

CAP Steering Committee Big Ideas

Buildings & Energy

Need to address coal in the electricity mix
What does the gas and electricity carbon profile look like?
Require public reporting of building energy usage data (energy disclosure) and audits
From the federal to the local level, look at generation sources (Denmark is a good example), especially coal; need to focus on big strategies in the short term (5-10 years) rather than the long term
Need to get policy alignment between local, state and federal levels
Barriers and incentives to Net Zero buildings
Address oil heat in home and transition to gas heat.
Replicate the Solarize model to other areas such as weatherization
Carbon Tax to create a Clean Energy Fund
Improve Standards and Incentivize Zero Net Energy Buildings
Establish solar interest buy-down program
Expand the Clean Energy Works Oregon program to include multi-family and small commercial energy efficiency retrofits, as well as converting oil to gas heat in homes.

Urban Form & Mobility

Need to address the car vehicle fleet as the primary source of carbon in the transportation sector, along with transit and walk able neighborhoods
Look at “vehicle ownership” as a metric, not just VMT
Inclusionary zoning – work toward lifting that prohibition
Focus on mass transit being more accessible, safe, and affordable – needs to have bus focus – and identify job creation opportunities
Internalize cost of constructing rail (look at this data)
Connect standards of walk ability to neighborhood prosperity initiatives (explicitly link these – help the community build capacity to move projects forward (e.g., grant writing, facilitation, etc.)
Look at culturally and geographic relevance of the transportation system (e.g. appropriateness of bike and light rail)
Need a truly regional interconnected trail system
Design and Implement Congestion Pricing. Instead of collecting a toll, credit cyclists a Portland or Multnomah tax deduction based on the number of commuter trips they avoided by cycling, up to a maximum per year.

Consumption & Solid Waste

Look for opportunities to expand the “sharing economy”

Urban Forestry & Natural Systems

Get a handle on ecosystem services, values and investments in green infrastructure
Investments in green infrastructure for the region are needed
Integrate mitigation and adaptation strategies through regional growth management and land use; storm water management; and the acquisition, restoration and management of an integrated system of regional parks, trails, and natural areas.

Food & Agriculture

Expand healthy food options and creating new markets for micro- and medium-scale farms (e.g., micro-processing, connection to markets, distribution)

Community Engagement

Communicate in a compelling way to new and diverse audiences
Framework of addition – what do we want more?
Transparency and feedback loops
Utilize Portland's "Do It Yourself" culture to into a "Do It Together" frame
Figure out how to measure the impact on the community (data)
Bring larger firms and companies to the table
Figure out how to better engage immigrant communities
Graphic representation of all groups that have a role to play – partnerships
Find policy incentives for the behavior we want (behavior change)
Do more in the schools
Build capacity for professional community organizing
Translate the CAP into other languages
Increase regulatory pressure and transparency so companies and the public can see their impact and work to reduce it.
Leveraging support from the community, local organizations, and the private sector
Use the power of social media and video technology
Focus on climate change education that includes experiential learning
Positive and inspirational visualization tools to get to our carbon emission reduction goals
Getting more buy-in from the "traditional" (i.e.. PBA) business community
Need more community engagement

Climate Preparation

Zombies – a potentially useful messaging frame for adaptation
Need to get serious about this and raise the profile of the issue
Make a strong emergency management link.
Prioritize climate preparation strategies that produce multiple benefits by focusing on green infrastructure and ecosystem services that result in significant increases in carbon sequestration, increased resilience of all ecosystems across the urban and rural landscape, and protection of the region's biodiversity.

Health & Equity

Need to see more equitable outcomes
Ensure equity isn't separate, but is incorporated in all areas.
Report disparity issues in the climate plan (diabetes & asthma rates) and highlight how they are related to specific climate goals (such as increasing human powered transportation and decreasing pollen).
Maximize health co-benefits. For example, study the impact of energy retro-fits on health

Other

Implement strategies related to climate change in the Regional Conservation Strategy and Portland-Multnomah County Climate Preparation Strategy across the 3,000 square mile Portland-Vancouver metropolitan region.
Systems Mapping: Impacts from our actions (or non-action) may occur 25 years from now. Apply this in the CAP (systems dynamics thinking).
City/County need to be in more of a climate action advocacy role
Develop climate related relationships between Portland and the region's other cities - go beyond the liberal buy-in community with regards to this agenda.
Cost/benefit analysis of the actions to prioritize actions with the biggest impact.

