

Climate Action Plan - Community Advisory Committee

February 7, 2019 12:00 – 2:30 pm

300 Laporte – CIC Room

Anticipated Meeting Results: CAC Members will...

- Get to know the new members and each other a bit better;
- Celebrate 2018 accomplishments, impact, and influence
- Provide final input into City Plan
- Co-create what success will look like for the 2030 Climate Action Plan and Energy Policy (and assoc. plans)
- Offer feedback on the 2019 messaging campaigns for climate action

Attendees:

CAC Members (attendees in bold):

- **Stacey Baumgarn, Colorado State University**
- **Hunter Buffington, Fort Collins Sustainability Group**
- **Evelyn Carpenter, Solas Energy Consulting**
- **Todd Dangerfield, Downtown Development Authority**
- **Scott Denning, Colorado State University**
- **Javier Echeverria Diaz –Motherlove Herbal Company and farmer**
- **Kevin Jones** for Ann Hutchinson, Fort Collins Area Chamber
- Fred Kirsch, Community for Sustainable Energy
- **Steve Kuehneman, CARE Housing**
- Lisa Leveillee, Wells Fargo
- **Ben Lucas – Learfield/Colorado State University**
- **Sheble McConnellogue, Northern Colorado Clean Cities**
- **Molly McLaughlin, Colorado State University**
- Dawn Paepke, Kaiser Permanente
- **Todd Parker, Brinkman Development**
- **Amanda Probst – Homeschool mom**
- **Jean Runyon, Front Range Community College**
- **Patrick Shyvers – Advanced Micro Devices**
- **Bruno Sobral, One Health Institute, CSU**
- **Dimitris Stevis – Colorado State University**
- **Trudy Trimbath, Poudre School District**
- Dana Villeneuve, New Belgium Brewing

Staff Members: Lindsay Ex, Ryan Mounce, Molly Saylor, John Phelan, Lucinda Smith, Jenson,

Facilitators: Chris Hutchison, Diana Hutchinson

Notes

Introductions, 2018 Accomplishments, and Updates (Inform)

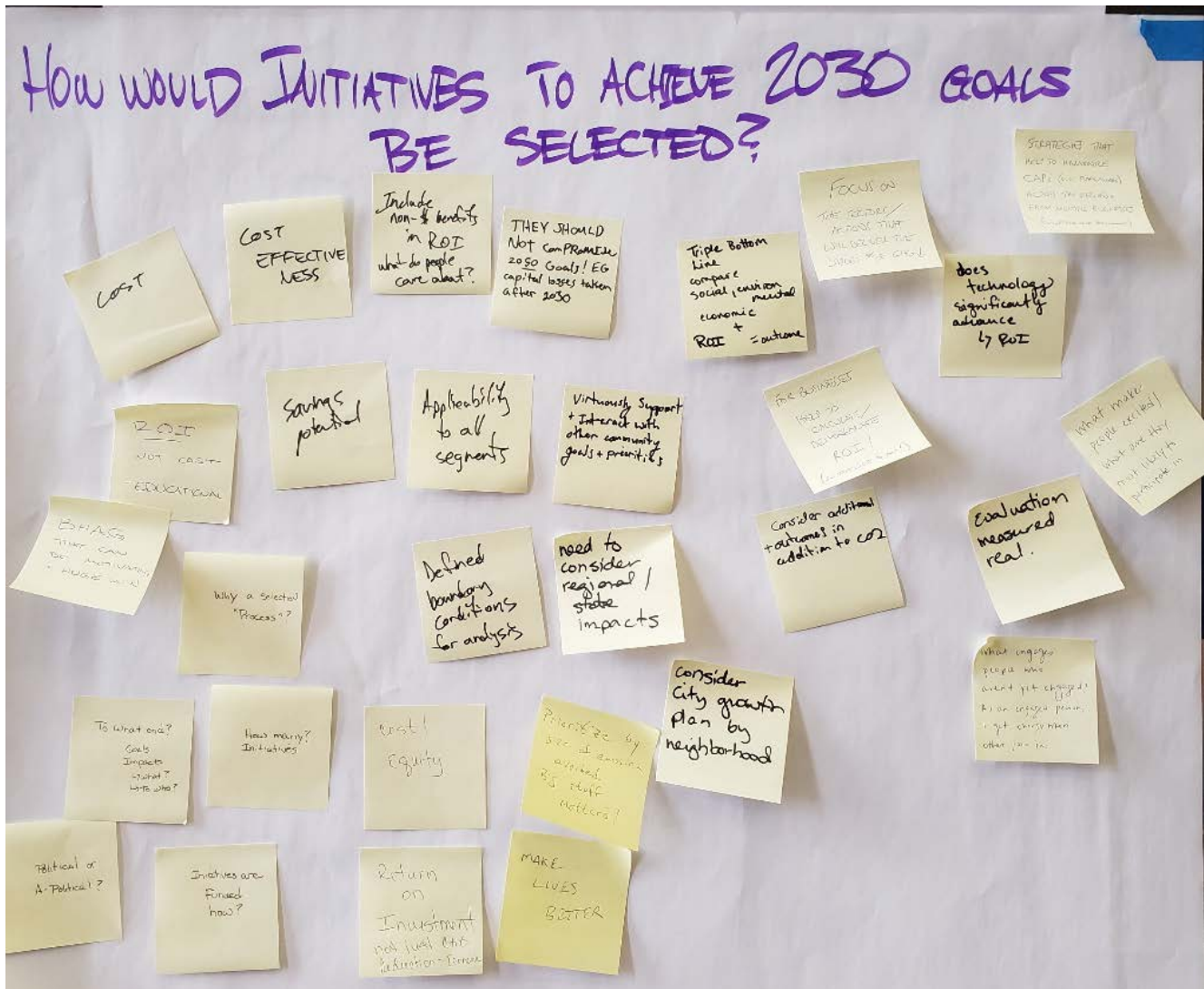
(Chris Hutchinson, Lindsay Ex, CAC Members)

- Introductions, icebreaker, and ground rules reminder (see slides)
- Celebration of 2018 accomplishments, impact and influence (see slides)
- 2019 Direction for the CAC (see slides)
- City has met 2020 goals of 20% reduction, but the city as a whole is at 17% reduction

City Plan Scenarios (Inform/Involve)

(Ryan Mounce, Molly Sailor, CAC Members)

- Transit plan will expand access to more citizen in Fort Collins.
Showed graph of greenhouse gas emissions based on city plan scenarios, this is the first time we have done analysis based on various scenarios. Community-wide impact of GHG reductions predicted to balance out with increased number of residents we are expecting. Also some uncertainty in future with changing technologies. Improvements are localized so the overall city impacts are not as big.
- Nothing in City Plan related to moving freight trains outside of Fort Collins.
- Narrative capturing the community story about where we've been & where we want to head – CAC feedback
 - Has all the goals, but lacking specificity (i.e. neighborhood actionable goals)
 - A lot of carrots, not a lot of sticks in the plan (i.e. building codes direction related to development)
 - Missing overview context of where GHG emissions are currently (pie chart) to give priorities where to focus efforts.
 - Past was good. Forward story – unclear on how to get diversification of voices (ages, cultural groups)
 - Starts the story, but then becomes a cliff hanger, what will happen later. Would like to see more linkage on the how/whys.
- Principles and policies related to environmental health & transportation – concerns from CAC
 - 4.3 – indoor air quality - spreading awareness, but missing focus on measurements & action
 - Would like to see integration within city, also vertical integration between city and county
 - Not a lot of specificity on modalities of assessment and evaluation (who and how)
 - Coordination needed – currently see a lot of clashes between different city depts related to development
- Graphics & illustrations/general CAC comments
 - Up to the reader to make connections to the plan
 - Missing – impact on low income communities, how that rolls up into plan
 - Graphics are information and dense. How could these be changed to get engagement before providing information?
 - How can the business community contribute?
 - Who is the audience? Would be nice to have targeted how's for each demographic – how can I help? Making sure those who aren't involved in these day-to-day discussions can get engaged and understand.
- Post meeting survey will be sent out – for adding extra thoughts on these areas.
- **CAC Feedback will:** Be incorporated into the final draft of City Plan, will go to City Council Mar 19



- **CAC Feedback will:** Guide the development of the community engagement plan and the scope of the planning process (which staff proposes to review at the Q2 meeting)

2019 CAP Messaging Campaigns (*Inform + Involve*)

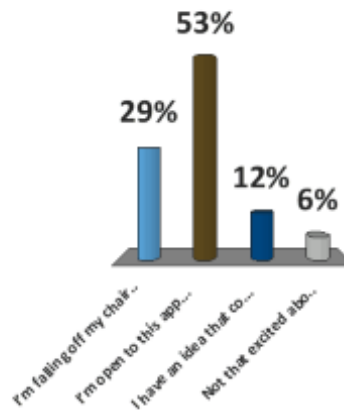
(Lindsay, CAC Members)

- Shared out draft framing and principles for 2019 messaging campaigns - “Shift” - #giveashift #makeashift #betheshift
- Feedback from the CAC - Clicker vote – 82% liked the approach
- CAC reaction to the draft principles developed by the team
 - Like the concept but graphic colors are all the same, corporate /faceless/not local
 - Get unexpected businesses as examples for #betheshift rather than the usual suspects (NBB)
 - Impact – vary by item
 - Humanize it (maybe through personal stories)
 - That color of green makes me nauseous; ADA compliance of colors?
 - It’s growing on me
 - Love the idea, need more fun in the logo itself
 - Bring people to the team such as native Spanish speakers, young people vs. bringing them something finished to evaluate
 - Shift logo – would love to see more movement within the logo, love the idea and see the slant but maybe soften it or make it more swoopy?

- Make the connection with shift and making lives better
- It is easy to understand yet offer data to support it
- **CAC Feedback will:** Guide development of 2019 messaging campaigns, launching in Q2



- A. I'm falling off my chair I love it so much
- B. I'm open to this approach
- C. I have an idea that could improve the campaign
- D. Not that excited about campaigns generally...do what the group desires / trust your judgment



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Next Steps (*Collaborate*)

(Chris Hutchinson, Lindsay Ex, CAC Members)

- Continue
 - Cupcakes
 - Small groups
 - Homework with ample time
 - Emphasis on first before second (shared participation)
 - Having City rep part of group to listen felt like we were heard
- Stop/Start (Change)
 - Not enough time in group exercises, especially the first one
 - More background/context e.g. for City Plan discussion/audience
 - Have someone listening to the small group discussion (City Plan vs. second discussion)
 - Watch for insider jargon without explanation; participants ask if something isn't clear
 - Orientation for new members
- Q2 2019 Meeting Preview
- **CAC Feedback will:** Guide the CAP CAC activities and how meetings are designed