

Communications & Outreach Workgroup Meeting – Jan. 16, 2012

Present:

Sarah Huntley

Andrew Barth

Robb Shurr

John Egan

Craig Cox

Bob O'Herron

Angelique Espinoza

MEETING NOTES

Staffing Update – Kristen Hartel has left the city and will no longer be participating in this group

Discussion of where team is in work efforts

- **Lots of working group meetings producing data and inputs that will go into modeling runs**
- **Preliminary Scenarios/Strategy explanation (handout) – 20 year forecast**
 - 1 and 7 are non-municipalization
 - 1 is “baseline” or “Status quo”
 - 7 is the partnership with Xcel
 - Xcel has been asked to take lead and let us know what will and won't work from the memo sent to them in mid-December
 - We can't really model yet because we don't have Xcel's information
 - 2 through 6
 - Require some form of municipalization
 - #2 is the lowest form of muni – Xcel's projected growth – will continue to buy from Xcel, but will “wean” off over time
 - #3 – primary objective is to meet Xcel rates or go lower and increase renewable portfolio
 - #4 – could we lower our emissions 30% by 2020 to meet Xcel and/or do better
 - #5 and #6 will combine – Maximize emission reduction and keep load growth minimal or neutral or lower than current
 - We will have to message each scenario and the pros and cons of each strategies after modeling runs are completed, which should be in roughly two weeks
 - Will need to explain in the City Council memo
 - Will also need to provide a version to public that will be understandable
 - Council will be asked if they agree with the scenarios, if there are others they'd like us to look at – are there enough of the “should” to make it worthwhile to move forward with legal and additional engineering study

- Even if council decides to move forward on April 16, it will be important for the community to understand that this does not mean the city will move forward with litigation on April 17. There is still work to do as part of the process – A Good Faith offer to Xcel
 - There will still be places to pull-back and even take off-ramps
 - We will make sure we've done due diligence before we spend more money
 - We should let people know that the level of risk financially will be mitigated and that we understand that some members of the community had concerns that Xcel may ask for a return on their litigation fees for work incurred to date (Sarah responded that she has checked this question out with the City Attorney's Office and is working on a response from them to this community inquiry)
- This phase of exploration will be to address the "Can We" question. Staff is unlikely to recommend a scenario if it misses marks on metrics
- Next step is determining "should we."
 - Met with staff, John E and Robb S to start that messaging discussion with possible graphics
 - Fact sheet on scenarios? 1 Pagers. Will help people digest without going into great depth
- Late Jan early Feb – will need to start making this digestible for public consumption
- **Focused Outreach Period – Handout**
 - Elements discussion
 - Outreach to business ambassadors
 - Not going to do a business breakfast or lunch
 - Will extend an offer for Heather to come speak personally
 - Focused messages to audiences
 - Bump up "touching base" with business community at end of January/early February
 - Chamber/DBI/BARHA/BARA/others that have expressed interest
 - Survey
 - Will be online with access restrictions to prevent "stuffing the ballot box."
 - We're looking for quantifiable information
 - Jennifer P. may be asked to help draft questions with Andrew and may ask NRC for some professional assistance
 - Digital ads to allow for click-throughs to survey from Daily and BCBR
 - Might ask about people's values if it looks like trade-offs might be necessary
 - Business Phone Town Hall
 - Tuesday, March 12 over the lunch hour
 - Community open house
 - March 13 or 14 at Community Center?

- Media
 - Will have advance ads to let people know it's coming
 - Sarah and Andrew are going to pitch a media series in Camera where each element is discussed on a day-by-day basis to help people understand in a digestible format – Pros and Cons of each
 - John E – Look for different angles. Boulder businesses that are involved and could be affected –
 - BCBR will be contacted
 - Inspire Boulder – series
 - Outreach Prep Work – Getting People Involved – John Egan
 - Neighborhood Blitz – volunteers work with HOAs and neighborhood associations to come door to door –
 - Provide training and make it clear
 - Canvass the neighborhood
 - We don't have a lot of money
 - Nuanced information
 - Blitz is low cost and high return
 - Door hangers
 - Need to give people information on both sides, from both sides
 - Get community leaders involved - movers and shakers – FACES
 - Talk to those people that have canvassed Boulder to understand what it would take to reach the community
 - **Julie Z will research**
 - People respond to choice
 - We need to help people understand “what this is” and “what it will mean to them and the project.” – WHY SHOULD I CARE
 - **John E – Take lead on “why people should care and follow along now.”**
- **NEXT STEPS –**
 - **Subgroups**
 - **Open House**
 - **Julie (LEAD) – John – Chris – Sarah – Andrew – Intern**
 - **Town Hall Conference Call –**
 - **Angelique (LEAD?) – Sarah – Bob**
 - **Survey –**
 - **Craig – Jennifer (LEAD) – Andrew – Intern**
 - **Robb will review survey**
 - **Bob as advisor**
 - **Next meeting is Feb. 13**
 - **March Meeting may just be the Open House itself and for everyone to come help**
 - **Follow up with an easy debrief**