Energy Future Communications and Engagement Working Group

DRAFT Charter

This charter is intended to help clarify the role and process for the Energy Future Communications and Engagement Working Group. Most sections are derived from the Scope of Work, which applicants were able to review in advance. Sections that are left blank will be completed after the first working group meeting and input from members.

1)   *Purpose*

The formation of the group is in response to City Council and community feedback seeking improved communication and engagement about the topic of a local electric utility and other efforts to reach the community's climate and energy goals. The working group will provide input to staff about how the city can better engage a broad cross-section of the community, between now and a vote by the people, anticipated to occur in 2020.

2)   *Scope*

The working group will be asked to deliver recommendations, including:

- Feedback about what has and has not worked, to date, in terms of communications and engagement related to the city's Energy Future work.
- Ways to explain the potential benefits and challenges of a local electric utility more effectively with words and graphics that are perceived as fact-based and objective by voters, regardless of their position on municipalization
- Ways to engage community members in visioning, resulting in more concrete details about what services, rates, energy supply, etc. a city-owned electric utility would provide
- Ways to engage community members who wish to learn about and explore strategies that could either be alternatives to municipalization or parallel strategies to help the community meet its energy goals faster or be more replicable for other communities

- Ideas for improving ongoing communication about the city's climate work both generally, and specific to municipalization, so community members better understand the progress of related projects.

The working group will <u>not</u> be asked to take a position on municipalization.

Staff will use the working group's input to produce, confirm and implement an engagement plan for the project, which would be implemented in June 2018.

3)   *Working Group Role and Deliverables*

The role of the working group is to provide feedback and gather the feedback of others to help inform the creation, by the city, of an engagement and communications plan.

In this role, working group's responsibilities will include:

- Bringing forward different perspectives on the city's communication and engagement work related to municipalization and other climate strategies to date.

- Respectfully seeking out and interviewing other community members about their views related to the above.

- Providing input to staff about messaging, including how to frame the significance of the 2020 election, and techniques for consulting or involving community members more effectively.

- Attending all group meetings committed to during the application process.

- Reviewing materials prior to committee meetings, i.e. technical documents, background information and meeting notes (estimated at 4 hours/month).

- Engaging in a shared and constructive dialogue with other members of the committee.

- Demonstrating a willingness to collaborate and work toward positive outcomes.

- Producing a recommendations report by the end of May 2018.

4)   Roles and Responsibilities of Others

City of Boulder staff, specifically Heather Bailey, Ben Irwin, Sarah Huntley and Emily Sandoval, will provide support to the working group, by sharing materials, city context and perspective, and by helping to take notes and capture the working group's progress.

The facilitator will support the working group in accomplishing the tasks at hand. The facilitator is responsible for keeping the process moving forward in an effective and productive way and for maintaining the working group's commitments and agreements to each other.

5)   Working Group Commitments

6) *Decision-Making*

When working group members are called to reach agreement, the group will use the following method:

LEVEL OF AGREEMENT		
1 Finger Full Agreement	**2 Fingers** Agree in support of the group but have concerns	**3 Fingers** Unresolved issues; need further discussion *If 3, be prepared to suggest how to move forward

7) *External Communications*

In speaking to the media and others, working group members are asked to present their individual views only and avoid characterizing others' opinions or representing the views of the working group. Members also agree that they will not comment on the working group process while the process is ongoing. They are free to express their views after the completion of the recommendations report.

8) *City Commitments*

- Be upfront with education
- Provide easy-to-understand graphics
- Be accountable
- Be clear about the process (time for discussion, input, speaking, etc.)

- Use effective processes to support the working group in achieving its goals
- Be open to new ideas and perspectives, without defensiveness

- Commit to providing feedback to the group about any recommendations that are not incorporated into the engagement and communications plan, including an explanation of why not