

**CITY OF BOULDER, COLORADO  
BOARDS AND COMMISSIONS MEETING SUMMARY**

**NAME OF BOARD/COMMISSION:** Environmental Advisory Board

**DATE OF MEETING:** October 5, 2016

**NAME/TELEPHONE OF PERSON PREPARING SUMMARY:** Sandy Briggs,  
303-441-1931.

**NAMES OF MEMBERS, STAFF AND INVITED GUESTS PRESENT:**

**Environmental Advisory Board Members Present:** Tim Hillman, Morgan Lommele, Brad Queen, Karen Crofton and Christina Gosnell.

**Staff Members Present:** Brett KenCairn and Sandy Briggs

**MEETING SUMMARY:**

❖ **Climate Commitment Targets**

- Pinning down what are goals versus what are metrics and what should be measured was identified as a necessary first step.
- The board discussed the current tactics for measurement in the Transportation Master Plan (TMP) and how they could be addressed to directly roll-up to tangible emissions metrics.
- Fleet efficiency, vehicle miles traveled (VMT) and fuel gallons spent were posited as places to start.
- It was suggested that sales tax records could be used to track gasoline gallons purchased.
- Tracking gasoline sales to see the trends, then tracking fleet efficiency overall, were suggested as the most effective measurements.
- Tactics for obtaining data were discussed, with using the parking registration database as an option.
- Wedge diagrams were suggested as the easiest to read and best way to clearly portray detailed and complicated information to the public. A simplified version of a wedge diagram depicting emissions scenarios was presented to the board by **B. Queen**.
- Some board members liked the look of the rough charts **B. KenCairn** sketched out as working documents and suggested keeping them rough might draw more attention pictorially to the Climate Commitment Document.
- The board agreed that depicting the key success indicators, performance metrics and co-benefits separately is clear and useful.
- The board disagreed about what level of detail would be most effective for informing the general public while keeping their interest. One member suggested keeping at least those metrics that are most contributory towards the end goal.
- One board member thinks everything should roll-up directly as a number, with the possible exception of the co-benefits, which by their nature are “softer”. She suggested using a singular infographic for public consumption.
- The board agreed that conceptualizing what people do with their everyday choices and daily decisions helps to make the abstract more tangible.

- The board advised demonstrating the economic growth and prosperity possible through presentation of the co-benefits. This could create as much if not more interest than basic knowledge about the environmental benefits of reducing GHG emissions. There is the opportunity to engage another cross section of the community by highlighting these pieces more.
- The board suggested the following co-benefits be included and represented graphically:
  - Overall expenditures
  - Cost stability
  - Capital stock
  - Buying local
  - Negative health impacts
  - Interior air quality issues
- The board agreed that both breaking out the co-benefits in the Executive Summary, but also including them as individual parts of the action areas, would be doubly effective.
- The board discussed the delicate balance necessary when couching climate protection and co-benefits information together.
- Caution was advised with using too many numbers in describing the co-benefits which could lead to an unnecessary level of scrutiny.
- The board suggested removing the use of EUI as a performance metric.
- The board received clarification about certain proposed performance metric measurements and classifications and disagreed about which were most beneficial.
- It was suggested a cost-benefit analysis would be a useful future endeavor.
- The plausibility of achieving the goals by the stated time was questioned. Since the timing of Municipalization is uncertain and the emissions reduction tactics don't obviously lead to the numbers modeled, the viability and timeline could change quickly.

### **1. CALL TO ORDER**

Environmental Advisory Board Vice-Chair **M. Lommele** declared a quorum called the meeting to order at 6:04 pm.

### **2. APPROVAL OF MINUTES**

On a motion by **M. Lommele**, seconded by **B. Queen**, the Environmental Advisory Board voted 5-0 to approve the September 7, 2016 meeting minutes.

### **3. PUBLIC PARTICIPATION**

None.

### **4. PUBLIC HEARING ITEMS**

None.

### **5. DISCUSSION ITEMS**

None.

## 6. OLD BUSINESS/UPDATES

### A. Climate Commitment Targets (KenCairn/Board)

EAB Staff Liaison and Senior Environmental Planner, **B. KenCairn**, enlisted assistance from the board to solidify effective targets for use in the final draft of the Climate Commitment Document that will be presented to council on December 6.

**K. Crofton** led the discussion and began by reviewing the materials created for the interim meeting and the notes that came from it, then asking the board to think about transportation targets in particular. **B. KenCairn** will present to the Transportation Advisory Board (TAB) on Monday, and he asked for the EAB's feedback to include as part of the presentation. He noted that the lack of a clear path for rolling up what's currently being measured directly to the emissions inventory is a current deficiency in the Climate Commitment Document.

The main question asked was if and how the current tactical goals in the Transportation Master Plan (TMP) roll up into emissions, and if they don't, what should be measured in order to build a level of metrics as a bridge to get there.

The Transportation Division was never in the business of trying to reduce petroleum use. Rather, they have worked to reduce vehicle miles traveled (VMT). Using an extrapolation of VMT, types of vehicles driven and gasoline gallons used, an assessment could be made which would prove a more useful measurement for emissions purposes.

**B. KenCairn** also requested the board offer feedback regarding emissions reduction targets, program-related performance metrics and community co-benefits. He suggested disaggregating them would be a more productive and meaningful way to present and build on their themes. He provided several handouts depicting these target areas as rough bar charts created to bolster clarity in the Climate Commitment Document. Since the reader needs to know that the primary goal to achieve is getting off of fossil fuels, the new portrayal is much clearer.

City Council has asked for specific validation of how certain things contribute to reducing emissions. The charts he created are a higher-level modeling of this request.

**B. KenCairn** informed the board that the ultimate goals of the document are to bring in a broad readership, continue support of climate programs, ensure passage of the CAP tax and sell council itself by showing everyone that Boulder's plan is on par in both substance and appearance to other major cities.

Depicting co-benefits is important for reaching the public, gaining attention and encouraging engagement. They are primary drivers for behavior change and have not yet been effectively addressed. They are compatible with Climate Commitment goals and a way to bring non-emissions-related items into the discussion.

He also asked for more feedback on which of a set of performance metrics might roll-up most easily under the three main action areas: buildings, transportation and energy source.

He closed by reminding the board that City Council will be asking for the EAB's opinions on the process. There will be further discussion as a Public Hearing during the

November meeting.  
The board's comments are captured in the Meeting Summary.

**B. BVCP Discussion (Board)**

Tabled until November meeting.

**C. Planning Board Collaboration/Joint Board Meeting Planning (Board)**

Tabled until November meeting.

**7. MATTERS FROM THE ENVIRONMENTAL ADVISORY BOARD,  
CITY MANAGER AND CITY ATTORNEY**

**K. Crofton** will write up the EAB's transportation metric recommendations to TAB and **S. Briggs** will provide the letter to the TAB secretary for inclusion in their October 10 meeting packet.

**S. Briggs** reminded the board to provide any feedback about the Board Member Recruitment Application before October 21.

**S. Briggs** informed the board she will be late getting packet to board next month.

**8. DEBRIEF MEETING/CALENDAR CHECK**

The next meeting is November 2.

**9. ADJOURNMENT**

The Environmental Advisory Board adjourned at 8:10 pm.

Approved:

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Chair

Date