



BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

BOARD OF DIRECTORS  
CLIMATE PROTECTION COMMITTEE  
COMMITTEE MEMBERS

YORIKO KISHIMOTO – CHAIR  
SUSAN GARNER  
SCOTT HAGGERTY  
MARK ROSS

TOM BATES – VICE CHAIR  
JOHN GIOIA  
CAROL KLATT  
MICHAEL SHIMANSKY  
GAYLE B. UILKEMA

**FRIDAY**  
**APRIL 17, 2009**  
**9:30 a.m.**

**4<sup>th</sup> FLOOR CONFERENCE ROOM**  
**DISTRICT OFFICES**

**AGENDA**

**1. CALL TO ORDER - ROLL CALL**

**2. PUBLIC COMMENT PERIOD**

*(Public Comment on Non-Agenda Items Pursuant to Government Code § 54954.3) Members of the public are afforded the opportunity to speak on any agenda item. All agendas for regular meetings are posted at District headquarters, 939 Ellis Street, San Francisco, CA, at least 72 hours in advance of a regular meeting. At the beginning of the regular meeting agenda, an opportunity is also provided for the public to speak on any subject within the Committee's subject matter jurisdiction. Speakers will be limited to three (3) minutes each.*

**3. APPROVAL OF MINUTES OF MARCH 23, 2009**

**4. 2009 CLIMATE ACTION LEADERSHIP SUMMIT**

**H. Hilken/4642**  
[hhilken@baaqmd.gov](mailto:hhilken@baaqmd.gov)

*The Committee will receive an update on the 2009 Climate Action Leadership Summit.*

**5. CLIMATE PROTECTION GRANT PROGRAM UPDATE**

**H. Hilken/4642**  
[hhilken@baaqmd.gov](mailto:hhilken@baaqmd.gov)

*The Committee will receive an update on the Climate Protection Grant Program.*

**6. JOINT POLICY COMMITTEE REGIONAL AGENCY CLIMATE PRIORITIES FOR 2009/10**

**J. Roggenkamp/4646**  
[jroggenkamp@baaqmd.gov](mailto:jroggenkamp@baaqmd.gov)

*Bruce Riordan, Joint Policy Committee (JPC) Climate Consultant, will provide an overview of the Regional Agency Climate Priorities for 2009/10.*

**7. COMMITTEE MEMBERS' COMMENTS**

*Any member of the Committee, or its staff, on his or her own initiative or in response to questions posed by the public, may; ask a question for clarification, make a brief announcement or report on his or her own activities, provide a reference to staff regarding factual information, request staff to report back at a subsequent meeting concerning any matter or take action to direct staff to place a matter of business on a future agenda. (Gov't Code § 54954.2)*

8. **TIME AND PLACE OF NEXT MEETING** – 9:30 A.M. – THURSDAY, MAY 14, 2009, 939 Ellis Street, San Francisco, CA 94109
9. **ADJOURNMENT**

**CONTACT THE EXECUTIVE OFFICE - 939 ELLIS STREET  
SAN FRANCISCO, CA 94109**

**(415) 749-5127  
FAX: (415) 928-8560  
BAAQMD homepage:  
[www.baaqmd.gov](http://www.baaqmd.gov)**

- To submit written comments on an agenda item in advance of the meeting.
- To request, in advance of the meeting, to be placed on the list to testify on an agenda item.
- To request special accommodations for those persons with disabilities (notification to the Executive Office should be given at least three working days prior to the date of the meeting so that arrangements can be made accordingly).
- Any writing relating to an open session item on this Agenda that is distributed to all, or a majority of all, members of the body to which this Agenda relates shall be made available at the District's offices at 939 Ellis Street, San Francisco, CA 94109, at the time such writing is made available to all, or a majority of all, members of that body. Such writing(s) may also be posted on the District's website ([www.baaqmd.gov](http://www.baaqmd.gov)) at that time.

**BAY AREA AIR QUALITY MANAGEMENT DISTRICT**  
**939 ELLIS STREET, SAN FRANCISCO, CALIFORNIA 94109**  
**(415) 771-6000**

**EXECUTIVE OFFICE:**  
**MONTHLY CALENDAR OF DISTRICT MEETINGS**

**APRIL 2009**

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
<b>Board of Directors Regular Meeting</b> <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	15	9:45 a.m.	Board Room
<b>Board of Directors Legislative Committee</b> <i>(Meets 2<sup>nd</sup> Thursday of each Month)</i>	Wednesday	15	Immediately Following Board of Directors Regular Meeting	Board Room
<b>Board of Directors Climate Protection Committee</b> <i>(Meets 2nd Thursday each Month)</i>	Friday	17	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Stationary Source Committee</b> <i>(Meets 3<sup>rd</sup> Monday Quarterly)</i>	Monday	20	9:30 a.m.	Board Room
<b>Board of Directors Mobile Source Committee</b> – <i>(Meets 4<sup>th</sup> Thursday of each Month)</i>	Thursday	23	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Budget &amp; Finance Committee</b> <i>(Standing Committee Meeting Date Under Consideration)</i>	Wednesday	29	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room

**MAY 2009**

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
<b>Board of Directors Regular Meeting</b> <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	6	9:45 a.m.	Board Room
<b>Advisory Council Regular Meeting</b>	Wednesday	13	9:00 a.m.	Board Room
<b>Board of Directors Legislative Committee</b> <i>(Meets 2<sup>nd</sup> Thursday of each Month)</i>	Thursday	14	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Climate Protection Committee</b> <i>(Meets 2nd Thursday each Month)</i>	Thursday	14	Immediately Following Legislative Cme. Meeting	4 <sup>th</sup> Floor Conf. Room

May 2009 Calendar Continued on Next Page

## MAY 2009

<u>TYPE OF MEETING</u>	<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>ROOM</u>
<b>Joint Policy Committee</b>	Friday	15	10:00 a.m.	MTC Auditorium 101 8 <sup>th</sup> Street Oakland, CA 94607
<b>Board of Directors Regular Meeting</b> <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	20	9:45 a.m.	Board Room
<b>Board of Directors Mobile Source Committee</b> – <i>(Meets 4<sup>th</sup> Thursday of each Month)</i>	Thursday	28	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room

## JUNE 2009

<b>Board of Directors Regular Meeting</b> <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	3	9:45 a.m.	Board Room
<b>Board of Directors Public Outreach Committee</b> <i>(Meets 1st Thursday every other Month)</i>	Thursday	4	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Legislative Committee</b> <i>(Meets 2<sup>nd</sup> Thursday of each Month)</i>	Thursday	11	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Climate Protection Committee</b> <i>(Meets 2nd Thursday each Month)</i>	Thursday	11	Immediately Following Legislative Cme. Meeting	4 <sup>th</sup> Floor Conf. Room
<b>Board of Directors Regular Meeting</b> <i>(Meets 1<sup>st</sup> &amp; 3<sup>rd</sup> Wednesday of each Month)</i>	Wednesday	17	9:45 a.m.	Board Room
<b>Board of Directors Mobile Source Committee</b> – <i>(Meets 4<sup>th</sup> Thursday of each Month)</i>	Thursday	25	9:30 a.m.	4 <sup>th</sup> Floor Conf. Room

JL – 4/08/09 (10:09 p.m.)  
P/Library/Forms/Calendar/Calendar/Moncal

BAY AREA AIR QUALITY MANAGEMENT DISTRICT

Memorandum

To: Chairperson Kishimoto and Members  
of the Climate Protection Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: April 13, 2009

Re: Climate Protection Committee Draft Meeting Minutes

RECOMMENDED ACTION:

Approve attached draft minutes of the Climate Protection Committee meeting of March 23, 2009.

DISCUSSION

Attached for your review and approval are the draft minutes of the March 23, 2009 Climate Protection Committee meeting.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Bay Area Air Quality Management District  
939 Ellis Street  
San Francisco, California 94109  
(415) 771-6000

**DRAFT MINUTES**

Summary of Board of Directors  
Climate Protection Committee  
Following the Legislative Committee Meeting  
Monday, March 23, 2009

**Call to Order - Roll Call:** Chairperson Yoriko Kishimoto called the meeting to order at 10:45 a.m.

**Present:** Chairperson Yoriko Kishimoto, Vice Chairperson Tom Bates, Susan Garner, Scott Haggerty, Mark Ross, Michael Shimansky, and Gayle B. Uilkema

**Absent:** John Gioia and Carol Klatt

**Also Present:** Chairperson Pamela Torliatt

**Public Comment Period:** There were none.

**Approval of Minutes of February 20, 2009: Action:** Director Uilkema moved approval of the Minutes, as amended; seconded by Director Ross; carried unanimously without objection.

Amendment to Page 3 (Uilkema):

“Chair Kishimoto asked for further explanation regarding the issue of territory and would like to understand the priority. Brian Bunger, Legal Counsel, responded that priority is to be given to the Rodeo area, but the Air District is also allowed to use the funds not only in Rodeo but within the nine Bay Area counties.”

Amendment to Page 5 (Shimansky):

“Chair Kishimoto asked if there were any Committee members who were interested in forming a group to brainstorm. Director Ross and ~~Director Bates~~ agreed to participate.”

**Update on 2009 Climate Action Summit:** *Principal Environmental Planner Abby Young*

Key Logistics:

May 4, 2009 at Fox Oakland Theater  
Target Audience: Local governments:  
Keynote Speaker: Thomas Friedman  
Format: Hands-on work sessions for staff; roundtable discussions for elected officials  
Sponsors: \$75,000 raised to date

A Green Event:

- Transit-friendly (BART, AC Transit)
- Caterer is Certified Green Business
- Low-no paper event
- Minimal giveaways (flash drives)
- Fox Theater green renovation

Breakout Sessions:

- ❖ Elected Officials Roundtable: Financing Climate Protection
  - Stimulus Plan
  - Ideas for collaborative fundraising
- ❖ SB 375
  - Build on ABAG General Assembly
  - Develop engagement process
- ❖ General Plans and Climate Action Plans
  - Integrating GHG mitigation into GPs; consistency with AB 32
  - Assuring implementation
- ❖ Adaptation Planning
  - Collaboration with BCDC
  - Assessing vulnerability
- ❖ Elected Officials Roundtable: Technology & the Green Economy
  - What are tech companies looking for?
  - Collaborative efforts to build the green economy
- ❖ Sustainable Community Financing
  - Berkeley First model
  - Additional innovative approaches
- ❖ Green Building
  - Existing residential
  - Problem-solving by community type
- ❖ Transportation Strategies
  - Parking pricing
  - Success stories from government, business

Committee Discussion/Comments:

- Kishimoto: Suggested under SB 375 breakout session: “Develop collaborative engagement process”;
- Shimansky: Clarified breakout sessions;
- Haggerty: Commended staff on the venue;
- Uilkema: Suggested “green message” for giveaways; sample flash drive circulated; discussed transit alternatives;
- Bates/Garner: Suggested combining and/or repeating breakout sessions as needed depending upon level of interest. *Example:* Combine Berkeley First with Elected Officials Roundtable on Technology and Green Economy; Green Building with Transportation Strategies;
- Kishimoto: Questioned how the Bay Area will deal with SB 375; suggested using Visible Strategies software at Summit;
- Garner: Requested that the use of subject expert facilitators be printed on invitations.

Staff Comments:

Roggenkamp/Young: Staff will determine which topics garner most interest, will follow-up with respondents and continue to structure Summit accordingly.

Regional Agency Climate Priorities for 2009/2010:

- Chairperson Kishimoto distributed a Memorandum to Committee members from JPC Climate Consultant Bruce Riordan regarding Regional Agency Climate Priorities for 2009/2010, stating that the JPC took no action.

Committee Discussion:

- Uilkema: Discussed desire for education focused on technologies, i.e., electric cars; questioned levy infrastructure, the delta, shipment of water, flooding, BCDC's predictions regarding loss of land and impacts on economy, and SB 375;
- Riordan: BCDC is dealing with fresh water supply and sea level rise; adaptation session is planned to cover both sea level rise and water;
- Ross: SB 375 = Reduction of carbon footprint.

Agendize for April 9, 2009 Climate Protection Committee Meeting: Discussion of Regional Agency Climate Priorities for 2009/2010.

**Committee Members' Comments** - Discussed meeting schedule as being conducive to transportation; suggested taking short break to transition between Legislative and Climate Protection Committee meetings.

**Time and Place of Next Meeting: 9:30 a.m. – Thursday, April 9, 2009**  
**939 Ellis Street, San Francisco, CA 94109**

**Adjournment:** The meeting was adjourned at 11:40 a.m.

Lisa Harper  
Clerk of the Boards



BAY AREA AIR QUALITY MANAGEMENT DISTRICT  
Memorandum

To: Chairperson Kishimoto and Members  
of the Climate Protection Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: April 10, 2009

Re: 2009 Climate Action Leadership Summit

RECOMMENDED ACTION:

None. For information only.

BACKGROUND

At its meeting on March 23, 2009, staff provided the Board of Directors with details on the logistics planning and breakout session content development for the Climate Action Leadership Summit, scheduled for May 4, 2009.

DISCUSSION

Staff will provide an update on progress made related to logistics planning, breakout session content development, securing facilitators and speakers, scripting for the flow of the day, and sponsorships since the last Climate Protection Committee meeting.

BUDGET CONSIDERATION / FINANCIAL IMPACT:

None. The Climate Action Summit is funded in the FY 08/09 budget, supplemented by sponsorships.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Abby Young  
Reviewed by: Henry Hilken

BAY AREA AIR QUALITY MANAGEMENT DISTRICT  
Memorandum

To: Chairperson Kishimoto and Members  
of the Climate Protection Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: April 10, 2009

Re: Climate Protection Grant Program Update

RECOMMENDED ACTION:

None. For information only.

BACKGROUND

On December 19, 2007, the Air District Board of Directors awarded 53 climate protection grants totaling \$3 million to local governments and non-profit organizations in all nine counties of the Bay Area. Grants were made in the areas of youth outreach, climate planning, local government capacity-building, regionalizing best practices, and fostering innovation. During the past 16 months, staff have executed contracts, administered the grant program and tracked progress of grantees.

DISCUSSION

Staff will provide an update on the status of the projects funded through the climate protection grant program. The update will include general progress grantees are making with the implementation of their projects and any completed products resulting from the grants. Attachment A provides a brief summary for each grant, with a more detailed description for those projects that are further along in meeting their project objectives.

BUDGET CONSIDERATION / FINANCIAL IMPACT:

None. The Climate Protection Grants were funded out of the FY 2007/08 budget.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Abby Young  
Reviewed by: Henry Hilken

Attachment

**ATTACHMENT A**  
**Climate Protection Grant Program**  
**Summary of Projects**

Each grant category below begins with a few featured projects that are far enough along in their implementation to demonstrate some interesting results.

---

---

**YOUTH CLIMATE OUTREACH**

**Earth Team Environmental Network**

The Cool Schools Global Warming Campaign, and environmental leadership program has provided education and leadership training for over 10,000 students at seven middle and high schools across the Bay Area, focusing on impacted communities in Richmond, Oakland and Pittsburgh. Monthly meetings and on-campus action projects include classroom waste audits, home-based carbon reduction activities and production of videos for public access television.

Results:

- Waste audits completed in 15 East Bay schools
- Over 6 tons of greenhouse gas emissions reduced so far
- Over 2,500 youth directly impacted

**Solar Living Institute**

This ground-breaking green jobs training program in Richmond is moving low-income residents and youth of color into the green economy. The Solar Living Institute trains at-risk youth in the basics of solar electricity and installation. The class culminated in the installation of a 2 kilowatt solar electric system at the EcoVillage Farm Learning Center in Richmond. Through this educational opportunity, young people are trained to sit for the North American Board of Certified Energy Practitioners exam.

Results:

- 18 temporary jobs for at-risk youth
- 2 Kw solar system installed on community building

**Breathe California**

Implementation of a trip reduction and energy conservation program at a 3-school campus in Milpitas where idling and traffic is a significant problem. Students are trained to perform traffic studies and develop solutions to single-student car trips to and from school.

**Marin Conservation Corp**

Implementation of the Curb Your Carbon program in 24 Marin schools, featuring school assemblies and the cancel-a-car coupon book, encouraging students to take emission-reducing actions at home.

### **Sonoma Ecology Center**

Development of a six session workshop series for four sixth grade classes in one middle school to get students to make energy efficiency changes in their own homes, such as installing low flow shower heads, CFLs, weatherization, making behavior changes, purchase Energy-Star products, etc.

### **Strategic Energy Innovations**

Training Marin Conservation Corp Americore workers to conduct sustainability audits and green fairs, and to install energy efficiency technologies in their own in affordable housing properties.

### **TransForm**

Students in three Berkeley elementary schools get Pollution Punchcards “punched” if they walk, bike, carpool or take public transportation to school, and eligible for raffle prizes. By punching cards randomly instead of regularly, students never know what day cards will be punched, and so make their new transportation habits permanent.

---

---

## **REGIONALIZING BEST PRACTICES**

### **Acterra**

The Green @ Home program trains volunteers to meet with neighbors in their homes, perform energy audits, install simple energy-saving devices and create home energy conservations plans. The program utilizes social marketing techniques such as lawn signs and public meetings. The program is operating in partnership with the cities of Cupertino, Menlo Park, Palo Alto, Redwood City and Sunnyvale.

#### Results:

- Over 150 trained volunteers
- 300 house calls completed
- New, bi-lingual training materials create for online use

### **City of Sebastopol / Solar Sonoma County**

The successful Solar Sebastopol program has expanded to all of Sonoma County. In addition to promoting goals for bringing solar power online, the program is developing new initiatives and standardization of policies and programs to get solar in place (building design guidelines, permit fee incentives, building code requirements, etc.). Solar Sonoma County’s goal is to have 25 Megawatts of new solar capacity installed in the county by March, 2011.

#### Results:

- 4.7 Megawatts of new solar installed
- Over 4,400 tons of greenhouse gas emissions reduced so far

### **Accountable Development Coalition**

Implement a green building ordinance campaign in Sonoma County, including development of a model ordinance and promoting adoption among Sonoma local governments. Ordinance will include existing buildings as well as new construction.

### **Sonoma County**

Development and dissemination of a Utility Management Guidebook of sustainable policies, best practices, case studies and financial analysis tools to assist public agencies in Napa, Sonoma and Solano counties to implement sustainability practices in their utility (water, sewer, waste, etc.) programs. Assistance includes a workshop series and expert technical assistance provided to 60 public agencies.

### **Strategic Energy Innovations**

Development of model processes and cost-benefit analysis for institutionalizing long-term climate protection within communities with limited technical and financial resources.

### **Sustainable Silicon Valley**

Creation of a Guidebook on best climate protection practices from high-performing Silicon Valley companies, designed to spread best practices to small and mid-sized companies in San Mateo and Santa Clara Counties.

---

---

## **FOSTERING INNOVATION**

### **Urban Releaf**

At-risk youth in West Oakland's Ettie Street Watershed neighborhood are being hired and trained to plant trees and research the trees' ameliorative impacts on local air quality. The youth and Urban Releaf staff are working with researchers at UC Davis to identify the best tree selections to achieve both greenhouse gas reduction and improved localized air quality. After planting the trees, the youth maintain them, and measure and track growth rates and other factors that could impact local air quality.

#### Results:

- 20 part-time jobs for at-risk youth
- Over 50 youth directly impacted
- 1,200 new trees in the process of being planted

### **Marin County**

The Marin Energy Authority was formed as a joint power authority to explore moving the County toward 100% renewable energy-powered electricity through a Community Choice Aggregation (CCA) program. Through CCA, the Authority would contract with a qualified energy service provider for the county's power resources at fixed prices in the near term. The goal is to provide a significantly higher level of renewable energy than currently offered by PG&E, ultimately moving to 100% renewable, as well as insulation from expected price increases related to fuel and other costs.

#### Results:

- Joint Power Authority formed to move forward with CCA proposal
- 55 public meetings held, over 1,000 people attending
- Draft RFP to select an energy service provider has been developed

### **City of Berkeley**

Berkeley FIRST is a solar financing program that provides residential and commercial property owners an opportunity to borrow money from the City's Sustainable Energy Financing District to install solar photovoltaic electric systems and allow the cost to be repaid over 20 years through an annual special tax on their property tax bill. Thirty-eight solar installation projects, distributed throughout Berkeley, have funding committed by the City of Berkeley in the pilot phase. Phase 2 of the project will allow energy conservation and efficiency upgrades, as well as solar thermal installations, to be financed as well.

#### Results:

- 38 available spots to "buy in" to the pilot phase sold out on-line in nine minutes
- Project is already being replicated across California and in other states

### **TransForm**

"Cool Neighbors" is a tiered certification system that will rate a new residential or mixed-use development based on how well it would reduce traffic compared to a typical development of similar size. Features that might be promoted through this tool include reduced parking requirements, bicycle support systems (lockers, paths, etc.), transit passes, care sharing programs, etc. The goal is for this certification program to do for low-traffic developments what LEED has done for green buildings: create a clear and effective tool that promotes and rewards good behavior by developers through clear guidelines and positive recognition.

#### Results:

- Market Analysis Report demonstrates significant demand for tool
- Stakeholder process has developed scope and process for tool

### **San Francisco Community Power**

Provision of energy audits and customized energy and emission-reducing plans to homes and businesses in low-income neighborhoods in San Francisco. Project will explore the possibility of aggregating verified GHG emission reductions in these neighborhoods in order to demonstrate the potential for neighborhoods to participate in future cap and trade systems.

### **City of Santa Rosa**

Construction of methane digesters to convert aquatic biomass from the wastewater facility, wine industry plant bi-products, and manure into methane, which is then used in place of natural gas in an on-site generator to produce electricity for the City's electric vehicles.

### **City of Santa Rosa**

Introducing a new technology to reduce water consumption and heating in large commercial laundry facilities. Provides incentives to laundry facilities in the form of cash rebates based on level of actual energy reduced.

### **WaterPlanet Alliance**

Monitoring, documenting and evaluating Marin County's Community Choice Aggregation program to create a training program for decision-makers to accelerate the adoption of Community Choice Aggregation in jurisdictions across the Bay Area.

**Build It Green**

Creation of a calculation and tracking system to quantify the greenhouse gas and environmental benefits of two green home certification programs: Build It Green's GreenPoint Rated program and the US Green Building Council's LEED for Homes in California program.

**Climate Protection Campaign**

Development and implementation of aggressive climate protection initiatives as part of Sonoma County's Climate Protection program, including evaluation of a Community Choice Aggregation program in Sonoma County.

**ICLEI**

Creation of a handbook for local governments to use to quantitatively prioritize energy management options for new building and development projects, including life-cycle cost analysis guidance.

**Sustainable Earth Initiative**

Development of best management tools and workshops for commercial fleet managers. Focus is on actions that reduce the number of vehicles in fleets through trip reduction and route maximization, and maximize fuel efficiency and the use of cleaner fuels.

**Eco-city Builders**

Implementation of a public engagement process to develop an urban village vision and strategic plan for the Lower Bottoms neighborhood in West Oakland. Information from neighborhood workshops is integrated with sustainability concepts and presented as recommendations for various City of Oakland planning documents.

## CAPACITY-BUILDING

**Marin General Services Authority**

All Marin municipalities, Marin County, the Marin Municipal Water District and the Transportation Authority of Marin collaborated to form the Marin Climate and Energy Partnership, and then further collaborated to submit a proposal to the Air District for a Climate Protection Grant to hire a Countywide Climate Action Director. The Climate Action Director is housed in the Marin General Services Authority and leads collaborative efforts among county jurisdictions to achieve energy savings and reductions in greenhouse gas emissions.

## Results:

- Draft model green building ordinance
- Agreement among jurisdictions to develop green procurement collaborative
- Collaborative funding strategy to maintain Climate Action Director position permanently

**Rohnert Park**

Creation of a new position of Efficiency Coordinator to fully implement, coordinate and evaluate an existing comprehensive action plan dedicated to significantly

reducing greenhouse gas emissions from city operations

**Santa Clara County**

Partially offset costs for two new positions: Utility Program Manager and Climate Change Coordinator.

**Newark**

Creation of a permanent part-time position to develop a Climate Action Plan and implement energy conservation programs.

**Sunnyvale**

Establishment of the City's first Environmental Sustainability Coordinator, to plan, coordinate, evaluate and track city-wide climate protection and sustainability activities.

**El Cerrito**

Establishment of new permanent staff capacity in the Environmental Services Division to coordinate energy conservation and climate protection projects, including setting up a financing mechanism to fund municipal energy projects.

**San Mateo County**

Establishment of a County-wide Energy Officer to coordinate collaborative efforts among jurisdictions in the county, such as adoption of the San Mateo County Energy Strategy and completion of greenhouse gas inventories in all San Mateo cities.

---

---

**CLIMATE PROTECTION PLANNING GRANTS**

**Napa County Transportation and Planning Agency**

A Climate Protection Circuit Rider has been hired to work with six cities and the County of Napa to develop greenhouse gas inventories and Climate Action Plans. Needs assessments for each jurisdiction will contribute to a long-term collaborative strategic planning and financing approach for achieving climate protection targets. All seven jurisdictions have been trained on completing greenhouse gas emissions inventories and are in the process of developing local Climate Action Plans.

Results:

- 7 greenhouse gas emissions inventories completed
- Multi-jurisdictional collaborative working group established
- Leveraged an additional \$50,000 from community foundation

**Alameda County**

Creation of a Climate Action Plan, including a review and gap analysis of county and city general plans in order to target policies and influence upcoming general plan updates.

**Cities of Albany and Piedmont**

Collaboration between two cities to hire one consultant to develop a model climate action plan and customize it for both jurisdictions. Over 150 members of the public have provided direct input through an online survey process.



**City of Benicia**

Development of a Climate Action Plan, using students and faculty from Cal Poly University to conduct much of the research and drafting of the Plan. The City's inter-departmental Green Team is receiving training in climate protection science and policy basics.

**City of Berkeley**

Implementation of an Environmental Management Systems approach to community development of a climate action plan called for under Measure G. An innovative approach to facilitating community-led development of a Climate Action Plan with focus on detailed selection of policies/programs and strong implementation strategy.

**Contra Costa County**

Development of a Climate Action Plan for County operations, including customize-able templates for cities within the County to utilize in developing their own Climate Action Plans.

**City of Fremont**

Integration of greenhouse gas mitigation into the General Plan. With the help of a Green Ribbon task force. City Council has approved a greenhouse gas reduction goal of 25% below a 2005 baseline by 2020, equating to a reduction of over 400,000 tons of CO<sub>2</sub> annually by 2020.

**City of Hayward**

Development of a Climate Action Plan, with extensive public outreach including public meetings, online survey, and multi-sectoral community Working Group.

**Town of Hillsborough**

Integration of greenhouse gas mitigation into the General Plan, including development of new policies such as green building and residential energy conservation ordinances.

**City of Lafayette**

Creation of different development scenarios and associated emissions impacts, and integration of greenhouse gas mitigation into Downtown Plan.

**City of Menlo Park**

Development of a Climate Action Plan, facilitated by the creation of an inter-departmental Climate Action Team and convening of community meetings.

**City of Mountain View**

Integration of climate protection into the General Plan and Housing Element update in 2009. The General Plan will include goals, policies, and implementation measures for reducing greenhouse gas emissions.

**City of Oakland**

Development and implementation of a community engagement process to secure strong community involvement in creating the city's first Energy and Climate Action Plan.

**Redwood City**

Creation of a Climate Action Plan that will be closely linked to the City's General Plan. Over 350 members of the public have participated in public workshops and community

dialogues taking place in lower-income neighborhoods, with the City providing translation and child care to maximize attendance.

**City of Richmond**

Integration of greenhouse gas mitigation into the General Plan, including development of an Energy and Climate Change Element. Public outreach has targeted impacted neighborhoods with the help of a mobile “Plan Van”.

**City of San Carlos**

Integration of greenhouse gas mitigation in the General Plan, including development of an Environmental Management Element. A Climate Action Plan linked to the General Plan will include a strong implementation strategy.

**City of San Leandro**

Development of a Climate Action Plan with extensive public education and outreach focused on schools and businesses.

**City of San Mateo**

Development of a model, replicable community education and outreach program for to facilitate implementation of the City’s Climate Action Plan. The program features a multi-faceted, interactive website.

**City of San Rafael**

Development of a Climate Action Plan, including creation of a Green Ribbon Committee with a wide array of local experts and stakeholders. The Plan will be incorporated into the General Plan as part of a 5 year update in 2009.

BAY AREA AIR QUALITY MANAGEMENT DISTRICT  
Memorandum

To: Chairperson Kishimoto and Members  
of the Climate Protection Committee

From: Jack P. Broadbent  
Executive Officer/APCO

Date: April 13, 2009

Re: JPC Regional Agencies Climate Priorities for 2009/10

RECOMMENDED ACTION:

None. For information only.

BACKGROUND

At the Joint Policy Committee meeting on March 20, 2009, Bruce Riordan, JPC Climate Consultant, presented proposed Regional Agency Climate Priorities for 2009/10. The JPC memorandum was handed out at the March 23, 2009 Climate Protection Committee meeting and is attached. JPC will consider approval of the proposed priorities at the next JPC meeting on May 15, 2009.

DISCUSSION

At the Climate Protection Committee meeting on April 17, 2009, Bruce Riordan will provide the Committee with an overview of the proposed Regional Agency Climate Priorities for 2009/10 for discussion.

BUDGET CONSIDERATION / FINANCIAL IMPACT:

None.

Respectfully submitted,

Jack P. Broadbent  
Executive Officer/APCO

Prepared by: Jean Roggenkamp

**TO: Joint Policy Committee**  
**FROM: Bruce Riordan, JPC Climate Consultant**  
**SUBJECT: Regional Agency Climate Priorities for 2009-10**  
**DATE: March 12, 2009**

Based on your direction at the January 16<sup>th</sup> JPC meeting, we have developed two complementary proposals for your review and comment. On March 20<sup>th</sup>, we seek your approval to move forward to further develop and implement both strategies.

A. Building on core competencies and current priorities, we propose a set of 6 joint actions that the regional agencies— BAAQMD, MTC, ABAG and BCDC—will take in 2009-10 to provide climate leadership for the Bay Area. While each action will be led by one agency, successful implementation will require assistance and support from the other partners. This approach will allow the agencies to take bold actions that can only be effectively implemented at the regional level. Working together, the regional agencies will:

1. Begin developing the Sustainable Community Strategy (SB 375). (ABAG/MTC)
2. Design and adopt an Indirect Source Rule. (BAAQMD)
3. Develop and advance climate-friendly regional parking policies. (MTC)
4. Provide support for a coordinated public/private regional plan for electric vehicles. (BAAQMD/MTC)
5. Design and implement a regional solar installation/energy efficiency financing program for existing residential/commercial buildings. (ABAG)
6. Coordinate a regional/local approach to climate adaptation. (BCDC/ABAG)

This proposal is outlined in more detail on Pages 2-5.

B. To provide alignment and coordination for 25+ climate plans/initiatives (Climate Compact, Climate Prosperity Project, Climate Protection Campaign, ICLEI, Contra Costa Climate Leaders, Business Council on Climate Change, etc.) and hundreds of Bay Area climate projects, we propose *Climate Bay Area (working title)*. This coordinating group—consisting of staff from key public, private and community stakeholders—will provide a unifying “meeting place” for the region, ensure complementary action, reduce duplication, and bring resources to the common problems confronting all Bay Area climate efforts.

This proposal is being developed through JPC discussions with our key public and private partners in the region. The collaboration meets the 3 criteria set by the JPC in November 2008 for climate protection partnerships.

- Pursuing measurable results that are congruent with regional agency objectives and clearly facilitated by cross-sector cooperation
- Broadly inclusive of entities across the nine counties and from the three E’s —economy, environment and equity.
- Only likely to succeed with the resources, authorities, perspectives and core competencies of the regional agencies.

This proposal is outlined in more detail on Pages 6-7.

**Regional Agency Joint Climate Agenda for 2009-10 (Proposal A)**

Task	Lead	Milestones (FY 2009-10)
<p><b>1. Begin development of the Sustainable Communities Strategy (SB 375).</b></p> <p>SB 375 mandates an integrated regional land-use-and-transportation-planning approach to GHGs from automobiles and light trucks, principally by reducing vehicle miles traveled (VMT). The key tasks include setting regional GHG reduction targets for 2020 and 2035, and creating the Sustainable Communities Strategy (SCS) to reach the targets. The legislation assigns ABAG and MTC as the Bay Area lead agencies.</p> <p>The development of the SCS will build directly upon the regional agencies’ joint actions in recent years—including FOCUS, the performance-based Projections 2009, the Transportation 2035 plan, the Transportation for Livable Communities Program, and the Resolution 3434 transit expansion program. These programs have united the efforts of the four agencies to link land use and transportation by encouraging the development of a more compact land use pattern, supporting complete, livable communities in areas served by transit, and promoting conservation of the region’s most significant resource lands.</p> <p>The Joint Policy Committee has already signaled its intention to make the Sustainable Communities Strategy a key tool for climate protection. “The Bay Area’s regional agencies have clearly recognized the primacy of the climate-change challenge as a driver of public transportation and land-use policy, and we have embraced the urgency of GHG reduction. The momentum established by our policies and actions to date will carry over into our implementation of SB 375. We do not regard SB 375 as a vexatious new requirement, but rather as an instrument to assist us in continuing and accelerating the climate protection journey upon which we have already embarked. We are genuinely concerned with making real and measurable progress in reducing the impact which motor-vehicle travel has on the global warming problem. That concern will be paramount in our approach to SB 375.”</p>	<p>ABAG and MTC</p>	<p>Regional GHG target set by September 2010</p> <p>Integrated modeling system developed by June 2010.</p> <p>Regional partnership to prepare the SCS formed by December 2009.</p>

<p><b>2. Design and adopt an Indirect Source Rule.</b></p> <p>The Air District has begun work to develop an Indirect Source Rule for the Bay Area. ISRs commonly require new developments to either implement mitigation strategies to reduce vehicle trips or pay into a fund for emissions reduction. The Air District has the authority to develop an ISR based on criteria pollutants to achieve ambient air quality standards. GHG reductions would be a co-benefit.</p> <p>ISRs can employ a wide range of approaches. San Joaquin and Imperial County have adopted ISRs that include quantitative emission reduction targets and offsite mitigation fees. The targets and fees are structured to encourage lower polluting development, focusing on emissions from transportation sources. South Coast AQMD is also developing an ISR; they are currently proposing qualitative targets, without mitigation fees. Sacramento AQMD is developing an ISR for construction emissions; they propose to develop an ISR for emissions from project operations in the future.</p>	BAAQMD	Indirect Source Rule adopted by the Air District in 2010.
<p><b>3. Develop and advance climate-friendly regional parking policies.</b></p> <p>MTC, which has undertaken considerable work in recent years on parking strategies, is currently working with a consultant team on “smart parking management” options for climate change. At the same time, state legislation will be introduced in early 2009 on new parking approaches to support AB 32 and SB 375. Research over the last 20 years has established parking pricing strategies as having a major influence on travel mode choice. Today, parking management is technically one of most powerful tools available to the Bay Area that could reduce transportation GHGs in the <u>near-term</u>. Parking management can also provide cities with significant revenue for local climate-friendly transportation projects. This strategy would include technical, political and outreach elements.</p>	MTC	TBD
<p><b>4. Provide support for a coordinated public/private regional plan for electric vehicles.</b></p> <p>The Air District has already provided initial help for Bay Area EV efforts, including supporting Plug In Hybrids (PHEVs). Now, significant momentum is building for EVs in the Bay Area. Local governments in San Francisco, San Jose,</p>	BAAQMD/ MTC	<p>Coordinated regional EV plan. Date: TBD</p> <p>Regional/state agreement on EV infrastructure standards. Date TBD</p>

<p>Vacaville and Sonoma County are developing EV programs. Private entrepreneurs like Better Place are raising millions of dollars for EV infrastructure. Manufacturers like GM and Toyota are building PHEVs and other new generation vehicles. At the same time, the federal stimulus package contains significant new consumer incentives for 500,000 PHEVs.</p> <p>Electric vehicles can slash GHGs/mile dramatically. PHEVs in California today can cut GHGs/mile by at least 50% over the average gasoline-powered automobile. Neighborhood Electric Vehicles (NEVs) in California have been shown to produce just 15 percent of the GHGs per mile of the average gas vehicle. And, as the Bay Area’s power mix becomes greener (as required by AB 32), the GHG savings from electric cars will grow even more.</p> <p>One of the important roles that could be played by the regional agencies is to ensure that a standardized EV infrastructure is developed for the region, not a patchwork effort that confuses and discourages consumers and businesses. By working closely with state, local and private sector stakeholders, the regional agencies can lend strategic support to this and other critical EV efforts.</p>		
<p><b>5. Design and implement a regional solar installation/energy efficiency financing program for existing residential and commercial buildings.</b></p> <p>ABAG—through Energy Watch, Green Business and other programs—has been leading the regional agency effort on energy efficiency/conservation for a number of years. Now, with great new interest in residential and commercial energy/GHG reduction and the AB 32 requirements for much greater energy efficiency, ABAG and its partners will play a major role in this arena. In fact, this could be the most important regional agency strategy for addressing both AB 32’s 2020 GHG targets and the current economic/jobs crisis. There a number of entities—including the CPUC, PG&amp;E, cities, counties and businesses—who are moving forward and are potential partners for a larger ABAG-led effort. Finally, the federal stimulus package contains funding for energy efficiency and conservation programs that will create green jobs.</p> <p>The dominance of the built environment in the slow-growing Bay Area would suggest a focus on <u>existing</u> residential and commercial buildings. These can be</p>	<p>ABAG</p>	<p>Solar/Energy Efficiency District Program Design and Implementation Date: TBD</p> <p>Coordination plan for promoting solar and energy efficiency permitting and building standards and green jobs training and placement programs Date: TBD</p>

<p>retrofitted (windows, heaters, insulation, etc.) relatively easily and can provide immediate energy bill savings to owners and renters. Financing these improvements is often the stumbling block. While there are existing incentive programs through PG&amp;E, larger scale financing approaches like City FIRST (Berkeley FIRST) will be required on a regional scale. In addition, retrofit triggers (home sales, major remodeling, time deadlines) need to be established, regional standards developed, and enforcement/education programs expanded. ABAG can provide the regional leadership for this work.</p>		
<p><b>6. Coordinate a regional/local approach to climate adaptation.</b></p> <p>BCDC has pioneered climate adaptation/preparation work in the Bay Area, focusing primarily on the impacts of sea level rise. Through a number of projects, it is now involved in detailed studies of climate impacts on San Francisco Bay. (One of these is participation in developing the ocean/coastal section of the state’s Climate Adaptation Strategy.) At the same time, BCDC’s work over the past 40+ years has built relationships with local governments as well as with numerous water and development entities. BCDC staff is currently sketching a possible Adaptation Assistance Program (AAP) to help local governments plan for and adapt to climate impacts.</p> <p>ABAG, as the primary regional link to local governments and the leader of the region’s disaster preparedness work, is well positioned to play a key role in coordinating climate adaptation among cities and counties. Linked with BCDC’s bay-oriented strategies, ABAG could lead the efforts to address heat waves, extreme rainfall events, disease vectors, and other impacts on public health, infrastructure and the Bay Area economy.</p> <p>Most cities and counties will not be able to address these climate issues on their own. A coordinated approach through ABAG and BCDC would be highly valued and far more cost-effective. In particular, the two regional agencies can jointly provide a much-needed link between the state’s climate adaptation planning and the Bay Area’s 110 cities and counties.</p>	<p>BCDC and ABAG</p>	<p>Coordinated Adaptation Assistance Program designed (State, regional, local) Date: TBD</p>



## ***Climate Bay Area (Proposal B)***

### **The Need for Regional Climate Coordination**

Hundreds of Bay Area businesses, government agencies and non-profits are now actively engaged in climate protection and adaptation work. These organizations are setting targets, developing plans, conducting workshops and conferences, and calling for action. However, the next giant step—the implementation of strategies that will significantly reduce emissions and prepare our cities for climate impacts—is not occurring at the scale and speed required by our changing climate. For this to happen, we need stronger regional collaboration focused on the following problems and opportunities:

1. There are now 25+ separate plans—created by business organizations and governments—trying to direct Bay Area climate action, and more are on the way. By engaging in so many parallel public and private pursuits we are (a) risking a loss of focus on the strategies that will really “move the needle,” and (b) blunting our chances for a unified Bay Area advocacy agenda in Sacramento and D.C. A more aligned and complementary approach will greatly increase the number of successful outcomes throughout the region.
2. While local governments and businesses are ready and willing to take action, most of them do not have sufficient resources—funding and/or staff—to implement the high impact strategies in their climate plans. In a recent survey of local governments conducted by the Public Policy Institute of California (PPIC), resource constraints were listed as the #1 barrier to action. These problems will generally increase during the next few years of the financial meltdown. Financing mechanisms and systems to pool limited resources are both lacking.
3. While there is a much higher level of awareness of climate issues now in the Bay Area, there is still insufficient agreement on *how much* we have to do and *how fast*. At an even more basic level, we don't know *if we are making progress or not*. This is true for both emissions reduction and adaptation.
4. A near-blizzard of climate programs, reports, workshops, conferences, etc. has made it nearly impossible for staff at governments, businesses and other organizations to stay informed, analyze opportunities and form an effective response.
5. While the push for climate action in the U.S. in the last five years has come primarily from local governments and businesses, there are a number of important strategies that can only be effectively implemented at the regional level.

### **Proposal**

*Climate Bay Area (working title)*, consisting of principals and staff from the key climate stakeholders, will directly address the problems and opportunities outlined above. By providing alignment for many currently separate initiatives and encouraging complementary rather than duplicative efforts, we can create a great movement for climate action. By combining public and private resources, we can accelerate bold action, make AB 32 a resounding success, and become a national model for climate management and clean tech development.

We will start with the most critical tasks for 2009-10, demonstrate near-term tangible progress, and expand our focus as needed.

Specifically, *Climate Bay Area* will oversee the following:

1. Identification of the top barriers and opportunities for Bay Area climate action.
2. Mapping of the groups (if any) who are working to address each barrier/opportunity.
3. Creation of a unified coordinated “work plan” for each barrier/opportunity.
4. Monitoring and guidance for work groups, academic experts, and consultants who will contribute to the needed work products.
5. Bringing together all reports and recommendations for regional review, distribution and action.

The following are **examples** of 2009-2010 actions that could be taken:

- Example 1: Development of options for **financing mechanisms**—carbon tax, energy assessment districts, Berkeley FIRST-type energy efficiency programs, etc.— that are essential to turning climate *plans* into significant emissions reduction.
- Example 2: Creation of a clear and compelling **Bay Area climate “story”**—vision, action goals, benefits, etc.—and a **regional public information campaign**—that will unify our many voices and create a movement for change. This would include a **“dashboard” feedback system** to track and report on regional/local progress towards key indicators.
- Example 3: Blending of various information sources into a **high-tech information system** for Bay Area climate stakeholders on state and federal legislation, regulations, funding, best practices and other topics.
- Example 4: Development, by multi-sector working groups, of **action plans** to fill current gaps in both broad strategies (e.g., Bay Area clean tech economy) and specific actions (e.g., regional Sacramento advocacy agenda). These plans would include actionable goals that would provide clear targets and focus our work on results.

**Structure:**

*Climate Bay Area* will be a multi-sector partnership including government, business, environmental and community organizations. It will be formed by joint action of the Joint Policy Committee and the Bay Area Council Economic Institute, and will be fully linked with the Bay Area Climate Change Collaborative, the Greenprint Climate Prosperity Project, the Climate Protection Campaign, ICLEI, BC3, Contra Costa Climate Leaders, Sustainable Silicon Valley, California Climate Action Network, and other key Bay Area initiatives. Initial funding and in-kind resources for *Climate Bay Area* would come from current Bay Area climate stakeholders and foundations. Long-term funding would be included in the financing mechanisms described above.

RECOMMENDATION

THE REGIONAL PLANNING PROGRAM DIRECTOR RECOMMENDS:

- A. THAT the Joint Policy Committee adopt the attached proposals (A & B), and direct the staff to further develop and implement them with our regional partners.