounds new building and major remodels standards, including plant location, roofing materials and overall updated safety requirements. A discussion is being had about the possibility of including funding for lower income defensible space work through grants. Graham also indicated a list of recommended plants that will also be available in July, a list that has be integrated with conservation. Seffinger noted that a process for assessment of plants is something that could be integrated in, in the future. Graham added that the commission is working on a program to help citizens address what they can do around their home to help minimize the risk for fire beyond what the Firewise program currently offers. James McGinnis, committee member asked what if any parts of the CEAP plan would be mentioned in the new ordinance, as these specific items would support the implementation of the CEAP plan. Graham and Stu Green, Staff Member noted that reference to this was only made in the staff report but not in the ordinance itself. Graham noted that she would this feedback back to the subcommittee. Green also suggested that drafts be circulated to the CEAP committee for review, it was also mentioned that a link to this new language was also in this month's committee meeting packet.
- James McGinnis, describe presentations for reusable resources that has been presented to the Conservation Commission and how this directly relates to CEAP. He also explained that the commission also has four subcommittees including energy conservation, renewable energy, water and waste prevention. The commission he explained is looking at what already being done as to not overlap with the work of other committees, he noted that one of these items was 10 by 20. He also added looking at what can be done to support the CEAP committee as it becomes a commission. He ended by speaking about the commissions Sneak Preview articles.
- Shannon Downey, committee member spoke on the Forest Lands Commission noting the problematic areas in relation to fire including steep areas and erosion, adding that some areas are very close to areas of private lands and the watershed. There is also talk by the commission of ditch and TID pipping in relation to fire danger. In regards to concerns on the possibility of loss of trees, Downey noted that the commission sees vegetation as manageable. She also discussed the leaking water that some areas have been benefiting from. The goal she noted was to landscape and management in relation to what the climate is. The commission has also heard concerns about the cost of enclosing the TID would not benefit the savings in water.

Alkin responded to the above discussion by McGinnis adding the existing resources of people and other commissions should be used to the benefit of CEAP. She stated that CEAP should not recreate items and that these items should be supported and advanced. Downey also added that the Forest Land Commission is aware of the effects of climate change and that this area that is already being worked on, by the commission as the focus has been forest lands but that the principals can extended. Councilor Seffinger also noted the overlapping working that is being done by the Chamber in regards to Healthy Cities and the Wellness committee. She added the committee that this committee was an Ad Hoc that was responsible to come up with ideas and recommendations as to what the next steps are.

McGinnis spoke to the committee about Sneak Preview articles and future articles for the publication that are in relation to CEAP. The article he noted gave an updated on the current CEAP plan, stating what has been done already and what will be done in the future. He added that he would like to work with others on the committee to draft a 700-word article that would be then presented at the next CEAP committee meeting. Ben Scott, Committee Member, and Downey stated that they would both like to help. Alkin asked if it has been suggested to share these articles with more conventional media and urged the

committee to look at the Daily Tidings for a regularly feature article as an option. McGinnis added that this was an excellent point on the subject of outreach. The committee also discussed what the top communication methods were within the community. Green suggested that McGinnis coordinate those wanting to work on this project. McGinnis added the group would try to have something back for Green's review and comment in the next two weeks.

Staff Updates

Green highlighted items that he has been working on. These included:

- Dialogs with Rocky Mountain Institute on housing standards and net zero policies.
- The next round of inventory to be moved to the dashboard.
- The CEAP website content development.
- The Empower Ashland Plan.
- EV Chargers moving to a payment platform on July 9th. It was also noted that signage has been placed to notify of this change.

The committee noted the amount of work that Green has and that subcommittees could also be formed for this type of work on other commissions.

Rick Barth, Committee Member, Les Stone, Committee Member, McGinnis and Downey stated they would be able to help with reviewing content for the website and Empower Ashland.

Alkin also suggested the idea of sending out specific one time tasks and the utilization of committee members and city staff. Green noted that the plan did reflect departments and use of City Staff and that he is now working on the workflow of this. Councilor Seffinger also noted that the City is understaffed and that a better a focus is needed. Green ended by noting that committee members can contact him for updates on action items.

DISCUSS Equity criteria for CEAP Implementation

Green directed the committee to packet noting that equity is throughout the plan and those items with co-benefits are to be prioritized more highly. He added that these would be the two lenses that items would be worked through as implementation began and he wanted to make sure that these were sufficient. The committee discussed the broad terms of the plan and what is required for analysis. Green asked the committee if this was something that they would want to recommend as a council communication level action for it to be used as a checklist for items in the plan. Green pointed out that currently there is no place to highlight CEAP goals in council communications. The committee also looked at what the format of such a list would be and if all items would have to be checked off before any policy would be allowed to move on, as this could be problematic. The committee moved on to discuss other items and details that could be added to the equity considerations list, one being age and youth.

Green gave an example of a current policy that could be discussed as the wildfire ordinance, housing efficient standards, renewable energy certificates, carbon offsets, EV charging, electric vehicle incentives and payer funded renewable energy projects. He suggested looking at the suggested list and focusing on items such as disproportion impacts, shared benefits and accessibility issues as example. Every item he added with a number attached to it should be evaluated prior to becoming a policy. The committee decided that they wanted to discuss the items as one group and begin looking at the suggested list by looking at housing efficient standards for all housing. Green noted that this discussion would be different than the CEAP plan, as it focuses on low income housing. The committee further discussed this document and suggesting looking at utility programs at a sliding scale, working with owners of housing versus renters. Green suggested the committee a focus on mid to low income housing for during this conversation. The committee took this suggestion and being using the suggested list keeping in mind that this would be list that would help guide policy adjustments. The discussion took into consideration costs related to efficiency standards and local aid programs that help. In addition, the committee looked at the aim of where policies for housing efficiency standards would be focused on such as new building and the impact to low income

housing costs being given to renters as zoning is also changing. The committee focused on what incentives programs and grants that would provide sufficient housing that is affordable and efficient including retrofits through an energy program contract. Such programs noted by the committee were earth advantage, energy star and smart build for builders building rentals. Another item discussed in relation to disproportion impacts would be negative impacts for those in low to moderate housing as this would not be aimed at those in other income levels. In addition, the committee looked at was the demand side solution burdened to those effected by the policy.

The committee continued by looking at how this would effect policy and how risks could be mitigated, what tools could be listed to mitigated the impacts and from there programs can be created including those unintended, as well as costs. It was suggested to begin by calling organization to create a list of what programs could be used as tools to help with impacts.

It was surveyed by the committee the labor intensity of the amount of items that would be need to be gone through for each topic based on the suggested equity list. Green and the committee noted the NEPA concept and also suggested to the committee that he was looking to see if this lenses was complete in relation to the activity. The impact of this activity was noted as far reaching and including considering vulnerable communities. The committee added that this could be used to help look at policy and solutions when gaps are identified. Overall the committee noted that this was a good start. Green added that based on that this would be referenced in CEAP progress reports and noted that the impact of the CEAP goals on the Council Communication template. The committee expressed concerns that adding this to Council Communication template would add more bureaucracy. The CEAP plan it was noted should not be used as one that fixes all problems and that as a committee there will only so much energy for Council items with the focus needing to be on items that reduce greenhouse gases. The committee also looked at the idea of some items being combined and the list being made smaller. Green noted that based on this suggestion that this could be possibly be a research project with the list being simplified. Concern was also given to focusing on what other committees could provide options for possible mitigation and the what the Council's role would be an equity evaluation template and the policies on equity. Green noted that one of the committee's goals was to create process. Overall the committee looked at a simple formula by stating the use of the question, how does a given CEAP action impact and effect vulnerable populations from an economic, social and environmental perspective. McGinnis noted that he would be interested in helping on a list consolidation. Green ended the conversation by asking the committee if they would like further discuss the use of looking at equity, as this was important in the past.

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

The committee began by discussing the carbon calculators. The committee looked at calculators from cool climate and discussed the different versions that are offered noting the awareness and action that it brings. The committee further discussed licensing a product and that there are drawbacks to what the calculators offer. The committee went on to consider creating their own simpler version that fit with the community with already collected city data being added. It was also suggested that a table be set up for First Fridays with a handout on ways to reduce carbon foot print, a hand out on carbon calculators with an attention to be given to what could be done to connect with families. Another thought was connecting to local hotels using cloth bags with Empower Ashland on it and local stores. Green stated that many of these ideas could be added to the outreach plan.

CHECK OUT – DISCUSS meeting process

Green noted that the after meeting survey seems to be working well for committee members.

Adjournment

7:01 p.m.

Action Items

- A small group will meet and create an educational article (Sneak Preview. etc.) that fits the plan

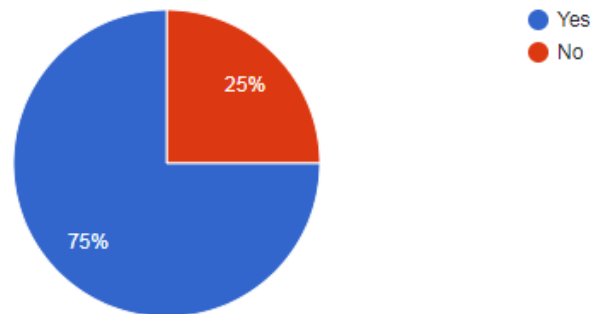
presented by Jim McGinnis. Ben will meet with Jim to work on this.

- Another small group (Rick and Les) will meet with Stu to review and work on the messaging for Empower Ashland. Others expressed willingness to review this work.
- Jim McGinnis volunteered to work on consolidating and reducing the list of equity considerations from the City of Portland found in the CEAP for use evaluating actions addressing CEAP implementation and for the City in general.
- Rick Barth is working on a carbon calculator that is simple and more applicable to Ashland and will meet with Stu to discuss the possibilities.

Respectfully Submitted,
Natalie Thomason, Administrative Assistant

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

4 responses



If not, why not?

2 responses

roughly one hour was spent on overhead

It was a good and lively meeting. I liked the back and forth of conversation. When everyone is involved, it seems to appear a bit chaotic, but when it works, it works well.

What could the facilitators do to improve the next meeting?

3 responses

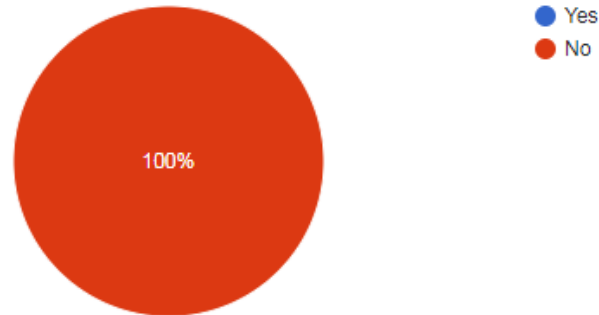
either meet more frequently without status reports at every meeting or email them

Not much

just monitor "off topic" chatter and get us back on track. With that said, too much focus tends to discount important rabbit chasing.

Could we have done without this meeting?

4 responses



If so, how?

0 responses

No responses yet for this question.

Please list any additional comments below.

2 responses

An informative first meeting. In spite of a major tooth extraction just a few hours prior to the start, I stayed until we finished. The group appears dedicated and engaged and I'm pleased to have this opportunity to make a difference.

I think that it is a shame that we cannot have sub-committees. A permanent CEAP Commission needs to be established, and within that charter, the relationship that this commission will have with other commissions. I think that the Conservation Commission should be transformed into a permanent CEAP commission, and an "oversight" body be established for high Level CEAP review and recommendations in years to come.