



Environmental Services
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MEMORANDUM

DATE: March 2, 2017
TO: Mayor Troxell and City Councilmembers
THRU: Darin Atteberry, City Manager *DA*
Jeff Mihelich, Deputy City Manager *JM*
Jackie Kozak Thiel, Chief Sustainability Officer *JKT*
Lucinda Smith, Environmental Services Director
FROM: Lindsay Ex, Environmental Program Manager *LE*
RE: **February 28, 2017 Work Session Summary – Climate Action Plan Progress**

Attendees:

Jeff Mihelich, Jackie Kozak Thiel, Amanda King, and Lindsay Ex participated in the Work Session. All Councilmembers were present. Staff presented the updated progress since the goals were adopted and the proposed action campaign – *Fortify Fort Collins* – intended to engage more residents and businesses in the journey to a carbon neutral Fort Collins.

Discussion Summary:

- Councilmembers expressed overall appreciation for the progress made with the initiatives, data to support the overall projections, and graphics to support the materials, while also recognizing there continues to be much to do to meet the goals.
- Councilmembers supported continued efforts to utilize Climate Action Plan as the overarching brand in conjunction with the action campaigns (Fortify) while testing that language in the community and being open to shifting course if engagement is not increasing.
- Councilmembers supported the various initiatives, including the development of a Climate Action Plan Dashboard to track progress. Councilmembers suggested adding the per capita metric to the dashboard and to ensure the dashboard aligns with the City's open data policy.

Follow-up Items:

- Staff will work with PRR, the selected marketing firm for messaging and engagement, to develop the strategy and test the action campaigns in the community.
- Staff will research best practices approaches to (1) measuring goals in light of either fixed population or fixed land areas and (2) economic trends such as retooling. Staff will share the outcome of this research in a future Thursday Council packet.
- Staff will continue to seek public-private partnerships to achieve the goals, including the references made by Councilmembers to Target, BREEAMM (an international rating system comparable to LEED), and CSU. Economic Health staff are attending the ICSC (International Council of Shopping Centers) conference and will discuss sustainability goals and solar in their scheduled meetings with retailers.
- Additional offers to address the projected gap will be a topic at the Council's retreat in May.
- Councilmembers requested that staff update the graphics with the pending inventory (to be completed in April) to reflect the steeper slope associated with achieving the 2020 goal.

CC: Kevin Gertig, Utilities Executive Director
Mike Beckstead, Chief Financial Officer
Laurie Kadrich, Director of Planning, Development, and Transportation
Amanda King, Communications and Public Involvement Director