

# Community Advisory Committee Meeting

222 Laporte Ave., Colorado Room

01/26/2017, 12:00-2:00p

<b>Subject</b>	2017 CAC Quarterly Meeting	<b>Date</b>	12/14/2017
<b>Facilitator</b>	Lindsay Ex, Chris Hutchinson	<b>Time</b>	12:00p-2:00p
<b>Location</b>	222 Laporte Ave., Colorado Room	<b>Scribe</b>	LP
<b>Attendees</b>	Chris Hutchinson, Diane, Lea, Dana Villaneuve, Lindsay Ex, Stacy Baumgarn, Trudy Trimbath, Fred Kirsch, Ann Hutchinson, Clint, Steve Balderson, Lucinda Smith, Victoria Shaw, Sean Carpenter, Emily Wilmsen, Janice Lynn, Jackie Kozak Thiel, Travis Paige, Cheryl Distaso, Steve Kenneman,		

No.	Action Item(s)	Owner	Target Date
1.	Consider Potential new community partnerships, and deliver to Climate Economy Team	CAC	2 <sup>nd</sup> quarter
2.	Develop overall document including 2-page outline of each initiative	Project Man.	2 <sup>nd</sup> quarter

Key Points Discussed		
No.	Topic	Highlights
1.	Accomplishments	<ul style="list-style-type: none"> <li>• Updated communication about initiatives</li> <li>• Cost and Impact</li> <li>• Update: Creation of Binder – Meeting, Length and Frequency</li> </ul>
2.	New Direction	<ul style="list-style-type: none"> <li>• Focus on target area</li> <li>• Next Quarter’s focus – decide what the meeting goal is for next quarter</li> <li>• Commitments for each item</li> </ul>
3.	Questions	<ul style="list-style-type: none"> <li>• What went well?</li> <li>• Comments for 2017 Direction                             <ul style="list-style-type: none"> <li>○ New administration – working within the boundaries and engaging our community</li> <li>○ Examine how initiatives is impacting the cost of living</li> <li>○ Focusing on topics – Time and place to talk about immediate concerns</li> <li>○ Present the CAC as part of City Council – ensure that this committee is providing quality feedback and reflective of how involved CAC is in City Council</li> <li>○ Voluntary smaller working groups within the CAC – similar to SI teams</li> <li>○ Purpose of committee – advisory capacity</li> <li>○ Invitation to City Council to participate in advisory committee</li> </ul> </li> <li>• Meeting Frequency – most people say about right to not enough                             <ul style="list-style-type: none"> <li>○ How are we going to use the meetings- this will guide the answer to the last question</li> <li>○ Potential for whole quarterly meeting – with smaller team meeting                                     <ul style="list-style-type: none"> <li>▪ Do folks want to form a mid-term group around mid-term meeting</li> <li>▪ People may be interested based on the topic</li> </ul> </li> </ul> </li> </ul>
4.	Shared Community Vision discussion	<ul style="list-style-type: none"> <li>• What does success look like achieving the 2020, 2030, 2050 goals?                             <ul style="list-style-type: none"> <li>○ Meeting the Carbon Emission Goals- neutrality</li> <li>○ Every Sector is participating in carbon reduction in some way</li> <li>○ Every demographic is enjoying the benefits – protect our vulnerable populations</li> <li>○ 2020 – significant progress, or meeting the targets</li> <li>○ Ease of everyday life for people to get engaged with Climate Goals – economic ease balanced with meeting the goals</li> </ul> </li> </ul>

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		<ul style="list-style-type: none"> <li>○ Improvement in efficiency while making life more affordable</li> <li>○ Businesses have the opportunity to save money AND do the right thing</li> <li>○ Increasing quality of life and nominal cost of living</li> <li>○ Business leaders are able to remain leaders nationwide – economic impact and incentives for business to increase business while meeting goals</li> <li>● What would stay the same in our community?             <ul style="list-style-type: none"> <li>○ Celebrating and sharing our success</li> <li>○ Unique culture of Fort Collins would stay the same – traffic could change</li> <li>○ Fort Collins is known for our well-being and health – air quality, life quality and focus on exercise</li> </ul> </li> <li>● What does success look like to the constituents? Do our low-income people think that we are successful? This is important to insuring equity             <ul style="list-style-type: none"> <li>○ Some people may not be impacted at all, they may not even know that we have made a transition – that’s ok</li> </ul> </li> <li>● How much federal support are we depending on going forward?             <ul style="list-style-type: none"> <li>○ The City is currently in the process of determining exactly how impactful this change will be</li> <li>○ Theme area of economic services plan – a huge part of developing that plan was including the climate economy</li> </ul> </li> </ul>
5.	Climate Economy Discussion	<ul style="list-style-type: none"> <li>● Welcome and introduction to Sean Carpenter</li> <li>● Feedback on Vision:</li> <li>● Short Term Objectives – C-Pace approved in Larimer County             <ul style="list-style-type: none"> <li>○ Present as an opportunity, rather than Larimer County as a holdout</li> <li>○ How does C-Pace create jobs within the community?                 <ul style="list-style-type: none"> <li>▪ For instance – solar installers and clean energy jobs</li> </ul> </li> <li>○ Are there plans for things to recruit people to clean energy jobs – how do we engage young people to break the cycle of poverty</li> </ul> </li> <li>● Engage the Climate Economy Advisor with ideas about how to reach every segment of the community to engage them in this project</li> <li>● Stanford and Palo Alto had an intentional relationship – in the same way that City of Fort Collins meets to find the Clean Energy Economy</li> <li>● Who else could we engage – Small Business development center, Manufacturing partnership, Home builders, Agriculture around Climate, CSU – Office of engagement</li> <li>● Sharing economy – could reduce things like automobile ownership</li> <li>● Educational opportunities with schools – trades and 4 year college programs</li> <li>● Decide whether or not you would like to continue to be updated on Sean’s initiatives</li> </ul>
6.	Branding Discussion	<ul style="list-style-type: none"> <li>● Marketing consultants (PRR) – helped Austin with their CAP branding</li> <li>● History of Climate Action Plan to Road to 2020 – why?             <ul style="list-style-type: none"> <li>○ Climate Action Plan doesn’t speak to a large enough audience –planning to implementation stage was branded on an interim level as Road to 2020</li> </ul> </li> <li>● Call to action – Branding should inspire the community to act, and see themselves in the plan             <ul style="list-style-type: none"> <li>○ Rebrand is trying to engage and get people involved as a part of the plan</li> </ul> </li> <li>● Brand Objectives discussion             <ul style="list-style-type: none"> <li>○ Anxiety about Fortitude and the similarity around the words – Met with this group, to make sure that there were no conflicts</li> <li>○ This brand is going to require a lot of explanation</li> <li>○ Motivating people in their spaces where they live</li> <li>○ The word Fort is a good addition – Healthy is a huge concept in engaging schools                 <ul style="list-style-type: none"> <li>▪ Fits well within the larger structure of other City Programs</li> </ul> </li> <li>○ Tagline should be consistent with the outcome areas of the Climate Action Plan</li> <li>○ It comes from a positive place – Sierra club has been doing studies on resonant words – Health, decreasing pollutions, legacy, energy independence, and cost</li> <li>○ Branding is an action word – that is good</li> </ul> </li> </ul>

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		<ul style="list-style-type: none"> <li>○ What are the 6 pillars of the hexagon- can we tie them into the outcome areas</li> <li>○ How can you impact the community and make it better</li> <li>○ Taglines should be aspirational, Resilient suggests that you are not coming from a place of strength – resilience was not a word that brought people together</li> <li>○ Fortify does not conjure the idea of community – lack of connection,</li> <li>● Timeline: Feedback over the next couple of months, Feb. 28<sup>th</sup> Council Work Session</li> <li>● Timeline for adoption to be included – get people’s expectation</li> </ul>
7.	Work plans and 2017 Focus	<ul style="list-style-type: none"> <li>● 2016 Transition – how are we going to continue to run together and be aligned               <ul style="list-style-type: none"> <li>○ Operationalize the long term vision</li> </ul> </li> <li>● 2017 focus – establishing an iterative process</li> <li>● Creating a cadence that is predicable – Establishing a biannual process               <ul style="list-style-type: none"> <li>○ Where is the data gathering pictured within the overall timeline</li> <li>○ Add specifics RE: This is where the data collection and performance measures come in</li> </ul> </li> <li>● Why use the word inventory?               <ul style="list-style-type: none"> <li>○ It is a common way to talk about Carbon emission collection</li> </ul> </li> <li>● Establishing where each SI team is in working with their projects               <ul style="list-style-type: none"> <li>○ The Budget process is aligned with planning for the currently funded offers and adjusting for future growth</li> </ul> </li> <li>● New direction in messaging: Reduction bar graph is confusing because it is constantly in flux               <ul style="list-style-type: none"> <li>○ The current graphic looks like a timeline</li> <li>○ Presenting the information in a consistent format will help people understand</li> </ul> </li> <li>● Moving messaging towards targets               <ul style="list-style-type: none"> <li>○ CAP Goals move to Policy Targets</li> <li>○ These Guide Initiatives – which helps drive projects/tactics</li> <li>○ Potential to compare business as usual cost to ROI</li> </ul> </li> <li>● Two Page summary on each target area               <ul style="list-style-type: none"> <li>○ Table: Forecast in Tons of CO2 – to show where we are with what has been funded vs. What has been proposed (you can see what the potential will be as well)</li> </ul> </li> <li>● Similar to CSUs Climate Action Plan – summary of each initiative and the projected outcome</li> <li>● Reference the affordable housing plan to gather an extra component</li> <li>● Two pages are meant for communicating our current status outwardly, inwardly, and between communities</li> <li>● Potential to measure how people are engaging by sector</li> <li>● Add the Triple Bottom Line association –</li> <li>● This document is to be updated quarterly</li> </ul>
8.	Q2 Meeting Preview and Timeline	<ul style="list-style-type: none"> <li>● Proposed Q2 topics – Deep dive on energy               <ul style="list-style-type: none"> <li>○ Think about specific initiatives – how do we communicate better about this</li> <li>○ What initiatives are we missing</li> <li>○ How to influence how staff is communicating about impacts</li> <li>○ Private sector – how would you engage Fort Collins Residents</li> </ul> </li> </ul>
9.	Open Discussion	<ul style="list-style-type: none"> <li>● What work sessions might be coming up at council</li> <li>● Impact of losing federal money</li> <li>● Agenda – was fairly packed – made it difficult to give feedback on the</li> <li>● Branding</li> </ul>