

MINUTES FOR THE CONSERVATION AND CLIMATE OUTREACH COMMISSION

Wednesday, January 27, 2021

Held Electronically via Zoom

1. Call to Order (item starts at 00:15 on the video)

The meeting was called to order by Chair Rebecca Walker at 3:01 p.m. Commissioners Risa Buck, Larry Cooper, Marni Koopman, Jamie Rosenthal, Bryan Sohl, and staff members Bridgette Bottinelli and Stu Green were present. Commissioner James McGinnis arrived later in the meeting. Council liaison Stefani Seffinger was absent.

2. Consent Agenda (00:35)

2.1. December 16, 2020 Meeting Minutes

Buck/Sohl moved/seconded to approve the minutes. Further discussion: none. Ayes: Buck, Cooper, Koopman, Rosenthal, Sohl, and Walker. Nays: none. Motion passed unanimously.

3. Announcements (00:57)

3.1. Next Regular Meeting: February 24, 2021

3.2. Other Announcements from Commissioners (1:14)

Buck stated that former Commissioner Marion Moore passed away in December. Buck will forward a memorial video for Moore to the Commission. Rosenthal announced that the Annual Household Hazardous Waste event will be held on Saturday, May 8. The regular \$5 fee will be waived and COVID-19 guidelines will be followed.

James McGinnis arrived at 3:06 p.m.

3.3. Reports from Members of Other Commissions

None

4. Public Forum (6:22)

Walker stated that two written testimonies were received (see attached). One was regarding the climate focus topics and requests from the Ashland Climate Action group and the other was on transportation equity.

Walker asked the Commission to discuss making a recommendation to the City Council regarding the job description for the City Manager as requested in one of the testimonies. Koopman mentioned that the job description should not require climate plan development on the same scale as implementation experience as many applicants may not have plan development experience. Sohl recommended this could be a part of the interview process as a discussion of opinions and experience on climate change. Cooper said the search committee could make the applicants aware of the Climate and Energy Action Plan (CEAP) before the interview process.

Green suggested a motion to approve a letter to Council. Buck/Cooper moved/seconded that Walker draft a letter of recommendation based on the input received at this meeting that would eventually go to Council. Ayes: Buck, Cooper, Koopman, McGinnis, Rosenthal, Sohl, and Walker. Nays: none. Motion passed unanimously.

Walker will draft a letter based on the discussion and send the letter to the City Council. Koopman asked if Green could also be a part of the search committee. Walker will add the recommendation that Green be included in the hiring process to the letter.

Walker moved agenda item 6.1 Commission Monthly Column to Sneak Preview to before agenda item 5. Reports/Presentations.

6.1 Commission Monthly Column in Sneak Preview (21:42)

Green asked if the article schedule should shift to allow for the hazardous waste event to be published in April. Cooper said the water conservation article is specific to the winter months and would need to be published earlier on. Walker commented if the section on mulch needed to be included. Cooper explained he added that section in because mulch can be detrimental to fire resiliency. McGinnis suggested a reference to the Alameda Fire could be added to the mulch section. Cooper asked if the links could be vetted by Green or Public Works. Green stated that Public Works staff would be the ones to ask. Walker recommended shortening the section on mulch and adding in a reference to climate change as for reasons to conserve water.

Buck/Koopman moved/seconded to approve Cooper's article on water in light of the changes the Commission has suggested. Ayes: Buck, Cooper, Koopman, McGinnis, Rosenthal, Sohl, and Walker. Nays: none. Motion passed unanimously.

Larry Cooper left at 3:31 p.m.

5. Reports/Presentations

5.1. Council Update

None

5.2. Staff Update (30:19)

Green and Bottinelli gave an update on the following items:

- The electric vehicle and electric bike incentive programs were going well and some changes would be made to streamline the process.
- The Climate Policy Commission is working on program offerings with staff for next year as well as utility master planning.
- The CEAP website is getting ready to be launched and the core content was shown. A Climate and Energy Action Facebook page has also been created.
- There will be an Adapt Your Home campaign starting this Spring and staff asked for Commissioners to help with outreach.

Sohl asked if the Commission would be getting a new Council liaison. Green stated that Council was still determining those appointments. Sohl asked if the electric bike incentive would be expanding. Green stated that if more funding becomes available the program will expand.

6. Old Business

6.1. Decision: Commission Monthly Column in Sneak Preview (41:00)

This item was revisited to discuss the timing of the articles to be published as follows:

- February – Koopman's electric bike and vehicles incentive programs article (approved)
- March – Cooper's water conservation article (approved)
- April – Rosenthal's hazardous waste event article (to be approved at the February meeting)
- Rosenthal's already approved recycling and waste article will be scheduled later.
- Walker's article on the pandemic and sustainability will be approved and scheduled later.

6.2. Update on Different Channels for Articles and Future Outreach (50:25)

The Commission discussed the following channels to post articles in addition to the publication in the Sneak Preview:

- Ashland Action Now's Spotlight section of the Ashland Tidings
- The new Climate and Energy Action Facebook page

6.3. CEAP Project Update

- Responsible Consumption and Single Use (54:43)

Walker stated that the group is planning an outreach campaign instead of trying to enact an ordinance as was discussed a year ago. The goal of the campaign will be to educate the community on a package of alternative behaviors to avoid using single use items and what materials are recyclable for Ashland. The group plans to create a list of initiatives with a baseline determining goals and actions. Some examples include promoting Rogue To Go, surveying local coffee shops on using reusable coffee cups to see if there is interest in having a transparent charge, and raising awareness on current ordinances in place.

Bottinelli mentioned that this outreach could compliment the Adapt Your Home campaign which will have themes for each month in the Spring. March will start with preparedness, April will be about responsible consumption, May will focus on switching from fossil fuels, and June will focus on renewable energy.

- Climate Resilience (1:01:40)

Koopman stated that the group is moving forward on an educational component for staff and City Council. This educational component will focus on the history of CEAP, key terminology, the context of climate change, equity, CEAP progress, and links to resources. The group plans on holding a workshop with a handout and presentation that will be recorded for later use.

Sohl wanted the group to focus on more than climate resilience as the Commission is charged with broad outreach. McGinnis agreed with changing the focus of the group. Walker stated that if the group would like to change their focus and projects the Commission can revisit and vote on the matter. Since the Commission previously voted on specific projects for each group, she would like to see progress made on those already approved. Koopman wanted to focus on climate resilience. The first project for the group would be broader as climate resilience is only one part of CEAP. Buck wanted the groups to focus on their current projects to not get overwhelmed with trying to take on too much, while being open to discussing changing the focus in the future.

Koopman asked for feedback on if the educational component is the right direction and if any parts are overlapping with current staff work. Green stated that reaching out to Council would be fine, but the group should stay focused on their approved projects versus broader outreach. If the group still wants to change the focus, a written proposal should be submitted to the Commission with specifics on the new focus and projects for approval. Green also stated that the outreach proposed to Council is fine and could be compatible with the Adapt Your Home campaign which is focused on outreach to the community not staff or elected officials. Green is willing to review the handout to help move forward.

Larry Cooper arrived at 4:22 p.m.

Koopman asked if a Council study session could be held for this educational component. Green stated that there would probably not be any available study sessions until after the next budget was adopted. Cooper suggested to hold a community forum instead. Koopman said she will check with Green and CPC regarding the outreach. Sohl and McGinnis were fine moving forward on this project and would discuss changing the groups focus with Koopman.

- Water Use and Conservation (1:28:45)

Cooper gave an update regarding the current City water system, capital projects, and costs. He suggested the Commission give input on the proposed capital projects. The input could focus on resiliency especially for the backup water supply from the Talent Ashland Phoenix Intertie (TAP) system. Community forums will be held in the future to discuss costs and effects on water rates for implementing the capital improvement projects.

Buck wanted to clarify that this section of the agenda would be about the projects each group is working on. Cooper stated that he has been talking with staff and Council and giving a report on those discussions. Walker suggested that some outreach actions could be developed based on Cooper's report and brought back at the next meeting to outline the project goals and scope.

6.4. Decision: Reduced Maximum Speeds Report (1:34:44)

Sohl along with Gary Shaff from CPC and Mark Brouillard from the Transportation Commission gave a presentation on the benefits of lower maximum speeds (see attached).

Buck acknowledged that the report budgeted \$100,000 for new signage but asked if the Ashland Police Department was consulted about how to enforce the change. Brouillard stated that the Transportation Commission had talked to Police Chief Tighe O'Meara and Officer McClennan regarding enforcement. Officer McClennan stated that he did not see an issue with changing the residential streets to 20 mph but could see traffic issues happening on main streets like Siskiyou Boulevard. Brouillard also clarified that \$18,000 of the proposed budget was for updating signs and the other \$82,000 was for education. Buck was still concerned and was reluctant to vote in favor without seeing more support for enforcement. The presenters mentioned that enforcement techniques like speed cameras and other traffic calming elements could be researched and discussed by City staff after the recommendation is made.

Walker recognized that this recommendation from the three Commissions would be a first step to moving towards creating safer, lower carbon emissions transportation within Ashland. Due to the meeting time running out, Walker suggested to either vote on the matter or have it moved to the next meeting for more discussion. Sohl/Cooper moved/seconded that the CCOC recommends that the City Council directs the Public Works Department to pursue reducing maximum speeds within the City to the maximum extent allowed by Oregon Revised Statute 810.180. Further discussion: Buck supports the recommendation but was concerned that enforcement was not addressed enough. Walker asked if those details could be researched and implemented later on in the process. Sohl expressed interest in moving forward with the recommendation allowing for the Public Works Department to explore implementation. Koopman agreed with Buck and wanted more time to discuss this issue at the next meeting. Koopman was interested in knowing where the accidents within Ashland most occurred and if this plan would be an effective tool to reduce those accidents. McGinnis also wanted to discuss this matter at the next meeting to focus on if this plan would work in Ashland or if alternatives could be considered.

Cooper left at 5:00 p.m.

Walker reminded everyone that Sohl, as a representative of CCOC, was involved with the report and presentation and that CCOC was being asked to support the principal idea not to research the implementation. Ayes: Rosenthal, Sohl, and Walker. Nays: Buck, Koopman, and McGinnis. Motion failed for lack of majority.

Chair Walker adjourned the meeting at 5:04 p.m.

The following agenda items will be move to the next meeting.

6.5 Compost Recommendation Update

7.2 Outreach to New City Council

8.2 Items to be added to future agendas

Respectfully submitted,

Elizabeth Taylor

*** FORM FIELD DATA***

Full Name: **Louise Shawkat**

Phone:

Email: **louise4008@gmail.com**

Subject: **Working together in 2021 for climate action progress and Transit Equity Day**

Message: **See press release for Transit Equity Day See SOCAN-ACAP testimony**

Attachment 1 file: **PRESS RELEASE - Transit Equity Day Jan 2021 (1)024170230.PDF**

Attachment 2 file: **SOCAN-ACAP Testimony to CCOC 2021024170506.PDF**

Attachment 3 file:

*** FORM FIELD DATA***

Full Name: **Lorrie Kaplan**

Phone: **2406760040**

Email: **lorrie@socan.eco**

Subject: **Working Together in 2021 for Climate Action Progress**

Message: **Our testimony includes information about the work we are planning for 2021 and an invitation to collaborate, plus two requests to the Commission. We ask that the Commission: 1. Communicate its support of our January 19 request to the Ashland City Council to include climate plan development and implementation as a required qualification for Ashland City Manager. 2 Communicate its support of our January 19 request to the City Council to ensure ongoing engagement of public commissions in climate action and to independently implement the following recommendations, as appropriate, in the Commission.**

Attachment 1 file: **SOCAN-ACAP Testimony to CCOC 2021024162950.PDF**

Attachment 2 file:

Attachment 3 file:

Southern Oregon Climate Action Now

SOCAN

Confronting Climate Change

To: City of Ashland Conservation and Climate Outreach Commission
From: SOCAN-Ashland Climate Action Project
Date: January 25, 2021
Re: Working Together in 2021 for Climate Action Progress

The [Ashland Climate Action Project of Southern Oregon Climate Action Now](#) is a community-based organization of local residents engaged in advocacy, education, and community organizing to support the full and timely implementation of Ashland's Climate and Energy Action Plan (CEAP) in city operations and in the community at large. As you know, the plan was approved unanimously by the City Council in 2017, and city Ordinance 9.40 states that "Achievement of the Climate Recovery Goals for city Operations...shall be part of the goals for city Operations."

We wish to communicate several requests and FYI items to the Commission:

- I. **We ask that the Commission communicate its support of our January 19 request to the Ashland City Council to include climate plan development and implementation as a required qualification for Ashland City Manager.**

As we look out to the next decade, scientists and policymakers have advised that climate action work must intensify as we approach critical goals and thresholds that must be attained by 2030 to avert irreversible catastrophic conditions. ([This Union of Concerned Scientists blog from April 2020 explains, in understandable terms, why 2030 targets are so significant.](#)) Ashland's new City Manager will be responsible for providing leadership for a wide range of issues, including reducing our city's greenhouse gas emissions, adapting to climate change, building community resilience, and positioning Ashland to be at the leading edge of economic development spurred on by innovations in climate mitigation and adaptation. It is critically important that we recruit candidates for City Manager who have had significant participation in the development and implementation of climate action plans.

- II. **We ask that the Commission communicate its support of our January 19 request to the City Council to ensure ongoing engagement of public commissions in climate action and to independently implement the following recommendations, as appropriate, in the Commission.**

The CEAP provides important guidance for every sector of our city operations and our community, including every Ashland public commission. We ask the City Council to consider the following recommendations designed to increase the level of awareness of and accountability to the CEAP and the integration of climate action into the work of all Ashland public commissions:

1. **Build Climate Awareness.** Commissions shall fully acquaint themselves with the CEAP, and review of the CEAP shall be incorporated into the orientation process for new commission appointees. Consider developing a standardized orientation presentation for all commissions (and city staff, if appropriate) on the CEAP and how to think about climate impact.
2. **Commit to Action and Accountability.** Review the CEAP to identify the specific strategies of the plan that are relevant to the work of the commission. Determine how the commission can support achievement of these strategies. Incorporate these steps into commission projects, processes, and planning. Incorporate CEAP goals and relevant strategies into the official charter of the commission. Include an update on CEAP efforts, considerations and climate impact in every report of the commission to the city council.
3. **Coordinate and Collaborate.** Create a mechanism for communicating, collaborating, and tracking CEAP-related work of the commissions and others into a common resource that supports this work and that residents can follow. Encourage commissions to report progress and future plans in coordination with the planned Fall 2021 update of the CEAP, which will be guided by the Climate Policy Commission.

IV. Invitation to Collaborate: Update on our 2021 programs

We welcome the opportunity to work together to advance local climate action. **Here are some specific projects that might be of interest to the Commission.**

- **2021 Community Survey.** You may be familiar with our Summer 2020 survey, “Lessons Learned from Recent COVID Restrictions: Imagining the Future of Ashland.” [Here is a link to the final report on our findings.](#) We will be conducting another community survey in 2021 in partnership with SOU’s Office of Sustainability. Together, we will be forming an expert panel to advise the survey process and are inviting proposed topics and suggestions in the coming weeks. Our goals for this year are to increase community engagement and enhance our survey methodology and its strategic value to Ashland’s climate work. We will be sending out information in February asking for suggested topics and volunteers wishing to participate in our Advisory Panel.
- **Spotlight in the *Ashland Tidings*.** We now have a biweekly column on local climate action in the *Ashland Tidings* called “Spotlight.” As a sample, check out “[City staff connect the dots on climate action,](#)” from January 4, 2021. If you know of people and programs focused on climate that you feel may be newsworthy, or a climate education topic of high importance, please contact us at ACAPSpotlight@gmail.com.
- **Zoom Spotlight Conversations.** In 2021, we are hosting a series of Zoom Conversations to spotlight local climate issues and spark ongoing dialogue and

community-based action. Our January program was “Spotlight on Local Food: A Zoom Conversation,” focused on issues and challenges facing local growers and how we can further strengthen our locally grown food network. The recorded program will be available in the coming days. Upcoming Programs:

- **Thursday, January 28, 7-8:30pm via zoom. “Other Side of the Hill”: Bridging Oregon’s Rural-Urban Divide.** Living in a deeply divided country, we are all feeling the wounds and grief of bitter partisanship. These divisions have led us to fear and dehumanize each other and close off communications. How can we write a new chapter to this story--right here in Oregon? To help us along this journey, we are hosting a repeat screening of “[Other Side of the Hill](#),” a 2020 film spotlighting Eastern Oregon communities that have embraced renewable energy projects, defying assumptions about climate change attitudes in conservative rural Oregon. Following the 30-minute film, community leaders featured in the film will join us for a discussion facilitated by [Titus Tomlinson, Program Director of the Resource Assistance for Rural Environments \(RARE\) program at the University of Oregon’s Institute for Policy Research and Engagement](#). [Click here to register](#).
- **Thursday February 4, 7-8:30pm via zoom. Transit Equity Day 2021: State of Transit Equity in Oregon and the Rogue Valley.** The program will be moderated by Tonia Moro, Chair of the Rogue Valley Transportation District Board. Panelists include RVTD rider Stacy Matern; Linda Peterson Adams, Chair, City of Ashland Transportation Commission; Sara Wright, Transportation Program Director for Oregon Environmental Council; Paige West, Associate Planner, RVTD; Karyn C. Criswell, ODOT Public Transportation Division Administrator; and Amanda Peitz, Manager, ODOT Climate Office. [Click here to register](#).

V. Invitation to Collaborate: Our 2021 strategic plan

- **Goal 1: ADVOCACY.** We will work with the city to increase climate funding and climate action progress in Ashland’s 2021-2023 biennial budget, city master plans, updates to the climate plan, and matters coming before the City Council.
- **Goal 2: EDUCATION.** Through Spotlight in the *Ashland Tidings*, Zoom Spotlight Conversations, and a community survey on local climate action and attitudes, we will provide education and information on local climate issues and opportunities for action. When appropriate, we will provide education, information, and advocacy to complement the climate priorities of the city, the Climate Policy Commission, and the Conservation and Climate Outreach Commission, and others.
- **Goal 3: ORGANIZATION.** We will support development of local working groups focused on important local climate issues. We will form an Action Team of those interested in participating in local climate advocacy opportunities.

Please feel free to contact ACAP Chair Lorrie Kaplan at lorrie@socan.eco or 240-676-0040 to discuss how we can best work together to achieve the goals and strategies for city operations,

public commissions, and the community at large, as laid out in the Ashland Climate and Energy Action Plan.

Thank you for your consideration. We look forward to continued climate progress in 2021.

###

PRESS RELEASE: For Immediate Release
DATE: January 25, 2021
CONTACT: Lorrie Kaplan Chair, SOCAN-Ashland Climate Action Project; lorrie@socan.eco (240) 676-0040



Transit Equity Day 2021: State of Transit Equity in Oregon and the Rogue Valley

Hosted by the [SOCAN-Ashland Climate Action Project](#)

Thursday, February 4, 7-8:30pm via zoom

Show your strong support for clean and equitable public transit for all by recognizing Transit Equity Day on February 4. Held annually on Rosa Parks' birthday, Transit Equity Day highlights the rights of all people to high-quality public transportation run on clean renewable energy.

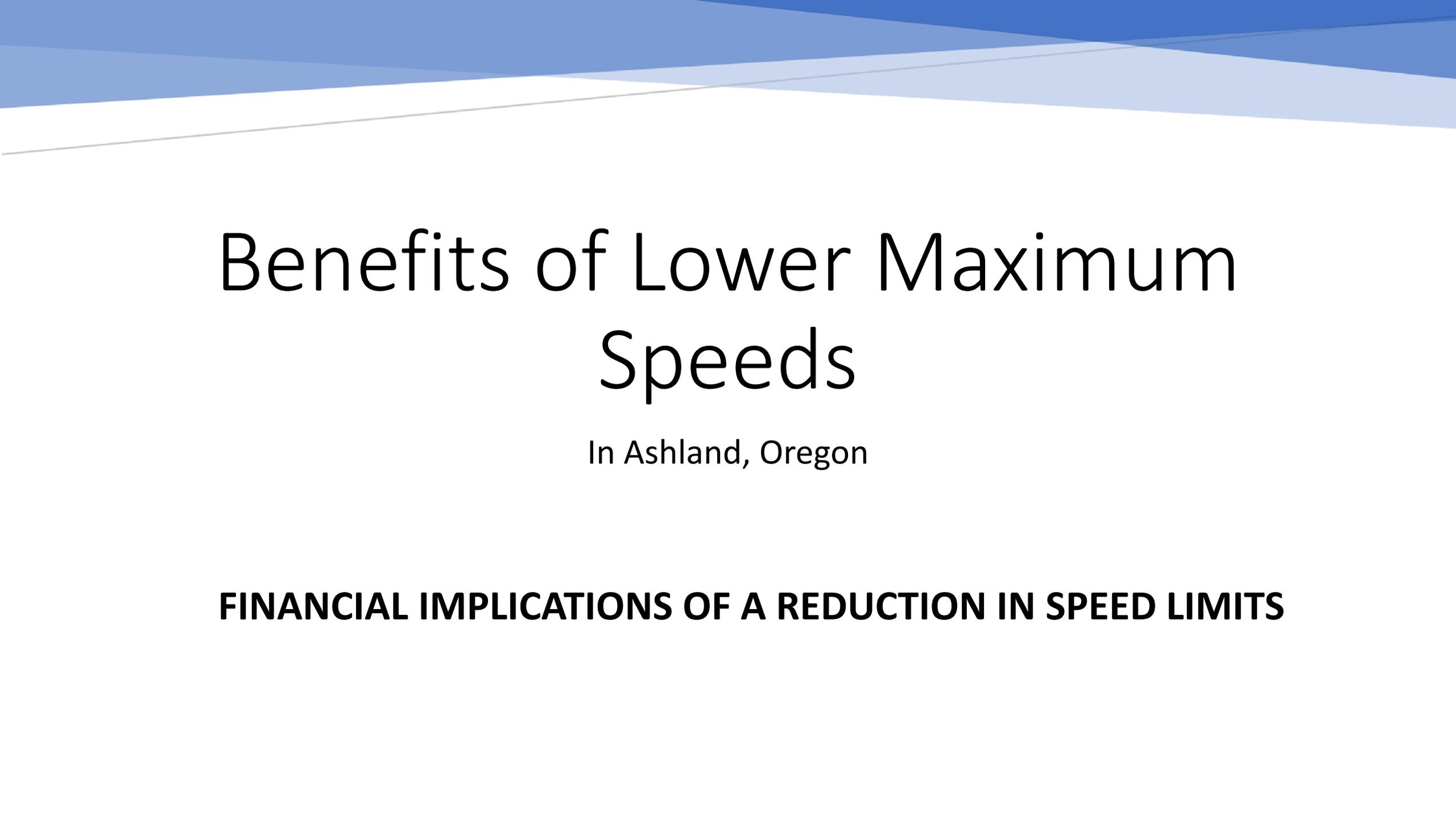
In honor of the event, the Ashland Climate Action Project of Southern Oregon Climate Action Now (SOCAN-Ashland) will host a panel presentation with state and regional transit officials and clients on February 4 from 7-8:30pm. **"Transit Equity Day 2021: State of Transit Equity in Oregon and the Rogue Valley," will be held via zoom.**

Moderated by Tonia Moro, Chair of the Rogue Valley Transportation District Board, the panel will probe questions such as: Do our transit systems support equity in the rights of all to access employment, education, medical services, and groceries? Do they protect public health by minimizing pollution and greenhouse gas emissions? What progress can we take pride in and how can we create a more equitable and cleaner transit future for Oregon and the Rogue Valley? Panelists will include RVTD client Stacy Matern; Linda Peterson Adams, Chair of the Ashland Transportation Commission; Paige West, RVTD Associate Planner; Karyn C. Criswell, ODOT Public Transportation Division Administrator; and Amanda Pietz, Director, ODOT Climate Office.

Additionally, RVTD will celebrate Transit Equity Day 2021 by reserving a front seat on all its buses for Rosa Parks from Saturday January 30 - Saturday February 6. The sign, which features a picture of Ms. Parks riding a bus, reads, "In honor of Rosa Parks, RVTD is reserving a seat at the front of the bus." Valley residents are encouraged to show their appreciation for Rosa Parks on February 4 by waving signs (or just waving) from the sidewalk along RVTD bus routes. While residents can take this action from any sidewalk along a bus route, Ashland residents are encouraged to fan out from the Plaza at 12 noon to show their solidarity.

[Click here to register](#). After registering, you'll receive a zoom link to attend the meeting.

###



Benefits of Lower Maximum Speeds

In Ashland, Oregon

FINANCIAL IMPLICATIONS OF A REDUCTION IN SPEED LIMITS

Benefits of Slower Speeds

- **Reduced incidence and severity of motor vehicle collisions**
 - Improved safety – especially for people walking and bicycling
 - Increased mode share of bicycling and walking
 - Reduced vehicle miles of travel
 - Lower road maintenance costs
 - Improved human health
 - Improved social equity
- **Reduced consumption of gasoline and expenditures by Ashland households on transportation**
- **Reduced carbon emissions**

Death, Injury and Property damage savings would be approximately \$764,212 annually

1. Fatalities would decrease from 2 every 5 years to 1.1 every 5 years saving \$298,620 annually.
2. Severe Class A injury collisions would decrease from 11 to 7.7 per five years saving \$63,493 annually
3. Moderate Class B injury collisions would decrease from 95 to 74 per five years saving \$105,640 annually
4. Minor injury collisions would decrease from 255 to 204 per five years saving \$232,560 annually
5. Property damage savings would be approximately \$63,900 annually.

Decreased Vehicle Miles of Travel (VMT) savings would be approximately \$305,554 in fuel savings annually.

These savings result from more Ashland residents choosing to walk or bicycle because the streets, at lower speeds, are safer. They make the choice not to drive and save the money they'd otherwise spend on motor vehicle fuels.

Estimated social cost savings with decreased CO₂ emissions are approximately **\$133,758 annually**.

- Gallons of fuel saved by a 5% reduction in VMT is 117,974 gallons.
- CO₂ emissions are 20 lbs. per gallon of gasoline. This would be 1,070 metric tons of CO₂ reduction.
- Midpoint estimates of social cost of CO₂ emissions per metric ton are approximately \$125 per metric ton.
- Estimated social benefit from reducing CO₂ emissions is \$133,758

The CO₂ reductions that are forecast to occur with lower maximum speeds are equivalent to:

- 836 or 12 percent of Ashland households, who heat water with natural gas, changing out their existing water heater to a heat pump water heater – at an approximate cost of **\$2,507,958** or,
- 710 or 10 percent of Ashland households, who heat with natural gas, to convert their natural gas furnace to a heat pump – at an approximate cost of **\$4,260,053**



Increased walking and cycling associated with a decrease in vehicular speeds will lead to health benefits such as decreases in obesity and diabetes, and benefits in cardiovascular health.

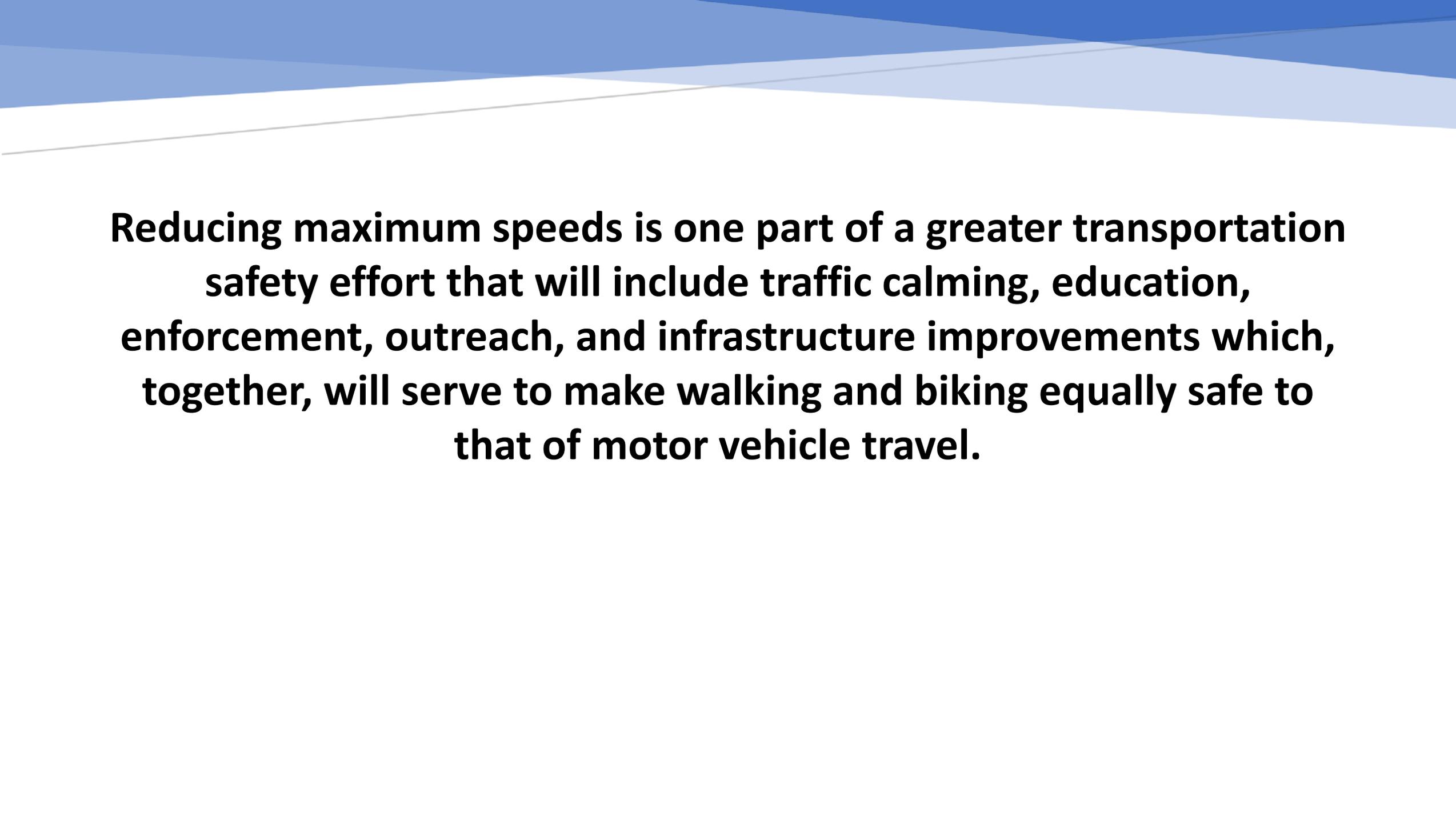
Total Cost savings to the Ashland Community are estimated to be **\$1,203,524 annually**.

1. Death, Injury and Property damage savings would be approximately \$764,212 annually
2. Decreased Vehicle Miles of Travel (VMT) savings would be approximately \$305,554 in fuel savings annually
3. Reduced CO₂ emissions reductions, as measured by social cost savings, are approximately \$133,758 annually.

TOTAL

\$1,203,524

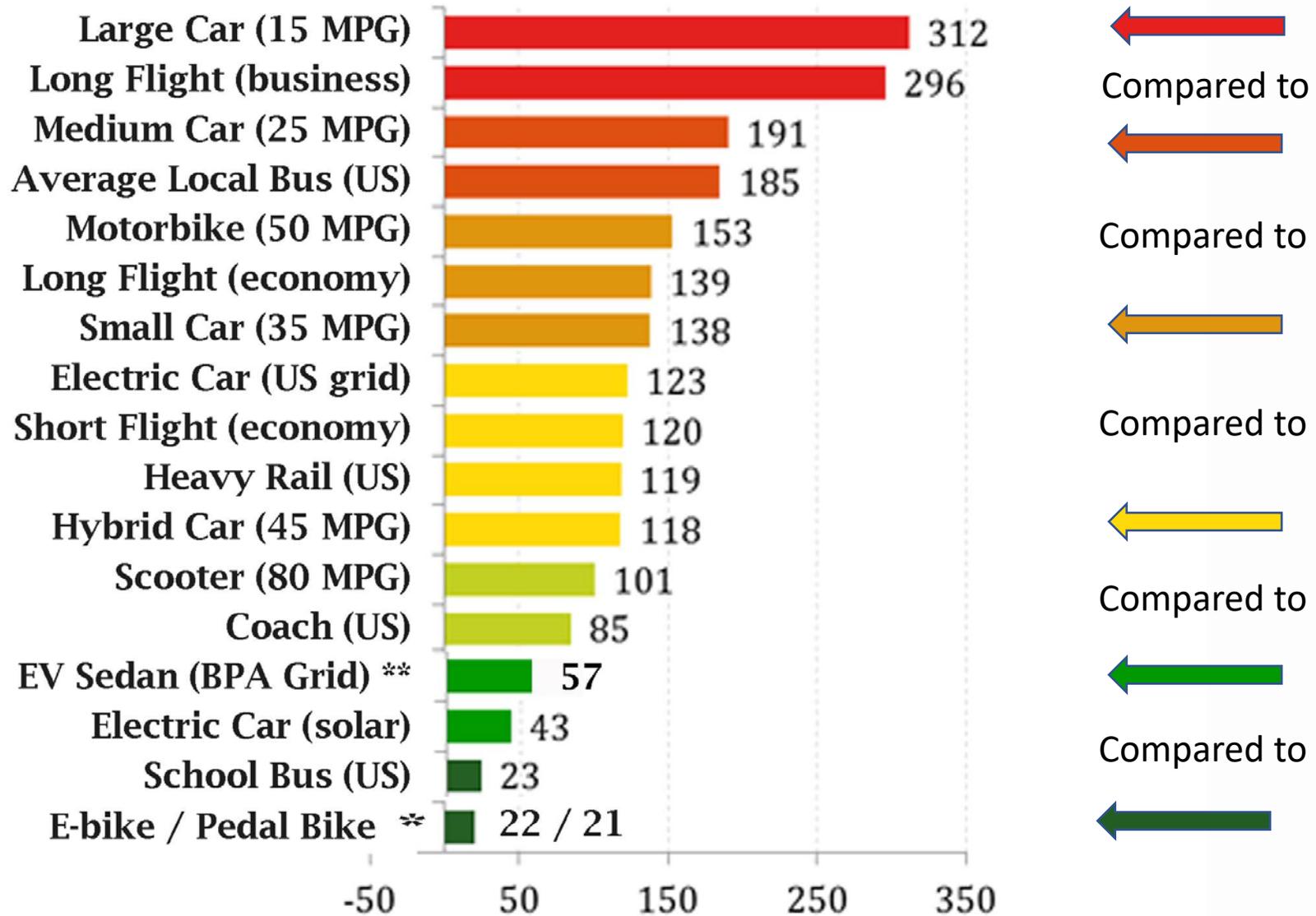
Implementation cost (for new speed limit signs and speed studies) is estimated at \$100,000. A one time expenditure!



Reducing maximum speeds is one part of a greater transportation safety effort that will include traffic calming, education, enforcement, outreach, and infrastructure improvements which, together, will serve to make walking and biking equally safe to that of motor vehicle travel.

Carbon Intensity of Travel

Measured in grams of CO2 equivalents per passenger kilometer



Climate Policy Committee - MOTION

CPC Action:

The Work Group recommends that the CPC approve the following motion:

I move that the CPC recommend that the City Council:

- i. Direct the Public Works Department to pursue reducing maximum speeds within the City to the maximum extent allowed by [Oregon Revised Statute 810.180](#), and
- ii. Request that the Southern Oregon legislative delegation ensure that Ashland is included among the jurisdictions which would be empowered, as Portland currently is, to set speed limits on roadways under the City's jurisdiction pursuant to a reintroduced HB 4103 (2020 legislative number).