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Agenda
New Castle Climate Action Advisory Commission
Thursday, July 16, 2020, 6:30 PM

Due to concerns related to COVID-19, this meeting will be held as a virtual meeting only. The public is invited to attend.

To join by computer, smart phone or tablet click HERE

If you prefer to telephone in:
Please call: 1-346-248-7799
Meeting ID: 709 658 8400

Follow the prompts as directed. Be sure to set your phone to mute until called on.

Call to Order

Roll Call

Meeting Notice

Conflicts of Interest

Citizen Communication

Items for Consideration

1. **Update: Changing the Name of CAAC - Commissioner Leland**
2. **Revisions to the Climate Action Plan - Chair Scheberle, Commissioner Brown, Commissioners**
3. **Discussion: Reusable Water Bottles / Refill Stations for Schools**
4. **Updates on Separate Projects**
5. **Consider Agenda Items for the August 20, 2020 Meeting**

Adjourn

To do before the July meeting:

1) Review the revised Climate Action Plan (see below). Or to view online, click here: https://www.newcastlecolorado.org/bc-historic/page/climate-action-advisory-commission-virtual-work-session-1. Bring your suggested changes to the meeting, or email them to me (scheberd@gmail.com) and I'll put them in a file for everyone to consider at the meeting.

2: Visit this link from the New Castle website for information about suitable trees: https://www.newcastlecolorado.org/community/page/community-forestry

Also: take a look at this website for excellent information about how to plant a tree, soil amendments, dealing with clay soils, etc. (look at each individual link at the bottom of the page): https://planttalk.colostate.edu/topics/trees-shrubs-vines/1712-preparing-planting-site/) and https://davesgarden.com/guides/articles/helping-your-soil-retain-moisture-in-hot-dry-climates

3) To learn more about water/plastics (setting the background for the educational projects and also possibly buying water bottles), visit these links and video clips: the Water Project for possible lesson plans: https://thewaterproject.org/resources/ and https://drinktap.org/Kids-Place and https://www.storyofstuff.org/plastic/ and please watch: https://youtu.be/Se12y9hSOM0 (the story of bottled water) These "story of stuff videos" are fun to watch.

Also Earth Day Network 2020 has a nice set of lesson plans for environmental education. Here's the link: https://www.earthday.org/climate-civic-camp-toolkit/ The entire site offers good information: https://www.earthday.org/earth-day-2020/, so I hope you'll explore.

Tom also sent the link to the Colorado River District water webinar: www.coloradoriverdistrict.org/events-directory/webinars/ for those of you interested in learning more about water management in the Basin.

These two activities are the focus of the July meeting, though we'll also have updates on the council action on name change; other activities; discussion of website elements

Climate and Environment Agenda for Future Actions DRAFT DRAFT DRAFT

History of the Climate Action Plan

On April 3, 2007, Mayor Frank Breslin signed the U.S. Mayors Climate Protection Agreement as the Town Council fully committed to developing and implementing strategies to reduce greenhouse gas emissions. The Climate Action Advisory Commission**, later named the Climate and Environment Commission (CEC),** was created to help the town pursue the goals of this agreement. **The goals included inventorying greenhouse gas emissions in city operations; adopting land-use policies that reduce sprawl, preserve open space; promote greener transportation options, such as bicycle trails and incentives for public transit or carpooling; making energy efficiency a priority through building code improvements, upgrades to water and wastewater treatment facilities, and purchases of vehicles and equipment; promoting tree planting for shading and carbon dioxide absorption; educating the public, schools, businesses, and the community about reducing greenhouse gasses.**

Over the next thirteen years, the town made strides in addressing these goals, by installing roof-top solar on municipal buildings, installing electric vehicle charging stations, adopting efficient building codes, planting trees, gaining efficiencies at wastewater and water treatment facilities, and more. In 2020, the CEC decided to update these goals, as shown in the next section.

CLIMATE AND ENVIRONMENT GOALS

In 2020, the CEC determined that the most important long-term goals were to help:

1. advise the council and educate the community about climate change and its effects.

2. provide guidance on individual and community activities that serve to reduce greenhouse gas emissions and protect the environment.

3. advise and assist the town and community in transitioning to a more renewable and energy efficient future.

4. advise the town in planning for and mitigating climate change impacts.

ACHIEVING THESE GOALS EMPLOYS FOUR KEY STRATEGIES:

1. **Lead by example**. Municipal government will **continue to** make its buildings and operations a model of energy efficiency and renewable energy while reducing energy costs.

2. **Strengthening communication and education efforts of the CEC. The CEC should provide accurate and helpful information regarding climate change and environmental protection to stakeholders.**

3. **Network with local and regional partners to remove barriers and provide incentives for wiser energy use.** The Town will work with Xcel Energy, Holy Cross Energy, the Roaring Fork Transit Authority (RFTA), the Community Office for Resource Efficiency (CORE), the Clean Energy Economy for the Region (CLEER), the Governor's Energy Office (GEO), and others to accelerate the transition to a clean energy future, offering programs to households and businesses that combine financing, technical assistance, and education.

4. **Increase local renewable energy supplies.** The Town will use its ability to access funding to act as a local energy producer and investor**, especially solar energy**.

MEASURABLE ACTION STEPS TO MEET THE LONG-TERM GOALS

1. Education

a. Create, pilot, and implement educational programs with schools and groups

Measurement of progress: Contacting educators and piloting a learning activity about environmental protection and climate change in at least one class in 2020

b. Create a stand-alone, recurring educational program for multiple grades

Measurement of progress: Locate and fine-tune to our community age-appropriate learning packages that could be used every year; evaluation by educators and students

2. Opportunities for individual and collective action

a. Explore opportunities for planting of appropriate tree and vegetation species, with guidance on use of water-saving mulches and soil amendments

Measurement of progress: Providing list of native trees and vegetation, as well soil amendments, irrigation techniques, and proper planting procedures on the CEC webpage and also as a insert in the water utility bill and distributed with building permits

Measurement of progress: Encouraging and helping the town plant trees/vegetation

Measurement of progress: Networking with the Garden Club and other organizations

b. Fine-tune use of water and other environmental resources by town and community

Measurement of progress: Communicate with residents regarding most effective and efficient watering strategies through the CEC website and other communication avenues including building permits

Measurement of progress: Work with the town in monitoring irrigation in parks and other spaces

3. Transitioning to a more renewable and energy efficient future

a. Encouraging energy efficiency activities and audits by homeowners

Measurement of progress: Ensure that at least ten homes have an energy audit each year, and that homeowners are aware of free or low-cost energy audits and incentives and rebates for homes

Measurement of progress: Connect and coordinate with regional partners such as GCE, CLEER, CORE and inform the public through various communication avenues, including the CEC website

b. Encouraging energy efficiency audits by businesses

Measurement of progress: Ensure that at least one business has an energy audit each year, and that business owners are aware of free or low-cost energy audits and incentives and rebates for businesses

Measurement of progress: Connect and coordinate with regional partners such as GCE, CLEER, CORE and inform local businesses

c. Communicating with stakeholders regarding incentives for renewable energy, addition of insulations, storm windows, electric vehicles, roof-top solar panels, lighting, air conditioners

Measurements of progress: CEC creates a catalog of what is available for assisting in renewable or energy efficient changes and develops a strategy for implementation

4. Planning for and mitigating climate change impacts

a. understanding the increased risk of wildfires and how to mitigate and respond

Measurement of progress: Meet with appropriate town and fire officials to learn how to prepare and to improve fire-mitigation/prevention around homes and businesses

Measurement of progress: Communication and guidance for residents

b. understanding the increased risk of drought and how to mitigate and respond

Measurement of progress: Meet with appropriate town officials and water conservationist to learn about how to prepare and minimize water usage among the public and the town

Measurement of progress: Communication and guidance for residents

Communicating/Educating about climate change

Armstrong, Anne K., Marianne E. Krasny, and Jonathon P. Schuldt. ***Communicating Climate Change: A Guide for Educators***. ITHACA; LONDON: Cornell University Press, 2018. Accessed May 21, 2020. www.jstor.org/stable/10.7591/j.ctv941wjn.

Simon, A., Volmert, A. Bunten, A., & Kendall-Taylor, N. (2014). The value of explanation: Using values and causal explanations to reframe climate and ocean change. Washington, DC: FrameWorks Institute.

Developing a communication strategy for climate change:

Climate change communication is "**about educating, informing, warning, persuading, mobilizing, and solving this critical problem**. At a deeper level, climate change communication is shaped by our different experiences, mental and cultural models, and underlying values and worldviews." Yale Program on Climate Change Communication

Americans have a basic understanding that climate change has negative impacts, but they lack a fundamental understanding of the **science of climate change** and its impacts

Message: Most effective messages are based on **hope, not fear**. Builds **trust.** Tells a story. Uses honest brokers.

Value-based messages are an effective way to shift attitudes and increase support—value of protection was stronger than responsible management or scientific authority

Theories about how people assess climate change information

Science comprehension thesis: Conclusions drawn based on information and evidence.

Motivated reasoning: Conclusions drawn based on what you want the conclusions to be. Motivated by previous knowledge, values, and beliefs. **Confirmation bias:** people look for information that confirms what they already know or think, leading them to dismiss ideas that might require them to change their behavior.

Identity protective cognition: A type of motivated reasoning. Conclusions drawn based on what you want the conclusions to be to be consistent with your peers and your social group. In climate change, groups include political parties

Framing: way of presenting information through a lens, or focus. Feelings of hope, along with self-efficacy, are related to willingness to engage with climate change information. In general, using a **positive frame** by showing how people can take collective action to address a local problem is good practice. **Hope, efficacy, solutions.**

Example: "you have to give people a solution . . . something that they can participate in. And so that's how we always frame it." Karen's solutions center on carbon sequestration in the garden's soil and building garden literacy to help ensure students' and community members' resilience to climate change**. Soil sponge for trees**

Questions:

What messages will resonate most and seem most relevant to our residents based on values/knowledge?

What is an effective way to frame these messages?

How do we deliver messages? Website, newsletter, social media, weekly email