



AGENDA
LA MESA ENVIRONMENTAL SUSTAINABILITY COMMISSION
A Special Meeting on Monday, July 18, 2016, 7:00 p.m.
City Council Chambers
8130 Allison Avenue, La Mesa, California

1. CALL TO ORDER
2. PLEDGE OF ALLEGIANCE
3. PUBLIC COMMENTS (Total Time – 15 Minutes)
Members of the public may address the Commission on subjects within the jurisdiction of the Commission. Unless such subjects are contained within this agenda, there can be no discussion or action by the Commission until a subsequent, publicly noticed meeting.
4. CLIMATE ACTION PLAN
The Commission will meet and facilitate a public forum to engage in discussions regarding the City's proposed Climate Action Plan.
5. ADJOURNMENT

PLEASE NOTE: Materials related to an item on this agenda submitted to the La Mesa Environmental Sustainability Commission after distribution of the agenda packet are available for public inspection at the City Clerk's Office located in La Mesa City Hall, 8130 Allison Avenue during normal business hours.

Citizens who wish to make an audio/visual presentation pertaining to an item on the agenda, or during Public Comments, should contact Sheryl Sherman at 619.667.1143, no later than 12:00 noon, one business day prior to the start of the meeting. Advance notification will ensure compatibility with City equipment and allow Commission meeting presentations to progress smoothly and in a consistent and equitable manner. Please note that all presentations/digital materials are considered part of the maximum time limit provided to speakers.

Individuals with disabilities who require reasonable accommodation in order to participate in City of La Mesa services, activities, programs and/or attendance at City Council meetings, Commission meetings, or any Public Hearings should contact the City's Americans with Disabilities Act (ADA) Coordinator, Rida Freeman, Human Resources Manager, 48 hours prior to the meeting at 619.667.1175, fax 619.667.1163, or rfreeman@ci.la-mesa.ca.us.



DATE: July 18, 2016
FROM: Carol Dick, Community Development Director
Via Scott Munzenmaier, Purchasing Officer
Greg Humora, Director of Public Works/City Engineer
TO: Environmental Sustainability Commission
SUBJECT: **Climate Action Plan** – Status of the Climate Action Plan (CAP) Effort

On May 24, 2016, the City Council requested a status report summarizing the efforts of the Draft Climate Action Plan (CAP). A memorandum report was prepared and presented at the June 14, 2016 City Council meeting (**Attachment A**). The memorandum included a request to involve the Environmental Sustainability Commission (ESC) in the process. The proposed schedule and the Environmental Sustainability Commission tasks were accepted by the City Council and are summarized below.

The ESC is an advisory body that recommends actions and policies that focus on preserving and enhancing the quality of La Mesa's environment. The goal of the meetings is to obtain and forward ESC advice to the Planning Commission and the City Council on the proposed CAP strategy and measures. The ESC meetings, held on the 3rd Monday of each month, will be open to the public and public comment is encouraged. The regular time has been moved back one hour to 7:00 pm in order to accommodate the public at each of these meetings. The meetings will be held in the Council Chamber.

The previous Draft CAP (<http://www.cityoflamesa.com/1302/Climate-Action-Plan>) was reviewed by the ESC and ultimately forwarded to the Planning Commission. The Planning Commission held a public hearing and received comments. The Planning Commission requested that additional outreach be conducted. Subsequent to that meeting, the City conducted a survey during a "Connect La Mesa Block Party". The memorandum presented to City Council on June 14, 2016 is attached and includes the results of the Connect La Mesa Block Party Survey and an update on La Mesa's Climate Protection Actions (**Attachment A**). The ESC upcoming schedule is:

July 18, 2016 - 7:00pm	An update and chronology (Attachment B) of the CAP will be presented and will include an introduction to the project, a discussion of the survey results and a briefing on upcoming meetings. City personnel will staff this meeting and will provide AECOM with the meeting minutes.
August 3, 2016 - 7:00pm	"Community Choice Aggregation" Program presentation at a regularly scheduled Planning Commission meeting. This portion of the meeting will be considered a joint meeting and will consist solely of an information item. The topic is more fully described on the next page of this memorandum.

- August 15, 2016 - 7:00pm Present data obtained to date regarding demographic inputs, vehicle miles travelled (VMT) data, inventory forecasts and 2035 Statewide reductions. Information will be provided in advance of the meeting. AECOM and City personnel will staff this meeting.
- September 19, 2016 - 7:00pm Present Cap Strategy and Potential Enforceable Measures. The goal of this meeting will be to obtain ESC advice to forward to the Planning Commission and to the City Council (materials will be sent in advance of the meeting and made available to the public). AECOM and City personnel will staff this meeting.

Community Choice Aggregation (CCA) Presentation

As a part of the Climate Action Plan efforts, the City is investigating a program titled "Community Choice Aggregation". The City has invited Mr. Ty Tosdal, of Tosdal Law Firm, to present the first of two presentations regarding the "Community Choice Aggregation" Program overview at a regularly scheduled La Mesa Planning Commission meeting in the City Council Chambers on August 3, 2016, 7:00PM.

In addition to the schedule noted above, the Environmental Sustainability Commission is requested to attend this presentation in order to discuss and evaluate the program and provide the City Council with feedback as a part of the assigned tasks.

The Community Choice Aggregation Program allows cities and counties to purchase and/or generate electricity for residents and businesses located within the boundaries of their jurisdiction. The ultimate goal of these programs is to increase the use of renewable energy, reduce Green House Gas Emissions, and provide the consumer with the ability to individually choose their electrical power sources.

Mr. Tosdal represents and advises clients on energy regulatory matters and proceedings before the California Public Utilities Commission specifically related to renewable energy, electricity rates, and distribution and transmission issues. Mr. Tosdal has acted on behalf of individuals, environmental organizations and alternative energy providers in those proceedings.

Mr. Tosdal attended law school at the University of Oregon, where he specialized in Environmental Law and served as Executive Editor of the Journal of Environmental Law and Litigation. He received a Master's Degree in Public Policy from UCLA and graduated with honors from UC Berkeley.

ATTACHMENTS:

- A. Memorandum to the City Council dated June 14, 2016
- B. Project Chronology



DATE: June 14, 2016
FROM: Carol Dick, Community Development Director
Via: Dave Witt, City Manager
TO: City Council
SUBJECT: **Climate Action Plan** – Status of the Climate Action Plan (CAP) Effort

On May 24, 2016, the City Council requested a status report summarizing the efforts of the Climate Action Plan. This memorandum serves to provide the City Council with background information, a brief recent progress summary, and a description of the proposed next steps including public outreach efforts. Staff requests direction from the City Council regarding the proposed public outreach schedule and notification steps.

The previous draft document was made available to the public and presented to La Mesa Planning Commission in a noticed public hearing. This document is available for your information on the City's website at <http://www.cityoflamesa.com/1302/Climate-Action-Plan>.

BACKGROUND

On June 3, 2015, the Planning Commission considered a staff report that presented the May 2015 Draft Climate Action Plan. Among other things, the Draft Plan included proposed voluntary measures to reduce greenhouse gas emissions.

Public testimony during this meeting came from representatives of the Climate Action Campaign, who stated their preference for "mandatory" reduction measures. The Climate Action Campaign representatives also requested that the City explore "Community Choice Aggregation" as one of those measures. The Planning Commission deliberated and directed staff to return after obtaining additional community input and consideration of the following ideas among others: incentives, mandatory measures, Community Choice Aggregation, CEQA requirements and the overall scope of the CAP.

On November 14, 2015 the City of La Mesa hosted a "Connect La Mesa Block Party" event held at the La Mesa Farmers' Market which included public outreach, education, and survey opportunities regarding the proposed Climate Action Plan. **Attachment A** is the summary of the event and the survey results.

RECENT PROGRESS

On March 22, 2016, the City Council approved Resolutions 2016-016 and 2016-017 authorizing the appropriation of funds to complete the City's Climate Action Plan and amend the contract with AECOM for professional services. The amended contract includes the preparation of business as usual emissions, the collection of demographic data, development of a new 2035 reduction target, collection and analysis of Vehicle Miles Traveled data, calculating and reviewing forecasts, quantifying 2035 statewide and local reduction strategies and, if necessary, developing additional enforceable reduction measures for review and consideration.

In April 2016, staff held a telephonic kick-off meeting with AECOM to officially commence the amended contract, discuss the schedule and share information.

Staff also directed SANDAG to generate the revised VMT data model (2035) and AECOM has obtained this VMT data. The consultant is currently collecting more detailed VMT and land use data from SANDAG and then will be preparing 2035 business as usual emissions forecasts and targets.

NEXT STEPS

AECOM is currently working on the tasks outlined in the contract schedule; however a similar schedule was generated to illustrate additional public outreach and notification and that schedule is included in this memorandum for City Council review and consideration. The Environmental Sustainability Commission (ESC) is a City Commission that is tasked with addressing effects of climate change and assists in the identification of measures that will improve environmental sustainability in La Mesa and the region. The ESC is an advisory body that recommends actions and policies that may preserve and enhance the quality of La Mesa's environment. The ESC is the appropriate advisory body for the discussion and evaluation of the proposed CAP. Suggested meetings are identified below in the schedule below and discussed in the following pages.

Task	May	June	July	Aug	Sep	Oct	Nov	Dec	Jan
Task 1 Kickoff	■								
Task 2 - Prepare 2035 BAU Emissions Forecasts / Target		■	■	■					
Collect demographic inputs		■							
Collect and analyze VMT data		■							
Perform Forecast Calculations			■						
Review Inventory Forecasts			■*						
Task 3 - 2035 Statewide Reductions				■					
Traditional Statewide Calcs				■					
Aggressive Statewide Calcs				■*					
Task 4 - 2035 CAP Strategy Reductions					■				
Quantify Local Reductions					■				
Discuss revised CAP strategy with Environmental Sustainability Commission					■*				
Task 5 - Additional CAP Reductions					■	■			
Potential Enforceable Measures					■*	■			
Task 6 - Update Admin Draft CAP						■	■	■	■
Revised Admin Draft CAP and Appendices						■	■	■	■
Final Admin Draft CAP and Appendices							■	■	
CEQA Notice and Distribution							■		
Prepare for Planning Commission and City Council Public Meetings								■	■
Attend Planning Commission and City Council Public Meetings								■	■

* **Environmental Sustainability Commission Meeting (ESC)**

■ **Public Notice**

This schedule includes public meetings with the Environmental Sustainability Commission (ESC) during three regular scheduled meetings as further described below. These meetings will be open to the public and notification will be conducted by the City Clerk's office via email notification (of addresses that we are aware of), News flash, Notify me (for those who sign up), webpage updates on the web calendar and agenda center, Facebook posts and flyers/posters at City Hall. The Environmental Sustainability Commission (ESC) will hold three meetings regarding the DRAFT Climate Action Plan with the expectation that the meetings are noticed to encourage the public to hear presentations (as noted below), ask questions and to provide comment.

The third and last ESC meeting on the CAP will include a presentation by AECOM regarding the strategy and potential measures. The Environmental Sustainability Commission will be asked to provide advice to the Planning Commission and the City Council on the proposed strategy and measures.

- | | |
|-----------------------------|--|
| July 18, 2016 - 6:00pm | Update ESC on CAP status with a memorandum and short presentation (similar to this memorandum and presentation). The ESC will be presented with assignments with a conclusion that ESC will be providing advice to both the Planning Commission and the City Council. City personnel will staff this meeting and will provide AECOM with the meeting minutes. |
| August 15, 2016 - 7:00pm | Present data regarding demographic inputs, VMT data, inventory forecasts and 2035 Statewide reductions. Information will be provided in advance of the meeting. Note that the regular time has been moved back one hour in order to accommodate the public. Staffing of this meeting is to be determined. |
| September 19, 2016 - 7:00pm | Present Cap Strategy and Potential Enforceable Measures. Goal of this meeting will be to obtain ESC advice to forward to Planning Commission and City Council (materials will be sent in advance of the meeting and made available to the public). Note that the regular time has been moved back one hour in order to accommodate the public. AECOM and City personnel will staff this meeting. |

Brief information updates will be provided to the Commissions as warranted and monthly to the City Council.

An updated Draft Climate Action Plan is expected to be presented and adopted during Public Hearings to the Planning Commission and the City Council in late 2016.

U.S. MAYOR'S CLIMATE PROTECTION AGREEMENT UPDATE

In support of the ESC mission, the ESC reviews the Update on La Mesa's Climate Protection Actions. The City Council directed staff to report back on the City's actions towards climate protection since endorsing the U.S. Mayor's Climate Protection Agreement in 2007. The ESC recently reviewed the latest report (actions since 2015) and their comments have been included in the attached memorandum (**Attachment B**). This report includes information that will be included in the Draft CAP.

ATTACHMENTS:

- A. January 27, 2016 Summary of the La Mesa Block Party
- B. Update on La Mesa's Climate Protection Actions dated May 24, 2016

Memorandum

To: Howard Lee
From: Joshua Lathan
CC: Chris Jacobs, Matthew Gerken
Date: January 27, 2016
Subject: La Mesa Block Party

INTRODUCTION

The City of La Mesa prepared a draft Climate Action Plan (CAP) in 2015 with grant funding provided by the San Diego Gas & Electric Company (SDG&E). City staff and their consultant team presented the draft CAP to the La Mesa Planning Commission in June 2015. At that meeting, the Planning Commission directed staff to solicit additional input to understand if the CAP's voluntary focus on emissions reduction strategies had broad community support. In response to that direction, City staff presented the draft CAP at the Connect La Mesa Block Party on Saturday November 14, 2015 to leverage a related community-wide engagement effort developed as part of the City's ongoing urban trails planning work. The Block Party was advertised to more than 27,000 residents (see Attachment A), and was successful in attracting participation and comments on the draft CAP from more than 200 individuals. The following memorandum describes the City's efforts to present the draft CAP at the Block Party, and the results of public comments solicited during the event.

LA MESA BLOCK PARTY

The Block Party was held at the Farmer's Market parking lot from 10:00 am to 1:00 pm, and included informational booths, games, activities, demonstration projects, and food trucks to engage the entire community on a range of sustainable and healthy living-oriented topics.

Several community organizations participated, with presentation booths that included informational materials, games, giveaways, and product samples and sales, including:

- the Park and Recreation Foundation,
- La Mesa Beautiful,
- I Love a Clean San Diego,
- California Center for Sustainable Energy (CSE),
- Helix Water District,
- San Diego Gas and Electric (SDG&E),
- the La Mesa Library,

- the La Mesa Police Department, and
- the Arts Alliance.

In addition, there were a variety of ongoing activities throughout the Block Party to engage deeper participation, entertain, and increase participants' physical activity, including:

- geocaching exercises,
- boot camp demonstrations,
- a bike rodeo and track,
- chalk art drawings, and
- an art contest.

City staff took advantage of the strong overlap between the Block Party's topical focus and the strategies presented in the draft CAP, and leveraged the event to reach a wider audience, as directed by the Planning Commission. The CAP team, including City staff and their AECOM partners, was on hand to informally present and discuss components of the plan and solicit additional community comments and ideas, as described in the following sections.

Climate Action Plan Booth

The CAP booth presented highlights of the draft plan through informational posters, engaged visitors in identifying priority actions for the City and individuals to take, and provided a brief questionnaire to gather additional input related to proposed CAP strategies.

Informational Posters

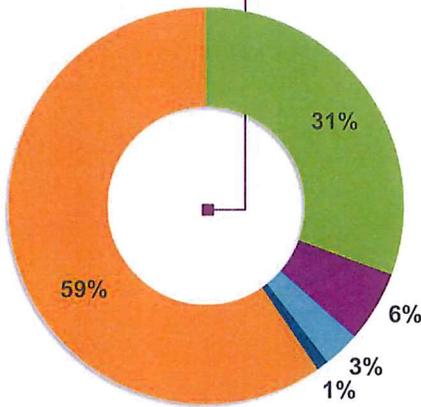
The CAP team presented three informational posters at the CAP booth. The first illustrated the community's total emissions and 2020 growth forecast by sector (see Figure 1 on the following page). The growth forecasts also illustrated the City's 2020 emissions target to reduce community emissions 15% below 2010 levels by 2020. To help participants visualize such an abstract idea as tons of greenhouse gases, the poster represented the scale of one metric ton of carbon dioxide in comparison to a two-story house. The community's total emissions were also represented in alternative ways to reinforce the scale of La Mesa's emissions contributions, even though it is a relatively small community. For example, it would take a forest 34 times larger than the city's area to sequester the community's annual emissions. Similarly, nearly 6.5 million incandescent lightbulbs would have to be replaced with LEDs to reduce an amount equal to La Mesa's annual emissions.

Figure 1 – Community-Wide Emissions Sources and Comparisons

City of La Mesa
Climate Action Plan

- ENERGY
- TRANSPORTATION
- SOLID WASTE
- POTABLE WATER
- WASTEWATER

Figure 1.
Emissions by Source

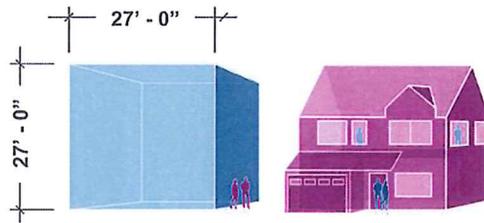


Total Community Emissions

247,801 MT CO₂e/yr

(metric tons carbon dioxide equivalent per year)

Figure 3.
How much is one ton of carbon dioxide?



One metric ton would fill a cube 27-feet tall!
That's about the size of a two-story home, totaling more than 1,400 square feet.

Figure 2.
Community Emissions Growth and Target

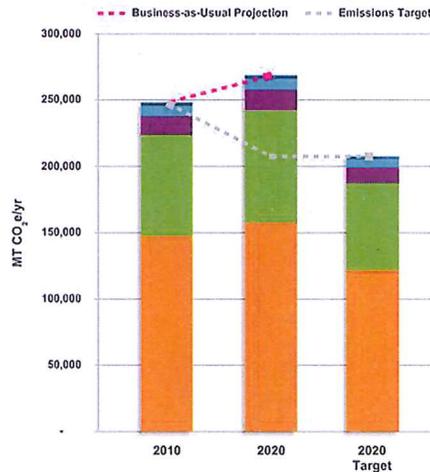


Figure 4.
How much is 247,801 MT CO₂e?



590,002,381 miles driven by an average passenger vehicle!
That's almost 10,300 miles per year for each La Mesa resident.



Carbon sequestered in 1 year from 203,116 acres of U.S. forest!
The resulting forest would be more than 34-times larger than La Mesa.



12,701 garbage trucks of waste recycled instead of landfilled!
The trucks would connect La Mesa to Riverside when lined up end-to-end.



6,481,847 light bulbs switched to compact fluorescents!
That's enough energy to power all of La Mesa's homes for 3 years.

Source:
<http://www.epa.gov/cleanenergy/energy-resources/calculator>

EMISSIONS

The second poster was used to describe how the CAP proposes to address the emissions reductions needed to achieve the 2020 target (see Figure 2 on the following page). The poster briefly and simply described four of the most impactful statewide initiatives designed to reduce statewide emissions in alignment with the goals of Assembly Bill 32. The Renewable Portfolio Standard, Lighting Efficiency regulations, Clean Car Standards, and Low Carbon Fuel Standard were each summarized and then represented with regard to their impact on local emissions reductions. Those four statewide initiatives combined provide 76% of reductions estimated in the CAP and 81% of reductions needed to achieve the City's reduction target.

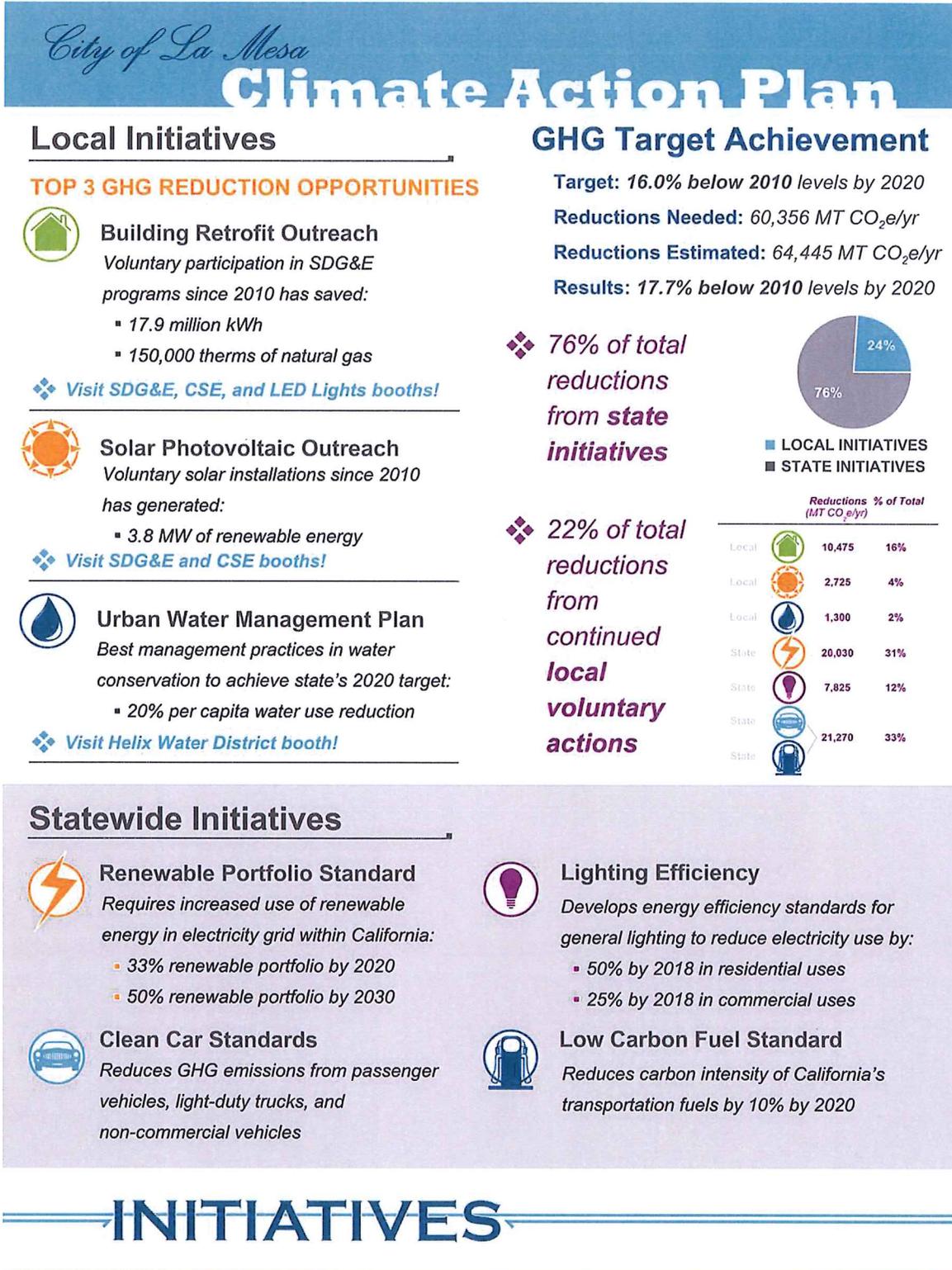
The poster then presented the top three local initiatives from the CAP that would help to close the remaining emissions reduction gap between the statewide initiatives and the City's target. The CAP's Building Retrofit Outreach, Solar Photovoltaic Outreach, and Urban Water Management Plan initiatives were summarized, along with their estimated emissions reduction contributions. After the statewide initiatives, these three strategies provide the greatest source of emissions reduction in the CAP, which highlights the notable impact of voluntary participation since the 2010 inventory base year. These three local strategies together account for 22% of total CAP emissions reductions and 24% of reductions needed to achieve the City's 2020 target.

The poster also directed visitors to other related Block Party booths, including those of SGD&E, CSE, Helix Water District, and the LED lighting booth, for further information on energy- and water-conservation programs.



Block party participants visit booths presented by SDG&E, Techniart LED Lightbulbs, and the Climate Action Plan team.

Figure 2 – Statewide and Local GHG Reduction Actions



The third poster was designed to engage participants further in dialogue through an interactive exercise (see Figure 3 on the following page). It presented a range of emissions reduction strategies within the CAP's five focus areas: energy, transportation and land use, water, green infrastructure, and solid waste. Pictures illustrated each of the strategy options, which were generally aligned with the CAP's proposed strategies. Participants were asked to identify priority actions that should be taken by the local government, as well as individual residents. Each participant was given four blue dots to identify top actions that the City should take towards emissions reductions and four green dots to identify top actions that the participant is already doing or feels empowered to do now. The exercise was more about beginning a qualitative dialogue on the topics addressed in the CAP than about quantitatively determining the community's priorities. However, the results are presented below. Thirty two individuals participated in the exercise.

In general, individuals prioritized water conservation and solid waste diversion as actions that they can undertake personally to reduce local emissions, while transportation and energy-related strategies were identified as priority local government actions.

The top three personal action strategies were:

- Rain collection/graywater systems (13%),
- Backyard composting (12%), and
- Indoor water efficiency (11%).

The top three local government actions identified were:

- Public transit options (12%),
- Community tree planting (11%), and
- Pedestrian improvements (10%).

The poster included a space to provide additional ideas or other comments for strategies that were not already represented. Participants noted that:

- Community choice energy is a must to bring the community to 100% clean energy, and is allowed under the Community Choice Aggregation Law,
- Irrigation should cease along interstates,
- Assistance for seniors should be provided with regards to rain barrels and other household strategies, and
- Traffic lights at the University Ave. and Spring St. intersection should be synchronized.

Figure 3 – Potential GHG Reduction Strategies



Questionnaire

The City prepared an online questionnaire to solicit community input on topics related to the CAP and provided a link to this questionnaire on the City's website. Approximately 90 respondents completed the questionnaire prior to the Block Party. The questionnaire was also available at the Block Party on iPads and hardcopy printouts, with staff on hand to answer questions and prompt additional discussion. Approximately 130 participants completed the CAP questionnaire during the Block Party, for total participation of about 220 individuals.

The questionnaire included 12 questions. Total responses from online participation and Block Party visitors are summarized on the following pages.

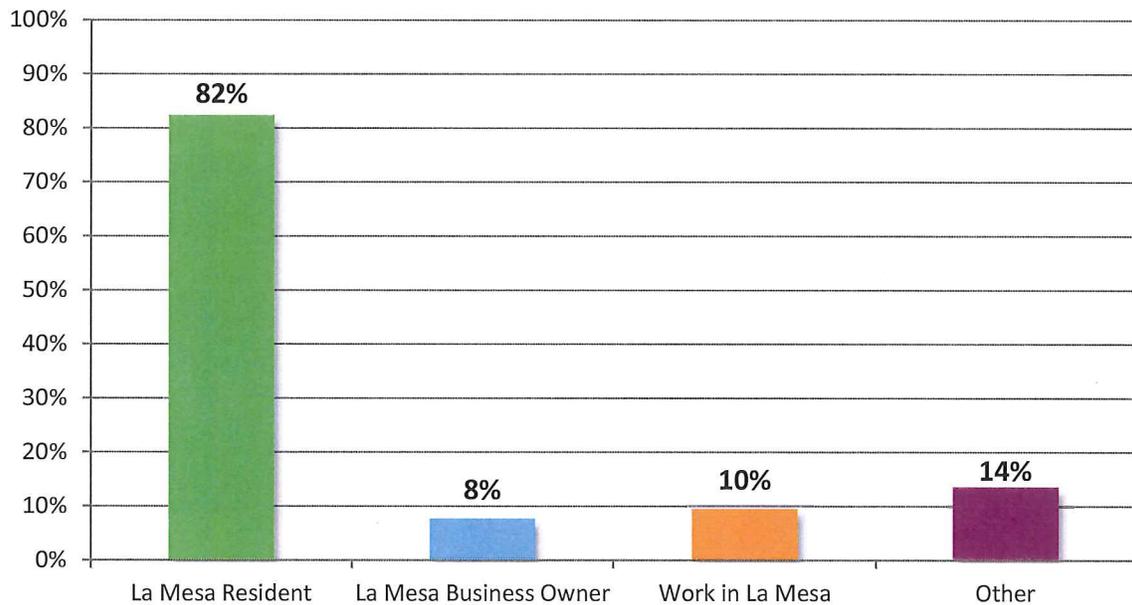


The CAP team assists participants in completing the Climate Action Plan questionnaire during the La Mesa Block Party.

Question 1 – Which of the following best describes you (select all that apply)?

- Resident of La Mesa
- Owner of a business in La Mesa
- Employee of an organization that operates in La Mesa
- Other (please specify)

More than 80% of respondents were residents of La Mesa, 8% own a local business in La Mesa, and 10% work in La Mesa.

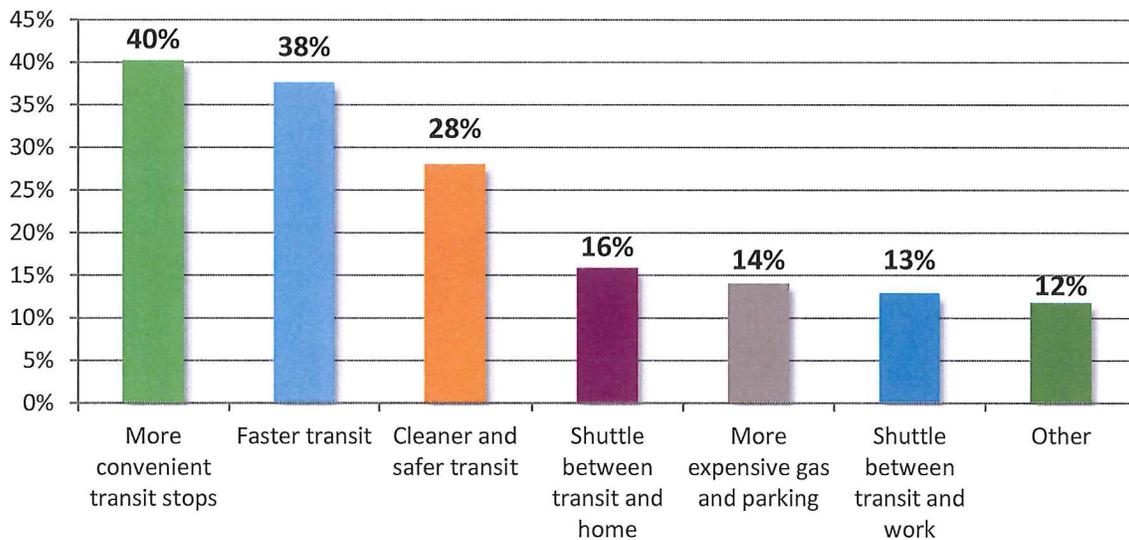


In general, other participants worked for agencies that offer programs to La Mesa residents, have family who live or work in La Mesa, or are residents in the greater San Diego region, including university students.

Question 2 – Which of the following would make you consider using transit more often?

- More convenient transit stops closer to home, work, shopping, and recreation
- More expensive gas and parking
- Cleaner and safer transit
- A shuttle from transit stations to work
- A shuttle to and from transit stations and home
- If using transit was faster than driving in traffic
- Other (please specify)

Participants would use transit more if it were more convenient and faster than their current travel options.



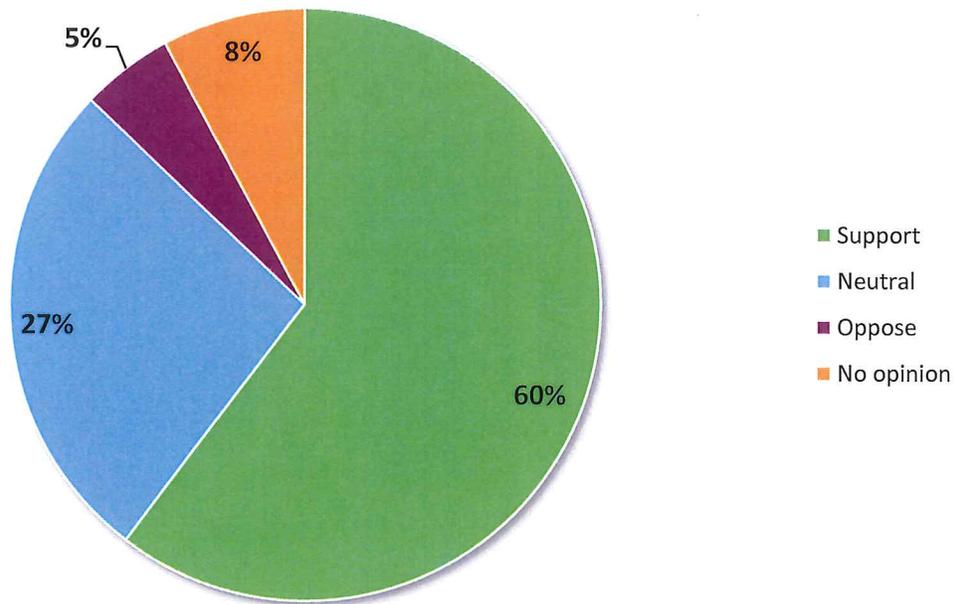
In addition to the options provided in the question, respondents would also consider using transit more often if:

- Stations were available near houses in the hills
- Trolley extensions to UTC were completed
- Restrooms facilities were available at trolley stations
- More buses were available, including smaller ones during non-peak hours
- Fares were lower
- A personal vehicle is unavailable
- Shorter paths were available to transit stops/stations

Question 3 – What level of support would you have if the City were to increase the number of alternative fuel vehicle (e.g., electric, CNG, biodiesel) charging stations in the city?

- Support
- Neutral
- Oppose
- No Opinion

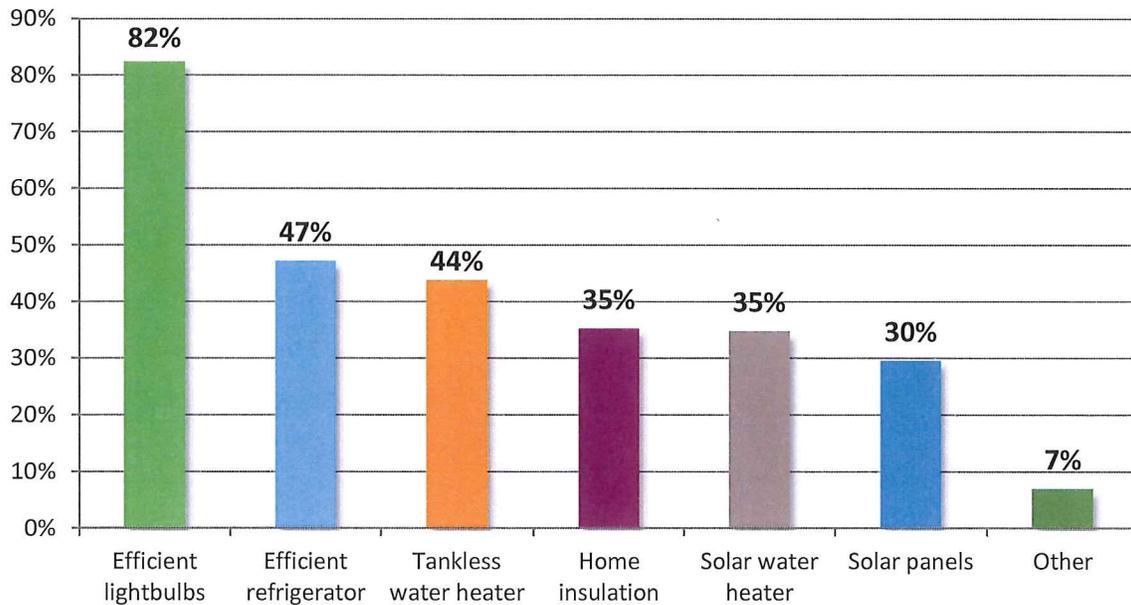
60% of respondents would support the City's efforts to increase alternative vehicle refueling options within La Mesa. Only 5% of respondents would oppose such an action.



Question 4 – Which of the following would you be willing to do in your home to reduce your energy usage? (Select all that apply; includes estimated cost for each item)

- Change light bulbs to more energy efficient alternatives (\$5 per bulb)
- Replace refrigerator with more energy efficient model (\$900)
- Install tankless water heater (\$2,000)
- Insulate home (\$4,000)
- Install solar hot water heater (\$5,000)
- Install Photovoltaic Solar Panels on the roof (\$18,000)
- Other (please specify)

Respondents’ interest in energy-related home strategies was inversely related to implementation cost. More than 80% of respondents would use energy efficient lightbulbs (the lowest cost option) in their home.



In addition to the options provided in the question, respondents would also consider implementing the following energy efficiency improvements at home:

- Planting shade trees
- Adding small-scale wind power
- Reducing water use
- Turning off appliances/electronics
- Replacing windows
- Using graywater irrigation

Several respondents also provided rationale for why the suggested energy conservation options are not currently viable for them:

- They rent their home or apartment
- All cost-effective improvements have already been implemented
- Options are cost prohibitive

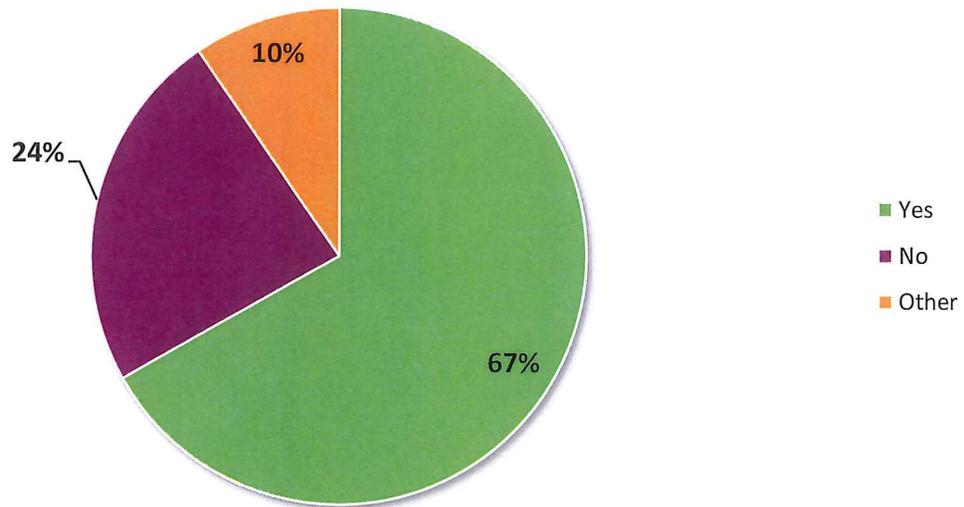


The CAP station is filled with participants taking the Climate Action Plan questionnaire and learning more about the plan.

Question 5 – Would you participate in a no-cost home or business energy audit that could demonstrate easy ways to reduce your energy consumption?

- Yes
- No
- Other (please specify)

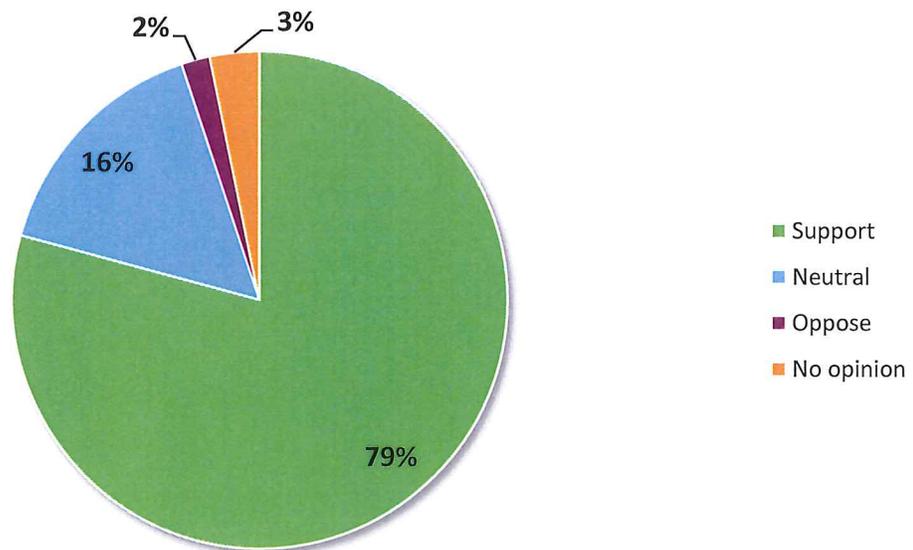
Two-thirds of respondents would participate in a free home or business energy audit.



Question 6 – What level of support would you have if the City decided to implement the following strategy? Provide information to residents and businesses on existing voluntary energy efficiency programs that offer financial incentives, rebates, tax credits, and free product give-a-ways.

- Support
- Neutral
- Oppose
- No opinion

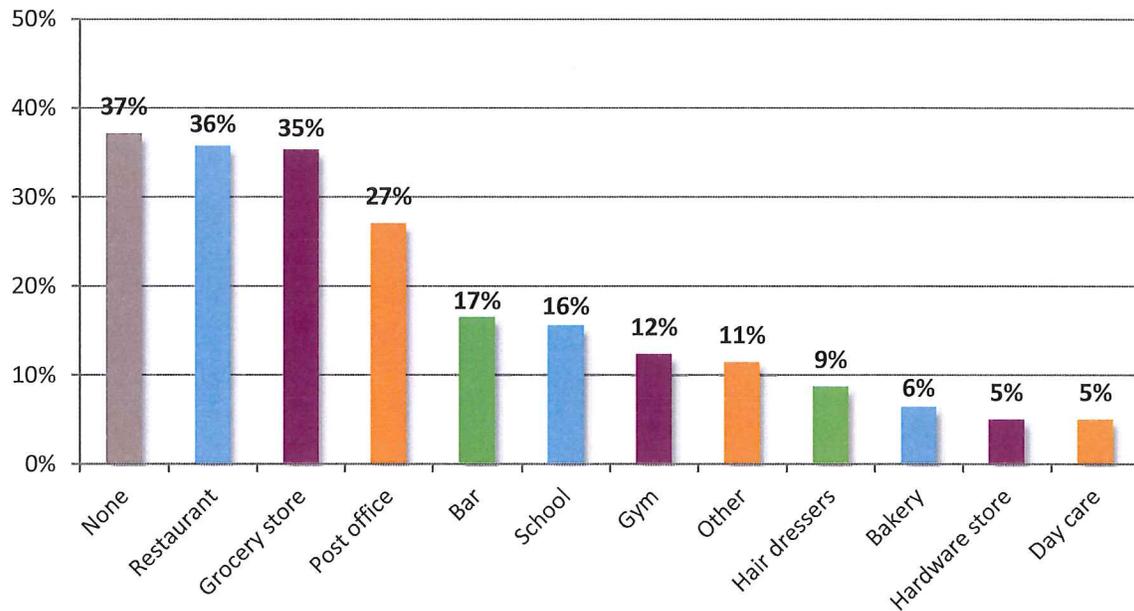
Nearly 80% of respondents would support City efforts to provide information on incentives and financing options for energy efficiency programs. Only 2% of respondents oppose such an action.



Question 7 – Which of the following stores and services do you regularly walk to rather than drive?

- Grocery store
- Restaurant
- Bar
- Bakery
- Post office
- Hair dressers
- Gym
- Hardware store
- Day care
- School
- None of the above
- Other (please specify)

The most popular walking destinations are restaurants, grocery stores, and the post office.



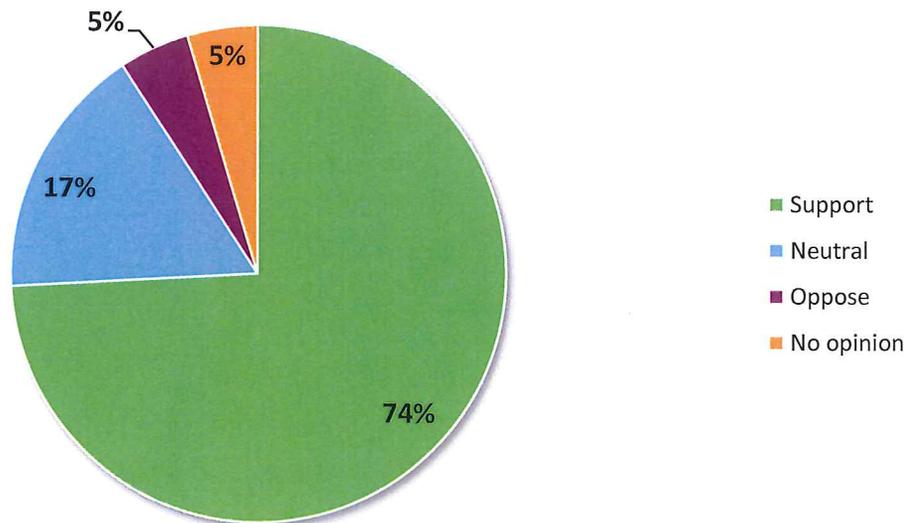
In addition to the options provided in the question, respondents also regularly walk to the following destinations:

- Work
- Coffee shops
- Library
- Shopping mall
- Parks

Question 8 – What level of support would you have if the City decided to implement the following strategy? Educate property owners on financing options for the voluntary installation of renewable energy systems, such as solar photovoltaic systems and solar hot water heaters.

- Support
- Neutral
- Oppose
- No opinion

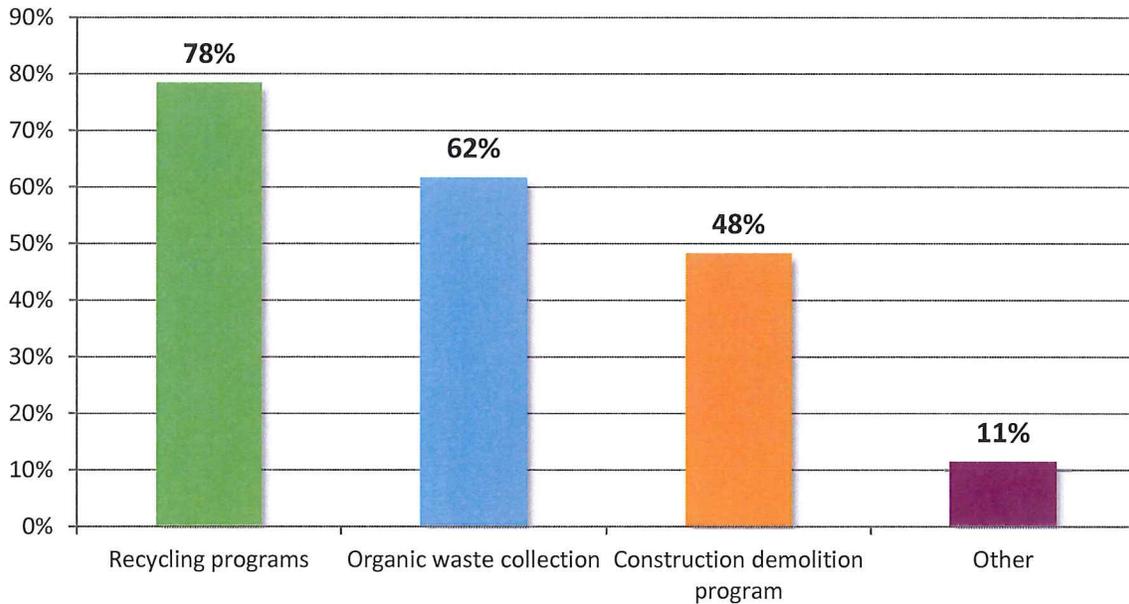
Nearly 75% of respondents support the City offering additional education to property owners on renewable energy financing programs. Only 5% of respondents oppose such an action.



Question 9 – What types of programs would you be most interested in participating in and learning more about?

- Recycling programs to increase the rate of recyclable waste diverted from the landfill
- Organic waste composting from residences and businesses to reduce waste sent to the landfill
- Promote and educate the public on an optimized, cost-effective approach to deconstructing (and recycling demolished) buildings
- Other (please specify)

More than half of respondents were interested in learning more about recycling and organic waste collection.



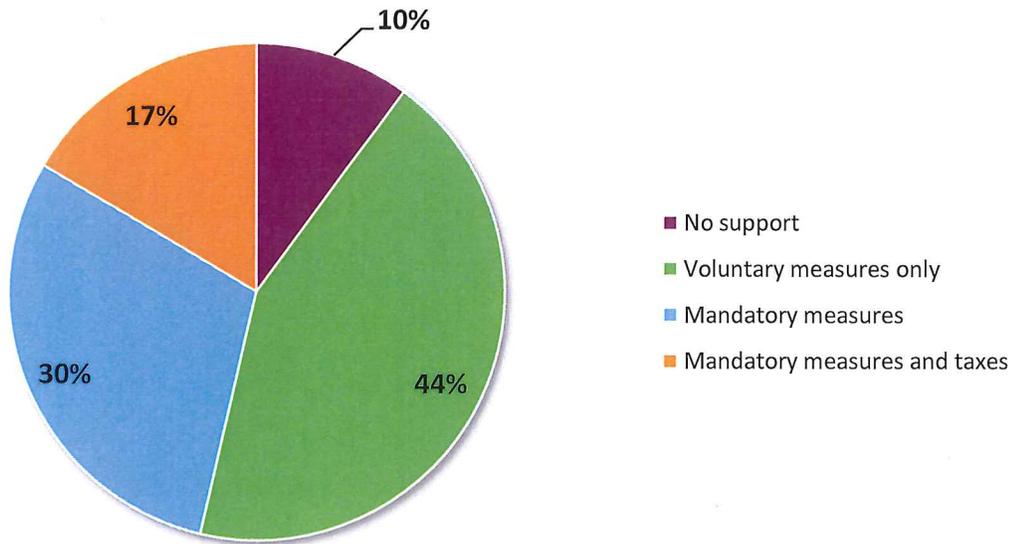
In addition to the options provided in the question, respondents are also interested to learn more about:

- Composting opportunities for multi-family/apartment buildings
- Free mulch giveaways
- At-home composting

Question 10 – To what extent would you support City-led efforts to help meet State-mandated greenhouse gas emissions reduction targets?

- I would not support the efforts at all.
- I would support voluntary incentive-based measures, but that is all.
- I would support the City in creating mandatory requirements in order to meet the targets.
- I would support mandatory requirements and increased taxes in order to meet the targets.

Nearly half (47%) of respondents would support some form of mandatory measures to help achieve the City’s greenhouse gas target. A similar percentage (44%) would support only voluntary measures. Ten percent do not support any local action on the issue.

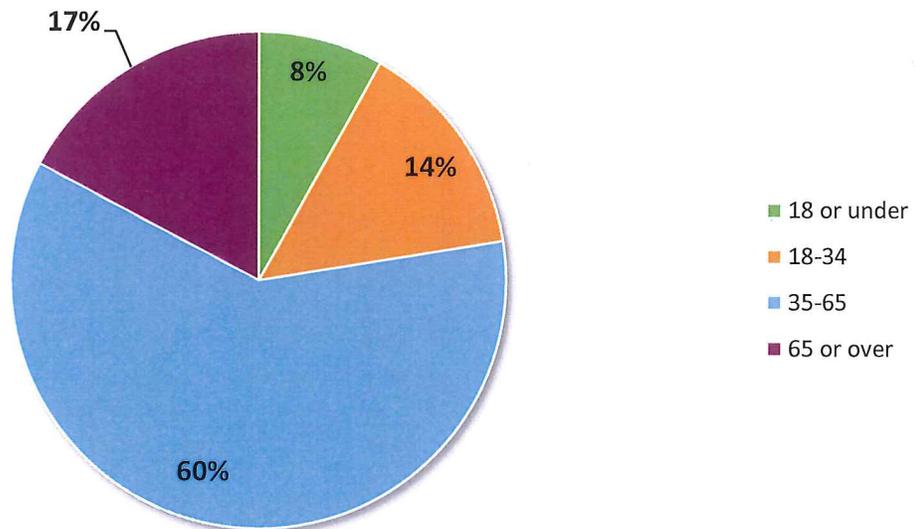


More than 40% of respondents only support a voluntary approach to local emissions reductions, as currently outlined in the draft CAP. Thirty percent of respondents would support mandatory measures, while an additional 17% would support increased taxes to help achieve the targets.

Question 11 – What is your age?

- 18 or under
- 18-34
- 35-65
- 65 or over

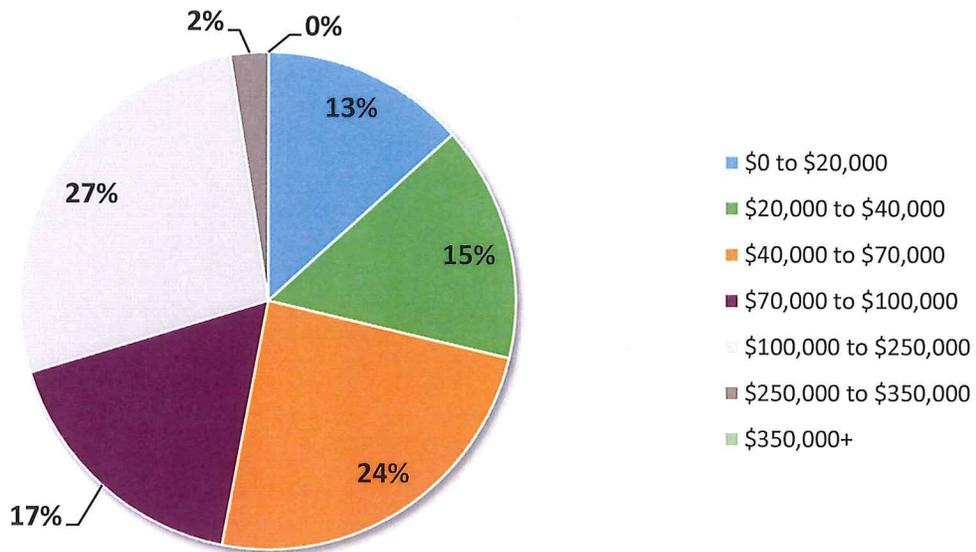
The majority (60%) of respondents were 35-65 years old. 17% were 65 years old or older.



Question 12 – What is your household’s annual income?

- \$0-\$20,000
- \$20,000-\$40,000
- \$40,000-\$70,000
- \$70,000-\$100,000
- \$100,000-\$250,000
- \$250,000-\$350,000
- \$350,000+

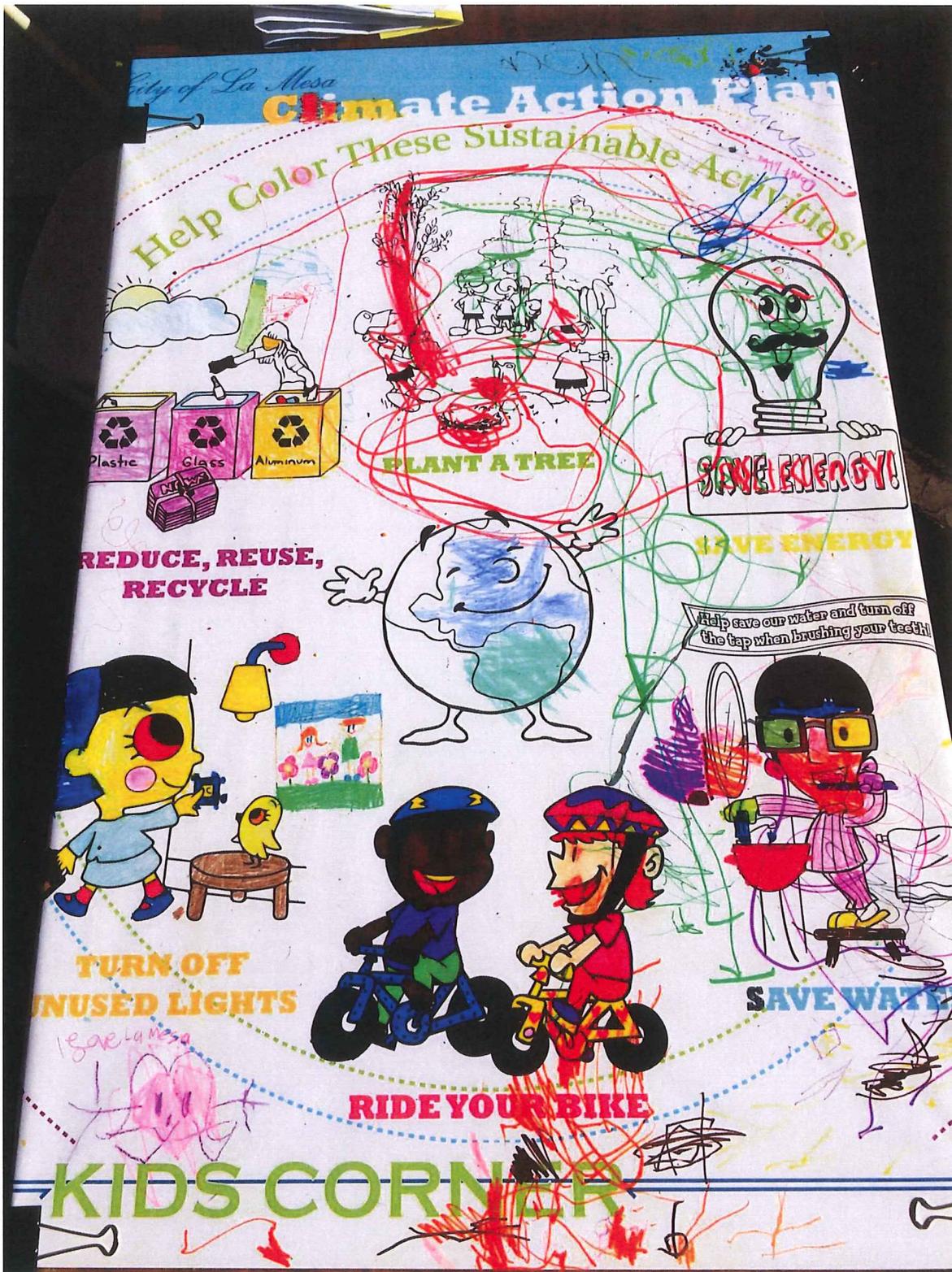
Seventy percent of respondents have household incomes of less than \$100,000. Approximately one-quarter have household incomes between \$100,000 and \$250,000. Two-percent of respondents reported household incomes greater than \$250,000.



CONCLUSION

The La Mesa Planning Commission directed City staff to solicit broader community input on the voluntary approach to emissions reduction proposed in the draft CAP. The City hosted a CAP information booth at the La Mesa Block Party in November 2015 to achieve this objective, where City staff successfully engaged more than 200 participants on the CAP's purpose, findings, and proposed strategies. City staff and their consultant team presented informational boards describing the community's emissions inventory and 2020 emissions forecasts, the City's adopted emissions reduction target, and the emissions reduction strategies proposed in the CAP. The local impact from statewide emissions reduction programs was presented to show how much of the City's target will be achieved without additional local action. The remaining reductions needed were shown to be addressed primarily through existing, voluntary implementation programs, such as local participations in SDG&E's building energy retrofit programs and voluntary installation of solar photovoltaic systems.

The CAP booth also included a questionnaire to solicit comments and thoughts on specific aspects of the proposed CAP approach. Block Party participants indicated that they would overwhelmingly support the City's efforts to provide additional information on renewable energy financing programs and energy efficiency rebate programs, and more than half said they would support City efforts to increase alternative fuel vehicle refueling stations in the city. Nearly half of the participants said they would support development of mandatory CAP measures to achieve the City's emissions targets, while an approximately equal number of participants said they will only support voluntary measures. These results seem to indicate broad support for the proposed approach in the draft CAP, and the potential support for more aggressive emissions reduction strategies in future CAP updates.



The CAP station provided a coloring activity area for kids to enjoy while their parents completed the questionnaire and reviewed the informational posters.



The La Mesa Block Party was well attended by residents and visitors alike, and provided an excellent venue to share insights and direction of the City's draft Climate Action Plan.



Informational booths and activities engaged participants in a range of topics related to the environment and public health.



Participants helped to identify priority actions for the local government and residents alike.

Attachment A
Block Party Outreach Summary

CONNECT LA MESA BLOCK PARTY OUTREACH

		Minimum # reached
Circulate San Diego	Social media and websites	500
City	Flyers	200
City	Notify Me CS	1,050
City	Notify Me AEC	800
City	News and Announcements	1,400
City	Meetup	600
City	Website	100
City	Press Release	
City	Focus Article	900
East County Magazine	Online and print	
Fitness 101	Flyers and online newsletter	30
Food Trucks (3)	Social media	
Helix Water	Social media and websites	
HHS A	Emails	300
KTU+A	Social media and websites	500
La Mesa Courier	Online and print	
Library	Flyers	200
Library	Social media	200
LMPD	NextDoor and Social Media	200
LMSVSD	Flyers	5,000
LMSVSD	Emails	2,000
LMSVSD	RoboCall	12,000
MTS	Social media	500
MTS	Social media and websites	
P&RF	Emails	30
P&RF	Social media	100
Performance Bike	Social media	
SDG&E	Social Media	500
SDG&E	Social media and websites	
TransForm	Website	
Union Tribune x 2 wks	South/East County	

27,110



DATE: May 24, 2016
TO: Mayor and Members of the City Council
VIA: David Witt, City Manager
Gregory Humora, Director of Public Works/City Engineer
FROM: Scott Munzenmaier, Purchasing Officer
SUBJECT: Update on La Mesa's Climate Protection Actions

The City Council approved a resolution in 2007 endorsing the U.S. Mayor's Climate Protection Agreement and directed staff to report back periodically on the City's actions towards climate protection. The following actions are listed, with new items since the 2015 update indicated, as they relate to the areas of concern listed in the U.S. Mayors Climate Protection Agreement passed by the U.S. Conference of Mayors in 2005. This update was presented to the Environmental Sustainability Commission on May 16th of this year and their comments were incorporated.

1. Inventory Emissions in City Operations

- **NEW** – La Mesa has received 2015 Platinum and Gold Level Beacon Awards for sustainability best practices.
- The City has an updated greenhouse gas emissions inventory through a partnership with the Energy Policy Initiatives Center (EPIC) and the University of San Diego.
- The City completed the SANDAG Energy Roadmap program and has a report based on energy audits on City facilities and operations which is used to look for ways to reduce energy consumption.
- The City is complying with Air Pollution Control Board regulations, including inventorying and cataloging the City's fleet.
- Purchasing staff continue to seek environmentally friendly options for products and services for use by all departments.

2. Land-Use Policies

- **NEW** – A Climate Action Plan (CAP) is being drafted and should be presented to the Planning Commission in late 2016. The CAP is partially funded by a grant from the SDG&E Emerging Cities Program for Local Governments.
- The Centennial General Plan includes goals, objectives, and policies that further environmental sustainability, health and wellness in the community.
- Existing policies reduce urban sprawl, preserve open space, and create a more compact urban community.

- The Mixed Use Urban Overlay Zone supports compact urban development and pedestrian oriented neighborhoods.
- A model water efficient landscape ordinance was adopted in 2010 in accordance with AB 325 that complies with the State's requirements for water conservation.

3. Transportation

- **NEW** – The La Mesa Urban Trails Mobility Action Plan was adopted by the City Council on February 23, 2016.
- **NEW** – Work was completed in December 2015 on the Downtown Village Streetscape Improvement Project with improved walkability, connections to transit, and convenient biking.
- **NEW** – The League of California Cities named La Mesa a 2015 Helen Putnam Award of Excellence winner in the category of City/County/Schools Partnership Intergovernmental Collaboration for the Intergenerational Safe Routes to School Program.
- Sidewalks were added to the east side of Maryland Avenue between Maryland Avenue Elementary School and Lake Murray Boulevard with a Safe Routes to School grant.
- La Mesa was ranked 4th in 2015 by Circulate San Diego's Regional Walk Scorecard. La Mesa ranks as one of the top scoring cities due to our continuing investment and focus on infrastructure upgrades and pedestrian safety.
- The City encourages non-automobile transportation such as more sidewalks, bicycle lanes, and pedestrian-friendly zones supported by the Sidewalk Master Plan and the Bicycle Facilities and Alternative Transportation Plan.
- A Bicycle Facilities and Alternative Transportation Plan has been adopted in accordance with AB 1358 "Complete Streets" legislation funded by a \$75,000 SANDAG grant awarded in July 2009. The Plan was upgraded with a "Safe Routes to Transit" component funded by a second \$50,000 SANDAG grant awarded in February 2011.
- Allison Avenue between University Avenue and Palm Avenue was upgraded for better walkability including two new mid-block crosswalks at the community library and trolley station that include sensor-activated flashing LED lights.
- The University Avenue Revitalization Plan is complete which will improve walkability along the major thoroughfare once the project is completed.
- Plans were adopted for neighborhood traffic management (February 2004), walkability (February 2006) and a concept for pedestrian and bicycle crossings for the freeways (December 2008).

4. Clean Energy

- **NEW** – EDCO completed construction of a natural gas fuel distribution station that is now open to the public in the industrial area.

- The City is now participating in six Property Assessed Clean Energy (“PACE”) programs including Figtree, Ygrene Works, CaliforniaFIRST, HERO (Home Energy Renovation Opportunity), California Municipal Finance Authority, and California Statewide Communities Development Authority Open PACE.
- In 2015, 581 photovoltaic solar system permits were issued in La Mesa, a 105% increase in the number of solar permits issued from the prior year (283). Annual permits have increased by a factor of 10 since 2011.
- The landfills used by the City’s contract waste hauler, EDCO Disposal Corporation, utilize methane recovery energy programs.
- Solar power is used for radar feedback signs on Fletcher Parkway and Amaya Drive as well as three City street lights and parking meters in the downtown business district.
- The City replaced older backup generators with cleaner, more efficient units at the new Fire and Police facilities.

5. Energy Efficiency

- **NEW** – Expedited permitting procedures for small building energy conservation systems were adopted by a municipal code ordinance in 2015.
- The City is working with the California Center for Sustainable Energy to host periodic home energy upgrade workshops.
- The windows and doors were replaced at the Community Center and Recreation Center with more energy efficient products.
- High efficiency induction street light replacements were installed and have reduced the City’s street light energy costs by approximately half.
- All new City buildings meet California energy standards and have fluorescent lighting. The new police station has a high-efficiency HVAC system.
- The City has retrofitted all traffic signals with green and red LED (light-emitting diode) lights.

6. Appliance Efficiency

- Vending Miser systems were installed on machines at City facilities to reduce energy use during evenings and weekends.
- The City currently purchases Energy Star compliant equipment and technology.
- Equipment purchased for facilities including computers and printers/copiers are more efficient than the older models.

7. Green Building Design

- LEED standards are incorporated into the design of several facilities including the police station, Fire Administration/Station 11 and a cool roof on the Community Center. LEED certification is encouraged for all buildings and developments.

- Through the City's Design Review process, new development is encouraged to incorporate energy conservation and green building concepts in the review of new development projects.
- The City enforces the California Energy Efficiency Standards and the adopted California Green Building Code regulating energy conservation techniques, materials and appliances in the construction of buildings by the private sector.

8. Fleet Fuel Efficiency

- **NEW** – The Fleet Maintenance Division uses synthetic rather than petroleum-based lubricants for City vehicles.
- Vehicles' telematics devices were installed in 42 public works vehicles in 2014 which should result in reduced idling times and increased fuel efficiency.
- New police patrol vehicles using the new Ford designs are 14% more fuel efficient in city driving than the models they are replacing.
- The La Mesa-Spring Valley School District has new clean-diesel buses which replaced less efficient vehicles more than 20 years old.
- AIMS Fuelmaster automatic fuel monitoring devices are installed on all new vehicles.
- The City owns four hybrid vehicles for use by the City's building inspectors and parking enforcement which reduce the fuel needed for local use.
- The City has retrofitted nine diesel vehicles, partially with grant funding, to reduce emissions in compliance with the State's Tier 3 requirements.
- City operations have again achieved 100% compliance with the Air Resources Board DOORS (Diesel Off-Road On-Line Reporting System) program.

9. Wastewater Treatment

- **NEW** – 1,700 square feet of grass turf was removed in front of City Hall in 2015 and a \$3,400 rebate was received allowing the installation of new drought tolerant landscaping.
- 2,741 square feet of grass turf was removed in 2014 at the Community Center and replaced with drought tolerant landscaping with the assistance of grants from the Metropolitan Water District, the San Diego County Water Authority and the Helix Water District.
- Two lawns at City Hall were removed and replaced by drought-tolerant landscaping with irrigation drip systems which are expected to save 46,000 gallons of water annually.
- The Environmental Sustainability Commission created a graywater educational brochure to help residents and businesses understand the options and regulations for graywater systems.
- Irrigation systems have been upgraded at all parks, several landscaped medians and most facilities resulting in more efficient water use.

- EDCO Station in La Mesa accepts cooking fats, oils and grease for free to be recycled into biofuel by a local company in San Diego.
- The Fats, Oils, and Grease (FOG) Control Program was implemented to help reduce blockages within the wastewater system which can lead to overflows and impact surface water quality.
- The City is actively upgrading the wastewater collection system to mitigate any storm water inflow or infiltration into the collection system.
- Information kiosks are located in four City parks as part of the City's storm water pollution prevention efforts and staff participates annually in the Creek to Bay Cleanup and Coastal Cleanup Day events.
- Helix Water District continues to report water conservation, reducing the amount of wastewater necessitating treatment.

10. Increased Recycling

- **NEW** – The City and EDCO Disposal developed a compliance program for 139 commercial waste generators that must begin implementing organic waste diversion programs in 2016 under the mandates of AB 1826. The program includes mail-out notifications, education and awareness articles and bill inserts, as well as site visits.
- In the most recent Annual Report to CalRecycle the 2015 estimated trash disposal rate by residents was 4.3 pounds/person/day (PPD) and 9.8 PPD by employees of local businesses. This is lower than the maximum disposal allowed in La Mesa, 6.2 PPD and 13.8 PPD respectively, under AB 939 which mandates 50% diversion from landfills.
- Nearly 75,550 pounds of household hazardous waste was collected from 698 La Mesa and Lemon Grove residents during 2015.
- Two free paper shredding events were held for residents. Over 1,460 vehicle loads were dropped at the annual Spring Cleanup event at EDCO Station, weighing over 509.62 tons. Nearly 169 tons was diverted for recycling.
- EDCO now accepts wax-coated cartons, such as milk and juice box containers.
- All playground upgrades and replacement use recycled materials when available, including flooring materials that are either recycled tires or wood chips.
- The city has warehouse space devoted to used office equipment, supplies, and furniture for reuse by departments.
- A backyard composting program is available for residents in which they can purchase discounted bins from Dixieline ProBuild in La Mesa. City Hall has a compost bin for use by employees.
- The City's mandatory recycling ordinance is enforced and has a citywide compliance rate among commercial businesses and multifamily properties of over 80%.
- Recycling containers are located in the downtown village as well as all City parks.
- An aerosol recycling system captures propellant for safe disposal.

11. Promoting Urban Forests

- The City is participated in the San Diego County Tree Inventory developed by the California Center for Sustainable Energy with CAL FIRE funding to provide interactive maps to quantify the ecological and economic benefits of trees.
- The City has been recognized as a Tree City USA since 1980.

12. Public Education

- **NEW** – The City hosted the Connect La Mesa Block Party on November 14, 2015 in the farmer's market parking lot to promote sustainable transportation and the Climate Action Plan.
- The City had a table at EarthFair 2015 in Balboa Park to promote the Climate Action Plan and other environmental programs.
- The Environmental Sustainability Commission is comprised of members from environmentally linked industries and the general public to address issues and establish guidelines related to climate change.
- The Environmental Sustainability Commission's graywater educational program will benefit both residents and businesses through brochures and information which are available at City Hall and on the City website.
- Helix Charter High School has AP Environmental Science, Oceanography and Earth Science courses focused on sustainability as well as an environmental club for student involvement that includes local clean-up efforts.
- La Mesa e-Gov allows anyone 24-hour access to services electronically including announcements of programs and events through Twitter, Nixle and Notify Me.
- The La Mesa-Spring Valley School District has recycling clubs at different schools and a grant-funded native plants learning laboratory at La Mesa Middle School.
- Information on various environmental topics is available on the City website including links to SDG&E, Helix Water District, EDCO, CalRecycle and the EPA.
- Presentations are made to schools for all grade levels under a contract with I Love A Clean San Diego to educate on topics of pollution prevention and recycling.

Attachment A: Resolution 2007-039 and U.S. Mayors Climate Protection Agreement

Climate Action Plan Chronology

June 14, 2016	Staff presented a status report summarizing the efforts of the Climate Action Plan to the City Council.
May 24, 2016	The City Council requested a status report summarizing the efforts of the Climate Action Plan. This memorandum served to provide the City Council with background information, a brief recent progress summary, and a description of the proposed next steps, including public outreach efforts.
April 29, 2016	<p>Staff conducted a kick-off meeting via telephone with AECOM to officially commence the amended contract, discuss the schedule and share information.</p> <p>Staff directed SANDAG to generate the revised VMT data model (2035) and AECOM obtained this VMT data. The consultant is preparing 2035 business as usual emissions forecasts and targets.</p>
March 22, 2016	The City Council approved Resolutions 2016-016 and 2016-017 authorizing the appropriation of funds to complete the City's Climate Action Plan and amend the contract with AECOM for professional services. The amended contract includes the preparation of business as usual emissions, the collection of demographic data, collection and analysis of Vehicle Miles Traveled data, calculating and reviewing forecasts, quantifying 2035 statewide and local reduction strategies, and preparing potential enforceable measures for review and consideration.
November 14, 2015	The City of La Mesa hosted a "Connect La Mesa Block Party" event held at the La Mesa Farmers' Market, which included public outreach, education, and survey opportunities regarding the proposed Climate Action Plan.
June 3, 2015	<p>The Planning Commission considered a staff report that presented the May 2015 Draft Climate Action Plan. Among other things, the Draft Plan included proposed voluntary measures to reduce greenhouse gas emissions.</p> <p>Public testimony during this meeting came from representatives of the Climate Action Campaign, who stated their preference for mandatory reduction measures. The Climate Action Campaign representatives also requested that the City explore "Community Choice Aggregation" as one of those measures.</p>

April 22, 2015	The Community Development Department staffed a booth at the Earth Day Fair in Balboa Park.
November 17, 2014	The potential reduction measures were presented to the Environmental Sustainability Commission.
October 20, 2014	<p>The project was presented to the Environmental Sustainability Commission. The presentation includes the background information about the CAP, the goals, the State Scoping Plan, the CAP process, the GHG inventory, and community outreach.</p> <p>The Community Development Department created and distributed an informational brochure on the CAP.</p>
September 2014	The Energy Policy Initiatives Center (EPIC) completed the Greenhouse Gas inventory update.
July 8, 2014	The City Council adopted resolutions accepting the grant from SDG&E in the amount of \$61,500; appropriating grant funds, and awarding a contract to AECOM for preparation of a Climate Action Plan in an amount not to exceed \$59,500 and \$2,000 for a request for SANDAG data. AECOM was selected from the City's approved list of qualified environmental consultants (RFQ 13-22) to prepare the initial Climate Action Plan (CAP) in accordance with State Law.
July 2014	The City of La Mesa partnered with the Emerging Cities Program through SDG&E to undertake necessary actions that resulted to develop and formulate a draft Climate Action Plan (CAP).
2013	The City completed the SANDAG Energy Roadmap Program.
July 9, 2013	The General Plan was adopted, which included a Conservation and Sustainability Element (City Council Resolution 2013-059).
2007	The City Council endorsed the U.S. Mayors Climate Protection Agreement calling for reduction in greenhouse gas emissions.