

**City of Bend**  
**Environment and Climate Committee**  
**April 11, 2024**

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

1. **Roll Call:** Neil Baungard, Mark Buckley, Andrew Calise, Kavi Chokshi (attended virtually), Rory Isbell, Smita Mehta (attended virtually), Laura Tabor,

**Absent:** Alex Cerussi, Serena Dietrich, Lauren Fraser, Kelley Jensen

2. **Approval of Minutes**

Committee members unanimously approved the minutes of the March 14, 2024, meeting as presented.

3. **Public Comment**

No public comment was submitted.

4. **Staff Updates |** Cassie Lacy

Senior Management Analyst Cassie Lacy gave the update. Slide includes:

Staff Updates

CCAP consultant procurement underway

Electrification policy options analysis procurement underway

Council Quarterly Update 4/17/24 – Environment and Climate Goal Area Update

Agenda: Council Goal Quarterly Update

Overview + Highlights - City Manager Eric King

Environment and Climate Committee Goal Updates:

CCAP Accomplishments + updates – Cassie Lacy

Auto-dependent uses update – CEDD

Water Conservation and Stewardship updates – Utilities

Council, Board, Committee and Commission Discussion

Committee members expressed support for additional staffing resources to support the City's environmental goals, and discussed committee members' participation in the City Council Quarterly Goals update.

5. **CCAP Communications Follow Up |** Cassie Lacy & René Mitchell

Senior Management Analyst Cassie Lacy and Communication & Engagement Director René Mitchell gave the update. Slide includes:

CCAP Communication Next Steps

Outreach Action Plan

Short Term Channels

April 11, 2024, ECC Meeting Minutes

Page 1 of 6

City's website, CCAP pages  
Social media – Facebook, Instagram, “Did you know” Series  
CCAP Storymap  
Monthly city newsletter, Bend Current  
One-pager about the CCAP and what people can do

Short term action plan – Phase 1: Develop content and integrate into website

1. staff propose website framework, get feedback from ECC
2. Each WG develop content or identify content that needs to be developed
3. staff refine and adapt website content and get comms. Dept. review
4. share content with ECC for final review
5. Communications Department builds webpage infrastructure on website
6. Staff integrate content into web pages

Short Term Action Plan – Phase 2: Social media and newsletter

1. ECC identifies content areas that they want included on social media/newsletter and input on timing
2. Staff develops social media and newsletter content, ECC reviews
3. Comms. Dept. reviews and provides feedback
4. Staff develop social media and newsletter content
5. Comms Dept. deploys content

Short Term Action Plan – Phase 3: CCAP Storymap and One-Pager

1. Staff use content developed for website and social media and adapt it to fit the Storymap and One-Pager
2. ECC provides feedback on content
3. Comms. Dept. provides feedback on content
4. Staff updates CCAP Storymap and One-Pager

Long term outreach channels

Bend climate action newsletter  
Campaigns targeted for specific purposes at specific times  
May include new channels i.e. mailers or ads, and existing channels  
Outreach events i.e. tabling

Next steps

Further explore with the ECC the goals and outcomes of a campaign to develop goals, resource needs, and effective timing. Use Creative Brief to continue developing.

Long term channels contingent on staff capacity and most likely require new staff capacity.

Lacy and Mitchell recommended updating the website with all the relevant content for the CCAP to share with the community and then using that content to inform other communication methods outlined in the Outreach plans. This approach will best utilize the limited staffing capacity available to support ECC goals. Other comments included compiling an email interest list to send meeting updates, newsletters, etc.

Committee members discussed outreach to school education groups and options for communicating and educating school aged children about the CCAP.

Lacy stated that the CCAP has a vision statement that can be used as a starting point for the messaging, which will then come back to the committee to review and provide feedback. Committee members

discussed tailoring the strategies directly to the CCAP actions. Lacy indicated that could start now at the subcommittee and working group level. The committee also discussed available budget and resources for outreach. Staff explained that the City's communication channels are the newsletter, City website and social media, including a new social media strategy intended to "humanize the city." Mitchell offered to send the committee members a presentation on this updated social media strategy.

Committee members asked about doing a direct mail campaign to all city residents. Staff explained there is not currently funding available for that but may be in the future, and that the focus of the first step in the outreach plan is utilizing the City website. Other communication methods like a mailer and story map would be part of subsequent steps. A benefit of starting with the website is flexibility, while the content of a printed document is stagnant.

Members from the Waste and Materials working group expressed a desire to discuss in their next meeting sending an educational one-pager within the next year.

Committee members expressed general agreement on the plan as described.

The committee called a recess from 12:05 to 12:17 p.m.

## **6. Electrification Policy Options Analysis Work Session Debrief | Cassie Lacy**

Senior Management Analyst Cassie Lacy gave the update. Slide includes:

Electrification Policy Options Analysis

2 Step Process

Step 1 Understanding the options

Step 2 Deeper dive into Council-directed priorities

Implementation of policies and programs.

Scope of analysis

Step 1: Understand the Options

Areas of investigation

Best practices review of range of options to promote electrification, including voluntary i.e. incentives, commitments, and regulatory (restriction) options

Understand high level approach, costs, benefits, and feasibility considerations.

Understand high level legal considerations and risks

Understand other potential impacts – health, equity, resilience

Limited stakeholder interviews to identify issues and concerns

Conclusions and Recommendations:

Determine biggest potential opportunities and/or which to take out of consideration

Scope further analysis needed and specific stakeholders to be engaged

Recommendations on short-term actionable programs

Recommendations to come from the Environment and Climate Committee

Direction from Council: Which policies or programs to continue investing and which to pursue as short-term actions. Direction on public engagement for Step 2 investigation.

Timeline: Step 1

April/May 2024 – Procurement: Hire for consultant services needed

May-July 2024 – Analysis: Best practices research, developing policy options, high level analysis

August – September 2024 – Environment & Climate Committee Meeting: Results of analysis to ECC and ECC develop recommendation

October 2024 – Council Check In: Results and ECC Recommendation, Direction from Council on which to further assess or pursue as short-term actions. Direction on Public Engagement for Step 2

#### Example Policies and Programs

Incentivizing electrification

Disincentivizing non-electric technologies

City-level commitments around operations and City facilities

Supporting statewide policy

Decarbonizing natural gas supply with alternative fuel sources

Restrictions and requirements

#### Scope of Analysis

Step 2: Deeper Dive into Council Prioritization Policies

Area of investigation

Potential GHG impacts

Legal risks and considerations

Other impacts: health, affordability, resiliency, equity

Costs to households

Technical considerations

Feasibility

More comprehensive stakeholder interviews

Conclusion and recommendations

Determine which policies have highest impacts and best outcomes

Additional stakeholder engagement to review analysis and develop recommendation, as directed by Council in Step 1

Direction from Council: Whether and which policies to implement. Determine process for doing

#### Timeline: Step 2

November-December 2024 – Define resource needs and implementation plan for short-term actions to be included in Council Goal Setting for FY25-27

November-December 2024 – Determine stakeholder engagement group and process (ad hoc committee, stakeholder groups)

January-April 2025 – Deep Dive Analysis on Prioritized Policies: Data collection and analysis, stakeholder interviews.

May-July 2024 – Stakeholder Meetings and Developing Recommendations: Stakeholders determined based on policies under consideration

August 2025 – Council Check-in: Analysis results and recommendations to Council. Seek Council direction on next steps – policy/program development or additional engagement and analysis

#### Public Engagement

**Step 1:** Leverage Environment & Climate Committee

All meetings open to public and allow for public comment

**Step 2:** Convene broader stakeholder groups

Step 1 helps identify specific stakeholder perspectives that should be included

Project website with status and updates

Additional public engagement can be considered at Council check-in's when recommendations are being delivered (i.e. roundtables, Q&A sessions, listening sessions)

Additional public engagement would be necessary when new policies or programs would be developed

Lacy explained that the Environment & Climate Committee will look at the electrification analysis and make a recommendation for Council consideration in October. The Natural Gas subgroup could assist with preparing the recommendation, but the full committee will make the recommendation for Council.

Lacy explained the City's level of commitment to electrification for city operations and facilities. The Juniper Public Works facility has been designed with no natural gas. The next big city project is City Hall, which is still in early planning, but the goal is for the design to not include natural gas. Lacy acknowledged the timeline is longer than Council would like, and this is due to staff capacity and resources.

City Attorney Mary Winters stated that the franchise agreement with Cascade Natural gas will not be renewed.

Committee members expressed general support for the approach and timeline, as well as supporting state legislation. Winters explained that at the state level there is not currently an appetite for implementing codes about natural gas. Committee member also discussed the public comment period and how ECC can start working on formal comments to provide for feedback. Additionally, members stated that the timeline of May through July for stakeholder meetings and developing recommendations is very ambitious, and also requested ECC representation in the stakeholder meetings.

Lacy explained that stakeholder interviews with the Natural Gas Working Group will happen in early summer, and then the full ECC will hear about it in late summer when the committee will develop a recommendation.

## **7. Working Group Updates | All**

Member Isbell– The Transportation Working Group had a thorough discussion about EV Readiness Plan. Discussed difficulties implementing that plan at the staff level, due to the need for additional staff resources. Interest in pursuing federal grant funding for implementation of the EV Charging plan, but at an impasse because the City would not be able to meet the grant application deadline.

Member Chokshi – The Waste Materials Working Group is focusing on education and outreach, a waste reduction program targeting tourists, implementing training with industries to reduce waste, and communications with Sustainability Hub on the City's website providing a toolkit, pamphlet, etc. Next steps, next meeting is April 30 and will begin developing ideas for a path forward. Received presentation from the Environmental Center. Follow up meeting scheduled for May for a reusable pilot project.

Chair Baunsgard – The Energy Working Group received an update on the Home Energy Score program, Discussed what that looks like, lessons learned, communication and what city resources are available. Brief discussion on a proposal that the Environmental Center is working on to implement audit goals in the CCAP. Member Calise discussed opportunities to partner with nonprofit organizations on these topics. More work to be done to build out the Home Energy Score program to be a more publicly available asset. Lacy showed Home Energy Score dashboard on City's website and requested feedback if committee members want information displayed differently. Member Tabor asked to have the colors reflect the scores. Dashboard on enforcement activity for those homes with lowest scores. Lacy offered to provide an update on the Home Energy Score program and the dashboard on enforcement activity for homes with lowest scores for the next ECC meeting.

**8. Agenda Review**

Agenda Review

May 2024:

CCAP Update Launch – Progress Report and Completed Action Review

The Environmental Center Program Proposal

June 2024:

CCAP Update – Refining existing actions.

July 2024:

CCAP Update – New Action Development (Consider cancelling main meeting to make time for working groups)

Committee Members supported the upcoming meeting agendas as presented.

**9. Adjourned at 1:01 p.m.**

Respectfully submitted,

Morgen Fry

Deputy City Recorder