

Climate Action Collaborative
Climate Action Plan for the Eagle County Community

MEETING NOTES

Date: Monday June 18th, 2018

Time: 8:45 a.m. – 12:00 p.m.

Location: Miller Ranch Community Room, 25 Mill Loft Street, Edwards, Colorado 81632

Climate Action Collaborative Members In Attendance (alphabetical by last name):

Paul Abling, Kate Berg, Kristen Bertuglia, Eric Boley, Tom Boyd, Fritz Bratschie, Shawn Bruckman, Mikayla Curtis, James Dilzell, Markian Feduschak, John Gitchell, Mark Hoblitzell, Jess Hoover, Melissa Kirr, Kira Koppel, Kim Langmaid, John-Ryan Lockman, Chris Lubbers, Nikki Maline, Jesse Masten, Amy Maxey, Katelyn McDonald, Barry Monroe, Maureen Mulcahy, Adam Palmer, Amanda Poindexter, Preston Neill Brian Raper, Ford Sanger, , Matt Shmigelsky, Emma Sloan, Mike Staten, Hannah Whitton, Mary Wiener

Note Taker: Kira Koppel

Stakeholders' Meeting – Agenda

- 8:45 a.m. Gather (refreshments provided)
- 9:00 a.m. Welcome and meeting goals – Annoucement ERWSD won Wired Workplace!
- 9:15 a.m. Session 1: Climate Action Collaborative Governance Update
 - Approval of March 2018 meeting minutes
 - Update on income and expense
 - New member payments
 - Revised purpose and principles document
 - Update on fiscal sponsor letter
 - 2019 membership fees
- 9:30 a.m. Session 2: Sector Working Group Structure & Updates
 - Review of Guiding Principles
 - Shared file system - Dropbox
 - Updates from Chairs of Materials Management, Transportation, Buildings, and Energy Supply
- 10:00 a.m. Session 3: Education & Outreach Marketing Update & Survey Results
 - Marketing plan and collateral presentation
 - Logo unveiling
 - Newsletter
 - CAC survey results
- 10:45 a.m. Break
- 11:00 a.m. Session 4: CNG Presentation

- Guest speaker Chad Schlaepfer, AMP CNG presentation
 - Q&A
- 11:45 a.m. Session 5: Update on GHG Inventory 2017
- 11:55 a.m. Next steps and meeting (Oct 1)
- 12:00 p.m. Thank you and adjourn!

Topics:

Announcements

- Eagle River Water & Sanitation District wired workplace award
- August 23-24 Energy summit at Eagle County
- July 19th – TOV Energy Code training
- Melissa Kirr named recycler of the year by the Colorado Association for Recycling

Session 1: Climate Action Collaborative Governance Update

- Approval of March 2018 meeting minutes - Approved
- Update on income and expense
- New member payments
- Revised purpose and principles document-Took away voting; determined it is better to vote based on consensus rather than popular vote
- Update on fiscal sponsor letter- Under edit and being reviewed
- 2019 membership fees – Local governments starting 2019 budgeting now
 - Bumping up marketing budget from 12k to 37,200
 - Would like feedback on requests/preferences on how funds are secured for the next year

Session 2: Sector Working Group Structure & Updates

- Review of Guiding Principles
- Each group with chair, co-chair, initiative leader, and subcommittee support
- How long does each chair serve? – T. Boyd
 - 1 year, revisit each January
- Please send out updates to Kim and then they will go out in the monthly newsletter; do not send to the full CAC
- Shared file system – Dropbox
- Kim to release within a week or so so we have a shared file system
- Updates from Chairs of Materials Management, Transportation, Buildings, and Energy Supply

Buildings

- LED swap – 1st one lasted one week, Eagle County and WMSC partnership
- 6 more swaps throughout the year
- Designed to stimulate a business or idea
- Green Buildings group
 - Began back when Walking Mountains' sustainability department was the Eagle Valley Alliance for Sustainability

- Group of architects, building professionals, etc. to push past code and build more efficiently
- USGBC- Kim has coordinated our first event on June 26th at WMSC
 - Megan Gilman speaking about HERS ratings
 - Idea to build group of builders to learn more and host these regularly
- New construction standards
- 2018 IECC is what we're working towards
- July 19th TOV energy code training
- Case studies
 - A focus needs to be on telling the story
 - Actively Green and Holy Cross especially
- Energy Smart Colorado- on track to meet goals of doubling number of assessments
 - Working with municipalities
- Realtor community and point of sale is a great time to convey the need and take action on energy efficiency upgrades
 - Nikki Maline has been training the Vail Board of Realtors, beginning this process
- WECMRD energy assessment building tool pilot
 - Re-evaluate process so we can scale and grow this tool/process
 - Building operator- specific; the focus in on helping the operators understand the opportunities in energy efficiency for their properties

Materials Management

- Many subcommittees have been established:
 - Access Audit Subcommittee
 - Designed to measure public access to waste and recycling
 - Beginning this week in Eagle and next week in Edwards
 - Education Subcommittee
 - Working to streamline the message about single stream, dual stream, and waste diversion in general
 - Waste Wizard
 - Working to create content for the Education/Outreach committee
 - Green Buildings Group for waste – materials being used and taken away from new jobsites
- Updates:
 - Eagle County starting a C&D facility pilot program
 - 1 FTE should be hired within the month
 - Compost facility construction scheduled to be complete by July 1st
 - Need to do an air pollution control test; waiting on approval of that
 - Compost drop sites available to the public in August; looking for additional partners to host these sites

Transportation

- Looking for ways to begin measuring transportation emissions
- Looking at VMTs and larger fleets, comparing private sector fleets
- Looking at certifications and grants to expand EV charging
- Battery electric buses in place as early as 2019 for TOV and 2020 for ECO Bus
- Presenting in Carbondale June 22nd – Decarbonizing Colorado's Transportation System

- Will Toor, Transportation Program Director at SWEEP will be presenting from 9AM-11AM on June 22nd at the Third Street Center in Carbondale, CO
- Largest share of vehicle GHGs is from residents and everyday commuters
 - Need to make walking, biking and especially transit more appealing
- ECO transit audit
 - Looking at connection to bike trails, bike racks, etc
- Eagle County looking at revamping their building code, which can apply to fleets
- Bikeshare subcommittee
 - Studying other successful programs like Summit County and Utah to potentially establish an E Bike fleet
- Recommendation to pursue a joint effort in the region with preference to E bikes
- TOV leading the way in bike shares
 - 1st update to the town council in 2016
 - Presenting again tomorrow
 - Provide an additional mass transit option for those who can't take the bus; looking at a bike share for this option
- Town of Eagle substantially in support of the new transportation recommendations to integrate a system further into the valley
- Bike to Work Day Wednesday June 27th
- County is providing an E Bike for raffle if you take at least 12 trips before Labor Day through Sole Power

Energy

- Electrifying fleets provides great opportunity for renewables
- Looking for and tracking existing success and programs
- Local opportunities for on-site solar
 - Holy Cross has options, but not too many residents/businesses acting on it
- Renewable energy purchasing opportunities
 - Holy Cross has multiple options for offsetting
 - Both for business and residents
- Leveraging outreach and education committee to drive participation and increase awareness in existing programs
- How can we as a group help drive a full energy supply shift? (Adding more renewables to our local grid)
 - How can we assist/drove Holy Cross to use more renewables in its energy supply?
- Kim Langmaid- can we have a call to action? A certain date or number of residents we want to op into renewable energy offsetting?
 - Can we provide an incentive, like a reduced energy cost rate?
 - Can we build a campaign around this to reach more people in the community?
- Renewables are currently being bought out at prices below that of coal (to the utilities)
- J. Gitchell - Power Supply 101 – course on energy supply through Holy Cross
 - Can we open that up to the full group (the CAC) to expand our knowledge?

Session 3: Education & Outreach Marketing Update & Survey Results

- **Marketing plan and collateral presentation**

- Vail Daily becoming an in-kind member of this group, allows us to tell a story and reach the public
 - 2 pages of space per month
- New opportunities: newspaper, radio, paid digital, potentially content writer(s), promotional ideas (window clings), collateral/brochures
 - Example- flight days LED swap
 - How will people recognize what we stand for/our brand?
 - Collateral is needed
- Marketing Plan/Overarching themes/guidelines
 - Refer to the collaborative as the 'collaborative,' not members, not the CAC
 - Simplify info and break it down
 - Determine how to target multiple demographics and portions of our community
 - No stand-alone social media presence; collaborative is stronger with collective social media efforts
 - Positive behavior- how can we frame this in a positive and appealing way?
 - Leverage the collaborative
- Media Tactics: Earned Tactics:
 - Vail Daily monthly column, monthly vail HOME magazine column, Vail Daily & Vail Weekly sustainability tips
 - Monthly collaborative newsletter
 - WMSC/CAC blog
 - We need the collaborative to contribute content
- Media Tactics: Paid Tactics
 - 2 pages of space per month in the Vail Daily
 - Paid FB & digital for the climate action pledge
 - Paid radio
 - Waste Wizard
 - WMSC sustainability team will manage
 - Resource to determine how to dispose of items: can they be recycled, re-used, or do they have to go to the landfill?
 - We can gather metrics to determine resource use in our areas and the availability of local markets
 - Shareable across collaborative businesses' websites
 - How do we get people to use this resource and understand that it's available to our community members
- Question: How do we tie this into larger climate action efforts, like CC4CA, etc.?
 - K. Langmaid – informally communicate through those groups
 - Why so many groups? We need ours to drive local action
- **Logo unveiling**
 - Imagery based on location
 - Can use sub-logos for committee groups
 - #BeBetterTogether is an official Better Homes and Gardens hashtag; look into other alternatives
 - Based on periodic table imagery

- A. Palmer- CC4CA recommendation for consistency was to use carbon pollution rather than GHG emissions. Should we also go with that wording to maintain consistency and understanding?
- When using the logo within your programs, etc. need to include the *why*
- Do not list the CAC/logo as a 'member' or 'sponsor'
- Matt Inden providing imagery
- All public-facing info will have a call to action
 - Each needs to contain a step to drive local climate action
- M. Wiener- How we engage the people who deny climate change? How can we move beyond preaching to the choir to engage those who are in need/disbelieving about the science?
 - P. Abling- we can change the imagery we use
 - F. Bratschie- This is a great first step, but maybe we use certain language or symbols once the brand is established to reach the other populations we haven't yet
 - T. Boyd- We need the members and those who are taking climate action to motivate others and to reach the populations we haven't yet
 - Influencer model
 - M. Feduschak- Influencers are key and we need to be cautious of what assumptions we make (example that the ranching community is very concerned about water availability and drought right now)
 - M. Staten – “use me as an example” ; giving bite sized tidbits so he could regurgitate to his community and influence them as he's learned
- **Newsletter**
- Revealed preliminary monthly topic plan with one theme per month
 - Welcome, Water Efficiency, Compost, Sustainable Purchasing, Be Local, Home Energy Efficiency, idling, Recycling, Riding the Bus, Light Pollution, Business Energy efficiency, Walkability
 - Many kudos to water efficiency efforts
 - Suggestion of annual presentation to public on water information and efficiency from ERWSD- M. Feduschak
- **CAC survey results**
- 1, 297 respondents on the survey; 42 took Spanish version
- 62% of respondents were 'alarmed,' 12% concerned, 6% cautious, 4% doubtful, 2% dismissive
 - Based on a national model of climate attitudes
- Majority are Eagle County residents and homeowners; 30% renters
- 64% wanted to learn more about the Climate Action Plan
- S. Bruckman- Shows that we have many people in our community that are alarmed about climate change but aren't doing anything about it
 - T. Boyd- this is who we're targeting with our marketing campaign
 - M. Weiner- not targeting enough
 - M. Kirr- the campaign can allow people to begin to take action and actually act on their hopefulness about change
 - T. Boyd- Small, easy steps can help motivate these people to become the influencers

- K. Bertuglia- This approach helps people from being overwhelmed, yet still can understand the purpose and impact of their small steps

Session 4: CNG Presentation

- **Guest speaker Chad Schlaepfer, AMP CNG presentation**
- Compressed Natural Gas
- Why- alternative fuel to diesel, major fuel emissions reductions (20% well to wheel)
- CNG can also come from organic waste sources
- \$1+ per gallon fuel savings
- In-country fuel source
- Renewable Natural Gas- from landfills, waste water and organic waste sources; same equipment used for CNG
- Availability- 42 CNG stations in Colorado
- Many CNG fleets build their own refueling stations on site
- Makes most sense for current diesel vehicles and heavy-duty trucks; designed for fleets
- Cheaper alongside the VW settlement money available to Coloradans
- There is a gap along I70 inhibiting wide access to CNG
- No RNG biodigestors in Colorado; all fuel pumped in
- **Q&A**

Session 5: Update on GHG Inventory 2017

- County has hired CLEER to do another GHG inventory
 - Erica
- Eagle County has joined ICLEI as a part of this process
 - ICLEI- Local Governments for Sustainability
 - Provides tools to track emissions reductions per initiative
- Eagle County energy inventory
 - Interest in collaborative members to pull out their energy use numbers
 - Opportunity to do this and to receive each organization's numbers

Next Meeting: October 1st, 2018