# Climate Action Planning

Webcast Transcript

November 17, 2011

## Contents

## Webcast Agenda and Meeting Logistics

Slide 1: Introduction Slide

Slide 2: Title Slide

Dan Wallach: Welcome everyone to the EPA Local Climate and Energy webcast series. The Climate Action Planning Web cast is what you're tuned into today. My name is Dan Wallach and I'm joined by Neelam Patel, and we are part of the EPA's Local Climate and Energy webcast, so thank you all for joining.

Slide 3: Webcast Agenda

Just a brief introduction for today's agenda. Neelam and I will present an overview of EPA's State and Local Climate and Energy Program as well as the Climate Showcase Communities program and an introduction to Climate Action Planning.

After that, we will hear from Julia Parzen from the Urban Sustainability Directors network and she will discuss the current conflicts of Climate Action Planning and her experience developing a Climate Action Plan for the City of Chicago. After Julia, we will hear from Dennis Murphey from Kansas City, Missouri. He will present Kansas City's Climate Action Plan and discuss the process leading to its development. Then we will hear from Sam Gordon and Chris Carrick, who are with Central New York Regional Development and Planning Board and also one of EPA's Climate Showcase Communities, and they will discuss their experience working on Climate Action Planning with various communities in their region.

At the conclusion of the presentations, we will hear from the audience with some questions and we encourage you to, using the GoToMeeting software, type in your questions. And a reminder if you haven't already signed up, part two of this webcast series, which will cover Climate Action Plan Evaluation and Measurement, should take place on Wednesday December 7th. You can use the link included on the slide to sign up for that. Now Lauren Pederson from ICF will go over some logistics for using GoToMeeting software.

Slide 4: GoTo Webinar Software Logistics

Lauren Pederson: During this webcast, you will be muted in order to minimize background noise and you will be able to submit questions and comments in writing and I will go over that, in next slide. The PDF and audio files of today's session will be made available at the following web link.

If you have a question during the webcast or any technical difficulties, you can contact me at lpederson@icfi.com or using the question pane on GoToMeeting.

Slide 5: Questions (GoTo Meeting)

Lauren Pederson: If you have a question, submit it through the question pane in writing. We will compile these questions, as I mentioned, and we will ask them at the end during the question and answer session. If you could please include the name of the presenter you'd like to answer your question that would be great, so we can keep track of who are asking the questions to. It's very easy to send your question and hit send and we will compile all of those. Next slide, please.

Slide 6: Optional Feedback (GoTo Meeting)

Lauren Pederson: At the end of the webcast, a popup window will appear once you exit GoToMeeting. We would love to get your feedback on these optional questions, the webcast, and ideas you would like to see presented in the next webcast. Next slide.

Slide 7: U.S. EPA Local Climate and Energy Program: Goals

Dan Wallach: I'll talk about the EPA now. So a little bit about EPA's Local Climate and Energy Program. Our overall mission is to assist communities at a variety of different levels with reducing greenhouse gas emissions. We aim to help communities achieve multiple benefits that can result from reducing greenhouse gas emissions, also notably improvements to air and water quality, economic developments as well as cost savings.

Slide 8: Local Climate and Energy Programmatic Elements

Dan Wallach: There are three primary components of the Local and Climate Energy Program. One is the Showcase Communities Program, which is designed to assist communities in generating cost effective GHG reductions while also improving the environmental and economic public health and social conditions in a community. Then the peer exchanges are designed to present the Climate Showcase Communities as peer leaders and to facilitate knowledge transfer and project replication and engage stakeholders to leverage resources and expertise.

And then our guidance and tools are designed to provide technical assistance for developing, implementing, as well as evaluating greenhouse gas mitigations projects. In the next slide, I will go over some of our key resources.

Slide 9: U.S. EPA State and Local Climate and Energy Website

Dan Wallach: So in this slide, you will see a screenshot of our website on the right. The State and Local Climate Energy Program site brings together many resources from EPA for communities who are looking for information and resources related to climate change and clean energy.

And we encourage you to explore our website, as there are a myriad of resources available and you can use the link below at the bottom of the slide (https://www.epa.gov/statelocalclimate).

Slide 10: Local Government Climate and Energy Strategy Series

Dan Wallach: Our local government climate and energy strategy series contains a series of guides that are aimed at assisting communities with a variety of greenhouse gas reducing strategies. The guides cover five key areas. You've got energy efficiency, transportation, community design, solid waste, and renewable energy. These guides are available through our website, which you can access directly using the link bottom of the slide and at this point.

I would like to turn it over now to my associate Neelam Patel, who's going give an introduction to today's topic: climate action planning.

## Poll Question #1

Neelam Patel: Thanks, Dan. And I would like to echo Dan's welcome to this webcast. We are going to answer a poll question in a moment that you can answer on your screen. As that's coming up, I would like to just lay out who the audience is for this webcast. We are trying to reach those big and small local governments – actually local governments of any size that are interested pursuing climate action planning at the local level or that are already in the process developing their plans and even the people that are implementing climate action plans. So we should have a question coming up on the screen, the poll is open. And it will be coming up in a moment. And if you can just hold on, as we get that poll.

Lauren Pederson: Neelam it's already up on the screen. I think, you're able to see it – audience be might be able to see it.

Neelam Patel: Thank you.

Dan Wallach: Thanks.

Neelam Patel: So you guys see the poll that's up there, you can take a minute to answer the question about where you are in the climate action planning process? And that can be, as we get in the end and the middle and then in just a moment we will have the results show it up on screen. And Lauren if you could just let us know when that takes place.

Lauren Pederson: OK, the results are up.

Neelam Patel: OK and Lauren, if you could also just help us out by sharing the results with us.

Lauren Pederson: Sure. The question was, "What state of implementing climate action plan are you at?" and 41 percent haven't started developing a plan yet. Nineteen percent are establishing a baseline by conducting a greenhouse emission inventory, 30 percent are in the process of developing a plan, 5 percent have passed or adopted a plan, and 6 percent have started implementing action from the plan.

Dan Wallach: Great.

## Climate Action Planning

Slide 11: Climate Action Planning

Neelam Patel: Great, that is excellent information for not only their EPA presenters but also our other presenters that are on the line. And so, one of the things that we hope to accomplish in this webcast is writing you examples of what others are doing successfully so you can learn from their experience and based on where everyone follows in this process. It is certain, I think, that what we will learn from the successful projects that we are going to talk about today will help across the board.

Slide 12: What are the benefits of climate action planning?

Neelam Patel: And so just before we begin, we would like to start off kind of big picture what are the benefits of climate action planning and as regards to 41 percent of the folks that are still in the early starting phases.

So, essentially, when you engage your stakeholders in the climate action planning process, you are able to generate not only interest in these types of actions but also gain their support. And it helps people identify that there are opportunities to save money and these same actions will also gain their support.

And it helps people identify that their opportunities to save money and these same actions can help protect the health of your citizens and also your environment. So once you have a plan in place, this plan provides well thought out – provides a well thought out consensus of action. Even if you are not at the implementation stage, there are still benefits of having this plan because other stakeholders in your community can actually take those ideas and began to implement. So it could be your local NGO's. If you're utility interested in doing an energy efficiency program for even some renewable energy program.

And then, if there is a funding opportunity available at the state, the local, or the even the federal levels, you can use your plans to get funds to begin work in your community and so well it provides with some of these big picture benefits. The presenters will definitely go into more information based on their experiences and that's really what we want to write here, is examples of what communities are out there doing.

Slide 13: Where can I find examples of what other local governments have done?

Neelam Patel: So on this slide, we have a place where you can get examples of completed plans and also follow communities that are working on developing climate action plans. And so you can see here, there is a link to our website where we have over 25 examples of completed local government plans and on through this Climate Showcase Community Program that Dan mentioned. We have profiled the communities that are actually investing in not only the Climate Action Planning Process but also other programs.

Slide 14: What are the steps of the climate action planning process?

Neelam Patel: So, by working with the Climate Showcase Communities program and looking at many of the plans that are already out there, which have been supported, which many of them supported basically, we actually have been able to develop the frameworks that you see in front of you. And this framework is a comprehensive process that we've put together based on what others have done. So, we are finding like the big picture pieces of this framework.

As you can see, there are number of steps and these steps do not have to be followed in chronological order. Often times, local priorities and resources just have to determine how you can use these steps. The back and forth arrows between the steps try to capture the fact that these steps are iterative in nature. For example, the first thing that says here is the collaborative with stakeholders. But that's not only helpful, when you first startup but it's also helpful when you are starting below. When you begin implementation and when you are doing this evaluation of how successful is it.

So a couple of steps I would like to just bring your attention is understanding the greenhouse gas emission profile. This can apply in different ways in different communities. You can do an inventory with this communitywide or take a municipal operations approach or you can take a completely separate, look it from a separate – different way and that is to focus sector-by-sector. For example, transportation, energy.

Slide 15: When in the planning process should I consider multiple benefits?

Neelam Patel: What I would like to do in the next few minute is to focus on the piece that says identify, analyze, evaluate option and there are number of different things that you can do as part of that analysis step. But the one that I would like to highlight – bring to your attention – is the piece about looking at multiple benefits and the reasons we would like you to think about this, regardless of what stage you are at. Because if you've already done a plan and you haven't thought about additional benefits outside of greenhouse gas production, it's not too late to begin doing that. But one reason we would like to emphasize with some today because looking at these additional benefits is how to build, support in communities where climate is not the priority.

Slide 16: What benefits can I capture?

Neelam Patel: And as you will see on the next slide, we have a number of multiple benefits depicted on this slide and based on what the priorities are in your communities. For example, if you are in a non-attainment zone for air quality, one of your, one of the benefits you might want to focus in on our air quality benefits. And so, like I said different priorities exist in different communities and often times. We've thought so benefits are not considered.

So we would like to encourage the analysis of benefits, to offset the general trend which is looking at the cost of program. It's not, sometimes that cost messaging of the cost outlays what the benefit could be and so, this flow chart lays out several different benefits that you can look at. And on the bottom half of this, you can see that there are boxes that provides resources that you

can use to analyze multiple benefits and these boxescontain for each of these benefits. They contain resources that are either tools, resources that provide data or that have different messages I've read that provide different messages to analyze multiple benefits. And in the appendix, there are actually web link to all of the resources that are listed in the bottom of this flowchart.

Slide 17: Back to the Big Picture

Neelam Patel: And then just taking this back to the big picture. This is a very, this is a large frame recognizing the parts about one piece that presenters will talk about more.

Slide 18: Next webcast (part 2 of 2): Climate Action Plan Measurement and Evaluation

Neelam Patel: But one thing that we would like to also message is that this last piece that's folded here: measure, track, and evaluate progress, is an important piece in the planning process. You want to think about that at the very beginning. Even though, if something that intends to spend more time investing in later in the process. It is important to think about it in the beginning and so for those of you that are still in the beginning process or even half way through, we encourage you to register now for our webcast that will be in December on this topic.

Slide 19: Mitigation Planning vs. Adaptation Planning

Neelam Patel: And so before we jump into Julia's presentation, I'd just like to address a common question that we received and that is: What about adaptation planning, and oftentimes adaptation and mitigation planning, can be integrated? And there have been climate action plans that focus on mitigation to have an adaptation process. Sometimes, the measures that you've implemented can have those climate mitigation benefits as well as adaptation benefits. But I would like to bring your attention to some resources that we have available that are focused specifically on adaptation planning and adaptation planning which has elements of identifying climate impacts and conducting vulnerability risk assessments, which is not really part of the mitigation framework. But the resources I would like to bring to your attention are listed at the bottom of the slide. There are two webcasts that were held in 2010, a year ago from now, and they've provided excellent examples of adaptation planning and also provide some frameworks that you can use.

So thank you for your time and I would like to turn it back over to Dan.

## Chicago Climate Action Plan: Comprehensive Climate Planning

Dan Wallach: OK, thanks Neelam. At this time, I think we'd like to introduce Julia Parzen, the first presenter. Just a brief bio about Julia. Julia currently serves as the coordinator for the Urban Sustainability Directors Network, which is a network formed to connect local government sustainability leaders and accelerate the achievement of city's sustainability goals. She's been an independent consultant since the late 1990s and played a key role in advising the City of Chicago on the development and implementation of the Chicago Climate Action Plan, so here is Julia. Thank you for joining us.

Slide 1: Title Slide

Julia Parzen: Hi, good morning and good afternoon. This is Julia Parzen. Let me know, is my screen now showing?

Neelam Patel: Yes, it's showing, if you can make the presentation full screen.

Julia Parzen: I'm ready. I just couldn't follow with on, terrific, OK. So we are ready to go. So I was asked today to speak both from the broad viewpoints that I have as being the coordinator of the network of about 105 cities and counties across the United States and in Canada – it's a peer-to-peer network for helping each other to advanced practice around climate and sustainability. Kansas City, who is another speaker on this call, is one of the early if not founding members of the network. And so the network includes cities from as small as 20,000 (although more average would be 70,000) up to the biggest cities in the United States and Canada like Edmonton and New York City.

And so I'm going to talk today about what I know from those cities, but I'm going to focus particularly on what I learned going through exactly the steps that were described on the call so far for developing a Climate Action Plan through the outside program management that I did for the City of Chicago. And when I was asked to talk about today is both the current context for Climate Action Planning, which as you'll hear from me is all about the benefits and that's what I hear over and over again from cities across the United States and also to talk about the specific lessons from the Chicago Climate Action Plan.

Slide 2: Making the Case By the Benefits

Julia Parzen: So making the case by the benefits. There are many benefits to focus on and I've got specific examples for you, for both the municipality and also for the community. And one of the key places to start is that, not every Climate Action Plan is even called the Climate Action Plan nor does it need to be. For most cities and counties, energy and transportation are going to be the biggest areas for emissions reductions and there are so many other benefits of improving transportation efficiency and reducing energy use that you will see that some cities will create an energy plan.

Slide 3: A Way to Save the City and Residents Money

Julia Parzen: Plan New York City is really a broad vision and plan for the future of New York City and how it's going to absorb another million people, and in that plan are specific emission reduction goals. But those are not what drives the plan, what drives the plan is how to improve the transportation system, how to lower cost to the residents who live in the city, and increase energy efficiency, and this was definitely the case for Chicago.

But just to give you another example, which is Asheville, North Carolina. Asheville went through its plan and figured out what the return on investment – what the investment would be and what the return on investment would be – for every step to achieve a plan of reducing the carbon footprint for the city by 20 percent over five years. And the payback looks very good and, in fact, good enough that the city created a Green Capital Improvement Plan to recycle those savings into additional projects. I also have in front of me, an annual report from the City of Henderson in Nevada which is near green report. Which doesn't mention climate action per se, but it's all about the same areas that the U.S. EPA talked about having done specific reports for earlier in this call.

Slide 4: Two Views of Where GHGs Produced

Julia Parzen: Here's a great example on the slide that I just put in. This is actually a GIS map of the counties in the Chicago area to the right that curved area that's Lake Michigan and these are two views of where greenhouse gases are produced in the Chicago region. In the left, you can see one that shows total emissions and it seems to suggest that the city versus the suburbs is a higher source of the emissions. The one on the right, is a map that shows per capita emissions and you see the results are actually flipped. So I didn't share this particular map to say cities are more efficient than suburbs that wasn't the point. But it's rather that what drives the difference in these maps is the transportation efficiency and the ability of people to meet their needs for healthcare for food, etcetera in the city with less vehicle miles traveled.

Slide 5: Ex. Transit Oriented Development

Julia Parzen: So a plan to improve access for residents can be a plan that drives emissions reductions and, without going into a lot more detail, in many communities transportation is the number two household cost. And housing plus transportation costs can become very high when people live very far from where they work and have to drive very long distances. So plans to build housing close to transit can be sold as reducing car use, reducing exports of local dollars for energy costs, lowering transportation cost for citizens, residents of a community reducing congestion and they are also going to achieve greenhouse gas emissions.

Slide 6: A Way to Organize To Exploit New Markets and Job Creation

Julia Parzen: So how you position a plan really depends on what's important to your community. In Chicago, a big way to position the plan was around the opportunity to exploit new markets and job creation for the region. So when the city looked at what sectors might be growth sectors in the region, it could see that there were a number of headquarters of wind companies that were starting to locate in the city. Maybe not because of something specific that was done, but people

looked at that and said: Well what influence might that have in our decision to include wind energy as part of the way we're going to meet our goals for the greenhouse gas emissions reductions? And that goes back to this point about multiple benefits, yes multiple benefits.

But which benefit really should drive the planning depends on the community and what the community will support and be excited about. Similarly, the Chicago Climate Action Plan is both a mitigation and an adaptation plan, they were done together, that certainly is a bigger bite to take at one time, but there's a lot of benefits to it too, for example one of the things as there's more extreme weather there's a real question of what needs to be done to protect vulnerable citizens from heat related illnesses.

Slide 7: A Way to Preserve Quality of Life

Julia Parzen: So this analysis in Chicago included understanding the difference in the number of days over 100 degrees under higher projected future emissions and lower emissions. Well eight days versus 31 days has a pretty big impact. So it's useful information for potential planning for managing risk, but it also helps the discussion about what risks might you want to avoid. There are other things that the U.S. EPA Team mentioned that I think are really important, that doing a Climate Action Plan as a climate action and adaptation plan which really almost encompasses everything that would be part of sustainability plan.

Slide 8: A Way to Organize & Build on Current Initiatives & Leverage Current Resources

Julia Parzen: So again it doesn't matter what you call it. It's a great way to organize what the cities already doing. So one of the first things Chicago did was look at all of the current programs, especially the inspirational goals that maybe weren't being implemented yet because the budget wasn't in place, and said what is it that we've already wanted and hoped to do that could also reduce greenhouse gas emissions. Are there ways that we could scale up and get more resources for these programs that we know work on a small scale? But now is the opportunity. Right now in Ann Arbor they're reviewing 20 or 30 different plans that all had some kind of environment-related goal in them to determine what should really be the stronger focus in terms of moving forward a sustainability plan. There is nothing wrong with building on what works and, actually, it can really help to build allies to do that in developing a plan, but it can also find ways to leverage resources that are already in play.

Slide 9: A Way to Improve City Planning

Julia Parzen: Another way in which climate action planning can be very valuable, if it can improve overall city planning. So if a city or county is not already considering risk in its decisions about infrastructure or would like to improve the way it's doing that, climate action planning and adaptation planning presents terrific new tools for doing this kind of risk assessment.

So I have on this slide "A Way to Improve City Planning." This is an example for buildings and other infrastructure. So Chicago just, you know, took standard data for this region of how the climate might change under various scenarios and then sat down with every department to talk

about: Well, what would be the impact for example on buildings and other infrastructure? This kind of conversation is very much of interest to people who have to be concerned about tolerances for a colder weather or towns that need tolerances for warmer weather.

Slide 10: Prioritization Process

Julia Parzen: In Chicago, one of the first things building folks said was well in the winter if the termites aren't going to die, this is really going to have an impact on wood structures and how much life span of buildings might be impacted. So Chicago also got out of this a way to do due prioritization that was a new approach. So the tools have been developed around climate action planning that they can yield a lot of process kinds of benefits to cities that aren't anticipated.

Slide 11: A Way to Build Cross-Departmental Learning & Improvement and Long-Term Partnerships & Collaboration Structures

Julia Parzen: So the other thing is, I think this was also mentioned by U.S. EPA, is that this is broad work. It requires bringing together a lot of people. It brings together people across the departments and across the community that is a great way to identify assets and win-wins. And there aren't that many opportunities like that that come up, so this can be a big benefit.

Slide 12: A Way to Get Ready for New Federal RFPs

Julia Parzen: The other thing which is also a already mentioned was that Chicago, through its process, it basically had written half of its applications already for a number of Federal RFPs that were coming down the road. And most of these are looking for the kind of collaboration and collaboration structures in place that would be necessary to do this kind of planning.

Slide 13: A Way to Build Philanthropic Partnerships

Julia Parzen: And finally, in Chicago – I mean Chicago is very lucky to have a strong local philanthropic community – but very broad partnerships arose as a result of the climate action planning. And this happened as well in many other communities that we work with through USP and these are philanthropic partnerships that have continued beyond the development of the plan.

Slide 14: Lessons from CCAP

Julia Parzen: So what are the lessons from the Chicago Climate Action Plan? Really they follow what we already heard this morning from the EPA Team.

Slide 15: Five Strategies

Julia Parzen: The plan, just to review, was a mitigation and adaptation plan. So there were five strategies, four of them related to emissions reductions: buildings, clean energy, transportation, and waste and pollution. But the last set of actions related to preparation and I will point you to the right column where you will see specific numbers, just like the number I mentioned for

Asheville, North Carolina, a much smaller city than Chicago, for what level of emissions reductions could be achieved in each of these areas through specific programs.

Slide 16: Summary: 5 Layers of the Plan

Julia Parzen: So I'm going to just skip this slide but the idea is that we go from very broad in this plan to very specific, including the last piece of putting in place a way to track performance and learn from the beginning.

Slide 17: Deep Assessment

Julia Parzen: Adaptation is all about continuous learning, and so that's another benefit of doing this kind of process. The first step was a deep assessment like Asheville being able to look at where could you get emissions reductions in your community. This really helps with prioritization, and that starts in the people you have to talk to find out what existing ideas out there could actually benefit mitigation and is also a way to build the partnerships that have so many other benefits.

Slide 18: Illustration: Power of Assessment

Julia Parzen: So here is an example from Chicago of the illustration of the power of assessment. And just like we heard earlier, Chicago used a qualitative rating system for hundreds of actions that were collected from the business community, from city staff, etc., and rated each on the potential emission reductions, the scale of deployment that would be necessary, when it could start, whether it would benefit the region as well, the costs and savings, and the additional benefits. So, for example, where trees were something the Mayor cared about a great deal, the emissions reduction benefits were quite small compared to goals for Chicago, but the cooling and other benefits were very high. And I don't have time but there are some great stories that came out about changes that happened in the way trees were planted in Chicago as a result of this kind of discussion.

Slide 19: 12 Page Overviews for Each Action: ex. Residential Building Retrofits

Julia Parzen: So every action had this kind of overview, as you see on this slide, including additional benefits in relation to the burden. So the Residential Efficiency Project had some real benefits in terms of affordable housing that gave additional pluses. So after having this kind of overview for every action, it was much easier to have a discussion among key leaders of where to put the energy to maximize the benefits for the city and to manage the cost.

Slide 20: Goals for Each Action
Slide 21: Annual Reduction Goals

Julia Parzen: So again for every action, that ended up being sifted through from 200 down to about 33. We knew what was the potential for achieving emissions reductions and this allowed us to actually figure out when would you have to start each of these programs in order to achieve a goal by a certain time period.

Slide 22: How Chicago Did It: Deep Assessment

Julia Parzen: So again deep assessment – I know you are going to have slides, so I'm not going to go through the language there – I just wanted you to have it but by doing this assessment it gave an opportunity to prioritize, to find these other benefits, to benchmarked against other cities and to build a lot of the support.

Slide 23: Broad Engagement

Julia Parzen: The next big piece of successful climate action planning in Chicago, but also in a lot of other regions I've talked to, is broad engagement. That's not just doing community meetings, it's really figuring out – that's a big part of it – but who can be the experts in the community, who could bring resources and partnerships to the table.

Slide 24: Multi-Stakeholder Task Force

Julia Parzen: And to get that kind of broad buy in, Chicago had a multi-stakeholder task force.

Slide 25: Departmental Engagement

Julia Parzen: Every department was involved in brainstorming ideas and every department signed off on each aspect of the plan, and some were changed in discussions. So, again, a lot of time to build buy-in.

Slide 26: Public Outreach

Julia Parzen: And as you see here, a lot of public outreach.

Slide 27: How Chicago Did It: Productive Planning and Engagement

Julia Parzen: But I think the main thing I want to stress on this slide, is that for each group there were three meetings, not one. One to brainstorm ideas and layout what was going to happen, a lot of brainstorming, and then still to come back after the analysis was done to do the prioritization with each part of the community. So a lot of buy-in.

Slide 28: Early Start on Implementation

Julia Parzen: The third really important part for Chicago was not waiting to start on implementation, but getting people thinking this could actually happen by getting some early wins and a few projects done even by the time the project was announced – the plan was announced to the public.

Slide 29: Detailed Implementation Plans: Retrofit Example

Julia Parzen: So you just see here, there were three different time horizons. Somewhere the questions couldn't even be answered – horizon number three – yet, but being ready with number 1 to say yes, the first year we can do 8,000 units while we figure out, how to do 15,000 or 30,000 in the longer term.

Slide 30: How Chicago Did It: Rapid Shift to Implementation

Julia Parzen: So how did Chicago had this rapid shift to implementation? Again, a lot of structure, bringing in a lot of partners to help with the different parts of the plan – it's hard to do this alone with one person, hard to have a great plan just done internally within one department.

Slide 31: Performance Tracking to Inform Continuous Improvement

Julia Parzen: So the last part is performance tracking to inform continuous improvements and the great advantage for a place like Asheville or Chicago and having these quantitative measures was we could start upfront and have a pretty specific idea.

Slide 32: Tracking by Action

Julia Parzen: LED streetlights were a big part of the Asheville plans, what emissions reductions were expected and from how many units per year.

Slide 33: How Chicago Did It: Managing a Complex Process

Julia Parzen: So it's possible to both share performance with the public to show what was being achieved, but also to figure out if there were adjustments that needed to be made. For instance, there were several parts of the Climate Action Plan for Chicago that were changed because it turned out to be much harder to do those things, but other areas were also changed to make up for the loss and potential emissions reduction.

Slide 34: A Nonprofit Partner

Julia Parzen: So one of the things I do want to talk about as I'm finishing up, is Chicago didn't do this alone. It's a big city, but it had a non-profit partner in the Global Philanthropy Partnership that brought in the business community, that connected to foundations to provide funding, that provided facilitation and project management, and having this kind of partnership, I think, was really key to Chicago's success.

Slide 35: Summary: What Chicago Says About Factors for Success

Julia Parzen: Again I talked about all of these success factors in my remarks, and you'll have a copy of this presentation. So I'm not to going to go through it again but this is really a summary of everything that I talked about.

Slide 36: All CCAP Reports Available

Julia Parzen: So the last thing I want to say is that Chicago documented its process very closely, created a lessons-learned report, created documents for each part of the research. The kind of prioritization system I described and all of these are available at this URL that you see right here (http://www.chicagoclimateaction.org/pages/research___reports/8.php).

So, thank you very much.

Dan Wallach: Thank you very much, Julia. If you have any questions for Julia, please type them into GoToMeeting and we will compile those and ask them at the end.

## Poll Question #2

Neelam Patel: Great, and we are also going to have another poll question. Just to build on the part of Julia's presentation where she described what the drivers were in the community, we're interested in learning about what some of the drivers are in your community and help to get a chance to think about some of the actions that are on your screen during Julia's presentation. So if you could please take a moment to answer those. We would love to see what's happening in other places.

OK, thank you for taking the time to submit your answers and think about what Julia was saying and how it applies in your communities. We see the results on the board and it's appears that climate mitigation sustainability context in itself is the large driver amongst the audience on the phone, which is great to hear. We see some leadership initiative 38 percent of responses came, identified leadership initiative and that actually the great segue into to our next speaker.

## Kansas City, Missouri Climate Protection Plan, July 2008

Dan Wallach: Thanks, Neelam. So next up, we are going to have Dennis Murphey from Kansas City, Missouri. Little bit about Dennis: he has served as Chief Environmental Officer for Kansas City, Missouri since 2006. He leads the city's efforts to integrate climate protection and sustainability into all aspects of municipal operations, and Dennis has 33 years in environmental management experience in both the public and private sectors. So thank you very much Dennis for joining us and will turn it over to you now.

Dennis Murphey: My pleasure, is my slide up on the screen now for everybody to see?

Neelam Patel: I can't see it, yet. Dennis, if you select share my screen from the popup window. There you go, perfect.

Slide 1: Title Slide

Dennis Murphey: All right, so its pleasure to be here today and to talk about the Climate Protection Planning process that Kansas City, Missouri went through.

Slide 2: Introduction Slide

Dennis Murphey: In year 2005, Mayor Kay Barnes was one of the first signatories to the U.S. Conference of Mayors Climate Protection Agreement and in 2006, our City Council passed a resolution that authorized the City Manager, myself, to undertake on Action Planning Process in concert with the community.

Slide 3: Kansas City Climate Protection Planning Process

Dennis Murphey: The basic process that we used was similar to the same process that used by most municipalities that have done climate protection plans, and that is: develop a baseline inventory of emissions, establish greenhouse gas reduction goals that you want to achieve, and then prepare an action plan to achieve those goals. The process is similar whether you're doing it in Kansas City which is a community of 480,000 people or in Bi-State Metropolitan Area of two million people with 120 other political jurisdictions. Where whether you're in a small community – such as Keene, New Hampshire; I've done presentations at conferences with my counterpart from Keene, New Hampshire and it's been remarkable, the similarities between the process and Keene, New Hampshire on account of about 20,000 people used and the process we used here in Kansas City, Missouri.

Slide 4: City Joined ICLEI-Local Governments for Sustainability

Dennis Murphey: We did join ICLEI-Local Governments for Sustainability that gave us access to the software that we used to identify local sources of greenhouse gas emissions and develop our baseline inventory. It also helped us to network with other cities that were doing climate protection plans as well as to review other local government plans and planning processes.

Slide 5: Mayor Barnes appointed a Steering Committee of Community Leaders

Dennis Murphey: So Mayor Barnes appointed a Steering Committee of community leaders that were given the task of overseeing our planning process, establishing the greenhouse gas reduction goals that would be in the plan, and to make recommendations for actions that would be included to implement the plan in order to achieve those goals.

Slide 6: Steering Committee

Dennis Murphey: The Steering Committee was comprised of a number of community leaders from a variety of organizations across the city. You can see from the list that included labor, business, and non-profit organizations. It included the Assistant City Manager for Kansas City, Missouri, it included a representative even from the Jackson County Legislature, and it was chaired by a highly respected former member of our city council who served on the city council for a period of 17 years.

Slide 7: Steering Committee

Dennis Murphey: The composition of this Steering Committee was chosen for two primary reasons. One is that we wanted to have community leaders whose recommendations would carry a lot of weight with the city council when the plan was ultimately submitted to them for their review and approval. But probably even more important than that was that these individuals represented the variety of key stakeholder groups that we needed to have involved in successful implementation of a plan from looking at Climate Protection Plans that had already been prepared by the cities.

It was very clear that City Government couldn't do this alone, and we couldn't do it with just the business community. It required everybody across the community being engaged and it's worth noting that not all of the members on the Steering Committee came to our process in strong support of creating an ambitious Climate Protection Plan for Kansas City. In fact, I would highlight that the greater Kansas City Chamber of Commerce was a bit skeptical. Their Vice President has actually stated publicly that they may not have come to the process taking great kicking and screaming, but they certainly came kicking. What happened was that, by them being involved in the process, it was an opportunity for them to understand and learn the values, the other benefits, because we were talking about those just as Julia already did in Chicago.

And the EPA folks talked about the other benefits of developing a Climate Protection Plan and they, over a time period, became one of the strongest advocates for our Climate Protection Plan and ultimately established their own climate partnership program for the business community.

Slide 8: Work Groups were created to develop suggested actions in specific areas

Dennis Murphey: In addition to the Steering Committee, we also established four workgroups that had a little over 20 members each that were tasked to look for specific greenhouse gas reduction measures and strategies in several specific areas. Energy and transportation, as Julia

noted, as the two biggest and most obvious areas where you can get significant greenhouse gas reductions, but we also took a look at carbon offsets and waste management practices and then areas that we thought were particularly important were public policy and outreach initiatives.

Slide 9: Work Group Composition

Dennis Murphey: The workgroups also were very broad-based. They included representatives from the business community, from our Regional Planning Organization, to Mid-America Regional Council, from our cities Environmental Management Commission, which is a 17 member body appointed by the Mayor and citizens that are advisory to the city regarding environmental issues. We've also had a variety of environmental groups, nonprofit organizations, neighborhood representatives as well as representatives of the State of Missouri, Jackson County, city staff, and even EPA Region 7, which is located across the state line in Kansas City, Kansas.

Slide 10: Work Group Activities

Dennis Murphey: The workgroups were given the task of considering a list of possible actions for greenhouse gas reduction measures and also asked to suggest additional ideas. They were also asked to evaluate greenhouse gas reduction estimates that we were able to provide them for various actions that they were considering, that were based upon doing calculations using the ICLEI software that we'd used to do our baseline inventory. They then worked to make recommendations to the Steering Committee regarding specific actions to be included in climate protection plan.

Slide 11: City Staff Activities

Dennis Murphey: City staff played the role of doing the baseline inventory of greenhouse emissions and also to calculate projected greenhouse gas reductions that might be achieved from various measures that were recommended by the workgroups using the ICLEI software. We did a baseline inventory for (inaudible). We were doing this in late 2006 and early 2007, so we actually did analysis of greenhouse gas emissions communitywide and also in municipal operations for calendar years 2000 and 2005. The year 2000 was selected because that was as far back as we can go and get reliable data to input into the ICLEI software.

The other activities by City Staff included identifying current city programs activities, policies, and also regional initiatives that were relevant to greenhouse gas reduction. So we took a look at things that had already been accomplished that were not done for the purpose of achieving greenhouse gas reductions, that had been that result of doing so, that were being done to in order to improve regional air quality to save money on the city's energy bill and other purposes.

I would note that we did not use consultants in this project other than we had professional facilitators that work with each of the four workgroups in order to sort of keep them on task and provide some general guidance to it. So City Staff designed the cover of the of the plan, wrote the actual plan content based upon input from the workgroups and the Steering Committee, and submitted it then to Mayor and City Council for adoption.

The City Staff also identified initiatives for the workgroups to consider from other city plans as well as the Climate Protection Manual for Cities that has been prepared by Natural Capitalism Solutions, a nonprofit organization. That document and you got the web link through it. The Climate Protection Manual for Cities actually came out just about the time that we were doing our process and it turned out to be very fortuitous because it was a compilation of best practices that had been identified from municipalities across the country by Natural Capitalism Solutions.

We also utilized EPA's WARM Model (Waste Reduction Model) to estimate greenhouse gas emissions reductions that we could achieve by waste minimization and recycling activities.

Slide 12: Phase 1 Recommendations Adopted by City Council, April 12, 2007

Dennis Murphey: We actually broke our process into two phases. Phase I was completed by mid-April of 2007. We did that because the Mayor and City Council that authorized us and directed us to undertake the Climate Protection Planning process substantially changed on May 1st of 2007 because of term limits and the fact that all of the council members and the mayor run at the same time. We were experiencing a turnover of about 12 council members and our mayor, nine of those 13 positions turned over on May 1st. So we wanted to have some adoption of some of the early measures by the Council and Mayor that had directed us to do this.

So we submitted an interim report that they adopted that articulated that we wanted to make climate protection and greenhouse gas reduction a key factor in all decisions and actions by the city. We adopted greenhouse gas reduction goal for city government operations. We also included a number of greenhouse gas reduction measures. I believe there were like 26 or 27 initial greenhouse gas reduction measures in that report and then also to continue the planning process with the existing Steering Committee so we wouldn't lose momentum.

Slide 13: GHG Emission Changes 2000-2005

Dennis Murphey: I've mentioned that we'd done a baseline inventory in 2000, and then we also conducted an inventory for 2005. What we discovered from that process is that we were doing things that had the net result of reducing greenhouse gas emissions even before we had a climate protection plan between 2000 and 2005. The City Government had already reduced emissions from our activities by almost 7 percent while communitywide greenhouse gas emissions were going up almost 4 percent, which was consistent with what was going on nationwide.

Slide 14: Alignment with other Metro Area Initiatives

Dennis Murphey: But then it told us was that we were eight – we were going to be able to build upon the work that was already completed or underway for other reasons such as air quality and cost savings. We also found, as we took a look at other regional issues that were either going on concurrently with our climate protection planning process or that were had been recently completed, that there were opportunities to build on the momentum that we had with our climate protection plan. And it allowed us to align and collaborate with other entities that were involved in activities that supported what we were doing.

We'd stepped out ahead, we were the first city in the metro area that signed the U.S. Conference of Mayors Climate Protection Agreement, and as we undertook our planning process, what happened was that a movement started to get a number of other Mayors in the Metropolitan Area to sign on. And during the period that we were doing our planning development, a Bi-State group of 20 of those area mayors came together on the campus at Rockhurst University in Kansas City and jointly signed the U.S. Conference of Mayors Climate Protection Agreement.

I already mentioned that also the Kansas City Chamber – Greater Kansas City Chamber – developed its own climate protection partnerships and developed a pledge that they were asking metropolitan area employers to sign on to to assess greenhouse gas emissions and implement measures to reduce their carbon footprint. And there are number of other activities, that we are also going – not the least of which is that our investor-owned utility, Kansas City Power & Light, at the same time that we were rolling out our Phase I report, announced a landmark agreement with Sierra Club and the local group Concerned Citizens of Platte County whereby they committed offset six million tons a year of greenhouse gas emissions themselves through promoting energy efficiency and building additional wind farm generating capacity. So our climate protection planning process actually stimulated many of these regional initiatives to take place.

Slide 15: Phase 2 Recommendations from the Steering Committee

Dennis Murphey: So, the second phase of the process resulted in the completion of the plan. We also adopted a goal for communitywide emissions that was comparable to the greenhouse gas emission goal for municipal activities, which was 30 percent below year 2000 by 2020 with intermediate benchmarks that were to be achieved. We also adopted a long-term goal of achieving an 80 percent reduction below year 2000 levels by 2050. So we also submitted the final plan and the resolution that was submitted to the mayor and city council for adoption indicated that we wanted to have the Climate Protection Steering Committee continue to function in an ongoing oversight role for implementation of our plan.

Slide 16: Climate Protection Plan GHG Emissions Reduction Goals

Dennis Murphey: As was as was noted by Julia, again the areas of emphasis in our plan were very similar to those in Chicago: reducing vehicle emissions, promoting energy efficiency and renewable energy, and creating policies and actions that would reduce the greenhouse gas impact of both our current and our future building stock. And then, finally, to use public education and outreach that would lead to empowerment of citizen action to make us successful.

Slide 17: Steering Committee Statement – "It's Time to Act"

Dennis Murphey: In the document that was submitted, the plan that was submitted to the mayor and City Council, they had a strong statement that now was the time to act. This was submitted to the mayor and city council in July 2008. They articulated that climate change was both a challenge and an opportunity, and I think the second bullet point here was critical that

greenhouse gas emissions can be reduced at the same time that the economy and quality of life improved for businesses and citizens in Kansas City.

And bear in mind this was coming from that broad-based Steering Committee that represented the business sector, non-profit, labor, and neighborhood groups. It also reemphasized the importance of partnerships and articulated that the plan was in fact a crucial policy document for the Kansas City Community.

Slide 18: Implementation of Climate Protection Plan

Dennis Murphey: Implementation of our plan has been advanced, fortunately, by some of the federal stimulus program. By having our plan, we were able to frame our Energy Efficiency and Conservation Block Grant applications to the Department of Energy that enabled us to not only frame our formula grant through the EECBG Program, which was $4.8 million to implement measures in our plan, but it also enabled us to be successful in submitting a competitive grant application to the Better Buildings program, which resulted in us being awarded $20 million dollars for promoting energy efficiency in residential, commercial, and institutional buildings that we're currently implementing across the city. Eventually, we hope to expand in the broader regional area. So ARRA enabled us to achieve securing several funds at a time when we had very tight municipal budgets.

Slide 19: KCMO Climate Protection Plan Conceived & Developed to Promote Sustainability

Dennis Murphey: The plan was conceived and developed all along to promote sustainability. The 55 separate greenhouse gas reduction measures were designed with a triple bottom line approach to simultaneously promote social equity, economic vitality, and environmental quality of our community.

Slide 20: KCMO climate Protection Plan Unanimously Adopted in July 2008

Dennis Murphey: And we believe that the plan, which was adopted in July 28th, will give us these many other benefits that are enumerated on this slide that range from jobs, quality of life in the neighborhoods, improving our transit system, expanding green infrastructure, and creating new public-private partnerships. So that even if the greenhouse gas reductions don't resonate with your elected officials, I would presume that many of the things that show up on this slide that are benefits from implementing our plan should resonate with some of your elected officials.

Slide 20: Climate Cartoon

Dennis Murphey: So this is one of my favorite slides. This was an editorial cartoon that appeared in USA Today in 2009, and I think it epitomizes kind of the approach that we took. And that is that, even if you don't believe the climate protection is real, if it's a big hoax, what are we going to do, we're going to create a better world by doing many of the measures in our plan irrespective of the what your – your thoughts are about the significance of climate change and whether humans are causing it, and can do something about it.

Slide 21:

So I would conclude by just showing you, that you can go on our website and access the full copy of the plan. I've also identified my contact information, if you'd like any further information about our efforts. Thank you.

Dan Wallach: Thanks a lot Dennis. If you have any questions for Dennis, please type them into GoToMeeting.

## Poll Question #3

Dan Wallach: And at this time, we are going to ask another poll question.

Neelam Patel: Yes, so you put the question on the screen about what Kansas City highlighted as the four major areas of emphasis for greenhouse gas reductions, and Julia Parzen's presentation beside that, for Chicago emphasized five.

What we would like to know is what you are emphasizing in your communities? Yes, what you are emphasizing in your communities. So please submit your answers and we will show you the results in a moment.

OK, we are ready to show results and what we are seeing here is that the most important area for most – 51 percent – is community's energy efficiency, which makes practical sense and this reinforces the comic strip that Dennis showed at the end of his presentation. Energy efficiency is an opportunity to save money, so it's a no regrets approach. So oftentimes we do say energy efficiency first because they are cost-savings associated assets.

So as you guys know, we've been asking you questions, so we definitely encourage you to be submitting your questions on the experiences of Kansas City and Chicago and even what we offered here at EPA at our introductory presentation. So we will be looking forward to those in the Q&A. And with that, I would like to turn it over to our last presenter. Sam?

## Central New York Climate Change Innovation Program

Dan Wallach: OK, at this time we are going to turn it over here for our last presentation from one of our Climate Showcase Communities in Central New York. Before we do, I'm going to introduce the two presenters we have, Sam Gordon. Sam is the Senior Planner with Central New York Regional Planning and Development Board. He's been working directly with municipalities to conduct GHG inventories, prepare climate action plans, and develop and implement clean energy demonstration projects. Along with Sam we have Chris Carrick. Chris is the Director of the Energy Management Program for the Central New York Regional Planning and Development Board, and in this role Chris promotes the use of energy efficiency and conservation measures, and is actively engaged in the development of Clean Energy Project throughout out Central New York Region. So Chris and Sam, thanks for joining us.

Slide 1: Title Slide

Sam Gordon: Well, thank you Neelam and Dan for inviting us to present today as part of this webinar on climate action. I want to make sure, everybody can see my slide.

Neelam Patel: Yes, that's looks good.

Sam Gordon: OK, as was mentioned, Chris and I both work for the Central New York Regional Planning and Development Board, and we are currently administering what we call the Central New York Climate Change Innovation Program, which was funded through the EPA Climate Showcase Communities program. And I guess, one thing I want to say at the beginning is that this is really – it's a project that's in progress. So we just heard from a couple regions that been through the entirety of the Climate Action Planning process, we are really starting at the beginning. So I am going to present and how we begun and where we are at the moment and working with communities throughout our region. Sorry for some reason, my slides are not progressing.

Neelam Patel: You can click the down arrow. Does that work?

Sam Gordon: It's not working.

Neelam Patel: Or you click on the slide.

Sam Gordon: There we go, OK.

Neelam Patel: OK.

Slide 2: CNY RPDB Energy Management

Sam Gordon: Thank you. OK. So the Central New York Regional Planning and Development Board was actually created in 1996 under New York State Law and we serve a five county region which consists of Cayuga, Cortland, Madison, Onondaga, and Oswego Counties. Our

agency has Energy Management program area through which, over the last several years, we have assisted local governments in inventorying and improving their energy use and management practices. And we've also worked with both municipal and institutional energy users to develop projects that have led to improvements in energy efficiency as well as implementation of renewable energy project. And, typically, we work with them to identify project opportunities and solicit funding and implement budgets. And lastly, we are an independent contractor through our State Energy Research and Development Authority called NYSERDA, and that's through what's called their Energy $mart Communities Program.

And through this program, we've provided public education and we conduct outreach throughout seven county regions, talking about the benefits of clean energy and promoting participation in state-level as well as utility-based programs in the residential, commercial and municipal sectors. The fund for our climate change innovation program is really built up on the strength of the work that we've been doing over the last several years in our energy and management program area and as both working with municipal governments developing projects and doing public education and outreach.

Slide 3: The Program

Sam Gordon: And through our program, we have selected eight municipal governments throughout our region through a competitive solicitation, each of which are going to be completing, conducting carbon emissions inventory. They're going to be looking both at local government operations as well as community-scale emissions and will be developing climate action plans. We are also providing them with funding to assist them with the implementation of a demonstration project – we are focused on energy efficiency or renewable energy type projects. And lastly, we are working with each of our participants to develop and implement a public engagement campaign that will encourage their constituents to adopt energy conservation and efficiency and renewable energy projects in their own life.

Slide 4: C2IP

Sam Gordon: Our belief really is, and I think a belief of Climate Showcase Communities program is, that really local government can and do play a key role in climate action by leading by example. But we also felt that climate action can take place in any scale really regardless of size or even political orientation. In the map here we depict our municipal participants. We are working with three different cities in the region, the City of Oswego, City of Syracuse and the City of Cortland. Our two counties are Cayuga and Madison County. Our two towns, the Town of Dewitt and the Town of Preble, and also the village of Skaneateles, which is at the eastern edge of the CNY region.

Slide 5: Municipal Participant Characteristics

Sam Gordon: Here I've got a chart depicting some of the demographic characteristics as well as community type and some of the motivations that we have seen for the different communities that we have participating in our program. And if you see there are a variety of communities and motivations, instead with these municipalities have expressed from economical roles to maybe

being green to looking at an energy savings or a combination thereof. And for us, it's really I think we are working with an interesting range of participants. We have rural counties with large agricultural sectors. Cayuga County, for example, is the second-largest dairy producing county in New York State, and they have been working over the last several years extensively with their farming community to construct a methane bio-digester as a manure management tool. The City of Syracuse, which holds just about 20 percent of our region's population, has for the last several years been engaged and looking at energy conservation and alternative energy practices at the local level including cost-saving measures like switching street lights to LED lighting. Bulk completing like lighting retrofits in municipal facilities and also installing solar photovoltaic system.

The Town of Dewitt, it actually was one of our other participants just completed the installation of a 51 kilowatt solar photovoltaic system that will reduce the towns emissions by over 20 tones of $CO_2$ equivalent moving forward. And, lastly, the Town of Preble, which is by far the smallest participant, is now working on a retrofit of the late 1800s two-room schoolhouse facilities, which houses the post office and their town hall. And we have been working with each of our participants. Primarily on an individual basis, but we have also provided and hosted opportunities for them together learn and support one another as well as introduced them to resources that are available to assist with climate action efforts.

Slide 6: Municipal Climate Action Workshop

Sam Gordon: Their main feature is a workshop that we held earlier this year. We had representatives from the EPA, the New York State DEC, NYSERDA, as well as ICLEI. And as I mentioned, we also have been working with ICLEI as part of our process. We're actually providing assistance to each of our municipal participant to join ICLEI for one year so they have access to the climate action planning tools that ICLEI offers. At this workshop, we also had local university partners and a community representative from Tompkins County, which is where Cornell University and Ithaca College are. Tompkins County thinking in climate action planning efforts for several years, and a representative from there was able to share, I think important insights about the challenges they face in the efforts they've engaged in there. But also was it, she was able to talk about the benefits of climate action.

But I think people came away from this – at first they were a little bit overwhelmed about what climate means, what climate action planning is, could they really conduct a greenhouse gas emissions inventory. But once they walked them through the process, I think people left feeling reassured that there were lot of resources available and that they weren't in this alone.

Slide 7: Additional Resources

Sam Gordon: So I mentioned that, we had local university – local university partner at the workshop. We're really at the beginning of our process, and we've realized that each – that our municipal participants might have limited or maybe next-to-no resources at the local level to assist who were developing the inventory. So first, wanted to be able to provide additional resources and so we reached out to the academic institutions within our regions through the American College and University Presidents Climate Commitment and who've all engaged in

their climate action planning activities already. We've sent letters to college president letting them know the intent and scope of our program and inviting their participation, and today we have developed internship opportunities with the academic institutions that are shown here on the map.

We are working with interns from each of them, we been able to get going on the ground gathering data and analyzing data at the local level. The students have each worked very closely with municipal staff as each municipality is assigned a staff liaison or local project manager to manage the process. So as soon as I work with them together in necessary data as well as with staff resources from the regional planning board. I think that it's important to note that students are really genuinely very excited about being having the opportunity of doing this kind of work, but something that's certainly in the forefront of their minds, and we think that they have really received an invaluable experience, and many of them have done this in exchange just for academic credit. So it's been a relatively low cost or free resource and we've gotten a tremendous amount of work out of these students and they really helped to speed the process of collecting and analyzing data at the local level.

Slide 8: Program Timeline (proposed)

Sam Gordon: So initially, as others have shown, we intended that this would be kind of a linear process or we thought it would be a linear process of starting with emission inventory and moving to climate action plan, implementing their demonstration project, and then throughout the process. We, on an optional basis, have been providing our participants with assistance in looking at their local land use and zoning practices to make recommendations for additional policy-level changes that could foster additional emission reductions. But this is the process that we initially thought everybody would go through. As we know, nothing ever goes exactly as we planned, and what we realized is that we really needed to meet each of our partner communities or participating community kind of where their motivations were at and where they were at as a community and so we needed the tailor our program.

Slide 9: Program Timeline (actual): Town of Preble

Sam Gordon: So as an example we wanted the communities we've – I'm working with is the Town of Preble and we've started working the Town of Preble to implement a demonstration project, and that demonstration project, as I've already seen it been taking place at their Town Hall Facility and which is an 1800 building. And it's taken a little bit longer than we initially anticipated, but it's really been being an opportunity for the community to sort of collaborate around understanding what the long-term benefit of engaging in climate action planning and really climate action can be. So now I think we're just about to bid out their demonstration project, and now I think they're eager as a community to begin the emissions inventory process.

Slide 10: Town of Preble (population: 1,582)

Sam Gordon: So again, this is a very small community – just over 1,500 residents. We have walked them through the project development process. They've had an energy audit completed for their facility, they had a lighting retrofit audit, we actually had a blower door test performed

on the building, which revealed that they had an air exchange rate over 12,000 cubic feet per minute in the building that should have been around 3,000 cubic feet per minute. So this is a building, that's heated by two ageing fuel oil fired furnaces. So this is an opportunity to look at reducing the amount of fuel – at least reducing the amount of fuel oil that's been consumed. They have also had a solar site assessment for the building.

Slide 11: Town of Preble (population: 1,582) (2)

Sam Gordon: And in total, we've identified that over $100,000 worth of improvements, but we've also been able to identify grant funding opportunities for the project and with the grant funding, an annual savings of about $12,000 a year that town is going to be able to realize a payback of just over three years and they will also see an emissions reduction of just over 20 tons of $CO_2$ equivalent while at the same time, having a facility in to the future that's completely fossil fuel free.

Slide 12: Program Timeline (actual): City of Syracuse

Sam Gordon: In contrast to that, we've also been working with City of Syracuse, which began by conducting their greenhouse gas emissions inventory. We did that in collaboration with a class of about 30 is from the SUNY College of Environmental Science and Forestry, as well as the graduate-level interns from the college that have worked with directly with the city staff to help to bring together the data that the students have collected, to do some fact checking, and make sure that the data analysis that the students had done was accurate, and to help the process to move forward.

So the city has just released a draft of their emissions inventory and they are in the process of developing an advisory committee to move forward with their climate action plan. At the same, they have really simultaneously been conducting audits for their municipal police, fire, and DPW facilities as well as looking at major lighting retrofits for some of their municipal-owned garages, which will save a considerable amount of energy and money. So while we've been doing the inventory and while they are getting ready for their action plan, they are actually engaged in real action at the local level.

Lastly, I mentioned that another component of our program is to engage in outreach to municipalities constituents and this is really based on a lot of research that we've done. And as I said at the beginning, if we base it on the fact that we think that local municipalities can be leaders in the climate actions planning process and, really, they've demonstrated that, because local people believe or trust their local government more than they might trust the state or the federal government for that matter.

Slide 13: Energy Challenge website

Sam Gordon: So once we have this commitment on the part of the local municipality, we will work with them to engage their constituents in learning about and engaging in behavior change at the individual level. So we've been working with NYSERDA and a consultant team called Ashton Research, who's done a lot of work with kind of community-based social marketing as

well as behavioral change – sustainable behavior change very broadly defined. And what we've been doing is developing an approach that we are calling the Energy Challenge team, where we will work with groups of five to eight households who will work for five to over about ten weeks and will be able to learn and progressively more difficult ways, how they can achieve energy savings at home

So this is project that we are going to be launching in the City of Syracuse as a pilot this fall and we will actually be gathering utility information from the participants over an 18 months period so we will be able to document actual saving through this process, which we've found most of the programs of this type are just looking at having people adopt an action without actually knowing whether they actually adopted there or what the saving is associated with that are. So we are actually going to be able to report on real saving.

Slide 14: Observations

Sam Gordon: So lastly, I want to leave you with kind of our thoughts on this process. And one of the things, I think is most important, is that climate action, as I think you've heard from the other presenters, is a process that takes time and is going to be influenced by local politics and by changing values. In our program, we thought that it was very important to get a commitment from the top of each community. So we've had, the communities have either a mayor, village mayor, city mayor or city council or county legislator have made a commitment to engage in this process. At the same time, somebody has to kind of lead the charge at the local level. So we've required that each of our communities assign a local project manager. And that project manager is going to point a few things. They are helping to manage the intern work that we have going on at the local level. An institutional memory moving forward, so they've been engaged in the process and they'll know when they need to revisit their climate action plan and how it was done and where the data is, still and so forth. And also as part of this, what we're you doing and our reason is a creating a call for municipal participants in climate action. They can help and support one another and will also be able to help other municipalities within our region who are interested in engaged in climate action in the future.

Slide 15: Observations (2)

Sam Gordon: Secondly, message is critical especially with smaller rural community throughout the country. We have seen that a focus on the core benefits of climate actions are really important. As I mentioned, even starting with a demonstration project to show them that their actual energy savings that they are going to achieve and positive benefits so that really is sort of energy to be versus climate. Which is at the end of the day, we feel it doesn't matter so much what languages we use, as long as we're achieving the emissions reductions. And thirdly, we think of it as a project in plan, that we have communities that are engaged in the planning process, but we will also have a manager focused on implementing actual projects and showing the benefits during those projects. So we don't want to see them engaging the planning process and not have action afterwards so that is, we thought, an important part of the overall process.

Slide 16: Observations (3)

Sam Gordon: And lastly for our program, the regional academic institutions have played a key role in helping to provide additional resources at the local level, in assisting with the inventory process. There are some caveats to that, obviously those are working with student resources, so you have to be able to time your approach within their academic calendar. Which I think we've been able to do successfully, but it requires a recognition of when you can start and when you need to stop and pick up again. Students are here and gone, they are very helpful in gathering the data but they're not going to do that forever and that's why it's so important to have a local project manager and really build capacity at the local level. And lastly, this is one of the things that we run into if there is really a difference in philosophy and approach with the academic institutions. They want to make sure that they get the highest degree of accuracy humanly possible. For our purposes, we really – we want to get through the process. We wanted to establish some sort of baseline that helps us to understand how to – what decisions are most important or wherever, we need to start action. So there is been a balance between what level of detail do we need versus what we need to make sure that we finish this in timely way so that we can move forward with creating policy and implementing actions at the local level.

Slide 17: Thank You and Contact Information

Sam Gordon: So that's all. We're done. I want to thank Neelam and Dan for inviting us to participate today.

## Poll Question #4

Dan Wallach: Thanks a lot. If you have a question for Sam and Chris from Central New York., please type it in. And we have our last poll question on screen now.

Neelam Patel: So with Kansas City and Chicago we had our several big cities talking about their approaches and luckily we were able to end with Central New York, who is working with the variety of different types of communities. If you could take a moment to please enter in the type of community that best references you, then we can take a look and just going to sense of who's on. Who's on the call and what type of needs people have in these different types of communities. Lauren, if you can go ahead and put up the results.

So quite the range, 9 percent big cities, which is our smallest group and then small cities 52 percent? So that is very interesting and that is actually who we were hoping, definitely hoping to reach the smaller cities – the rural cities and suburban cities.

## Questions and Answers

Neelam Patel: So what I would like to do is, just call recognition the time is 3:27. We will begin to answer questions that were submitted during the presentation. Well, what we will also do is create a Word Document with questions that are not answered today and provide that on our website along with the presentations that you saw today.

So I'm going turn it over to Lauren to ask a few questions. And we will be staying on, for a few minutes past 3:30 every five as per minute. So if you are available, please stay and hear what the questions are and if you cannot stay, please take some time to fill out the exit survey and slides with feedback on the presentation and ideas that might have been generated through watching the webcast. Lauren?

Lauren Pederson: All right. Our first question is for Julia. Well, broad participation could bring about win-wins. It could also be a recipe for grid lock. How do you advice balancing participation versus efficiency?

Julia Parzen: The answer to that is that their participation needs to be strategic as well. And so there are many groups. I think all three speakers mentioned the variety of groups that could be important. So since Chicago has a unionized labor force in building, reaching out to the head of the Building Trade Council early related to energy efficiency was strategic, and then it was useful to also do other outreach to the union community. Because the city was working with local foundations, they could advise on which non-profits they were working with that were making the biggest impact related to community programs and outreach and so those were prioritized. So I agree, the idea is not to get everybody around one table. So completely agree there, that can lead to greater act. But it's to figure out how to strategically identify who are the stakeholders, who might really be able to help and bring resources to the table. And then also who are the people, who could be unhappy and block something as they aren't heard in, aren't understood. So answer is of course that's always tough, but that's why it will be good to have a group like the kind of Green Ribbon committee that's done this, described and we had in Chicago, a climate action task force and the part of what they did early on. No, not very formally, but did do a stakeholder analysis, just generally identifying who are the people who should really be reached and who should reach out to them?

Lauren Pederson: Great, thank you for that great response. The next question is going to be for Dennis Murphey from Kansas City. One participant wanted to know, if there are any results yet as to whether to 2010 interim reductions were achieved and have the benefits been realized yet, since the plan was adopted?

Dennis Murphey: Well, we have seen a lot of benefits in terms of, as I pointed out, we've been able to attract significant outside funding particular from the central government to do many of things that we'd have otherwise had to rely upon city budgets for. And certainly right now Kansas City, like other cities across the country, just don't have significant resources. In terms of the 2010, that has been one of the outcomes of the tight city budget situation that we're in right now, is that we intended to do our 2010 inventory this calendar year, but because the city's

budget is so tight this year the city manager has asked me if we could defer that until the next calendar year. So sometime in 2012, as early as possible, we intend to do the assessment of both municipal operations and communitywide greenhouse gas emissions in 2010 to see whether we've made progress, if so, how much, and also to provide information back to the Steering Committee, who's now serving as our implementation oversight body as to any changes in direction we need to make in order to achieve our goals by 2020.

Lauren Pederson: Great, thank you. And then a question for Sam and Chris from Central New York. This is a very specific question, but how do you collect your Scope 3 mobile emissions for your transportation for your greenhouse gas inventory?

Sam Gordon: Well, the students have been working with their professor from the SUNY College of Environmental Science and Forestry who had completed an emission inventory or out of the county and worked Tompkins County as well and also with City of Syracuse previously. So they have developed protocol for looking at the communitywide and we also have reached out the MPO in the region that have data from their transportation model that allowed us to look at emissions on a regional – at least on the level of one of other county.

Dan Wallach: Thanks, a lot Sam and Chris. So at this point, we are going to wrap it up and conclude out presentation. We hope you found it beneficial and useful. Thank you for tuning in, and we encourage everyone to sign up for our part two of this webcast series, Climate Action Plan Measurement and Evaluation. And again, you can use the link at the bottom of the screen or come visit our website.

So thank you to everyone in the audience for joining, to the presenters who were participating. All unanswered questions we will send to the presenters, and you can be able to view those on the State and Local Energy website. So, thank you very much and if you have any questions feel free to contact any of the people listed in the EPA Presentation. Thanks a lot.

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