

Greenhouse Gas/Energy Conservation Team

Meeting Minutes

October 8, 2009, 12:00-2:00 pm

140 W. Pine, City Council Chambers

Members: Brian Kerns, Nancy Wilson, Ben Schmidt, Sam Hall, Julie Osborn, Ross Keogh, John Freer, Angelique Arachy, and Owen Weber.

Facilitators: Susan Anderson (Sustainable Business Council), Gary Bakke (Chamber of Commerce)

I. Call to Order: 12:06

II. Roll Call Present: Ben Schmidt, Sam Hall, Julie Osborn, Ross Keogh, Owen Weber

Absent: Nancy Wilson, John Freer, Angelique Arachy, Brian Kerns

Others Present: Susan Anderson, Gary Bakke, Alex Stokman

III. Announcements: Ben said that on the billing statement from Missoula Valley Recycling, they mentioned the recycling bin program going into the downtown area. The Missoulian has had these 1/2 page ads regarding CO2 is green and is 'natural'-- wondering if anyone has seen these. Some discussion around this ensued and concern expressed about what and how they are portraying the issue. Julie announced that International Day of Climate Action is Oct. 24th. The university is organizing a few things. A group called 350.org organized a photo of 350 people in the stadium to promote the goal of 350ppm of CO2 in the atmosphere is the safe limit for humanity.

Alex Stokman commented that this group is welcome to post any of the things you have announced on Missoula in Motions social site because of the correlation between commuters and green house gas emissions and awareness. www.missoulainmotion.ning.com

Ross announced that The NorthWest Power & Conservation Council is having a public hearing in Missoula next week, Tuesday the 13th from 7-9PM at the Double Tree. Working on the draft of their 6th power plan which includes power strategy in the NW and they will be soliciting comments. Ben will send out some links for more information. Ben will be there as well as some City Council members expressed their interest in submitting comments.

IV. Public comments on items not listed on the agenda. (Required by law)

NONE

V. Approve meeting minutes of September 10, 2009. Mr. Hall motioned to approve, Ms. Osborn seconded, all in favor.

VI. Non-Action Items:

A. Role and Function of GGEC TEAM, what has been done in past.

On June 17 1996 Missoula joined ICLEI as part of the 'Cities for Climate Protection Campaign' and received a \$17K grant for the summer youth ride free program with Mountain Line. That program was successful and has continued. Part of the agreement was to develop a local action plan which took 8 years to do and that was adopted May 10, 2004. Part of that plan was to increase energy efficiency and reduce green house gas emissions throughout the community, therefore the authority of this team's existence came about. This team is a volunteer form of City Government that is directed by the Conservation Committee and reports to them as well. Being a City 'member' of ICLEI –which has changed it's mission to serve challenges of local government now referred to as Local Governments for Sustainability-has many benefits. You do not need to join a campaign effort for membership anymore.

Accomplishments:

- 2007 radio ad campaign "Green Minutes" with Mayor Engen doing the spots; was financed with \$3000
- Recommended that roundabouts were appropriate to think about in infrastructure.
- Recommended bio-diesel use by the City; did not recommend ethanol however.
- Participated in the zoning regulations round table discussions recommending in commercial districts that small scale wind power projects be allowed-that was not included in the final rewrite however.
- Building Resolution that passed in July 2, 2007 started with this team that mandates energy usage has to be considered in any remodel or new construction in regards to city buildings.
- Received the recycling bin grant in 2007/2008.
- Made recommendations to the City that they support using efficient vehicles in fleet replacement; "Green Fleet" concept.
- Passed a forestry initiative promoting use of local products and some urban forestry topics.
- Advocated for an Energy Coordinator position with others which has now been created.
- Advocacy for conducting an emissions inventory which has started; the software to conduct this came at a discount as being a part of ICLEI.

Public Comment: None

B. MIM cash for bus commuting program update-Alex Stokman

This program is designed to target city employees, who have a free bus pass by virtue of their employment to incentivize new ridership by offering \$2 a day over a 90-day period. City Council sent it back to Conservation Committee to get more information on the program and to get administrative approval and explore funding options. Nancy Wilson and myself met with the parking commission and the administrative team. The parking commission has tentatively agreed to be a third sponsor, we will meet with them at their next board meeting. It was suggested to bring to the ALT, Administrative Leadership Team, for awareness, their support and they can look for funding so looking for a date to attend that meeting. Hoping to have this launch after the first of the year.

Public Comment: Gary Bakke stated this is a great opportunity to partner with the Downtown Association and downtown businesses to extend to their employees. It may not be an issue to come up with funding for that extension of the program. Should talk to MDA about including business in the BID. Alex Stokman commented that downtown business employees have the same incentive as city employees to ride the bus; MIM would be happy to work with individual businesses to implement a cash program as well.

C. Recycling Bin Update-Julie Osborn

There are some bins in place downtown already. She is looking for 4 businesses to pay \$200 to cover the \$800 cost by MVR to pick up the contents for all 15 bins; she will contact St. Pat's sustainability coordinator. Rod Austin has been a great advocate and great to work with. 21st Century Plastics will donate and print the stickers for the bins.

Public Comment: None

D. Renewable Energy Credits Update—Marketing

Ross explained there are huge price differentials based on geography; the team needs to put some constraints on the geography willing to consider and see what Sterling or another provider can do within these constraints. Ideally MT/ID/WA/OR would be preferred geographical region; they are

competing with California. The goal is to support renewable energy providers and drive REC prices up to make existing and creation of renewable energy projects viable.

Ben proposed determining a couple things: do we wish to proceed forward with Sterling Planet; and to come up with a region we all feel comfortable with for pricing.

Mr. Schmidt made a motion to proceed with Sterling Planet as recommendation for contract provider. After further discussion, Mr. Schmidt withdrew this motion.

A discussion to determine a geographical area to determine which company provider to go with ensued:

Ben would consider ND/SD in that regional group of MT/ID/WA/OR

Sam stated safeguarding the value of the RECs is of concern.

1st priority region to include MT/ID/WA/OR/WY if can't hit \$18.50 mark then include ND/SD

*Lots of reference to WECC states which is Western Energy Coordination Council which includes geographic area from Ft. Peck south and includes CO and parts of AZ and NM; northern part of Mexico; Alberta & British Columbia, Canada are all part of the same energy grid.

Discussion about what states to include in the 2nd priority region ensued. Ross commented that adding CA will not help, REG tags go for \$25 there; I am for just adding ND/SD to the tier if we have to. Sam indicated he would like to leave it where Brian's research left off, which is to include ND/SD.

It was determined as a 2nd priority region to include: ND/SD if necessary to keep target price at \$18.50. Ben would like to add CA/UT/CO to provide flexibility if needed.

2nd priority tier region: ND/SD/CA/UT/CO

Mr. Keogh made a motion to proceed with Sterling Planet as the recommended REC provider to the City, contingent on a preferred state package of those states listed in 1st priority tier (MT/ID/WA/OR/WY) and to add some additional states from the 2nd priority tier (ND/SD/UT/CO/CA) if necessary to maintain a price level of \$18.50 per megawatt hour. **Mr. Hall** seconded. All in favor.

Public Comment: Gary Bakke from a business stand point, have to look at the market, target, and why are they trying to do—offset footprint locally or elsewhere. How much is someone in Montana willing to spend to offset in Montana vs. in WA or OR. For MT, the price may be more but maybe the market would be stronger for more 'local' offsets.

Ben commented that once and if Montana gets onboard that would be great, but currently there are no renewable energy projects in Montana that qualify. If the new transmission lines get installed in central part of the state it opens up a lot of wind power potential. Ross added that if we can build up a large pool of interested subscribers for Montana product, Sterling can then act as a broker to find a Montana product that can match that. Sam commented that Clear Sky Climate Solutions is a carbon offset company; they are small and flexible but there is the potential to work with them.

Further Debate: none

Ben presented the draft PSA's done thus far and hopes to meet with the Communications Officer to review. Have chosen a campaign slogan 'Re-Power Missoula' and would like to have a logo. Ross expressed trademark (legal) and branding concerns with the name Re-Power Missoula and Repower America. Discussion ensued and it was agreed to come up with a different name. So, need a name, logo and product name; product and campaign name may be the same. Some brainstorming of names came out-send them and any edits to Ben to collate for next meeting.

Sam made a comment to be more clear in the PSA's that there is differentiation between REC's and carbon offsets. Ben noted we obviously are not going to meet the November 4th deadline. Would like to have the website up and operating in December to practice and get the bugs out before the launch. Ross mentioned if we wanted to partner with a non-profit and start that process. Could approach MCV and see if they want to set up group and assign as contributions and they can retire them. There are potentially 10-15 other organizations that can do it. Ben commented that may be a good approach for marketing; it needs to be portrayed simply and clearly on a website however. Sam implicated this could be a complicated thing to explain—I don't fully understand it. It was decided to look at this but if too complicated to not include in the marketing at this point

Ben is open to comments on the PSA's and will look at the webpage content to come up with a draft for practice run on the county site before going to the City website. Hoping for a launch in January.

Ben mentioned to come to the next meeting with suggestions for team pursuit over the next year.

VII. Adjournment: *Mr. Schmidt* made motion to adjourn. All in favor. Meeting adjourned at 1:34 pm.