

MINUTES FOR THE CLIMATE & ENERGY ACTION PLAN ad hoc COMMITTEE
Wednesday, October 7, 2015
Siskiyou Room, 51 Winburn Way

1. Call to Order

Chair Rich Rosenthal called the meeting to order at 2:00 p.m. in the Siskiyou Room.

Committee members Roxanne Beigel-Coryell, Stuart Green, Louise Shawkat, Greg Jones and James McGinnis were present. Staff member Adam Hanks was present. Committee member Bryan Sohl was absent.

2. Climate & Energy Action Plan RFP

Hanks stated the scoring and evaluation process in the draft RFP was from a different RFP, and could be altered to suit the group's needs. More categories can be added, the group only needs to ensure that the evaluation process is as objective as possible.

Group discussed whether the draft RFP contains all the specifics they want a contractor to work on. Hanks stated that some of it is fairly generic so that we can see what applicants propose or how they respond to the generic parts. The high details of deliverables will be specified in the contract.

Group discussed whether they want to require as part of the project details a request that the contractor provide evaluations as to how all proposed strategies relate to each other and to the world at-large. Group determined that requesting connections with how they relate to city policies makes sense by large-scale evaluations might raise the cost of the bids too high.

Adam Hanks left the meeting at 2:20 p.m.

Group discussed the desire to make the end report graphic-heavy. In other words, they would like to make the final product easy to read for the general public. Decided at the very least there needs to be a summary for ease of use by the community.

Group made additional changes to the draft RFP, as shown in the attached mark-up.

Group discussed the weighting of the final scores. Rosenthal suggested that the group consider having Costs of Services be weighted stronger, particularly as The City has been clear as to what this project has been allocated as far as funding. Group agreed to this suggestion and increased the score from 10 to 20 points possible and to lower the Understanding of Requested Services and the Proposer's capabilities scores by 5 points each to compensate for that increase.

3. Climate Plan Kick Off Event

McGinnis gave an overview of the proposed pre-kick-off events including the Hearth evening, a movie at the Varsity, etc. He stated that the Ashland Climate Challenge website is now up and running. The November 15th event will be from noon until approximately 4:00 p.m. and the last hour will be dedicated to focus groups similar to a world-café event. The goal is to focus on just a couple of questions for community feedback and input.

4. Public Forum

Huelz Gutchen – thinks this is a wonderful group and is very impressed with the work they have done so far. There is a lot of work left to do. Reiterated that the Ashland Climate Challenge website is running. Stated that with the RFP going out 8 to 10 people should be hired to do the work now. We need to hire “techie” people as technology is the solution. He wondered if the group is comfortable with having people who don’t really understand the techie aspects higher the techie people. We need to hire people who have engineering degrees who can learn about climate issues. He gave an example of how to speed up the process. Stated that externalities change everything and that this is all good for community involvement but not good for gaining technical knowledge. He thanked the group for their work.

5. Adjournment

Meeting adjourned at 3:32 p.m.

Respectfully submitted,
Diana Shiplet
Executive Assistant



**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 in preparing for climate extremes such as prolonged heat-waves or extreme and/or frequent flooding events rather than upon projected average conditions. ~~as the identified extreme events likely affect Ashland residents and resources the most.~~

The plan will focus on both mitigation and adaptation strategies and actions ~~that form a~~ coordinated and integrated approach in serving community needs and expectations with an emphasis on both voluntary and policy actions.

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 a graphics-rich 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.

Comment [t1]: Group would like a “summary” narrative here to clearly define what we’re looking for - it will provide better clarity than all the numbers by themselves.

Comment [t2]: #7 and #14 seem to be identical. If one is meant to be pointed to efforts during plan development and the other for efforts/tracking/evaluating on-going after the end of the process it needs to be clearer.

Comment [t3]: Is a statement of wanting a “laymen’s-term summary” necessary? In other words, a portion of the final document must be easily understood by the community rather than a tech- and text-heavy document only good for professionals.

Comment [t4]: See comment on #7.

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 citizens and stakeholders 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 ~~highlight~~ foster quality involvement/input and maintain interest and project progress over project term and into the implementation stage of the plan.

Comment [t5]: Would like alternate word for illicit and a more clear sentence

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** 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.
- E.F. References? Sample of previous work?

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 the scoring criteria, below, 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 4-5 points

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

2.2 Proposer's Capabilities

Maximum Score ~~20-15~~ 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.

Comment [t6]: This and section 2.5 are identical. need to come up with a new bullet here or remove it entirely.

Comment [t7]: Group wondered if there should be something requiring they clarify how they plan to engage the community? Group suggested: How does proposer plan to engage the community? What ability or limitations (distance) do they have to physically meet with constituents? Detail the number of hours and site visits?

2.3 Project Team and Qualification

Maximum Score 25 points

- (5 points) Describe the extent of principal involvement
- (10 points) Include descriptions of two or more relevant 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 ~~15-20~~ 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. Including the ability to provide the needed resources.

2.5 Response Time

Maximum Score ~~20-15~~ 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 ~~10-20~~ 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	105
2.2	Proposer's Capabilities	2015
2.3	Project Team and Qualifications	25

2.4	Resources	1520
2.5	Response Time	2015
2.6	Cost of Services	1020
		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

Proposals are due by **4:00 PM, Tuesday, November 17, 2015**, at the following physical or e-mail address:

City of Ashland
Adam Hanks, Project Manager
20 East Main St
Ashland, OR 97520
adam@ashland.or.us

- 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.

