



LOS ALAMOS

County of Los Alamos

1000 Central Avenue
Los Alamos, NM 87544

BCC Meeting Minutes Environmental Sustainability Board

Shannon Blair, Chair; Sue Barns, Vice-Chair; Joseph Chandler; Jyl DeHaven; Jesse Derringer; Hermann Geppert-Kleinrath, and Rebecca Paley-Williams, Members

Thursday, February 20, 2025

5:30 PM

1000 Central Avenue, Council Chambers

NOTE: This meeting is in person and open to the public. However, for convenience, the following Zoom meeting link and/or telephone call in numbers may be used for public viewing and participation.

Please click this URL to join. <https://us02web.zoom.us/j/85656951187>

Or One tap mobile:

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1. CALL TO ORDER - ROLL CALL

5:30 p.m. Members Blair and DeHaven absent

2. PUBLIC COMMENT

Pubic Comment by Greg White

3. APPROVAL OF AGENDA

Motion to approve the agenda as amended by Member Chandler, second by Member Derringer the motion passed unanimously.

4. APPROVAL OF MINUTES

[19834-25](#) Approval of the January 16, 2025, Environmental Sustainability Board Minutes

Presenters: Susan Barns

Motion to approve the minutes of January 16, 2025 as amended by Member Chandler, second by Member Paley-Williams the motion passed unanimously.

5. BOARD BUSINESS

[19845-25](#) Communication Strategies Work Session for the Ride and Thrive Initiative

Presenters: Angelica Gurule

**Communication Workshop on Climate and Sustainability Communications
101 with Anne Marie Cleary Rauker, Communication Officer with ICLEI
USA. Presentation attached**

19846-25 Discuss and Determine Working Groups and Steering Committees

Presenters: Susan Barns

Discussion and determining Working Groups and Steering Committees.

19836-25 Begin Planning for Earth Day 2025 a Public Engagement Opportunity

Presenters: Susan Barns

**Discussion and planning for Earth Day 2025, Angelica Gurule presented
several ideas for Public Engagement.**

6. REPORTS

A. Chair's Report - Shannon Blair

**Acting Chair Sue Barns reported that Abby Hayward, LAC Utilities will be
holding an electrification talk at the Nature Center, also on zoom on
Thursday, February 27th, at 6:30 p.m. Also, the New Mexico Legislature is
about ½ ways through lots of Sustainability and Environmental Bills
impacting our County and work, if anyone would like more information
contact Sue.**

1). **Board of Public Utilities - Jesse Deringer/Shannon Blair**

None.

2). **Transportation Board - Hermann Geppert**

None.

3). **Parks and Recreation Board - Shannon Blair**

None.

4). **Health Council - Jyl Dehaven**

None.

5). **County Council Liaison - Ryn Herrmann**

**Councilor Herrmann, reported on the Council Work Session held on
February 11th, asked about yard trimmings and when waste will get
picked up.**

6). **Inclusivity Task Force - Xeph Ivankovich and KokHeong McNaughton**

Inclusivity Task Force Member KokHeong reported next meeting would be on Wednesday, January 26th at 12:15 p.m., they are working on establishing working groups. Invited everyone to the Urban Trail ribbon cutting, on Wednesday, January 26th at 2:00 p.m. invited everyone to walk the trail.

B. Working Groups Reports

- 1). Los Alamos Sustainability Alliance - Sue Barns/Rebecca Paley-Williams

Member Sue Barns reported that the Los Alamos Sustainability Alliance met, they have decided to work on a campaign on people in our community and what people are doing on sustainability. Are preparing for Earth Day and are planning on their 7th anniversary what began and the Zero Waste Committee and is now Los Alamos Sustainability Alliance.

- 2). Education and Outreach Work Group

None.

- 3). Fleet Conversion Plan and Community-Wide EV Study Working Group

None.

- 4). Bee City USA Los Alamos - Britton Donharl

Britton Donharl, Coordinator for Bee City gave an update on what a Bee City is and what they are doing. Bee City annual report is included in the minutes.

7. STAFF REPORT

[19847-25](#) Sustainability Manager Updates

Sustainability Manager Angelica Gurule reported that they have applied for grants, not sure what will happen with grant applications. Newsletter is growing more and more readers, keep sharing it. EV Infrastructure, we are working on deploying several Level 2 EV Chargers in the Municipal Parking lot, they are not metered, and we are not charging. Kicked off Fleet Conversion Plan two weeks ago and will gathering information to share with Consultant. Developing scope of work for Education and Outreach. Share the Residential Sustainability Report.

**8. PREVIEW OF UPCOMING AGENDA ITEMS
-Water Conservation Plan - Abbey Hayward**

Abby Hayward, LAC Utilities is in the process of revising the Water and Energy Conservation Plan and will present to ESB on March 20th.

9. ADJOURNMENT

8:02 p.m.

If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact the County Human Resources Division at 662-8040 at least one week prior to the meeting or as soon as possible. Public documents, including the agenda and minutes can be provided in various accessible formats. Please contact the personnel in the Community Services Administration Office at 662-8163 if a summary or other type of accessible format is needed.



Communications Workshop

Anne Marie Cleary Rauker
ICLEI USA Senior Communications Officer

February 20th, 2025

Agenda



- **Communications 101** (5 minutes)
- **Best Practices of Climate & Sustainability Storytelling** (10 minutes)
- **Introduction to Ride & Thrive** (5 minutes)
- **Discussion** (40 minutes)

Please feel free to ask
questions throughout the
presentation!



CLIMATE & SUSTAINABILITY

Communications 101



The Communications Equation



= good (effective, interesting, funny, thought-provoking, life-changing) communications

Communication Goals



Science Communication:

- **A**wareness
- **E**njoyment
- **I**nterest
- **O**pinion-forming
- **U**nderstanding

Climate & Sustainability Communication:

- **A**wareness
- **U**nderstanding
- **P**ersuading
- **C**are
- **A**ct

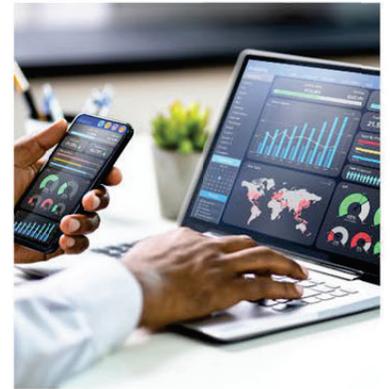
Climate and sustainability communications are specifically geared towards engaging, informing, advocating, and mobilizing sustainability and climate change initiatives.

Remember to keep your overall goal in mind when creating communication plans and content.

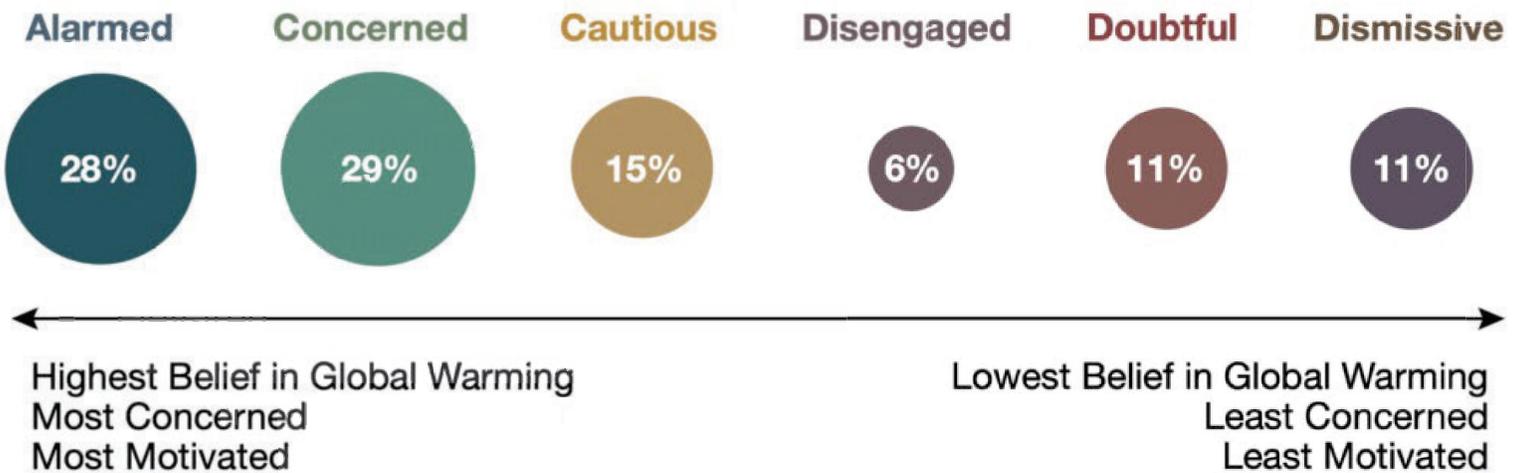
Top Communication Goals



1. Enhance Community Awareness and Understanding
2. Foster Community Participation and Feedback
3. Improve Transparency and Accountability



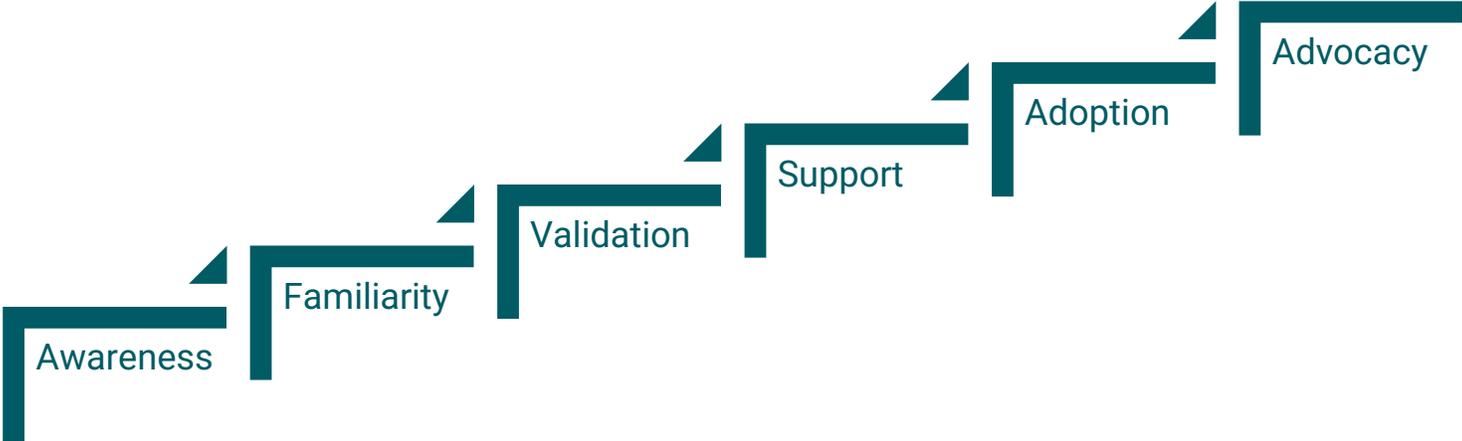
Who is Your Audience?



Global Warming's Six Americas, Fall 2023
Base: 1,033 U.S. adults

Source: Yale Program on Climate Change Communication;
George Mason University Center for Climate Change Communication

The Audience Journey



BEST PRACTICES of Climate & Sustainability Storytelling



Best Practices in Climate & Sustainability Communications

1. Start with people, stay with people
2. Climate communications is storytelling
 - a. Don't default to data
3. Swap moral appeals for appeals to local values (health, security, quality of life)
4. **Bring forward the right messengers**



[Climate & Sustainability Communications Member Toolkit](#)

Climate & Sustainability Storytelling



Bring forward the right messengers to develop and build trust

Elected officials: overall community safety, loss of life during floods and heat waves, economic costs from infrastructure damage and business closures, etc.

Public works staff: sewer overflows during floods, sea-level rise effects on water pumps

Public health staff: increased asthma and Chronic Obstructive Pulmonary Disease problems during extreme heat events, increased vector-borne diseases, increased vulnerability of local hospitals to power outages

Utility staff: stress on energy grid, blackouts during heat waves

Chamber of commerce: property damage, utility interruptions, transportation disruptions, business closures etc.



Climate & Sustainability Storytelling



Bring forward the right messengers to develop and build trust

Community organizers: community impact and buy-in, place-based priorities, flooding, heat, disaster management

Religious leaders: heat exhaustion and loss of life during heat waves, especially among elderly and homeless

Neighborhood groups and homeowners association: damage to property during floods, strong storms and wildfires

Youth, Community Colleges/Universities: advocacy, community impact, place-based priorities

[Youth Climate Council Startup Toolkit](#)



Best Practices in Climate & Sustainability Communications

1. Start with people, stay with people
2. Climate communications is storytelling
 - a. Don't default to data
3. Swap moral appeals for appeals to local values (health, security, quality of life)
4. Bring forward the right messengers
5. **Your mission, as you've chosen to accept it. [Protect and serve.]**



[Climate & Sustainability Communications Member Toolkit](#)

Climate & Sustainability Storytelling



Start with people, stay with people

“Protect and serve messaging”

Replace	Embrace	Because...
Renewable energy, green energy, domestic energy	Local/locally made clean energy, homegrown energy, clean energy	“Local” folds in community empowerment without directly stating it. “Homegrown” implies accessible wind and solar energy. “Clean” reinforces health benefits and positions fossil fuels as “dirty.”
Better for families, better for us, better for you	Better for our community, loved ones, and future generations	Referencing community, loved ones, and future generations have a high emotional response, moves the audience to think beyond oneself, builds inclusiveness (not everyone has children), and activates collective agency.
Good for the country	Good for [city or state], good for the residents	U.S. residents are more personally attuned to their local communities and personal well-being. Extreme political divides result in varied responses to “good for the country” messages.

Source: [Climate & Sustainability Communications Member Toolkit](#)

Best Practices in Climate & Sustainability Communications

1. Start with people, stay with people
2. Climate communications is storytelling
 - a. Don't default to data
3. Swap moral appeals for appeals to local values (health, security, quality of life)
4. Bring forward the right messengers
5. Your mission, as you've chosen to accept it. [Protect and serve.]
- 6. Variety of deliverables**



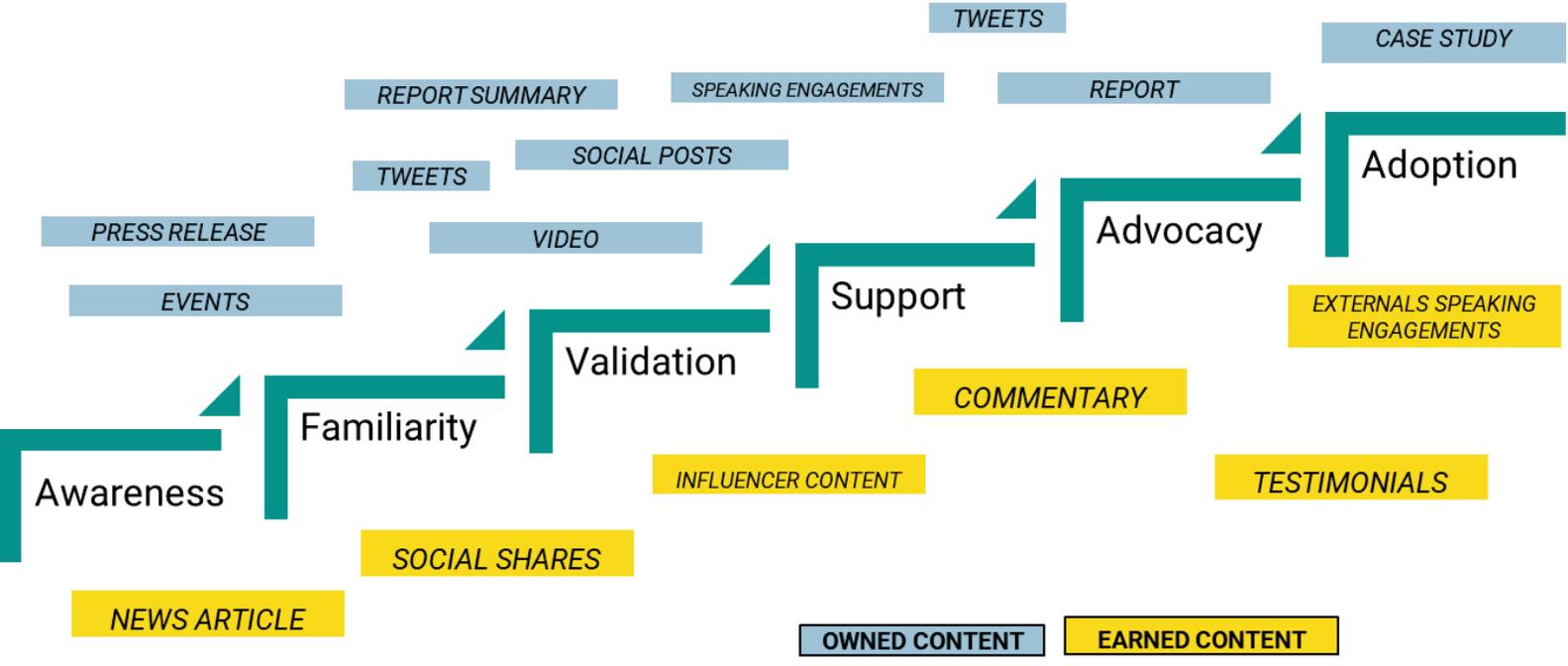
[Climate & Sustainability Communications Member Toolkit](#)

Communications Deliverables



Blog post / article	Video	Brochure	Media campaign	Report	Webinar	Web products
Blog post on another blog	Explainer Video	Case study brochure	Social media campaign	Annual report	Presentation deck	Web page
Guest author blog post	Case study video	Project brochure	Influencer/partner campaign	Manual	Speaking opportunity	Brochure website
Op-Ed	Promotional video	Event flyer	External media pitching	50-page written report		Project website
Newsbit		FAQ	Media release	Modular minisite		Engagement/forum website
Thought leadership article		Poster/Swag	Newsletter			
		Website	Key messaging document			

Audience Journey



Introduction to Ride & Thrive



Ride & Thrive



A campaign designed to showcase the benefits of public transit through personal stories, accessibility features, and environmental impact. This format can be used to highlight biking and walking trails.

- **Goal:** Increase target audience's use of public transit
- **Target Audience:** Ages 18–65 (commuting workforce)
- **Channels:** Social media (video vignettes), blog posts featuring personal stories (e.g., Angelica's experience connecting with her family)
- **Key Features:**
 - Highlight free public transit options and app.
 - Showcase accessibility, including ADA compliance and features for riding with kids or companion pets.
 - Climate literacy integration: Address questions about emission reductions and environmental benefits.

Ride & Thrive



- **Interactive Component:** A scavenger hunt showcasing sustainable businesses, community organizations, and county programs.
- **Sample Rollout Themes:**
 - How to use public transit (route tracking, accessibility, biking options).
 - Interviews with transit workers.
 - Framing: "We care about building a resilient/sustainable/ stronger community; we care about making public transportation accessible for all."

Discussion



Discussion



Together, let's discuss a 'Taking Climate Action' initiative:

- Vote on a tagline for this initiative
- Discuss a food waste prevention campaign
 - Goals
 - Audience segments
 - Best channels & key messages
 - Partners or community organizations

What are the primary goals of your food waste prevention campaign?



- Waste less food
- Most people don't know they are wasting food
- Focus on residents to waste less food
- Focus on whole foods and less packaged
- Preventing food waste is the number one way to reduce environmental impact
- Local concerns related to buying food on a mesa, hoarding food (perhaps)/stockpiling
- Keep all food waste out of the landfill
- (Categorize/themes)

Who is your target audience?



- Middle aged parents
- Kids because it gets you to the parents (might reach the disengaged audience)
- Those responsible for shopping and preparing food
- Teens/Highschool/college age

What are the most effective channels to reach your target audience? What messages will resonate most?



- Partner with Smith's (zero hunger, zero waste initiative)
- Food waste kit (shopping list, how to store food)
- Kids – Schools, teacher is biggest influence during school week (have a presentation)
 - Give excess food to food banks
 - Trash audit (food waste)
- Parents – Library (music and movement), FSN
 - Financial reasons

Who are the most credible and impactful messengers for this campaign?



- Teachers
- Kids
- Parents
- Religious leaders
- Librarians (kids listen attentively)
- Needs to be fun or engaging

Thank you!



Working Groups and Steering Committees

B&C Working Group	Steering Committee/County Working Group
<ul style="list-style-type: none"> • In addition, the chair shall: request less than a quorum of the B&C members, and as appropriate, community members and other advisors, participate in a working group when advice on a subject or range of subjects is needed to gather information and make recommendations to the B&C. • Working Groups shall report at each meeting • Meeting times are at the discretion of the board. 	<ul style="list-style-type: none"> • Participate in a County led project. • Provide suggestions and input as necessary. • Meetings are typically held during business hours, Monday – Friday 8am – 5pm. • Meetings are between .5 - 1 hour weekly or every other week. • EV – 1 hour every other week for 10 months. • Education and Outreach – TBD • Energy Audits – TBD

Working Group -- An informal group created by the Chair of a B&C requesting that less than a quorum of the B&C members, and as appropriate, community members and other advisors or experts, participate in the group on a subject or range of subjects is needed to gather information and make recommendations to the B&C that are not binding on the B&C or Council in any legal or practical way.

B&C BOARD AND COMMISSION WORKING GROUPS AND SUBCOMMITTEES AND AD HOC COMMITTEES

1. B&C Working Groups

a. Membership: B&C working groups shall be composed of less than a quorum of the B&C and may include members from the community or other advisors or experts. B&C working groups will engage in fact finding and only make non-binding recommendations to the B&C. A current list of the B&C’s working groups is maintained by the County Department the B&C works with.

b. Establishment: The Chair of the B&C may create a new working group or may staff an existing working group by requesting that less than a quorum of the B&C’s members, and as appropriate, community members and other advisors or experts, participate when advice on a subject or range of subjects is needed to gather information and make recommendations to the B&C.

c. Non-Binding Recommendations: Any policy recommendations made by a working group to the B&C are not binding on the County or the B&C in any legal or practical way. Any policy recommendations made by a working group are only binding on the County if adopted by the Council at a public meeting.

d. Participation in Working Groups: Requests for participation in working groups will be made annually by the Chair of the B&C on a rotational basis so that other B&C members and/or

community members will have the opportunity to participate, unless the Chair determines that there is good reason for the existing members to continue participating in the working group.

e. B&C Members Responsibilities. B&C members who agree to participate in a B&C working group shall make reasonable efforts to attend meetings of the working group; if the member is unable to attend meetings on a regular basis, the member shall notify the Chair and request that another member be asked to participate in the working group. Members participating in a working group should assure the working group focuses its efforts on the matter assigned and provides recommendations to the B&C on the matter assigned. Members of the B&C who have not been assigned to a given working group may not attend meetings of the working group. Members participating in a working group may not discuss the working group's business with other members (of the same B&C) outside of a public meeting of that B&C.

f. Reporting to the B&C: When a working group is ready to report to its B&C or otherwise needs to communicate with its B&C, a member of the working group shall make a request to the Chair to be placed on the B&C's agenda. The Chair shall honor this request and place the working group on the earliest convenient agenda for the B&C. However, working groups shall be placed on the B&C's agenda to provide updates on their work to its B&C at least once a quarter.



Bee City Los Alamos

2024 Annual Report

February 2025

Bee City Los Alamos marks its first anniversary as a Bee City USA affiliate, celebrating a year of dedicated efforts to protect and promote native pollinators in Los Alamos County. With strong support from Los Alamos County, the Pajarito Environmental Education Center (PEEC), and an incredible network of community volunteers, the initiative has made significant progress in fostering a more pollinator-friendly environment.

Bee City Los Alamos Mission

By thinking globally, and acting locally, we commit to working together as a community to conserve our native pollinators through planting an abundance and diversity of native plants, providing nesting sites, applying conscientious management of planted and natural areas, and a County-wide commitment to reduce the use of pesticides.

Bee City Los Alamos Committee

Bee City Los Alamos is guided by a volunteer committee that meets on the third Tuesday of each month at 4 p.m. at the Los Alamos Nature Center. The public is encouraged to attend and participate.

Key Accomplishments

Bee City Los Alamos Established as a Bee City USA Affiliate: With support from an incredible network of community volunteers, the Pajarito Environmental Education Center staff and Los Alamos County personnel, the County of Los Alamos was Designated as a Bee City USA Affiliate on January 9th, 2024. See the resolution [here](#) or at www.losalamosnm.us

Establishment of a Pollinator Demonstration Garden: Created in collaboration with Los Alamos County, this vibrant garden near the Betty Ehart Senior Center features a variety of native plants that support bees, butterflies, and other beneficial insects. It also serves as an educational resource, showcasing pollinator-friendly landscaping practices that residents can replicate in their own yards. Volunteers continue to maintain the space, ensuring its long-term success.

Backyard Pollinator Garden Program: Made possible through the generous support of the Carroll Petrie Foundation, this initiative provided Los Alamos and White Rock residents with native shrubs and flowers to plant in their yards free of charge, expanding pollinator habitats beyond public spaces. By creating a network of safe, sustainable feeding and nesting areas, the program strengthens local ecosystems and ensures pollinators have the resources they need to thrive.

Citizen Science Initiative with iNaturalist: Bee City Los Alamos worked to raise awareness about pollinator conservation throughout the County by engaging residents in hands-on opportunities to make a difference. Through the iNaturalist project "**Native Plants and Pollinators in Los Alamos County,**" community members contributed valuable data on local pollinator populations and their interactions with native plants, helping to inform future conservation efforts.

Bee City Los Alamos Website and Newsletter: Bee City Los Alamos maintains a robust website with information about native pollinators and plants, resources, and outreach. Visit www.beecitylosalamos.org.

Looking Ahead

A new round of pollinator garden kits will be available through the Backyard Pollinator Garden Project; applications will open in June 2025.

County residents are encouraged to continue to participate in the Citizen Science Initiative with iNaturalist, uploading photos of native plants and pollinators into the database.

At least two group volunteer days will be held (May and July) in the Pollinator Demonstration Garden, and additional help by volunteers will help maintain the garden through the growing season.

Bee City Los Alamos will participate in community events such as Earth Day and ScienceFest. Bee City will continue to collaborate with groups including the Community Seed Library and the Master Gardeners.

Educational outreach with students of all ages is under development; currently Bee City has been invited to collaborate with PEEC, the LAHS Eco Club, and Scouts.

Britton Donharl, Bee City Coordinator, can be contacted at coordinator@beecitylosalamos.org

Bee City USA is an initiative of the Xerces Society for Invertebrate Conservation that provides a framework for communities to support pollinators. Affiliates commit to creating and maintaining pollinator-friendly habitats, raising awareness about the importance of pollinators, and reducing pesticide use.



Los Alamos Sustainability Alliance Agenda and Minutes

February 11, 2025 | 11:00 am - 12:30 am

Participants: Sue Barns, Josh Levings, Abbey Hayward, Jody Benson, Britton Donharl (bee city LA coordinator), Kirsten Laskey

- **Business**

- A. Story Telling - Jody Benson**

- Share stories about Hero's. People who we know that are trying to protect their neighborhood. "Backyard heros." Less than 100 words, have a weekly wall of hero's. Good tasks for the environment.

- We can start with groups of people. Start with Eco Club. Unitarian church. Highlight businesses.

- Capacity - Sustainability Newsletter, possibly take out an advertisement.

- Make a sign up list to find a "sustainability hero"
 - 30 second video of what they are doing
 - Working with LAHS for videography / UNM-LA (PAC-8 does summer film school)
 - What's our next step? Goal 1 per month! 100 words or less, short video (1 minute or less), picture with caption
 - Jody – contact Eco Club for a story
 - Britton - Bee City and PEEC
 - Josh – Unsung heros (Environmental Staff)
 - Angelica – County/A person
 - Sue – Nature Center / An individual
 - Kirsten – Write up a call out for submissions and post across media
 -

- B. LASA Anniversary – March 4**

- a. Food at our March meeting**
 - b. Invite others to attend – LACDC, Parks (PEEC closed Tuesday's) possibly**
 - c. Sue to ask Peec for room.**
 - d. Angelica – make an invite**
 - e. Have a party, have food, invite others**

- C. Preparing for Earth Day 2025**

- a. DPU – ECAM IRA and rebates and credits**
 - b. Sustainability and ESB – Story Telling – Photo booth – climate action (ASK PIO for ECO Frames)**
 - **Giveaways – same theme as sustainability newsletter**

- **Updates**

- A. Bee City– Britton Donharl – She is working on education and outreach, backyard pollinator garden project and will maintain the demo garden, native plant sale in May**
 - B. Waste Diversion Program Updates – Josh Levings – Working on regional landfill study (Hewlitt Zoller), delivered over 600 bear carts, working good, submitted annual report to NMED. A lot of trash is coming up to Los Alamos.**

- C. Water and Energy Conservation Update – Abbey Hayward – ECAM workshops, water and energy conservation plan (biennial update), next year will be a full update. Public Outreach season
- D. PEEC/PEEC Nature Youth Group/Master Gardener Program– Vacant
- E. LASA Schools Team Report – Jody -
- F. Seed Library /Gaia’s Pantry – KokHeong – Small Space Garden Discussion, self-watering pots. People are generous at Gaia’s Pantry (well filled). May have enough
- G. ESB - Sue Barns – Meeting February 20th, completed workplan focusing on climate action plan, board will set up working group to look at plastic bag fee
- H. Greenhouse Gas Study, and Climate Action Plan, EV’ charging, extreme heat planning - Angelica Gurule
- I. Other Member Sustainability/Resiliency Updates – None

- **Events**

- A. Youth Eco Club Summit (April 2025)
- B. Small Space Gardening – February 15th 11am, Mesa Public Library, Upper Rotunda
- C. Breaking Bad at Round House – February 18th
- D. ESB Meeting - February 20th at 5pm
- E. Electrification Planning Workshop – Feb 27th at 6:30pm

- **Daily Post Articles/Videos– 5 minutes (ideas for articles)**

- March – Potential Building Energy Savings
- March or June – Co

- **Future Agenda Items**

- Update from Kirsten Laskey on Climate Action Education