

February 7, 2019 CAC Meeting Agenda

- 12:00 – 12:25** **Introductions, 2018 Accomplishments, and Updates (*Inform*)**
(Chris Hutchinson, Lindsay Ex, CAC Members)
- 12:25 – 1:05** **City Plan Scenarios (*Inform/Involve*)**
(Ryan Mounce, Meaghan Overton, Aaron Iverson, CAC Members)
- 1:05 – 1:15** ***Brief Break***
- 1:15 – 2:00** **Climate Action Plan + Energy Policy Update (*Collaborate*)**
(Lindsay Ex, John Phelan, CAC Members)
- 2:00 – 2:20** **2019 CAP Messaging Campaigns (*Inform/Involve*)**
(Lindsay, Grant Smith, Jill Marx, CAC Members)
- 2:20 – 2:30** **Next Steps (*Collaborate*)**
(Chris Hutchinson, Lindsay Ex, CAC Members)

Introductions and Grounding (Collaborate)

- Overview of the CAP Community Advisory Committee
- Welcome new members! introductions & grounding
 - 2018 impact and where we're heading in 2019



Introductions

- Name
- Role in the Community
- What you're hoping for in 2019 from your participation in the CAP CAC

Ground Rules

- Everyone's voice should be heard (speak once, give space)
- Be on time, use it wisely
- Challenge ideas, not people
- Respect
- Celebrate accomplishments along the way

What is CAC's role?



- **Purpose:**
 - Short-term: Advise staff on 2020 implementation
 - Long-term: Overall feedback on long-term strategies; represent entire community in identifying opportunities & barriers as strategies are discussed, evaluated, and implemented
- Meet quarterly
- 20+ members
- Diverse perspectives

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

Meeting	What We Covered	What this Impacted
Q1 2018 (February)	<ul style="list-style-type: none"> - City Plan, TMP - Messaging and Engagement 	<ul style="list-style-type: none"> - Informed the final Trends and Forces Report - Shaped the 2018 Take Two Campaign and engagement plans - Created the BFO Pitch Session
BFO Pitch Session (March)	<ul style="list-style-type: none"> - Intro to BFO and offers (12 offers in detail) - Provided feedback on support and concerns 	<ul style="list-style-type: none"> - Influenced how offers were drafted - Provided the CAC with the first introduction to proposed offers
Q2 2018 (May)	<ul style="list-style-type: none"> - CAP-related budget offers - 100% Renewable Electricity 	<ul style="list-style-type: none"> - BFO Teams, Staff, and CAP Executive Team recommendations to the Budget Lead Team - Framing and approaches to 100RE, e.g., definition
Q3 2018 (Sept)	<ul style="list-style-type: none"> - 100% Renewable Electricity meeting 	<ul style="list-style-type: none"> - Understanding of the technical issues with 100RE - Specific language edits were made to the Resolution (supply chain, TBL approach) - Guidance on implementation and future engagement
Q4 2018 (Oct)	<ul style="list-style-type: none"> - City Plan Scenarios - Budgeting process debrief - 2018 evaluation and 2019 Planning 	<ul style="list-style-type: none"> - Final preferred scenario for City Plan - How we will run the 2021-2020 BFO CAC input process - 2019 focus and how meetings are run (next slides)

Where We're Heading: Incorporating your feedback

- Be clear on outcomes / impact
- Set meeting dates in advance
- Breakout discussions / small groups
- Have conversations early
- Conduct surveys after meetings (opinions change)
- Call-in #?
- Keep the dessert😊
- Engage CAC members in planning (will start in Q2)



Where We're Heading: 2019 Topics

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13	Climate Action Plan and Energy Policy Update	Stacey, Evelyn, Jean, Fred	February, May, August, October
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11	Building Stock and Efficiency	Todd D, Fred	
9	Engaging with Larimer County	Bruno	
8	City Plan		February
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8	Messaging and Engagement	Molly, Scott D, Jean	February (with more opportunities)
8	Adaptation and Resilience	Rose, Jean	
8	Performance Measurement	Jean	
7	Regional Wasteshed Planning		
7	Futuring of Fort Collins	Jean	
6	Business participation and impact	Ann H, Lisa	
6	Progress on CAP Goals	Stacey	May
5	Electric Vehicles	Scott D, Sheble	
4	Transportation Overview		
3	Municipal Goals		
3	Water Constraints	Dana, Molly	

Notes: New members can share their interest with Lindsay; Will cover CAP/Energy Policy update at each meeting

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City Plan Scenarios

- Provide input into the draft City Plan policies and principles, in particular the principles and policies that influence climate action

CAC Feedback will: Be incorporated into the final draft of City Plan

**Assignment 1: Review the City Plan homework document & respond to the two questions*



1

EXISTING CONDITIONS

Trends, issues & opportunities,
community priorities

2

VISIONING

Update & reconfirm a shared
community vision for the future

3

SCENARIOS

Evaluate different community
scenarios to achieve vision &
priorities

4

DRAFT PLAN & POLICIES

Develop policies & plan document

5

ADOPTION

Share, reconfirm & update draft
plan with the community

Adoption anticipated March 2019

Community Vision & Values

Main Ideas

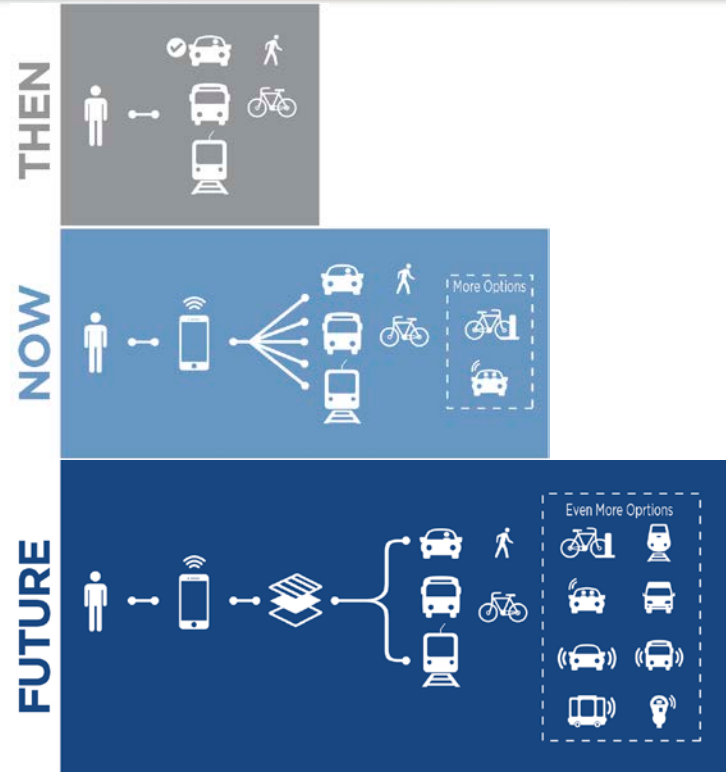
- What's staying the same
- What's new, revised, emphasized

Principle, Policies, Strategies

Adoption Draft

Major Concepts

- **Transit expansion** – additional high frequency transit routes supported by land-use and funding
- **Mobility as a service** - embrace innovation as new technologies and travel options emerge
- **Mobility management** – Reduce congestion with system upgrades and shifting trips to biking, walking and transit
- **Layered networks** – defines a prioritized mode for each street



City Plan - Future Transit Network

Plan Highlights

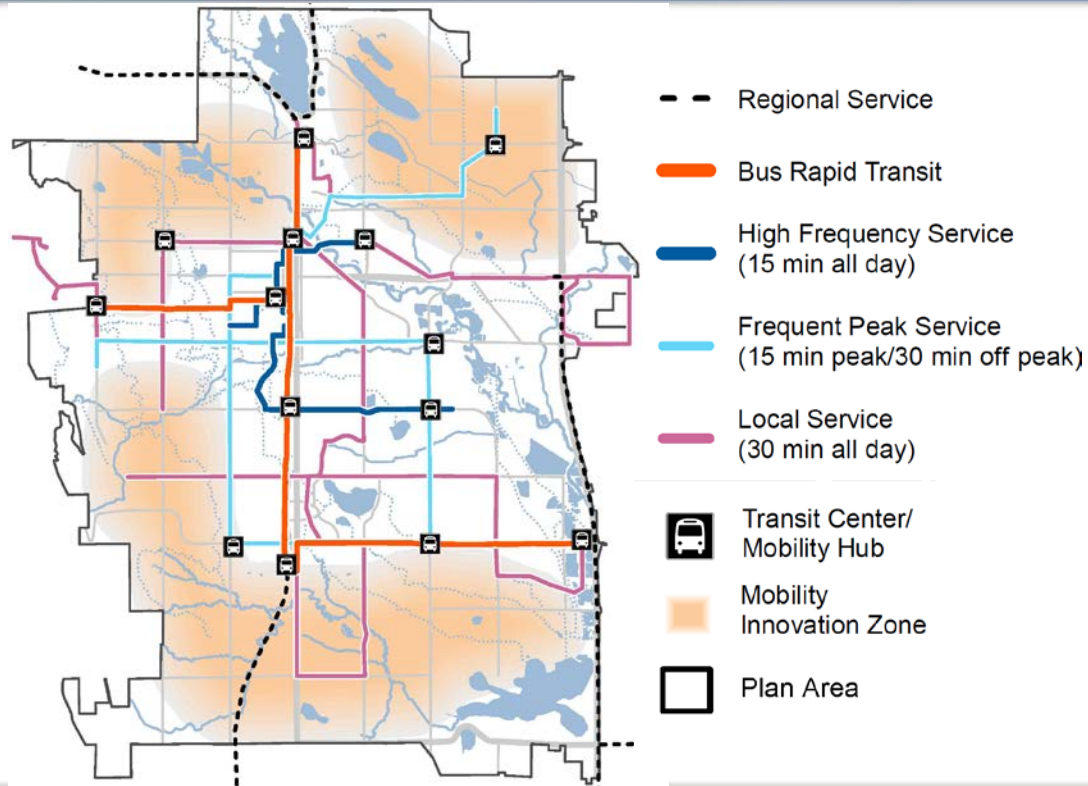
High frequency focus

- 3 new Bus Rapid Transit routes
- 30 minute service throughout the system (other than BRT routes)

▪ Regional connections

▪ Mobility Hubs

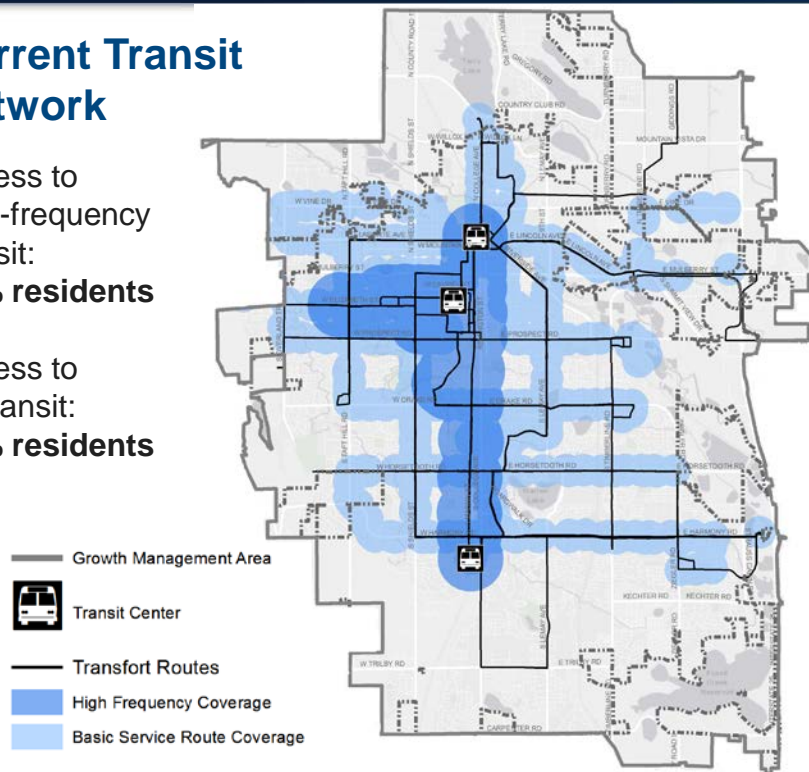
▪ Innovation Zones (on- demand service)



Current Transit Network

Access to
high-frequency
transit:
23% residents

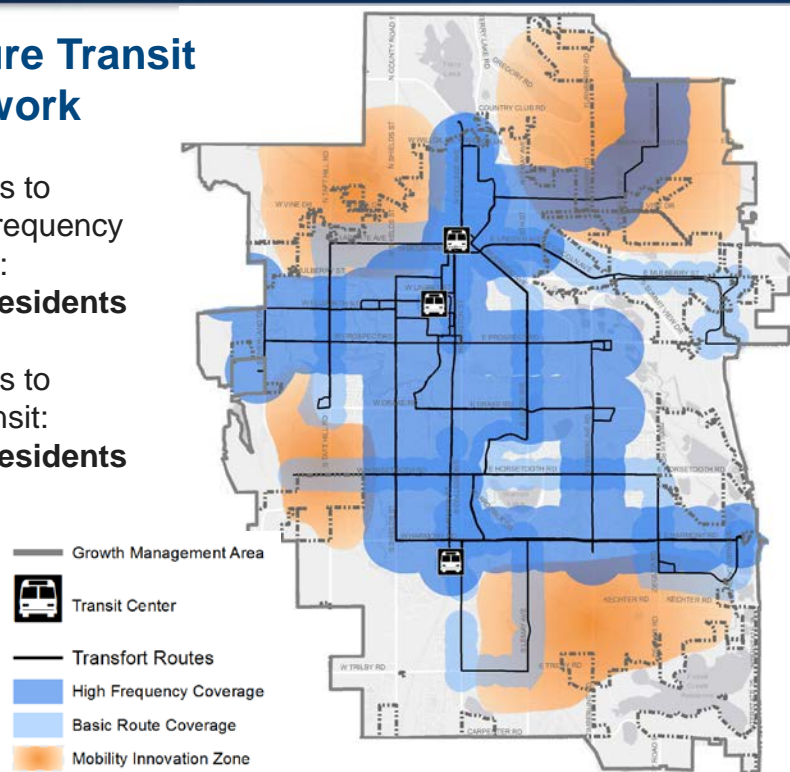
Access to
all transit:
58% residents



Future Transit Network

Access to
high-frequency
transit:
53% residents

Access to
all transit:
85% residents



City Plan - Mobility Management

Major Concepts

- New **road construction** and widening will be limited to areas like NE Fort Collins
- Ongoing **targeted improvements** (intersection upgrades) and signal **optimization**
- Managing congestion will require managing **travel demand** and offering more efficient **trip choices**



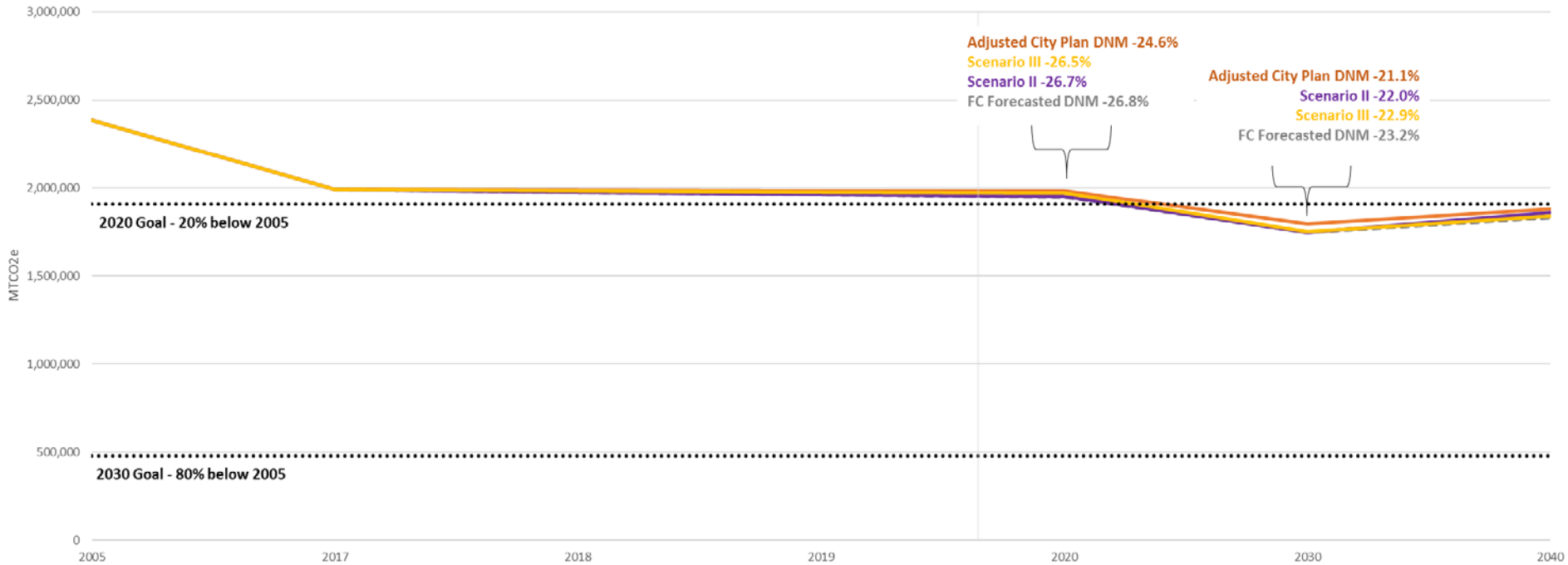
Climate Action

- ***First time climate action and City Plan have aligned at this level***
- Multi-modal investments balance out population-driven increases in Vehicle Miles Traveled (VMT)
- Community-wide impacts were less than expected

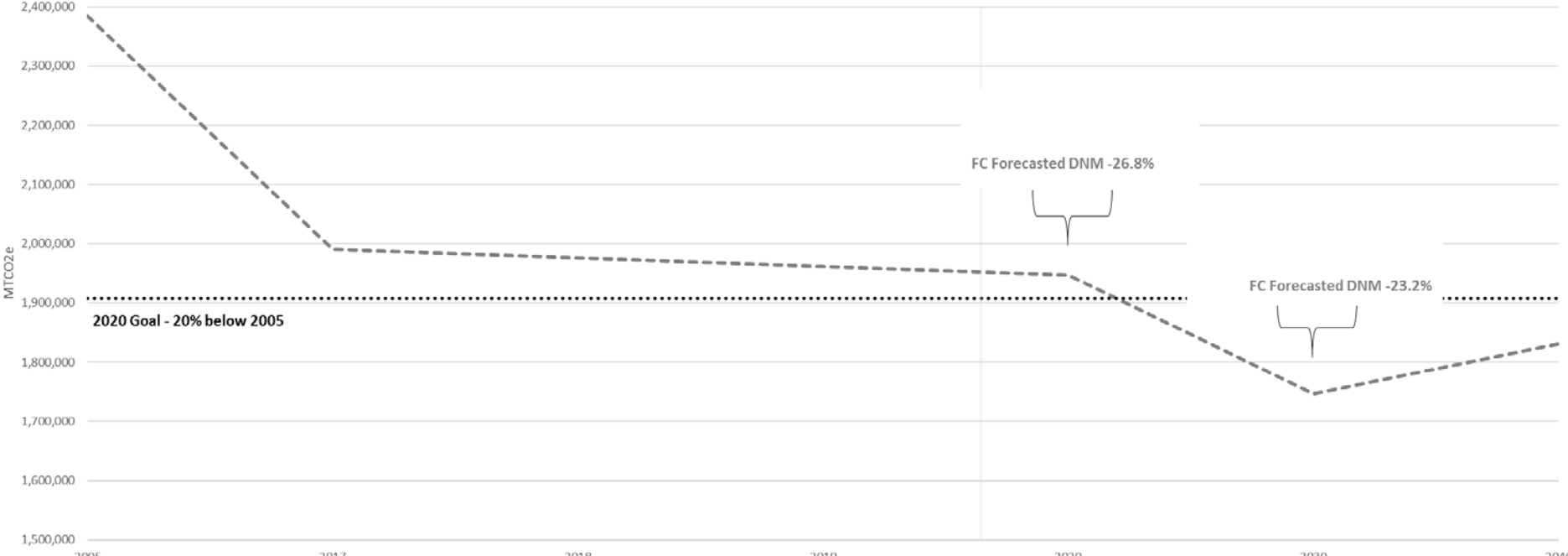
Transportation, Buildings & Emissions

- Interwoven transportation dynamics
 - ↑ bike, pedestrian, and transit infrastructure
 - Denser land use in select areas
 - ↑ population size by 2040
- Land use changes good at small-scale, small at large-scale
- Lots of uncertainty – EVs, AVs, ride sharing, etc.
- Building dynamics -> Savings at hyper-local level impressive, less pronounced when spread over whole community

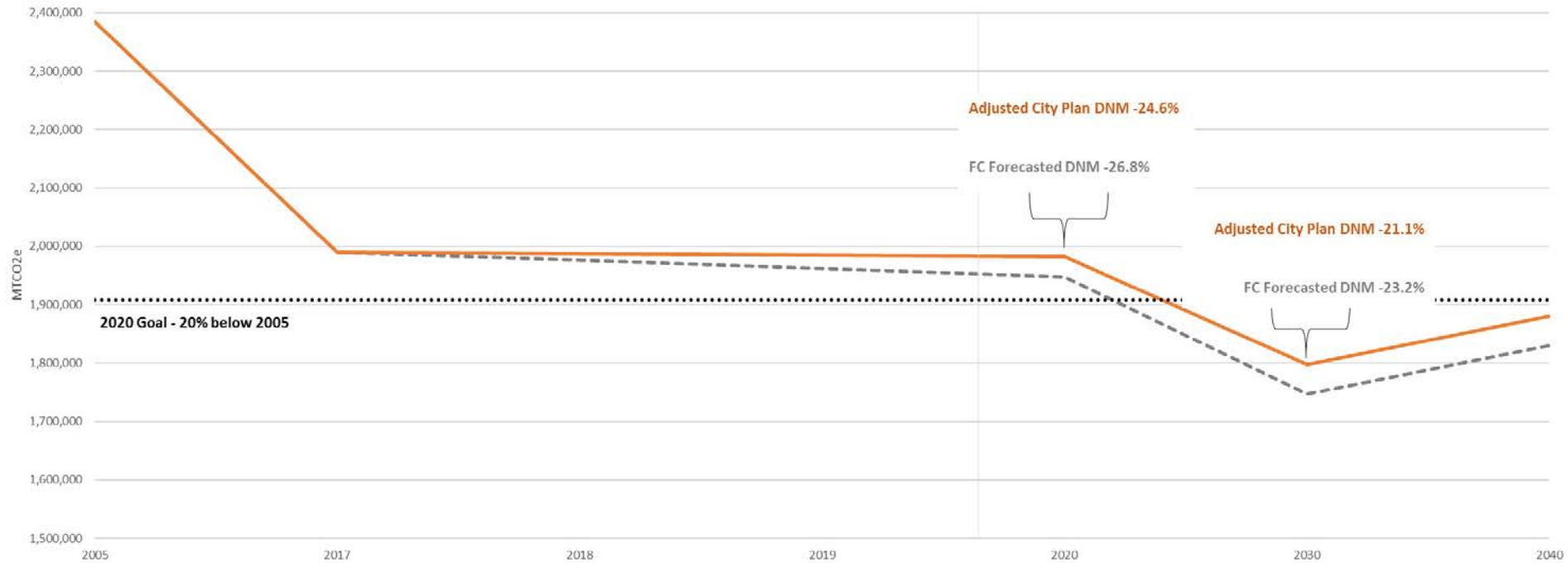
CAP - City Plan Scenarios



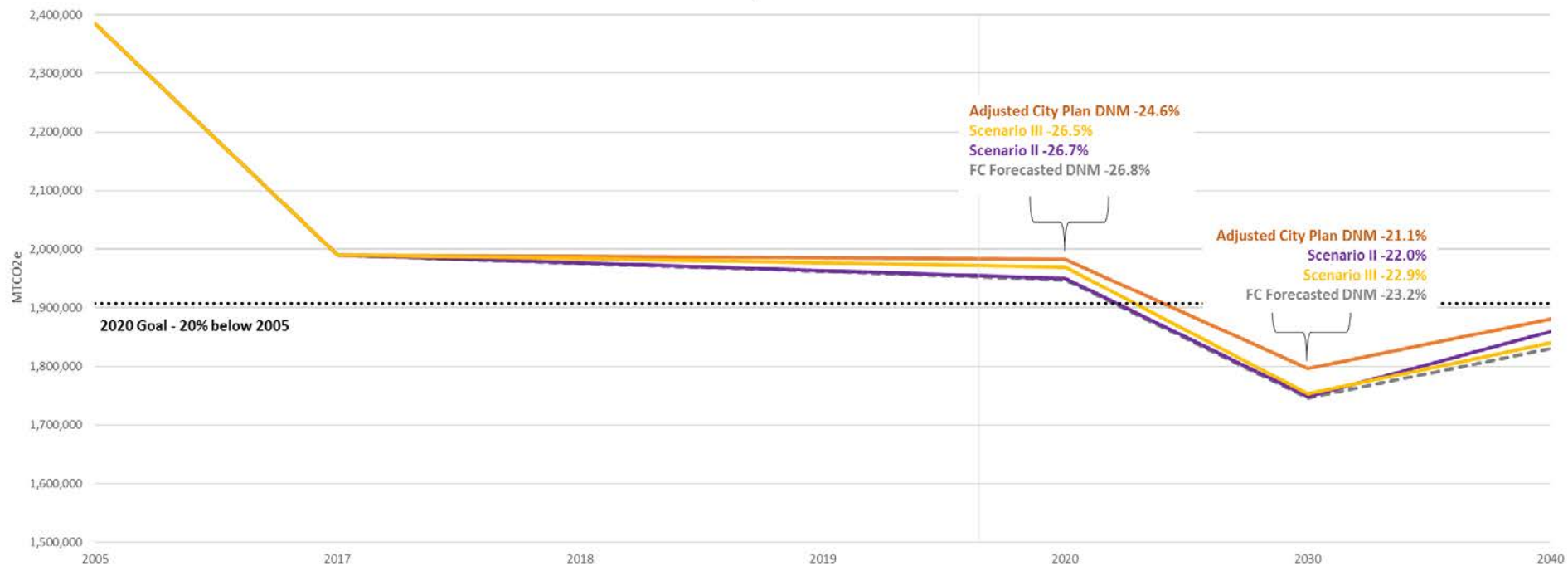
CAP - City Plan Scenarios



CAP - City Plan Scenarios



CAP - City Plan Scenarios



Climate Action

- ***First time climate action and City Plan have aligned at this level***
- Multi-modal investments balance out population-driven increases in Vehicle Miles Traveled (VMT)
- Community-wide impacts were less than expected
- CAP / Energy Policy update will identify pathway to 80x30 goal; and
- Identify actions for climate adaptation and resilience planning



1. The City Plan introduction highlights several focus areas for the community and organization in the coming years, including climate action. Does the narrative capture the community's story about where we've been and where we'd like to head in our climate action efforts?
2. The Environmental Health and Transportation Sections are the two areas in City Plan with the most direct CAP connection. Do the relevant principles and policies in these sections provide appropriate, high-level policy direction for climate action? Is anything big missing?

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Climate Action Plan + Energy Policy Update

- Overview of the update the Climate Action Plan and Energy Policy; share how these plans will align with the Road to Zero Waste Update and Platte River's Integrated Resource Plan
- Conduct a World Café style breakout session to begin co-creating the planning scope and the community engagement process

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)

**Assignment 2: Review the budget offer; respond to the 3 questions starting on page 3*



Climate Action Journey

1999 - 2015

ASPIRATIONAL

Initial Goals ('99)
80 x 50 ('08)
Floods & Fires ('12, '13)
Goals + Strategy ('15)

2015-2018

OPERATIONAL

Internal Infrastructure
Initial Investments
Advisory Committee
Vetting
City Plan, TMP, Transit
Take Two

2019+

IMPLEMENTATION

Engagement
Climate Economy
Adaptation, Preparation,
and Resilience
Climate Action Plan &
Energy Policy Update

GOALS & FRAMEWORK

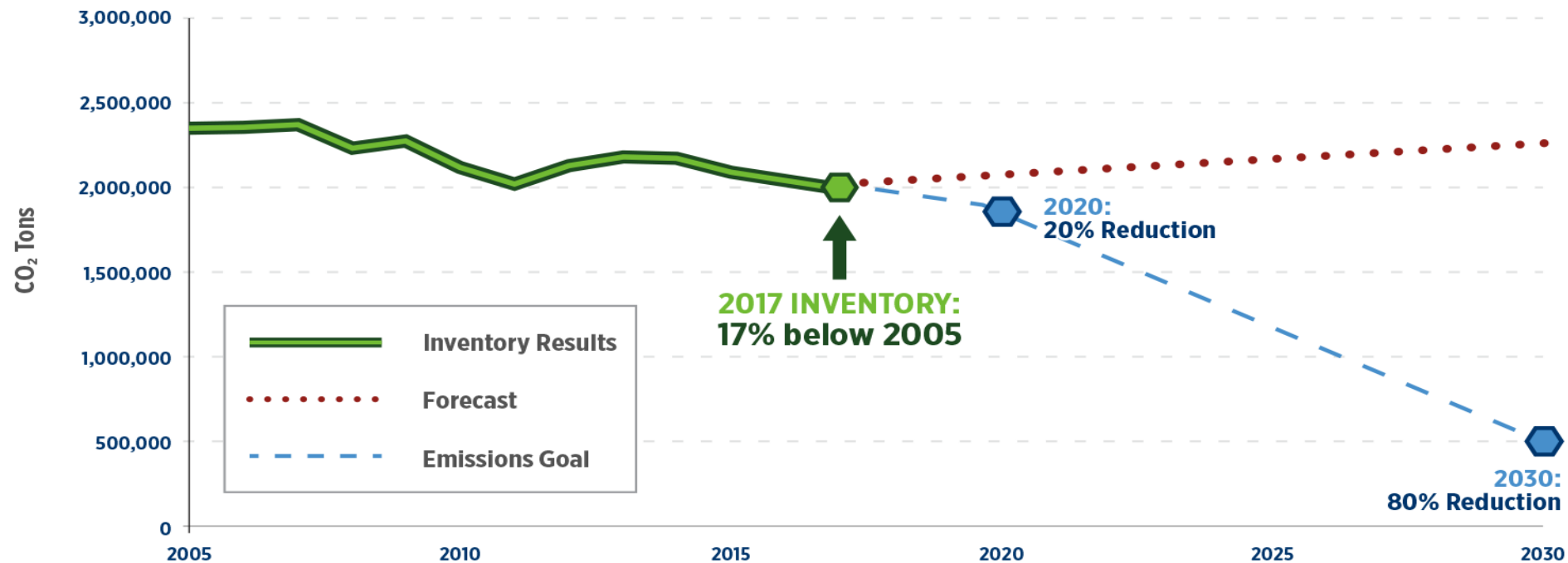
Climate Action PLAN

Next Month: Focus on the Future

- **City Offer 43.12** – 2030 Climate Action and Energy Policy Update
- **Platte River** Integrated Resource Plan Update

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- **Platte River** Integrated Resource Plan Update



What will need to answer to reach the 2030 goals?

- What are the most ***cost-effective, pragmatic and equitable initiatives*** in this timeframe?
- What is the right ***sequencing*** of initiatives to achieve the 2030 goal?
- What ***infrastructure*** and/or capital needs are necessary to reach the goal?
- How will emissions reductions in the ***natural gas*** sector be achieved?
- How should the City build in ***adaptation and resilience*** initiatives?
- How will the community (residents and businesses) need to be ***engaged*** over the ten-year period?
- What are the key areas of ***tension or tradeoffs*** that will need to be considered?

- **We already have the goal!**
- Acting at the mitigation-resilience-equity nexus
- Start with existing tools, e.g., CAP model
- Balance between a technical exercise and policy discussions
- Do not anticipate significant influx of new City \$ (\$10 problem analogy)



CAP/Energy Policy World Café Exercise

1. If the planning processes were successful, how would residents be engaged?
2. If the planning processes were successful, how would businesses be engaged?
3. If the planning processes were successful how would initiatives to achieve the 2030 goals be selected?

Process: Time to go 2 of the 3 tables, 10 minutes each

First two-three minutes on sticky notes; then discuss

Report out at the end

Staff facilitator at each table

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2019 CAP Messaging Campaigns (Inform/Involve)

- Share out draft framing and principles for 2019 messaging campaigns
- Solicit feedback from the CAC on how the overall concept presented resonates with the group and any reactions to the draft principles developed by the team

CAC Feedback will: Guide development of 2019 messaging campaigns



- Explore proposed “theme” for 2019 messaging campaigns
 - *Note: only focused on the campaign aspect of engagement this meeting*
- Does the theme and approach resonate with CAC members?



Why do we need this?

- Community engagement
- Financing



Strengths

- Actions were easy
- Design was great
- Over 5,500 pledges – we did it!
- Engaged beyond the choir

Opportunities

- Neither Fortify nor Take 2 signal CAP
- Need ongoing “theme” to align campaigns
- Need to manage data in house



What is our goal?

Draft Guiding Principles:



- Multiple campaigns annually covering actions in each of the major resource areas:
 - Energy
 - Waste
 - Transportation
 - Resilience (longer-term)

shift /SHift/

verb

1. move or cause to move from one place to another, especially over a small distance.

"I shift the weight back to the other leg"

noun

1. a slight change in position, direction, or tendency.

"a shift in public opinion"

synonyms include:
movement, move,
change, adjust
variation, revision,
modification

SHIFT

to what matters most.

Campaign Focus and Messaging



to what matters most.

What matters most to Fort Collins residents?

TIME

Shift your time to what matters most.

MONEY

Shift your spending to what matters most.

ENERGY

Shift your energy to what matters most.



MAKE A *Shift to what matters most.*

SHIFT

SHIFT your mailbox.

#toomuchmail
#cluttersucks



Signing up for digital bills and stopping junk mail saves you **TIME** for what matters most.

Give a **SHIFT**. Make a **SHIFT**. Be the **SHIFT**.

Learn more at fcgov.com/shiftfoco

#shiftfoco



MAKE A *Shift to what matters most.*

SHIFT

SHIFT your laundry.

#weekendwash
#moneylaundry

Using a clothesline or doing laundry on the weekends or off-peak could save **ENERGY** on your electric bill.



Give a **SHIFT**. Make a **SHIFT**. Be the **SHIFT**.

Learn more at fcgov.com/shiftfoco

#shiftfoco



MAKE A *Shift to what matters most.*

SHIFT

SHIFT your commute.

#biketowork
#giveashift



Riding a bike or jumping on a bus saves you gas **MONEY** for what matters most.

Give a **SHIFT**. Make a **SHIFT**. Be the **SHIFT**.

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#shiftfoco



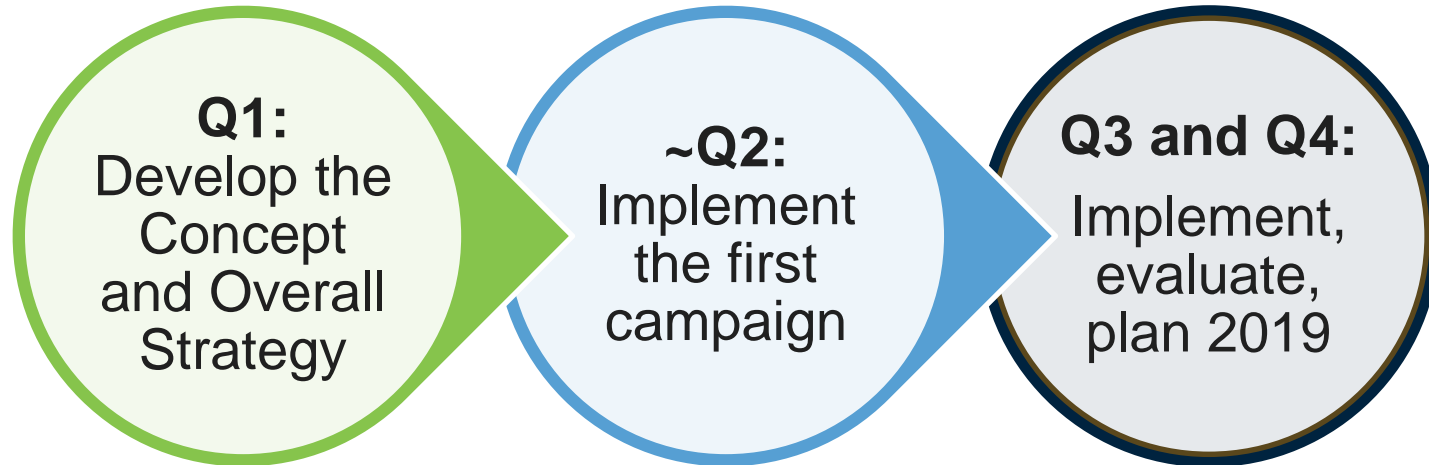
to what matters most.

#shiftfoco

#giveashift

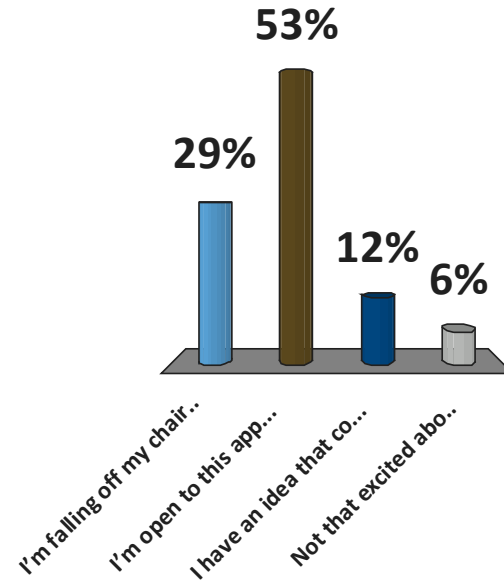
#makeashift

#betheshift



How does the Shift concept resonate with you?

- 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



Next Steps

- Start, Stop, Continue
- Q2 2019 Meeting Preview

CAC Feedback will: Guide the CAP CAC activities and how meetings are designed



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