

Community Climate Plan Revision

2019-2020

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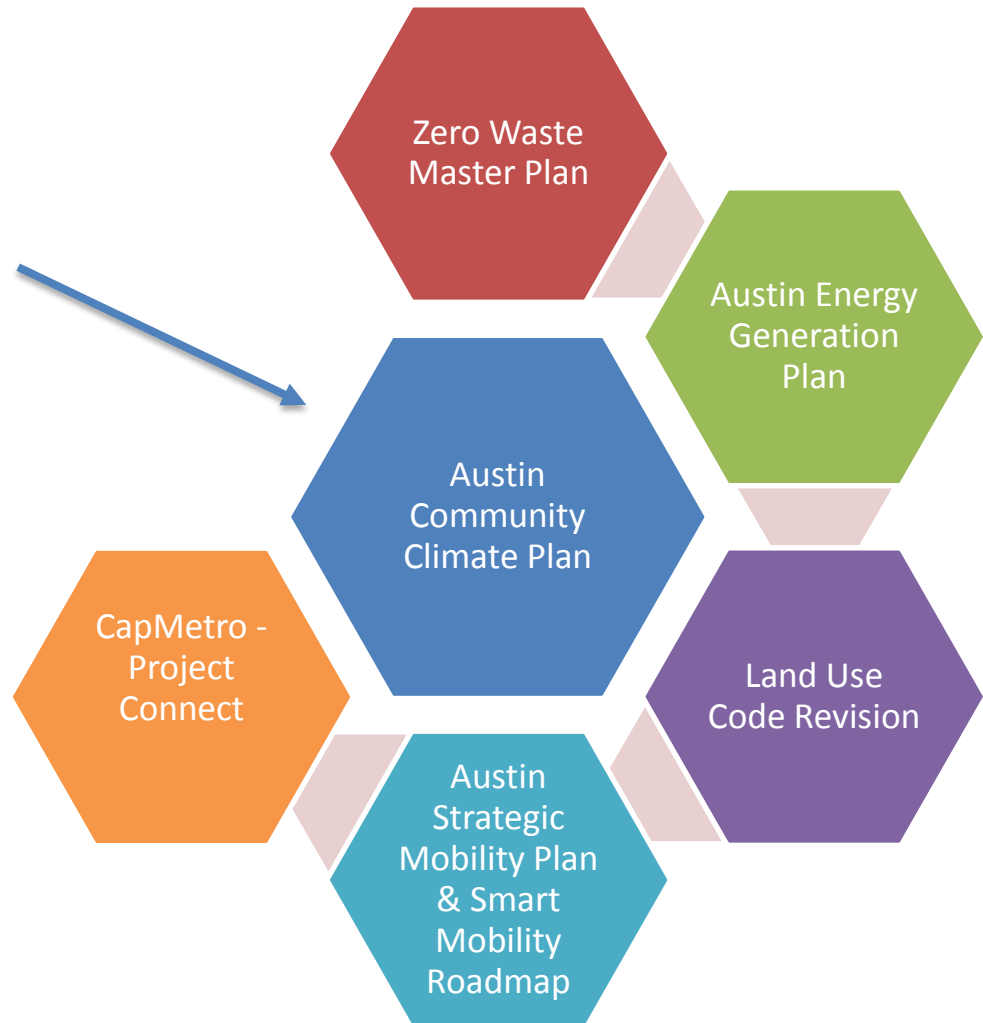
THE Climate Plan Revision

- Austin Community Climate Plan was created in 2014-15
- The 5 year revision is due to Council in 2020
- Climate is in the news almost everyday and Climate Science continues to tell us we need to do more faster
- The Goal of Net Zero is well known within the City organization, part of SD23, and a stated council priority
- We will achieve our 2020 interim target, but we've got a long way to go

A Plan Amongst Plans

5 New Plan Sections:

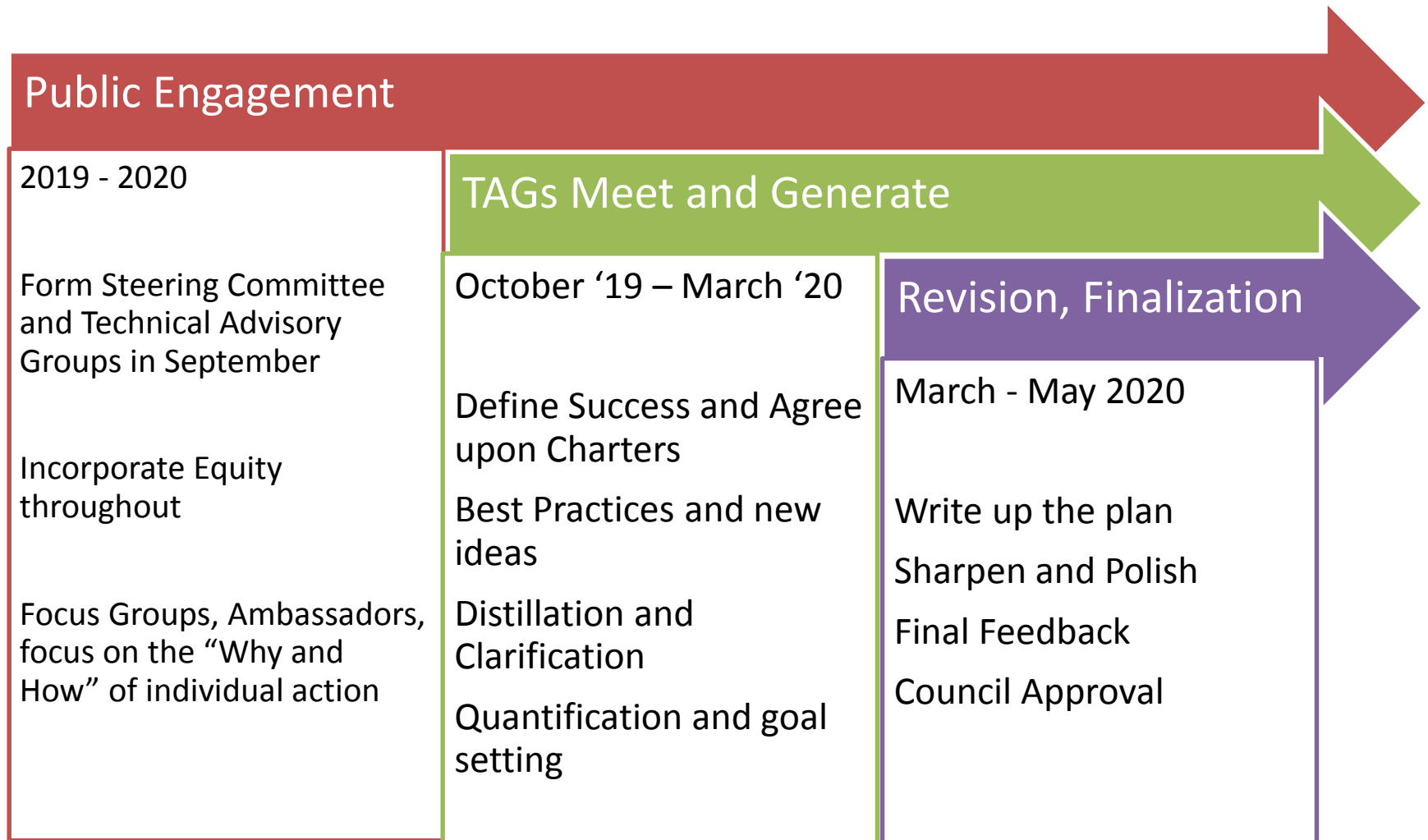
Buildings and Electrification
Transportation Electrification
Transportation and Land Use
Natural Systems
Consumption



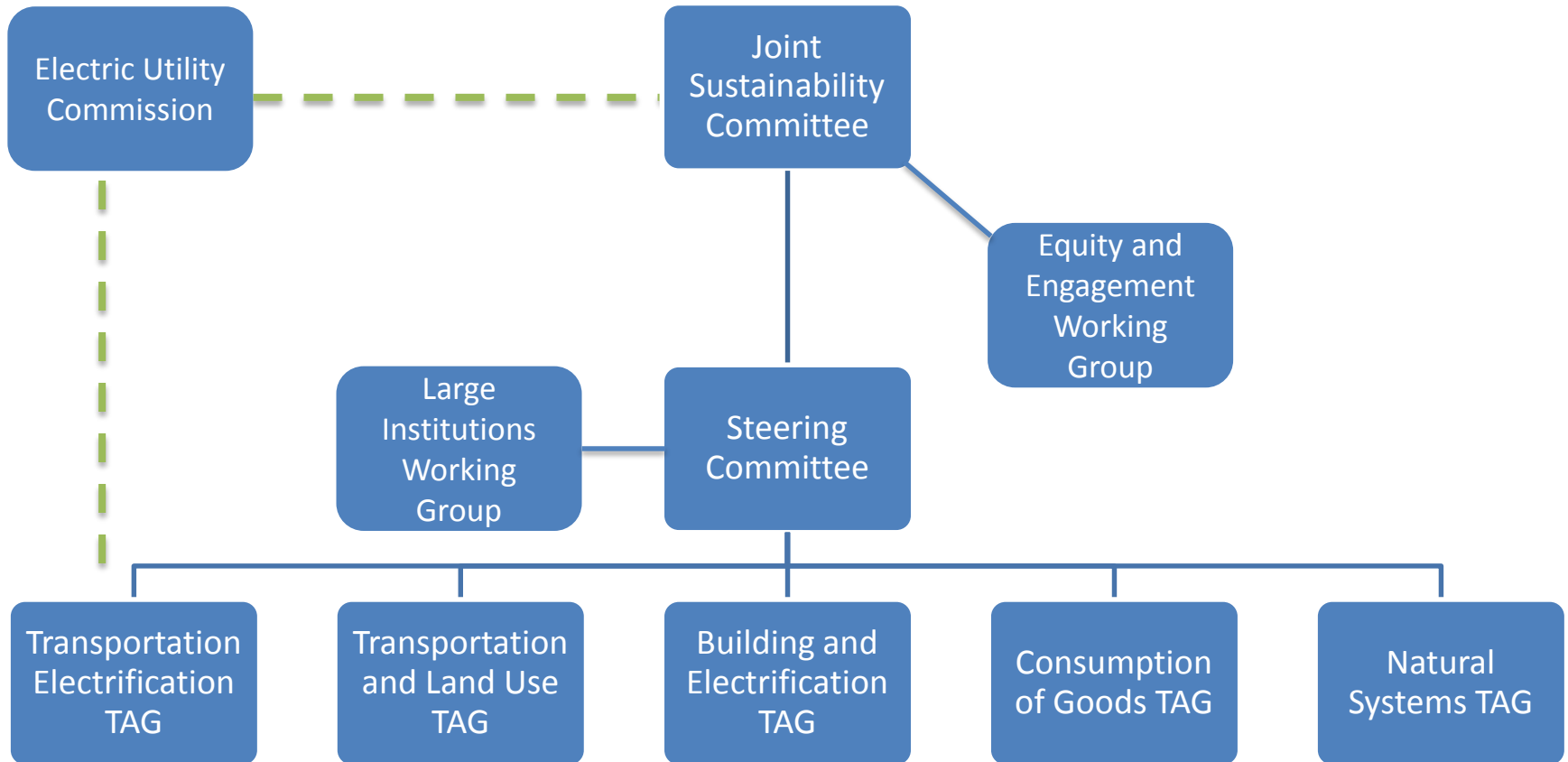
Making Equity a Priority

- Diverse Inclusion in Steering Committee and all TAGs
 - Offer “scholarships” for participating – (STILL EXPLORING APPROVAL)
- Upfront Primer and potentially a group training from the Equity Office
- Focused outreach to Communities of Color – Pay participants (STILL EXPLORING APPROVAL)
 - Ambassadors
 - Workshops
 - Focus Groups
- All Materials in English & Spanish
- In Technical Advisory Groups and the Plan Process
 - First, do no harm:
 - Do actions create disproportionate benefits or burdens?
 - Next, proactively improve through implementation:
 - Focus on maximizing proportional benefit of actions to those who need it most

Overall Schedule



Climate Plan Revision Structure



Steering Committee

- 10-15 Community members
- 5 City Staff (one from each TAG)
- Meet monthly from September – May
- The Task
 - Oversee the entire process
 - Set the direction, focus, and outline for the plan
 - Define and approve goals and sub-goals
 - Ensure Equity is a focus
 - Conduit for TAG communication
 - Help gain support from major institutions
 - Help gain support from City Council

Defining Each TAG

- Buildings and Electrification
 - Net Zero Emission Codes, Thermal electrification, New Construction and Retrofits
- Transportation Electrification
 - Consumer Evs, Micromobility, Public Transit, Logistics, Shared mobility
- Transportation and Land Use
 - GHG lens on ASMP, Pricing / Behavior / Incentives, Project Connect
- Consumption
 - Reducing our impact from Construction, Food, Goods and Services
- Natural Systems
 - Carbon Sequestration in urban trees, greenbelts, grasslands, surrounding lands , anything that draws carbon out of the atmosphere

Technical Advisory Groups

- 4-5 City Staff Members
- 4-5 Community Members
- Meet twice a month from September – March
- The Task
 - Propose 2-3 subgoals for each sector (VMT reduction, EV miles)
 - Focus on where we need to be in 2025 and 2030
 - Propose action plans to ensure we reach those targets
 - Owners and actors
 - Budget, and schedule

Please don't:

Micromanage departments

Recommend unrealistic things

Box the City in

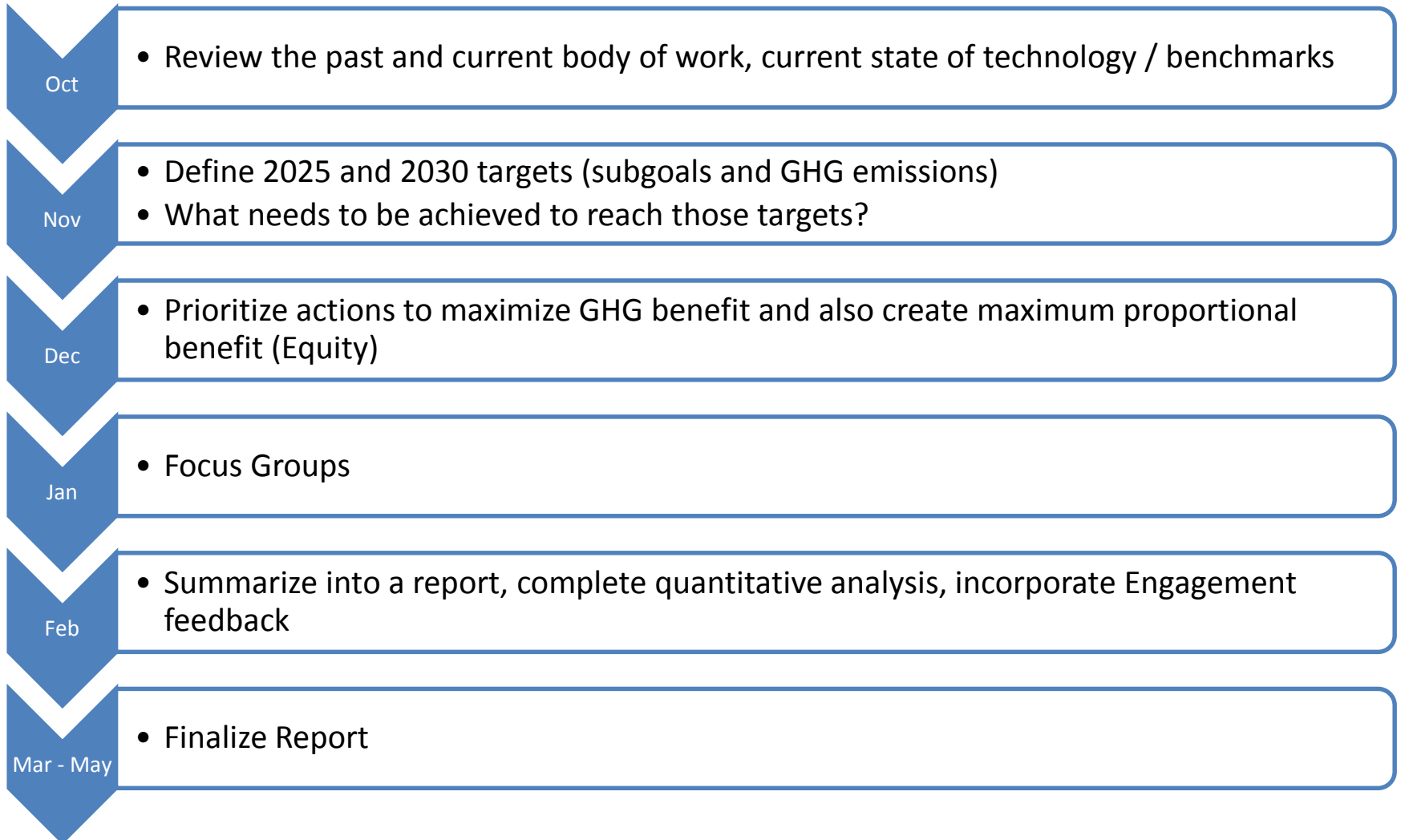
Feasibility

- Can progress be made in 5 years?
- Can progress be measured?
- Is the action scalable?
- Is political and Departmental support anticipated?

Impact

- Will the action create significant impact to reduce GHGs?
- Does the action keep the City of Austin on the leading edge of innovation at the state, national and international level?

TAG Process / Schedule



Engagement Approach

- High-quality engagement
 - Understanding where people are starting and barriers (structural, cultural, by design, informational, financial) to action
 - Getting to the “why” of individuals ability to take action
 - Culturally competent, tailored communications
- Understanding how we can reduce emissions while also improving lives, increasing affordability, and crafting equitable solutions that work for people
- Including community members in the action creation process
- Get direct community feedback on proposed actions and programs

Estimated Timeline



Existing Data and Survey Information

- Gather data as available from:
 - Austin Area Sustainability Indicators Project
 - ASMP Engagement Team
 - Cap Metro / Sherry Matthews
 - Austin Energy
- Use as a starting point for the process

TAG Workshops

- Conduct 5 equity-focused workshops (one for each TAG)
 - Document and generate barriers / opportunities / solutions
 - Gift cards for participants – **STILL EXPLORING APPROVAL**
 - Include Climate Ambassadors in the process
 - Assistance from the Office of Design and Delivery or Sherry Matthews
- Goals:
 - Establish common understanding and language of context and challenges affecting communities in Austin
 - Establish equity focus areas for each technical advisory group
 - Determine evaluation criteria for equity for climate action items/strategies
 - Community generated solutions

Focus Groups

A focus group is a form of qualitative research in which a group of people are asked about their perceptions, opinions, beliefs, and attitudes towards a product, service, concept, advertisement, idea, or packaging. Questions are asked in an interactive group setting where participants are free to talk with other group members.

- Sherry Matthews to conduct 3-5 focus groups to gain feedback on proposed programs and solutions
- Prioritize participants from vulnerable communities
- Potentially base on geography, include diverse voices from that locale
- Gift cards for participants – **STILL EXPLORING APPROVAL**
- Goals:
 - Feedback on proposed programs and solutions
 - Understand what it's going to take to be successful

Community Climate Ambassadors

- 10 Community Members
 - From underrepresented groups and have some community organizing experience
 - Agree to up front training and team-building
 - Agree to fulfill all 3 parts of the program over 6 months
 - Agree to remain in community climate network to help spread the word for future events and programs
- 3 Deliverables x \$500 each = \$1,500 – **STILL EXPLORING APPROVAL**
 - 1 – Participate in TAG workshops
 - 2 - Five Interview reports from plan feedback phase (same group of people)
 - 3 – Outreach to networks about the plan and support for implementation
 - Participate in Lessons Learned interviews at the end of the program
 - Pursue interviews as well as book clubs, school classes, study groups

Next Steps

- Finalize participant recruiting - ASAP
- Form Steering Committee and TAGs – early Sept
 - Connect with potential participants and determine interest and availability
 - Determine invite lists
 - Official invites and formation of groups
- Plan Revision Kickoff!

QUESTIONS?