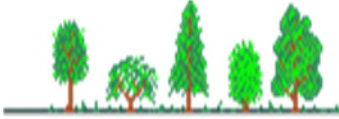


**TOWN OF CARRBORO
CLIMATE ACTION TEAM**



AGENDA
Climate Action Team

October 4, 2023; 7:00 pm
Zoom Virtual Meeting*

Time	Item	
7:00 pm	<u>Call to Order, Announcements</u> Approve 7/20/23 Minutes	Chair, All
7:10 pm	<u>Discussion Items</u> Green Neighborhoods Grant Program – FY22-23 Debrief	Staff, Chair, All
7:40 pm	Sign-Ups for Climate Action Tasks 1. Recipes 2. Outreach materials 3. Availability	Staff, Chair, All Staff, Chair, All
8:10 pm	Climate Action Team Role & Impact Discussion	Staff, Chair, All
8:40 pm	Discussion Topics: • Green Neighborhoods • Food Choices • Invasive Species	Staff, Chair, All
9:00 pm	Announcements, Adjourn	Chair, All

*To attend this virtual meeting, please use the link below:

Join Zoom Meeting

<https://townofcarrboro.zoom.us/j/83903308631?pwd=KFDBJrLblhQvk5LLPUg3mDFWv28fwJ.1>

Meeting ID: 839 0330 8631

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Find your local number: <https://townofcarrboro.zoom.us/u/kc6qTvRcE9>

***TOWN HALL IS ACCESSIBLE FOR PERSONS WITH DISABILITIES. For more information, contact
Laura Janway at (919) 918-7326.***

**TOWN OF CARRBORO
CLIMATE ACTION TEAM– SUMMARY**



Meeting on July 20, 2023, 7:00 pm

Board Members	Board Members	Town Council Members	Staff	Guests
Chrissie Schalkoff	Lauren Nyland	Sammy Slade	Laura Janway	Alesia Bregu (CAT Applicant)
Riz Rashdi	Meg Molloy			
Tilly Pick	Rob Pinder			
Greg Randolph	Nick Stover			
Heidi Paulsen				
Jane Danielewicz				

Note: Absent/Excused: Kathy Kaufman, Caroline Zhou

Call to Order, Announcements

The meeting was called to order at 7:08 pm by Co-Chair Pick.

Approve 6/1823 Meeting Minutes

Schalkoff motioned to approve the 6/18/23 meeting minutes, seconded by Molloy. All voted in favor. **AYES: (9) Molloy, Nyland, Randolph, Paulsen, Danielewicz, Schalkoff, Rashdi, Pick, Pinder; NAYES: (0)**

Guest Bregu discussed her interest in serving on the CAT as the high school representative. Co-Chair Pick proposed to move the discussion of CAT roles to the front of the agenda, then discuss upcoming events, then the Green Neighborhoods Grant Program. Motion was made by Danielewicz to make the changes to the order of agenda items, seconded by Rashdi. All voted in favor. **AYES: (9) Molloy, Nyland, Randolph, Paulsen, Danielewicz, Schalkoff, Rashdi, Pick, Pinder; NAYES: (0)**

Discussion Items

Discussion of CAT Member Roles

Co-Chair Pick asked Co-Chair Schalkoff to provide some background information for this item. She explained that questions have come up in the past and they thought it would be good to continue the discussion. Co-Chair Pick presented a slideshow presentation created by Pick, Schalkoff, and Molloy to share with the group. Pick asked a question about the process of changing the CAT’s charge and the role of the Town Attorney. Staff member Janway and Council Member Slade provided explanations of the process of drafting a text amendment to change the CAT’s charge in the Town Code. The group discussed collaborating in small groups on documents to discuss the changes to the charge. Schalkoff next presented a slide with some questions for the group to consider. Next, Molloy presented slides with examples of volunteer programs that could guide the group in their discussion. Members discussed the spreadsheet they created in a previous meeting listing the interests of members for potential project work and volunteering. Member Rashdi brought up the fact that some members may not be experts in many of these subjects. Molloy answered that the topics might change but the types of volunteer work and activities might stay the same. Member Stover joined at 8:21 pm. Members decided to send their notes to staff member Janway by August 17th in order to be shared with the rest of the group.

Molloy motioned to approve several edits that were made to the presentation during the meeting, seconded by Danielewicz. All voted in favor. **AYES: (10) Molloy, Nyland, Randolph, Paulsen, Danielewicz, Schalkoff, Rashdi, Pick, Pinder, Stover; NAYES: (0)**

Motion by Randolph, seconded by Shalkoff to continue this conversation at the next meeting. All voted in favor. **AYES: (10) Molloy, Nyland, Randolph, Paulsen, Danielewicz, Schalkoff, Rashdi, Pick, Pinder, Stover; NAYES: (0)**

Summer/Fall Outreach Event Planning

Staff member Janway mentioned that sign-up deadline for the Solarize the Triangle '23 campaign was coming up on September 30th and asked the group for help planning an outreach event. Members discussed several locations and promotion ideas. Co-Chair Pick asked about getting testimonials from participants in the first round of the program. Molloy asked if the deadline could be moved to October so that the group could plan for outreach at the Carrboro Music Festival. Staff member Janway said she would ask the Solarize group about this idea. Council Member Slade asked if a small group wanted to get together to help plan this event. Members also discussed the use of a QR code at events. Members Molloy, Paulsen, Pick, and Pinder agreed to continue to discuss, potentially with member Nyland.

Green Neighborhoods Grant Program – FY22-23 Debrief

Staff member Janway agreed to reshare the link to the anonymized Green Neighborhoods Grant Program submissions for FY22-23 for members to review for the debrief next meeting. Staff member Janway also agreed to send out a follow-up email with key dates and information.

Adjourn

Motion to adjourn by Stover, seconded by Paulsen. All voted in favor. **AYES: (9) Nyland, Pinder, Stover, Randolph, Schalkoff, Kaufman, Molloy, Danielewicz, Paulsen; NAYES: (0)**. The meeting adjourned at 9:04 pm.

Climate Action Team Role & Impact Discussion

07202023

Roadmap For CAT Role & Impact Discussion

- Today
 - Why do we want to have this discussion
 - Examples
 - Draft Framework
 - Next Steps
- Then...
 - Working Groups
 - Next CAT Meeting – CAT Inputs
 - Stakeholder Inputs
 - Carrboro Town Board
 - Carrboro Town Staff
 - Carrboro Community
 - Recommendations
 - January 2024 – Adoption

Why Do We Want To Have This Discussion?

- The Climate Action Team is new for the Town. Because it is a response to Carrboro's Community Climate Action Plan (CCAP) and the climate emergency, we feel that we should be able to function with immediacy and impact.
- Because of the origins of the CAT, the role and activities of the CAT requires governance and process that is different from traditional town advisory boards. We are an action board and an advisory board. Section 3-24.18 Item (b)
- We, the Climate Action Team, have the opportunity and responsibility to inform how we can most efficiently contribute to the goals outlined in the CCAP.
- Revisiting and redefining the role of the CAT will inform how we can better channel the energy, expertise, and enthusiasm of CAT volunteers to support the town. As Al Gore said in a recent NYT Climate Forward interview, "We know how to fix this."
- We're having this discussion to help Carrboro do better, more, and faster.

Questions for Discussion

1. How can we be most helpful to Carrboro with achieving the goals of the CCAP?
2. What are the “jobs to be done” to achieve key goals of the CCAP that CAT members could do in collaboration with town staff or as quasi-augmented town staff?
3. How should our roles/purview as an “action team” be defined differently from a standard advisory board?
4. What model or framework would we recommend as a starting template for the CAT to become more active and involved in the implementation of the CCAP?

Example 1: Town of Carrboro Stormwater Volunteer

Volunteer scope:

- Participated in grant proposal planning, helped pitch presentation to funder with Town staff
- Community engagement - outreach, letters of support, budget commitment, ongoing communication (HOAs and homeowners, high school science teacher for student involvement, NC State faculty as workshop speaker, UNC Eco-lab for student involvement, and Friends of Bolin Creek)
- Plan and promote educational workshops and workdays (with Administrator, Specialist, additional volunteer)
- Communicate to neighborhoods (progress, next steps, actions needed by stakeholders)
- Meet with town staff to align volunteer and staff work for grant deliverables.

Staff scope:

- Stormwater Manager wrote grant proposal, manages grant (bids, contracts), oversees state and town relationships and requirements.
- Stormwater Specialist speaks at workshops, connects participants to town resources.
- Stormwater Administrator keeps track of deliverables, budget for Stormwater Manager

Example 2: Extension Master Gardener Volunteer

Volunteer scope:

- Extends Agricultural Agent's work for higher impact and reach
- Community Education: Volunteers work booths at Farmers Markets; Hotline; plan and present lecture series at public library; manage website; create videos; hold fundraiser/educational events; write grant proposals; establish and maintain demonstration gardens in partnership with Towns, County; support teachers and community groups with school gardens;
- Write monthly column on Chapelboro.com and an outbound newsletter, The Garden Buzz. Reference Extension publications and websites.
- 100 active volunteers in Orange County, training held every two years for ~20 trainees

Agent scope:

- Approves volunteer projects and signs off on content before published

Draft Framework

Define process, governance and deliverables based on expected town staff deliverables

1. Carrboro climate team jobs to be done such as participating in existing events, activities
2. Additional jobs to be done based on activities identified in the CCAP but which may not be resourced yet given town budgets, deliverables
3. Incremental, new jobs to be done based on CCAP goals for addressing the climate emergency

CAT activities decision-making based on impact, speed, and level of effort

Next Steps

Motion to continue this topic in our next meeting

CAT team member input

- Answer the questions for discussion; contribute additional questions
- Provide feedback and explore ideas for each level of the framework (e.g. what are some of these jobs to be done?)
- Engage with each other as small working groups re: specific interests
- Team input due by August 17th

CAT Leadership

- Work on discovery and input process
- Explore Carrboro staff augmentation considerations with Laura and Trish

Green Neighborhoods Working Group – Chrissie and Lauren – Meeting/CAT Homework Notes

Main takeaways:

- Using green neighborhoods apart from just the grant project part – is this the aim of the GN model? If not, can it be?
- Envision different tiers/options for people to volunteer/get connected in their neighborhood units:
 - Listserv/just get listserv updates
 - Community liaison
 - On-call volunteer for different project types
 - Working Group member – would be part of our WGs
- Questions on working group model
 - Sustainability with board member turnover – if volunteers would be working on WGs and be managed by the CAT member(s) in charge of those WGs, would there be any challenges with sustainability?
 - Who is managing the groups? Would it get hard to manage?
- Communications piece is also key – promote on website, social media, etc.
 - For each of our working groups, could each WG draft a “sample” green neighborhoods project proposal to post on the website?
 - This could be a simple sample project that a neighborhood could do together – kickstart neighborhood collaboration, post a how-to guide (kind of like the modules project but simpler and for each of the working group topic areas)
- Three key points:
 - Green Neighborhoods grant program is launched, but Green Neighborhoods should/could extend beyond that - liaisons regardless of whether funded project (clarify)
 - Communication piece/different tiers of engagement – important for having options for people to volunteer/get engaged
 - Goal: can each working group come up with a project that we can do a how-to for (sample for neighborhoods)
 - Branding/comms piece is key

Climate Friendly Food Team

Team Members: Chrissie Schalkoff and Meg Molloy

Jobs

Interview restaurants/coffee houses/taprooms about interests, priorities and how we can partner – Chrissie and Meg

1. Carrburitos
2. Acme
3. Weaver Street Market
4. Gray Squirrel
5. Lanza
6. Haw River Tap and Table/Vecinos
7. Steel String/Pluck Farm

Website– free standing website that town can link to (**web domain, host**) – Chrissie doing mockup

Listserv (from free-standing mailchimp and gmail acct)

FB/IG accts

Create Climate action brand (logo, slogan) -pay graphic designer to adapt Chrissie’s draft to a professional emblem; and print T shirts with logo for events, vols, invasive removal, prizes, cookbook contributors, periodic trivia nights cohosted by climate action team tshirt prizes, climate category

Cookbook – calls go out through FB, IG and listserv – info posted on website of where to pick up or digital version posted on website or print and give out at partner restaurants, town hall, events....

Highlight climate friendly restaurants and include restaurant recipes in cookbook

Carrboro climate cuisine door slick and printed materials

Next Steps:

- Prioritize communications pieces (website, listserv, FB/IG, mailchimp outbound blog and announcements, carrboroclimateaction@gmail.com)
- Chrissie developing website mockup
- Look at other Town websites and social media on climate action
- Discuss proposed plans with Town Staff
- Meg draft restaurant interview guide/look at previous notes and set up google doc- from 4 areas of focus, what are they already doing, what are their interests, do the incentives interest them (which ones), would they contribute a climate friendly recipe to a carrboro cookbook; would they promote climate friendly menu on a specific night, special menu section, other; what ways would they be interested in partnering, ways they can help promote climate action to community/customers
- Mondays are good to meet with restaurant owners (they tend to be closed and Chrissie doesn’t have Monday classes – look at Mondays after Labor Day to mid Oct

Invasives Team

Team Members: Lauren Nyland, Jane Danielewicz, Meg Molloy

A. Adopt CAT Framework to align working groups with green neighborhood grant categories

1. Transportation

- Promoting walking/biking/transit
- Reduce idling
- Improve carpool/vanpool options
- Inflation Reduction Act resources available

2. Energy Efficiency

- Energy audits
- Energy efficiency upgrades
- Promote solar
- Inflation Reduction Act resources available

3. Food Choices

- Climate friendly meals
- Engage Brewery, coffee house, restaurant climate action partners
- Support local producers

4. Ecosystem Protection and Enhancement

- Composting
- Recycling
- Promote native plants/discourage invasives
 - Launch Monarch Hummingbird Sanctuary neighborhood engagement program
 - Establish on-line calendar on CAT website for invasive workdays/promote via CAT listserv and partner communications
- Tree preservation, promotion and conservation
- Stormwater management/pollution prevention of waterways
- Identify impact/models of deer control (lower priority – parked here to not lose sight)

B. Invasive Team Moves Ahead with Previously Proposed Action Tiers

Tier One– Take action to remove invasives on large swaths - Master Calendar for Workdays

- large plots or parks
- Set standing Sunday afternoon each month
- Site leader guides volunteers to work on site specific invasives
- Town/Campaign Tool share for workdays
- Volunteers get a Campaign Tshirt

Second Tier - Encourage Action/Link to Education to replace invasives with natives among private homeowners, HOAs, Apartment Complexes, Businesses, Schools, Government

- Pilot (5 for 5) - Invite 5 businesses, 5 apartments, 5 schools, 5 government buildings, 5 HOAs (or some combo of homeowners and HOAs) to be in pilot group to develop stories. Be intentional about inviting pilot group with diversity in mind to build natural champions, create stories and communication channels
- Map where this is happening, track by sector, Town or Campaign thanks them publicly to encourage peers to do so
- Set targets for each year to build this out across Carrboro -
- Create information sessions and materials to use at meetings, community events, partners to share about this campaign
- As progress is made, they can complete some sort of form that captures their invasive removal/native planting activity and progress so we can keep it on a list and map it
- Places that have achieved some level of progress receive door slick, Tshirts
- Schedule periodic or by invitation walking workshops for all to join in an area to look at invasives in an HOA, or a downtown neighborhood that includes business, homeowners, school, government building – so people can get an idea of the problem and how they can be the solution.

Third Tier – Create voluntary Garden Center partners where the public can't make a bad choice - find good selection of natives not invasives

- After we have a good partner list and we have the pilot planned, approach all local Garden Centers to be a partner.
- The ask is to remove invasives from their stock (need to define this list thoughtfully- English ivy, vinca, mahonia and bradford pears even butterfly bushes won't be hard or lose much revenue – esp if they offer native alternatives, but are we asking to remove things that are invasive in other parts of the country, not quite or very early on nc watch list, ie crepe myrtles, fountain grass, lantana, ajuga). There is a point where perfection is the enemy of the good.
- Increase native plants in their stock (need to quantify this - does this mean have at least 10 varieties of trees, shrubs, herbaceous, groundcover, vines?) Or something else.
- This campaign will generate demand in their market and some stores have this as a value already. Partners have campaign educational materials available to encourage customers to sign up.
- Determine how to monitor garden center compliance with terms

Fourth Tier -Establish pool of funds to incentivize purchasing natives to replace invasives

Decisions: up to a cap each year? One time?

Application form

Develop criteria for how funds used:

Replace Bradford Pear, Tree of Heaven, Trifoliate Orange.... with native trees

HOA workday to remove stilt grass and plant with native carex or ferns (application form encourages low cost plugs and starts to maximize funds)

Remove invasive shrubs: privet, nandina, mahonia, Russian olive, thorny olive and replace with natives

Fifth Tier – Share info on invasive workdays of partners and existing educational community events (Botanical Gardens or Public Library is doing one –share on listserv and website).

C. Invasive Team and/or full CAT launches Monarch and Hummingbird Sanctuary Project as engagement program for green neighborhoods

D. Shift CAT focus to high- impact actions in the Carrboro Climate Action Plan (vs one time awareness and information sharing events).

1. Within 2 months, establish CAT brand campaign with image/overarching slogan (Carrboro: 2 degrees cooler) + image/behavioral messages for each pillar (ie Compost Carrboro; Make 3 Fossil Free; Plant Natives, Remove Invasives). Work with Cat Lazorko on this.
2. Within 2 months, establish CAT listserv that community members can subscribe to & we proactively submit tips, events, resources, blogs to engage and encourage high impact action by community members
3. Within 3 months, establish CAT web presence

Carrboro Climate Action webpages on TOC website

- Four action areas of the CAT framework
- Link to Modules
- Links to Resources (green neighborhood grant, IRA funds, solar incentive program, other)
- Actions you can take
 - At home
 - In your Neighborhood
 - If you are a Landlord
 - If you are a Brewery, Coffee House, Restaurant

Join Us! ways to get involved

- Sign up to get CAT updates (listserv/blog posts written by vols)
- Join a CAT working group under a CAT volunteer

- Be an ambassador for your neighborhood, help promote CAT and Green Neighborhood initiatives
 - Request Monarch Hummingbird Sanctuary kit
 - Sign up on Public calendar of events/workdays
 - Volunteer to join CAT
4. Within 3 – 6 months– each working groups launches at least 1 high impact project led by CAT working group members (community engagement for an evidence-based approach in the approved climate action plan/town plan). Each project should include engagement targets by year for 3 years (and use high engagement approaches – we should be reaching 50-75% of the target sector (neighborhood, restaurants by year 3).
 5. Focus CAT meetings on advancing CAT working group initiatives
 6. Establish on-line annual event calendar for Town activities and information sessions where CAT members and community members can sign up to volunteer. At all booth/events – invite town members to sign up to receive CAT outbound email notices.