AD-HOC CLIMATE ACTION AND ENERGY PLAN COMMITTEE

Meeting Agenda
October 7, 2015 – 2:00 PM

Community Development Building, Siskiyou Room
51 Winburn Way

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1. **Call to Order**

2. **Approval of Minutes -** Sept 30 minutes deferred to Oct 21 meeting

3. **Public Form**

4. **Climate & Energy Action Plan RFP**
   - Review of updated draft RFP
   - Recommend scoring criteria and weighting of scores

5. **Climate Plan Kick Off Event**
   - Update from Kick off committee on questions/issues to include in event activities
   - Input on most current event plans and documents

6. **Agenda Items for Next Meeting**

CITY OF ASHLAND

Ad Hoc Committee on Climate Change and Energy Action Plan

Scope of Work, August 19, 2015

The ad hoc Climate Change and Energy Action Plan Committee is charged with making recommendations to the City Council regarding a climate change and energy action plan intended to identify existing and potential vulnerabilities and develop an organized and prioritized set of actions to protect people and resources from the ongoing impacts of climate change. The plan shall include targets and strategies for reduction of greenhouse gas emissions in Ashland. These targets and strategies may be short- mid- or long-term, and shall consider cost, feasibility, community acceptance and likelihood of success, with an emphasis on voluntary measures that can be undertaken by different sectors of the community. The plan shall include specific, measurable actions that citizens and local institutions can undertake immediately upon adoption of the plan.

The Committee shall review similar plans in comparable communities, consult as necessary with local subject matter experts in the areas of transportation, energy, land use and infrastructure (and other areas as the Committee deems advisable), and identify implementation steps as appropriate.

The Committee shall, in consultation with City staff and consultants, determine its own work plan and project timeline, however while the Committee may consult with and advise on its needs for consultant services, City staff shall be the sole point of contact for consultants hired to work on the plan or technical reports associated with the plan. Unless otherwise directed by the City Council, the Climate Change and Energy Action Plan shall be delivered to the City Council by January 31, 2017.

The Committee shall, in the course of its work:

- Provide ample opportunity for public input and feedback; and
- Present its recommendations in writing so they can be easily shared with the public.

CITY OF ASHLAND
REQUEST FOR PROPOSAL

Climate and Energy Action Plan

Plan Development and Public Engagement

Due Date and Time: **4:00 PM, Tuesday, November 17, 2015**

Contact: **Adam Hanks, Project Manager**
Office of the City Administrator
Telephone 541-552-2046
adam@ashland.or.us

The City of Ashland is requesting proposals for the development of a climate and energy action plan intended to identify existing and potential vulnerabilities and develop an organized and prioritized set of actions to protect people and resources from the ongoing impacts of climate change.

The plan shall include targets and strategies for reduction of greenhouse gas emissions in Ashland, as well as appropriate climate adaptation strategies and actions. These targets and strategies shall identify short- mid- and long-term achievement timelines, and shall consider cost, feasibility, community acceptance and likelihood of success, with an emphasis on, but not limited to, voluntary measures that can be undertaken by different sectors of the community.

The plan shall include a set of potential specific, measurable actions across all plan categories that citizens and local institutions can undertake immediately upon adoption of the plan. The proposed actions shall be accompanied by a methodology to assist community decision makers in measuring each proposed implementation action's environmental, economic and social costs and benefits to the community and its residents, businesses and other civic partners

The plan is intended to result in climate related "wins" for the community in the near term and also function as the foundation for sustained forward movement towards longer term community goals and targets into the future.

The project requires a high degree of public, City and other civic partner engagement and facilitation skills to ensure input and feedback on the plan elements is achieved with a broad and inclusive reach across all sectors of the community.

I. Background

The Community

The City of Ashland, Oregon (population 21,400) is located at the southern tip of the Rogue Valley, along Interstate 5, approximately 15 miles north of the Oregon-California border. Nestled in the foothills of the Siskiyou Mountains, Ashland has a nationally recognized and

Tony Award-winning repertory theater company, the Oregon Shakespeare Festival (OSF) that produces a variety of plays for some 400,000 visitors each year.

The city enjoys a thriving arts and music scene and is at the center of major recreational amenities. The nearby Mt. Ashland Ski Area provides skiing and snowboarding, while hiking, bicycling, rafting and backpacking opportunities abound in the region.

The community owns its own municipal electric utility, has an impressive parks and recreation system and an outstanding public school district that has been consistently rated among the top 100 districts in the nation. Ashland is also home to Southern Oregon University(SOU), with close to 6,000 students. Ashland offers an eclectic lifestyle in an environment that promotes communications and collaborative relationships at all levels and encourages citizen participation.

The Project

The Ashland City Council, with support and encouragement from its Conservation Commission, concluded its most recent multi-year strategic planning effort with the inclusion of the following in its two year goals and objectives list:

"Prepare for the impact of climate change on the community – Develop and implement a community climate change and energy plan"

The Conservation Commission has spent considerable time over the past several years reviewing and researching sustainability and climate action planning efforts of other communities within Oregon and beyond and that work has helped propel the Council and the community to undertake a greenhouse gas inventory that is currently underway and scheduled for completion in January of 2016. Previous work of the Commission presented to the City Council is included for reference in Appendix A of the RFP.

It is anticipated and expected that the consultant selected for the Climate and Energy Action Plan project will utilize the previous work of the Commission and the GHG inventory as a technical foundation for the plan development and will include a robust public engagement plan to ensure that the community is a primary and involved stakeholder in the plan development and its proposed implementing actions.

The plan shall be based on the best and most recent widely accepted and available science (IPCC AR5 models). The plan should incorporate both high emission (pessimistic) projections (RCP8.5) and lower emission (optimistic) projections (RCP 2.6 or 4.5).

The plan should be designed to assist the community prepare for climate extremes such as prolonged heat waves or extreme and/or frequent flood events rather than upon projected average conditions as the identified extreme events likely affect Ashland residents and resources the most.

The plan will focus onboth mitigation and adaptation strategies and actions that form a coordinated and integrated approach in serving community needs and expectations.
To guide the process and assist City staff with project and plan development oversight, a Mayor appointed Climate and Energy Action Plan ad-hoc committee has already begun meeting and will play a pivotal role in the plan development and public engagement and input process. Committee responsibilities include review and recommendation of the public

engagement/involvement plan, setting of targets, prioritization of implementing strategies and actions and potential phasing of initial implementation.

The final draft of the Climate and Energy Action Plan is expected to be complete and ready for presentation to the City Council in January of 2017.

II. Project Final Content/Deliverables

A. Plan document – Contents

1. Incorporation as relevant of GHG Inventory results (in progress) for community baselines
2. Inclusion and analysis of local historic, current and forecasted climate trend data in sufficient detail for short, mid and long range target setting and action planning
3. GHG reduction targets (short term, intermediate and long term) for scopes 1,2,and 3
4. Climate adaptation strategies and actions that coordinate with or augment mitigation strategies and action
5. Clear articulation of the community's challenges and opportunities in meeting GHG reduction goals
6. Potential implementation actions for achieving targets across multiple climate categories (renewables, transportation, energy efficiency, waste, etc) and across multiple community groups (Residential, Commercial, governmental, etc) with estimated action costs, their estimated progress towards category target and their ability to be implemented within the community.
7. Development and use of a methodology to assist community decision makers in measuring each proposed implementation action's environmental, economic and social costs and benefits to the community, its residents, businesses and other civic partners.
8. Formatting and display of implementation plan that assists City staff and City Council in incorporating selected implementation actions into the City's budget process as appropriate.
9. Incorporation of best practices from other communities as appropriate and relevant
10. Interaction and alignment of Climate and Energy Action plan policies and implementing actions with existing policies/master plans of the City such as the Comprehensive Plan, Transportation Element and Transportation System Plan, Water Master Plan, etc as relevant.
11. Identification of and recommendations for resolution of potential conflicts between existing City policies/plans and the Climate and Energy Action plan being developed.
12. Integration of other community partner GHG/Climate/Energy goals/targets, such as SOU, Ashland School District, OSF, City, etc
13. Confirmation that proposed strategies and actions meet or exceed existing regional and state level GHG and Climate Action related policies and plans
14. Development and articulation of methodology and tools for measurement process/performance tracking metrics for plan achievement and progress

15. Development of an ongoing reporting plan aligned with measurement process plan to inform Council and public on efforts and achievements of plan over time including recommendations on frequency and level of detail of reporting.

B. Public Engagement Process

1. Development and execution of a public engagement and involvement plan that includes tools to solicit and record public input such as online surveys, public forums, open houses, etc.
2. Public engagement plan shall be designed to achieve participation and input from all segments of the community. Factors such as age, ethnicity, income level, disabilities and others shall be incorporated into the engagement plan.
3. Public engagement plan shall also incorporate opportunities for local resident and community leaders participation based on major climate and energy topic area interest and expertise.
4. Development of a corresponding project outreach and communication plan to illicit quality involvement/input and maintain interest and project progress over project term and into the implementation stage of the plan.

C. Project Schedule and Proposed Timeline

1. Proposed project work plan and task level timeline for completion of project services/deliverables
2. Clear assignment of responsible party for each task (consultant, City staff, City committee, etc)

III. Submittal Qualifications

The City's intent is to choose the most qualified firm/team based upon proposed approach, methods, qualifications, experience, availability, understanding of project and cost estimate. Once a firm is selected, a detailed scope of services, based upon the general scope provided in the RFP, will be developed and utilized for the formal project contract. The final scope of services will identify an agreed upon project schedule, tasks, deliverables and expected expenses by major task. The agreed upon tasks will also identify respective responsibilities of the consultant, City staff and Mayor appointed committee.

A. Experience in Municipal Climate Action Planning in Cities of comparable size, scale and complexity
B. Any and all professional certifications potentially relevant to proposed project
C. Demonstrated understanding of the state of Oregon's regulatory construct relating to climate action and energy topic areas.
D. Engagement and facilitation skills and experience in a multitude of community wide public input/feedback formats
E. Experience with GHG Inventory analysis, evaluation and implementation planning
F. Experience in both mitigation and adaptation policies, strategies and action planning

Experience with communities that own/operate their own municipal electric utility and/or experience with communities that reside within a local electric co-op or similar structure with local control of electric utility decision making

IV. Submittal Requirements

Proposals must contain the following information:

A. Provide the name, address and telephone numbers of your company, including the name of the primary contact person and his/her telephone number, fax number and email address.
B. The proposed make-up of the consultant team, including background of their expertise and experience relevant to the proposed project as detailed and described in **section III. Submittal Qualifications** Similar documentation and relevant experience of any planned project sub-contractors if applicable.
C. A statement affirming the applicant's ability to meet the stated estimated project timeline in the proposal for service. If not able to meet the listed target completion date, application shall include applicant's proposed completion date and explanation for proposed adjustments.
D. Detailed description of your project proposal as it relates to each point for all three elements of section **II. Project Final Content/Deliverables**
E. Additional information: Please provide a summary narrative of your overall understanding of the project and your recommended approach in successfully completing the project and any other information relevant for consideration.

V. Method of Award

More to come from Purchasing Agent

VI. Evaluation Process

1. Evaluation Committee

Proposals will be evaluated by a committee of key City personnel and select members of the Climate and Energy Action Committee. The City's intent is to award the contract to the proposer whose proposal will best serve the interests of the City of Ashland, taking into account price, as well as other considerations, including, but not limited to, experience, expertise, understanding of project and ability to meet desired estimated project completion date.

2. Scoring Criteria

Scoring will be based upon the following described categories. The proposer must describe how each of the requirements specified in this RFP are met. Responses should be clear and concise.

2.1 Understanding of Requested Service — Maximum Score 10 points

Demonstrate a clear and concise understanding of the scope of services being requested in this RFP.

2.2 Proposer's Capabilities — Maximum Score 20 points

Demonstrate capability to complete the requested services. Response must include:

- (10 points) An explanation describing how the proposer can accommodate the varying workload contemplated under the contract, including a description of anticipated response times.
- (10 points) An explanation describing proposer's proximity to the project and how the proposer can cost effectively accommodate working on this project. Describe proposer's branch or satellite offices that will provide the requested services, indicate their location(s) and which services they are able to perform.

2.3 Project Team and Qualification — Maximum Score 25 points

- (5 points) Describe the extent of principal involvement
- (10 points) Include descriptions of similar projects, project outcomes and customer feedback received (if any).
- (10 points) Describe the experience and qualifications of proposed project manager(s), (whether they are from the prime or a subconsultant) with similar interdisciplinary teams. Include descriptions of similar projects, project outcomes and customer feedback received (if any). Also provide information regarding key staff members (including subconsultant staff) who are anticipated to perform services.

2.4 Resources — Maximum Score 15 points

Demonstrate proposer's resources available to be allocated for the proposed scope of services. Describe any specialties or unique strengths that relate to the services requested in this RFP. Include a brief description of new or innovative methodologies or techniques to be used.

2.5 Response Time — Maximum Score 20 points

This criteria relates to how quickly the consultant can begin and complete the project. The consultant must demonstrate how time will be managed.

2.6 Cost of Services — Maximum Score 10 points

In an **attached sealed envelope**, provide a summary of costs including:
- Professional, technical, other professional / sub-professional rate(s)
- Estimated billable hours by major project element
- Direct non-labor costs that might be applicable;

	Criteria	Maximum Score
2.1	Understanding of Requested Services	**10**
2.2	Proposer's Capabilities	**20**
2.3	Project Team and Qualifications	**25**
2.4	Resources	**15**
2.5	Response Time	**20**

2.6	Cost of Services	**10**
		TOTAL 100 Points

After the proposals are reviewed, additional information may be requested for final evaluation.

The City of Ashland reserves the right to cancel this RFP at its sole discretion.

PROPOSAL REQUIREMENTS

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City of Ashland
Adam Hanks, Project Manager
20 East Main St
Ashland, OR 97520
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- Proposals shall contain the required information and provide responses to the key elements within this Request for Proposal.
- Late and/or incomplete proposals will not be considered.

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The plan should be designed to assist the community prepare for climate extremes such as prolonged heat waves or extreme and/or frequent flood events rather than upon projected average conditions as the identified extreme events likely affect Ashland residents and resources the most.

~~Additionally, t~~The plan will focus ~~primarily~~ on ~~mitigation strategies and actions, but~~ both mitigation and adaptation strategies and actions ~~are also within the scope of the project for review and potential recommendation for inclusion.~~ that form a coordinated and integrated approach in serving community needs and expectations.

To guide the process and assist City staff with project and plan development oversight, a Mayor ~~Stromberg has~~ appointed ~~a~~ Climate and Energy Action Plan ad-hoc committee ~~that~~ has already

begun meeting and will play a pivotal role in the plan development and public engagement and input process. Committee responsibilities include review and recommendation of the public engagement/involvement plan, setting of targets, prioritization of implementing strategies and actions and potential phasing of initial implementation.

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1. ~~Overall project~~ Development and execution of a public engagement and involvement plan ~~including proposed~~ that includes tools to solicit and record public input such as online surveys, public forums, open houses, etc.
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~~A~~1. Proposed project work plan and task level timeline for completion of project services/deliverables

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A. Experience in Municipal Climate Action Planning in Cities of comparable size, scale and complexity ~~with emphasis on Oregon cities.~~

B. Any and all professional certifications potentially relevant to proposed project

~~A.~~C. Demonstrated understanding of the state of Oregon's regulatory construct relating to climate action and energy topic areas.

~~B.~~D. Engagement and ~~F~~facilitation skills and experience in a multitude of community wide public input/feedback formats

~~C.~~E. Experience with GHG Inventory analysis ~~and~~ , evaluation and implementation planning

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~~E.~~ Experience with communities that own/operate their own municipal electric utility and/or experience with communities that reside within a local electric co-op or similar structure with local control of electric utility decision making

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Proposals must contain the following information:

A. Provide the name, address and telephone numbers of your company, including the name of the primary contact person and his/her telephone number, fax number and email address.

~~B.~~ The proposed make-up of the consultant team, including ~~a brief~~ background of their expertise and experience relevant to the proposed project~~,~~as detailed and described in **section III. Submittal Qualifications** ~~specifically as it relates to local government and municipal electric utility experience.~~

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~~C.~~B. Documentation and relevant experience of any planned project sub-contractors if applicable.

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	Criteria	Maximum Score
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ASHLAND CLIMATE CHALLENGE

SAVE ENERGY. WIN BIG!

TOGETHER WE'RE WORKING TO CREATE A CLEAN ENERGY FUTURE FOR ASHLAND.
Businesses, residents, and organizations are all invited to be a part of the challenge.

Join us for the following events, planning and actions!

Nov. 6	**First Friday.** Come check out the Rogue Climate snowflake art installation downtown and learn about clean energy.
Nov. 6–13	**Climate Week.** Speakers, movies, music, bike parade, and more! Stay tuned.
Nov. 14	**The Hearth.** Embracing Challenge: True Stories of Facing Life's Difficulties. A fundraiser for clean energy for our schools.
Nov. 15	The **Ashland Climate Challenge Kickoff with OSF.** Enjoy lunch from local restaurants, with music, OSF performances, and panelists from Fort Collins, Eugene, and Ashland about saving energy and lowering emissions. Learn about the THREE THINGS you can do to enter the Ashland Climate Challenge and win great prizes.
Ongoing	One year to develop the Community-led **Ashland Climate and Energy Action Plan** and immediate implementation of fast-track actions.

GEOS INSTITUTE

Rogue Climate

ARE YOU INTERESTED IN HELPING? WANT MORE INFORMATION?
Marni Koopman – 541.482.4459 x303, marni@geosinstitute.org

Oregon Shakespeare Festival. · Ashland Food Co-op · The Hearth · SOU · CLIF BAR & COMPANY CLIF · CITY OF ASHLAND · LIVE AT THE ARMORY

10-2-2015

An Introduction to Maladaptation

Marni Koopman, Climate Change Scientist, Geos Institute

Below is an excerpt from draft paper on "Maladaptation" that a group of the leading adaptation practitioners put together during the National Adaptation Forum last spring. Maladaptation is "an action taken in response to climate change, but which creates significant negative impacts that potentially outweigh any positive impacts." Maladaptation is one of the side effects of proceeding with mitigation without considering adaptation.

Climate change is being felt across the globe, and the impacts are both worsening and accelerating. In the U.S., climate change is now in the news on a daily basis, as record-breaking weather events become the new normal. As cities and towns experience 1000-year floods, unprecedented drought, longer and hotter heat waves, and superstorms in new areas, local decision makers are realizing that they must act now to protect their residents and the resources they rely on. Just as climate change is no longer something in the future, but something that is here and now, climate change adaptation is also here and now. Climate change adaptation is happening, it is happening quickly, and across the board.

The field of adaptation is experiencing a predictable uptick in interest, planning and implementation. In fact, even government officials and decision makers that are skeptical about climate change are starting to take action because the changes can be seen and felt. Yet this is a nascent field, with only a decade of pilot studies and strategy testing on which to base general principles and best practices. Climate change adaptation is not yet widely taught in universities, there are no widely-distributed text books, and practitioners are not, for the most part, certified or quality checked. A body of learning and knowledge has been developing over the last decade, but a system of transfer from the innovators to those making decisions on the ground is not yet in place. Understandably, this field is ripe for experimentation, trial and error, and, at times, failure to implement the most sound approach for a variety of reasons. Because of this, maladaptation is becoming startlingly common.

Ten Common Pathways to Maladaptation

Maladaptation can arise through different avenues or pathways (Barnett and O'Neill 2010). Oftentimes the pathways for maladaptation are a function of scale or timeframe. Because climate change is complex, pervasive and long-term, adaptation must necessarily incorporate issues of complexity, scale and timeframe; failing to do so often leads to maladaptation. Some of the common pathways through which maladaptation is created, as identified in our NAF working session, include the implementation of actions that:

1. *cause a substantial increase in greenhouse gas emissions*
2. *disproportionately impact already stressed or disadvantaged populations*
3. *negatively impact already stressed or vulnerable ecosystems or species*
4. *reduce incentives for people to adapt to changing conditions*
5. *tie future generations into specific pathways, limiting their choices*
6. *sacrifice long term resilience for short term benefits*
7. *shift the risk or impact to other areas, sectors, or populations*
8. *incur high opportunity costs or waste limited resources with little to no positive benefit (e.g. futile attempts, ineffective approaches)*
9. *incur unintended negative impacts that could have, within reason, been predicted based on the best available information*
10. *knowingly incur negative impacts when other options are available*

Some examples of maladaptation arising from mitigation strategies include:

- Incentives for renewable energy that benefit middle and upper income households, thereby exacerbating income inequality
- Switching from coal or hydropower to natural gas, which has higher emissions than coal in life cycle analyses (Tollefson 2013 and many others)
- Development of biomass energy that creates long-term reliance (demand) on forest products for energy without considering climate change related changes in forest composition and productivity, or the loss of carbon sequestration as demand for forest products grows. Biomass energy has been shown to result in higher emissions than coal (Manomet study for the State of Massachusetts 2010). Many eastern states have stopped including biomass in their incentives for renewable energy.
- Failure to look at climate projections in developing mitigation strategies, thereby resulting in insufficient actions (Fort Collins did this prior to their wildfires, floods, and heat waves - they had to go back and revisit their mitigation actions because they were insufficient in light of loss of urban tree canopy, water quality issues, and increased demand for air conditioning).
- Renewable energy installed on viable farmland or wildlife habitat, which reduces the options of future generations as their crop yields decline (from climate change) and wildlife and plants need to move to new areas to persist. Washington and California, for example, have been mapping out key wildlife climate refuges and connectors in order to coordinate their adaptation and mitigation planning.
- False reliance on hydro power as "clean" energy. First, hydro power itself has emissions associated with it (Li and Lu 2012; Beaulieu et al. 2014). But it is also expected to be increasingly unreliable with climate change. California had to switch much of its power production to natural gas due to drought. Natural gas creates more heat trapping emissions than coal over its life cycle due to emissions of methane at the drilling sites. This creates maladaptation because it worsens climate change and long term impacts for future generations.

Action on adaptation SAVES MONEY over time

One primary approach to adaptation is “mainstreaming” or including climate change trends and projections in ongoing decision making processes, replacing an outdated assumption of stationarity or continued historic conditions (often unspoken, but there none-the-less). Including climate change in every decision making process is vital to creating plans and strategies that are realistic and that will be successful. By not including climate change considerations in our everyday decision making processes, we are setting local governments, businesses, and organizations up for failure and putting residents at risk. We will be spending far more on fixing problems that could have been prevented by using the latest information on climate change trends and projections.

Taking a narrow view just focused on mitigation will lead to a failure to protect outdoor workers, low income elderly and infants, and other vulnerable populations from floods,

fires, heat waves, air pollution, loss of income, and disease/pests. We know that climate change hits those that can least protect themselves the most. And natural systems. When we continue to plan for historic flood zones and frequencies, historic forest cover and wildfire, historic sea levels, and historic rates of disease and crop pests, we put people and resources at risk. And we pay the costs down the line.

One of the biggest mistakes in developing mitigation without adaptation is the lost opportunity for co-benefits, which save money from addressing numerous issues together rather than individually. When we coordinate, we have opportunities to create a more resilient community across all sectors. When we look at just energy, or just water, we miss the opportunity to address multiple needs and stressors at the same time. If we can create a clean energy community where low income populations are trained to install solar panels, and are now middle income populations, we all benefit. Or a community where we restore meadows, wetlands and riparian zones to hold more water and increase water quality, we will use less money and energy for water treatment. Eugene, for example, pays upstream land owners to protect riparian vegetation because it saves them money and energy downstream. This is just one example of how adaptation, mitigation, and smart policies can all go hand-in-hand.

Finally, this may sound a little preachy, but I think it is important to state. We developed the strategies that led to climate change, income disparity, racial inequities, and environmental degradation using a now outdated model of decision-making. Creating the solutions to climate change will take a new model. It needs to be inclusive, transparent, collaborative and focused on reversing many of the inequities of the past. We will have to do things in ways that are uncomfortable and perhaps, feel a little bit out of our control. We have a fantastic opportunity, right now, to dedicate significant resources to moving to clean energy AND solving past inequities that stress our communities, rather than treating those as separate endeavors (at twice the cost).

PLEASE take a look at this short video on the importance of integrating across mitigation and adaptation and across sectors, featuring the mayor of Fort Collins and made by **Ashland's own Mark Yaconelli**.

http://climatewise.org

> "There's only 1/3 more CO_2 now than there was in the time of Thomas Jefferson. That's not that much, actually. We haven't seen very much climate change yet. We've only had a 35% increase in CO_2. Plan A is that, in this century, we'll have a 300% rise in CO2…. You ain't seen nothin' yet."
>
> "As long as we stay flexible, as long as communities can adapt to changes in the climate and also changes in the way we make energy, it's going to be ok"
>
> --Dr. Scott Denning, Professor of Atmospheric Sciences at Colorado State University