

# ASHLAND CONSERVATION COMMISSION

## Meeting Agenda

July 23, 2014

Community Development Building, Siskiyou Room  
51 Winburn Way

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1. **Call to Order**
2. **Consent Agenda / Reports** (5 min)
  - 2.1. Minutes June 25, 2014 Commission meeting
  - 2.2. Meeting notes – Commission Goal setting, June 26 and July 10
3. **Announcements** (5 min)
  - 3.1. Next Regular Meeting: August 27, 2014
  - 3.2. Upcoming Sub-committee meetings for March
    - Sustainability – August 6th, August 20th
  - 3.3. Compost Class Assignment for August
  - 3.4. Other Announcements from Commissioners
4. **Public Forum** (10 min to be evenly divided by public wishing to speak)
5. **Reports / Presentations/Updates** (55 min)
  - 5.1. Council - Councilor Rosenthal (5 min)
  - 5.2. City Operations – Hanks (5 min)
  - 5.3. Quarterly Report – Reset schedule discussion (5 min)
  - 5.4. Recycling Center Ad-Hoc – Beigel-Coryell/Beam (5 min)
  - 5.5. BYOB – Hanks (5 min)
  - 5.6. Sustainability Sub-Committee – STAR framework update (15 min)
  - 5.7. Fourth of July Recap – Buck (10 min)
  - 5.8. Divestment Policy Update – Hanks (5 min)
6. **Old Business**
  - 6.1 Commission Goal Setting – Review/Approve draft goals (30 min)
7. **New Business**
  - 7.1 Commission meeting schedules for November and December (5 min)
  - 7.2 Commission Monthly Column in Sneak Preview (10 min)
8. **Wrap Up**
  - 8.1 Items to be added to next agenda
  - 8.2 Adjournment (8 PM)

**MINUTES FOR THE ASHLAND CONSERVATION COMMISSION**  
**Wednesday, June 25, 2014**  
**Siskiyou Room, 51 Winburn Way**

**1. Call to Order**

Chair Marni Koopman called the meeting to order at 6:02 p.m. in the Siskiyou Room.

Commissioners Mark Weir, Thomas Beam, Risa Buck, Shel Silverberg, Jim McGinnis, Jim Hartman, Roxane Beigel-Coryell, and Brian Sohl were present. Councilor Rich Rosenthal was absent.

**2. Special Introduction**

The group welcomed new commissioner, Brian Sohl, and introduced themselves.

**3. Consent Agenda**

**Weir/Buck m/s to approve the minutes of May 28, 2014 as presented. Voice Vote: all approved.**

**4. Announcements**

The next regular meeting will occur on July 23. Group discussed who will likely be absent at that meeting. They reviewed the compost class assignments for the upcoming month; July will be Koopman, August will be Beam, and September will be McGinnis.

Group announced upcoming events including the 4<sup>th</sup> of July parade, SOU produce sales on Wednesdays during the summer, and school garden work. They also discussed the possibility of applying for a grant through Georgetown University.

**Weir/Beam m/s to have staff member Hanks apply for the Georgetown grant. Voice Vote: all approved.**

**5. Public Forum**

The Goal Setting Facilitator, Ken Crocker, introduced himself.

**6. Reports and Presentations/Updates**

**6.1 Council update:** Councilor Rosenthal was not present to provide an update.

**6.2 City Operations:** There was no memo in the packet, so no discussion on the City Operations memo.

**6.3 Quarterly Report:** N/A

**6.4 Recycle Center Ad-Hoc update:** Beigel-Coryell informed the group that the Council agreed to the requested extension of the ad-hoc group. Group briefly discussed the sticker program and the possibility of mandating garbage service. They also discussed the memo in the Council packet and how it relates to where the ad-hoc group is in its discussions.

**6.5 BYOB:** Buck read an e-mail from staff member Adam Hanks, regarding the status of the BYOB program. The group would like more information on the requiring of the 10 cent charge on “trinket” bags. It’s not an overall bad idea, but want to know what’s the requirement for retailers to notify customers of the charge. Additionally they want to know more about the planned outreach to the community. They also discussed the desire to have baseline information on current use of plastic/paper/reusable bags so they can determine later if the fee needs to be increased to aid in moving people to reusable bags.

**6.6 Sustainability Sub-Committee:** Group discussed current status of the STAR program and gave overview of the history of the program for new member Sohl. Group discussed whether more and clearer information needs to be in the start of the presentation to Council rather than potentially get lost in the appendixes. Group discussed including achievable metrics in the document. Beigel-Coryell reiterated that this program is to be used as a framework for focusing the Council and other groups, but not for specifically telling Council what goals or metrics to require. They agreed to review this program again at the next meeting after using it in their goal setting session.

**6.7 Fourth of July Subcommittee:** The group is excited about their plans for the 4th. Buck gave an overview of plans for the day and got a head-count of who will be participating.

**6.8 Conservation Awards Recap:** The “green” Green Show went well, and the group agreed that ice cream was a good incentive for the kids. Overall it was a good test-run and learning experience for future events and told them lots about what education is needed for students.

**6.9 Divestment Policy Presentation:** Group gave an overview of the presentation to Council for new member Sohl and discussed how it went. They heard many positive responses.

## **7. Old Business**

Koopman gave an overview of the goal setting agenda. She requested that the group do the homework assignments she previously e-mailed so that their time can be as efficient as possible. Facilitator Crocker talked to the group about how they can help and what they can do to make it a successful goal setting.

## **8. Wrap Up**

The group would like the following on the upcoming meeting agenda:

- Recycling Center ad hoc

- BYOB report from staff member Hanks

Meeting adjourned at 8:00 p.m.

Respectfully submitted,  
Diana Shiplet  
Executive Secretary

# Conservation Commission Goal Setting Meeting Notes

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*Thursday, June 26, 2014 (Follow up meeting scheduled for Thursday, July 10)*

## Meeting Intentions

- Identify champions for goals
- Discuss how to bring closure to projects
- Identify near term achievable goals and prioritize
- Focus on defining specific goals through 2015 or 2 year budget horizon
- Incorporate thinking into STAR Matrix
- Come together on major initiatives
- Find steps to be more efficient as a group
- Focus
- Get to know each other better
- Set goals
- Better understand STAR Matrix
- More effective culture
- Clarity on direction
- Acquire data and diagnosis – Just want info we've been asking for (is this covered in the goals section?)
- Understanding of workings and direction

## Improving Culture and Effectiveness

- Commitment by each member
- Better management of personal time
- Get to know each other personally (in a non-meeting environment?)
- Find a better workload balance
  - Fewer goals
  - More participation
- Review on-going goals
- Prioritize goals – Take care of top 3
- Follow through
- Work with respect for each other
- Identify goals that reflect charter and Council goals

- Ensure goals are matched with time commitments
- Identify committees that people will participate in
- Shift from doing to advising (this could also be a goal)
- Better access and staffing for Conservation Division
- Maintain ability to provide justification (? Difficult to read on picture) and data
- Find and maintain balance
- Be more bold
- Everyone align behind certain goals

**Please review the following and let me know if you agree/disagree with these criteria for taking on new and ongoing projects. Thanks!**

### Projects and/or goals should be implemented if:

The majority of the Conservation Commission identifies them as a top priority; **or**

One or more members of the Conservation Commission “champions” the effort, and others support it; **and**

There is time and enough Commissioners dedicated to implementation; **and**

The goals and objectives fit within the mandate of the Conservation Commission.

#### JMC

1. I am concerned about the wording “one or more members of the ConsComm ‘champions’ the effort, and others support it”. I think that if we each get to individually champion our own goals (albeit that “others” support it), this will lead to less cohesiveness as a commission and a lower overall contribution to our adopted long-term goals.

MEK There are 2 options listed – one is that most of the conservation commission supports a specific goal or objective (or project or action). This is ideal. But we still have situations like Cat’s work on idling where one person is far more vested than others, and while others might not object to the work, we don’t have the full Commission coming in behind it. I was hoping to create space for those projects to continue. I’m open to other options.

### Instructions for the Table below:

The **goals** that were identified and prioritized at our last meeting are listed below.

Please review and make sure your goals were included correctly. Make any changes using track changes and send them to Marni. Also please review the existing “**actions**” and reword as necessary, and/or add additional ones. Please keep actions to 1-2 lines max – they should be short and succinct. They should represent things that the

Conservation Commission can do – so please word them in that way (not what we want the City Council to do, but what we are willing to do to make it happen).

Definitions:

Goal – the purpose toward which an endeavor is directed

Objective - Something that one's efforts or actions are intended to attain or accomplish. This should be SMART (Specific, measurable, achievable, relevant, and time-bound).

Action – The actual steps involved in achieving the objectives.

In the **Discussion** box, feel free to add any pertinent discussion that you feel should be included. For instance, it was clear at our last discussion that while many felt strongly about doing something about climate change, we are not all on the same page about what that might look like. So I added some discussion points that might help people make up their mind about how important the issue is. You can also include questions, but unless someone in this group is an expert on that topic and can answer it for you, you might want to also look up the answers for the group.

In the **Champions and Assistants** box, please write your name and the role you might be willing to take. We are looking for a few actions that have many people willing to participate, so it would be valuable to see which ones Commissioners are most interested in working on. The list is for gaging interest, not for making assignments, so names may change later in time.

## Prioritized Goals and Potential Actions

JMC:

1. At our first goal setting meeting we did not come to a clear understanding of what a goal is and what an objective in meeting a goal is.
2. What you have listed as GOALS are really objectives. I recommend that we work on this first on Thursday. This way we can all be on the same page.
3. My surmising is that we should be thinking in terms of real goal statement. A lot of what we have listed from our first goal setting session are not goals.
4. I suggest that we adopt real goals for the Conservation Commission. Most of the list we came up with would then fit nicely as an objective and/or action in support of these goals. And, most of what is listed below also fit nicely into the STAR Framework. My comments in the main document align with this thought process.
  - a. Greenhouse Gas Mitigation (total of 6 votes)
    - i. Have the city agree to take action to reduce greenhouse gas emissions (study session?)
    - ii. Identify energy conservation/greenhouse gas emissions reduction targets
    - iii. City develops a Climate Action Plan (to reduce GHG emissions) for City Operations and the community of Ashland
    - iv. City of Ashland advocates for and contributes to creating a regional Climate Action Plan for the Rogue Valley
  - b. City and Community Sustainability Plan (a total of 10 + possibly 3 votes)

**Comment [MK1]:** I like how this has been rearranged and would potentially change a few of the headers or wording of the goals/objectives, but its great!!

**Comment [MK2]:** I think we'll have to work on this one as a group as there are different perspectives and priorities that I am hearing.

- i. [Full time Sustainability/Conservation Director](#)
- ii. [Assess energy and water use data to help to recommend targets for city operations](#)
- iii. [Get data on energy, water, greenhouse gases, and fuel use by city](#)
- iv. [Create political will to support our objectives with council Follow through on community STAR goal with council](#)
- v. [Adopt the STAR matrix](#)
- vi. [Ashland becomes highest level of "Green" – 5 star](#)
- vii. [Ashland becomes national leader for wise energy use/low carbon footprint](#)
- c. [Waste Minimization \(5 votes\)](#)
  - i. [Mandate trash and recycling service](#)
  - ii. [Reassess rate structure for trash](#)
  - iii. [Increase political will for waste prevention city wide](#)
  - iv. [Post consumer compost at the recycling center – need to assess cost and feasibility](#)
  - v. [Follow through on Recycling center future](#)
  - vi. [Lobby state to pass redemption on wine bottles](#)
- d. [Citizen Education \(4 votes\)](#)
  - i. [Education about:](#)
    - 1. [Efficiency](#)
    - 2. [Conservation](#)
    - 3. [Sustainability](#)
    - 4. [Costs of climate change](#)
    - 5. [How citizens can green their energy use](#)
    - 6. [Climate change risk and adaption](#)
  - ii. [Events:](#)
    - 1. [Earth day](#)
    - 2. [All-schools Sustainability Award](#)
    - 3. [Conservationist of the year awards](#)
    - 4. [Compost classes](#)
    - 5. [Bear Creek Salmon festival](#)
- e. [Protect and restore the biological, chemical, and hydrological integrity of water in the natural environment \(originally called "conservation of water resources"\) \(2 votes\)](#)
  - i. [Support programs to conserve water/protect streams/storm drains](#)
  - ii. [Care for the curb/safe water/dog wash](#)
  - iii. [Car wash](#)
  - iv. [Leaf bags](#)
  - v. [No cigarette butt littering](#)
  - vi. [Get to know Conservation Division and their needs – where we can provide input/advice](#)
  - vii. [Support water conservation program](#)
  - viii. [Graywater for landscaping](#)
  - ix. [Draft permanent water conservation plan – Present? Approve?](#)
- f. [Climate Change Adaptation \(1 vote\)](#)
  - i. [Climate Change Adaptation Plan \(added\)](#)

## Conservation Commission 2014-2015

### Priority Goal #1: ~~Climate change~~ [Greenhouse Gas](#) mitigation (6 votes)

#### Potential actions:

- Have the city agree to take action to reduce greenhouse gas emissions ([study session?](#))
- Identify energy conservation/greenhouse gas emissions reduction targets
- City develops a Climate Action Plan ([to reduce GHG emissions](#)) for City Operations and the

community of Ashland

- City of Ashland advocates for and contributes to creating a regional Climate Action Plan for the Rogue Valley

#### Priority Goal #1 Discussion:

**Marni** – First, the above actions need to be phrased to fit the Conservation Commission’s purview. Please feel free to make suggestions using track changes.

Second, Climate change impacts are so great, that we must reduce the overall magnitude of change by reducing emissions. However, success relies on other regions and nations also reducing emissions. If just Ashland, for instance, reduces emissions but not the Rogue Valley and the rest of the nation, then mitigation will fail. But the benefits of a clean energy economy will still be realized. Because future impacts are so costly in both lives and money, it is worth making very serious efforts to reduce emissions, but efforts must be made at the regional level in order to protect Ashland residents.

Third, mitigation is highly likely to fail and impacts are already being felt and going to worsen for the next 30 years even if we succeed at mitigation. We need to be protecting vulnerable people and resources from the ongoing and inevitable impacts of climate change (adaptation).

Jim Mc:

1. This goal should be called “Greenhouse Gas Mitigation”. This ConsCom goal then aligns with the STAR matrix objective of “Greenhouse Gas Mitigation”.
  2. ALSO: in talking with Dennis Slattery today, this statement could be seen as our long term goal, and then actions that we can undertake to achieve this.
  3. I agree with Marni’s third comment. This is why we should have another goal called “Climate Change Adaptation”, with a potential action of “Adopt a climate change adaptation plan”. This aligns with the STAR matrix Objective and local actions.
- 1.—

#### Priority Goal #1 Champions and Assistants:

Marni – Champion and/or assistant

Roxane – Assistant

**Priority Goal #2:** Full time Sustainability/Conservation Director (5 votes)City and Community Sustainability Plan (JMC) Ashland becomes a sustainable community (MEK)

Potential actions (JMC):

- Full time Sustainability/Conservation Director (5 votes) (JMC)
- Implementation of City Operational Sustainability Plan
- City adopts and implements community-wide sustainability plan (this could come up from

**Comment [MK3]:** I think that a plan is different than a staff position. What I heard was that a staff position has been needed for a long time and that the primary reason is that much of what the Conservation Commission works on doesn’t fall under a specific staff-person or department’s purview, so we don’t have the same effectiveness as some other Commissions. And that we want someone besides Adam who works on Sustainability issues because there is so much that needs to be done. Is this right?



## Priority Goal #10)

### Priority Goal #2 Discussion:

#### Jim MC

1. I voted for this, not as a goal but as an objective. If this is a goal, I will move my vote to sustainability planning. The goal should be titled City and Community Sustainability Plan.
2. “Full time-Sustainability/Conservation Director is not the goal. It is a objective for us to get the appropriate staff in place to support, at least in part, the city and community sustainability planning effort.
- 1-3. ALSO: in talking with Dennis Slattery today, this way of framing a goal statement could be seen as our long term goal, and then actions that we can undertake to achieve this.

### Priority Goal #2 Champions and Assistants:

Marni – Assistant

Roxane – Assistant

## Priority #3: Waste ~~Reduction~~-Minimization (5 votes)

### Potential actions:

- Mandate trash and recycling service
- Reassess rate structure for trash
- Increase political will for waste prevention city wide
- Post consumer compost at the recycling center – need to assess cost and feasibility
- Follow through on Recycling center future
  
- Lobby state to pass redemption on wine bottles

### Priority Goal #3 Discussion:

#### Jim Mc

1. The should be renamed “Waste Minimization” This aligns with the STAR matrix.
2. We should look at the recommended actions in the STAR framework and see if they would be better wording for potential actions. I like: “Demonstrate incremental progress towards achieving a 100% reduction by 2050 in total solid waste generated”, and placing the potential actions under this.
3. ALSO: in talking with Dennis Slattery today, this statement could be seen as our long term goal, and then actions that we can undertake to achieve this.

### Priority Goal #3 Champions and Assistants:

[Roxane - Assistant](#)

#### Priority #4: City Operations Sustainability Plan Implementation (5 votes)

- Assess energy and water use data to help to recommend targets for city operations
- Get data on energy, water, greenhouse gases, and fuel use by city
- Create political will to support our objectives with council
- “Push .... City staff/council/mayor”
- “Funding 15K-22K”

#### Priority Goal #4 Discussion:

**Marni** – After talking with Jim, Roxane, and Adam, it seems that the Conservation Commission’s role in City Ops Sustainability Planning is to (1) bring the City a framework for Sustainability Planning (done), and (2) review the targets once they are developed (not done). Because of staffing shortages and a lack of dedicated funding for implementing the sustainability plan, the City has been collecting baseline information piecemeal, with each department doing audits using existing funds when available. This is slowing down the process, but progress is still being made. The best approach to getting the plan implemented might be to ask Council to dedicate the funding needed to implement sustainability planning. This need not hold up the Community Sustainability Planning, but when we ask for the full time position for Sustainability Planning it might be part of the sell.

**Jim Mc** –

1. I agree with Marni’s assessment, “full time position for Sustainability Planning” is the same position as was described in in Goal 2 above.
2. The “City Operations Sustainability Plan Implementation” belongs as an objective under the long term goal of “City and Community Sustainability Plan” (see priority #2 goal wording above)
3. The actions listed, if we agree to them, would then be actions under the city sustainability planning objective. I will explain more if needed.
4. This represents the STAR framework.

1-5. \_\_\_\_\_

#### Priority Goal #4 Champions and Assistants:

Marni – Assistant

[Roxane – Assistant](#)

## Priority #5: Citizen Education (4 votes)

### Education about:

- Efficiency
- Conservation
- Sustainability
- Costs of climate change
- How citizens can green their energy use
- Climate change risk and adaption

### Events:

- Earth day
- All-schools Sustainability Award
- Conservationist of the year awards
- Compost classes
- Bear Creek Salmon festival

### Priority Goal #5 Discussion:

#### JMC

1. This stands as a goal.
- ~~2.~~ It has a global quality with ties throughout the STAR framework.

### Priority Goal #5 Champions and Assistants:

Marni – Assistant

## Priority #6: BYOB/single use ban (3 votes)

- Ban single use everything
- Bring your own bottle
- Follow up reporting
- Increase bag fee to \$0.25

### Priority Goal #6 Discussion:

#### JMC:

1. This belongs under the “waste minimization goal” as action items to follow up on for BYOB. It therefore fits nicely into the STAR Framework.

Roxane – After a discussion with Adam, I don’t think this needs to be a goal. I think we should ask him for semi-annual updates as they collect data about bag use so that we

can assess if the ban is as effective as we would hope. If we find that too many people are relying on paper bags, then we can decide if we want to take on proposing a \$.25 fee. Otherwise, our hope really should be that the \$.10 fee is enough to change behavior and we can reevaluate as data becomes available.

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#### Priority Goal #6 Champions and Assistants:

#### Priority #7: National leadership (3 votes)

- Ashland becomes highest level of “Green” – 5 star (2 votes)
- Ashland becomes national leader for wise energy use/low carbon footprint (1 vote)

#### Priority Goal #7 Discussion:

##### JMC:

1. This really fits under the City and Community Sustainability Plan goal. It therefore fits nicely into the STAR Framework.

#### Priority Goal #7 Champions and Assistants:

#### Priority #8: Conservation of Water and Resources (2 votes)

- Support programs to conserve water/protect streams/storm drains
- Care for the curb/safe water/dog wash
- Car wash
- Leaf bags
- No cigarette butt littering
- Get to know Conservation Division and their needs – where we can provide input/advice
- Support water conservation program
- Graywater for landscaping
- **Draft permanent water conservation plan – Present? Approve?**

#### Priority Goal #8 Discussion:

##### JMC

1. The word conservation does not adequately address the list of potential Actions above. A better goal statement could be something like this from the STAR framework: “Protect and restore the biological, chemical, and hydrological integrity of water in the natural environment”. The actions then fit the goal.
2. AWAC plays a role in this and likely addresses the issue of a water conservation plan.

[Right?](#)

**Priority Goal #8 Champions and Assistants:**

**Priority #9: Climate change adaptation (1 vote)**

Ashland commits to preparing its citizens, infrastructure, and resources, for climate change

**Priority Goal #9 Discussion:**

**JMC:**

1. [I agree with Marni's third comment in the 1<sup>st</sup> goal. This is why we should have another goal called "Climate Change Adaptation", with a potential action of "Adopt a climate change adaptation plan". This aligns with the STAR matrix Objective and local actions.](#)

**Priority Goal #9 Champions and Assistants:**

Marni – Champion

[Roxane – Possible Assistant](#)

**Priority #10: Ashland adopts a sustainability plan for the community (0 votes)**

- Follow through on community STAR goal with council
- Adopt the STAR matrix

**Priority Goal #10 Discussion:**

**JMC:**

1. [This belongs under the "City and Community Sustainability Plan" goal. The actions follow under the "community sustainability plan" actions.](#)
- ~~1-2.~~ [This represents the STAR framework.](#)

**Priority Goal #10 Champions and Assistants:**

Marni – Assistant

[Roxane – Assistant](#)

**Priority #11: Air pollution and noise pollution**

Action - Ban leaf blowers (0 votes)

**Priority Goal #11 Discussion:**

JMC

3. This rightly goes under the heading of "air pollution" and "noise pollution". I would love to see this come to pass.
4. Air quality is in our commission charter. This fits nicely under the STAR "Outdoor Air Quality" objective.
- 2-5. We just need to step up and champion this somehow.

**Priority Goal #11 Champions and Assistants:**

# Conservation Commission

## Goal Setting Meeting #2: July 10, 2014

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### Agenda

- 5:00-5:15     Check in
- 5:00-5:20     Define goals/objections. Review SMART characteristics
- 5:20-5:40     Review goals that have been reorganized. Come to agreement on our prioritized goals (remember they have to be good, not perfect)
- 5:40-6:10     Add and edit objectives. Discuss them as needed. Work in order of the prioritized goals. Break as needed.
- 6:10-6:35     Have people add their names to specific goals and/or objectives. Make sure we have leads for the ones that are highest priority. Discuss what to do if goals and/or objectives have a champion, but are not otherwise high priority for the group as a whole.
- 6:35-6:45     Discuss group culture from last time.
- 6:45-7:00     Wrap up and closing

### Definitions for the following table:

**Goal** – The purpose toward which an endeavor is directed.

**Objective** – Something that one's efforts or actions are intended to attain or accomplish. This should be SMART (Specific, measurable, achievable, relevant, and time-bound).

Objectives should be **SMART** (Specific, Measurable, Achievable, Relevant, and Time-bound)

**Action** – An actual step involved in achieving the objective.

**Champion** – The person who leads the project and keeps it moving (this doesn't mean they do all the work!)

**Assistant** – Other Commissioners or non-Commissioners working on the effort, attending sub-committee meetings, and helping in other ways.

## Prioritized Goals and Potential Objectives Conservation Commission 2014-2015

### Priority Goal #1: Greenhouse Gas mitigation (6 votes)

#### Potential objectives:

- City of Ashland agrees to take action to reduce greenhouse gas emissions
- City of Ashland identifies energy conservation/greenhouse gas emissions reduction targets (include in Sustainability plan?)
- City develops a Climate Action Plan (to reduce GHG emissions) for City Operations and the community of Ashland
- City of Ashland advocates for and contributes to creating a regional Climate Action Plan for the Rogue Valley

#### Priority Goal #1 Discussion:

**MEK** – First, Climate change impacts are so great, that we must reduce the overall magnitude of change by reducing emissions. However, success relies on other regions and nations also reducing emissions. If just Ashland, for instance, reduces emissions but not the Rogue Valley and the rest of the nation, then mitigation will fail. But the benefits of a clean energy economy will still be realized. Because future impacts are so costly in both lives and money, it is worth making very serious efforts to reduce emissions, but efforts must be made at the regional level in order to protect Ashland residents. The **most effective** thing Ashland can do to protect its residents from the impacts of climate change is to SPUR greenhouse gas emissions reductions at the regional level.

Second, mitigation is **highly likely to fail** and impacts are already being felt and going to worsen for the next 30 years even if we succeed at mitigation. The impacts include more drought like the one in California, crop failures at unprecedented scales, millions of people moving away from coastlines, new diseases and pests, dying forests, heat-related mortality, 100-yr. and 500-yr. floods happening on a regular basis, etc. We need to be protecting vulnerable people, resources, and our economy from the ongoing and inevitable impacts of climate change (adaptation). The first step in adaptation is to determine who and what is most vulnerable to the impacts (a vulnerability assessment). Of note is that adaptation planning provides a platform for education, which invariably leads to greater action on mitigation.

#### Jim Mc:

1. This goal should be called “Greenhouse Gas Mitigation”. This ConsCom goal then aligns with the STAR matrix objective of “Greenhouse Gas Mitigation”.
2. ALSO: in talking with Dennis Slattery today, this statement could be seen as our long term goal, and then actions that we can undertake to achieve this.
3. I agree with Marni’s second comment. This is why we should have another goal called “Climate Change Adaptation”, with a potential action of “Adopt a climate change adaptation plan”. This aligns with the STAR matrix Objective and local



actions.

### **Priority Goal #1 Champions and Assistants:**

Marni – Champion and/or assistant

Roxane – Assistant

### **Priority Goal #2: City and Community Sustainability**

#### **Potential objectives:**

- Full time Sustainability/Conservation Director (5 votes)
- Implementation of City Operational Sustainability Plan (5 votes – this was previously Priority #4)
- Get data on energy, water, greenhouse gases, and fuel use by city
- Assess energy and water use data to help to recommend targets for city operations
- City adopts and implements community-wide sustainability plan (this was previously Priority Goal #10)
  - Follow through on community STAR goal with council
  - Adopt the STAR matrix
- Create political will to support our objectives with council
- Ashland becomes highest level of “Green” – 5 star (2 votes)
- Ashland becomes national leader for wise energy use/low carbon footprint (1 vote)

### **Priority Goal #2 Discussion:**

#### **Jim MC**

1. I voted for this, not as a goal but as an objective. If this is a goal, I will move my vote to sustainability planning. **The goal should be titled City and Community Sustainability Plan.**
2. “Full time-Sustainability/Conservation Director is not the goal. It is a objective for us to get the appropriate staff in place to support, at least in part, the city and community sustainability planning effort.
3. ALSO: in talking with Dennis Slattery today, this way of framing a goal statement could be seen as our long term goal, and then actions that we can undertake to achieve this.

**MEK** - I think that a plan is different than a staff position. What I heard was that a staff position has been needed for a long time and that the primary reason is that much of what the Conservation Commission works on doesn't fall under a specific staff-person or department's purview, so we don't have the same effectiveness as some other Commissions. And that we want someone besides Adam who works on Sustainability issues because there is so much that needs to be done. Is this right?

Discussion for previous Priority #4 –

**MEK** - After talking with Jim, Roxane, and Adam, it seems that the Conservation Commission's role in City Ops Sustainability Planning is to (1) bring the City a framework for Sustainability Planning (done), and (2) review the targets once they are developed (not done). Because of staffing shortages and a lack of dedicated funding for implementing the sustainability plan, the City has been collecting baseline information piecemeal, with each department doing audits using existing funds when available. This is slowing down the process, but progress is still being made. The best approach to getting the plan implemented might be to ask Council to dedicate the funding needed to implement sustainability planning. This need not hold up the Community Sustainability Planning, but when we ask for the full time position for Sustainability Planning it might be part of the sell.

**Jim Mc** –

1. I agree with Marni's assessment, "full time position for Sustainability Planning" is the same position as was described in in Goal 2 above.
2. The "City Operations Sustainability Plan Implementation" belongs as an objective under the long term goal of "City and Community Sustainability Plan" (see priority #2 goal wording above)
3. The actions listed, if we agree to them, would then be actions under the city sustainability planning objective. I will explain more if needed.
4. This represents the STAR framework.

#### **Priority Goal #2 Champions and Assistants:**

Marni – Assistant

Roxane – Assistant

#### **Priority #3: Waste Minimization (5 votes)**

##### **Potential objectives:**

- Mandate trash and recycling service
- Reassess rate structure for trash
- Increase political will for waste prevention city wide
- Post consumer compost at the recycling center – need to assess cost and feasibility
- Follow through on Recycling center future
- Lobby state to pass redemption on wine bottles
- Ban single use everything
- Bring your own bottle
- Follow up reporting on BYOB
- Increase bag fee to \$0.25 (this is an action item rather than objective)

#### **Priority Goal #3 Discussion:**

## Jim Mc

1. The should be renamed “Waste Minimization” This aligns with the STAR matrix.
2. We should look at the recommended actions in the STAR framework and see if they would be better wording for potential actions. I like: “Demonstrate incremental progress towards achieving a 100% reduction by 2050 in total solid waste generated”, and placing the potential actions under this.
3. ALSO: in talking with Dennis Slattery today, this statement could be seen as our long term goal, and then actions that we can undertake to achieve this.

Discussion from previous Priority goal #6 BYOB/Single use ban:

## JMC:

1. This belongs under the “waste minimization goal” as action items to follow up on for BYOB. It therefore fits nicely into the STAR Framework.

**Roxane** – After a discussion with Adam, I don’t think this needs to be a goal. I think we should ask him for semi-annual updates as they collect data about bag use so that we can assess if the ban is as effective as we would hope. If we find that too many people are relying on paper bags, then we can decide if we want to take on proposing a \$.25 fee. Otherwise, our hope really should be that the \$.10 fee is enough to change behavior and we can reevaluate as data becomes available.

## Priority Goal #3 Champions and Assistants:

Roxane - Assistant

## Priority #4: Citizen Education (4 votes)

Potential objectives – Increase community knowledge and understanding on:

Efficiency  
Conservation  
Sustainability  
Costs of climate change  
How citizens can green their energy use  
Climate change risk and adaption

Potential actions – participate in events including:

Earth day  
All-schools Sustainability Award  
Conservationist of the year awards  
Compost classes

## Bear Creek Salmon festival

### Priority Goal #4 Discussion:

JMC

1. This stands as a goal.
2. It has a global quality with ties throughout the STAR framework.

### Priority Goal #4 Champions and Assistants:

Marni – Assistant

## Priority Goal #5: Protect and restore the biological, chemical, and hydrological integrity of water in the natural environment (2 votes)

Potential objectives:

- Support programs to conserve water/protect streams/storm drains
- Care for the curb/safe water/dog wash
- Car wash
- Leaf bags
- No cigarette butt littering
- Get to know Conservation Division and their needs – where we can provide input/advice
- Support water conservation program
- Graywater for landscaping
- Draft permanent water conservation plan – Present? Approve?

### Priority Goal #5 Discussion:

JMC

1. The word conservation does not adequately address the list of potential Actions above. A better goal statement could be something like this from the STAR framework: “Protect and restore the biological, chemical, and hydrological integrity of water in the natural environment”. The actions then fit the goal.
2. AWAC plays a role in this and likely addresses the issue of a water conservation plan. Right?

### Priority Goal #5 Champions and Assistants:

## Priority #6: Climate change adaptation (1 vote)

Ashland commits to preparing its citizens, infrastructure, and resources, for climate change

### **Priority Goal #6 Discussion:**

#### **JMC:**

1. I agree with Marni's third comment in the 1<sup>st</sup> goal. This is why we should have another goal called "Climate Change Adaptation", with a potential action of "Adopt a climate change adaptation plan". This aligns with the STAR matrix Objective and local actions.

### **Priority Goal #6 Champions and Assistants:**

Marni – Champion

Roxane – Possible Assistant

### **Priority #7: Air pollution and noise pollution**

Potential objective: Reduce use of leaf blowers

- Action - Ban leaf blowers (0 votes)

### **Priority Goal #7 Discussion:**

#### **JMC**

1. This rightly goes under the heading of "air pollution" and "noise pollution". I would love to see this come to pass.
2. Air quality is in our commission charter. This fits nicely under the STAR "Outdoor Air Quality" objective.
3. We just need to step up and champion this somehow.

### **Priority Goal #7 Champions and Assistants:**

## Adam Hanks

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**From:** Barbara Christensen [christeb@ashland.or.us]  
**Sent:** Wednesday, July 16, 2014 10:37 AM  
**To:** 'Winston Friedman'; 'Dave Kanner'  
**Cc:** 'Adam Hanks'; 'Kathy Conway'; 'Dana Smith'  
**Subject:** RE: Ashland City Council Divestment Resolution

Winston, this item has been moved to the August 4 Study Session in the Siskiyou Room (Community Development/Public Works building) at 5:30. I will be preparing a Council Communication which will include your Resolution and a request to the council on how they want to proceed.

A Study Session is a place where council receives information from staff on items and there is normally no input taken from the public.

If you would like to visit with me prior to the meeting, please let me know.

Barbara Christensen  
City Recorder/Treasurer  
City of Ashland  
Ashland OR 97520  
(541) 488-5307

### PUBLIC RECORDS LAW DISCLOSURE

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**From:** Winston Friedman [<mailto:winfriedman@gmail.com>]  
**Sent:** Wednesday, July 16, 2014 10:12 AM  
**To:** Dave Kanner  
**Cc:** Barbara Christensen; Adam Hanks; Kathy Conway  
**Subject:** Re: Ashland City Council Divestment Resolution

On Mon, Jul 14, 2014 at 10:22 AM, Dave Kanner <[dave.kanner@ashland.or.us](mailto:dave.kanner@ashland.or.us)> wrote:

Winston –

If you can, it would be helpful to have the resolution as an attachment rather than as an html document.

Thanks,

Dave Kanner, City Administrator  
City of Ashland  
20 East Main Street, Ashland OR 97520

(541) 552-2103 or (541) 488-6002, TTY 800-735-2900

FAX: (541) 488-5311

This email is official business of the City of Ashland, and it is subject to Oregon public records law for disclosure and retention. If you have received this message in error, please let me know. Thank you.

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**From:** Winston Friedman [mailto:[winfriedman@gmail.com](mailto:winfriedman@gmail.com)]  
**Sent:** Saturday, July 12, 2014 9:00 AM  
**To:** [dave.kanner@ashland.or.us](mailto:dave.kanner@ashland.or.us); Barbara Christensen; Adam Hanks  
**Cc:** Kathy Conway  
**Subject:** Ashland City Council Divestment Resolution

Hello City Administrators,

I am writing on behalf of SOCAN and the divestment project. We came to the council meeting in June and council voted to put our cause on the the agenda. My understanding is that we will most likely be on the August 5th agenda. I have attached our draft resolution for you to review. Please let us know if you have any questions, or if there is anything that we can do to prepare for the August meeting.

Thank You

Winston Friedman

[Draft Resolution for the City of Ashland-Ashland format.docx](#)