

- 12:00 – 12:20** **2016 Year in Review and 2017 Outline (Collaborate)**
(Chris Hutchinson, Lindsay Ex, CAC)

- 12:20 – 1:15** **Implementation off the Climate Action Plan (Involve)**
(Chris Hutchinson, Emily Wilmsen, Sean Carpenter)

- 1:15 – 1:55** **Eye toward 2020 – Work Plans, Focus for 2017 (Involve)**
(Jackie Kozak Thiel, Victoria Shaw, Lindsay Ex)

- 1:55 – 2:00** **Closing and Other Topics**

2016 Year in Review & 2017 Direction

Objectives:

- Review CAC Feedback in 1:1 Debriefs and solicit additional discussion/ideas
- Outcomes anticipated in 2017 – discussion and agreement
 - Inform, Involve, Collaborate Spectrum

Meeting	What We Covered	What this Impacted
Q1 2016 (February)	<ul style="list-style-type: none"> - How we work together - The 31 initiatives and specific focus on 3 	<ul style="list-style-type: none"> - Changed the way staff communicated about the initiatives - Highlighted the need for clearer cost and benefit information
Q2 2016 (May)	<ul style="list-style-type: none"> - Intro to BFO and offers (13 offers in detail) - Provided feedback on support and concerns 	<ul style="list-style-type: none"> - How <u>not</u> to handle homework - Influenced Budget Lead Team discussions around which offers to recommend - How staff communicated about costs
Q3 2016 (August)	<ul style="list-style-type: none"> - Comm Engagement - Utilities & Platte River 	<ul style="list-style-type: none"> - Influenced how staff communicates about this issue and the branding
Q4 2016 (Sept)	<ul style="list-style-type: none"> - Branding/Forum - Vetting/Modeling - BFO final check 	<ul style="list-style-type: none"> - Influenced Comm Issues Forum design - Influenced branding development - Influenced BFO outcomes/communication

CAC Feedback on 2016

Well:

- Meeting facilitation
- Diversity of stakeholders at the table
- Outcome-focus/productive meetings

Do Better:

- Depth of discussions
 - Meeting times/frequency
 - How valuable is input?
- Scope – focus on a specific area?
- Messaging
- Clear homework, keep attendance up

Goals for continuing/how to help:

- Bring in more of the social lens (TBL)
- Progress reports on initiatives/overall
- Events outside of the quarterly meetings?

Questions:

What are your reactions? What have we done well? What do you think we can do better in 2017?

- Review feedback with CAC in January 2017
- Be clearer on how CAC has and will influenced the process moving forward
- Poll around meeting frequency/duration
- Add “engagement spectrum” to agenda items
- Have quarterly focus areas on the different aspects of the plan

Question:

What do you think we can do better in 2017?
Thoughts around meeting frequency/duration?

INFORM & CONSULT

INVOLVE

COLLABORATE

CONSIDER THIS OPTION WHEN ...

Routine or fairly routine matter
 Time and/or budget constraints
 Clear legal process
 Manageable level of controversy
 Fairly simple set of interests
 Most issues have been heard, addressed through earlier processes
 Parties have tried but are unable to come to resolution

Active and mobilized groups with competing views
 Strong need for dialogue (not just input)
 Need for multiple types of input designed for different groups
 Fair amount of controversy
 Complex issues

Intense controversy, mobilized groups with competing views
 Need for education and buy-in by key constituencies
 Long-term, far-reaching effects
 Multiple jurisdictions
 Parties willing to meet, discuss (vs. referendum, court, etc.)
 Recommendation likely to be followed by decision makers

MAY NOT BE BEST OPTION WHEN ...

Unclear or competing jurisdictions
 Policy matters with unclear effects
 Strong controversy or polarized parties
 Public input will have no effect
 Need for two-way dialogue

Intensive input will not satisfy need of public to influence the decision
 Time and/or budget constraints

Too expensive for amount of controversy
 No negotiating room
 Other groups or individuals may intercede to invalidate any forthcoming proposals
 Key parties unwilling to meet

POTENTIAL TOOLS & TECHNIQUES

Fact sheets
 - FAQs
 Public comment (via web, in writing, hearings)
 Newsletter
 Media releases and events
 Informal surveys
 Presentations to civic groups, B&Cs, HOAs, at Open Houses, etc.

Workshops, charrettes
 Stakeholder meetings
 Focus groups
 Techniques from Inform and Consult

Citizen advisory committee
 Participatory decision-making
 Consensus-building

CITIZEN ROLE

Citizen Role: Residents engage to be informed and to influence

Citizen Role: Residents engage to advocate and to help frame issues
 - Residents engage to understand technical issues and how to effectively advocate
 - Residents engage to help define problem and find solutions

Citizen Role: Residents are collaborators
 - Residents engage to identify different stakeholder interests
 - Residents engage to make informed decisions and forge effective compromises

Proposed Direction for CAC

Each Quarterly Meeting:

- **Direct Reductions**
 - **Focus** on one target area, e.g., waste, energy, etc.
 - Review initiatives, identify additional, discuss M&E
- **Enabling Initiatives**
 - What it is and **community engagement** aspects
- **Introduce Next Quarter's Focus**
 - **Direct** – energy reductions (50% of emissions)
 - **Enabling** – either messaging or innovative pilot projects
 - **Q3 focus** - TBD

For Each Item:

- Clarify level of engagement
- Communicate intended outcome
- Communicate who the item influences
- What else?

Community Engagement – Implementing the Climate Action Plan and the Climate Economy

Objectives:

- Part One: Broader Vision – what does success look like?
- Part Two: Climate Economy Exploration Conversation
- Part Three: Branding
 - Review concepts developed to date and solicit feedback/impressions
 - Discuss outreach plan and solicit additional ideas

Homework Questions:

What would success achieving the 2020, 2030, 2050 goals look like to your stakeholder group?

How would you know?

What would stay the same in our community?

What would change?

Introduction: *Sean Carpenter*

- 18+ years Intl. & U.S. Economic Development and Climate Change /Resiliency Experience;
- Intl. / U.S. Banking / CDFI / Board Work for ACCION and International Rescue Committee.



Climate Economy Team: *Team Purpose, Vision for 2017 & Discussion*

Purpose: Build collaboration and financial leverage to help catalyze private sector investment in, and development of, a *clean energy economy* in Fort Collins;

Vision: Engage community and triple helix partners to help make Fort Collins a hub for new investment, job and business creation that support Road to 2020 / 2050 goals;

Team: Victoria Shaw, Katy Bigner, Josh Birks, Kim DeVoe, Tony Raeker, Nalo Johnson

How CAC might help support the Climate Economy Team:

- Provide feedback and input during the *Climate Economy Action Plan* development (i.e. Klls, Focus Groups etc.);
- Support engagement with other sector stakeholders in NoCo toward local economy “critical mass” for clean energy.



2016: “Stanford + Palo Alto = Silicon Valley”

2020: “CSU + Fort Collins = Clean Energy Economy”



started with

Climate Action PLAN

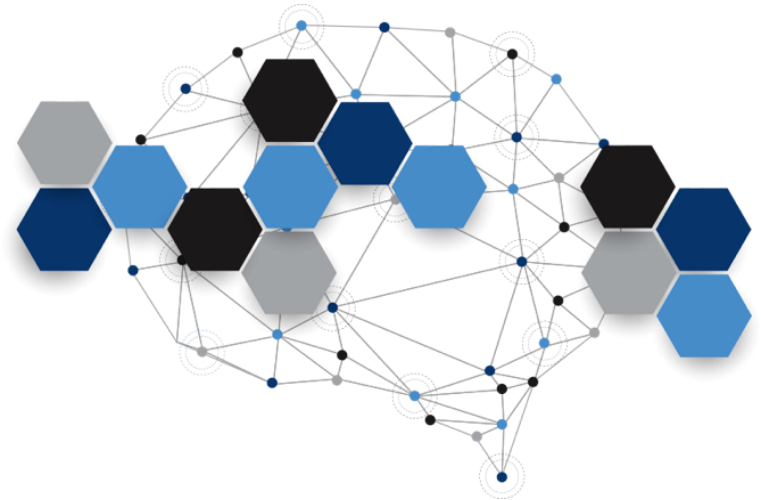
transitional bridge language

Road to 2020

Forging Our *Efficient* Future

Citizens & Businesses should:

- Understand the why & how
- Be inspired to act
- Understand their actions make a difference
- See themselves in this plan
 - take the politics out of it



FORTIFY

1. Represents Strength, Endurance, Change, Resiliency
2. Has the word FORT in it!
3. Fortify is an ACTION word that can be used in marketing
4. More than 2 dozen powerful synonyms that can be used in our messaging

TO FORTIFY

verb

- a: to act as Fort Collins might
- b: to aim for a more healthy, efficient, and resilient community like Fort Collins
- c: to strengthen and enrich a community to a Fort Collins level



F O R T I F Y
F O R T C O L L I N S

THE HEXAGON

Nature's most efficient structure



FORTIFY FORT COLLINS

HEALTHY. EFFICIENT. RESILIENT.
HEALTHY. VIBRANT. RESILIENT.
STRONGER. CLEANER. TOGETHER.
STRONGER. HEALTHIER. TOGETHER.

Triple Bottom Line





F O R T I F Y
F O R T C O L L I N S

HEALTHY. EFFICIENT. RESILIENT.



F O R T I F Y

F O R T C O L L I N S

HEALTHY. EFFICIENT. RESILIENT.





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F O R T I F Y

F O R T C O L L I N S

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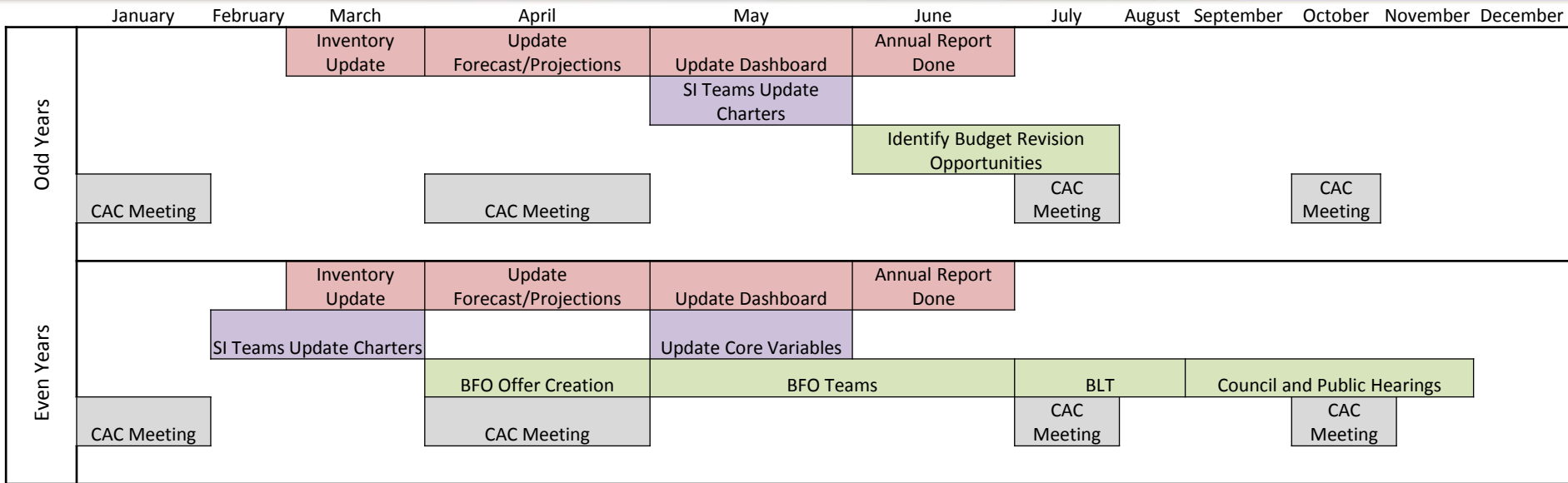


Eye toward 2020 – Work Plans, Focus for 2017

Objectives:

- Share proposed biannual cadence of this work (to increase predictability)
- Aligning the initiatives to adopted targets - discuss most important metrics
- Share progress toward the 2020 goals with funded/adopted initiatives and potential pathways for closing the gaps

- 2016: Year of Transition
 - Road to 2020+
 - Bridge from planning to implementation
 - Focus on vetting initiatives and analyzing gaps
- 2017+ Focus on Implementation
 - Establishing iterative processes
 - Anticipating cadence and executing



Bin list

Check with Lawrence on timing for dashboard updates

Council Timing

City Strategic Plan Update

Election timing

- Provides predictability
- Alignment with Strategic Plan/BFO

	2017				
	Q1	Q2	Q3	Q4	
Driven (Things we do because of CAP)					
Innovation Pilot Projects	Plan		Pilot	Design	
Travel Behavior Survey					
Messaging and Engagement (Overall, Deliberation)					
City Energy Project/Building Energy Disclosure					
Electric Distributed Battery Pilot Program					
EV Readiness Roadmap					

- Explore
- Plan
- Pilot
- Design
- Implement
- Review/Check

- Tracking:

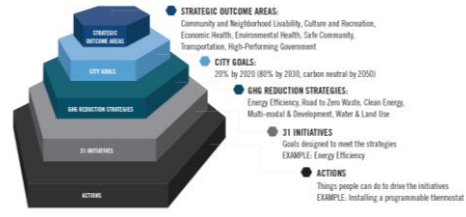
- All funded/adopted policies/projects associated with the R2020
- Will be able to communicate progress to CAP Exec/CAP Core quarterly
- Note, we're going to revise this to align with direct & supporting initiatives

Move from Reductions Focus:

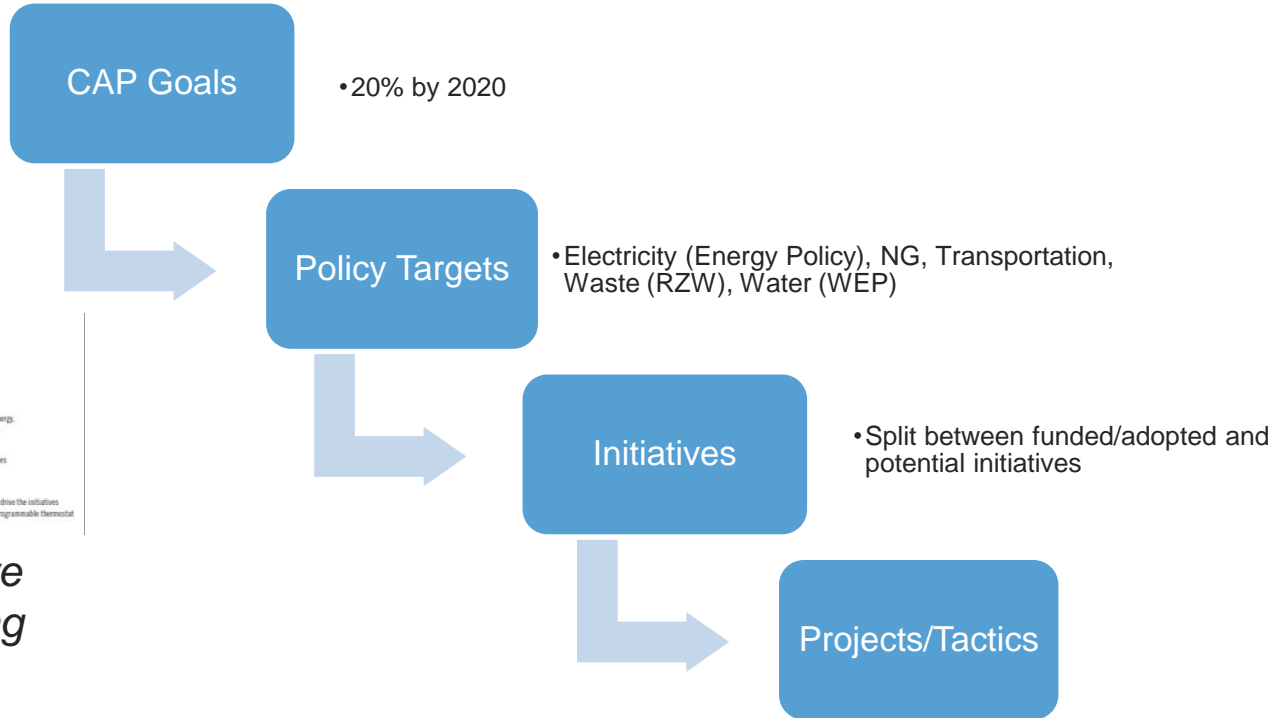


- Issues:
 - Every time analysis changes, buckets change (confusing to public)
 - Aligned with teams but not inventory
 - Does not align with strategic plan or adopted policies

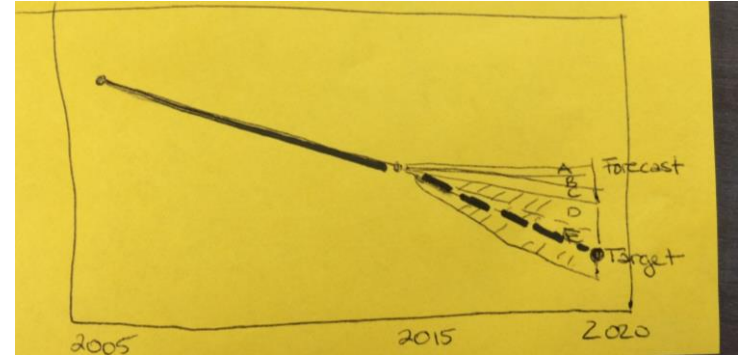
To Targets:



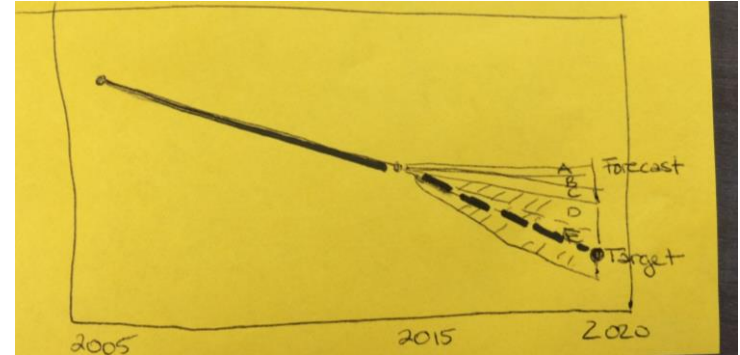
Once confirmed, we can update wedding cake accordingly



- Each would have a 2-pager
 - Key impacts
 - What do we need to achieve the target?
 - Direct Initiatives
 - Enabling Initiatives
 - Pictures to make it relevant
- Examples
 - Waste – divert 75% by 2020
 - Electricity – 20% RE, 2.5% EE by 2020



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Important Distinction on the Targets:
DO: Targets tell us where we should aim
DO NOT: tell us how to prioritize (that's cost effectiveness, impact, etc.)

Outline:

1. Executive Summary
2. Introduction
3. Direct Initiatives by Target
4. Supporting Initiatives
 - a. Infrastructure
 - b. Innovation
 - c. Adaptation/Resiliency
 - d. Engagement
 - e. Climate Economy
5. Implementation/Metrics
 1. Short-Term vs. Long-Term
 2. Dashboard
6. Appendices
 1. Modeling/vetting/forecast (GMA)
 2. Biannual process
 3. 2017-2018 Work Plan
 4. Key Definitions
 5. 31 initiatives (one pagers)
 6. Detailed #s

- **This week** - Target #s, charts, data
- **Week of the 16th** – Templates for SI Teams, Completed at CAP Core, Work Plans (Council re: MNCAA Letter)
- **Week of the 23rd** – Synthesize and work with CPIO on Graphics, WS Presentation Outline, CAC Meeting
- **Week of 30th** – “Finalize document”, Energy Board
- **Week of 6th** – Chamber LLAC, Super Board, Finalize slides
- **Week of 13th** – Dry Run and Submit
- **Week of 20th** – Talking Points
- **Week of 27th** – Do it!

Outreach TBD:
NFCBA, SFCBA,
FCSG, LWV

Closing and Other Topics

Q2 Meeting Preview

Element	Proposed Topics	Proposed Impact
Direct Impacts	<ul style="list-style-type: none"> - Focus on Energy Initiatives (EE, CE, and NG) 	<ul style="list-style-type: none"> - Assist staff in identifying additional/improving existing initiatives to achieve the goals - How staff communicates about the initiatives
Enabling Initiatives	<ul style="list-style-type: none"> - Messaging and Engagement or - Climate Economy or - Innovative Pilot Projects or...? 	<ul style="list-style-type: none"> - Common understanding around the initiative - Feedback on process to date and process moving forward
Q3 Preview	<ul style="list-style-type: none"> - Waste or Transportation for Direct - Enabling TBD 	<ul style="list-style-type: none"> - Similar/TBD

Open Discussion

Thank you!

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