

## Climate Action Plan - Community Advisory Committee Meeting Notes

16 Nov 2017 12:00-2:30 pm

300 Laporte – Council Information Center

### **Anticipated Meeting Results: CAC Members will...**

- See the influence of their feedback in the overall presentation and discussion format
- Receive and overview of the City Plan & Transportation Master Plan update and discuss key questions in relation to the integration of CAP, what this group would like to see in City Plan and future opportunities for involvement
- Receive an update on the Climate Economy efforts and provide feedback from the perspective of CAC member's stakeholder groups
- Receive an update on CAC member succession and discuss next steps

### **Attendees:**

CAC Members: Stacey Baumgarn (CSU), Steve Kuehneman (Neighbor to Neighbor), Marissa Bell (CSU Student), Alan Strope (Northern Colorado Homebuilders Association), Dana Villeneuve (New Belgium Brewing Co.), Steve Balderson (Larimer County), Hunter Buffington (Fort Collins Sustainability Group), Ann Hutchison (Fort Collins Area Chamber of Commerce)

CAC Members Not present: Trudy (PSD), Fred Kirsch (Community for Sustainable Energy), Chadrick Martinez (Housing Catalyst)

Staff Members: Lindsay Ex, Lucinda Smith, Carrie Frickman, John Phelan, Sean Carpenter, Meaghan Overton, Ryan Mounce, Aaron Iverson

Facilitators: Chris Hutchison, Diana Hutchinson

Community members: Dale Adamy, Mark Houdashelt

### **Notes**

#### **1. Introductions and Grounding**

##### a. Incorporating feedback

- i. Goal of more conversation and less "talking at"; preparing staff team to ensure everyone can participate and clearly identify what CAC can influence
- ii. Initiated an "Insider Edition" to keep CAC members in the know
- iii. To be a great CAC member – continue to actively participate & share perspectives; share info that you would like to see shared wider as part of Insider Edition.

##### b. Energy Deep Dive – postponed to a later meeting

##### c. Fort Collins is a finalist for C40 Cities Climate Leadership Group international award

#### **2. City Plan & Transportation Master Plan (inform/collaborate) – Ryan, Aaron, and Megan**

##### a. Presentation overview:

- i. The new City Plan is a combined update to comprehensive plan, transportation & transit master plans with 10-20 year view to provide vision & policy guidance
- ii. One new approach of engagement will be talking with smaller groups about specific topics of interest – members can request a special session for your group

##### b. Discussion: How to integrate CAP into City Plan?

- i. How to quantify emissions impact (i.e. impact of implementing bike share)
- ii. Addressing issue of trains stopping traffic and cars emitting while waiting
- iii. Public transportation – how is that part of the solution
- iv. Transit that is effective and efficient, there for those who need it – if we believe it is important, let's do it right

- v. Pull in implementation numbers along with vision – how to afford the bottom-line cost to implement the pretty picture of the future. For example, if shutting down Rawhide is an option – how would that impact availability, quality, price of energy. Include financial impacts. Go beyond City resources / consider size of government.
- vi. In 2011 the CAP framework didn't exist yet – had environmental / sustainability topic, but now goals have been adopted. Scenario planning is something new for this update. Have a new set of existing conditions with CAP framework.
- vii. Look 20 years back to see how our previous City Plans have helped us.
- c. Fort Collins Then & Now. Discussion: What would the CAC like to see in the Plan? What stories do we need to tell about Fort Collins?
  - i. Taking old goals and showing how they have been met, past success & path to get there (challenges, limitations). What hasn't been achieved and why?
  - ii. How homes & commercial buildings are built today vs. 15 years ago (efficiency, energy use)
  - iii. Smart Growth – it can happen, and it can be better. Density, connectivity, transit, energy consumption/capita. We can continue to do it better.
  - iv. Stories that define moments in history.
    1. How /did High Park Fire change the conversation?
    2. Population milestones (150k), economic development (xx new biz).
    3. HP as first non-government large employer spurring new kind of job coming to FC. Anheuser Busch took blue collar workers into middle class; earlier there was fear over water, unions, beer running down the streets of town.
    4. Following the Flood of 1997 – we invested to make the community safer.
    5. Revitalizing downtown. Undergrounding power lines.
  - v. Correlating stories to emissions - numbers. How sectors over time have increased or decreased emissions. Have pulling in jobs increased emissions, or changed the landscape to reduce emissions. Additional vibrancy sometimes allows government to buy additional solutions.
  - vi. We make assumptions about time for return on investment – look backward to revisit assumptions and what happened in relation to carbon emissions.
  - vii. Stories and challenges about how people can work, live, and play in the city. Affordable housing as a challenge, increasing emissions for people to commute in and out for work if they can't live close by. Tell the story of those working to make affordable housing a reality for some in FC.
  - viii. Climate change resiliency – High Park fire is an illustration of the urgency of the issue. How we plan for, mitigate, and respond to crisis. Important to have the most aggressive & thoughtful strategy. Especially resiliency around water. What are threats and how can we prepare?
  - ix. How City of FC collaborates with other cities. Even if we hit our goals, if our neighbors don't, it may not matter. How we have or are aligning goals and working together.
  - x. Make the plan accessible - Help people to be able to enter into any part of the conversation and not feel overwhelmed by the whole plan, still allowing space for connectivity to other topics. Visualizations such as photos showing impact of Napa Valley fire can help people engage.
- d. Discussion: What would failure look like? What would make City Plan not work? Needs to have these things:
  - i. Emissions and carbon

- ii. Language that connects with average citizen - \$ and cents, stories, infographics & photos. Aerial view of city then & now & future, transportation, overall
- iii. Credible future predictions and plan to get there, allowing flexibility for technology and other changes
- e. Next steps – data gathering, collecting stories, & analysis phase for next several months. Themes from CAC discussion:
  - i. Past giving credibility to plan for future, including specifics on ROI & emissions
  - ii. Specific stories, especially around preparation & response in defining moments
  - iii. Every person can see self as part of plan

### 3. Climate Economy – Sean

- a. Presentation Overview:
  - i. At an inflection point. Changes happening are as dramatic as introduction of car. There is not a contradiction between lower emissions and higher prosperity.
  - ii. Definition of climate economy includes economic health of growing biz, entrepreneurship & employment; access to capital for private investment; structured innovation to solve wicked problems; achieve climate action plan goals. Leading with how it makes good business sense, and it is also good for the environment.
- b. Discussion: What areas of Climate Economy should we be emphasizing? Areas to improve collaboration and build support in the community? Stakeholders?
  - i. Find ways to normalize this conversation and help people feel connected. Tell stories and give examples that make the connection with the Climate Economy
    - 1. Heartland biodigester where climate credits sold to the CA energy market as a way to pay commercial investment. Right now that is on hold pending odor issues. This was a destination for FC organic products.
    - 2. Number of new jobs in energy related industries or higher tech (for example 3x more clean energy jobs than oil & gas in Larimer County)
    - 3. Sometime people do “green” actions for visibility (the Prius effect), other times actions and benefits are hidden
    - 4. How do I see myself in the Climate Economy? What about indirect jobs – parts at Woodward that are going into green energy, chips at HP, accountant at payroll for solar company. Emphasize stories of individual people to make it more tangible. Need to see someone in it that connects with me.
    - 5. Rationing in WWII was a way for everyone to feel like they were involved even if they weren’t on the warfront. How do we have the same grass-roots where everyone feels like they are involved and contributing in some way.
  - ii. Find ways to make economic benefits so big it’s a no brainer (landlord efficiency upgrade, paying for leasing out of savings to avoid big upfront investments)
  - iii. Think bigger – game changer size scope – Prieto battery, Spirae, etc. Anchor-tenant model – HP, NBB as anchors for smaller ones
  - iv. Make sure we are promoting local companies that support energy efficiency improvements, for example on home energy audit flyers or online lists.
  - v. Find ways to educate young people to do installations and maintenance for green energy. This applies to all the different trades. It is a challenge to build demand and supply of people to do the work at the same time.
    - 1. FRCC was a winner of innovation challenge partnering with Pretty Brainy on going into high schools and promoting these career choices.
    - 2. Find ways to educate people going into trades on energy efficiency as well as technical skills.

- vi. Use “investment” language vs. “cost” language. Glass is half full language choices.
- vii. Watch out for race to the bottom to be the cheapest price; need to have stable, quality jobs.
- viii. Look for and remove constraints on growth of climate economy. For example, code officials are not always familiar with new technology, making it difficult to get approvals. Utility has limit on amount of solar installation, they limit it to 100% of utility use.
- ix. Potential Stakeholders
  1. Banking industry – help them see energy efficiency as a quantifiable value for homes. Disclosures so market can value energy use score, quantify how much more a high efficiency home is worth.
  2. Railroads - Rail is a very low-emission, low cost way to transport goods. They share our environment, and also cause disruption in traffic/ efficiency resulting in higher emissions for stopped traffic.
  3. Faith community is another potential partner. They cross different sectors and have an Interfaith council to connect to. Churches tend to be landholders with big roofs that could be leased, Pace programs could help them to save energy/money. Spiritual leaders such as the Pope are having an influence on peoples’ thinking. Leaders in local churches can also be thought leaders for caring for our environment.

c. Summary

- i. Go big or go home
- ii. Everyone needs to see themselves as part of climate economy
- iii. Think about different sectors such as faith community
- iv. Find ways to make economic benefits a no-brainer

**4. Changes coming in the CAC**

a. Half of the CAC members rotating off. Thanks for service and insights.

- i. List of those who have completed service: Alan, Steve Balderson, and Tim Seitz
- ii. List of those continuing: Trudy, Fred, Steve K, Ann, Hunter, Dana, Stacey B, Marissa (if she finds a position in Fort Collins, otherwise, we’ll be looking for a student to replace her)
- iii. List of those who need to confirm status moving forward: Chadrick

b. Potential new areas of stakeholders to recruit

- i. Homebuilding / construction perspective
- ii. Waste & water
- iii. PRPA award winners for Efficiency Works program
- iv. Financing / banking industry
- v. Auto dealer or future of personal mobility
- vi. Electrification coalition, local EV enthusiasts
- vii. Northern Colorado Clean Cities
- viii. Faith community – messaging/outreach
- ix. Influencer brands to connect with millennials (in the same way NBB is an influencer brand) – Bike builder, Otterbox
- x. CSU student
- xi. Health community
- xii. Bike community
- xiii. Parks & Recs – land use, conservation
- xiv. Agriculture – CSA, Ranchway feeds, CSU extension agents

- xv. Blue Ocean – business & development in community – Peter Harper
- c. Onboarding ideas
  - i. One-on-one with Lindsay
  - ii. Lunch with where we came from & expectations
  - iii. Lookback with existing CAC, where we came from, revisiting norms

## 5. **Closing and Other Topics – Meeting Review and Future Ideas**

- Continue
  - Structure today was great – specific questions within presentations engaging participants in discussion
  - Variety of perspectives from CAC members
  - Cupcakes
  - Education / Insider Edition
- Stop
  - Can we reduce meeting to 2 hours? (note that we'll probably stick at 2.5 hours in Q1 of 2018 to onboard new members and then we can reconsider in Q2).
- Start
  - Encouraging all to ask questions even if we are not sure that it applies to all
  - Treats from Dana
  - Transport discussion – how to get people from east & west