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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.

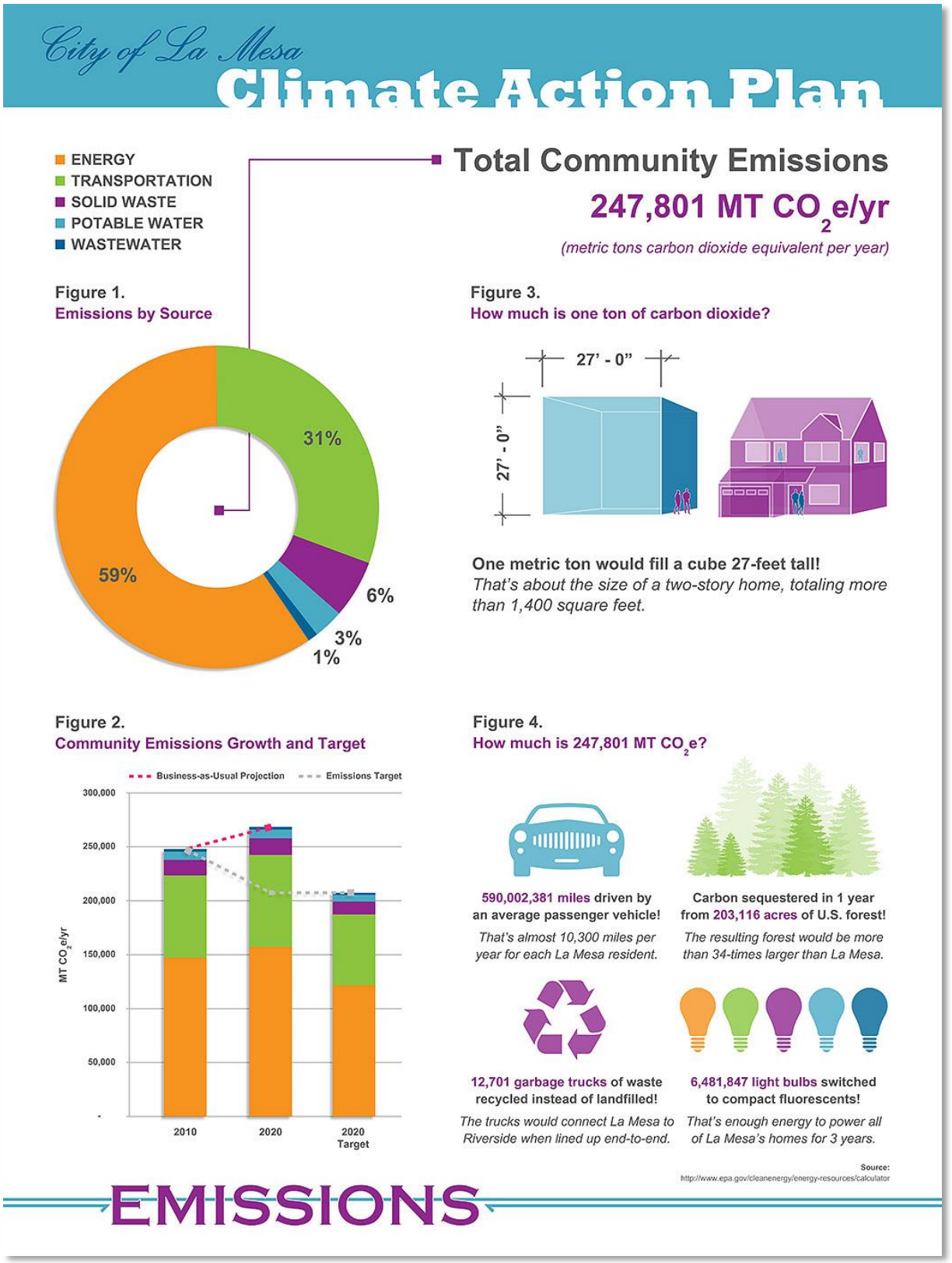
Climate Action Plan Booth

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



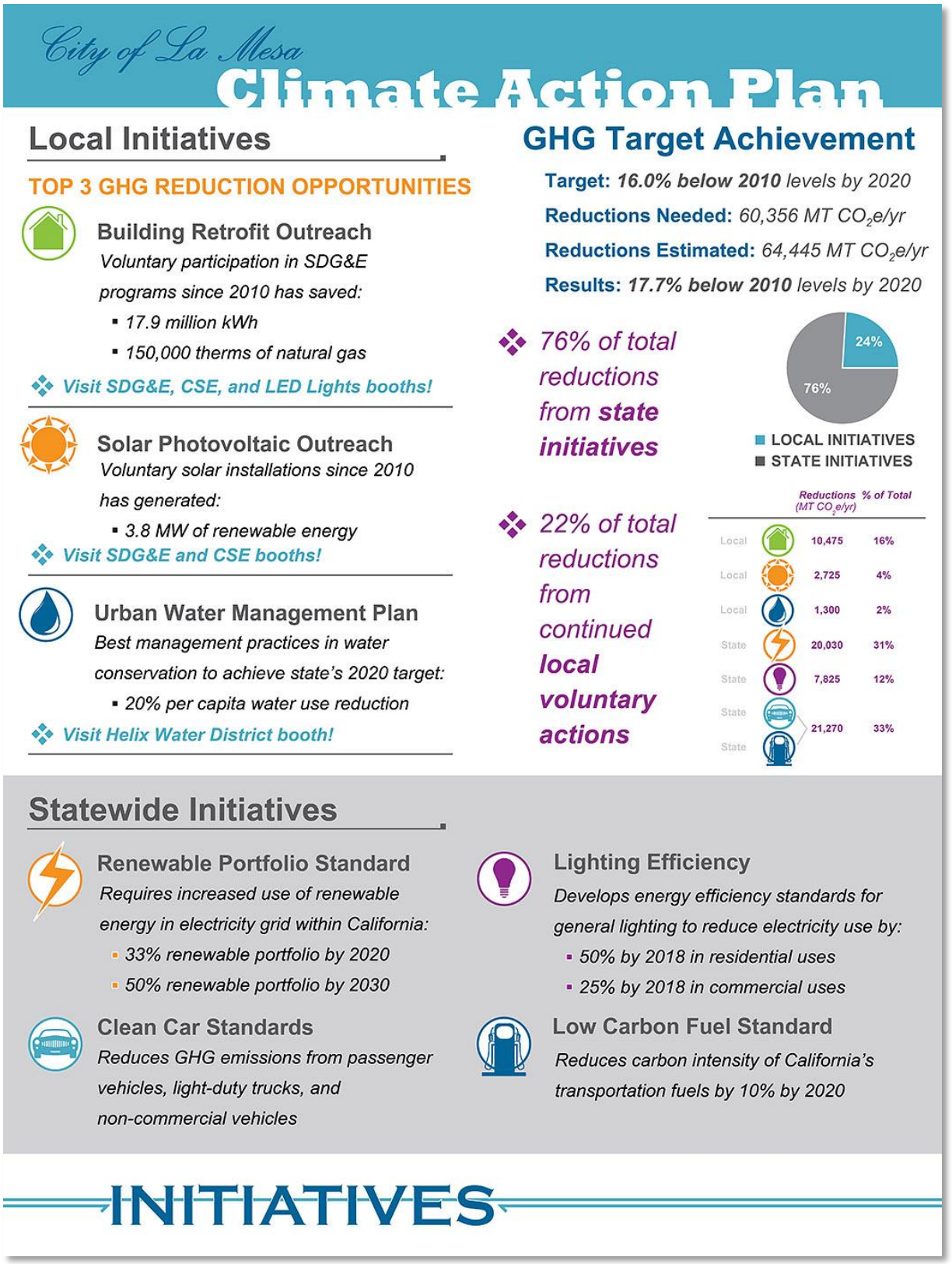
The second poster was used to describe how the CAP proposes to address the emissions reductions needed to achieve the 2020 target (see Figure 2 on the following page). The poster briefly and simply described four of the most impactful statewide initiatives designed to reduce statewide emissions in alignment 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%).

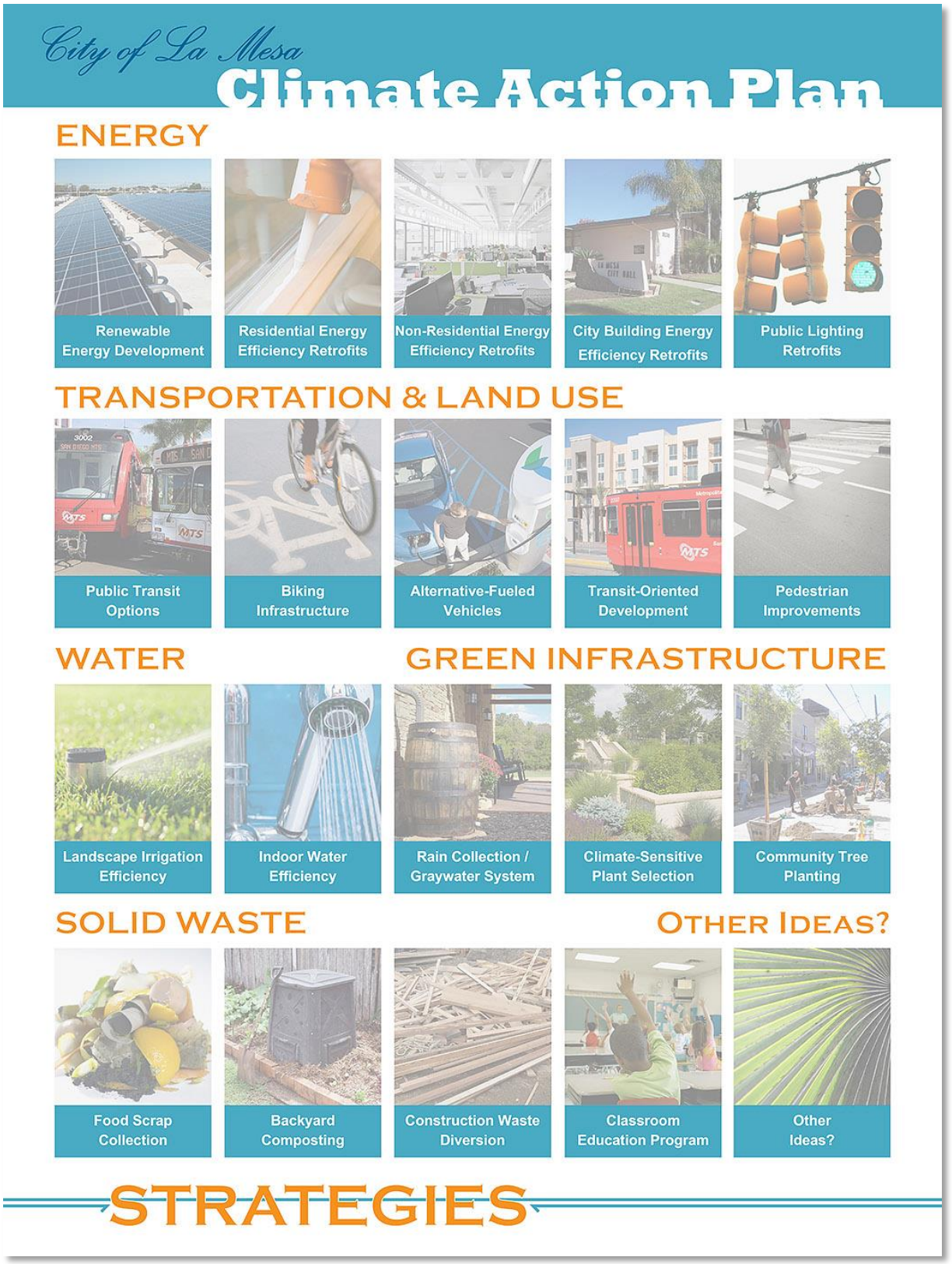
The top three local government actions identified were:

- 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.

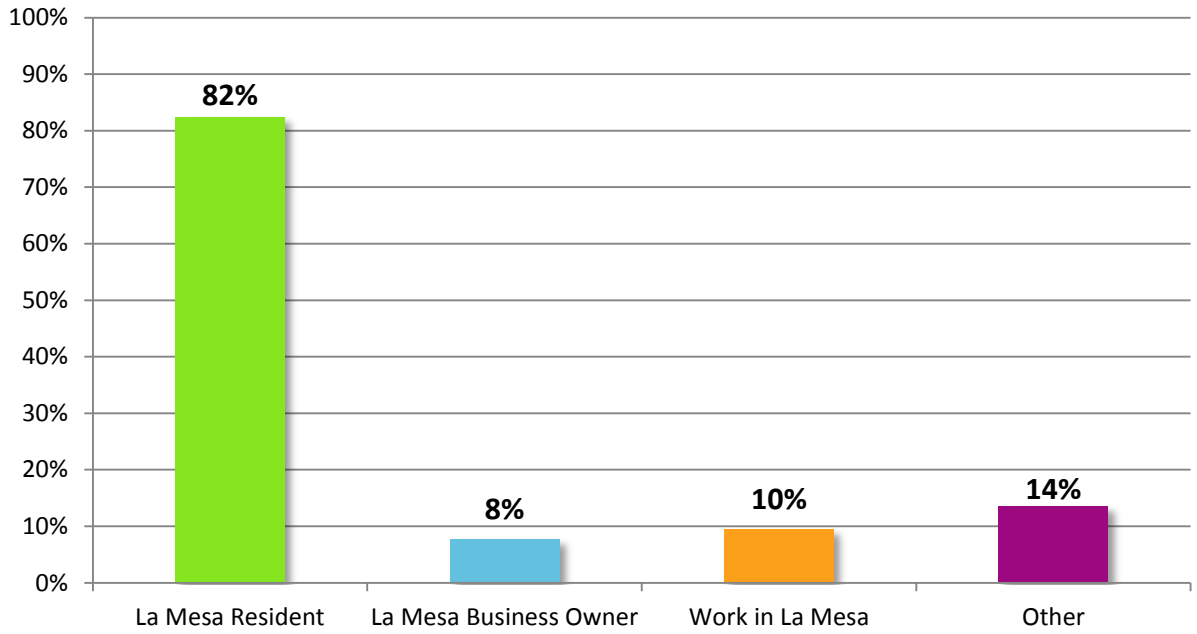
The questionnaire included 12 questions. Total responses from online participation and Block Party visitors are summarized are on the following pages.

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.

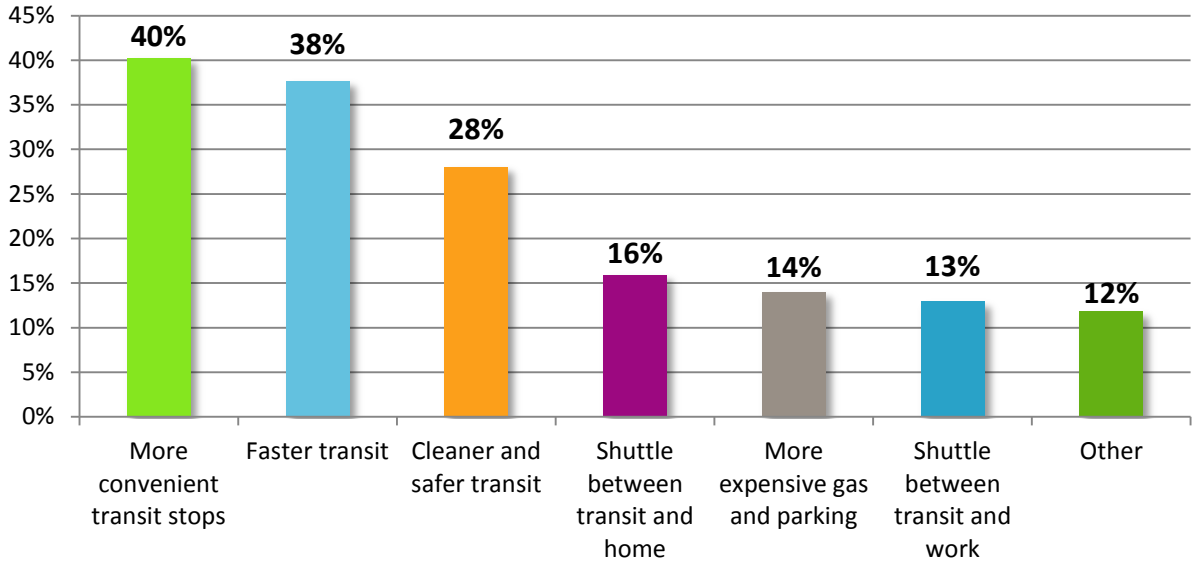


In general, other participants worked for agencies that offer programs to La Mesa residents, have family who live or work in La Mesa, or are residents in the greater San Diego region, including university students.

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.



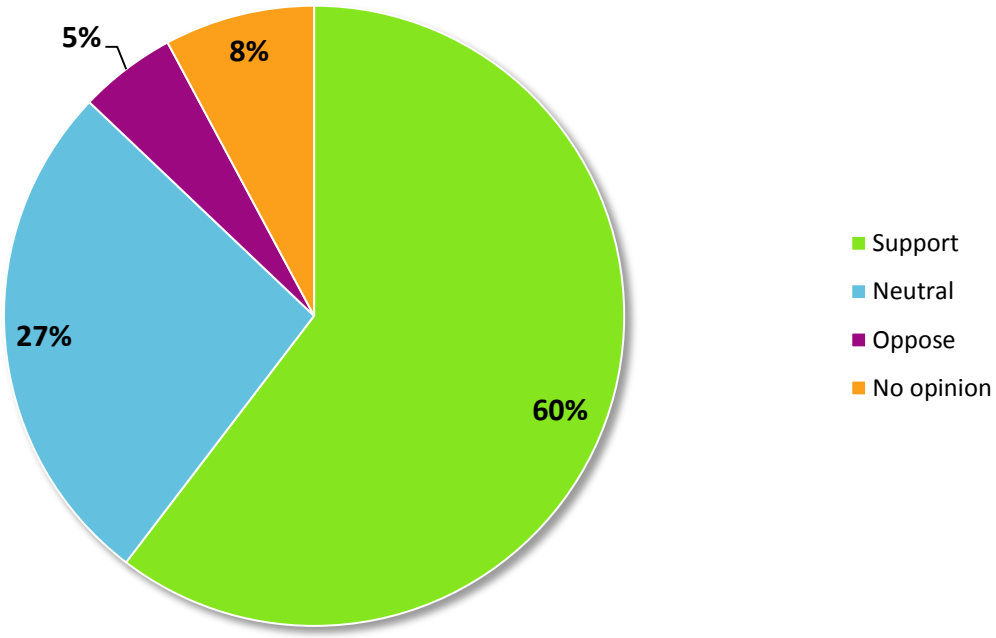
In addition to the options provided in the question, respondents would also consider using transit more often if:

- 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

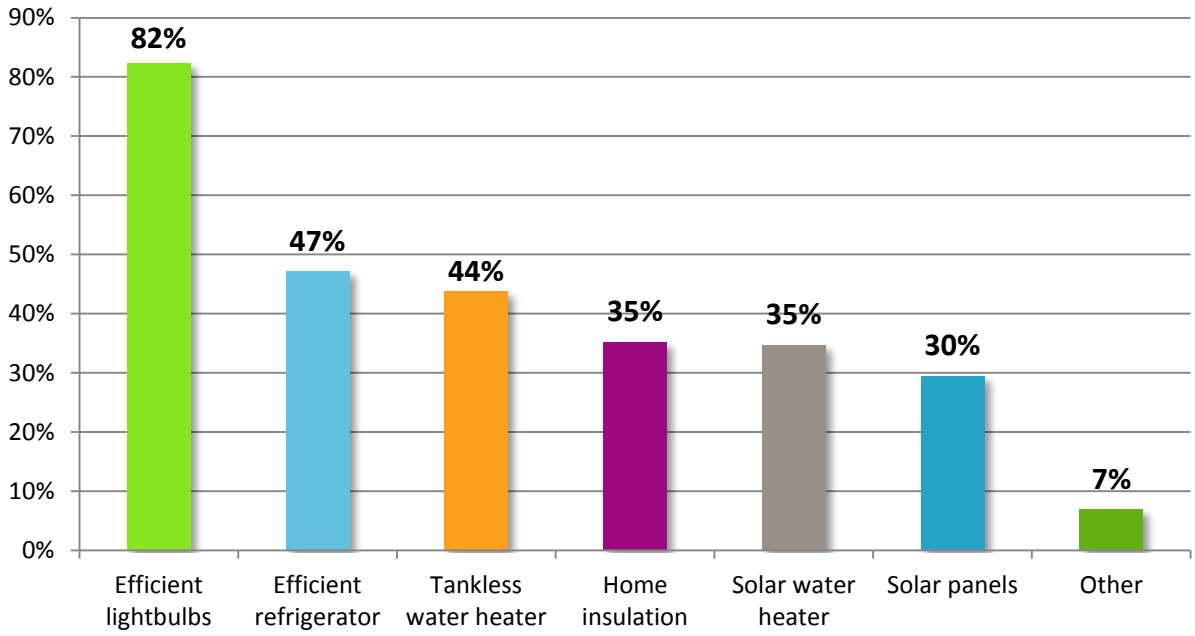
60% of respondents would support the City's efforts to increase alternative vehicle refueling options within La Mesa. Only 5% of respondents would oppose such an action.



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:

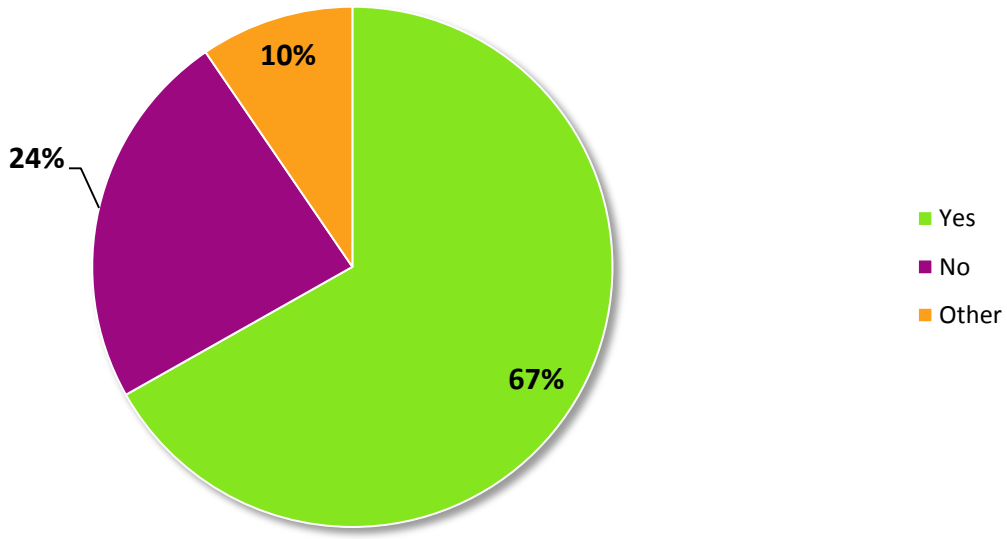
- They rent their home or apartment
- All cost-effective improvements have already been implemented
- Options are cost prohibitive

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)

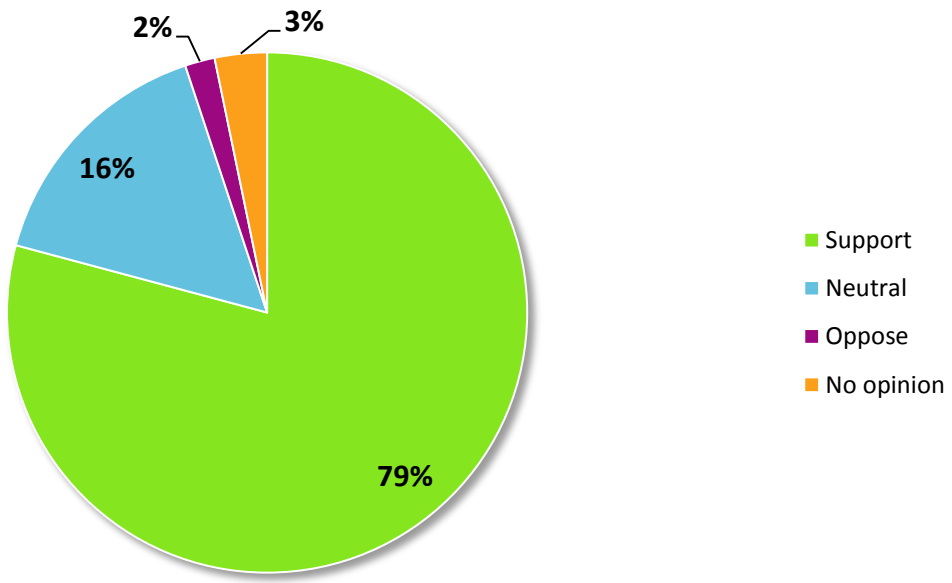
Two-thirds of respondents would participate in a free home or business energy audit.



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

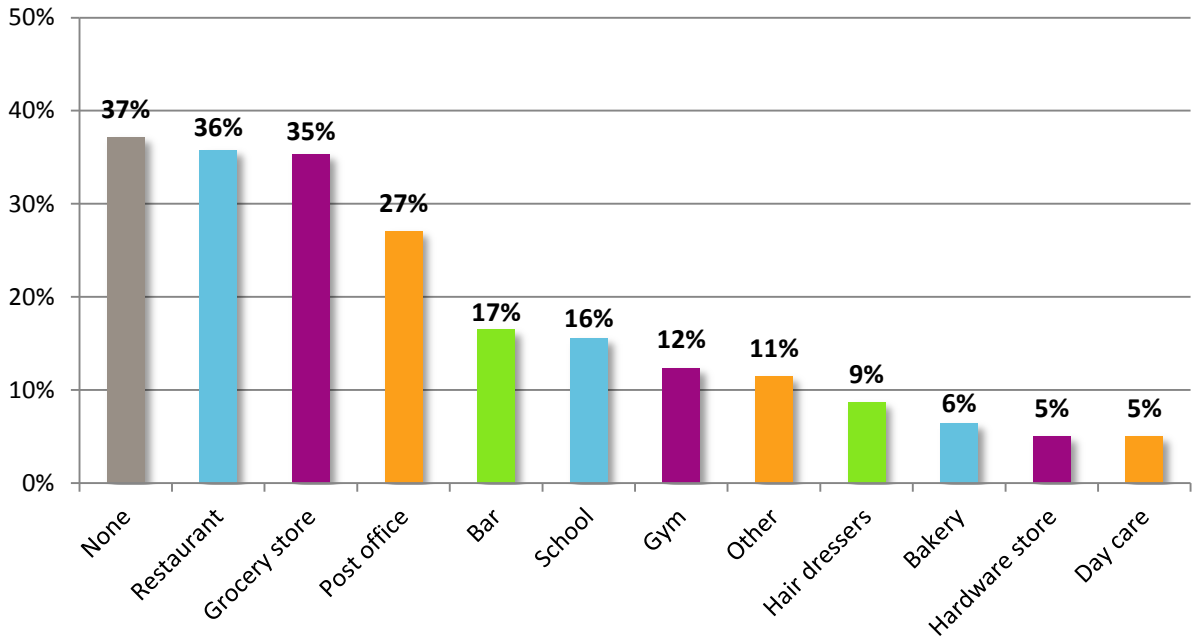
Nearly 80% of respondents would support City efforts to provide information on incentives and financing options for energy efficiency programs. Only 2% of respondents oppose such an action.



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.



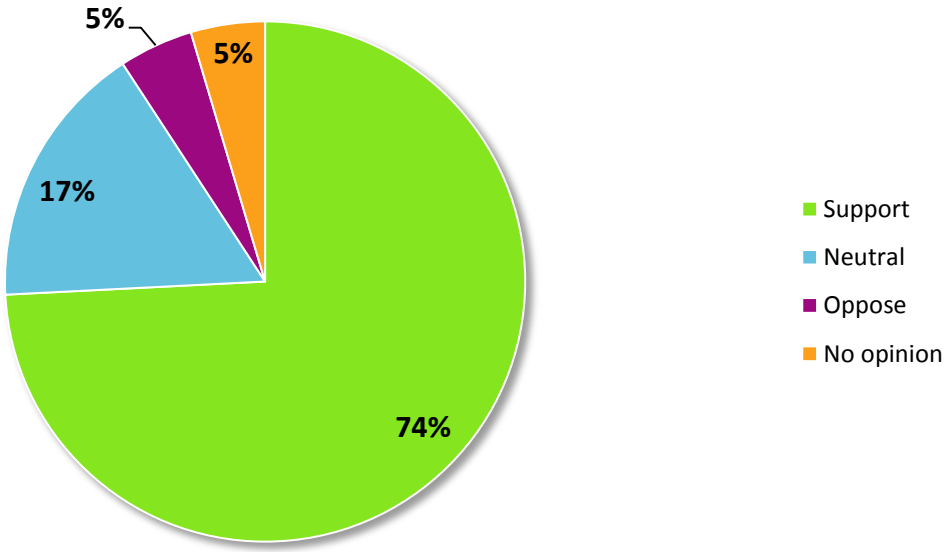
In addition to the options provided in the question, respondents also regularly walk to the following destinations:

- 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

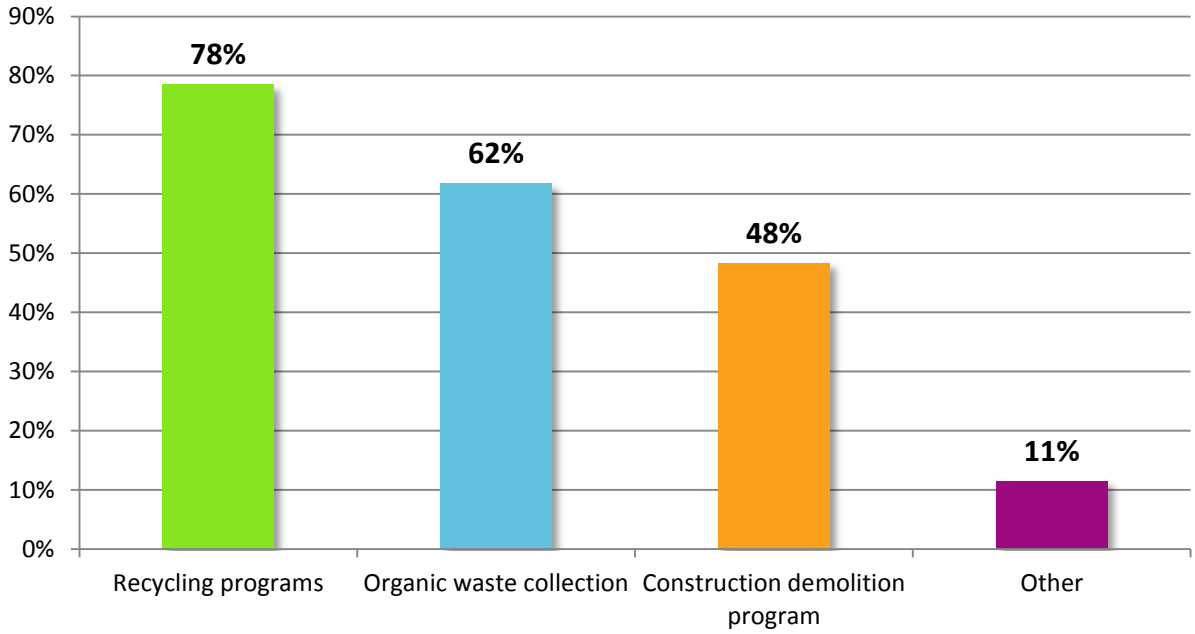
Nearly 75% of respondents support the City offering additional education to property owners on renewable energy financing programs. Only 5% of respondents oppose such an action.



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.



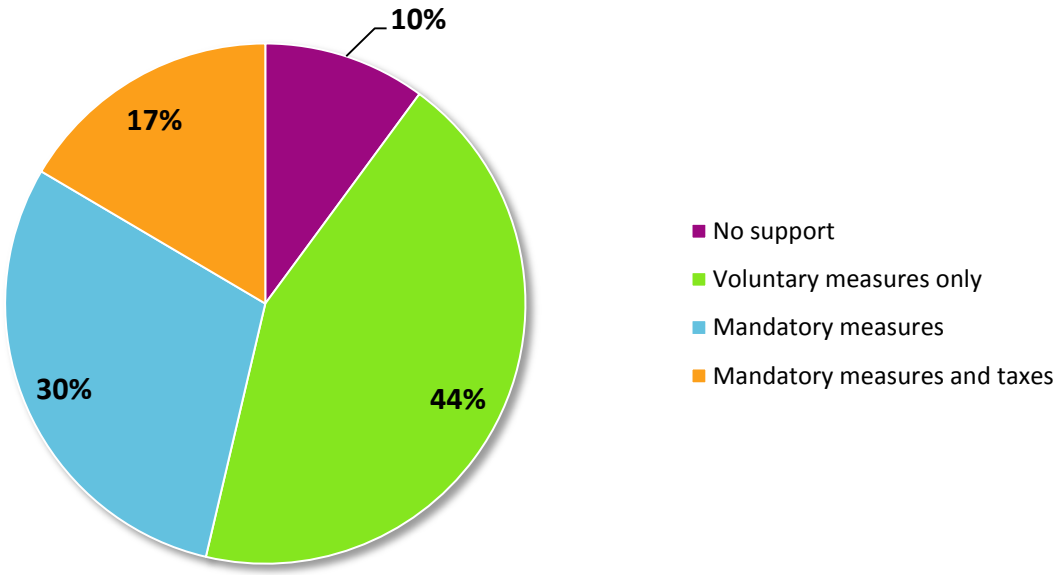
In addition to the options provided in the question, respondents are also interested to learn more about:

- 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.

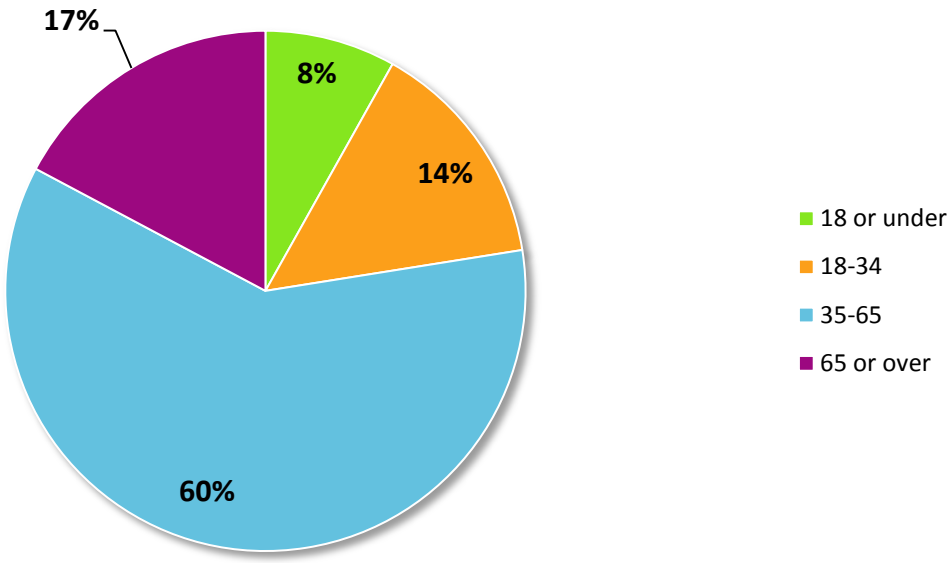


More than 40% of respondents only support a voluntary approach to local emissions reductions, as currently outlined in the draft CAP. Thirty percent of respondents would support mandatory measures, while an additional 17% would support increased taxes to help achieve the targets.

Question 11 – What is your age?

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

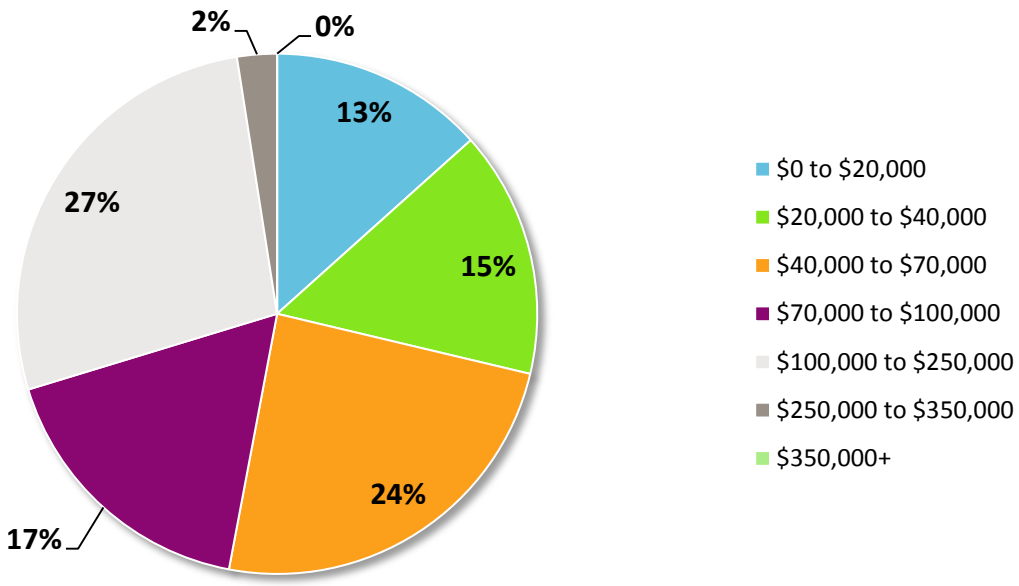
The majority (60%) of respondents were 35-65 years old. 17% were 65 years old or older.



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+

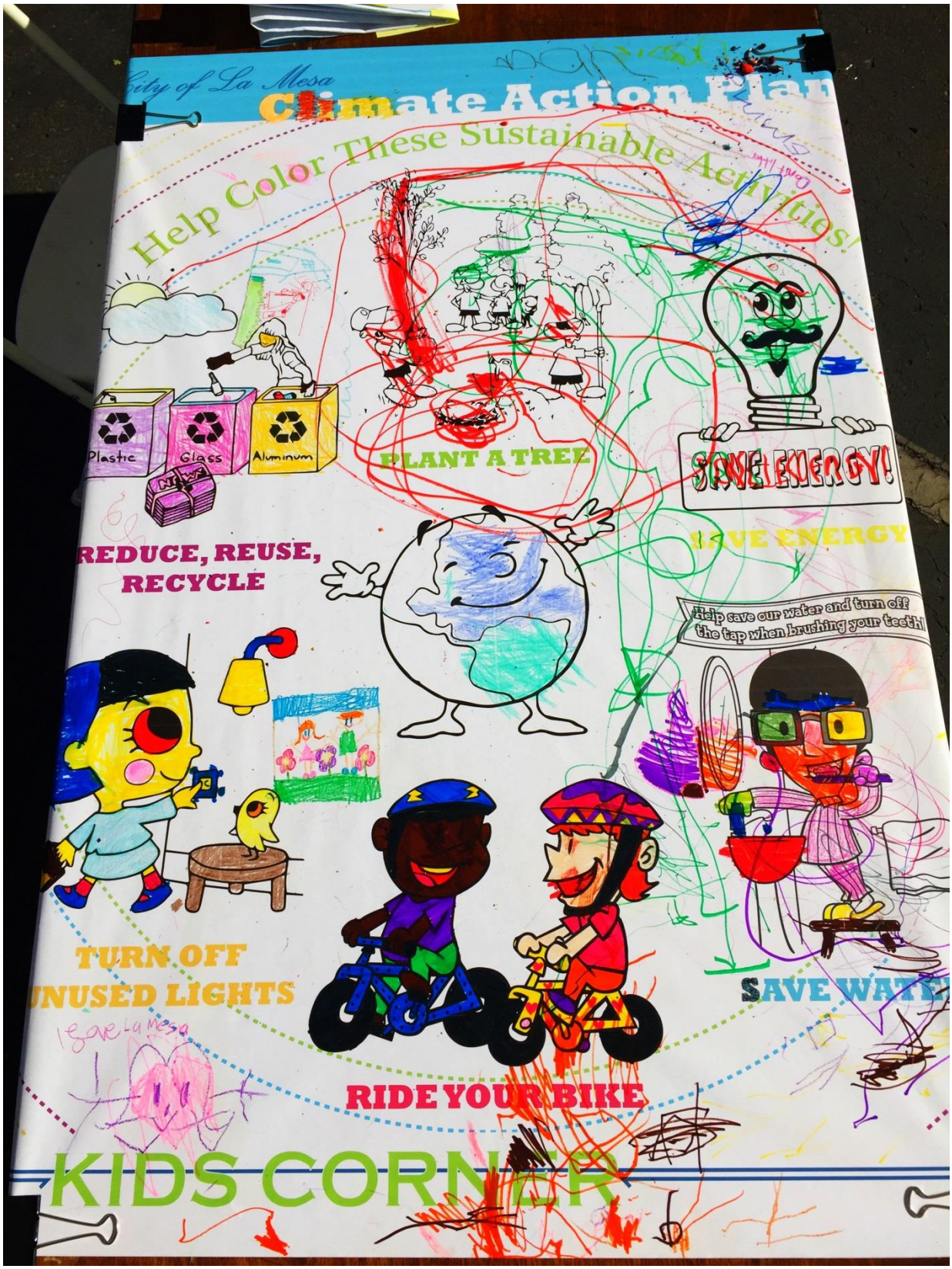
Seventy percent of respondents have household incomes of less than $100,000. Approximately one-quarter have household incomes between $100,000 and $250,000. Two-percent of respondents reported household incomes greater than $250,000.



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 both 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	
HHSA	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