



# BREATHE

Reducing Emissions For A Resilient Region

## Sector Working Group

APRIL 22, 2025





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Reducing Emissions For A Resilient Region

## Agenda

**30 minutes:** Introduction from BREATHE team

**1 hour:** Measure fair activity

**15 minutes:** Break

**1 hour:** Debrief measure fair in small groups

**15 minutes:** Close

## Session Goals

- Solidify CPRG required elements – using findings from fall sessions
- Build on new ideas for each measure

# BREATHE Project Team



CITY OF KNOXVILLE



**tpo**  
KNOXVILLE REGIONAL

**FINN**  
PARTNERS



Thre3<sup>3</sup>

# Our Commitment to Climate Action

*The City and TPO remain committed to developing a Climate Action Plan that serves the entire region.*

The CAP will act as our region's **first-ever roadmap to guide policy, funding, infrastructure, community action, and more.**

If we act now, we have the power to:



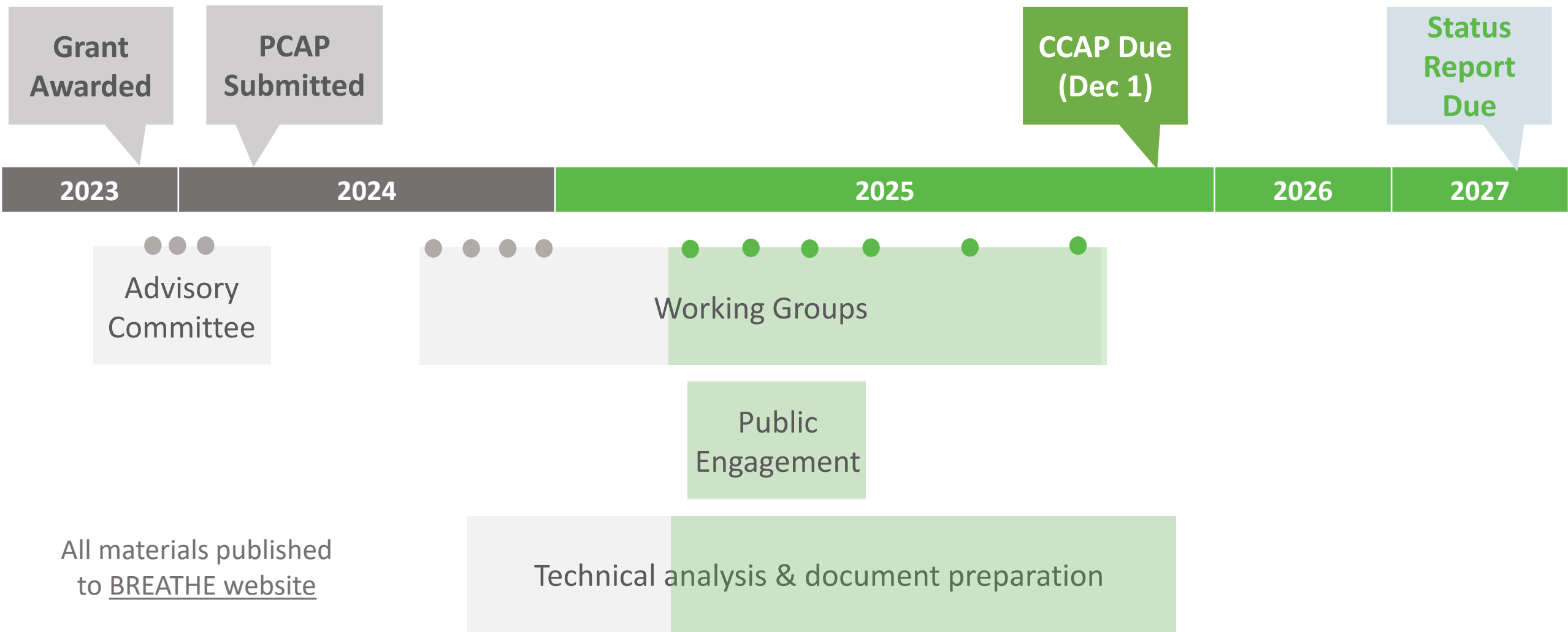
1. Slow down global climate change by reducing greenhouse gas emissions from our region.\*



2. Make our region more resilient to the impacts of climate change in the near- and long-term

*\*CPRG focuses primarily on #1*

# CAP Development Timeline




# Building on the PCAP

## For the PCAP, we...

- **Researched and surveyed to identify 142 existing climate actions** in the region.
- **Screened and scored** potential measures from groups of actions.
- **Prioritized 7 measures** to reduce GHG emissions from building, energy/power, and transportation.

## For the CCAP, we are...

- **Evaluating sources of emissions from all sectors** to identify new measures and analyze existing measures.
- **Adding measures and details:**
  - GHG emissions & co-pollutants reduced
  - Funding opportunities
  - Implementation partners, milestones and schedule, progress metrics, and equity considerations



Today's session will tackle these four key measure considerations

# Public Engagement

- April 26 & 27: tabling Dogwood Arts Festival @ World's Fair Park
- May 2: tabling Outlandish @ Ijams

## **What other events and groups?**

City & TPO planning more

Tabling focuses on:

Individual pledges

Measure priorities

Regional climate resources

# Get involved!

- **June 16-17: session for all five working groups (in-person, combined)**
- Summer: session to finalize measure details and equity considerations
- October: session to review draft CCAP



# What is a measure?

In the context of CPRG and the CCAP, measures are: “**programs, policies, and projects that will achieve or facilitate the reduction of greenhouse gas air pollution.**”



Increasing alternative  
& active transportation



Expanding use of  
electric vehicles



Preserving forests,  
wetlands, and other  
natural lands



Weatherizing buildings



Electrifying buildings



Practicing  
permaculture and  
regenerative  
agriculture



Purchasing goods  
produced & distributed  
using less energy

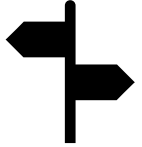


Installing and  
supporting renewable  
energy



Reducing, recycling,  
and composting waste  
instead of landfilling

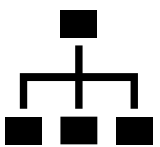
# What are we evaluating for each measure?



**Milestones:** What actions can we take to support this measure?



**Metrics:** How do we measure the success of this measure?

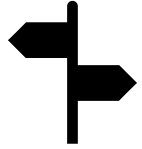


**Implementing authority:** Who would be responsible for implementing the actions in this measure?



**Equity considerations:** Who needs to be included in the planning, implementation, and monitoring of the strategy to ensure equity in process? What benefits and burdens need to be measured to ensure equity in outcomes across groups and communities?

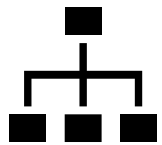
# Example: Study, design, and implement composting programs and other organic waste management.



**Milestones:** Create new composting programs or build on existing programs, like the City of Knoxville's Compost Drop-Off Pilot and UTK's composting facility.



**Metrics:** Volume of organic waste collected



**Implementing authority:** *Local Department of Waste and Resources* to coordinate and implement MSA level composting program.



**Equity considerations:** Reducing methane and ammonia production through composting improves air quality/smell for those living near landfills.

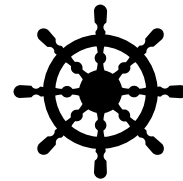
# Implementation Authority:

## *Opportunities for local leadership*

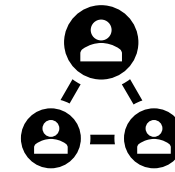
With shift in momentum for climate action at the federal level, states and local actors are well-positioned to fill the gap as **implementation authorities** by:



**Leveraging local knowledge** to tailor implementation plans to community strengths and needs



**Leading by example** and keeping the MSA engaged in climate action



**Building trust and valuable community networks** to lay the foundation for future climate action

# Examples of Implementing Authorities

## State & Local Agencies

- departments of transportation
- transit authorities
- offices of energy and environment
- departments of parks and recreation
- waste authorities
- departments of education
- housing authorities

## Private Sector Partners

- utilities
- landlords
- homeowners
- local businesses
- business improvement districts
- farmers markets
- developers

## CBOs & Non-Profits

- faith-based organizations
- youth organizations
- environmental and climate non-profits



## Climate Action is Collective Action!

When we work together across sectors, and across state and local organizations, we can reach a wider network of communities to more successfully curb emissions and build a more resilient future!



# Setting ourselves up for success

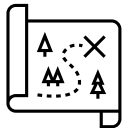
To meet these opportunities successfully, we need to:



1. **Assess where we are.** What sectors or geographic areas in the region are lacking the authority to implement the selected measures?



2. **Decide where we want to go.** What agencies, organizations, private entities, or other groups could step in to fill this gap?



3. **Develop a plan.** How do we engage these partners?

## **Equity Considerations:**

*Opportunities to pursue co-benefits of climate action*

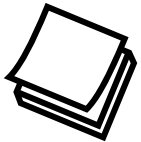
# Measure Fair



- Each measure has its own **station**, plus 1 for bonus ideas



- You will visit **~3 measure stations**



- Each group will be given **sticky notes and pens**



- **60 minutes total, with 15-minute time checks**

# Measure Fair

- 5-10 minutes to **brainstorm** 4 key elements
  - Milestone, metrics, implementation authority, equity considerations
  - You do **not** have to address all 19 measures or all 4 considerations for each measure.  
**Prioritize measures/sectors you are most excited about** and that you have the most to say about.
- Facilitators will be stationed throughout the room to answer questions.
- We'll take a 15-minute break, then split into **groups to debrief for 60 minutes.**



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## Get Involved!

[contact@knoxbreathe.org](mailto:contact@knoxbreathe.org)