



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

# Measure Design Working Session #1

Bay Area Regional Climate Action Planning (BARCAP) Initiative  
USEPA Climate Pollution Reduction Grant (CPRG) Program  
San Francisco-Oakland-Berkeley MSA

*October 27, 2023*

# Welcome!

Please introduce yourself in the chat.  
Name, organization, location, and 1 word describing  
how you are feeling about our time together today.

# Agenda

## **Together as One Group (10:00-10:50)**

- Background and the Opportunity
- Ice Breaker
- Group Agreements
- Design Principles

## **Measure Design Focus Groups (10:50-11:40)**

- Visioning/Grounding Exercise
- Landscape Review
- Coalitions and Critical Partners
- Questions for Further Research

## **Together as One Group (11:40-12:00)**

- Sharing Back
- Next Steps and Working Session 2

# Background and The Opportunity

# USEPA Climate Pollution Reduction Grant Program

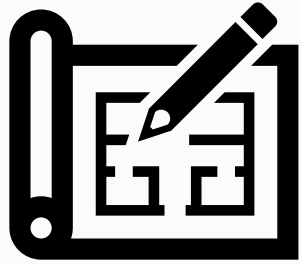
## Funding for Climate Planning

- **Priority Climate Action Plan (PCAP) (due March 1, 2024)**
  - *Near-term, readily-implemented, targeted set of measures focusing on a few priority sectors*
- **Comprehensive Climate Action Plan (CCAP) (due Sept 2025)**
  - *Long-term and covers all sectors of the economy*

## Funding for Project Implementation

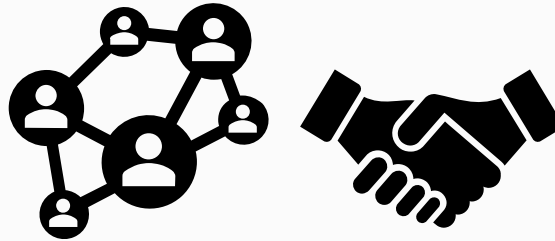
- **Nationally competitive pot of \$4.3 billion**
- **For projects to implement measures in the PCAP**
- **Applications due April 1, 2024**

# The Opportunity



Bay Area Regional  
Climate Action Plan

- *Cross-jurisdictional*
- *Innovation*
- *Benefits frontline communities*



New relationships  
and coalitions



Funding

# Coalitions

## What is a Coalition?

- Two or more eligible applicants where withdrawal of any single member would fundamentally alter the design or expected outputs and outcomes of the proposed measures
- Sign an MOA

## What is an eligible applicant?

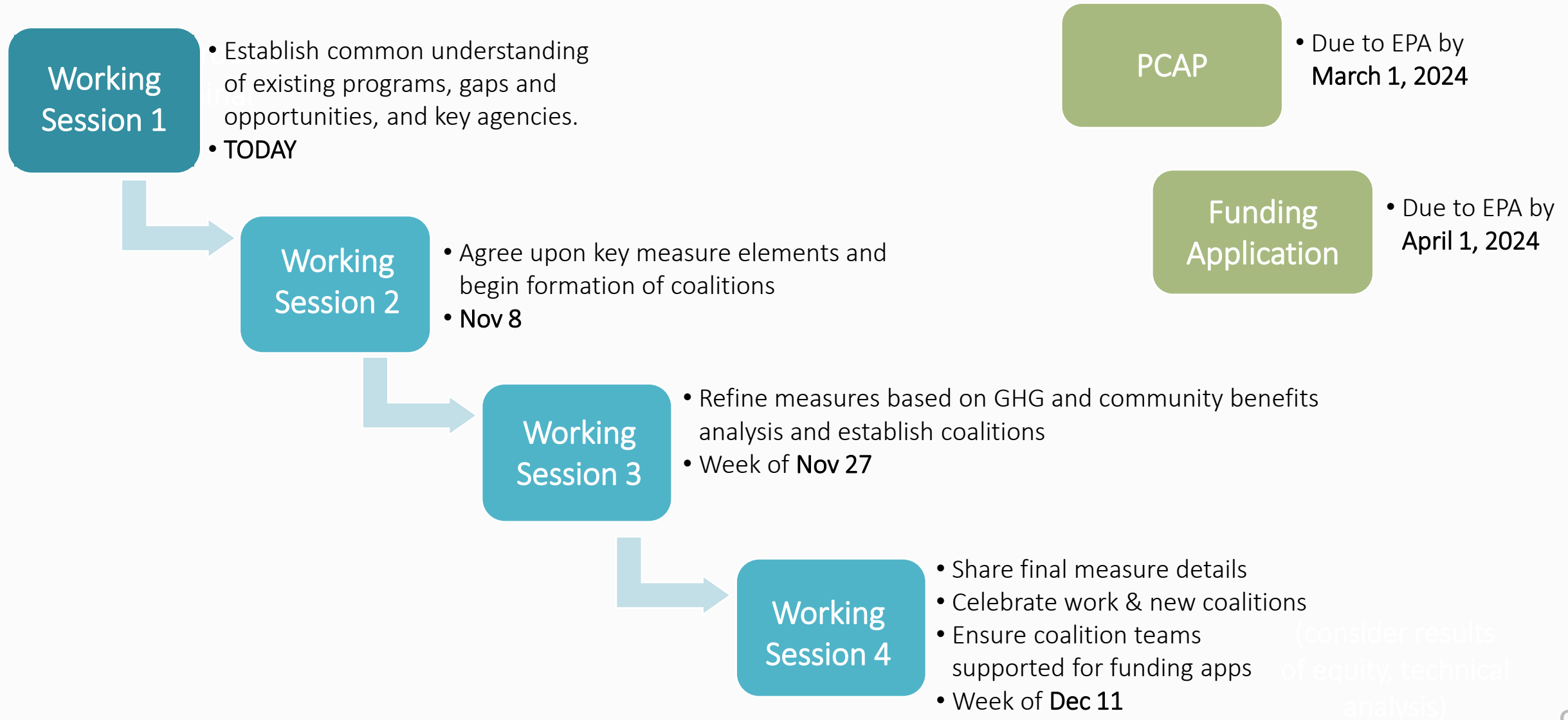
- Lead organizations for MSA planning grants
- Municipalities, local air pollution control agencies
- COGs, MPOs, or other regional organizations made of multiple municipalities

# Key Scoring Criteria for Funding Applications

| Criteria   | Components   | Points     |
|--|--|------------|
| Impact of GHG reduction measures (emphasis on near-term) | Near-term and long-term cumulative GHG reductions, cost-effectiveness, documentation | 60         |
| Low-income and disadvantaged communities                 | Community benefits, community engagement   | 35         |
| Transformative impact                                    |  | 15         |
| Demonstration of funding need                            |  | 10         |
| Job quality  |  | 5          |
| <i>Quality of application, etc</i>                       |  | <i>125</i> |
| Total possible points                                    |  | 250        |



# Orientation – Where We Are



Getting to Know One  
Another

# Group Agreements

**Commitment to integrative problem-solving (both/and).** Participants will strive to understand diverse perspectives and to integrate each other's insights. Disagreements will be regarded as tensions to be reconciled through a Yes/and (rather than but/or) perspective that also embraces tensions between conflicting truths to see the broader underlying dynamic causing the conflict. Where participants do not support a specific direction, they are encouraged to offer their rationale to build collective understanding and reconciling solutions. Similarly, when a participant voices a specific concern, the discussion will focus on resolving the tension. The Air District will look to the Design Principles and CPRG Criteria to guide and focus these discussions.

**Seeking new potential within evolving dynamics.** Participants will come with a desire to learn, see a more complete picture of a sector(s), and uncover new dynamics together. Since the problems and conditions for which we are solving have evolved since the current programs were designed, we should seek opportunities to evolve our strategies.

**Active, full, and respectful interaction.** Every participant is responsible for communicating their perspectives and interests on the issues under consideration without dominating the conversation. Voicing and actively listening to these perspectives is essential to achieving meaningful dialogue. Participants will respect each other's diverse viewpoints, values, and legitimacy of interests. They will listen courteously while others are speaking and look for opportunities to "share the air space."

**Focused participation:** Participants will come to the meetings prepared, including having reviewed any pre-meeting materials, and will focus their discussions on the topics at hand. Everyone will help keep the meetings on track. If topics beyond the meeting's focus arise, participants are encouraged to identify the appropriate venue to continue the conversation.

**Meeting attendance.** Participants are strongly encouraged to attend all of the Working Sessions so that they understand, and can contribute to, the evolution of the conversation. We understand that not everyone can attend every session, so, meeting summaries, materials and next steps will be shared following each Working Session for participants to review so that the planning process can continue to advance at the next session.

# Design Principles

# Intro to Measure Focus Area Breakouts

# Considerations for Selecting Measure Focus Areas

- Potential for significant greenhouse gas reductions
- Priority identified through local government engagement
- Aligns with frontline communities' priorities/benefits
- Well-suited for regional approach (vs state or local)
- Authority to implement measures (local government, regional agencies, partners)
- Funding landscape (e.g., gaps)
- Near-term timeline for implementation
- Transformative

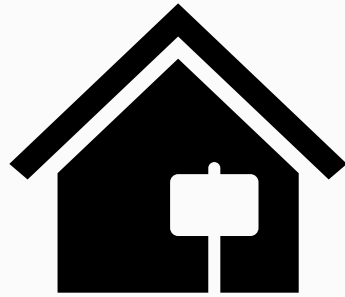


# Bay Area Regional GHG Emissions

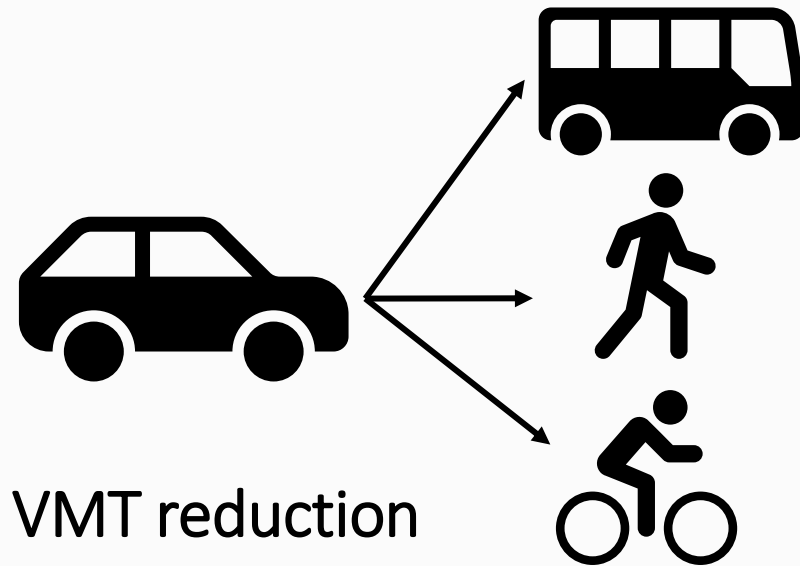
## Top four emissions sources (ordered by magnitude):

- Industrial sources (e.g., refineries, cement plants, gas stations, coffee roasters)
- **Transportation** (~50% of GHG emissions from passenger cars and light duty trucks)
- **Residential and Commercial Building Energy Use** (78% of GHG emissions from residential)
- Electricity Generation

# Measure Focus Areas



Existing residential  
building electrification/  
decarbonization



VMT reduction  
through mode shift  
(mobility hubs, active  
transportation, micro-  
mobility, etc.)

Share Out

# Next Steps and Working Session #2

- Next Working Session is **Nov 8, 2-4pm, virtual**
- Follow up with volunteers to research questions
- Meeting summary
- Public workshop Nov 14

Thank you!