

City of Ashland Climate and Energy Plan Kickoff Meeting

March 16, 2016 | 4:00 to 6:30 | Ashland Public Library, Gresham Room

Meeting Objectives

- Discuss project expectations and desired outcomes
- Review scope of work, work plan, and timeline, including roles, points of contact, and process flow
- Begin brainstorming overarching goals, targets, and sectors of focus
- Review and solicit input on public engagement approach, including lessons learned, best practices, and key stakeholders and considerations

Meeting Packet

- Meeting agenda
- Project scope of work
- Draft work plan
- Roles and responsibilities handout
- Draft public involvement plan
- PowerPoint presentation

Agenda

Duration	Item	Lead
5 min	Introductions	Rich
10 min	Project Overview – City, Committee, and Consultant Perspectives <ul style="list-style-type: none"> • What does success look like? - Overarching goals, objectives, and priorities • What is your vision for the plan? - How it looks, is organized, will be used now and in the future 	Rich, Marc
15 min	Scope of Work, Work Plan, and Roles and Responsibilities	Andrea
30 min	Plan Process and Content Discussion <ul style="list-style-type: none"> • Baseline – what is Ashland already doing or plans to do? • Initial thoughts around goals and targets • Anticipated challenges, needs, and priorities • Sectors of focus, scope/sphere of control • Relevant resources or data sources 	Andrea, Marc
10 min	BREAK	
45 min	Public Engagement Planning <ul style="list-style-type: none"> • What does a plan for which the public has been engaged look like? • Discuss proposed plan • Brainstorm lessons learned, key stakeholders and considerations 	Marc
5 min	Next Steps and Closing Remarks	Andrea/Adam
30 min	Informal Q&A	

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Activity/Objective	Timeframe	Anticipated Outputs
Task 1. Scoping and Engagement Plan	March	
Conduct initial planning calls	Early March	Kickoff meeting agenda
Lead committee kickoff meeting	3/16	Summary notes
Draft and finalize work plan	3/7-3/18	Work plan
<i>Cascadia completes draft</i>	3/4	
<i>City reviews draft</i>	3/7	
<i>Ad-hoc committee reviews draft</i>	3/16	
<i>Cascadia finalizes</i>	3/18	
Draft and finalize public engagement plan	3/16-3/31	Public engagement plan
<i>Cascadia completes draft</i>	3/18	
<i>City reviews draft</i>	3/23	
<i>Ad-hoc committee reviews draft</i>	3/25	
<i>Cascadia finalizes</i>	3/31	
Task 2. Public Engagement	April-Dec	
Public forum #1 – project introduction	Early April	Event planning, preparation, and implementation Collection, compilation, and summary of engagement input and findings
City working meetings – data collection	Early April	
Committee/City workshop – present findings; ID strategies	May	
Public forum #2 – present findings	May	
Committee/City workshop – initial options screening	June	
Committee/City workshop – Review/prioritize strategies	October	
Public open house – input on shortlisted strategies	October	
Committee/City workshop – final presentation	December	
Ad-hoc committee meeting attendance, as needed	April-Dec	
Task 3. Mitigation Analysis and Prioritization	April-Oct	
Identify targets and potential implementation actions	April-June	Target/opportunity summary doc
Screen and evaluate measures	June-Oct	Action/evaluation summary doc
Task 4. Adaptation Analysis and Prioritization	April-Oct	
Analyze climate trends	April	Climate trend summary doc
Identify potential adaptation actions	May-June	Action/evaluation summary doc
Screen and evaluate adaptation actions	June-Oct	
Task 5. Report and Monitoring & Evaluation (M&E) Plan	Oct-Jan	

Activity/Objective	Timeframe	Anticipated Outputs
Draft Climate and Energy Action Plan	Oct-Jan	Climate and Energy Action Plan
<i>Cascadia completes draft</i>	<i>11/1</i>	
<i>City reviews draft</i>	<i>11/8</i>	
<i>Cascadia revises draft</i>	<i>11/15</i>	
<i>Ad-hoc committee reviews draft</i>	<i>11/30</i>	
<i>Cascadia finalizes draft</i>	<i>12/9</i>	
Draft implementation plan	Nov-Jan	Implementation Matrix
Develop M&E plan		Monitoring and Evaluation Plan
Develop public summary flyer		Four-page public summary flyer
Task 6. Project Management	March-Jan	
Conduct bi-monthly calls	March-Jan	Call agendas and summaries
Coordinate project team and invoice monthly		Monthly invoices & activity reports

Project Roles and Responsibilities

Task	Time frame	Consultant	City Staff	Committee
1. Scoping and public involvement plan	Feb – March	<ul style="list-style-type: none"> - Organize and conduct kickoff meeting - Develop final work plan & schedule - Develop public engagement plan 	<ul style="list-style-type: none"> - Attend kickoff - Provide input - Approve work plan & engagement plan 	<ul style="list-style-type: none"> - Attend kickoff - Provide input - Review work plan and engagement plan
2. Public engagement	April – Nov	<ul style="list-style-type: none"> - Implement public engagement plan – events, social media, presentations, etc. - Facilitate stakeholder meetings 	<ul style="list-style-type: none"> - Attend relevant events - Assist with implementation per plan 	<ul style="list-style-type: none"> - Participate in events
3. Mitigation analysis and prioritization	April – Oct	<ul style="list-style-type: none"> - Develop draft targets, strategies and actions - Develop/apply methodology to inform decision making - Facilitate decision making 	<ul style="list-style-type: none"> - Provide relevant information (GHG inventory) - Provide input - Participate in meetings 	<ul style="list-style-type: none"> - Provide input via participation at events and meetings - Review final targets, strategies, actions to be included in plan
4. Adaptation analysis & prioritization	April – Oct	<ul style="list-style-type: none"> - Conduct science assessment - Develop draft strategies & actions - Facilitate decision making 	<ul style="list-style-type: none"> - Provide relevant information - Provide input - Participate in meetings 	<ul style="list-style-type: none"> - Provide input via events and meetings - Review final strategies/actions to be included in plan
5. Report & Monitoring & Evaluation	Oct – Jan	<ul style="list-style-type: none"> - Develop draft report, indicators, & reporting process 	<ul style="list-style-type: none"> - Provide input - Provide comments on documents - Approve final report & plan 	<ul style="list-style-type: none"> - Provide comments on documents - Approve final report & plan
6. Project Management	Marc – Jan	<ul style="list-style-type: none"> - Manage team, schedule, budget, & task - Provide monthly reporting & invoices - Participate in check-in calls - Provide troubleshooting & problem solving 	<ul style="list-style-type: none"> - Provide oversight - Participate in regular project check in calls - Assist with maintaining schedule - Approve invoices - Provide troubleshooting & problem solving 	

City of Ashland Climate and Energy Plan

DRAFT Public Involvement Plan

March 16, 2016



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Public Involvement Plan

Background

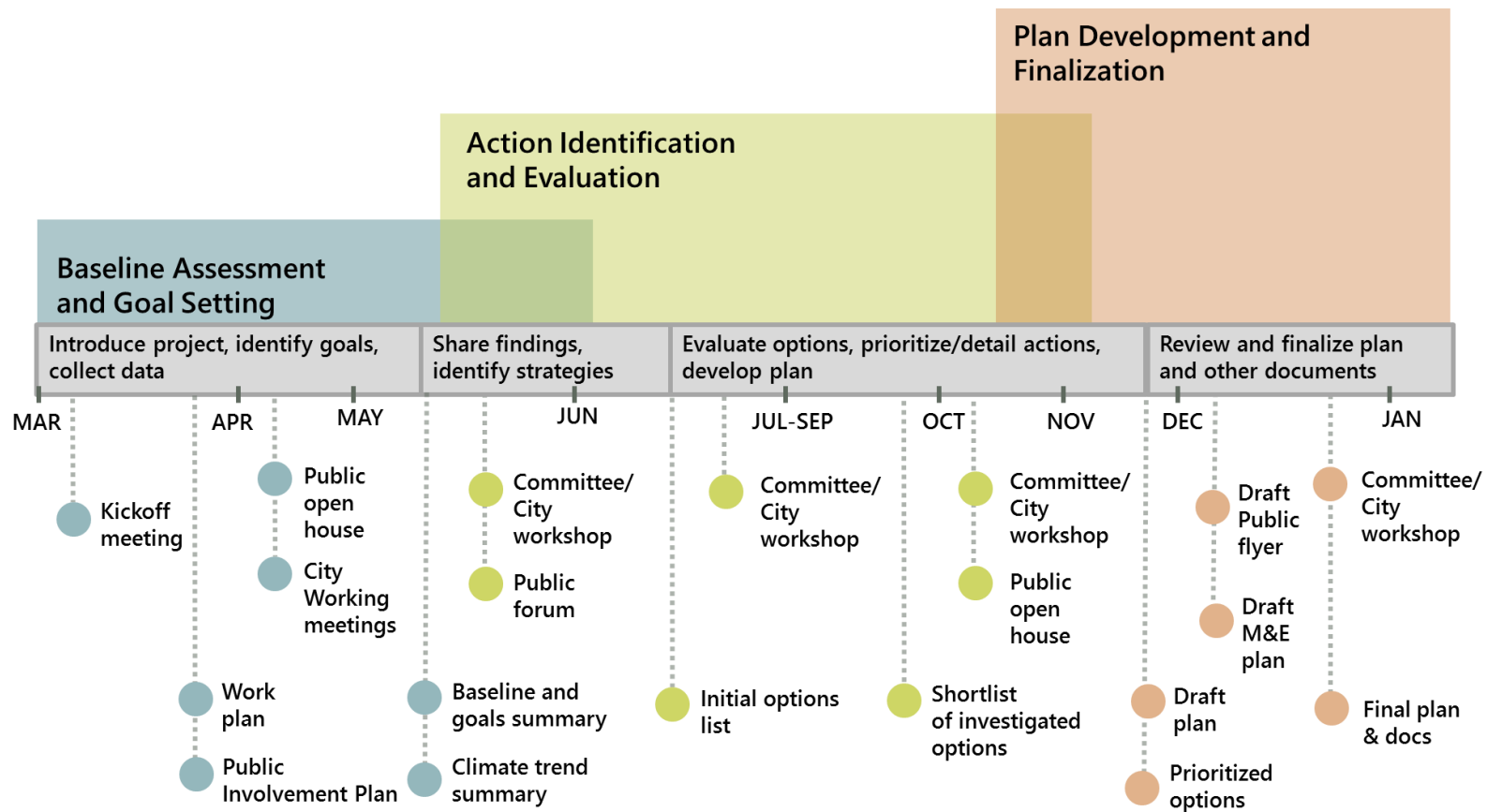
The City of Ashland is developing a Climate and Energy Plan to reduce greenhouse gas emissions and prepare residents, businesses, and government institutions for a changing climate. The plan will consolidate and highlight progress made by the City to date, as well as provide a roadmap for the City that includes goals, strategies, actions, and timeframes for addressing climate mitigation and adaptation needs in the community.

A robust public engagement process that identifies the needs and wants of City residents, businesses, and other institutions will help ensure that the Climate and Energy Plan is widely supported and reflects the broader community's goals and vision. This Public Involvement Plan (PIP) has been developed to provide a strategic framework for communications and public engagement as the City's Ashland Climate and Energy Plan is developed. The PIP outlines public involvement communications goals, key messages, milestones, and stakeholders. It also identifies strategies and tactics to engage the public and solicit feedback.

A consultant team led by Cascadia Consulting Group will work with the City of Ashland over the next year to implement the PIP, assessing community needs and engaging the public in order to craft a comprehensive and actionable Climate and Energy Plan.

Climate and Energy Plan Timeline

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Public Involvement Goals and Objectives

The City is committed to providing an open and inclusive public involvement process with ample opportunities to inform and involve the public throughout the Climate and Energy Plan development process. Local residents and relevant organizations will have opportunities to share their priorities and expectations with the project team throughout the course of the update, whether it is through an online survey, participation in an open house, or an in-person interview.

The following goals will help guide the public involvement and communications strategy.

Goal A	Promote an understanding of the purpose and motivation for the project and the process leading to the final decisions. Objective: Deliver honest and consistent messaging to the public. Objective: Clearly describe the focus and boundaries of the plan, how the plan is to be used, and the role that public input plays in the final plan.
Goal B	Obtain community feedback that is representative to guide decision-making and get support from elected officials. Objective: Recruit diverse and representative participation across demographic indicators such as gender, age, ethnicity, income, and political affiliation. Objective: Solicit input from key stakeholders including relevant institutions, community organizations, and businesses.
Goal C	Help ensure that the Climate and Energy Plan provides clear direction for implementation, builds in accountability, and identifies common language and key messages. Objective: Provide ample opportunities for the public to voice their priorities and expectations throughout the process Objective: Solicit public input in a manner that is meaningful and provides clear direction.

Key Messages

These answers to important questions will be used to encourage broad participation by City residents, businesses, and organizations in the Climate and Energy Plan development process.

Why should I participate in the Climate and Energy Plan development process?

- This is your opportunity to tell us your priorities and concerns when it comes to sustainable City practices and policies related to climate change.
- This is also an opportunity to highlight and bring together, in one place, a compendium of actions and progress that you, the City, and your community have made related to efficiency and sustainability.
- The City has limited resources and many competing demands. In guiding future City funding priorities, we want to be as responsive as possible to residents' shared priorities and needs.
- This plan will lead directly to projects and money spent on the ground. It is not just a guidance document. By participating, you therefore have an influence on public spending and project implementation.
- The plan helps build a more resilient and sustainable Ashland for its residents, businesses, and visitors.
- Purpose of Climate and Energy Plan: Identify priorities for the reducing greenhouse gas emissions and preparing for climate change impacts in the city of Ashland.

Why is the Climate and Energy Plan being developed now?

- With the conclusion of the Paris climate change talks, governments, institutions, businesses, and people throughout the world are called upon to take urgent action to reduce greenhouse gas emissions. At this same time, significant impacts from climate change are inevitable; indeed some are already being felt, requiring governments to also prepare to protect the health and well-being of their citizens and economies.
- The City and community have been taking action toward reducing emissions for many years—to optimize the use of resources and funds moving forward, we need a comprehensive and coordinated strategy.
- The City recently completed a comprehensive greenhouse gas inventory of its community and city operations, which provides a clear baseline for identifying priorities and tracking progress toward emissions reductions.
- The plan will establish a clear road map of priority actions and projects to be completed over time, and will help direct on-the-ground project implementation funding.

How will my input be used?

- Community input will be considered along with input from City staff and the ad-hoc committee, and together with careful evaluation of potential actions against agreed-upon metrics such as cost, effectiveness, and feasibility, to help identify recommendations for priority actions.
- Specifically, your input will be analyzed and considered in devising the following components of the plan:
 - Overarching goals, vision, and target
 - Sectors of focus
 - Implementation strategies and actions

Stakeholders

The City seeks to engage a representative cross-section of Ashland residents throughout the public involvement process.

According to the US Census Bureau, Ashland had a 2014 population of approximately 20,500 persons that grew by 3% from 2010. Other recent demographics are summarized as follows:¹

Sex	
Female	53.9%
Male	46.1%

Age	
Under 5 years	3.5%
Under 18 years	15.9%
18-64 years	63%
65 and over	17.6%

Race	
White alone	90.3%
Hispanic or Latino	5.1%
Black or African American alone	1.1%
Asian alone	2.1%
Other	1.4%

Key stakeholders for the City of Ashland Climate and Energy Plan include:

- Full-time and part-time residents
- Residents ages 18 and up
- Families
- Retired residents
- Local organizations, institutions, and businesses (see detailed list below)
- Those who work with visitors in the City's tourist industry

Organizations, institutions, and businesses that will be targeted for engagement in the planning process include:

- Oregon Shakespeare Festival
- South Oregon University (including the Small Business Development Center)
- Ashland Chamber of Commerce
- Ashland High School
- Rogue Climate
- Geos Institute
- Southern Oregon Regional Economic Development, Inc. (SORED)

¹ Source: <http://www.census.gov/quickfacts/table/PST045215/4103050>

Public Involvement Approach and Detailed Timeline

The following section outlines public involvement methods for the Ashland Climate and Energy Plan and upcoming public involvement milestones.

In order to ensure a robust public involvement process that reaches a broad section of full-time residents and stakeholders, our approach includes the following activities:

1. Host **two public open houses** to solicit input on plan priorities and shortlisted strategies.
2. Host **one public forum** to present baseline findings and identify priorities.

As resources allow, we will also conduct the following:²

3. **Interviews** with key stakeholders.
4. An **online public survey**.

These activities are described in more detail below.

1. Public open houses

The consultant team will organize two public open houses to solicit in-person input at two key points of the planning process (1) baseline assessment and goal setting, and (2) review and prioritization of shortlisted implementation strategies. The open houses will be designed to be highly informative and interactive and will be led by Cascadia's seasoned facilitators with support from local liaison Jeff Golden. Potential formats include use of interactive stations, each staffed by a project team member to answer questions and facilitate input. Postcards with a link to an online survey will also be available at the open houses.

Objectives for each public open house are summarized below:

Open House #1	Open House #2
<p>Timeframe: Late April</p> <p>Output information: Priorities, goals, and initial actions</p> <p>Objectives: Provide public the opportunity to:</p> <ul style="list-style-type: none">• Learn about the project purpose and benefits• Understand points for public input through the process and how it will be used• Provide input on:<ul style="list-style-type: none">- Sectors or strategies of highest priority- What Ashland is already doing well, and what could be improved- Ideas for actions to address energy and climate issues	<p>Timeframe: Mid-October</p> <p>Output information: Assessed and prioritized options</p> <p>Objectives: Provide public the opportunity to:</p> <ul style="list-style-type: none">• Understand planning progress to-date, including baseline findings, climate trends, and option assessment• Provide input on:<ul style="list-style-type: none">- Which options are highest priority- What's missing- Concerns, including option implementation and effectiveness

² These activities are not currently included in the consultant team budget. However, in-kind support from the City and ad-hoc committee could support implementation of these activities.

Open house promotion

- Advertise through list serves (e.g., the Sustainability Center at SOU), on-line calendars, community websites, public bulletin boards, and local community groups and organizations, such as neighborhood associations.
- Use local liaisons to facilitate word-of-mouth communication with local contacts and get a buzz going about the open houses by making announcements at community meetings such as Chamber of Commerce and Rotary Club meetings.
- Host a webpage through the City website that provides an overview of the project and its status, open house information, a link to the public survey, and links to draft documents for public comment.
- As resources allow, advertise through newspapers (e.g., Ashland Daily Tidings) and radio (Jefferson Public Radio, Jefferson Exchange).
- Schedule for a time when City staff can attend, so the public can pose questions directly to City staff members.
- Use messaging that clearly describes the role of community input in the plan and how this input will inform decisions.

2. Public forums

The City will host one public forum once the baseline assessment is complete, during the opportunity identification stage of the planning process. This will likely be around the end of May. The forum will serve as a venue for facilitated discussion among select community stakeholders representing local community organizations, institutions, and businesses to discuss baseline findings, begin solidifying goals and targets, and identify potential opportunities (see list of potential stakeholders on page 9). The forum will be held at a community venue, and will be led by Cascadia's facilitators with support from local liaison Jeff Golden. Potential formats for the forum include an introductory presentation followed by facilitated discussion, perhaps through breakout group brainstorming exercises.

3. In-person interviews

If resources allow, members of key organizations and community groups representing a wide variety of organizations and interests throughout the city will be selected for in-person interviews. Focus will be on those stakeholder groups that could not attend the public forum. These interviews will be conducted by City staff. Questions will be determined ahead of time and will be consistent across interviews.

4. Internet surveys

If resources allow, the project team will develop an internet survey that will introduce the project and gauge public climate and energy priorities. Survey invitations and link information will be provided at open houses, other related public events, and advertising venues such as social media and the newspaper.