

The meeting of the Environment and Climate Committee (ECC) was called to order at 11:05 a.m. on Thursday, March 14, 2024 in the City Council Chambers, 710 NW Wall Street, and online.

- 1. Roll Call:** Neil Baunsgard, Andrew Calise, Kavi Chokshi, Serena Dietrich (attended virtually), Lauren Fraser, Rory Isbell, Kellie Jensen (attended virtually), Alex Cerussi (attended virtually), Laura Tabor, Mark Buckley

Absent: Smita Mehta

2. Approval of Minutes

Committee members unanimously approved the February 8, 2024 meeting minutes with no corrections requested.

3. Public Comment

No public comment was submitted.

4. Staff Updates

Work session on natural gas/electrification policy options analysis process will take place at the 3/20 City Council meeting. Cassie Lacy, Senior Management Analyst, will go to Council for direction on moving forward. A proposed process and timeline will be provided at next month's meeting.

The City sits on a committee to determine which site will be used for a future Landfill. A decision for which site will be recommended will take place in April. The Stewardship Subcommittee will be meeting on March 25th with 2 ECC committee members invited to participate. Member Chokshi and Chair Baunsgard volunteered to participate.

5. Tree Code Update Letter

Member Chokshi provided further information on the Tree Code update letter. All committee members have reviewed the letter.

Chair Baunsgard believes that the letter was clear and concise and ready for distribution.

Member Chokshi expressed gratitude for Member Isbell's assistance with drafting the letter. Member Isbell supported the letter and made note of outside of scope recommendations that come from TRUAC which was added to the letter.

No further discussion was needed regarding the letter.

Member Chokshi moved to send the Tree Code Update letter to Chair Clinton, Vice-Chair Gordhammer, and Planning Commissioners. Member Fraser seconded. All members approved.

6. CCAP Communications Workshop

Communications and Engagement Director, Rene Mitchell, led a workshop to hone in on what key messages the ECC would like to send to the community.

Purpose/Accomplish:

- Get residents involved in taking action.
- Help the community understand why and what the impacts would be.
- Get people excited and motivated.
- Help the City be a good partner to other organizations.
- Connecting people to advocacy opportunities at different levels.

Challenges/Constraints:

- Is the City the right trusted messenger for the information.
- Reaching people where they are.
- Perception that actions are costly or not relevant.
- Limited attention spans and information overload.

Target Audience:

- Renters
- Nonprofits
- Visitors
- Homeowners
- Community Members
 - Income qualified for incentives.
- Businesses
 - High impact because they are high emitters individually. Businesses can be spokespeople for different strategies to each other. Commercial property owners vs. tenants.
- Agencies
 - OSU, Bend La Pine, BPRD, CET, Deschutes County. Need to align on strategic planning. Evaluating the work that other agencies are doing.
- People who have awareness but need to know what they can do.
- Some are actively looking for information and need resource-based resources. Some aren't thinking about it and need resources and to be engaged.

Tone:

- Friendly to inviting
- Positive
- Encouraging to supportive
- Non-threatening or scary
- Framing what is to be gained rather than taken away and what's special about Bend.

Why are we doing this:

- Future generations
- Wildfires
- Clean air and water
- Community is changing. We want to preserve what we love and shape the future to where it's going.
- Reduce costs
- Increase health
- City needs to increase awareness of this as a priority.

One Thing:

- You can do it, we can help.
- Bend needs your help, needs you on the team.
- Citizens of Bend have identified climate as a priority, we are developing tools for everyone to have an impact.
- We're moving towards this vision. Come join, we can help.
- Keep Bend green/protect our winters.
- Concerned about climate change? Here are 5 things you can do.
- Pick one key fact to add a statement about how you can impact on it.

Key Messages:

- Waste – Point to the waste hierarch (reduce & reuse).
- Transportation – Don't drive your gas car so much by yourself. Reduce how much you drive and electrify what's left. Providing and using transportation options. It can be fun and enjoyable to walk and bike. Promoting electric vehicles. Good place to bike and getting better.
- Energy – Save money, healthy, and resiliency.
- Timeframe – This year.

7. Agenda Review

April:

- Working Group Report Outs
- Report back from 3/20 Work Session

May:

- CCAP Update Launch – Progress Report and Completed Action Review

June:

- CCAP Update – Refining Existing Actions

8. Adjourned at 1:02 p.m.

Respectfully,
Samantha Gamelgaard
Central Services Procurement Coordinator