



**The Energy, Environment and Natural Resources Commission
"One Less Campaign" Ad Hoc Committee Meeting
Avondale Civic Center, 11465 West Civic Center Drive, Cottonwood Room
Wednesday, July 10, 2019 at 4:30 P.M.**

Summary of Actions

- 1. Roll Call by Staff Liaison. 4:33 PM**
- 2. Unscheduled Public Appearances. NONE.**
- 3. "One Less" Campaign Planning (For Discussion). DISCUSSED.**
- 4. Adjournment. 5:39 PM**

Respectfully submitted,

Hether Krause
Environmental & Sustainability Program Manager

Members will attend either in person or by telephone conference call.

Los miembros asistirán en persona o vía teleconferencia.

Individuals with special accessibility needs, including sight or hearing impaired, large print, or interpreter, should contact the City Clerk at 623-333-1200 or TDD 623-333-0010 at least two business days prior to the meeting.

Personas con necesidades especiales de accesibilidad, incluyendo personas con impedimentos de vista u oído, o con necesidad de impresión grande o intérprete, deben comunicarse con la Secretaria de la Ciudad at 623-333-1200 o TDD 623-333-0010 cuando menos dos días hábiles antes de la junta del Concejo.



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Avondale Civic Center, 11465 West Civic Center Drive, Cottonwood Room
Wednesday, July 10, 2019 at 4:30 P.M.**

Minutes

- 1. Roll Call by Staff Liaison.** 4:33 pm called to order. Commissioners Hernandez, Lemmon, and Staff Liaisons Copp and Krause present. Commissioner Upshaw attended by telephone. Commissioner Albrigo arrived at 4:40 PM. Commissioner Upshaw left at 5:33 PM.
- 2. Unscheduled Public Appearances.** None.
- 3. "One Less" Campaign Planning (For Discussion).** Discussed.

Ms. Krause opened the Ad Hoc Committee Meeting by reviewing the history of the "one less" campaign for Commissioner Upshaw, as he is relatively new to the commission, and recapped the last EENRC Meeting. Ms. Krause reviewed that Staff exists to facilitate and provide support to the Commission and Commissioners, but the campaign is a goal of the Commission, so their assistance is needed to generate ideas for how the campaign can be successful, if they wish to pursue this goal.

Commissioner Lemmon restated he thought the campaign should stay on target for this fall, even if it's a small campaign to start. Commissioner Upshaw agreed the Commissions goal should be to put something together this year, learn from it, and grow the event each year.

The group discussed the social media campaign approach and decided that the campaign should be a week. Leading into that week, there would be a series of social media blasts letting residents know the week was approaching, revealing the hashtag and beginning to get them thinking about how they can participate. Commissioner Hernandez suggested giving metrics followed by an example of an action people can do to participate in the campaign. Commissioner Lemmon called this a "thought starter..." for what residents can do.

Commissioner Albrigo proposed posting the hashtag on the digital display board on Avondale Boulevard and distributing flyers to local businesses.

Commissioner Upshaw suggested putting together a 30 second video that can be shared with the schools. Commissioner Hernandez suggests posting video on Facebook and YouTube as well. Commissioner Upshaw proposed using local pictures to show the need for participation. Commissioner Albrigo commented the time to create and release a video this fall may be too tight of a timeline but that this should be a longer-term goal of the campaign.



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Staff reported that the City's media group suggested Instagram and Facebook and City's website to post the campaign materials. Staff proposed #avondaleoneless for consideration by the Commission.

The Commissioners discussed creating a one-page infographic to hand out or send to businesses and suggested it also be posted to the NextDoor app, sent to HOA reps and local businesses. Staff proposed sending to the participating Green Businesses in the City and that there would be an internal City Staff competition to see which department can garner the most participation.

Commissioners agreed the campaign should be a week long. There was discussion about 5-7 days in length and 5 was determined most reasonable. Commissioners will work to identify the 5 actions (one for each day) and then the metrics to use for each day. It was determined the campaign would start on Monday September 30th and end on Friday, October 25th to avoid conflict with the Halloween holiday the following week.

Commissioner Lemmon asked what will follow the campaign. Commissioner Hernandez proposed a cleanup day on the Saturday to end the campaign. Commissioner Lemmon suggested somewhere in Central Avenue. Commissioner Hernandez suggested involving the Youth Commission and NFS, HOA's, etc. Staff agreed to reach out to NFS to see if there is sufficient time to organize a clean-up day and/or determine if this conflicted with any other events they have during this time.

Commissioner Albrigo proposed a resolution/proclamation before Council and a de-brief with the Commission after the campaign to gauge the success and strategize for the following year. He further suggested stickers for people to wear with the sustainability Avi and the hashtag.

The meeting closed with the following assignments being established:

1. Commissioner Lemmon will come up with the theme for each of the 5 days and propose some metrics.
2. Commissioner Hernandez will assist with coordinating the clean-up day and getting students and the Youth Commission involved.
3. Staff will draft a proclamation to go before City Council, work with the City's marketing team to get the visuals for the campaign, print stickers (labels) for the week and work with NFS and Commissioner Hernandez on the cleanup day. Staff will also organize an internal City Staff challenge once the campaign details are finalized.
4. Commissioner Albrigo will establish measurements/ goals for the campaign.

Group will reconvene next week to see what progress has been made.

4. **Adjournment.** Commissioner Lemmon moved to adjourn the Ad Hoc Committee Meeting. Commissioner Hernandez seconded. Motion carried, and the meeting adjourned at 5:39PM.

Respectfully submitted,

Hether Krause



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