

**Notes from Road to 2020 Citizens Advisory Committee**  
**Sep 29, 2016 12:00 – 2:00 pm**  
**281 N. College, Conference Rooms B-D**

**Attendees:** Steve Kuehneman Neighbor 2Neighbor, Mike Truitt CForce, Hunter Buffington (FCSG), Trudy Trimbath (PSD), Stacey Baumgarn (CSU), Jackie Kozak-Thiel, Emily Wilmsen, Lucinda Smith, Victoria Shaw, Rebecca Everette, John Phelan, Lea Pace, Lindsey Ex, Travis Paige

**Action Items**

- Send the CAC a link to the extension website (Lea)
  - <http://yourenergy.extension.colostate.edu/>
- Add Discussion of Sunday service to the CAC meeting materials (Lea)
- Add Sunday service to the “Below the Line” section of the table (Diana)
- Check the deadline to submit memo to Council in time for Oct. Work Session
- Send out doodle poll for January CAC meeting (Lea)

**Notes**

1. Branding update & Community Issues Forum (Nov 17)
  - a. Goal – be more inclusive with language, more people see themselves in the plan. Climate Action Plan is longer term framework, right now we are looking at actions people can take. Moving from Aspirational to Operational.
  - b. “Road to 2020: Forging Our Efficient Future” – Intentional language: bridging language
  - c. City is putting out an RFP for a branding program - will have 6 different levels of engagement. Will also consider different target audiences.
  - d. Community Issues Forum on Nov 17 –branding topic
    - i. how people see themselves in this-Want people to connect on a personal level
    - ii. What seems most doable?
  - e. Discussion by CAC about how to help connect with individuals at Community Issues Forum (and beyond)
    - i. If CAC members can attend the forum, good opportunity to participate in community discussion (about 100 attendees expected)
    - ii. How is this different than Fort ZED, Lose A Watt – same thing with new name?
    - iii. What are people already doing? See self in effort, share with neighbors, “normalize” efficiency behaviors.
      1. Idea of having your own, personal puzzle: actions you can take to lower your use
    - iv. CSU Extension website just launched Your Energy page:  
<http://yourenergy.extension.colostate.edu/>
    - v. **Send the CAC a link to the CSU Extension website (Lea)**

- vi. Opportunities to connect with state programs – enlist early adopters of state programs to promote these activities within the city.
  - vii. Simplify the right amount – make actions accessible. Visual /volumetric method to show combined inputs such as marbles in a jar or balloons.
  - viii. Classify in categories – energy (include land use/water), transportation, built environment
  - ix. Tie to both group goal and personal savings – calculator showing impacts (like carbon calculator). (Keep in mind different audiences - not everyone using technology or has a job.)
  - x. Reducing water use won't necessarily save significant energy but is the same conservation mindset that can build on for energy reduction.
  - xi. The City budget can impact part of GHG reduction. The City doesn't determine my behavior. Individual choices and actions will have additional impact; how does my behavior add up? Other policy decisions such as composting pickup would reduce GHG without budget cost.
  - xii. City models already assume some changes from 2015 baseline. What are those assumptions? What has already happened since 2015?
  - xiii. Get a lot of people involved in a small way, and a few people involved in large asks
- f. Want to avoid in forum:
- i. Don't get caught up in 2020/2030/2050 goals. We only have 3 years to get to the 2020 goals, get started now.
  - ii. Keep the venue in mind, and match it to your audience – not too crowded, etc.
  - iii. Take the pressure off - everyone doesn't need to do all the same things. Emphasize choices. (Not everyone has to ride the bus)
  - iv. Stay away from global warming / climate science discussion.
  - v. Don't simplify too much (still want to be able to see it is possible if we work together) or make it feel overwhelming.
2. Update and overview of the modeling process (Victoria Shaw)
- a. How modeling was done, and confidence rating description
    - i. Common variable database – sets a pre-calculated charge to any common variable
    - ii. The first pass will wrap up the first week of Oct.
  - b. **Develop charts that depict where carbon inventory is now, vs. where it would be with no action.**
3. Questions, dot votes & comments on budget offers (spreadsheet) above the line and below the line. Some specific comments:
- a. There is a benefit of visibility of city actions. Street light updates or Sunday Transfort service would be visible actions.
    - i. Make changes at the right tempo – for example studying night sky / light impacts rather than just jumping to switch out all street lights.

- b. 26.11 Road to Zero Waste support. Could this be a consultant rather than employee? This is 0.5 FTE (half funding for existing part time) – long term project so less appropriate for contractor.
  - i. This offer turns two half-time positions into one full time position
- c. Keep in mind that added assets to the renewable energy inventory are more valuable if we use the power rather than sell it.
- d. 26.10 EV Readiness Roadmap. Still supports one person/one car – need to watch distribution as most people will be plugging in at the same time
- e. 7.19 Customer Service Program Coordinator. Supports efficiency/water at relatively small cost (but ongoing cost).
- f. \$150K transportation survey seems like high number, municipal innovation fund expansion to cut something currently above the line.

## OFFERS ABOVE THE LINE

Road to 2020 Budget Offers - 2016 Recommended Budget Version

Above the Line		Support	Concern	Comments
6	ENHANCEMENT - Utilities: Light & Power - Energy Services	●●●●		
9	ENHANCEMENT - Utilities: Light & Power - Renewable Non-Residential Solar Rebates	●●●●		
	ENHANCEMENT: Low Stress Bike Route Design and Construction	●		
78	ENHANCEMENT - Utilities: Light & Power - Renewable Non-Residential Solar Power Purchases	●●●●		
80	ENHANCEMENT - Utilities: Light & Power - Renewable Community Shared Solar	●●●●		
5.8	ENHANCEMENT: Climate Action Plan Pilot Projects and Innovation Fund	●		
23	ENHANCEMENT: Travel Behavior Survey	●		If had to cut, this is potential to reduce
23.6	ENHANCEMENT: Messaging and Engagement Priorities	●●●●		
26.17	Enhancement: City Energy Project - Matching Funds for Fort Collins Participation	●●●●		
26.11	ENHANCEMENT: 0.5 FTE Road to Zero Waste Program Support		●●	need infra structure for complete. if this table served as a consultant
6.77	ENHANCEMENT - 1.0 FTE - Utilities: Light & Power - Energy Services Engineer	●		
5.26	CAP ENHANCEMENT - CAP ENHANCEMENT - Utilities: Light & Power - Electric Distributed Battery Pilot Program			
26.10	ENHANCEMENT: Community and Municipal Electric Vehicle Readiness Roadmap		●●●●	concern -> incentives toward early adopter (prioritize 1 car -> 1 person support -> explore incentives -> offer for charging sites & public charging sites & solar
26.15	ENHANCEMENT: 1.0 Contractual FTE: Climate Action Plan Program Assistant			
26.16	ENHANCEMENT: Alternative Fuel Municipal Lawn and Garden Equipment Fund			
26.7	ENHANCEMENT: Expanded Municipal Innovation Fund	●		If had to cut, potential to reduce \$
19.9	ENHANCEMENT: Compressed Natural Gas Fueling Site	●		

Up to 8 choices  
● ●  
of each

## OFFERS BELOW THE LINE

Road to 2020 Budget Offers - 2016 Recommended Budget Version

Below the Line		Support	Concern	Comments
3.17	ENHANCEMENT: Trip Reduction and Efficiency Program	●●		
3.22	ENHANCEMENT: Bicycle Safety and Promotion Programs	●●		
26.18	ENHANCEMENT: Climate Action Plan Support	●		
25.2	ENHANCEMENT: Enhanced Innosphere Support			
6.75	ENHANCEMENT - Utilities: Light & Power - Distributed Energy Resource Management System	●●●	●	Resource Distribution Mgmt = Threat
7.19	CAP ENHANCEMENT - 1.0 FTE Utilities: Customer Service & Administration - Program Coordinator Supervisor	●●●●		Why? enables adv. eng. of h2o off. risks = biggest chunk cheap? qual?
30.2	ENHANCEMENT: Police Solar Panels/Covered Parking			
19.8	ENHANCEMENT: Municipal Fleet Efficiency Fund	●		
26.13	ENHANCEMENT: Leading By Example: Municipal Strategic Initiatives			
6.24	ENHANCEMENT CAPITAL - Utilities: Water - Water Treatment Solar Energy System			only if this is implemented and if cost is covered by other sources
5.21	ENHANCEMENT CAPITAL - Utilities: Light & Power - LED Street Light Conversion	●●●	●●	is this the study? best? or the other way? cost? or not cost? or not?
94.1	ENHANCEMENT: Wind and Solar Energy for Municipal Operations	●●●	●	is this needed? or not needed? is this needed? or not needed?
25	Transport Sunday Service	●		Climate Action for those w or w/o cars

Up to 6 choices  
● ●  
of each

4. Other activities going on
  - a. Technology Competition – City & Innosphere – adopt new technologies while proving concept of different organizations working together. Just awarded initial project for research project to measure actual charging patterns of EVs in Fort Collins.
  - b. Home Wise – pilot program similar to Climate Wise to encourage companies to promote home energy savings with their employees.
  - c. Marijuana industry uses a lot of energy
5. Next steps
  - a. This group feedback and other collected from those who could not attend will go to Council prior to their meeting Oct 11.
  - b. Next related council meeting is in Feb – will be related to branding/ roll-out.
  - c. **Send out doodle poll for January CAC meeting (Lea)**
6. Potential next meeting topics:
  - a. Interim work could be related to branding and engagement,
  - b. working with CSU on deliberative dialogue, newer innovative programs,
  - c. How to reach people in different populations.
  - d. Future commitments discussion: how and when do we transition off of CAC team?