

**MINUTES FOR THE CLIMATE & ENERGY ACTION PLAN ad hoc COMMITTEE**  
**Wednesday, April 6, 2016**  
**Gresham Room, Ashland Public Library, 410 Siskiyou Blvd.**

**1. Call to Order**

Councilor Rich Rosenthal called the meeting to order at 3:30 p.m.

Committee members Sarah Lasoff, Jim Hartman, Isaac Bevers, Louise Shawkat, James McGinnis, Claudia Alick, Stuart Green, Roxanne Biegel-Coryell, Bryah Sohl, Greg Jones were present. Committee member Marni Koopman arrived late. Staff member Adam Hanks was present.

Rosenthal welcomed the newest members of the committee, Lasoff and Bevers. They each gave some background information.

*Comissioner Koopman arrived 3:35 p.m.*

**2. Approval of minutes**

The minutes of both March 2 and 16 were approved as presented.

**3. Public Input**

James Stephens – His business, Electroquest, specializes in electric vehicles. He stated that Tesla is now taking reservations for their new Model 3 car. He thinks this is the tipping point for electric vehicles as this is at a much more reasonable price point, especially with all the incentives available. He has been meeting with Mayor Stromberg to encourage him to consider pre-ordering a Tesla for himself.

**4. Review of Public Involvement Plan**

Hanks gave an overview of the timeline as presented in the packet. Cascadia will provide the logistics and publicity for the first open house, tentatively scheduled for the week of May 23<sup>rd</sup>. Hanks and Shiplet are working on finding a venue. Group gave venue option suggestions.

Hanks asked group if any members want to work with him and Cascadia on outreach/publicity? Alick, Sohl, McGinnis, and Lasoff offered to assist.

Group discussed outreach and open house invitation opportunities. Cascadia will directly contact the previously identified stakeholders, City staff and committee members will invite other groups/persons and Cascadia will do general publicity.

Group discussed whether an education component is necessary prior to the first open house. There were concerns with the lack of time before the event. Agreed that while climate trend information presented doesn't necessarily focus on the specific concerns of our community, a teaser may be helpful and a good way to promote the open house.

## **5. Update on Polling Partnership with Geos**

Koopman informed the group that Geos is working with SOU to produce a poll to city residents. They are using Eugene's pre-plan poll as an example. Most of poll will relate to level of support for a plan. Current timeline is to have poll results in time for July update to Council on this process.

Group discussed polling options and how to best balance scientific data with a more biased poll. Determined it was best to start with the more scientific poll and later expand to on-line, likely biased, information gathering. Group also agreed that the recent polling done at Ashland High School could be used as an appendix to the final Action Plan.

## **6. Climate Plan Goals and Targets Discussion**

Group discussed possible boundaries of the plan. Transportation is hard to track and can't be easily regulated in a strong manner but it might be good to have community weigh in at the open house as to whether they want to transportation as part of the plan.

Group discussed whether consumption should be part of the plan, as it can't be measured. Group determined that education and, where possible, incentives should be in the plan, but consumption should not part of specific reduction targets. Group discussed concerns regarding creating goals which are either unrealistic or lacking a mechanism to track. Also discussed concerns with being too focused on carbons, and not on off-set options. Biegell-Coryell stated she wants to have achievable targets and a clear understanding of where we can or can't achieve reductions. Bevers stated that he wants this to not be just about setting a minimum threshold of what we should do but wants it to be about what can have the biggest, possible, impact (be aggressive, but have practical targets).

Group determined that we need some early wins to keep the community engaged but that shouldn't prevent long-term, visionary goals from being included. Group would like a suite of options to choose from, ranging from bottom-line state of Oregon targets and going up to visionary, aggressive targets/goals. It is important, however, to keep the plan (and targets) flexible enough to change with technological improvements. Also need to keep in mind how to mitigate any potential negative effects on community members.

## **7. Next Meeting**

The next meeting will be April 20 at 5:30 p.m. Group would like to continue the discussion of goals and targets and check in on how the polling process is coming together.

## **8. Adjournment**

Meeting adjourned at 5:04 p.m.

Respectfully submitted,  
Diana Shiplet, Executive Assistant