

MEMORANDUM

TO: Thurston Climate Mitigation Collaborative Executive Committee

FROM: Thurston Climate Mitigation Collaborative Staff Team:
Pamela Braff, City of Olympia

DATE: January 27, 2025

SUBJECT: 2025 – 2026 TCMC Work Plan

Requested Action

Review and discuss staff recommendation to delay implementation of the 2025 Thurston Climate Mitigation Collaborative Regional Initiative until 2026.

Background

TCMC Regional Initiatives

The Thurston Climate Mitigation Collaborative (TCMC) Regional Implementation Guidance (2023) outlines a process for the TCMC to select and implement an annual regional initiative. The purpose of the regional initiative process is to identify priority TCMP strategies and/or actions for focused regional effort in the following year.

In June 2023, the TCMC Executive Committee approved the selection of two regional initiatives for 2024: a Home Energy Score (HES) Model Ordinance and an Energy Efficiency and Electrification Campaign (“Energize Thurston”).

In June 2024, the TCMC Executive Committee approved the selection of one regional initiative for 2025: A gap analysis of regional and jurisdictional plans and policies that aim to reduce greenhouse gas (GHG) emissions in the transportation sector by reducing vehicle miles traveled (VMT).

2025-2026 TCMC Work Plan

In July 2024, the TCMC Staff Team presented the proposed 2025-2026 TCMC Work Plan and Budget for review by the Executive Committee. The proposed work plan and budget included estimated costs for all planned TCMC activities over the two-year period. This included administrative support, an administrative TCMP update, implementation of the two 2024 regional initiatives, the 2025 regional initiative, and a placeholder for a 2026 regional initiative TBD.

In 2024, the Staff Team conducted community engagement to inform development of the HES Model Ordinance and the Energize Thurston campaign, drafted the HES Model Ordinance, and developed the

Energize Thurston Launch and Implementation Plan. Both initiatives are now moving forward for regional implementation in 2025¹.

Anticipated tasks for HES Model Ordinance in 2025 include:

- Model Ordinance adoption hearings held at all four jurisdictions (Spring 2025); and
- If jurisdictions adopt the model ordinance:
 - Drafting and executing an Interlocal Agreement for ongoing program development;
 - Drafting an ordinance to develop a regional HES assessor registration process;
 - Executing a partnership agreement with the U.S. Department of Energy;
 - Procuring and contracting with a HES national service provider;
 - Developing a custom Home Score Report;
 - Develop and launch IT systems for score reporting;
 - Onboarding, enrolling, and mentorship for 8 new HES assessors; and
 - Education and outreach.

Anticipated tasks for the Energize Thurston Campaign in 2025 include:

- Prepare to launch the campaign (January – March 2025)
 - Execute Energize Thurston 2025 Interlocal Agreement
 - All jurisdictions execute contracts with South Puget Sound Habitat for Humanity to administer the Low- and Moderate-Income (LMI) Pathway
 - Select Energize Thurston Installers (based on Request for Proposals issued in December 2024) and negotiate group purchase discount with selected Installers.
 - Develop Energize Thurston marketing materials
 - Develop Communications and Outreach Plan
 - Design Energize Thurston workshops
 - Develop participant application and tracking system
 - Train campaign partners on use of tracking system
- Implement the campaign (estimated March – June 2025²)
 - Implement Communications and Outreach Plan
 - Conduct in-person workshops
 - Record virtual “on-demand” workshop and post online
 - Implement participant intake and management process
 - Provide customer support and case management
 - Conduct oversight of installers and partners
 - Track and report on progress toward goals
- Develop Campaign Continuation Plan (estimated July – October 2025)

¹ The Home Energy Score program will only be implemented if the model ordinance is adopted by the TCMC jurisdictions.

² Energize Thurston may extend beyond June 2025 depending on potential reappropriation of state funding and/or other factors to be determined by the Staff Team.

- Document and evaluate processes and partnerships
- Develop a plan for continuation and expansion of the campaign in alignment with related federal, state, and regional initiatives.
- Develop funding applications and partner contracts for potential 2026 campaign

2025-2026 TCMC Work Plan – Proposed Changes

Given the significant workload anticipated to implement Energize Thurston and the HES Model Ordinance (if adopted by the TCMC jurisdictions), the Staff Team is proposing to delay the 2025 regional initiative until 2026. This change would provide several benefits, including:

- Enabling additional staff capacity to implement ongoing TCMC regional initiatives.
- Allowing the TCMC to focus on administrative updates to the Thurston Climate Mitigation Plan at the 2025 TCMC Annual Retreat.
- Allowing the TCMC jurisdictions to finalize and adopt their comprehensive plan updates, before beginning the gap assessment of current land use policies to reduce VMT.

Next Steps

The Community Advisory Workgroup will receive a briefing on this action during their February 18 meeting. The Executive Committee will be asked to review and approve the staff recommendation during the April 28 Executive Committee meeting.

Decision Options

N/A. Discussion only.

Attachments

N/A