AGENDA
LA MESA ENVIRONMENTAL SUSTAINABILITY COMMISSION
A Special Meeting on Monday, September 19, 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. AUGUST 15, 2016 CLIMATE ACTION PLAN WORKSHOP BRIEFING

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.

CITY OF LA MESA
JEWEL of the HILLS

INTEROFFICE MEMO

DATE: September 19, 2016

TO: Environmental Sustainability Commission

Via: Yvonne Garrett, City Manager
Carol Dick, Community Development Director

FROM: Chris Jacobs, Senior Planner
Howard Lee, Associate Planner

SUBJECT: **Climate Action Plan (CAP)** – Climate Action Plan Workshop Summary and Next Steps

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The Environmental Sustainability Commission (ESC) and the Planning Commission (PC) have been tasked with advising the City Council on the Climate Action Plan. On May 18, 2015, the ESC reviewed the DRAFT CAP (May 2015) and provided comment. On June 3, 2015, a public hearing was conducted during a Planning Commission meeting on the DRAFT CAP (May 2015) and staff was directed to obtain additional public input. Public outreach since the Planning Commission meeting is outlined as follows:

- 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.
- May 18, 2016- the Planning Commission presided over an informational item and received public testimony on the Climate Action Plan.
- June 7, 2016- City staff presented a status report summarizing the efforts of the Climate Action Plan to the Historic Preservation Commission.
- June 14, 2016- City staff presented a status report summarizing the efforts of the Climate Action Plan to the City Council.
- June 20, 2016- the Environmental Sustainability Commission was updated on the Climate Action Plan.
- July 2016- the City posted the schedule of community outreach meetings in the City's Newsletter.
- July 18, 2016- a Special Meeting was convened by the Environmental Sustainability Commission to meet and facilitate a public forum.
- July 20, 2016- a joint Planning Commission and Environmental Sustainability Commission Meeting was held to receive a presentation on Community Choice Aggregation (aka Community Choice Energy).

- August 15, 2016- a Climate Action Plan Workshop was conducted with the Environmental Sustainability Commission.

Workshop Results

On August 15, 2016, the City of La Mesa Environmental Sustainability Commission participated in a Climate Action Plan Workshop to gather feedback from community members regarding the City's Climate Action Plan (CAP). After PowerPoint presentations, sixty people including community members, representatives from the Climate Action Campaign, San Diego 350, and the Environmental Sustainability Commission had a breakout session with City staff and the consultant to discuss the proposed CAP and related greenhouse gas reduction strategies and actions.

Comments from the attendees were collected on large easel paper and reduction strategies were prioritized on individual cards. The following information outlines table comments with the highest vote tally (noted in parentheses) as listed by the attendees on the individual cards.

Staff compiled the comments and the priorities into the existing May 2015 Measures table based on common themes and entered in more than one strategy where applicable. The table has been modified to include a column for reduction estimates in 2035. Entirely new strategies or actions that did not fit within an existing strategy are noted in the last section as NEW (**Attachment A**). Reduction estimates have not been derived as yet for the new strategies.

The strategies from the individual cards identified the following priorities:

- Urban Forest Management (18)
- Solar Photovoltaic Outreach (11)
- Mandatory versus voluntary measures and strategies (12) NEW
- Community Choice Aggregation program (9) NEW
- Building Retrofit Outreach (8)
- Active transportation (7)

The complete list of easel comments has been transcribed and is attached for reference (**Attachment B**).

In addition to the discussion on the strategies and actions, AECOM presented two target scenarios. These scenarios provide a methodology to identify what the City's reduction targets would be to match the General Plan lifespan. Because the horizon year for the CAP (May 2015) has been revised from 2020 to 2035, this change required that emissions and statewide actions had to be projected based on certain assumptions. The assumptions include that the business as usual (BAU) emissions continue on the same path and statewide measures also continue the same share in 2035 as 2020. *BAU* is a scenario prepared for planning purposes that assumes there is no change to regulatory requirements, and that greenhouse gas (GHG) emissions would continue at their current rates. In other words, BAU assumes there is no additional effort to further reduce GHG emissions.

The scenarios are:

- **Mass Emissions Target** (total emissions target as used in the 2020 horizon year).

- **Efficiency Target** (emissions per unit, or emissions *rate*)

Mass Emissions Target. This approach to a reduction target would have the City identify a baseline year and a future year, and set a local target that requires a certain percentage decrease in total emissions between the baseline year and the future target year. The percentage reduction would typically be proportional to the percentage reduction the State is required to implement in order to meet the State of California's goals embodied in AB 32, Executive Order B-30-15, and Executive Order S-3-05. AB 32 directs the California Air Resources Board (ARB) to develop a regulatory and incentive scoping plan to reduce statewide emissions levels to 1990 levels by 2020. Executive Order B-30-15 calls for a statewide reduction in GHG emissions to 40 percent below 1990 levels by 2030. Executive Order S-3-05 calls for a reduction to 80 percent below 1990 levels by 2050. The Scoping Plan provides a detailed "roadmap" for how the State intends to achieve the AB 32 target for 2020. The Scoping Plan that addresses the longer term (2030 and 2050) targets is not yet available. Statewide reduction measures, although yet to be defined by ARB for 2030 and 2050, are assumed to account for a significant amount of the total required emission reductions.

For this CAP, the baseline year is 2010 and the planning horizon is 2035, so this mass emissions reduction target is expected to be between 50 and 60 percent below 2010 levels by 2035. As part of the CAP development process, a new baseline inventory was prepared using community-wide activity data from 2010 and current industry practices in inventory preparation. The City's baseline inventory was updated and the reduction target was revised in order to comply with updated guidance from ARB and the Office of Planning and Research, and still achieve the City's General Plan EIR direction (15% below 2005 levels). The CAP uses a revised target of 16% below 2010 levels, which would achieve at least the same reduction as 15% below 2005 levels, and would likely exceed this level of reduction.

Efficiency Target. Another way to develop a reduction target is examining the *rate* of GHG emissions (as opposed to the total). This methodology considers emissions per a unit of measurement. The Sustainable Communities and Climate Protection Act of 2008 (SB 375) uses the efficiency approach in its targets for GHG emissions reduction for passenger vehicles – the regional emission reduction targets are expressed not as total reductions, but as per-capita reductions. Bay Area Air Quality Management District developed GHG threshold guidance using the efficiency approach, providing an option for CEQA lead agencies to consider GHG emissions per population plus employee. San Luis Obispo County Air Pollution Control District also published a threshold that examines the level of emissions per population plus employment.

A recent California Supreme Court decision, *Center for Biological Diversity v. California Department of Fish and Wildlife*, commonly known as the "Newhall decision," where the Court notes (page 12 of the decision) address efficiencies:

> "Meeting our statewide reduction goals does not preclude all new development. Rather, the Scoping Plan-the state's roadmap for meeting A.B. 32's target assumes continued growth and depends on *increased efficiency* and conservation in land use and transportation from all Californians…To the extent a project incorporates *efficiency* and conservation measures sufficient to contribute its portion of the overall greenhouse gas reductions necessary, one can reasonably argue that the project's impact 'is not cumulatively considerable, because it is helping to solve the cumulative problem of greenhouse gas emissions as envisioned by California law."

For local governments that are entitling housing and non-residential development, one appropriate unit of measurement is "service population," which is simply the sum of residential population and local employment. By dividing total GHG emissions by service population, a community is able to evaluate whether emissions will decrease on a per-unit basis in a way that is consistent with the State's emissions goals. The intent of AB 32 is to accommodate population and economic growth in California, but do so in a way that achieves a lower rate of GHG emissions. With a reduced *rate* of emissions per resident and per employee, California can accommodate expected population growth and achieve economic development objectives, while also abiding by AB 32's emissions target and supporting efforts to reduce emissions beyond 2020 (consistent with Executive Order B-30-15 and Executive Order S-3-05).

An efficiency target can be developed that mirrors statewide emissions reduction legislation and applicable executive orders for the target year. To create an efficiency target, the statewide emissions target for a specified target year can be divided by the forecast population and employment statewide for the same year. This yields an emissions "budget" for each California resident/employee, and allows a community to assess whether or not its emissions rate is consistent with the statewide emissions budget. Currently, an efficiency target for 2035 would be between 2 and 2.5 metric tons of carbon dioxide equivalent per year (MT CO_2e/year).

Next Steps

The Air Resources Board is responsible for implementing the California Global Warming Solutions Act (AB 32) in order to meet the 2020 emission reduction goal. On September 23rd and September 24th, Senate Bill (SB) 32, California Global Warming Solutions Act of 2006: emissions limit (Pavley, 2016) and its companion bill Assembly Bill (AB) 197, State Air Resources Board: greenhouse gases: regulations (Garcia, 2016) passed the Assembly Floor and the Senate, respectively. The Governor signed both bills on September 8, 2016, providing the Air Resources Board will have a statutory basis for updating its Scoping Plan to include a 2030 greenhouse gas emissions reduction target. The State will be examining new or expanded statewide measures to achieve reductions beyond the 2020 target under AB 32 with a focus on 2030. These statewide reduction measures will be important for the City in achieving a 2035 local reduction target.

California Energy Commission (CEC), California Office of Planning and Research (OPR), California State Transportation Agency (CalSTA), California Strategic Growth Council (SGC), and California Air Resources Board (ARB) are jointly hosting a public workshop in September. ARB was directed to update the AB 32 Scoping Plan to reflect the 2030 target, and is moving forward with the update process. It is unknown at this time when ARB is expected to conclude this update.

The consultant will outline the target scenario options and recommend the use of either or both target approaches for the City's Climate Action Plan process.

Future Meetings

As part of the continued informational gathering related to Community Choice Aggregation programs, the Planning Commission and Environmental Sustainability Commission will hold a joint meeting on September 21, 2016, to hear a presentation from Energy Policy Initiatives Center (EPIC) of the University of San Diego regarding Community Choice Aggregation.

On October 17, 2016, the Environmental Sustainability Commission will reconvene to hear further updates on the CAP. It is expected that the ESC will provide advice to the Planning Commission. The Planning Commission will then make a recomendation to the CC.

Attachments

A. Climate Action Plan- May 2015 Measures with Workshop Comments & Priorities
B. August 15, 2016 Table Top Easel Comments
C. Draft City of La Mesa Climate Action Plan Strategies and Actions List for Workshop Discussion (includes May 2015 Public Review Draft CAP and additional measures)

E:\Climate Action Plan\2016 CAP\ESC\CAP Workshop Summary Memorandum 091416rev.docx

May 2015 Climate Action Plan Measures
Workshop (8-15-2016)
Comments and Priority List

Blue Areas from 2015 Draft CAP **Number of individual votes on individual cards in highlight**		**2020 (MT CO_2e/yr)**	**2035 (MT CO_2e/yr) TBD**
ENERGY STRATEGY			
E-1	Building Retrofit Outreach **(8)—**	10,475	
Workshop comments	• Support small business: provide incentives • Voluntary rather than mandatory • Certify/promote green businesses • Minimize building footprints- zoning • Promote/encourage rooftop gardens, green roofs, clean energy upgrades, vertical gardens • Implement energy efficient construction, green building codes, Title 24 • Retrofit existing windows and improve building insulation		
E-2	Shade Tree Outreach **(6)—**	5	
Workshop comments	• Plant more trees on public and private property • Fund an urban forester (shared by multiple agencies?) • Develop a shade tree program • Require tree replacement • Promote community tree sponsoring • Replace new trees with same size as removed trees • Incentivize for larger trees- vouchers for tree replacement, partnerships • Provide free trees for residential and business (reinstitute free tree program)		
E-3	Municipal Energy Efficiency Goal **(2)—**	40	
Workshop comments	• Use solar road tiles • Install solar panels on civic buildings (2) • Purchase electric vehicles • Construct electic vehicle (EV) stations		
E-4	Public Lighting **(2)**	200	
Workshop comments	• Minimize light pollution and encourage lighting efficiency		

May 2015 Climate Action Plan Measures

Workshop (8-15-2016)

Comments and Priority List

Blue Areas from 2015 Draft CAP **Number of individual votes on individual cards in highlight**		**2020 (MT CO_2e/yr)**	**2035 (MT CO_2e/yr) TBD**
E-5	Parking Lot Lighting **(1)—**	Supporting	
Workshop comments	• Support small business: provide incentives, voluntary rather than mandatory • Certify/promote green businesses • Minimize light pollution and encourage lighting efficiency		
E-6	Solar Photovoltaic Outreach **(11)—**	2,725	
Workshop comments	• Promote and encourage more solar (residential and non-residential) • Implement solar 20 year lease • Streamline permitting • Promote clean energy upgrades • Promote PV education • Same day solar permits • Local renewable energy • Solar residential program • Support small business: provide incentives, voluntary rather than mandatory • Certify/promote green businesses		
E-7	Solar Hot Water Outreach	Supporting	
E-8	Solar Ready Construction **(2)—**	Supporting	
Workshop comments	• Promote and encourage more solar (residential and non-residential) • Implement solar 20 year leases • Streamline permitting • Promote clean energy upgrades • Promote PV education • Lame day solar permits • Local renewable energy • Solar residential program • Support small business: provide incentives, voluntary rather than mandatory • Certify/promote green businesses		
	Energy Subtotal	***13,445***	

May 2015 Climate Action Plan Measures

Workshop (8-15-2016)

Comments and Priority List

Blue Areas from 2015 Draft CAP **Number of individual votes on individual cards in highlight**		**2020 (MT CO_2e/yr)**	**2035 (MT CO_2e/yr) TBD**
TRANSPORTATION AND LAND USE STRATEGY			
T-1	Bicycle and Pedestrian Infrastructure Development **(7)—**	50	
Workshop comments	• Promote and encourage bicycling, bike rental, electric bikes, tricycle type, bike lanes • Make transit easier, safer, and more affordable • Promote scooters- electric scooters – education • Implement measures for bicycles- protected, build bicycle facilities, trails, pedestrian facilities • Implement existing plans		
T-2	Bicycle Safety Outreach **(2)**	Supporting	
Workshop comments	• Make transit easier, safer, and more affordable • Implement measures for bicycles- protected, build bicycle facilities, trails, pedestrian facilities		
T-3	Transportation Demand Management Program **(1)—**	Supporting	
Workshop comments	• Construct Electric Vehicle EV Stations • Promote alternative transportation • Promote scooters- electric scooters – education • Implement measures for bicycles- protected, build bicycle facilities, trails, pedestrian facilities, self driving cars, car sharing • Implement existing plans		
T-4	Mixed-Use and Transit-Oriented Development **(4)**	Supporting	
Workshop comments	• Implement existing plans		
T-5	Alternative Refueling Infrastructure Development **(4)—**	Supporting	
Workshop comments	• EV Stations, scooters- electric scooters – education • Implement measures for bicycles- protected, build bicycle facilities, trails, pedestrian facilities • Construct EV charging stations in the Downtown village, at Grossmont Center, and in certain new developments • Add to building code • Implement existing plans		

May 2015 Climate Action Plan Measures Workshop (8-15-2016) Comments and Priority List			
Blue Areas from 2015 Draft CAP **Number of individual votes on individual cards in highlight**		**2020 (MT CO_2e/yr)**	**2035 (MT CO_2e/yr) TBD**
T-6	Municipal Fleet Transition **(2)—**	5	
Workshop comments	• Construct EV Stations • Promote electric vehicles and scooters – education • Implement existing plans		
	Transportation Subtotal	***55***	
WATER STRATEGY			
W-1	Urban Water Management Plan Programs **(4)—**	1,330	
Workshop comments	• Rebates HWD and utilities • Change landscape standards to be more appropriately sustainable less impervious / more permeable road and parking infrastructure • storm water and gray water system • storm water capture • recycle waste water • use native plants (2) • green landscaping • no lawns in new development • Implement code - gray water programs • Work with Helix Water to implement a reclaimed water program for public landscapes • promote the gray water use in residential and non-residential development for water conservation		
W-2	Water Sensitive Landscape Design **(1)—**	Supporting	
Workshop comments	• Convince private companies to reduce packaging • Develop programs with the goal of zero waste • Implement composting program-make available no cost, pick-up curbside, composting education, free mulch program, city & residential composting- not green waste, another container for food waste (Seattle), industrial food waste (large scale)		
	Water Subtotal	***1,330***	

May 2015 Climate Action Plan Measures

Workshop (8-15-2016)

Comments and Priority List

Blue Areas from 2015 Draft CAP **Number of individual votes on individual cards in highlight**		**2020 (MT CO_2e/yr)**	**2035 (MT CO_2e/yr) TBD**
SOLID WASTE STRATEGY			
SW-1	Food Scrap and Yard Waste Diversion **(3)—**	250	
Workshop comments	• Convince private companies to reduce packaging • Develop programs with the goal of zero waste • Implement composting program-make available no cost, pick-up curbside, composting education, free mulch program, city & residential composting- not green waste, another container for food waste (Seattle), industrial food waste (large scale)		
SW-2	Construction and Demolition Waste Diversion **(3)—**	275	
Workshop comments	• Develop programs with the goal of zero waste		
	Solid Waste Subtotal	***525***	
GREEN INFRASTRUCTURE STRATEGY			
G-1	Urban Forest Management **(18)—**	45	
Workshop comments	• Plant more trees on public and private property • Fund an urban forester (shared by multiple agencies?) • Develop a shade tree program • Require tree replacement • Promote community tree sponsoring, replace new trees with same size as removed trees • Incentivize for larger trees, vouchers for tree replacement, partnerships • Provide free trees for residential and business (reinstitute free tree program)		
	Green Infrastructure Subtotal	***45***	

May 2015 Climate Action Plan Measures
Workshop (8-15-2016)
Comments and Priority List

Blue Areas from 2015 Draft CAP **Number of individual votes on individual cards in highlight**		**2020 (MT CO_2e/yr)**	**2035 (MT CO_2e/yr) TBD**
IMPLEMENTATION STRATEGY			
I-1	Regional Implementation Partnerships **(1)**	Supporting	
Workshop comments	• Who are our partners?		
I-2	CAP Implementation and Monitoring—	Supporting	
Workshop comments	• Ombudsman program – independent		
	Implementation Subtotal	**-**	
TOTAL REDUCTIONS			
Statewide Reductions Subtotal		*47,505*	
Community-wide CAP Measures Subtotal		*15,400*	
	Total	***62,905***	
TARGET ACHIEVEMENT			
Reduction Target		16% below baseline	
Reductions Needed		60,283	
Reductions Estimated		62,905	
Estimated Achievement Level below Baseline		**17.1%**	

Source: AECOM 2015
Notes: MT CO_2e = metric tons of carbon dioxide equivalent

NEW STRATEGIES			
NEW	Community Choice Aggregate Program **(9)**	TBD	TBD
NEW	Composting Programs	TBD	TBD
NEW	Other Comments • Build sidewalks • Long term strategy include zero waste • Use science based practices • Support local food • Fast track permits for grey water and energy efficient systems • Improve public transit • 100 % clean energy • Shade equipment in parks	TBD	

Climate Action Plan Workshop
Tabletop Easel Comments
August 15, 2016

Table Yellow Pen

What have others done?
How do we draw attention?
Maybe a parade?
Needs to feel equitable
Tattle-tale program
Incentivize businesses
Mandates
Some mandatory and voluntary measures
CCA works
Is there enough energy now to go 100% renewable?
Businesses may be mad about mandates
Certify businesses so they get appreciated
Solar will force rates for SDG&E up, encourage solar more
It is important to keep in mind that small, local businesses are run by small groups, and that the general goal of the climate action plan is to improve life for all mankind. The plan should not take strides that will harm small businesses.
Costco may have good reason to remove the trees (lawsuit, etc.)
Alternative fuels important
Educating students on environment protection important
The plan won't implement itself!
Does the city lead by example?
HCHS environmental club
Environmentalism internships
Solar 20 year lease
Plant more trees
Solar road tiles

Table Pink Pen
Mandatory vs. Voluntary (six tallied under mandatory)
2035 target: secondary and defers
-Whichever is strongest-
2020 target: get it done now, too short.
<u>Reduction strategies</u>
Trees and canopy on city property
Install solar panels on civic buildings
Reduce building footprints – zoning
Rooftop gardens
Rebates HWD and utilities

CCA- community choice aggregation allows for choice of energy type and competition
Zero waste
Convince private companies to reduce packaging
Science based practices- example – reclassify building materials and biology more appropriately
Changing landscape standards to be more appropriately sustainable
Green infrastructure is not standalone it is integrated into all other categories
Ombudsman program – independent
Composting program – make available at no cost, pick-up curbside
Composting education
Free mulch program- EDCO
Streamlined permitting for PV / clean energy upgrades
Shade tree program
Fund an urban forester on city staff, maybe shared by multiple agencies
Water should not be separate from energy
Local food
Improve public outreach about CAP in language that is easy to understand.

Table Black Pen
Plant more trees in parks over playground equipment – equipment too hot for children
Is there plan for population / built out City
Educating public on conservation, climate issues
Working with schools to provide more info on climate issues
Public billboards
Public housing community outreach
Local areas
Lighting looked at in order to keep dark sky / see the stars
No big bright lights
Establish graywater implementable process
More education to community
Outreach to all / all communities / more diversity
Stop assuming
Local first!
Our concerns
Take initiatives of what can help us locally
Notes on session in general:
Tree lady awesome
Acronyms should be explained- too many in presentation
CAP should be rev prior to workshop
Over the head
Speak to people – make it understandable
Session based on assumptions
Loss legal terms – language people can understand (+1)
Will there be follow up? How? When?
Does input count? Conserve water, but rates go up!

Way too many technical terms

Emission source – E6 – PV outreach
Promote alternative transportation
Electric stations
Bicycling – rent bikes – electric bikes, tricycle type, bike lanes
Transit- easy, safer, affordable
Scooters- electric scooters- education
Outreach, outreach, outreach
Ordinance should be changed about homeowner being responsible for their own sidewalks – families can't afford.
Vertical gardens / green roof
Strategy E1
Look for more grants
More incentive-based measures
Mandatory measures for new construction
Less impervious / more permeable road and parking infrastructure
Gray water tree irrigation fast-tracking
Same day solar permits
Energy efficient construction
Euthanization and public flogging for SUV drivers

Table Brown Pen
Total efficiency reduction
Mandatory
Consistency with state
Mandatory tree replacement
Community tree sponsoring (name on plaque)
Same size as tree removed
Incentive for larger tree
Vouchers for tree replacement
Partnerships – important
Charging stations
In the village
Upgrade at Grossmont center – include charging stations
Certain new developments should be required to have charging stations
Add to building code
Need an aggressive CAP similar to San Diego
Transportation:
Better bicycle corridors
Self-driving cars
Car sharing
City vehicles – electric
CCA – working toward 100% renewable energy

Storm water / grey water system
Integrate schools into community outreach
City & residential composting – not green waste
Another container for food waste (Seattle)
Industrial food waste (large scale)
Better public transportation
Underground trolley?
Idling at lights – reduce # of lights to lower emissions
All new residential / industrial construction mandated solar x amount of s.f. = x amount of green space
More robust CAP
Alternative to ambulance and fire truck both responding to emergency

Table Black Pen in CAPS
Action: storm water capture (water or waste water)
Action: recycle waste water (water + waste water)
Action: gray water programs (water)
Action: use native plants (water)
Action: local renewable energy (energy)
Action: green building codes and landscaping

Table Green Pen
Biased presentation / balanced
Can't ask mandatory= you don't ask about how much for taxes
Not infinite money
I want to do it as cheaply as possible meeting state
Real actions with penalties
Plan into to new structures
Worth effort with existing window, title 24, and insulation
100% clean energy by 2035
CCA
Trees for residential, business (reinstitute free tree program)
Solar residential program
(All) total key emissions not rate – (not equal, study both)
La Mesa low per population
Program commercial / residential
Solar – new construction
No lawns in new development (drought tolerant)
Must achieve 80% reduction by 2050
Bloomberg / Paulsen study – sooner we act the cheaper it is
Implement plans – measures for bicycles – protected
More trees (shade trees) unused r.o.w.; if not trees, use space for solar
Municipal buildings need solar systems

CCA, more solar, renewable
Require feed-in tariff
Electric vehicles, EV stations
Analyze how many stations are needed
Fine tree topping
Fine for enforcement of adopted plan
Education (San Diego)- roles on plan say why? Presentation
Goals
Action = tangible
Trees
How does it impact me?
Beach, wildfire, heat, asthma, zika = mosquito, dengue fever, fish
"Needs enough mandatory measures to ensure goals are met"
Process – State level, one law suit rather than a bunch
New development = zero emissions

Table Red Pen
New development – solar, water
CA native plants
Light pollution and efficiency
CCA (Community Choice Aggregation)
Grants for walkability / safety, bicycling
Free trees
Urban forestry assistance / advice for homeowners
EV plug-in and charging
Expedited plan approvals

Table Blue Pen
Community Choice Aggregation
Promote street tree program
Mandatory tree planting and replacement, public r.o.w. and private property
Build bicycle facilities, trails, pedestrian facilities

May 2015 Draft Climate Action Plan Strategies and Actions List		
Strategy E-1 Building Retrofit Outreach		
	Encourage voluntary energy efficiency retrofits in residential and non-residential buildings through promotion of utility programs, PACE financing options, and local success stories.	
	Actions	
A.	Continue to partner with CSE in hosting home energy upgrade workshops for community members; work with SDG&E to augment workshop information with examples of local case studies demonstrating actual energy/utility cost savings, simple payback calculations, challenges faced, and lessons learned.	
B.	Work with SDG&E to identify high-priority (or hard-to-reach) neighborhoods for focused home energy retrofit outreach (e.g., neighborhoods with low levels of past participation in utility rebate programs, neighborhoods with higher energy use identified through heat-mapping, neighborhoods with older building stock); develop outreach program that identifies quick-payback or high impact retrofit projects that would be sustainable in these neighborhoods; include projects supported by current rebate and incentive programs and home energy audits.	
C.	Work with existing PACE financing providers to increase awareness among residents and businesses; depending upon PACE providers' outreach approach and platform, work with local PACE financing participants to include success stories and case studies on Sustain La Mesa webpage.	
D	Develop working partnership with SDG&E and PACE providers that encourages information sharing on number and type of retrofit installations performed annually community-wide; establish reporting and tracking procedure, as part of CAP implementation process, to collect new retrofit project data and estimate related energy savings; analyze retrofit data with SDG&E to identify focus areas for increased outreach, either programmatically (e.g., low community participation in outdoor lighting retrofits) or geographically (e.g., neighborhood "x" has low participation in utility-sponsored programs)	
E.	Partner with Campesinos Unidos and other organizations that provide assistance to low-income and elderly households to develop targeted outreach program that promotes federal and state weatherization programs, including development of education materials that highlight benefits of improved occupant comfort and reduced utility bills; provide information (including program links) about available low-income weatherization programs on Sustain La Mesa webpage and identify other outreach methods to increase visibility and familiarity with these programs	
Strategy E-2 Shade Tree Outreach		
Develop a shade tree outreach campaign to encourage developers and property owners to voluntarily plant shade trees.		
	Actions	
A.	Collaborate with CSE and SDG&E in developing shade tree give-away program or other incentives to encourage voluntary planting of shade trees for existing homes / buildings.	

B.	Work with local environmental / conservation groups and community organizations to encourage voluntary shade tree planting at existing homes and businesses; identify regional partners, including other participants in San Diego County Tree Inventory program, to collaborate on development of outreach campaign to highlight benefits of shade trees and provide planting technical guidance.	
C.	Collect and share related informational materials on Sustain La Mesa webpage, such as shade tree planting guides and current tree giveaways or rebates; provide informational materials to residents during building permit process (for new construction or major renovations).	
D.	Consider adopting an existing tree protection ordinance that requires replacement of street trees that are removed, using list of pre-approved trees species.	
Strategy E-3 Municipal Energy Efficiency Goal		
Establish an energy-efficiency goal for municipal buildings and facilities that can be achieved through system retrofits and increased employee conservation education.		
Actions		
A.	Revisit municipal efficiency goal on regular cycle (e.g., every 5 years) and consider remaining retrofit opportunities when revising municipal goal.	
B.	Review Energy Roadmap to identify discrete strategies that can be implemented to achieve efficiency goal; use support services provided by SANDAG's Energy Roadmap Program and discuss potential strategies with SDG&E to identify utility rebate programs, on-bill financing, or other incentive programs; work with City Facilities Manager and other department staff to develop phasing strategy for retrofit projects that considers other near-term planned building / facility retrofit work, and incorporate energy efficiency components into these planned projects, as appropriate.	
C.	Calculate energy and cost savings and GHG reductions related to municipal efficiency projects and share case study information on Sustain La Mesa webpage to encourage residents and businesses to explore efficiency strategies in their buildings; highlight additional co-benefits of projects, such as improved building occupant comfort.	
D.	Leverage the San Diego Regional Climate Collaborative and the SANDAG Regional Energy Working Group for sharing local successes and best practices in municipal operations energy efficiency; use network to identify and pursue regional funding opportunities for energy conservation or other emissions reduction-related projects.	
Strategy E-4 Public Lighting		
Reduce energy consumption in the City's traffic signals and street lights through installation of energy-efficient lighting technology.		
Actions		
A.	Revise City's street lights standard to include requirement for energy efficient technology and adaptive controls in new and replacement bulbs.	

B.	Continue to monitor advancements in lighting technology, rebate/financing programs, and other factors that could prompt City to pursue deeper energy savings in municipally-owned street lights.	
C.	Use services provided by SANDAG's Energy Roadmap Program to develop energy-efficient lighting program for park units that: identifies outdoor lighting retrofit candidates among City-owned parks and recreation areas (e.g., pathways, restroom facilities, area lighting, sport field lighting), and identifies appropriate energy-efficient lighting technologies for sports fields / courts that still provide lighting levels required for applicable sporting use.	
D.	Use Energy Roadmap Program and partner with SDG&E to pursue utility rebates or on-bill financing options to retrofit identified park lighting opportunities.	
Strategy E-5 Parking Lot Lighting		
Increase energy efficiency in parking lot lighting community-wide through outreach programs and information sharing.		
Actions		
A.	Continue implementing municipal outdoor lighting efficiency projects, as funding allows; consider options for parking lot lighting upgrades concurrent with indoor building retrofits.	
B.	Work with SDG&E and CSE to identify available grant/rebate programs to support lighting retrofits in public and private parking lots/garages.	
C.	Partner with SDG&E and other regional partners in developing informational resources that highlight financing / rebate options and safety and security benefits, present local case studies (e.g., successful retrofit of a commercial plaza's parking lot lights), and illustrates simple payback scenarios for typical lighting upgrades along with reduced maintenance expense estimates; identify owners / property managers of large parking lots to target with informational resources.	
D.	Consider hosting roundtable discussion with SDG&E representatives, targeted property owners / managers, and participants with local success stories to identify remaining barriers to broad outdoor lighting retrofits; develop strategy to reduce / remove barriers, particularly any related to City permitting or municipal code.	
E.	Work with SDG&E and local PACE financing districts to develop program data-sharing strategies that allows City staff to track success of outdoor lighting retrofits; data outputs should identify total number of retrofit projects implemented / financed and related electricity savings.	
Strategy E-6 Solar Photovoltaic Outreach		
Promote the voluntary installation of solar PV systems on residential and non-residential property in the community, and identify opportunities for municipal installations on City property as, well.		
Actions		

A.	Review / revise all applicable building, zoning, and other codes and ordinances to identify potential regulatory barriers to installation of solar PVs in residential and nonresidential construction; work to remove identified barriers.	
B.	Explore opportunities to streamline permitting process (e.g., building, electric, plumbing) for solar PV systems or reduce solar permitting fees; train Building Department counter staff in City's solar permitting process to assist community members through process.	
C.	Work with CSE, PACE districts, and neighboring jurisdictions to develop comprehensive outreach campaign to increase voluntary participation in solar PV installation programs, including directory of existing rebates / incentive programs, explanation of simple-payback calculations for solar PV systems, and technical assistance; leverage existing solar PV informational materials from CSE, California Solar Initiative, SDG&E, and other organizations.	
D.	Identify local solar service providers, and convene roundtable discussion with providers and local Chamber of Commerce representatives who can disseminate discussion information among area businesses regarding solar system financing options.	
E.	Provide training to Planning Department and Building Division counter staff regarding available sources for rebates / financing / incentives, as well as printed pamphlets or FAQ sheets for distribution to customers seeking permits for new construction or major renovation projects; provide links to similar information on Sustain La Mesa webpage.	
F.	Identify opportunity sites on City buildings or parking lots for municipal solar PV installation; partner with CSE to investigate interest in pursuing regional renewable energy procurement program with other area governments and public agencies.	
Strategy E-7 Solar Hot Water Heater Outreach Program		
Promote voluntary installation of solar water heaters in new construction and building retrofits through outreach campaign.		
	Actions	
A.	Work with CSE to understand non-system costs identified in solar hot water pilot program, and work to reduce costs associated with City requirements by streamlining permitting process and reducing / removing permit fees; City could consider providing priority permitting for building-scale renewable energy systems, such as PV and solar hot water projects.	
B.	Provide training to Planning Department and Building Division counter staff regarding available sources for rebates/incentives; provide similar information on the Sustain La Mesa webpage, and identify local success stories that can be shared.	
C.	Leverage information and research from CSE and CSI-Thermal Program to provide informational materials at Building Permit counter to new applicants.	
D.	Consider municipal opportunities for solar hot water systems at facilities with high hot water heating loads, such as City swimming pools and recreation centers (review Energy Roadmap energy assessment data to identify such opportunities).	

E.	Work with SDG&E to identify local businesses with high hot water heating load that could benefit from installation of solar hot water system (alternatively, work with local Chamber of Commerce to identify these businesses, if SDG&E is not able to provide this information due to confidentiality requirements); convene roundtable discussion that includes CSE, SDG&E, local PACE districts, City Building Division permitting staff, identified local businesses, and local Chamber of Commerce representatives to discuss potential opportunities for, and barriers to installation of solar hot water systems.	
Strategy E-8 Solar Ready Construction		
Encourage builders to incorporate solar-ready design into new construction, including building orientation for maximum solar exposure, pre-wiring and pre-plumbing for solar PV and solar hot water, and roof system construction that can handle additional loads from potential future solar installations.		
Actions		
A.	Work with SDG&E, CSE, building industry and contractor associations, and other local jurisdictions to develop and/or promote available technical assistance programs to help developers and builders minimize costs associated with solar-ready design and construction.	
B.	Consider revising City's building code to require solar pre-wiring and pre-plumbing for new construction; review similar requirements from other jurisdictions to define ordinance language.	
Strategy T-1 Bicycle and Pedestrian Infrastructure Development		
Continue to plan for and construct safe, attractive bicycle and pedestrian paths and facilities within the community, and provide education programs aimed at increasing use of alternative transportation options.		
Actions		
A.	Prioritize implementation of pedestrian enhancements (e.g., pedestrian islands, roundabouts) as identified in City's Sidewalk Master Plan and bicycle improvements as identified in City's Bicycle Facilities and Alternative Transportation Plan; continue to maintain these plans through regular updates (e.g., every 3-5 years, or as required to maintain eligibility for pedestrian and bicycle infrastructure grant programs).	
B.	Leverage SANDAG's iCommute program to help encourage businesses and new non-residential development to provide bicycle commuter facilities (e.g., showers, lockers) to support employees' alternative transportation options.	
C.	Work with local Chamber of Commerce to install additional bike parking facilities in front of retail, restaurants, and employment centers; encourage use of creative / attractive bike parking systems designed by local artists that reflect character of nearby businesses or neighborhoods.	
Strategy T-2 Bicycle Safety Outreach		

Develop a bicycle outreach program to promote community-wide "bikeability" through safety programs, bicycle tune-up clinics, and partnerships with bicycle advocacy groups and cycling clubs.		
Actions		
A.	Work with SANDAG to continue its bicycle safety education activities, centered around May is Bike Month, including bicycle rodeos and Walk and-Roll programs at local schools; work with community organizations and local bicycle advocacy groups to provide additional bicycle rodeos targeting school-aged population, possibly as end-of-summer event or at start of each new school year.	
B.	Solicit comments from local cycling clubs / advocacy groups to identify dangerous cycling conditions within community as part of regular implementation of Bicycle Facilities and Alternative Transportation Plan; identify opportunities to address problem areas through SRTS Program grants, SANDAG grants, or other alternative transportation funding sources (possibly SDAPCD funding programs).	
Strategy T-3 Transportation Demand Management Program		
Encourage use of SANDAG's iCommute program to reduce single-occupancy vehicle trips community-wide.		
Actions		
A.	Add link to iCommute on Sustain La Mesa webpage.	
B.	Work with SANDAG and area jurisdictions to develop outreach campaign that encourages use of iCommute program offerings; work with local Chamber of Commerce to identify employers that would benefit from customized commuter benefits program, as offered through SANDAG; identify local employers currently offering commuter benefits programs, and host knowledge-sharing workshop with Chamber of Commerce representatives, previously identified local businesses, and iCommute program representatives to discuss program structures and cost / benefit considerations.	
C.	Consider developing City employee commuter program, independently or with support from SANDAG, to include transportation benefits such as carpool / vanpool priority parking areas, electric vehicle charging stations, secure bicycle parking, access to locker room / shower facilities, and possibly subsidized transit passes.	
Strategy T-4 Mixed-Use and Transit-Oriented Development		
Continue to encourage mixed-use and transit-oriented development through land use and zoning designations to support alternative transportation opportunities.		
Actions		
A.	Host roundtable discussion or individual interviews with local development community to identify primary barriers to higher-density / intensity development within the community; take steps to reduce / remove identified municipal barriers to such development to facilitate higher-density development within designated areas to increase potential ridership of residents and employees along existing transit routes.	

B.	Work with SANDAG to enhance local transit service options in designated higher-density, mixed-use development areas to take advantage of proximity to new potential transit riders; participate in future SANDAG-led mobility hub planning programs to lay foundation for long-term VMT reduction opportunities in La Mesa.	
C.	Conduct parking surveys in areas with good transit access (e.g., downtown) to determine if existing parking is adequate in quantity and location for future increased development density / intensities; pending conclusions of parking analysis (i.e., if existing parking standards are found to be too high), reduce off-street parking requirements in these areas for transit-oriented and mixed-use developments, for developments providing shared parking, and / or for developments that incorporate certain travel demand management measures.	
D.	As part of on-going General Plan implementation and future land use planning work, identify areas that could support a net increase in population or employment through land use changes within ¼ - ½ mile walking distance to transit stops (e.g., trolley station areas); work with Public Works Department to evaluate capacity for higher-density / intensity development in these areas, and develop prioritization and funding strategies to complete necessary infrastructure improvements.	
Strategy T-5 Alternative Refueling Infrastructure Development		
Support community-wide use of alternative fuel vehicles through expansion of alternative vehicle refueling infrastructure.		
Actions		
A.	Participate in regional discussions regarding application and development of pre-wiring requirements for at-home electric vehicle charging ports in new single-family and multi-family construction; update City's building code to reflect regional approach.	
B.	Partner with SANDAG, SDAPCD, and local multi-family property managers to develop strategies to increase installations of EV charging infrastructure in existing multi-family complexes, including development of technical guidance, permitting support from Building Division, and identification of rebates or financing options.	
C.	Require installation of public-use EV charging units in parking lots of new non-residential construction; work with regional partners to establish threshold for such requirements (e.g., new construction of more than 10,000 sq. ft., parking lots with more than 20 parking spaces); update City's Building Code to reflect these change.	
D.	Coordinate with SANDAG and other regional partners to develop informational brochures and technical support for developers / contractors installing electric vehicle charging ports in new projects; share information on City's website.	
E.	Participate in regional discussions with SANDAG and SDG&E on technical aspects of alternative refueling infrastructure development, as it relates to increased electricity demand and / or natural gas service expansion, as well as long-term infrastructure development strategies to support broad regional transition towards alternative fuel vehicle options.	

F.	Partner with SANDAG, SDAPCD, and other area jurisdictions in exploring cost-effective ways to increase alternative vehicle charging / refueling infrastructure available for public use within community, through grant funded opportunities or partnerships with technology providers (e.g., EV charging infrastructure providers).	
G.	As alternative fueling and recharging station options become available throughout city and region, provide links to maps showing their location on Sustain La Mesa webpage; include information on available clean vehicle rebate programs, as well.	
Strategy T-6 Municipal Fleet Transition		
Continue to transition the municipal vehicle fleet from gasoline- and diesel-powered vehicles to alternative-fuel or other low-emissions vehicles.		
Actions		
A.	Develop municipal fleet low-carbon target; defined as A) Total vehicle fleet composed of X% zero- or lower-carbon vehicles, B) Total vehicle fleet emissions reduction target (can be achieved through combination of reduced VMT, vehicle technology, mode shift, etc.), or C) Total annual fuel use target; define vehicle fleet transition pathway to achieve selected target.	
B.	Refer to the vehicle fleet assessment as part of the Energy Roadmap when deciding which vehicles to replace with alternative-fuel vehicles; regularly update the assessment to identify opportunities for future vehicle replacement.	
C.	At time of replacement, shift passenger vehicle purchases toward EV, hybrid-electric, hydrogen fuel cell, or CNG models (if City is considering broader CNG applications in the fleet); consider new vehicles' carbon emissions and fuel efficiency as regular procurement criterion.	
D.	Explore joint procurement options with other area jurisdictions to leverage regional shift towards cleaner municipal fleets into lower per vehicle costs; to facilitate this, connect with Public Fleet Supervisors Association to identify partnership opportunities, competitive vendor pricing, and industry best management practices.	
E.	Pursue grant funding, vendor's promotional offers, or regional joint procurement partnerships to install alternative fuel charging stations at City facilities for use by municipal vehicles and the public.	
Strategy W-1 Urban Water Management Plan Programs		
Support Helix Water District in implementing outreach and community education programs related to water conservation policies contained within the Urban Water Management Plan.		
Actions		
A.	Participate in Helix Water District outreach programs, as necessary, to increase community awareness and activity in water conservation programs; discuss opportunities with Helix to assist in promotion of free water audits for residents and local businesses.	

B.	Include information related to PACE district financing options for water conserving retrofits on Sustain La Mesa webpage; include local success stories that used this financing option to demonstrate what types of improvements are possible.	
C.	Establish operational framework for benchmarking, tracking, and reviewing municipal water use at meter level to allow identification of improper irrigation system use, leaks, or other wasteful water activities; incorporate water use reporting into overarching CAP progress reporting procedure (can be linked with annual General Plan implementation reporting procedures).	
D.	Consider establishing municipal water use reduction target to be achieved through employee education, indoor plumbing and appliance retrofits, use of advanced irrigation systems, and installation of additional low-water use landscapes in medians, parks, and around City buildings/facilities.	
Strategy W-2 Water Sensitive Landscape Design and Irrigation		
Conserve water through efficient landscaping design and irrigation.		
	Actions	
A.	Finalize graywater education program and begin hosting workshops with local environmental groups, gardening clubs, and other community organizations, and enlist their help in advertising program and benefits of graywater systems; prepare informational material on graywater system design considerations for Building Division staff to share during the building design and permitting phase; provide links to graywater education program informational materials on Sustain La Mesa webpage.	
B.	Monitor ongoing efforts of Helix Water District to source recycled water for retail customers, and include revisions to City's Public Improvement Standards and / or Building Code that would further facilitate installation of "purple pipe" to allow recycled water use within community; consider rules and regulations from neighboring jurisdictions (e.g., City of San Diego) when providing similar local guidance concerning use of recycled water community-wide.	
Strategy SW-1 Food Scrap and Yard Waste Diversion		
Work with local waste hauler to develop residential food scrap and compostable paper collection program.		
	Actions	
A.	Discuss opportunities with franchise waste hauler to add residential food scrap collection services to City's waste collection contract.	
B.	Work with franchise waste hauler to promote use of green waste bins for organic waste collection through public outreach campaign that explains what items can be collected and benefits of green waste recycling; work with "I Love a Clean San Diego" to incorporate information on new organic waste collection program into their on-going classroom curriculum.	

C.	Include links to franchise waste haulers page on Sustain La Mesa webpage or include list of compostable food scraps and paper products that can be collected in green waste bins.	
D.	Explore opportunities with franchise waste hauler, local Chamber of Commerce, and other local business organizations to develop and encourage participation in voluntary commercial food scrap collection pilot program; include representatives from San Diego's Environmental Services Department during strategic planning phase to learn from their similar program experience, including technical assistance on collection bin storage / placement and barriers to participation; pilot program could target large local generators of food scraps, such as hotels, restaurants, schools, and grocery stores / markets.	
Strategy SW-2 Construction and Demolition Waste Diversion Program		
Continue to enforce the City's construction and demolition waste diversion ordinance.		
Actions		
A.	Continue to implement City's 75% C&D diversion requirement for applicable projects as defined in City's Construction and Demolition Debris Diversion Ordinance; continue to enforce C&D Debris Diversion Deposit Program to help implement diversion ordinance.	
B.	Participate in regional waste diversion discussions and monitor mandatory participation levels in other area C&D diversion ordinances; consider revisions to City's diversion requirements to address smaller renovation projects.	
Strategy GI-1 Urban Forest Master Plan		
Support natural carbon sequestration opportunities through continued development and maintenance of a healthy, vibrant urban forest.		
Actions		
A.	Continue to implement and support polices outlined in Tree Policy Manual for City departments, including landscaping requirements for new municipal facilities, parking lots, and public rights-of-way.	
B.	Continue to implement City's design standards for parking lot shade trees; consult with neighboring jurisdictions on best practices to monitor and enforce parking lot shade requirements with minimal staff resources.	
C.	Partner with neighborhood groups, community organizations, and local business community to encourage voluntary tree planting on private property within La Mesa; host Urban Forestry workshop and invite representatives from SDG&E and Public Works staff to provide technical assistance regarding appropriate species selection, proper siting and safe planting practices, and strategies to avoid damage to sidewalks, driveways, and underground utilities.	
D.	Consider developing Urban Forest Master Plan to serve as strategic, long-range guide to proactively grow, improve, and manage City's urban forest.	
Strategy I-1 Regional Implementation Partnerships		

Participate in regional partnerships aimed at collaborative implementation of specific CAP strategies or other emissions reduction efforts.		
Actions		
A.	Collaborate with other local governments and SANDAG during CAP implementation phase to identify programmatic overlap among various CAP measures or sustainability strategies that could benefit from comprehensive regional approach; for example, building retrofit outreach programs would be very similar from one San Diego County city to another, allowing joint development of one program using shared resources.	
B.	Partner with other San Diego County governments, possibly through SANDAG-led approach, to prioritize regional sustainability issues and programs for joint implementation.	
Strategy I-2 CAP Implementation and Monitoring		
Establish monitoring and reporting frameworks to keep CAP document relevant and actionable.		
Actions		
A.	Monitor overall emissions trajectory through regular inventory updates; prepare emissions inventory updates on 5-year cycle to ensure real progress is being made towards the reduction target(s); establish procedures for collecting relevant data to be included in inventory updates, and follow prevailing emissions inventorying methodologies (attempt to make inventories directly comparable to one another, though evolving technical methodologies may make this difficult).	
B.	Develop process for updating statewide reduction estimates as part of future inventory updates to show actual emissions levels achieved; if discrepancy is discovered between actual reduction results and estimated levels described in CAP due to fewer reductions from statewide actions, identify which statewide actions are not performing optimally and strengthen related local CAP measures or develop new local actions to close reductions gap.	
C.	Monitor individual measure progress to identify opportunities to strengthen underperforming measures (i.e., those not on track to achieve their CAP-estimated reductions), or further enhance high performing measures.	
D.	Prepare annual CAP implementation reports to be shared with City Council and posted on Sustain La Mesa webpage to highlight achievements made, track progress towards reduction goals, identify barriers to implementation, and plan for inventory and CAP updates.	
E.	Amend CAP every 5 years to reflect inventory and projection updates, measure revisions or additions, and identified pathway towards achievement of future targets.	

	Additional Example Measures (presented at the Workshop)
	Energy Benchmarking: Promote tools like ENERGY STAR Portfolio Manager for residential and commercial property owners to build awareness of their energy use, GHG footprint, and options for improving efficiency
	Work with SDG&E to reach 100% of households annually with targeted educational and marketing materials (e.g. website or e-blast)
	Work with SDG&E to enroll La Mesa's top 10 energy users (residential / non-residential) in an energy benchmarking program
	Work with SDG&E to develop targeted educational and marketing materials (e.g. website or e-blast) to reach 10% of businesses annually
	Update Landscape Water Conservation Ordinance
	Promote programs/resources to help customers convert to more water efficient landscaping
	Promote county rebates available for taking out lawns
	Implement Pool Cover Program
	Adopt a policy that requires all City-sponsored events (and City-funded non-profit events) to be zero waste (e.g. use recyclable and compostable materials and provide corresponding waste receptacles), and promote zero-waste events to community organizations and businesses
	Community Choice Aggregation (CCA): Support the creation of and join a regional CCA providing 100% renewable energy by 2035
	Implement a Water and Energy Conservation Ordinance (WECO) to require water and energy efficiency upgrades applicable to existing homes at time of sale
	Encourage Increased Methane Capture for Wastewater Treatment Plants Serving La Mesa
	Advocate to the City of San Diego for increased methane capture at wastewater treatment plants that serve the City of La Mesa
	Increase Mass Transit Ridership
	Improve Transit Service: Ensure reliable, comfortable, and safe transit option for La Mesa residents, employees, and visitors
	Improve Transit Efficiency: Enhanced (rapid or BRT) bus service in La Mesa by 2020
	Retrofit Major Corridors to be “Complete Streets”: Consider every transportation mode and user when designing streets, and incorporate multimodal design principles in all projects
	Improve connectivity (by public transit, bicyclists, and pedestrians) to the Solana Beach train station for access to commuter rail

	Explore implementation of a bike valet program for special events to facilitate use of bicycles to attend special events
	Pursue completion of the last segment of the scenic loop trail on the perimeter of the City limits which serves a recreational amenity for pedestrians and as another circulation option within the community
	Set aside 10% of all on street parking spots on City Arterials (i.e. El Cajon Boulevard, University Avenue, La Mesa Boulevard, etc.) and in City-owned lots for high-efficiency and clean fuel vehicles by 2020