

Community Advisory Committee Q3 Meeting Notes
12-2:30pm August 24th, 2017
222 Laporte Ave. Colorado Room

Attendees:

CAC Members: Steve Keuhneman (Neighbor to Neighbor), Marissa Bell (CSU student), Alan Strobe (Northern Colorado Homebuilders Association), Ann Hutchison (Fort Collins Area Chamber of Commerce), Trudy Trimbath (Poudre School District), Dana Villeneuve (New Belgium Brewing Co.), Stacey Baumgarn (Colorado State University), Steven Balderson (Larimer County), Hunter Buffington (Fort Collins Sustainability Group), Fred Kirsch (Community for Sustainable Energy)

Facilitators: Diana Hutchinson, Chris Hutchinson

City Staff: Lindsay Ex, Carrie Frickman, , Emily Wilmsen, Rebecca Everette, Victoria Shaw, Net Meredith, Lucinda Smith, Kirk Longstein, John Phelan, Travis Paige, Jackie Kozak Thiel, Jeff Mihelich

Additional Attendees: Mike Rosen & Andrew Royer (PRR), JD Murphy, Dale Adamy

Key Follow-Up

- (John Phelan) – is the city considering advocating for any federal energy tax incentives to support housing construction?
- (Kirk Longstein, Net Meredith) – incorporate CAC suggestions into the design of the Building Energy Scoring Working Group
- (Lindsay) – conduct start/stop/continue discussion via email

Meeting Objectives

- Be grounded in the national, state, and local work related to climate change, including recent decisions, projections, and upcoming Council actions (inform)
- Understand the role of energy in the overall Climate Action Plan, the City's energy efficiency programs and why the City makes these investments (inform)
- Have shared initial reactions to one energy efficiency policy under development (Building Energy Scoring) and provide input on the policy's community engagement process (collaborate)
- Have provided the first public feedback on the initial work by PRR (Messaging and Engagement consultant) in surveying the community and peer cities (inform/involve)
- Have clarity on where the CAC is heading for the Q4 meeting (collaborate)

Meeting Notes

Introductions and Grounding (*Chris Hutchinson, Jackie Kozak Thiel, Lucinda Smith, Lindsay Ex, CAC*)

- Introductions, ground rules reminder
- Overall update on...
 - **Global and national efforts** (*Jackie Kozak Thiel*)
 - Two years ago we joined the Compact of Mayors (this effort has grown to over 350 cities participating today), FC analyzed the Paris agreement and signed a letter committing to support the Paris goals (which were less stringent than what we had already planned to do). The Paris Agreement official withdrawal would also not go into effect until 2020. This group is sharing best practices,

participating in national and regional dialogue and collaborating with other communities with similar goals.

- We have heard from City Council that we should continue to focus on local action and collaboration with other cities in our greater Colorado community
 - There is still some uncertainty regarding potential federal budget impacts and potential impacts locally
- **Statewide efforts (*Lucinda Smith*)**
 - Colorado Communities for Climate Action (CC4CA)- Fort Collins was one of 14 founding members, this organization is primarily focused on policy efforts
 - Governor Hickenlooper signed an Executive Order this past July and set goals in line with the Paris Agreement
 - This executive order discusses working voluntarily with the private sector and collaborating with local governments
 - Compact of Colorado Communities is the most recent effort, spearheaded by the Mayor of Aspen that past spring. This organization differs in that it is more focused on community capacity building and on Sept. 19th City Council is discussing joining this resolution.
 - **Local efforts (*Lindsay Ex & Victoria Shaw*)**
 - Innovate Fort Collins Challenge winners were announced last week
 - More information and video of Pitch Night: www.fcgov.com/innovate
 - City Plan and Transportation Master plan are in the early visioning stage and the CAC will get a first look at this effort at the Q4 CAC meeting this year
 - Continued progress on CAP was included in the Council Priorities from the most recent Council Retreat
 - Update on GHG reduction projections: Our funded initiatives get us 16% to our 2020 goal, with additional identified initiatives we would get to our 2020 goal
 - Cost of reductions range and have a range of confidence (\$/GHG avoided)
 - Key takeaways: we do have a pathway to 2020, but not without some uncertainty and there are other opportunities that we have not modeled yet that could also play a key role in getting us to our goal
 - Community Survey: every 5 years our department does a scientific survey within the community focused on Air Quality/Waste/Climate
 - Results showed that less than ½ of the population knows about the CAP, but a majority support the effort, top motivators included saving money & impacts to health, followed by environmental benefits
 - Full results of the survey are available online at: http://www.fcgov.com/airquality/pdf/2017_EnvironmentalServices_Survey.pdf?1494958959

Energy Deep Dive and Focus on Building Energy Scoring (*John Phelan, Kirk Longstein*)

- **What role does energy play in achieving the CAP goals?**
 - 95% of the communities emissions come from natural gas, electricity & transportation
 - The 2017 Energy Policy report was coordinated with and reflects our climate goals
 - Per capita metrics show that we are lower in electricity, natural gas, and petroleum use as our community has continued to grow
 - Breakdown of our community's energy sources & carbon emissions

- Overall we have seen a 2% reduction over the past year
- The total square footage of the FC community has gone up 31%, and the energy per square foot has decreased by 18% (compared to 2005)
- These improvements have come from many small improvements
- **Q: Has the leakage in natural gas extraction process been calculated into these numbers?** We track our inventory by usage within the community so this is not in our current reporting.
- **Q: Are emissions under waste calculated from the landfill?** Yes
- **Overview of the City's Energy Efficiency Programs**
 - We have a long list of programs that achieve energy efficiency savings to address different demographics within the community
 - 60% of our electricity savings have been from the business sector
 - **Q: Loss of the federal energy tax credit - is the City considering implementing anything like this?** City is looking at other rebate partnerships, at this point many requirements are captured in codes for new construction
 - Our community GHG reductions from electricity are 14% & our share of PRPA GHG reductions is 17%
 - Utility rates: Our rates are lower relative to other providers in the state (at the bottom 25%), this can be challenging from an energy efficiency perspective to motivate use reductions
 - 71 solar industry jobs and 120 efficiency jobs were sustained in our community due to these initiatives
 - Looking ahead in the near term we are working on building energy scoring, time-of-use rates, customized resource planning (different resource options with PRPA), entering into an electricity market
 - In the longer term we are focused on maximizing efficiency, clean energy sources, electrify thermal & transportation loads, distributed energy resource management system, all while adding a projected 100,000 people to our community
 - Conceptual Electricity Forecast- the bottom line is we are going to continue to need a utility resource for electricity
- **Overview of the Building Energy Scoring policy that is being developed in 2017-2018**
 - Building Energy Scoring (or benchmarking) is a standardized approach to compare different buildings at different levels over time. This can help to identify where to focus to make efficiency improvements.
 - Inside the building it helps a property manager track energy usage, and outside of the building the overall score helps to make informed decisions about where you may want to buy, rent, open a business, etc.
 - This strategy is similar to purchasing a car and thinking about MPG fuel efficiency, the energy performance score is on a 1-100 scale and includes a holistic energy profile of electricity, natural gas, onsite solar, etc.
 - What are our peer cities doing? Overall we have learned that it varies and is not a one size fits all strategy
 - Over the last 6 months we have been doing research focused on our community and the other cities working on this (23 other US communities), we will then be forming a Working Group this fall to dive deeper into what would be best for Fort Collins
 - Next steps will include public feedback (town hall next week)

- **Feedback from the CAC:**
 - **Question 1: How do you believe the stakeholders you represent would react?**
 - As a homebuilder and developer I love the idea to have a rating system (architects, general contacts, & builders should be engaged)
 - How does this vary from the HERS index/energy star/home energy scoring which already exist?
 - What is the carrot to bring along groups like existing buildings, multi-family housing?
 - Commercial realtors should be at the table, also what is the additional cost of this project, we need to pursue this if it has
 - Homeowners would support including insulation etc. beyond what is normally appraised
 - This should be applicable to residents, the biggest impact is going to be on multi-family housing and renters (those who have less control over energy efficiency upgrades), these people need to be at the table
 - Residential property managers should be included
 - We are now experiencing low vacancy rates (out of town landlords may feel less invested in this)
 - How do we get renters engaged in this from a social sustainability perspective, renters could know how efficient their building is before they move in (could there be City ordinance to require disclosure?)
 - Discerning landlords- could this be a way to attract longer-term renters who might invest more in the care of the property?
 - Some industries like the brewing industry have a good handle on energy usage and efficiency. What exemptions would make sense for different types of industry?
 - Can you elaborate on what you mean by “large commercial”? We look at our customers based on property type, size & sector, we are still working on how we specifically define “large commercial”, we will be thinking about this more in our working group (Larimer County has different categories already defined that might be a starting point)
 - This grouping could help you determine how to get equitable representation amongst community stakeholders to represent these sector based groups
 - We like being able to compare the actual operation of the building vs. the design
 - Overall, the BES working group should engage: commercial realtors, home builders, businesses (of all size), residential property managers (in particular multi-family units), renters & homeowners
 - How would the CAC like to be engaged? Kept up to date to inform constituents

Messaging and Engagement Update *(Emily Wilmsen, Mike Rosen with PRR)*

- Share out the results to date from the first phase (Discovery) of the PRR’s work on messaging and engagement for the City

- “Fortify” did not resonate with residents as a new name for the CAP, going back to the Climate Action Plan language- goal to simplify and focus on audience needs

Mike Rosen’s Presentation

- Overview of PRR’s areas of focus, diverse client profile and areas of relevant experience and work throughout the country
- PRR Process → Discovery, Validate, Define, Plan, Summit, Partners Materials, Implement
 - We are in the validation step (validate or modify initial ideas & objectives)
- Overview of our CAP goals & progress
- Marketing Challenges
 - There is a lot of noise out there, it’s a human process, your brand is influenced by others, focus on service
 - We receive between 3,000-5,000 marketing messages/day (and this is growing!)
 - Our value system has been built over generations (the American dream)
 - The customer is self-centered and wants solutions for THEIR problems
 - People have a lot on their minds, every hour of every day
 - We are a diverse community
 - Building a brand is a compilation of everyone’s actions (many touch points)
 - Images are POWERFUL for branding
 - We are heavily influenced by our peers- “the best way to change the world is friend-to-friend”
 - People talk more and focus more on their negative experiences
 - Service is more important than price or quality
- Other Communication Principles
 - Considerations of the purchasing process path
 - People buy benefits, not features (does this product solve a problem for you? What is the benefit?)
 - Creating a common vision that can unite & inspire people
 - The way to the head is through the heart (90% of the decisions we make are based on emotion)
 - Keep it simple (average attention span is about 8 seconds long)
 - Be careful what you ask for (recycling example- people are recycling, but still producing more waste than ever before, instead of buying what you need/reusable materials)
- Other theories we use for communication
 - Maslow’s hierarchy of needs, the power of public/social norms, Social comparison theory, Social exchange theory, Loss aversion theory (we hate to lose more than we love to win), Risk aversion theory (people are afraid of failure), Paradox of choice theory- too many decisions can work against you
- What did we learn specific to Fort Collins?(PRR did “discovery activities” including surveys, audit, panels, interviews, benchmarking of other cities
 - Survey Results (citizen scientific survey & CAP newsletter survey)

- The CAP goals were overall well received (~80% strongly support or somewhat support) and less than half of the population knows we have these goals
 - Motivators: cost savings, health benefits were the highest, followed by environmental benefits
 - Name: preference for “Climate Action Plan”, “Climate Ready”, “FCClimate”, less support for “Fortify”
 - Tagline preferences
 - Overview of current citizen activities
 - Research of other cities (focused on Austin & New York City)
 - *Austin-*
 - initial successes have come from their Utility (Austin Energy), focus on leveraging existing resources/programs
 - did not feel it was important to brand their overall campaign but did a net-zero hero campaign on social media (branched off their existing “net zero” logo)
 - focus on energy, transportation, recycling & composting (yard & food waste)
 - also looked for one-on-one opportunities like festivals
 - emphasized protecting Austin and their pride of place
 - 3 categories of community involvement (beginner, intermediate, advanced) w/ simple icons to represent each
 - *New York-*
 - similar focus on the economy & health, simple actions, residential audience, mascot (Birdie), leveraging of existing campaigns, partnerships with businesses & NGOs
 - focus on empowering messages, not fear or shame focused, environmental concern as a motivator but hardly used it as a universal message
 - *Messaging Examples: Stop junk mail, Take the BYO pledge (bring your own...bag, water bottle, etc.)*
 - Focus on Fort Collins
 - FC rankings/awards are a very helpful groundwork
 - Strong social media base (spread amongst different platforms and different departments), opportunities for cross promotion amongst departments
 - Long list of existing rebates offered by the City
 - CAP Action List- a long list of things to wade through, not a lot of clarify of what to focus on
 - There are many logos which represent the City’s different programs, clear need to streamline
- **Guiding Principles-** make data driven decisions, focus in the middle, select behaviors with greatest impact & likelihood, focus on no more than 10 actions (perhaps launch with 5),

leverage existing resources, leverage trusted advocates, make the ask easy, leverage public norming and pride of place, we can't do it alone- create partnerships, provide incentives/benefits

- **Initial Vision-** Phase 1 (6 weeks), focus on energy transportation & waste, pick products & behaviors with incentives/discounts, do not make it about the CAP, focus on educable moments (home/store/work), recruit internal and external partners to provide the greatest possible incentives, brand equity & exposure
- **CAC reactions:**
 - Overall like that this has been a research-driven process
 - Are you going to test strategies in focus groups? We do not currently have the resources to do this, getting feedback from this group who represents different community groups
 - Where does streamlining various City logos/programs fit in? PRR is working specifically on the CAP, but did give feedback to City staff recommending to streamline
 - How do the City programs fit into the actions? We are trying to focus just on actions, and less on promoting specific programs, considerations of how to connect programs to actions without it feeling like the city is reinventing the wheel
 - How do we provide incentives/benefits for participation?
 - What is the long term vision? To get rid of the need for this initiative via changed community behaviors (what would it take to take the sign down?)
 - How do we get the community to trust these messages? We need a trusted 3rd party advocate (who is these people for the FC community?)
 - Flooding the population with collateral- this reduces their ability to take action, i.e. how many brochures does it take to reduce waste?
- Consistent message from this group that the City needs to streamline its efforts

Closing and Other Topics

- Q4 Meeting Preview:
 - Energy Deep Dive – Renewables
 - Initial Discussion on City Plan/Transportation Master Plan Visioning
 - Climate Economy Action Plan
 - Succession Planning for CAC/CAC Members
- Email Lindsay any feedback on how this process could be improved (start, stop, continue)