



MEMO

DATE: FOR THE NOVEMBER 30, 2017 ENVIRONMENTAL PROGRAMS COMMITTEE MEETING

TO: THE ENVIRONMENTAL PROGRAMS COMMITTEE

FROM: STEPHANIE DAVIS, AICP SENIOR PLANNER

SUBJECT: ITEM 4B: DISCUSS IMPLEMENTATION OF CLIMATE ACTION PLAN PRIORITIZED GREENHOUSE GAS REDUCTION (GHG) REDUCTION MEASURES

RECOMMENDATION

Review, comment and discuss implementation efforts for the top three prioritized Greenhouse Gas (GHG) reduction measures, or additional measures as time allows, as approved by the City Council.

BACKGROUND

In January 2017, the City Council approved a prioritized list of identified Greenhouse Gas (GHG) reduction measures from the Town's Climate Action Plan. Specifically, the Council approved a list identifying 16 of the 25 adopted GHG reduction measures as prioritized for more immediate implementation, as recommended by the EPC. The 16 prioritized measures will enable the Town to reach 78.37% of the targeted GHG reduction levels by 2020 and 81.80% by 2030. The remaining 9 measures that were not prioritized were acknowledged as still pertinent to effectively reduce the Town's carbon footprint, however were recommended to be addressed at a later time. These 16 prioritized measures are listed within Attachment 1.

Staff is requesting the EPC provide direction on further, more detailed implementation recommendations on the prioritized GHG reduction measures. Staff would then work on facilitating the implementation efforts identified by the Committee.

ANALYSIS

The Committee may wish to begin discussions at today's meeting on actual implementation efforts/plan for the top 3 prioritized measures (or as many as the scheduled meeting time may allow) and continue discussion on the remaining prioritized measures at the next regularly scheduled EPC meeting in November. Staff has prepared a general list of potential implementation efforts for Priorities #1-3 (Attachment 3). This list is not intended to be all-inclusive, but just provide a starting point for EPC discussion.

Chapter 4 of the Town's Climate Action Plan (Attachment 2) outlines some steps, programs, and funding options that the Town should consider while implementing the Climate Action Plan. This chapter notes that engaging the community and motivating them to *want* to take action will be integral to the successful implementation of the Town's CAP. This chapter suggests that the Town provides a framework within which residents can learn about their impacts on the environment, easily access resources to enable them to make the requested changes, and readily share their successes and failures with others.

Currently, the Town has a Sustainability website <http://www.ci.atherton.ca.us/sustainability> which staff would continue to work on updating with up-to-date information and resources. Resources include regional programs that Atherton residents can take a part of such as the FlowsToBay Rain Barrel Rebate program, as well as state initiatives aimed at reducing emissions and saving energy such as the State Energy Efficiency Collaborative. The Town also has a Climate Planning website through San Mateo County's Open Portal Performance webpage <https://performance.smcgov.org/stories/s/Atherton-Climate-Planning/64xm-4pk9> in which information regarding Greenhouse Gas Emission levels throughout the Town is made available to the community. The Town controls the written content of the Performance website while Consultants update the GHG emission levels. This website launched in January of 2017. Town Staff has also been including sustainability blurbs in the Town's weekly email blasts and the Athertonian. Other potential resources that can be developed include informational handouts, flyers, and Nextdoor posts. Future EPC events and outreach efforts should be centered on engaging, educating, and motivating the community.

It is noted that when approving the CAP and prioritized measures, the City Council expressed that no additional Town funds should be allocated towards the creation of new programs, or otherwise to implement the CAP and that existing resources and promotion of existing programs and/or no to low costs should be considered to the greatest degree feasible. Staff could potentially obtain funds from outside grants in order to further execute the CAP. The Planning Department has some additional, limited staffing resources to facilitate implementation recommendations of the EPC that do not go above moderate staffing resources. Any recommendations that would require additional funding to support an outside organization/company would first require authorization by the City Council.

ATTACHMENTS

1. Approved, prioritized GHG Reduction Measures
2. Climate Action Plan Chapter 4 – Implementation
3. Potential Implementation of Priorities 1-3

ITEM 4B, ATTACHMENT 1
List and Description of Approved Prioritized CAP Measures

Priority #	Measure Topic Area	GHG Reduction Measure(s) *	Total 2020 GHG Emissions Avoided (MT C0²e)	% of total 2020 proposed GHG Emissions Avoided	Total 2030 GHG Emissions Avoided (MT C0²e)	% of total 2030 proposed GHG Emissions Avoided
1	Residential Energy	<ul style="list-style-type: none"> • EC2: Incorporate available Energy Upgrade programs and similar rebates 	291	5.52%	458	6.57%
2	Green Building	<ul style="list-style-type: none"> • EC1: Voluntary residential green building ordinance for new construction • EC4: Voluntary commercial green building ordinance for new construction and major additions • EM4: Energy efficiency in municipal buildings 	193	3.66%	154	2.21%
3	Community Choice Aggregation	<ul style="list-style-type: none"> • EC6: Community Choice Aggregation 	2,065	39.15%	3,380	48.51%
4	Bicycle and Pedestrian Master Plan	<ul style="list-style-type: none"> • TRC1: Implement the Town's Bicycle and Pedestrian Master Plan faster to create a walkable/ bikable street landscape • TRC2: Fund and Implement Bicycle Master Plan priorities and make having safe routes to school a Town priority 	352	6.67%	360	5.17%

5	Waste Management	<ul style="list-style-type: none"> • WC1: Set higher community waste diversion goals • WC2: Require Commercial recycling through mandatory ordinance • WC3: Promotion of recycling/ diversion of yard waste • WM1: Create Sustainable Vendor Policy for Public Events • WM2: Environmentally preferred purchasing policy-waste reduction • WM3: Approach a zero waste policy in government operations 	1,110	21.04%	1,169	16.78%
6	Water Conservation	<ul style="list-style-type: none"> • WTRC1: Water conservation incentives • WTRC2: Water conservation ordinance • WTRC3: Voluntary water conservation programs 	123	2.33%	178	2.55%
		TOTAL	4,134	78.37%	5,699	81.80%
<i>*Measure Codes: EC (Energy Community), EM (Energy Municipal), TRC (Transportation), WC (Waste Community), WM (Waste Municipal), WTRC (Waste Community)</i>						



4. Implementation, Funding and Next Steps

The preceding chapters describe the principal sources of the Atherton's GHG emissions and outline related goals and measures for achieving the community's targets of reducing emissions to 17% below 2005 levels by 2020 and 49% below 2005 levels by 2030. This chapter outlines the main components of the process for putting this plan into action.

Atherton does not have any existing dedicated staff to implement the Climate Action Plan. Given the importance and magnitude of this endeavor, it is recommended that the town hire a Climate Action Plan staff – or Sustainability Coordinator. The Town's EPC will continue to serve as a recommending body on related policies that may be considered in order to implement the Plan.

4.1 Town Policy & Implementation Recommendations to the City Council.

Atherton can establish policies to encourage conformance by specific commercial groups operating within the Town with specific Town goals. While this CAP provides a first statement of policies, there may be others developed that can enable improvements in the Town's carbon emissions. Therefore, it will be important to help prioritize the most important policies and draft some implementation guidelines for the roll-out and future implementation of the policies by the Town. Some improvements can be achieved simply by the issuance of Town policies, along with targeted communication of these new policies to the proper groups—such as with the private schools. Some may require that the Town provide some assistance with the requested changes. It is recommended that the Town consider reserving some funding to support those willing to implement changes (such as improved recycling at the schools).

4.2 Design and Implementation of Residential Programs.

With respect to the engagement of existing residents in support of the goals of this Plan, **the issuance of Town policies by itself is not sufficient.** It takes more to win the hearts and minds

and then support of residents. Some residents will be anxious to help address climate change but others will be resistant, even skeptical. Engaging the overall community, which is by nature busy, distracted and diverse in opinion, is a big challenge and requires a careful approach which can appeal to a very broad swath of the community. Time and effort must be taken to educate residents. In Atherton, **not all residents will even respond to appeals to take actions that can help them save money: thus other types of social rewards and intangible benefits must be designed to achieve broad participation of Atherton residents.** Therefore, the creation, design and **promotion of community programs** that provide the framework within which residents can **learn about their impacts on the environment, easily access resources to enable them to make the requested changes, and readily share their successes and failures with others,** while taking ownership and pride in the overall achievement of worthy and ambitious goals by the community will be required.

4.3 Funding of Residential CAP Programs.

One of the major barriers to implementing climate action programs is lack of available funds and staff resources. Currently, there are several avenues that could be taken by the Town to fund its climate action goals:

- 1) Obtain federal, state or regional grants or funds that are targeted to helping communities improve their carbon footprint;
- 2) Use volunteer support and low-cost implementations to create low-cost programs;
- 3) Pass a Utility User Tax (UUT)-type tax (discussed below) through a ballot measure that can be used to generate tax revenue from those who use excessive amounts of energy and water to provide for program funding and financial incentives for the reduction of residential carbon emissions.

The Town should evaluate in their annual, fiscal budget consideration of appropriate funding to further support the implementation of this Plan.

4.3.1 Grants.

There are multiple grant and loan programs through federal, state and regional programs that could assist in funding emission reduction programs. One example was the Energy Efficiency and Conservation Grants, the federal stimulus program from the U.S. Department of Energy (American Recovery and Reinvestment Act of 2009), which helped to fund the development of Atherton 2011 home audit program. To determine if there are other available funding sources, the Town could use staff resources to research additional grant funds. Currently, because of AB-32's Cap and Trade program launched by the State of California, which requires the largest

carbon polluters to purchase carbon credits, there is AB 32 funding available for a wide range of carbon reducing activities.

4.3.2 Home-Spun Solutions.

While it is recommended that the Town continue to explore methods to obtain funding for external grant sources to support its climate protection programs, the framework and funding options of prior Town programs could be re-evaluated for resurgence in the context of implementation of this Plan as appropriate.

4.3.3 Utility User Tax Funding.

Atherton could consider putting the issue of a conservation-style Utility User Tax in place through a ballot measure. While a tax of this type will require the approval of more 50% of the voters, the tax can be designed to be an assessment on a utility bill from PG&E or CalWater for user of that utility over a set amount. This means that the tax would only apply to those residents or users whose use of energy or water exceeds that baseline which is deemed reasonable for their property. The tax collected can then be used to provide support to them for energy or water reductions. This places the burden of funding the conservation work needed by the town on those who most require remedial help—and the more they conserve, the less painful the tax will become for them, so this is a win-win funding option. The proceeds of such tax could be used to fund the Climate Action Plan programs.

4.3.4 Monitoring Progress.

An essential component is monitoring Atherton's progress toward the 2020 target. Progress should be reassessed approximately every two years using the Town's GHG inventory to ensure that Atherton is on track to meet the year 2020 and 2030 targets. Climate Action Plan progress reports that provide the status on how the Town's is achieving the emission reduction targets should be produced. **These progress reports could be posted and/or disseminated on the Town's website to educate the community on Atherton's progress.**

It is also **recommended that the approved Climate Action Plan program and policies are included in the future General Plan Element updates.** The approved Climate Action Plan policies should be made consistent in the associated Elements of the General Plan. Staff and or consultants can identify and assess regional climate change vulnerabilities that are specific to Atherton and work with neighboring cities and regional agencies to establish more uniform approaches to climate change adaptation strategies. Recent reports from the International Panel on Climate Change (IPCC) state that climate change is occurring now and that the current goal is to first slow and then reverse emissions to avert more serious impacts in the

future. It is recommended that the Town prepare itself for the potential of increasing challenges that climate change can bring that include shrinking water supplies, rising temperatures, increased wildfires, rising bay levels and increased public health issues for the elderly and young. It is recommended that the Town **participate in regional efforts for climate change adaptation**. Additionally, the Town could **include climate change adaptation measures and policies in the General Plan updates**. Involvement and support from the Town City Council, staff and the entire community will be essential for the meeting GHG emission reduction targets. Atherton's Climate Action Plan should be viewed as a living document and programs should be revised as new technologies emerge and as new regional, state and federal policies evolve.

4.4 Summary of Measures

A summary of all the emission reduction measures is provided in Table 8 below.

ITEM 4B, ATTACHMENT 3

Possible Suggestions on Implementation of Priorities 1 – 3

Priority #1 – Residential Energy

EC2: Incorporate available Energy Upgrade programs and similar rebates

“The Town will consider a Residential Energy Conservation Program to increase energy and water conservation through professional home energy audits. The Program may include recognition awards, a Residential Energy and Water Efficiency Checklist, public outreach, and expanded promotion of rebates/ programs funded through PG&E and other organizations among other features.”

POTENTIAL IMPLEMENTATION ACTIONS:

- Design handouts / organize events to motivate residences in Atherton to want to incorporate these changes.
- Design materials outlining existing rebates and programs.
- Assist staff with research efforts on up-to-date climate change information and potential grants.
- Consider development of a recognition award program or similar for particularly green new residences.
- Continue to update/enhance the existing Town sustainability website with up to date information and programs.
- Continue community outreach efforts and grant research.
- Others?

Existing Rebates & Programs:

Name	Description	Website
HomeIntel by Home Energy Analytics (HEA)	A free energy efficiency service available. Upon signing up, a property will receive an online energy audit and no- and low-cost recommendations for reductions in gas and electricity use. The program, named HomeIntel, is being implemented by Los Altos Hills based company, Home Energy Analytics (HEA), on behalf of PG&E.	http://hi.hea.com
Energy and Water Savings Toolkit	Starting April 25, all libraries in San Mateo County are offering special toolkits that you can borrow to help you conserve water, use less electricity, and save money by taking a few simple actions. These toolkits contain several supplies that you can keep: a LED lightbulb, weather stripping outlet gaskets, and low-flow faucet aerators and showerheads. It also contains tools (and instructions for how to use them) to measure and correct electricity overuse, heat loss and water leaks. The toolkit's illustrated user guide provides	http://www.smcenergywatch.com/node/214

	<p>step-by-step instructions to save energy and water, without sacrificing comfort.</p> <p>Anyone with a valid library card in San Mateo County can borrow one of the "Check It Out!" toolkits for up to three weeks -- just like a book or DVD.</p>	
PG&E Home Energy Checkup	The Home Energy Checkup is fast and easy—all you need to do is answer a few basic questions about your home and habits. The results will show you how much of your household's energy goes to heating, hot water, appliances, lighting and other uses. You'll also receive a customized list of changes you can make to boost your home's energy efficiency, along with estimates of how much money you'll save	http://www.pge.com/en/myhome/saveenergymoney/analyzer/index.page
PG&E 2017 Residential Rebates	PG&E offers rebates on many energy-efficient products and improvements for your home. When you purchase and install qualifying products, you can save energy and money while reducing your impact on the environment.	<p>Rebates Catalog - https://www.pge.com/includes/docs/pdfs/shared/saveenergymoney/rebates/ee_residential_rebate_catalog.pdf</p> <p>Rebate Form - https://www.pge.com/includes/docs/pdfs/shared/saveenergymoney/rebates/ee_residential_rebate_app.pdf</p>
CalWater Residential Rebates and Programs	CalWater offers a variety of rebates for residential accounts in Atherton (Bear Gulch District). Click on the link for up-to-date rebate offerings.	https://www.calwater.com/conservation/rebates-and-programs/residential/bg/
Save Our Water Rebates (State of California Department of Water Resources)	<p>The State of California offers various rebates for residential upgrades, depending on funds availability.</p> <p>Turf Replacement Rebate- a rebate program for removing turf and replacing it with landscapes that require little water. Up to \$2 per square foot of removed and replaced turf will be rebated per eligible household, up to a maximum of \$2,000. Those interested in the rebate must apply and receive approval prior to beginning their project.</p>	<p>General Rebates (Updated Pending Available Funds and Rebates) - http://saveourwaterrebates.com/</p> <p>Turf Replacement Rebate - http://saveourwaterrebates.com/turf-replacement-rebates.html</p>

Free Sprinkler Nozzles	To help you save water around your home, Cal Water is partnering with FreeSprinklerNozzles.com to make water-saving Toro Precision Series Spray Nozzles available at no charge. Single-family accounts are eligible to receive up to 50 free nozzles.	www.freesprinklernozzles.com
San Mateo County Energy Watch	For up-to-date information about rebates, events, and offerings to promote residential energy efficiency, consider signing up for the San Mateo County Energy Watch Newsletter. Also, check their website regularly for more tips and tricks.	SMC Energy Watch Website - http://www.smcenergywatch.com/ Sign up for Newsletter- https://visitor.r20.constantcontact.com/manage/optin/ea?v=001gZhl0uV6LWHQ3MJl2ddAWQ%3D%3D
FlowsToBay Challenge	Campaign from FlowsToBay to encourage San Mateo Residents to make changes at home to reduce pollutants.	http://www.flowstobay.org/
FlowsToBay Rain Barrel Rebate Program	San Mateo County is offering rebates of up to \$100.00 for County residents that use rain barrels in their homes. Rain barrels collect rainwater that could otherwise cause runoff into storm drains, while also providing a sustainable source of water.	http://www.flowstobay.org/rainbarrel http://bawsca.org/conserverebates/barrels
State Energy Efficiency Collaborative	Alliance between non-profits and utility owners in the state offering resources for cities to reduce emissions and save energy.	http://californiaseec.org/

Priority #2 – Green Building

EC1: Voluntary Residential Green Building Ordinance for New Construction

“Promote voluntary building code of zero net energy for new residential buildings. Encourage achievement of CALGreen Tier 2 energy performance and the CALGreen recommendation to install electric vehicle supply equipment. Encourage Planting of shade trees for new construction with eastern, southern, or western exposure, when feasible.”

EC4: Voluntary commercial green building ordinance for new construction and major additions

“Encourage use of green building code to achieve higher building performance in new commercial buildings or major additions to commercial buildings. Promote achievement of Net Zero Energy standards.”

EM4: Energy efficiency in municipal buildings

“Encourage all new Town facilities be built to Net Zero Energy if financially feasible and where practical. Audit older Town facilities for energy efficiency opportunities and implement energy efficient retrofits if financially feasible. Town Participate in SMC Energy Watch and leverage benchmarking to identify opportunities for EE upgrades and tracking energy performance. Leverage other programs that provide funding”

POTENTIAL IMPLEMENTATION ACTIONS:

- Design handouts to motivate residences in Atherton to want to voluntarily build green.
- Assist staff with research efforts on up-to-date info on Green Building incentives
- Consider development of a recognition award program or similar for particularly green new residences.
- Promote FlowsToBay Rain Barrel challenge to motivate residents to capture rain water for later use.

Priority #3 – Community Choice Aggregation (CCA)

EC6: Community Choice Aggregation

“The Town is part of the Peninsula Clean Energy (PCE) Community Choice Aggregation (CCA) Program. Enabled by California legislation (AB117), Community Choice Aggregation (CCA) allows local governments to purchase and generate power to sell to residential and business customers. The Town has opted for the ECO100 option (100% renewable energy) for all Town facilities.”

POTENTIAL IMPLEMENTATION ACTIONS:

- All Atherton residences were automatically enrolled in PCE effective in April. PCE held a community outreach presentation at the 4/19/17 City Council meeting.