

Stakeholder Meeting Notes November 14, 2016

This is the sixth of six stakeholder meetings to create a Climate Action Plan for the Eagle County Community. The focus of the plan is to recommend goals and projects to reduce greenhouse gas emissions throughout Eagle County.

Today's Goals:

- Obtain feedback on final CAP draft
- Determine how to organize/implement task force groups

Introduce new stakeholder:

Sarah Gruen, Community Office for Resource Efficiency- Representing Town of Basalt

Recap:

- 80 respondents on survey from Open Houses
 - 25-30 attendees at each open house (3 total)
- Feedback from stakeholders on CAP Open Houses
 - Good conversation, feedback
 - Good organizational charts for the CAP overview
- 200 original stakeholder comments on CAP draft

Session 1- Final Document Review

1. Highlights of Changes/Revisions
 - a. Pg. 4 Overview- change image
 - b. Pg. 7 Reasoning for developing the plan
 - i. Chart to demonstrate scientific consensus
 - ii. Graphics to explain the basic info to readers
 - c. Pg. 18 "consider"
 - d. Pg. 20 Energy Supply - changes to wording
 - i. Language to focus on GHG emissions rather than % renewables
 - e. Pg. 21 Stakeholder feedback on the best method to implement the plan
 - f. Pg. 33 Added highlights with practices for water conservation and carbon sequestration
 - g. Pg. 35 New columns to highlights importance of businesses to the success of the plan
 - h. Pg. Acknowledgements

Comments from stakeholders:

Design looks really good.

You did an excellent job. I took the time to read this very thoroughly. The language was good. It led the way forward with direction without becoming overwhelming.

Q: Why is the goal for transportation and mobility only 10% by 2025? A: The transportation numbers we have in the inventory are for I-70, which is the most difficult sector to change. 10% is a more realistic target for this sector if we are including I-70.

Goals- The goal about Energy Smart outreach (pg. 16) is to reach only 25% of all residential buildings by 2025. I think this is much lower than we can achieve in terms of buildings. I think we can do much better. Clarification: The goal is 50% for retrofits.

John-Ryan Lockman - Looked at amount of homes assessed in Eagle County (7%); 25% housing stock by 2025 (getting into homes and making improvements); 2050 take 50% of housing stock; per home we try to obtain a 20% reduction in GHGs per home

Mary - Energy Smart program is mentioned in this plan, but there is no mention of the home and commercial audits performed by Holy Cross Energy; we have the data

John-Ryan - If Holy Cross is willing to share the data, we could greatly add to our reductions and tracking

Larissa- Think about realistic and achievable goals. If Holy Cross wants to add their data, they would need to commit to demonstrating the GHG reductions.

Waste Reduction - Diversion goal is state, but only rate in goals is recycling, not diversion. Revise for clarity and accuracy.

The introduction got the message across very well. Is there opportunity to include another page to add more climate science data and explanation (what IPCC is, what conditions they met under, etc)? I might not believe the urgency if I wasn't as familiar with the science unless I saw more concrete data.

Include more factoids that stick with people. Need a hook for people to understand the seriousness of the issue.

I want to see a firm timetable for moving forward with adoption or implementation. Success looks like a true plan for implementation so the county and municipalities are all doing this together. What does it look like to get this collaboration?

A: Task force concepts will allow groups to set goals for themselves for realistic achievements of these goals.

Education - Existing programs are mentioned for Walking Mountains; other organizations are not as well represented. Add more organizations to give them a stake in the plan implementation. Include, for example, CSU Extension.

Water and carbon sequestration in only one page under additional recommendations with some images. Looks like an afterthought. A: The plan focuses on mitigation, not sequestration as a major strategy.

This is CAP 1.0 and we have to utilize it. Is this the best plan out there? Maybe, maybe not. Let's look at this as an evolving document that will be modified over time. We should have a beginning goal, intermediate goal, and final goal to ensure we are on track.

Pg. 13 Goals are listed

Correct about next steps; this is to get us going. Once we start the task force groups, we can then refine and get to an even more detailed plan.

Analytical plan is difficult at a county level. Aspiration- what can we accomplish? What is our final vision?

How to move forward- Is there a mechanism to bring all of this information? Who in the valley is tracking this and bringing the county up to speed on small successes. We need a periodic way to keep the ball moving to avoid dormancy. The county lacks a central entity to keep this moving forward. We should include county-wide examples to help different forces move forward and see success, gain ideas on how to accomplish goals, etc.

Rollout and Plan Adoption

Finalize plan and move forward with plan adoption.

1. Adoption by towns, county, and organizations
 - a. East West Resorts pitched plan to staff and they are going to go for it. How does the larger hospitality industry in the valley adopt this? How do we go about implementing this document with all of these organizations? Our executives are concerned about it, despite their commitment to it. Good idea to have a focused task force on just hospitality
 - b. We need bigger feedback to bring to town council, etc., verifications that they will want to see. Need to come up with some way to address things and obtain feedback; come prepped with research
 - c. Our livelihood depends on this. Everyone in the community depends on this; remind them of that aspect. Use the current temps as proof. Financial implications of reducing footprint is the biggest stump for business. This needs to be economically and financially feasible.
 - d. Harder to approve funding to make the adoption go further. Towns should each have a sustainability coordinator on staff- need financial analysis to justify this.
 - e. We can't force buy-in in the private sector. Task force groups can develop methods with which to target these groups and get them to participate.
 - f. Look at the resolution as the first step of buy-in: this is a signal to the rest of the community as something elected officials believe in that should trickle down to residents. Use supporting documents to lead to future solutions.
 - g. Goal is to work with private sector. Have this as an implementation action to help move us forward. We recommend allocating funding - can this be written into the resolution? We should consider not just to resolve but to implement funding.
 - h. A few years ago, people spent \$100 million on voluntary carbon markets. When people have too big of a footprint, they can buy carbon credits. Create an opportunity here to buy carbon credits. Work with Eagle County Open Space and Land Trust to get this in place, figure out how to measure. This money could be used to support these projects and lessen the financial burden for marketing, incentivizing, implementing.
 - i. Do we have an organization toolbox? Orgs are more likely to adopt policies as a starting point. Actively Green is a great opportunity for joining in these efforts. How do we provide a toolkit for businesses to be able to implement plan?
 - i. We ask task forces- each one- to come up with a toolbox for each sector
 - ii. Hotel toolbox, retail toolbox, etc
 1. Create online platform with toolboxes for each sector
 - j. Eagle- Love toolbox idea
 - i. Monetary toolbox for municipalities

- ii. Need an accountability side of things
- iii. Annual get together to show what's been done, municipality-wise, share successes
- iv. We will want a system to help people track successes along the way
- v. Weaving the CAP into the TOV Sustainability Plan
 - 1. Timeline, cost
 - 2. Need much more specific plan for approach to achieving these goals, which will depend on the entity
- k. Need accountability plan. Need an oversight meeting/commitment. We need something to set up group and commits participation to that group. We are committing to plan by participating in future plan, annual check-ins for future councils and future staff
 - i. Garfield folks have put in an "authority" for this; designated people are assigned to CAPs throughout an entity- would it be well-received to dedicate staff or volunteer, personnel to this? Needs to focus on staff members, too overwhelming, too much to ask for volunteers to participate.
- l. Agreement between town and county. Plan and resolution should be formal, anticipate county commissioners to sign off on this. Do we have a sign-off campaign to engage smaller communities and businesses?
 - i. Diversity of perspective of CAP stakeholders has worked really well for having an inclusive group
 - ii. Could we have an MOU for each entity- designate a sustainability person to help implement specifics for each entity?
- m. Shared responsibility needs to be made clear, especially so small businesses can get on board with the plan and feel supported.
- n. 2014 is our most current data set. We need to move forward with the data we have now. County did a 2008 GHG study, but we didn't have the economic component then (less comprehensive).
- o. Highlight successes, low hanging fruit should continue to be included alongside work that is ahead.
- p. Monetary comparison on money spent and correlated climate data (# frost-free days); microclimate data could be useful in the future.
- q. Strong appendices that are specific, yet not restrictive data
 - i. Idea of a task force coming into address these sections is good.
 - ii. Maybe we need a town representative to address this too.
 - iii. We'd like to see the Towns adopt this before Jan 1, then the details of specific timeline implementation can be added.
- r. Likely possibility that Gypsum will not adopt this. We are looking at hydroenergy at water treatment plant, have geothermal lease, adopted solar field from Holy Cross. Gypsum is more focused on moving out of the way and allowing residents to do as they please, not throwing policy and regulations at them.
- s. How do you measure energy cost savings? Would it be better to record in volume rather than cost- how to we regulate cost of diesel fuel when that depends on other forces? Need to clarify that these numbers and cost savings are based off of today's prices.
 - i. The way you sell it as an organization is even stronger based on today's prices.

- ii. *We focused on GHG overall reduction, not cost savings per sector. We didn't go into dollar and cents of landfill emissions*
 - iii. If fear of cost is a concern, we need to ensure we are doing the education piece of this correctly. We as a group are acknowledging the problem. We first need to get the orgs and towns to recognize the issue and clarity of the science. Then we can address the issue of no buy-in if it occurs.
 - iv. *This is about our community values and things we want to protect now and in the future. This will be implemented and moved forward based on what resonates with the community. That's the platform we are currently pitching.*
2. Draft resolution language
 3. What else is needed?

Implementation

1. Task Force concept
2. One larger group
3. Smaller working groups
4. Ideas? Volunteers?

Funding to maintain a similar group will likely still be approved next year. Do we like this larger group? Do we want smaller groups?

We want to be as nimble and responsible as possible to set ourselves up for success. We don't want to burn anyone out. We want to be mindful of other stakeholder groups as we move forward with the structure of this group.

I like the idea of working by sector- government, large business focus, hospitality focus, small business focus. Convene in a larger group once a year.

Key is ensuring a representative of each of the key groups currently in the room remain involved, whether or not their rep changes.

I like the idea of sector-based task forces and also the idea of taskforces focused on specific goals.

I second that. Having a rep from each sector focused on a specific goal would give the most comprehensive, complete plan to ensure implementation.

When you have task forces based on goals, you might get a broader perspective. Bringing in multiple groups may foster thinking further outside of the box.

Are there any grants available we could look into that could fund money for implementation? *Have not yet seen any, but WMSC is on the lookout.*

Must maintain a strong focus to avoid dilution of goals and pulls from different organizations.

The smaller group aspect- to identify a leader or goal- that person should be able to identify people in the community. Ask if they'd like to be involved in the goal. Target specific people; be selective and strategic to invite those who will drive continual adoption and implementation. We need to identify key people in each sector that can help get this done.

Cross Community Level Engagement and Education

Develop a document with easy explanation of plan. Educational level, executive summary to define IPCC and larger entities that general community may not understand/be aware of.

Identify major business figures in the community to sign on and show support to garner a sense of ownership and a drive to get involved.

It will take almost a pyramid scheme on the residential side. Figures need to commit to reaching everyone in their community or neighborhood. Personal appeals and engagement will likely breed more results.

We could elect ambassadors. This idea is being carried out for health initiatives. Tapping into other groups already doing similar things/crossing efforts could help us successfully implement.

Make a Spanish translation of the full document.

Friendly neighborhood competition has worked in Boulder and could work here. Bring in some speakers for community events to generate a movement among the community.

Maybe having communication and dialogue around this at the Sustainable Film Series. Maybe 5-10 minutes on CAP, AG and Sust Dest to inform audience. Touching on like-minded people may help generate community support.

Ongoing communication tool- every entity that signs onto this plan gets an information packet to remind them how to communicate their involvement.

In order to have a strong community engagement program, we need money. Funding for this to be successful is key.

Consistency across communities- example: zero waste bins in Avon vs. Vail vs. Eagle
Along with this goes branding. We need a brand for this.

It is key to partner with other campaigns ongoing. Energy Smart, Sole Power. Cross branding is essential. We can access a lot of other groups and tap into their participants.

We can work on a resolution that makes it more palatable for each community. This might be different for TOV, Water District, Minturn, Eagle, Gypsum. The generic resolution is a cut and paste document with generic language that can be tweaked to fit the community.

I think it would be fun to have a pledge. Eagle County website or another website could include a section where community members can pledge to take an action, showing their involvement in the CAP. This could help us track where we are getting the most pledges geographically. "I pledge to ride my bike, to turn off the lights, etc. based on county/town."

Climate Café! Session

Commitment form- what can I personally do? 3 things and top commitment.

Will send out revised document with final comments and edits implemented. It should be done around Thanksgiving.