



Results of Engagement and Strategies for Building Decarbonization

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Agenda

1. Background and Context
2. Overview of engagement
3. Overview of themes and strategies

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Background and Context

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Eugene's Climate Goals and Emissions Data

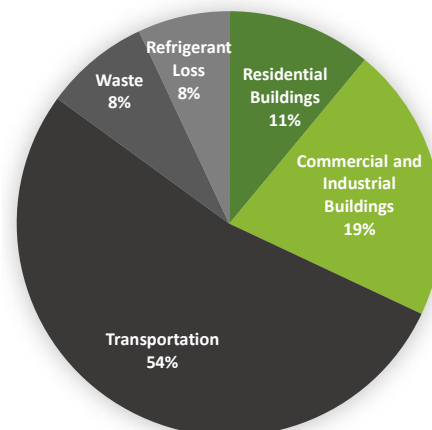
Eugene's Greenhouse Gas Emissions

Climate Recovery Ordinance

Reduce fossil fuel use by 50% by 2030.
Reduce greenhouse gas emissions by
7.6% per year.

Climate Action Plan 2.0

Roadmap for reducing local greenhouse
gas emissions.

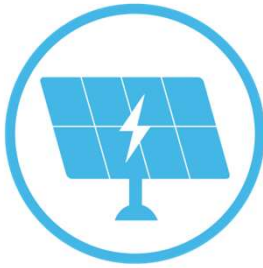


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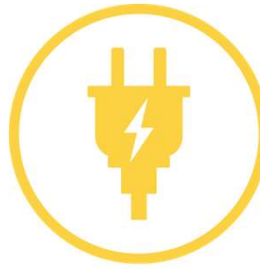
Defining Building Decarbonization



Clean Energy



Energy Efficiency



Electrification



Energy Recovery

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Related City Council Motions

July 2022

1. Direct City Manager to engage the community in developing a plan for the transition of buildings to be decarbonized that has at its foundation social, environmental and economic equity with the emphasis on engagement of historically marginalized communities and their representatives.
2. Direct City Manager to engage the business community with an outreach process to discuss and solicit their input.

July 2023

3. Direct City Manager to return for a discussion regarding ways in which the City can reduce the use of fossil fuels in new construction, including the feasibility of fossil fuel reduction strategies that have been adopted in other jurisdictions.

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Overview of Engagement

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Engagement on Building Decarbonization

- 800+ people engaged
- 24 engagement tactics
- 6 broad themes
- 16 strategies



Focus group at Peace Village Housing Cooperative.

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Engagement with Historically Marginalized Communities



Focus group at the Eugene Public Library.



Low-income renters
Low-income homeowners
People with disabilities
Seniors
Communities of color
Youth

- Prioritize older buildings and rentals
- Prioritize upgrades that protect health and safety
- Prevent unintended consequences

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Engagement with Business Sectors



Restaurants
Hotels
Food manufacturers
Industrial manufacturers
Commercial buildings
Landlords
Residential developers
Public institutions
BIPOC-owned businesses
Workforce



Commercial buildings along W Broadway in Eugene.

- Want incentives instead of mandates
- Want recognition, need guidance and support
- Prefer performance-based goals instead of prescriptive goals

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Engagement with Environmental Groups



Environmental Nonprofits

Sustainability Commission

- Need for regulation
- Divest from fossil fuels
- Need to act with urgency



Focus group with local, environmental nonprofits.

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Engagement with the General Public



Staff engage with the public through an intercept survey at the open house.



Online Survey

Virtual Listening Session

Open House

- Support for incentives and education
- Desire for reliable energy
- Need for urgent and aggressive action
- Renter vs owner-occupied homes

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Consultation with Energy Providers



Staff visit NW Natural's facility in Sherwood.

EWEB
NW Natural



- Complex regulatory environments
- Interdependency of different energy types
- Projected increase in energy demand

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Overview of Themes and Strategies

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Top Six Themes from Engagement

- 1 Expand incentives for decarbonization
- 2 Provide education, assistance and support
- 3 Ensure equitable distribution of decarbonization benefits
- 4 Ensure clean, reliable and affordable energy
- 5 Improve community resilience to extreme weather events
- 6 Continue meaningful engagement with stakeholders

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Strategies for Decarbonization

- 1 Expand incentives for decarbonization



1. Create an
incentive
navigator service



2. Explore incentive
mechanisms within
City programs and
processes



3. Identify ways to
disincentivize fossil
fuel use

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Strategies for Decarbonization

2

Provide education, assistance and support



4. Launch an education and awareness campaign



5. Develop strategies to engage workforce partners



6. Foster peer to peer, sector-specific learning with businesses



7. Provide technical assistance for businesses to comply with new state and federal regulations



8. Recognize business leadership on climate

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Strategies for Decarbonization

3

Ensure equitable distribution of decarbonization benefits



9. Expand tools that support decarbonization in rental homes



10. Expand distribution of low-cost items for energy efficiency improvements



11. Prioritize transitioning homes from oil heat to electric heat pumps

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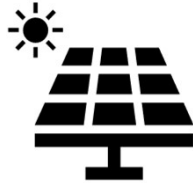


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Strategies for Decarbonization

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Ensure clean, reliable and affordable energy



12. Explore opportunities
for a community solar
project



13. Explore opportunities
for a geothermal energy
network

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Strategies for Decarbonization

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Improve community resilience to extreme weather



14. Distribute stand-alone
appliances like air
conditioners and air
purifiers



15. Expand community-
based resilience hubs



16. Ensure backup
energy for vulnerable
individuals

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Strategies for Decarbonization

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Continue meaningful engagement with stakeholders



Intercept survey with members of Plaza de Nuestra Comunidad.



Focus group with the Wednesday Wheelers, a group of people that use wheelchairs.



Housing Open House at the Downtown Pavilion.

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In Summary

1. In-depth community engagement
2. Strategies that have the most support
3. Staff recommend these strategies to continue forward progress towards meeting our goals



Electric heat pumps at Peace Village, a multi-family housing site in Santa Clara.

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Questions? Comments? Concerns?

