



**CITY OF BOULDER  
ENVIRONMENTAL ADVISORY BOARD MEETING AGENDA**

**DATE:** December 9, 2015

**TIME:** 6 pm

**PLACE:** 1101 Arapahoe Ave, East & West Conference Rooms

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- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES**
  - A. The [November 4, 2015](#) Environmental Advisory Board meeting minutes are scheduled for approval.
- 3. PUBLIC PARTICIPATION**
- 4. PUBLIC HEARING ITEMS**
  - A. [Review Drafts and Complete Final Annual Letter to City Council](#)  
(6-7 - Board)
- 5. DISCUSSION ITEMS**
  - A. [Climate Commitment Community Engagement Process](#)  
(7-7:30 - Brett KenCairn)
- 6. OLD BUSINESS/UPDATES**
- 7. MATTERS FROM THE ENVIRONMENTAL ADVISORY BOARD, CITY MANAGER, AND CITY ATTORNEY**
- 8. DEBRIEF MEETING/CALENDAR CHECK**
- 9. ADJOURNMENT**

**CITY OF BOULDER ENVIRONMENTAL ADVISORY BOARD  
MEETING GUIDELINES**

**CALL TO ORDER**

The board must have a quorum (three members present) before the meeting can be called to order.

**AGENDA**

The board may rearrange the order of the agenda or delete items for good cause. The board may not add items requiring public notice.

**PUBLIC PARTICIPATION**

The public is welcome to address the board (three minutes\* maximum per speaker) during the Public Participation portion of the meeting regarding any item not scheduled for a public hearing. The only items scheduled for a public hearing are those listed under the category PUBLIC HEARING ITEMS on the agenda. Any exhibits introduced into the record at this time must be provided in quantities of eight to the Board Secretary for distribution to the board and admission into the record.

**DISCUSSION AND STUDY SESSION ITEMS**

Discussion and study session items do not require motions of approval or recommendation.

**PUBLIC HEARING ITEMS**

A Public Hearing item requires a motion and a vote. The general format for hearing of an action item is as follows:

**1. Presentations**

- Staff presentation (15 minutes maximum\*) Any exhibits introduced into the record at this time must be provided in quantities of eight to the Board Secretary for distribution to the board and admission into the record.
- Environmental Advisory Board questioning of staff for information only.

**2. Public Hearing**

Each speaker will be allowed an oral presentation (three minutes maximum\*). All speakers wishing to pool their time must be present, and time allotted will be determined by the Chair. Two minutes will be added to the pooled speaker for each such speaker's allotted time up to a maximum of 10 minutes total.

- Time remaining is presented by a green blinking light that means one minute remains, a yellow light means 30 seconds remain, and a red light and beep means time has expired.
- Speakers should introduce themselves, giving name and address. If officially representing a group please state that for the record as well.
- Speakers are requested not to repeat items addressed by previous speakers other than to express points of agreement or disagreement. Refrain from reading long documents, and summarize comments wherever possible. Long documents may be submitted and will become a part of the official record.
- Any exhibits introduced into the record at the hearing must be provided in quantities of eight to the Board Secretary for distribution to the board and admission into the record.
- Interested persons can send a letter to the Community Planning and Sustainability staff at 1739 Broadway, Boulder, CO 80302, two weeks before the Environmental Advisory Board meeting, to be included in the board packet. Correspondence received after this time will be distributed at the board meeting.

**3. Board Action**

Board motion. Motions may take any number of forms. Motions are generally used to approve (with or without conditions), deny, or continue agenda item to a later date (generally in order to obtain additional information).

- Board discussion. This is undertaken entirely by members of the board. Members of the public or city staff participate only if called upon by the Chair.
- Board action (the vote). An affirmative vote of at least three members of the board is required to pass a motion approving any action.

**MATTERS FROM THE ENVIRONMENTAL ADVISORYBOARD, CITY MANAGER, AND CITY ATTORNEY**

Any Environmental Advisory Board member, City Manager, or the City Attorney may introduce before the board matters which are not included in the formal agenda.

**ADJOURNMENT**

The board's goal is that regular meetings adjourn by 8 p.m. Agenda items will not be commenced after 8 p.m. except by majority vote of board members present.

\*The Chair may lengthen or shorten the time allotted as appropriate. If the allotted time is exceeded, the Chair may request that the speaker conclude his or her comments.

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

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

**DATE OF MEETING:** November 4, 2015

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

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

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

**Staff Members Present:** Jonathan Koehn and Sandy Briggs.

**MEETING SUMMARY:**

❖ **Priorities/ Annual Letter to Council Discussion**

- The board identified the following priorities for inclusion in the Board's annual letter to City Council:
  - Instill a greater sense of urgency and encourage continued aggressive efforts in the attempt to get ahead of climate change trends.
  - Encourage new approaches to communication, implementation and engagement strategies.
  - Proceed with a more integrated approach to different city priorities with greater use of quantitative modeling to assess and analyze program impacts related to emission reductions.
  - Continue pursuing market-based policies and approaches to drive change, as the Disposable Bag fee and Smart Regs programs did.
  - Further the priorities of technology financing innovation, incentive-based guidelines for the commercial sector, time-of-sale efficiency policy and neonicotinoid pesticide use.
- The following techniques for making their letter stand out were also identified:
  - Write a shorter, more concise letter that suggests specific, actionable ideas.
  - Create "aha" ideas to add value as well as pique and maintain interest.
  - Enhance and/or build on things already being done so as to be more likely to get and maintain Council's attention.
  - Request that EAB members be allowed to attend the Council meeting during which their letter will be discussed to enable them to offer any clarifications and answer any questions.

❖ **Energy Future Update: Municipalization**

- The city filed its application for the transfer of assets to the Public Utilities Commission (PUC). The legal issues at this time are related to Xcel customers located outside City boundaries and Xcel's motion to dismiss the City's application because of the related transfer of assets outside the city limits.
- At its recent meeting, the PUC dismissed one portion of the city's application related to facilities that serve out-of-city customers exclusively.

- The PUC did recognize the city's right to municipalize, and established a process of discovery by which the city can obtain the necessary details and information to fully design the system to be acquired.
- The city will supplement its application based on feedback from the PUC.

## 1. CALL TO ORDER

Environmental Advisory Board Member **K. Crofton** declared a quorum and moved to call the meeting to order. **B. Queen** seconded the motion and the meeting was called to order at 6:10 pm.

## 2. APPROVAL OF MINUTES

On a motion by **B. Queen**, seconded by **K. Crofton**, the Environmental Advisory Board voted 5-0 to approve the October 7, 2015 meeting minutes.

## 4. PUBLIC PARTICIPATION

None.

## 5. PUBLIC HEARING ITEMS

### ❖ **Priorities/Letter to Council Discussion (Board)**

The board began reviewing past, current and future priorities to include in the Board's annual letter to council. The details are captured in the meeting summary. The board also discussed the procedure for writing and completing a final draft.

They reviewed last year's letter as a foundation, started determining what worked or didn't work and assigned priorities to individual board members for review and revision.

**J. Koehn** offered advice and guidance as to how the EAB can be most effective in communicating their priorities to Council. He stressed that the EAB perspective on what is important for people to hear right now is wanted and valued.

It was mentioned that in trying to do too much, the EAB ends up not doing enough.

Therefore, focus and specificity are crucial since the priorities identified will inform council, the City Manager and the Directors about how to feed them into work plans for the various departments.

One board member posited that program evaluation could be better served if Council and the Directors look towards utilizing quantitative modeling instead of analyzing anecdotal and qualitative data.

It was suggested that last year's letter was too vague and the EAB needs to propose concrete ideas and drive them throughout the year.

**J. Koehn** reminded the board that it's important to be specific about what the role and responsibility of the city is versus what can be done by the private sector.

## 6. DISCUSSION ITEMS (Koehn)

### ❖ **Energy Future Update: Municipalization**

Regional Sustainability Coordinator **J. Koehn** provided a brief update regarding municipalization efforts, mostly regarding the most recent PUC decision. These details are captured in the meeting summary.

He also explained how efforts with Council are proceeding and what staff is learning from public perception of the process. He emphasized that the process is moving fairly quickly and any bumps along the way have not been unexpected.

He stressed the importance of keeping focus on the “why we’re doing this”, the opportunities that exist and what that freedom allows us to do.

Public support is paramount in the continued effort and therefore engagement and communication remain crucial, especially if it goes back on the ballot in the future.

He also mentioned the importance of keeping the public informed.

He further stressed that the EAB’s thoughts about a public outreach, feedback and information plan are immensely valuable and provide interesting and welcome perspective to this area of the strategy.

**7. OLD BUSINESS/UPDATES**

None.

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

**T. Hillman** suggested that the Folsom Green Street Right-Sizing project and others like it could have an effect on carbon emissions and therefore potentially fall under the purview of the EAB. Do the lessons learned from it make sense as a topic area of discussion?

**9. DEBRIEF MEETING/CALENDAR CHECK**

The next meeting will be held Wednesday, December 9 instead of Wednesday, December 2.

**10. ADJOURNMENT**

Environmental Advisory Board adjourned at 8:14 pm.

Approved:

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Chair

Date

To: Boulder City Council

From: Environmental Advisory Board

Date:

We appreciate your work over the past year and the opportunity for the Environmental Advisory Board (EAB) to provide insight and input in to Council's 2016 plan. We are proud to serve in a city that makes environmental objectives an equal priority to other major city goals. We would like to recognize the City Staff who have worked with the EAB to consider and incorporate our feedback into their initiatives. In addition, we appreciate the invitation to participate in the cross-board AMPS workshop.

While we will concentrate our focus into several areas with specific actionable recommendations, we would also like to highlight some over-arching themes. We would like the Council to consider the sense of urgency around its goals. In order for the City to achieve success, we believe the action plans associated with those goals need to have a focused scope, with a level of specificity that includes resources, timing and expected outcomes at several stages. We believe long term strategic goals that do not have focused action plans have significantly reduced potential for achieving impact.

We propose focused, detailed action plans in the following areas:

1. Environmental Issue engagement and communication
2. Issue Prioritization via integration and modeling
3. Commercial sector involvement

We encourage to provide aggressive **INCENTIVE BASED** policies in 2016 that leads to actions, measurements, and substantial results in the areas of **LED lighting, envelope insulation, recycling and high-efficiency heating systems**. The incentive should be **modeled to provide no more than a 5 year payback**. The incentives should be followed by a gradual introduction of specific policy mandates. We **encourage time bound TAX CREDITS or other INCENTIVES** for businesses that voluntarily cooperate and **time bound INCREASED TAX ASSESSMENTS for those businesses that do not cooperate**.

4. Residential sector involvement
5. Funding for Clean Energy Technology Companies

We encourage **cooperating with the public sector to find sustainable funding for clean technology companies** such as the winners in the Clean Energy Challenge. Organizations such as Tech Stars , the Natural Food Challenge could provide their winners **TAX INCENTIVE FINANCING or TAX CREDITS** to allow an easier transition to profitability. (The incentives should be greater for **areas of Boulder that need diverse business interest such as the Hill.**) The City could also support a submittal to the nrg/cosia carbon XPRIZE. <http://carbon.xprize.org/about/overview>.- such as a past Clean Energy challenger winner- Superior EcoTech.

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1. Environmental Issue engagement and communication

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The City and City staff make significant strides in implementing the Climate Action Plan, municipalization and other sustainability and efficiency initiatives but is failing in communicating these to the public. The City’s public affairs office needs to improve public communication and “get in front” of the issues both in the media and through new communications channels. In the Fall of 2015 the EAB heard a presentation on outreach and engagement related to the Comprehensive Plan update and was impressed with the range and depth of outreach. This kind of outreach should serve as a model for all things sustainability and energy related. The public is confused and misinformed about how the City is implementing the CAP and other initiatives and old methods of outreach need to be rethought. The EAB would like to have an active advisory role in this effort. Specific to municipalization, we advise that the City rethink its communications strategy, better communicate dealings and outcomes of PUC interaction, identify private/public support for municipalization, build a strong coalition around its success, and better control the issue’s messaging.

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1.

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2. Neonicotinoids

The EAB appreciates the work that City staff are doing to understand the impacts of neonics and work to phase them out of existing city processes. This work needs to continue and the City should take a leadership position in banning their use at the City and commercially available level. The EAB feels that local retailers can adapt and have before.

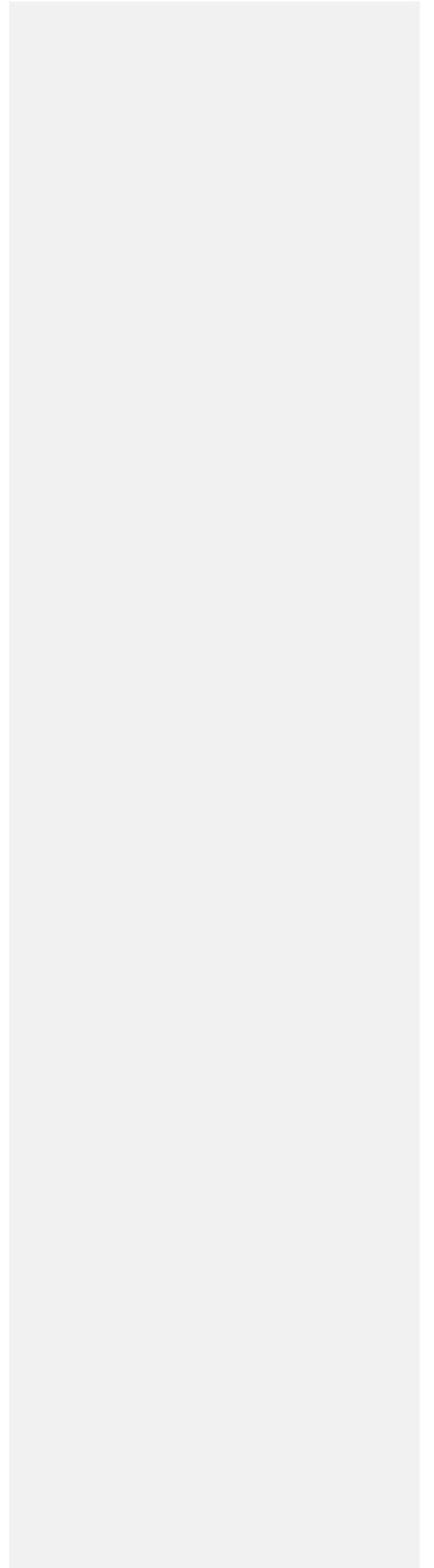
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~~2-3~~ Issue Prioritization via integration and modeling

~~3-4~~ Commercial sector involvement

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| 4.5 Residential sector involvement



To: Boulder City Council  
From: Environmental Advisory Board  
Date: 2014-12-30

Thank you for this opportunity to provide the Environmental Advisory Board's (EAB) input on the proposed Council work plan for 2015. We are gratified by the scope and ambition the City Council and City Staff have exhibited in 2014 toward our community's environmental objectives. The climate commitment and municipalization effort are prominent in the current work plan and we have been following that work closely. We also appreciate City Staff's proactive recruiting of EAB attendance in the Commercial benchmarking working group.

The board's feedback focuses into three areas:

- 1) New approaches to engagement and implementation**
- 2) Strategic integration and documentation of plans**
- 3) Program priorities (existing and new)**

*What are your top priorities within the framework of the council work plan adopted at the last city council retreat?*

- As we did at the beginning of 2014, we still agree with the Council's current prioritization of Boulder's Energy Future / the potential municipalization and the related Climate Commitment.
- Commercial Energy Benchmarking program and the Commercial Energy Ordinance
- Zero Waste Master Plan
- Local food

*What would you like to see done that would further advance the Council Goals?*

**1) New approaches to engagement and implementation:**

We believe that new approaches for engagement and implementation are warranted for climate action / municipalization, the zero waste strategic plan, and the coming commercial energy ordinance. This is a process issue. Current messaging and engagement exercises could be substantially improved. Boulder residents who stand to benefit from municipalization do not understand the process, and are quick to judge on its merits and process based on what's reported in the news. The City should do a better job of "getting out in front" of these messages and we recommend a campaign to publicize the merits and justification for municipalization.

Regardless of the quality of reasoning and due diligence behind current City initiatives, we see avoidable frustration and ambivalence in all community sectors. The business community feels marginalized, if not coerced, in energy initiatives. Some of this backlash is precipitated by money from outside of our community, but that funding would find less purchase if there were less local dissatisfaction (ideological or not). Drawing out shared objectives between the business community and our City as a whole is a difficult exercise, but negotiation or public debate without agreement on shared objectives is inefficient.

Media coverage of the court battle between the City and Xcel has disengaged much of the general public. Our community needs to stay focused on the economic and resiliency benefits of this effort.

## *How can your board specifically help reach the council goals?*

The EAB would appreciate more explicit direction of how we can be of benefit to staff and Council. Regardless of our knowledge, perfunctory review of materials imminently heading to Council is not necessarily going to provide value to staff. Staff already has substantial environmental technical support from consulting firms who have more specific subject matter expertise and who have spent much more time with the material in question. We could be put to more productive use in community engagement, but we must first be highly fluent in City plans to the point that we can defend and engage the business community, non-profits, political groups, and the general public, where collectively the board has substantial networks. The EAB understands broad community needs and concerns, and can reflect this in our review of City initiatives. Direct feedback from the Council is important in allowing the EAB to properly synchronize our efforts with your goals. We realize that many times priorities can be fluid, so we would appreciate direct feedback, not filtered. In the past when this has happened, this has clarified our energies and efforts.

## *Are there city policies that need to be addressed that would enable your board to function at a higher level?*

More quantitative information, such as the coming update to the City's emissions inventory would be helpful.

Our work would benefit from better articulation of the basis for projected contributions to emissions reductions and sustainability metrics. The board currently has substantial professional experience with emissions modeling, resource metrics, and sustainability program design. Our review process can certainly leverage that knowledge more given a better basis to question.

## *Are there other items that council should address in the coming year?*

### **2) Strategic integration and documentation of plans**

We have reviewed the Boulder Valley Comprehensive Plan and don't find that document to be sufficiently strategic to integrate the City departmental plans. We have asked for other documented locations for strategic integration of plans, but found none. We suggest that a "sustainability framework" be established with the following characteristics:

- "Sustainability" should be formally defined as a local carrying capacity for population, consumption of all resources, and an ecological services balance of trade<sup>1</sup>. Our community can still be a net debtor in that ecological balance, but that deficit would need to be defended on some rational basis.
- Integrated modeling is necessary. As municipalization advocates have demonstrated, models that integrate technical factors, resource consumption, waste, and economic drivers are necessary for making decisions about managing complex systems.

<sup>1</sup> Ecological Creditors and Debtors

[http://www.footprintnetwork.org/en/index.php/GFN/page/ecological\\_debtors\\_and\\_creditors/](http://www.footprintnetwork.org/en/index.php/GFN/page/ecological_debtors_and_creditors/)

- Proper scoping is very important. Expanding Boulder's economy and acting as a regional jobs center has exported our emissions to neighboring communities and increased transportation impacts.
- Growth needs to be included in that modeling and treated with greater concern. Even with zero emissions energy, unchecked compounded growth would lead to unsustainable consumption of other resources and severe impacts to the quality of life in our community.
- Sustainability / Environmental objectives should have a quantitative basis derived from that integrated modeling. All initiatives should have rough order of magnitude estimates of their potential contributions to plans and cost/benefit basis. As those initiatives progress, their effectiveness should become more accurately discernable or their shortcomings explainable. Adopting initiatives and rating them relative to less than effective actions of other communities does not necessarily advance sustainability in our community.

This resulting framework could then be used as criterion for review of issues before the EAB, such as transportation and livability which have many initiatives that are driven by quality of life, as opposed to primarily environmental issues. For example, our recent review of the proposed expansion of the smoking ban is similarly not primarily an environmental issue.

*Are there other priorities outside of the Council Goals that your Board/Commission would like to address in the coming year?*

### **3) Program priorities (new)**

- Technology financing innovation: While the Boulder Energy Challenge has allowed for some market innovation, market failures for energy efficiency, waste, and other externalities are more common than efficient market results. Additional tactics to effectively leverage the market are warranted.
- City-wide development needs to have incentive based guidelines to entice the commercial sector to engrain the city values into their values. Likewise, more effective incentives are needed at the individual consumer level to allow Boulder to actually meet the goals they have set, not actually fall further back. This leads to more incentives to weatherize their homes, to use public transportation, and to come up with creative technology-based approaches (which we could financially support) to make greater progress.
- An efficiency policy for owner-occupied residences at time of sale is necessary for addressing the approximately 20,000 existing homes in Boulder that are not subject to SmartRegs.
- Neonicotinoid pesticide (neonics) use is a concern that is extending beyond its collateral impact on bee populations. There is a growing body of science that indicates these compounds are permeating our local ecosystems. Moreover, their slow breakdown is leading to bioaccumulation and impacts to vertebrate species. These impacts in turn threaten the local carrying capacity for our community.

We thank the Council for providing us with this opportunity for feedback on the environmental matters that are so critical to our community. We are honored to be part of this process and gratified to do what we can to support it.

# Climate Commitment: Community Engagement Strategy

11.20.15

## Executive Summary

The climate action goals currently being contemplated by city leadership—an 80% reduction in greenhouse gases below 2005 levels by 2050—will require a community-wide action, sustained for decades, in three broad areas: the transition to a fossil-fuel free energy system; the adoption of new products and services that renew rather than deplete resources; and significant investments in the restoration and stewardship of ecosystems. The extensive efforts underway and planned by the city organization provide a significant foundation for achieving this goal but will require broad support and participation by the larger community to be successful.

The strategy outlined below is intended to build awareness, support, and participation across the entire community for the development and implementation of actions that set the community on the path to achieving this deep emissions reduction. The current draft outlines a three-stage effort.

**Stage 1 (Sept 2015—Dec 2015)** focuses on building the resources and networks necessary to facilitate a community-wide discussion of climate action options and priorities.

**Stage 2 (Jan 2016—April 2016)** initiates the community wide discussion process culminating in a week-long series of events and presentations by participating groups around Earth Day (April 18-23<sup>rd</sup>). A primary objective of Stage 2 is to gather and synthesize information about community views, desires and needs related to climate action. This will be accomplished through a set of information gathering tools including surveys, direct observation of meetings, and interviews. The results of Stage 2 will be integrated as a final section of the draft Climate Commitment strategy document and presented to Council for final approval in mid-2016.

**Stage 3 (May 2016—December 2019)** initiates a new community-action phase that builds on the ideas and priorities identified during Stages 1 & 2 with support and resources provided by the city and a range of other interests, institutions and businesses. It is anticipated that this is an opportunity to use programs like the Boulder Energy Challenge and the action campaign branding initiative with Vermillion to support this next action stage.

## Goal

The goal of the community engagement strategy is to collaboratively grow a widely understood and supported community strategy that can achieve deep emissions reduction through actions that simultaneously support and enhance core community values of equitable prosperity, economic vitality, local environmental health, and enhanced community resilience.

## Objectives

The community engagement strategy is intended to achieve the following objectives:

1. **Share two years of staff synthesis and analysis** describing the three core areas of action necessary to achieve deep emissions reduction—energy, resources & ecosystems;
2. **Describe the current and anticipated city actions** in support of deep emissions reduction;
3. **Make climate action relevant** to the broadest cross section of community residents, businesses and institutions;
4. **Provide a platform for community discussion** of the larger set of actions possible at individual and collective levels to both stabilize the climate and prepare for the potential impacts of climate change;
5. **Identify community relevant priorities, milestones, and metrics** to measure success in achieving these priorities;
6. **Establish the foundation for a coordinated action phase** that incorporates the priorities identified through community dialogue.
7. **Integrate findings into a final version of the Climate Commitment** and present for final approval by Council as the plan that will guide action through 2020.

## Strategy

The strategy for achieving the goal and objectives outlined above has five major elements:

1. Create a time-bounded community dialogue and deliberation process.
2. Frame and focus the dialogue
3. Gather and synthesize community feedback
4. Develop and facilitate broad collaboration
5. Coordinate and support implementation

### 1. Community dialogue

The community dialogue process represents the first two stages of the three part engagement strategy.

#### Stage 1 (Sept 2015—Dec 2015) Community Organizing

During this stage, the city is refining the synthesis and presentation of its Climate Commitment analysis presented to Council in July of 2015 through meetings with organizations already actively interested or engaged in climate-related actions. City staff have also supported the formation of a grass-roots community initiative—the Climate Culture Collaborative (C3)—with

the explicit mission to provide a vehicle for connecting the broad range of different groups already underway in the community to effectively foster more coordinated climate action. The primary objective for this phase is to position and connect a diverse consortium of organizations to sponsor community-based discussions of climate change and climate action during the first quarter of 2016.

#### Stage 2 (January 2016—April 2015) Community Dialogue and Deliberation

Working with the climate action consortium organized during Stage 1, the city will help coordinate and support convenings intended to elicit and document the views, aspirations, and commitments of a representative sample of the diverse constituencies within the city. Groups currently being solicited include:

- Environmental groups
- Clean Energy Advocacy Groups
- Business Groups
  - Clean Tech Businesses
  - Information technology groups
  - Commercial and industrial businesses
- Youth
- Latino Community
- Low-moderate income community
- Sports Communities
- Land-use planning advocacy groups
- Academics/researchers
- Community/neighborhood organizations
- Faith groups
- Political organizations
- Sustainability Practitioners
- Tech Community

The culmination of this stage will be the coordination of a series of events during the week of Earth Day (April 18<sup>th</sup>-23<sup>rd</sup>). These events will support the groups who have sponsored dialogues and enable them to present the findings and outcomes of their discussions. C3 has agreed to provide significant support for this effort and is now pursuing additional resources to fulfill this role. C3 organizers are also reaching out to artists, foodies, musicians and videographers to bring other forms of expression and community culture to this week.

A key role for city staff during this period is the capture and synthesis of results from these dialogues to inform the development of a final segment of the Climate Commitment strategy document. The completed draft of the Climate Commitment document will be presented to Council for final approval in mid-2016

## **2. Framing the discussion and dialogue**

A pervasive theme already identified in the outreach and engagement efforts to this point has been the widely shared sense of confusion and uncertainty about what individuals and collective interests can do to have a significant effect on climate change. This confusion arises from many causes including a long history of framing the issue around abstract and hard to understand concepts (e.g. greenhouse gas emissions) as well as a focus on global climate change metrics and actions. A critical role the city can play in the convening of discussions around climate change is helping to clarify its root causes and viable and actionable solutions that are both accessible and relevant to the local community. The Climate Commitment document provides the initial foundation for this framing of the discussion. A series of associated materials have been developed that condense and summarize its major findings for use in support of these community discussions (see attachments).

As part of framing the discussion, city staff and collaborators will also solicit feedback on how the types of metrics that indicate progress in achieving climate benefitting system changes. This is included as part of a four question survey that is being integrated in every presentation and will likely be implemented in a face-to-face interview process being contemplated for the spring dialogue period (see the survey questions as part of the attached documents).

## **3. Gather and synthesize community feedback**

Building engagement and support for broad-based community climate action depends on understanding what the predominant views, concerns, aspirations and constraints are as perceived by the broader community. The community engagement strategy will utilize a number of mechanisms to gather this information including:

- A short community survey included in all presentations and outreach materials (see attachment)
- Careful documentation and categorization of feedback received during presentations
- Solicitation of feedback from groups and organizations convening discussions regarding climate change and climate action
- Ongoing review of community media and the issues and positions being represented in these forums.

This information will be codified into a summary of community feedback to be presented during the week long community convenings taking place in April of 2016.

## **4. Develop and facilitate collaboration**

A critical objective of the engagement strategy is to shift perceptions of the city's role in addressing climate change from being the primary actor to being an effective facilitator of broad collaboration around identifying and implementing actions that address climate change and achieve community priorities. To accomplish this objective, city staff have taken a central role in the creation and coordination of a community-based organization called the Climate Culture Collaborative (C3). This effort has already leveraged hundreds of volunteer hours towards building collaborative networks around climate action. In partnership with C3, the city

is also reaching out to other organizations and asking them to take leadership roles in convening discussions around climate action and helping to coordinate a community “report-out” that will be coordinated by C3 in a community-wide convening in April. City staff will draw on this community feedback to finalize a “Community Action” chapter for the final draft of the Climate Commitment strategy document to be presented to Council in mid-2016. This collaborative foundation will also be a critical resource in helping to stimulate and coordinate broad actions that emerge from the community dialogue process.

## **5. Coordinate and support implementation**

This strategy component is the focus of Stage 3 of the engagement strategy.

### Stage 3: Action Campaign (May 2016--)

The city has been anticipating an action campaign phase for over a year. It has repositioned resources to hire Vermillion to help build a brand and messaging/marketing campaign around this phase. The outcomes of the first two stages of the community engagement process are intended to lead to a community-driven set of action priorities. An important focus of messaging during this stage will be to shape expectations around the role that the city can play in the implementation of these priorities. A variety of options may exist for how these community priorities can be implemented. Options would include:

- a. Integration as part of programs and initiatives already underway within the city;
- b. Support through existing initiatives the city has pre-designated resources to support e.g. the Boulder Energy Challenge.
- c. Consideration as part of future year budget priorities.
- d. Resourced by the sponsoring organization/community interest group
- e. Creation of new resourcing mechanisms e.g. crowd funding, outside funding sources etc.

An important focus of this stage will be to relate the action strategies being developed to the short and long-term targets that are identified and in the Climate Commitment strategy document and which will be refined as part of the community dialogue process.

## **Workplan**

The following table summarizes the key tasks associated with the community engagement process. A summary status report is listed next to each. More details are available in the project status report included as part of the Attachments.

TASKS	STATUS
<b>Tactical Support Materials Developed and Implemented</b>	
Website in place and accessible	
Written documentation deployed	
Climate Commitment document	
1 Page summary	
Summary meeting invites	
Short video	
Communication channels established	
Website	
Channel 8 features	
Blog	
Twitter account	
Power point presentation	
Email distribution established	
Survey developed and positioned	
<b>Implementation partnerships established</b>	
C3	
Climate League	
NCAR	
CU Environmental Center	
Chamber	
Other leading constituencies	
<b>Communications plan developed &amp; Implemented</b>	
Daily Camera	
NPR	
Channel 8	
Other conduits	
Social Media Systems Implemented	
FB	
Twitter	
Blog	
Inspire Boulder	
<b>Community Presentations Organized</b>	
<b>Information Gathering System Developed</b>	
Survey	
Feedback collation system	

## Success Measures

The following are proposed as success measures and targets for this initiative.

OUTCOMES	TARGETS
<b>Contact Made with Community</b>	
Events hosted or coordinated	
Direct Contact	
Digital contact	
Website hits	
FB Visits	
Blog Visits	
Twitter Followers	
Email Responses	
<b>Feedback Received</b>	
Surveys received	
Calls generated	
Emails received	
<b>Collaboration Stimulated</b>	
Groups engaged in outreach	
Events/actions sponsored by collaborators	
<b>April Event</b>	
Groups participating	
Events coordinated	
Participants	
<b>Outcomes Generated</b>	
# of people entering information related to climate action	
# of participants reporting actions taken	
# of pledges for further action	
# of people tracking climate action efforts	
blog followers	
twitter followers	
website visits	
list serv participants	

## Next Up

- Boulder County Democrats Tentative week of 12/9
- COP2 @ Biergarten  
Review of results of COP21 mtg Dec 11th
- Clean Energy Action mtgs w-Leadership Tentative week of 12/14
- COP3 @ Biergarten  
Presentations by COP participants and launch of Climate Commitment Dialogue Process Mid-Jan 2016

## Attachments

### Key Messages

1. **The Boulder Legacy of Civic Leadership**
2. **Climate change is not just a peril, it is also an enormous opportunity.** Rather than focusing on a peril we must run away from, we could focus more on a huge opportunity we could be running towards.
3. **Climate change is not the problem.** Climate change is a symptom of systems that need to be evolved/transformed—energy, resource use, ecosystem stewardship
4. **Reducing greenhouse gases is not the solution** but the by-product of solutions that create a renewable energy system, reduce our resource use impacts and restore ecosystems.
5. **There are multiple paths/solutions.** We need to be sure that we evaluate options based on other community values & priorities: equitable prosperity, economic vitality, local environmental health, and enhanced community resilience.
6. **Energy systems change is the critical first priority.** It is also the area the Boulder has already developed a substantial foundation of experience, resources and expertise that enable it to be a leader in leading this transition/transformation.
7. **We have everything we need to transition to a clean energy economy/life ways.** There is more than enough free, renewable energy available to power everything that Boulder does and needs.
8. **To make this transition, everyone needs a climate action plan.** Everyone owns a part of the system that needs to be changed. Everyone needs a plan/roadmap for making the transition to a clean/renewable energy living system.
9. **Collaboration across the community is essential to effective implementation.** For the community to make this transition, it will require far more than the city organization can achieve on its own. Every sector of the community—households, institutions and businesses are all essential partners in designing and implementing this transition.
10. **State, National and International policy reform is also essential.** Supporting and enabling other communities to make a similar transition will require reforms of State, National and International policies, laws and practices. Boulder is already a recognized leader globally and has an important role to play in these public policy changes.

## Survey Questions

- 1. What actions are you already taking related to climate change—either reducing emissions or preparing for climate change (weather events, temperature extremes, seasonal shifts etc)?**
- 2. What actions would you like to take but are currently unable to? What would you need to take action?**
- 3. What actions do you think the community as a whole (the city, the business community, the universities, the faith communities, civic organizations etc) should be taking to address climate change?**
- 4. What should we measure/track to indicate that the community is making progress in addressing the causes of climate change and in preparing for its impacts? What measures are most meaningful to you?**
- 5. What did you find most interesting/useful about the presentation on Boulder's Climate Commitment? Please provide honest feedback on the presentation and city staff facilitating this event.**

## Outreach Target Tracker

## Outreach and Engagement Status Report

11/18/15

As the city continues the initial phases of a broad outreach and engagement strategy related to the 2015 Climate Commitment, it continues to be necessary to provide updates on our progress as the process unfolds. This section delivers a useful snapshot of our efforts to date and details the relationships and connections we’ve established with various organizations in and around the Boulder community.

### Organizations

Empower Future	Youth Opportunities Advisory Board (YOAB)
Dojo4	United Universalist Church of Boulder
Boulder Shambhala Center	CU Energy Club
Clean Energy Action	Boulder County Democrats
Sierra Club	Urban Sustainability Directors Network
Citizens’ Climate Lobby	City of Boulder – Solar Benefits Workshop
CU Environmental Center	C3 Boulder: Climate Culture Collaborative
Boulder Valley School District	

### Progress Snapshot

Events completed or ongoing: 11  
 Participants: 200 - 225

To this point, there have been 9 successful outreach events with approximately 100-150 total participants. These events have been spread out over the course of the past 4 months, with the first taking place earlier this summer (Empower Our Future) and the latest event taking place November 16<sup>th</sup> (UU-Church Boulder/Citizens’ Climate Lobby). Importantly, we’ve also received valuable feedback from energy and sustainability practitioners through a USDN webinar and a workshop with City of Boulder staff. Two of these projects are ongoing (Boulder Shambhala Center and YOAB) and will continue to proceed over the course of the next several months.

Organization	# Attendees Signed In
Empower Our Future	20
Dojo4	17
Boulder Shambhala Center (2 workshops)	24
USDN	TBD
CoB – Solar Benefits	16
Sierra Club	22
YOAB	4
UU Church Boulder & Citizens’ Climate Lobby	15
CU Energy Club	16
COP 21 Kick Off Event	80
<b>TOTAL</b>	<b>215</b>

In addition to the number of people we have been able to reach at these important engagement events, city staff have also **administered approximately 50 community-based surveys** that will help us better understand how to implement the broader strategies called for in the 2015 Climate Commitment. Surveys were administered to the following organizations: Sierra Club, Citizens' Climate Lobby, United Universalist Church of Boulder (Climate Action Ministry Team), and the CU Energy Club.

### Next Steps

To date, we have deployed a targeted strategy that has focused on identifying and connecting with a core group of organizations in the Boulder community. We plan to continue with this strategy while expanding the list of potential collaborative partners to include a broadly representative sample of organizations currently operating within the city, including:

Plan Boulder	Boulder Tech Team
Open Boulder	Climate Reality
Better Boulder	Inside the Greenhouse
Boulder Tomorrow	CU Boulder Climate Outreach League
New Era Colorado	Earth Guardians
Green Building Guild	Association of Energy Service Professionals

### Leveraged Outreach Initiatives

- *COP 21 Community Gatherings*  
Who: Local COP 21 attendees, CU - Boulder, Boulder Residents, C3 Boulder  
What: Series of gatherings leading up to and immediately following the COP 21 proceedings in Paris, France. Events will allow community members an opportunity to engage with local COP21 attendees from Boulder's universities, research labs, and local governments.  
When: November 2015 – January 2016
- *MIT Climate CoLab Contest*  
Who: MIT Center for Collective Intelligence, 100 Resilient Cities, C3 Boulder  
What: Crowd-sourced solutions platform piloting a Boulder-specific contest that asks the question "How can we build community engagement and connectivity around climate change?" Working closely with MIT staff to monitor contest and solicit proposals from across the climate change community.  
When: October 2015 – March 2016
- *K-12 Climate Commitment Competition*  
Who: BVSD School District, CU – Boulder Office of Outreach and Engagement, C3 Boulder  
What: A K-12 contest in BVSD schools that promotes the goals and strategy areas of the 2015 Climate Commitment. The competition utilizes a problem-based learning approach that encourages students to design creative solutions to open ended challenges, such as those presented by local climate change adaptation and mitigation.  
When: January 2016 – March 2016

- *CU – Boulder Climate Outreach League*

Who: CU – Boulder Office of Outreach and Engagement, City of Boulder, C3 Boulder

What: Re-building an on-campus outreach organization of students, faculty, and staff aimed at promoting engagement opportunities for climate-focused projects. Currently coordinating outreach strategies to cross-promote ideas and events, and also improving the connectivity between local organizations.

When: October 2015 – April 2016

**Key**

Meeting Date/Time Confirmed

STATUS	OGANIZATION	CONTACT	NOTES	Mtg. SCHEDULED	Mtg. CONFIRMED
In Development	Clean Energy Action	Steven Winter: steven.winter@cleanenergyaction	Event pushed back until early 2016. Requested meeting with leadership to plan their involvement moving forward	Week of Nov. 30th 10/19, 10/26, 11/2, 11/16, 11/30, 12/14, 1/11/16, 1/25/16	NO
	Youth Opportunities Advisory Board (YOAB)	Allison Bayley: bayleya@bouldercolorado.gov	Meetings – every two weeks through January 2016.		YES
	Natural Capitalism Solutions	Peter Krahenbuhl: peter@natcapsolutions.org	Email exchange early Oct; looking for ways to loop this group in - possibly 'technical briefing' with other similar orgs?	NO	NO
	350.org	Micah Parkin: micahparkin@gmail.com	Collaborating on event with CEA week of Nov. 30th. Confirmation still needed	Week of Nov. 30th	NO
	CU Environmental Center	michelle.gabrieloff@colorado.edu	Continuous dialogue with this group and its leadership to coordinate events and outreach	TBD	NO
	Boulder Shambhala Community	kencairn@bouldercolorado.gov			
	Boulder County Democrats	Lara Lee Hullinghorst: Lhullinghorst@gmail.com	Potential event on Dec. 8th - still need to confirm.	12/8/2015	NO
Priority Targets	Shannahan Neighbors for Climate Action				
	Sustainable Colorado	info@sustainablecolorado.org			
	Future Earth	contact@futureearth.org			
	New Era Colorado	Info@NewEraColorado.org			
	RenewableYES				
	Earth Guardians				
	Renewable SouldBE				
	Center for Resource Conservation				
	Colorado Climate Network				
	CoB Energy Tech Team	See email via Jonathan K.			
	Plan Boulder				
	Open Boulder				
	Better Boulder				
	Boulder Tomorrow				
	Green Building Guild				
	Climate Reality				
	Inside the Greenhouse				
Association of Energy Service Professionals					
Completed	Empower Our Future				
	Dojo4				
	United Sustainability Director's Network				
	CU Energy Club	Charles Mullins : charles.mullins@colorado.edu	Nov. 5th 2015 1:00 - 2:00 PM ECCR 151	11/5/15 1:00 - 2:00 PM	YES
	Solar Benefits Workshop				
	Citizens' Climate Lobby	Susan Secord, Susan Reider: boulder@citizensclimatelobby.org	Participating in 11/16 event @ UU Church Boulder	11/16/2015	YES
	Climate Action Ministry Team at United Universalist Church of Boulder	Pete Dignan: petedignan@gmail.com	Participating in 11/16 event @ UU Church Boulder	11/16/2015	YES
Sierra Club	Rebecca Dickson: rebecca.dickson@comcast.net	Oct. 19th 7:00 - 8:30 PM UU Church Boulder	10/19/15 7:00 - 8:30 PM	YES	
Unreturned	FHS Net Zero Environmental	ffsnzero@gmail.com			
	CU Divestment	fossilfreecu@gmail.com			
	Green Faith	Reverend Fletcher Harper: revharper@greenfaith.org			
	AESP Rocky Mtn Chapter	Robin Maslowski: robin.maslowski@navigant.com			

## 2016 Environmental Advisory Board Staff Calendar

**January 6 – RETREAT – details TBA**

### February 3 Meeting

Public Hearings	Staff
Communications Strategy	Board

Discussion items	Staff
Energy Future Update: Municipalization	Jonathan Koehn

Materials due by **noon on Wed, Jan 27**, emailed to EAB by 4 pm.  
PPTs for meeting due to Sandy Briggs **by 4 pm Wed, Feb 3.**

### March 2 Meeting

Public Hearings	Staff

Discussion items	Staff

Items for the EAB: Elect new Chair.

Materials due by **noon on Wed, Feb 24**, emailed to EAB by 4 pm.  
PPTs for meeting due to Sandy Briggs **by 4 pm Wed, March 2.**

### April 6 Meeting

Public Hearings	Staff

Discussion items	Staff

Materials due by **noon on Wed, March 30**, emailed to EAB by 4 pm.  
PPTs for meeting due to Sandy Briggs **by 4 pm Wed, April 6.**

### May 4 Meeting

Public Hearings	Staff

Discussion items	Staff

Materials due by **noon on Wed, April 27**, emailed to EAB by 4 pm.

PPTs for meeting due to Sandy Briggs **by 4 pm Wed, May 4.**

<b>June 1 Meeting</b>	
<b>Public Hearings</b>	<b>Staff</b>
<b>Discussion items</b>	<b>Staff</b>

Materials due by **noon on Wed, May 25**, emailed to EAB by 4 pm.  
PPTs for meeting due to Sandy Briggs **by 4 pm Wed, June 1.**

<b>July 6 Meeting</b>	
<b>Public Hearings</b>	<b>Staff</b>
<b>Discussion items</b>	<b>Staff</b>

Materials due by **noon on Wed, June 29**, emailed to EAB by 4 pm.  
PPTs for meeting due to Sandy Briggs **by 4 pm Wed, July 6.**

<b>August 3 Meeting</b>	
<b>Public Hearings</b>	<b>Staff</b>
<b>Discussion items</b>	<b>Staff</b>

Materials due by **noon on Wed, July 27**, emailed to EAB by 4 pm.  
PPTs for meeting due to Sandy Briggs **by 4 pm Wed, Aug 3.**

<b>September 7 Meeting</b>	
<b>Public Hearings</b>	<b>Staff</b>
<b>Discussion items</b>	<b>Staff</b>

Materials due by **noon on Wed, Aug 31**, emailed to EAB by 4 pm.

PPTs for meeting due to Sandy Briggs **by 4 pm Wed, Sept 7.**

**October 5 Meeting**

<b>Public Hearings</b>	<b>Staff</b>

<b>Discussion items</b>	<b>Staff</b>

Materials due by **noon on Wed, Sept 28**, emailed to EAB by 4 pm.

PPTs for meeting due to Sandy Briggs **by 4 pm Wed, Oct 5.**

**November 2 Meeting**

<b>Public Hearings</b>	<b>Staff</b>

<b>Discussion items</b>	<b>Staff</b>

Materials due by **noon on Wed, Oct 26**, emailed to EAB by 4 pm.

PPTs for meeting due to Sandy Briggs **by 4 pm Wed, Nov 2.**

**December 7 Meeting**

<b>Public Hearings</b>	<b>Staff</b>

<b>Discussion items</b>	<b>Staff</b>

Materials due by **noon on Wed, Nov 30**, emailed to EAB by 4 pm.

PPTs for meeting due to Sandy Briggs **by 4 pm Wed, Dec 7.**