

**Special Meeting of the  
COMMITTEE ON  
ENERGY AND THE ENVIRONMENT  
AGENDA**

**April 21, 2021 – 5:00 P.M.**

---

On March 3, 2020 Governor Newsom proclaimed a State of Emergency due to COVID-19 and subsequently issued Executive Orders N-25-20 suspending provisions of the Brown Act allowing meetings via teleconferencing and members of the public to observe and offer comments telephonically or electronically.

**Please click on the link below to join the meeting**  
**<https://cityofpleasanton.zoom.us/j/97658248887>**

*If you experience a problem with joining the meeting, you may join following instructions below.*

**From any Mac or PC open your browser to <http://zoom.us>**

- Click on "JOIN A MEETING" from the menu bar
- Enter the Meeting ID: **976 5824 8887**
- **Click Join**
- If you have the Zoom client installed: **Open and Launch Meeting**
- Otherwise – **click on Download and Run Zoom**
- If you cannot download or run the application – **Click on Join from your browser**

**From any Smartphone or Tablet, you will have to download the Zoom App**

- Click on "JOIN A MEETING" from App
- Enter the Meeting ID: **976 5824 8887**
- **Click Join**

**To join by phone**

- Dial +1(699)900-6833

If you wish to speak on an item listed on this agenda, please complete and submit a speaker card here <https://forms.cityofpleasantonca.gov/f/EnergyandEnvironmentCommitteeSpeakerCard> by 5:00 p.m. the day of the meeting, April 21, 2021.

**CALL TO ORDER**

**ROLL CALL**

**AGENDA AMENDMENTS**

**MINUTES**

1. Approve regular meeting minutes of March 24, 2021

**MEETING OPEN TO THE PUBLIC**

2. Public comment from members of the audience regarding items not listed on the agenda.

**OTHER MATTERS BEFORE THE COMMITTEE**

3. Review the draft strategies and actions for the Climate Action Plan Update (CAP 2.0)

**MATTERS INITIATED BY COMMITTEE MEMBERS:** Brief reports on conferences, seminars, and meetings attended by Committee members.

**ADJOURNMENT**

Next meeting is a Regular Meeting of the Committee on Energy and the Environment on May 26, 2021 at 5:00 p.m.

**Accessible Public Meetings**

The City of Pleasanton can provide special assistance for persons with disabilities to participate in public meetings. To make a request for a disability-related modification or accommodation (e.g., an assistive listening device), please contact the City Clerk's Office at 123 Main Street, Pleasanton, CA 94566 or (925) 931-5027 at the earliest possible time. If you need sign language assistance, please provide at least two working days' notice prior to the meeting date.

**MINUTES  
CITY OF PLEASANTON  
REGULAR MEETING OF THE COMMITTEE ON ENERGY AND THE ENVIRONMENT  
March 24, 2021**

**CALL TO ORDER**

Chair Chang called a teleconference regular meeting of the Committee on Energy and the Environment to order at the hour of 5:00 p.m.

**ROLL CALL**

Committee Members Present: Cartwright, Chang, Daggy, Gan, Liu, Brown, Kelly  
Absent: none

**AGENDA AMENDMENTS**

None.

**MINUTES**

1. Approve the special meeting minutes of January 27, 2021 as submitted.

*Motion by:* Brown      *Seconded by:* Liu

*Ayes:* Daggy, Liu, Gan, Chang, Cartwright, Kelly, Brown

**Motion passed unanimously.**

**MINUTES**

2. Approve the special meeting minutes of February 2, 2021 as submitted.

*Motion by:* Daggy      *Seconded by:* Kelly

*Ayes:* Daggy, Liu, Gan, Chang, Cartwright, Kelly, Brown

**Motion passed unanimously.**

**MEETING OPEN TO THE PUBLIC**

3. Public Comment from members of the audience regarding items not listed on the agenda:

Mr. Greg Klein spoke to the Committee about textile recycling in Pleasanton. Mr. Klein explained that:

- The EPA estimates that the average person throws away ~ 75-85 pounds of clothing per year. This figure does not include linens, drapes, stuffed animals, etc.
- According to trade association SMART only 15% of recyclable textiles are donated or recycled with the rest ending up in landfills
- SB 1383 specifically calls out a need to address natural fiber clothing (e.g., wool, cotton)
- Alameda County Waste Characterization Study (2017-18) – Although not broken out for residents the report shows a significant portion of the commercial waste stream includes textiles

Additionally, Good Will plans to close five stores in Alameda County. What are our plans to address this?

Becky Hopkins, Assistant to the City Manager explained that currently the City's franchise agreement with Pleasanton Garbage Service does not include a curbside textile recycling component. PGS is supposed to be providing a textile recycling drop-off center at their recycling center on Busch Rd.

Mr. Klein specified that he is interested in the textiles that cannot be resold. Would Pleasanton be interested in a third service for this?

Ms. Hopkins explained that we are always willing to learn more, and that the City will look into this and try to find a solution.

Mr. Klein said that he is willing to volunteer his time to assist with a textile recycling program for the City.

## **PRESENTATION**

4. East Bay Community Energy presentation regarding Pleasanton's transition to service in April 2021

Dan Lieberman, Director of Marketing, Jessie Denver, Senior Distributed Energy Resources Manager, and Noah Cordoba, Energy Efficiency and Electrification Fellow were in attendance and provided the Committee with a presentation.

Mr. Lieberman gave general background information about EBCE. He explained that East Bay Community Energy (EBCE) is the default electric provider serving Alameda County (except the City of Alameda) and the city of Tracy. In 2019 the cities of Newark, Pleasanton, and Tracy adopted ordinances and resolutions to join EBCE's Joint Powers Authority, and subsequently EBCE's Board adopted a resolution to include those cities within EBCE's Joint Powers Authority and service area, with customer enrollments to begin in April 2021.

EBCE procures electricity, and PG&E delivers electricity to customer's homes and business. PG&E also continues to handle the billing, turn on and off power, maintain the power lines, and resolve outages. Those who prefer to have PG&E continue to buy their electricity can choose that option.

EBCE currently has three service options:

### **Bright Choice**

EBCE's Bright Choice service is powered by at least 5% more renewable energy than Pacific Gas and Electric's power content forecast each year and offered at a 1% discount to the corresponding PG&E rate.

### **Brilliant 100**

Brilliant 100 is EBCE's 100% carbon-free service, offered at the same cost as the corresponding PG&E rate inclusive of utility exit fees. Brilliant 100 customers may choose to opt down to the standard Bright Choice service or opt up to Renewable 100 service. Most Pleasanton residents and businesses have automatically transitioned into this service in April 2021.

### **Renewable 100**

Customers have the option to opt up to EBCE's 100% renewable energy service, Renewable 100, offered at \$0.01/kWh above the PG&E rate inclusive of utility exit fees. Renewable 100 customers may choose to opt down at no cost.

Mr. Cordoba then began speaking about various programs EBCE is offering to the City of Pleasanton, and its residents and businesses. Mr. Cordoba spoke about the induction cooking incentive programs for restaurants that EBCE is offering and touched on energy efficiency and electrification upgrades in residents' homes. Mr. Cordoba showed a video of local Chef Reem Asil making a dish with induction cooking, which can be found on EBCE's website.

Ms. Denver then spoke about additional EBCE local development programs. Ms. Denver leads the community energy resilience and transportation electrification work for EBCE and discussed some of the programs she is working on.

Committee Member Daggy praised EBCE staff for their work. But Mr. Daggy explained that his neighbors are confused with the messaging, because of mail from PG&E, and the simultaneous transition to Time-of-Use. Mr. Daggy remarked that PG&E's TOU page is very confusing, which leads to confusion about EBCE. Mr. Daggy also asked about whether or not EBCE rebates and incentives can be used by Pleasanton residents if they opt-out of EBCE. Mr. Cordoba explained that EBCE-related rebates and incentives are only available for customers in EBCE. Mr. Daggy advised EBCE to include this information in outreach.

Committee Member Brown inquired about EBCE's Pleasanton-specific website. Mr. Lieberman said that it is EBCE.org\pleasanton. Zack Reda, Management Analyst, explained that the City is coordinating with EBCE to get the word out to the community.

Committee Member Liu said that his neighbors are confused, similarly to Mr. Daggy's neighbors. Mr. Liu asked about how long it will take for Pleasanton residents to return to EBCE after they opt-out to return to PG&E. Mr. Lieberman notes the complexities of this question but stated that anyone can opt-out of EBCE at any time. However, in most cases, they must wait a full year before they can rejoin EBCE, based on PG&E's regulations.

Mr. Liu also inquired about the incentive program for critical municipal facilities to install solar + storage. Ms. Denver explained that she will work with Mr. Reda and Ms. Hopkins on examining the critical municipal facilities and determine possible opportunities.

Chair Chang inquired about the Resilient Home incentive program. She asked whether the incentives for solar + battery storage for residential customers required both new solar and battery storage customers. Ms. Denver explained that for now, to get the rebate, yes, residents need to install both solar and storage, not storage alone. Ms. Denver says this may change in the next 6 months and be offered to residents who have existing solar soon.

## **OTHER MATTERS BEFORE THE COMMITTEE**

### **5. Review the Draft Strategies and Actions for the Climate Action Plan Update (CAP 2.0)**

Mr. Reda started his presentation by reviewing past work done by staff and the Committee. The first step of the MCA was to determine if the actions met the CAP 2.0 Vision and Guiding Principles. If so, they continued to the next step of evaluation. In the next step, each action received numerical scores based on the weighted action prioritization criteria:

- **Effectiveness (25%):** Action effectiveness including emissions-reduction and/or resilience-building potential
- **Cost (25%):** Action cost to implement including affordability and expenditure timeframe for both the City and community
- **Feasibility (20%):** Action feasibility including degree of City control, regulatory or political constraints, and technological considerations
- **Equity (10%):** Action equity in the distribution of benefits and consideration of disadvantaged populations

- **Co-Benefits (10%):** Action realization of co-benefits including improved public health and job creation
- **Support (10%):** Action level of support from external partners and community
- **Urgency:** Action urgency given other policies<sup>1</sup>

While the MCA is qualitative, the consultant team assigned scores based on best judgement drawing from available literature, peer city case studies, and consultant experience. They developed score matrices to allow for a consistent and objective ranking process of the universal action list. Mr. Reda noted that the analysis aims to prioritize the action list to a realistic and achievable quantity of highly impactful actions that will be implementable over the life of the plan.

The high priority actions are recommended to move forward to the next step of analysis and the low priority actions are recommended to be removed from consideration. While the MCA helps prioritize which actions to include in the CAP 2.0, Mr. Reda acknowledged that there may be some actions that did not receive a high priority, but that ultimately may be included in the plan as either supporting actions (e.g., community outreach and education) or because they are of particularly high importance to the community.

Mr. Reda noted that there has been robust outreach to date. And as part of the current outreach regarding the draft action list, City staff has looked for input from several Committees, Commissions, and the community (including at a community workshop). Mr. Reda made it clear that the action list is still considered a draft, and may be expanded, reduced, or refined based on the public outreach process that is currently underway.

Next, Mr. Reda explained next steps, and the Committees role regarding the draft action list. Following the public outreach process, Mr. Reda and Ms. Campbell plan to report the outreach outcomes to the Committee, make recommendations of actions to re-order based on public input, and seek direction from the Committee on a recommended high priority. The refined high priority action list will go through a more detailed quantitative assessment which will include estimates of projected costs, and greenhouse gas emissions reductions for each action. The cost/benefit analysis will help determine the final list of actions included in the CAP 2.0.

Mr. Reda explained that this is an informational item for the Committee, and he did not seek Committee direction. However, Mr. Reda recommended the Committee review the information over the course of the next month and that he will be asking for action at the next Committee meeting.

Chair Chang inquired about attachment one of the agenda report. She asked about who the six focus groups were that City staff engaged with as part of the outreach process. Mr. Reda explained that these focus groups were for stakeholders in various sector areas. For example, PG&E and EBCE attended the buildings and energy focus group session.

Committee Member Cartwright asked about common themes in responses regarding the draft action list. Ms. Campbell noted that the comments we are hearing are different in each group. Staff is getting a wide range of comments, and it is going to take a little time to sort through

---

<sup>1</sup> This criterion would be applied during the implementation plan stage to determine which actions require more urgent action given other factors

various comments and make a recommendation. There have been a lot of comments encouraging incentives rather than regulation, and support for complete streets and trail expansion. Ms. Campbell also explained that the action list has been shared with City staff throughout the City for review as well.

Mr. Cartwright made a comment that it may be helpful to categorize actions into three broad categories: what the City will be doing, mandatory actions, and voluntary/incentive-based actions. This may make the action list more concise and help people understand what is expected of them. Ms. Campbell explained that this has come up and may be worth examining deeper in the implementation plan. She noted that this is a good point, and staff will think strategically on how to accomplish this. Ms. Hopkins explained that the CAP 2.0's intention is to be used and not sit on a shelf. Looking through these lenses can make the CAP 2.0 more attractive when marketing the action implementation.

Ms. Chang inquired about the GWP refrigerant action, and asked staff to raise the action's score to reflect the amount of GHG emissions associated with refrigerants. Ms. Campbell explained that because of the way this action is worded, it may be lower on the MCA list. We will re-look at this to ensure this action has the right MCA score. Ms. Campbell asked the Committee to find more instances like this, and we can discuss them next time.

Ms. Chang also mentioned that some actions are repetitive, and some are considered high priority and others in low priority. Ms. Campbell explained that it may be based on the wording. Also, staff plans on combining actions that are similar, and will come with recommendations on action changes to the April 21 Committee meeting.

#### **MATTERS INITIATED BY COMMITTEE MEMBERS**

Committee Member Cartwright noted that the State Water Project allocation of water, based on hydrology and rainfall, were at a 10% delivery in January, to 5% currently. A 5% allocation of water is extremely low from the State Water Project. Zone 7 has come out with a request for water conservation as well. We are heading towards dry conditions this summer.

Mr. Daggy commented that this is why what the Committee is doing is so important. Water limitations, air quality problems, threats of fire. The Committee and City need to get this right to make Pleasanton more resilient. Everyone is in this together, including the business community, or it will affect the business community as well.

Ms. Chang made a call for the City to be proactive rather than reactive. Everyone needs to do their part.

Ms. Brown inquired about the permanent creation of the Committee. Ms. Hopkins explained that City Council made the Committee permanent and will send the staff report to Committee members. Ms. Hopkins said Mr. Gan's youth position term will expire soon, and we will enter into a recruitment process. In addition, there is a re-appointment process for all other Committee positions as well.

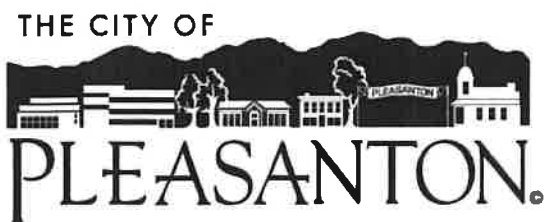
#### **ADJOURNMENT**

The meeting was adjourned at 6:53 p.m.

Next special meeting of the Committee is scheduled for April 21, 2021 at 5pm.

Respectfully Submitted,  
Zachary Reda





# The Committee on Energy and the Environment Agenda Report

---

April 21, 2021  
Item 3

**SUBJECT:                                REVIEW THE DRAFT STRATEGIES AND ACTIONS FOR THE  
CLIMATE ACTION PLAN UPDATE (CAP 2.0)**

---

## **EXECUTIVE SUMMARY**

In March 2021, the Committee on Energy and the Environment (Committee) reviewed the initial results of the multi-criteria analysis (MCA) applied to the draft strategy and action list. The Committee also reviewed outreach completed to date. Throughout March, staff conducted several outreach meetings to receive feedback on the draft list from the community, stakeholders, and City Commissions and Committees. This feedback is being provided to the Committee for review. Staff seeks Committee direction on the draft action list and guidance on which set of actions to move forward to the quantitative analysis phase of the project.

## **RECOMMENDATION**

Review outreach feedback, discuss, and recommend a set of actions to move forward to the quantitative phase of the project.

## **FINANCIAL STATEMENT**

There is no financial impact to this action.



## **BACKGROUND/DISCUSSION**

An initial list of over 150 actions was prepared based on review of the City's initial Climate Action Plan (CAP), review of best practices and recently adopted CAPs, and input from the public, City staff, the Committee (including the action workshop), and focus groups with stakeholders and implementation partners. Ultimately, the Committee will advise which actions from the long list of actions to advance to the next step of the process. The next step of the process will be a quantitative cost/benefit assessment of the various actions still being considered. Analyzing all actions currently on the table would be very costly and time consuming. Preferably, the long list of actions will be reduced to a more realistic and achievable quantity of actions that rank highly across the action selection criteria (i.e., effectiveness, cost, feasibility, level of support, equity, and co-benefits) prior to the next step.

As such, to prioritize this long of potential actions, the actions were reviewed through the qualitative MCA. As previously discussed, the analysis aimed to identify the most promising actions on the list (labeled "high priority" actions). In an attempt to narrow down the long list of actions, it is suggested that "low priority" actions be removed from the potential action list unless otherwise flagged by the Committee.

Staff acknowledges there may be some actions that did not receive a high priority label, but that ultimately may be included in the plan as either supporting actions (e.g., community outreach and education) or because they are of particularly high importance to the community.

This prioritized action list was provided to the Committee and presented to several Committees, Commissions, and the community (including at a community workshop and community survey), as detailed in Attachment 1. The outreach completed can assist the Committee's identification of which actions to progress onto the next step of the project (i.e., the quantitative analysis). The quantitative analysis will include estimates of projected costs, and greenhouse gas emissions reductions for each action. The cost/benefit analysis will then help determine the final list of actions recommended for inclusion in the CAP 2.0.

### **Outreach**

Feedback from the outreach and public meetings is summarized in Attachment 2. The Committees and Commissions focused on actions within their purview and the community workshop and survey broadly covered all sectors. As seen in Attachment 2, feedback varied from group to group and not all comments received were unanimous across the groups. Staff also received feedback on the draft actions and strategies from other City staff across the various City Departments.

### **Action Modifications**

Based on the feedback received, staff suggests several edits that refine the language, clarify where actions are already being completed, combine similar actions, and reprioritize some of the draft actions. There were also some new actions added for consideration. Redlined edits are included as Attachment 3. The redlined edits show the details of all changes proposed. A summary of recommended changes is noted below:

Actions elevated to high priority include:

- 1008 Energy Benchmarking and City Facility Retrofits

- 1163 Solar and Storage on New Construction
- 1194 Single Use Plastic
- 1220 Carbon Sequestration research and tracking
- 1204 Community Conservation Programs
- 1099 On-Site Stormwater Management
- 1190 Municipal Small Engine Electrification and Off-Road Equipment
- 1070 Increase Active Transportation
- 1180 Increase Transit Ridership
- 1184 VMT Reduction for K-12 Activities
- 1086 Promote LEED Neighborhood Development
- 1143 Community Gardens
- 1023 Comprehensive Climate Outreach
- 1151 Update CAP Checklist

Actions related and combined include:

- 1164 Existing Building Electrification (added 1004, 1171, 1120, 1166, part of 1217)
- 1176 Community Energy Efficiency Upgrades (added 1013)
- 1008 Energy Benchmarking and City Facility Retrofits (added 1173)
- 1194 Single Use Plastic Reduction (added 1042, 1121, and 1044)
- 1126 Collaborative Consumption (added 1127)
- 1138 Repair Industry (added 1137)
- 1219 Carbon Sequestration (added portion of 1202 and 1050)
- 1150 Urban Forest Master Plan (added 1051 and 1208)
- 1136 Green Infrastructure Plan (added 1098)
- 1056 ZEV Infrastructure Plan (added 1057, 1187, 1111, 1112, and 1108)
- 1082 Bicycle, pedestrian, and trails network expansion (added 1064)
- 1065 Curb Management (added 1071)
- 1180 Increase Transit Ridership (added 1218)
- 1184 VMT Reduction for K-12 Activities (added 1178)
- 1096 Wildfire Preparation, Prevention, and Education (added 1212 and 1213)

Actions moved to existing or low priority include:

- 1175 Maintain Highest EBCE Choice for Municipal Operations (moved to existing/ongoing)
- 1043 Food Recovery Program (moved to existing/ongoing)
- 1041 Waste Recovery Implementation Plan (moved to existing/ongoing)
- 1106 Comply with State Waste Ordinances (moved to existing/ongoing)
- 1202 Modify Municipal Management Practices (portion of this moved to existing)
- 1207 Sustainable Land Management Education (moved to existing/ongoing)
- 1134 Recycled Water Education (moved to low priority)
- 1200 Improve Water Supply
- 1062 Business Focused TDM Program (moved to existing/ongoing)
- 1065 Curb Management Program (moved to low priority)
- 1107 Adopt CALGreen Development Tiers (conflicts with other Green Building policies. Moved to low and integrated comparison of Green Building policies with CALGreen to 1151.)

New actions added:

- Renewable Natural Gas *Low Priority*
- Textile Recovery *High Priority*
- Solar Panel Recycling *Low Priority*
- Tertiary Water Filtration *Low Priority*
- Housing Element *High Priority*
- Local Employment *Low Priority*
- COVID Trends *High Priority*
- Sustainability Awards *High Priority*

**Existing Building Electrification**

While Attachment 3 shows the detailed changes of all actions, staff is calling attention to action 1164 Existing Building Electrification as it represents the most substantive change based on outreach. Across the outreach meetings, concerns were raised regarding existing building electrification mandates. Mandatory electrification that may add cost to businesses and residents was particularly of concern given the current economic impacts of COVID-19.

Currently, natural gas accounts for 21% of Pleasanton's total greenhouse gas emissions. Electrification of existing buildings, coupled with a clean and resilient grid and increased energy efficiency, is a crucial piece to reducing Pleasanton's emissions over time and eventually landing at zero emissions per capita by 2045.

Action 1164, as edited, consists of several components:

- Grid resilience
- Evaluation of the composition of building stock and opportunities to electrify
- Municipal building electrification
- Community building electrification
- Outreach/education
- Metrics/evaluation

Initially, action 1164 included language that would phase in regulatory actions as needed over time. Incorporating regulatory aspects (e.g., requiring electrification during major renovations or panel upgrades at time of sale) into 1164, allows the City to use levers that ultimately require electrification (or require changes that make electrification easier in older homes). Relying on solely voluntary and incentive-based actions, may prove unsuccessful. However, given the concerns regarding regulatory aspects of this action that were daylighted throughout the outreach process, staff suggests removing the regulatory components of this action.

Staff suggests instead focusing on grid resilience, evaluation of existing buildings, municipal building electrification, voluntary and incentive-based community building electrification, outreach and education, and tracking progress toward electrification in Pleasanton (i.e., how effective are the incentives and voluntary approaches). Staff suggests the City stay apprised of changing state regulations, regional studies, and state/regional efforts that progress existing building electrification. Ultimately, the City will need to tackle the emissions from natural gas in existing buildings. When the CAP is next updated, progress toward this action should be carefully reviewed. While it is possible that voluntary and incentive-based efforts will prove successful, it is also possible that regulatory levers may need to be considered in the next update if the incentive/voluntary approaches incorporated in this CAP are ineffective.

**Committee Review and Recommendation**

The goal is to reduce the long list of potential actions into a realistic quantity that can move to the next phase of analysis (i.e., quantitative analysis). That quantity is flexible; however, staff recommends moving forward no more than 55 actions. As noted above, staff has suggested several modifications based on the feedback received to date. Staff currently recommends 50 actions be moved forward to the next phase, as represented in Attachment 4.

Ultimately, the Committee can reprioritize the list, add actions, remove actions, or edit actions. Staff seeks the Committee’s review and recommendation on the suggested action list to move forward to the quantitative phase of the project.

**Attachments**

- 1. Public Outreach List
- 2. Summary of Public Outreach Feedback
  - a. Workshop Results
  - b. Survey Results
  - c. Additional Public Comments
- 3. Redlined Draft CAP 2.0 Actions and Strategies
- 4. Recommended Draft Action List

Submitted by:

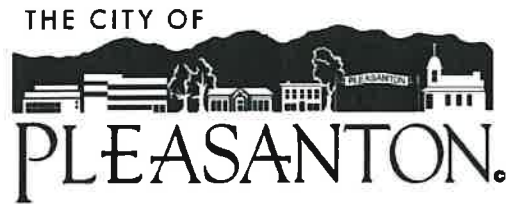


Megan Campbell  
Associate Planner

Approved by:



Becky Hopkins  
Assistant to the City Manager




---

## ATTACHMENT 1: SUMMARY OF PUBLIC MEETINGS AND OUTREACH

---

Public participation is a key component of the CAP 2.0. Initial outreach efforts were delayed due to COVID-19, and the outreach strategy has been adjusted to account for current limitations. Active project outreach began in August 2020. CAP 2.0 outreach is being coordinated with the Public Information Officer and City Manager's office to ensure the messaging is timely and sensitive to other communication priorities.

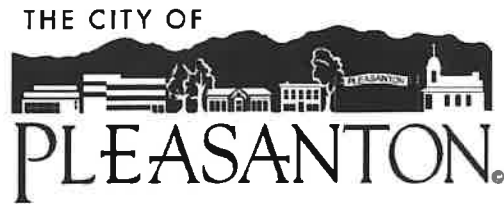
Due to COVID-19, engagement must be virtual with in-person engagement unavailable to us at this time. Virtual engagement is provided on the [project website](#) including CAP 2.0 videos, factsheets, and opportunities to provide project feedback.

The community will continue to be encouraged to provide feedback to the Committee and staff. To-date, public meetings and outreach have included:

- Committee on Energy and Environment (*8 public hearings throughout the project on January 22, 2020, August 5, 2020, September 2, 2020, October 7, 2020, October 29, 2020, December 9, 2020, January 27, 2021, and February 3, 2021*)
- Social media posts on Nextdoor, Twitter, Facebook, and LinkedIn (*throughout process*)
- Communication with implementation partners and community organizations (*throughout process*)
- General outreach in community newsletter (*throughout process*)
- Email notifications to CAP 2.0 interested party list and other City email distribution lists (*throughout process*)
- Local Leaders Club's at Amador Valley High School and Foothill High School created outreach videos to increase project awareness (*videos promoted throughout process*)
- Pleasanton Weekly Ad (*October 2020*)
- TV 30 Ad (*October 2020*)
- Online Community Survey (*April-November 2020*)
- Focus Groups (*December 2020*) with attendance from the following representatives:
  - Pacific Gas & Electric (PG&E), East Bay Community Energy (EBCE), StopWaste.org, Bay Area Air Quality Management District (BAAQMD), Metropolitan Transportation Commission (MTC), Bay Area Rapid Transit

(BART), Livermore Amador Valley Transit Authority (LAVTA), Altamont Corridor Express (ACE), San Joaquin Regional Rail Commission, Pleasanton Garbage Service (PGS), Dublin San Ramon Services District (DSRSD), Zone 7 Water Agency, Zone 7 Water Board, Hacienda Business Park, Bay East Realtors, Pleasanton Chamber of Commerce, Pleasanton Downtown Association, Workday, Hines, Go Green Initiative, Hindu Swayamsevak Sangh (HSS), Council on American Islamic Relations, Tri-Valley Citizens Climate Education, additional community members

- City Council meeting *(November 17, 2020)*
- Information related to the update in utility billing envelope to every Pleasanton customer *(January-February 2021)*
- Chamber of Commerce *(March 10, 2021 and March 19, 2021)*
- Economic Vitality Committee *(March 18, 2021)*
- Bicycle, Pedestrian, and Trails Committee *(March 22, 2021)*
- Committee on Energy and Environment *(March 24, 2021)*
- Planning Commission *(March 24, 2021)*
- Community Workshop *(March 25, 2021)*
- Youth Commission *(March 31, 2021)*
- Online Survey *(March-April)*




---

## ATTACHMENT 2: SUMMARY OF MARCH 2021 PUBLIC OUTREACH

---

Since the release of the Climate Action Plan update (CAP 2.0) draft strategies and actions were released in early March, staff has been conducting outreach to solicit feedback on the draft strategies and actions from key stakeholder groups, including the following:

- Parks and Recreation Commission (March 11, 2021)
- Economic Vitality Committee (March 18, 2021)
- Chamber of Commerce (March 10 and 19, 2021)
- Bicycle Pedestrian Trails Committee (March 22, 2021)
- Planning Commission (March 24, 2021)
- Community Workshop (March 25, 2021)
- Youth Commission (March 31, 2021)
- Community Survey (launched in March and ongoing)

A summary of comments received during the outreach is provided below.

### SUMMARY OF PRESENTATIONS

The following summarizes the feedback from the outreach conducted by staff, these are not verbatim minutes. Please note that the summaries below reflect comments of individual board or commission members, and do not reflect a formal action or consensus recommendation from the body. Therefore, in some instances there may be competing opinions stated or comments made.

#### Parks and Recreation Commission

The Parks and Recreation Commission met on March 11 to discuss the CAP 2.0 draft strategies and actions. There was significant interest regarding “low priority action **1143** Community Gardens”. Many Commission members stressed the importance of expanding community gardens in the community and wanted to see this action elevated to high priority. Additionally, Commission members would like to see “low priority action **1204**, Community conservation programs” elevated as well. It was noted that **1204** would cost very little and is easily achievable through Recreation programs at the Alviso Adobe (e.g., Ridge Runners). Both **1143** and **1204** had strong support for being elevated.

Also, “low priority action **1148**, Ecosystem health on City property” had some support for elevating to high priority.

### Economic Vitality Committee

The Economic Vitality Committee met on March 18 to discuss the CAP 2.0 draft strategies and actions. There was interest to elevate “low priority action **1180**, Increase transit ridership” to high priority, due to it supporting other high priority actions, and it would cut down on traffic and need for parking spaces.

There was some concern about “high priority action **1001**, All-electric reach code”. Comments included potential over-reach, limitations on choice, and indication that the details and nuance of the Code will be critical. The sentiment was that this may affect certain industries (e.g., restaurants and biotechnology) in particular.

A comment was made that BE **1001** and “high priority action **1164**, existing building electrification plan” may be expensive. Some highlighted the importance of a cost-benefit analysis for these actions. There were concerns voiced about mandates/regulations (versus incentives and encouragement). There was also concern about a push towards electrification given the power outages and PSPS events. It was noted that battery storage will be an important piece of resilience. It was suggested that “low priority action 1166, regional electricity grid improvements” be considered so that we can make electricity more reliable as we electrify. There was also the suggestion to add renewable natural gas to the conversation instead of strictly relying on electrification.

There was encouragement to work with the school districts about messaging of electric vehicles, walk/biking to school, and promotion of waste reduction. A Committee member noted that hopefully, we will begin to see some of the trends outlined in the actions (e.g., electrification, renewable energy, etc.) in municipal buildings.

There was discussion relating to the balance of responsibility implementing the actions in the Plan (i.e., residents, businesses, and City). It was noted that costs relative to impact and potential benefits will be a crucial piece of the plan.

### Chamber of Commerce

The Chamber of Commerce met on March 10 and 19 to discuss the CAP 2.0 draft strategies and actions. Chamber members emphasized the need for a cost-benefit analysis, which will be conducted as the next step for the draft high priority list, once this round of outreach is complete. The Chamber discussed that improving the climate is in everybody’s interest, however, the overall cost impact will be crucial.

There was discussion relating to the emissions inventory methodology and confirmation that pass-through traffic was not included in our emissions report. One Chamber member indicated the weighting given to “Support” in the Multi-Criteria Analysis was too low and should be increased.



One Chamber member noted that any mandatory point of sale language should be removed from the list of actions, which is in reference to “high priority action **1164**, Existing building electrification plan”, which states, “Use a phased approach that focuses first on municipal buildings, community education, and voluntary communication action, then becomes mandatory over time”. Chamber members noted their preference toward “carrots” (e.g., incentives, outreach, etc.) vs “sticks” (e.g., mandates/regulations). The Chamber discussed looking for change agents and social media influence to encourage adoption of some of the actions. A suggestion was made to work with local shops to influence change in ideology and behavior.

“High priority action **1001**, All-electric reach code” was discussed, with particular emphasis on concern for restaurants being required to use electric stoves. Induction stoves came up as an alternative, but the community and chefs need more access to them.

One Chamber member discussed the potential impacts on COVID in terms of trends that may emerge including decreased VMT and increased air quality improvement. Creating a tool, or working with other organization to create a tool, to track and identify changes in air quality may be a beneficial action to add.

The Chamber also emphasized how vital it is that this CAP 2.0 is qualified and can be used for CEQA streamlining for development projects.

#### Bicycle Pedestrian Trails Committee

The Bicycle Pedestrian Trails Committee met on March 22 to discuss the CAP 2.0 draft strategies and actions.

One Committee member noted that rental bicycle and scooter share programs is not appropriate for Pleasanton so recommended removing that element from “high priority action **1065**, Curb management program”, or moving the action to low priority. Ride share programs and rental scooters are typical in San Francisco, but are not as prevalent to the Pleasanton community. Another Committee member pointed out that this plan will be a long-term policy document so scooter/bike share may not be relevant today but could be in the future.

The Committee was generally enthusiastic about “high priority action **1064**, complete streets expansion”. One Committee member recommended instead of having a focus on parks and schools, it should be large business centers and schools. This is a bigger priority, and of higher need to Pleasanton particularly during peak trip times.

There was also high support from the Committee members regarding “high priority action **1082**, trails network expansion”. The Pleasanton community feels safer on trails than in bike lanes, and this needs to be highly prioritized. Creating a citywide trail network so people can bike to school or go shopping, or out to a restaurant, this is important and can help reduce cars on the road. This comment was highly agreed upon. It was also noted that many trail network gaps are in areas that the City may need to

take on, and are not in places where businesses can fill these gaps. The Committee would like this to be bolstered to include some onus on the City to fill in trail network gaps.

A Committee member spoke about microplastics in the water streams, and the need to have an action that focuses on filtration of microplastics in municipal water and in storm drains for public health reasons.

The Committee had differing opinions around “high priority action **1078**, workplace bike amenities”. Some said that this is already happening, but others noted that although this may be happening at some businesses, this action can help encourage other businesses to participate who have not in the past. Overall, there was the sentiment that there is a need in the community to have improved bicycle parking at businesses.

The Committee was also very interested in revamping “low priority action **1184**, VMT reduction study for K-12 activities” and increasing to a high priority action if possible. This would include partnering with schools so that physical education classes teach students the rules of the road, so they can cycle to school, and be educated about bicycle safety. An education campaign that teaches Pleasanton youth about cycling, rules to the road, and safety/awareness is a big first step. There are ample opportunities in Pleasanton to cycle around town, so education and additional safety measures can help encourage more students to bike to school rather than drive or get dropped off by family members. Parents are also uncomfortable with students riding in the street, so this goes along with action **1082**, and expanding trails to get around town. Further, this can be expanded to sports practice and games as well. Encourage carpooling when going to sports. Partner with sports clubs and the schools to promote and encourage this. Anti-idling was also brought up through the discussion and there may be an opportunity to combine “low priority action **1178**, anti-idling campaign for schools”, with this action.

Many Committee members also noted the importance of encouraging multimodal transportation to events at the fairground and downtown. The discussion aligned with “low priority action **1070**, City Information resources” and this may be a relevant action to elevate to high priority given the discussion.

There was also interest to elevate “low priority action **1180**, increase transit ridership”, and ideas to refine the action including looking into pedestrianizing Main Street and encouraging multimodal transportation throughout the City.

### Planning Commission

The Planning Commission met on March 24 to discuss the CAP 2.0 draft strategies and actions.

The Commission discussed “high priority action **1167**, LEED certification for new construction”. The discussion pertained to the pros and cons of requiring LEED certified vs silver (or higher). Commission members commented that requiring LEED silver is

more appropriate than LEED gold or higher. Commission members were generally supportive of the action.

A member of the Commission noted that there are emissions associated with idling at stoplights and asked if the correlation between stopping at stoplights, and emissions from idling is quantifiable. It was questioned if there is a way to prevent as much idling, particularly on two lane boulevards that make frequent stops.

The importance of cross-collaboration between stakeholders and commissions/committees was noted. There are competing priorities, and it was highlighted that is important to align with one another on the most impactful actions for the community and the next generation of Pleasanton residents.

There was support noted from one commissioner regarding “high priority action **1159**, shared parking”, and “high priority action **1145**, native plantings”.

It was also noted by multiple commissioners that low priority action **1105**, adopt water-efficient landscaping ordinances” should be elevated to high priority, because it is not too costly and will be impactful long-term. Many comments were made about water conservation and its importance. Important for new construction but also very important to encourage water conservation for existing Pleasanton residents and businesses.

A comment was made regarding overregulation. The Commissioner urged that the regulatory actions not go beyond the State; rather, align with the State and meet or exceed expectations.

Regarding “high priority action **1164**, existing building electrification plan”, it was noted it may be better to make these types of actions incentive-based rather than regulatory. It was also recommended to ensure that new construction has the necessary electrical outputs necessary to charge electric vehicles, but requiring it for existing customers may be difficult, because it may be costly to retrofit homes to be able to charge EVs (e.g., upgrading panels).

“High priority action **1001**, all-electric reach code” was discussed by the Commission members. Some members noted the difficulty of restaurants cooking without natural gas, and residents’ dependency on electricity in an all-electric home when the power goes out. The need for reliable backup power when considering electrification is an important element.

Other commissioners were concerned with the amount of electricity available on the grid. Some expressed the desire for “low-priority action **1163**, require solar on new construction” to be elevated and implemented alongside action **1001**. Another comment was that **1001** needs to be a phased approach, but is a priority, but **1164**’s mandatory piece may be too costly for current residents.

### Youth Commission (March 31, 2021)

The Youth Commission met on March 31 to discuss the CAP 2.0 draft strategies and actions.

It was noted that educational actions in the plan should look for opportunities to collaborate with PUSD.

A Commissioner commented in support of “high priority action **1173**, municipal solar panels”, and “high priority action **1150**, develop urban forest master plan”.

The Commission members all agreed upon elevating “low priority action **1143**, community gardens” with interest in the Youth Commission partnering in implementation of the action. It was noted that the youth community in Pleasanton can get involved with this action and can help underrepresented community members get involved. Partnering with the schools is also of interest and focusing first on elementary students because there is less competition for staff and student time (less clubs and extracurriculars), and then can build traction with older students. Also, as schools are being renovated, work on including community gardens in their development plans.

There was also interest from Commission members to elevate low priority action **1184**, VMT reduction study for K-12 activities” to high priority. There was also interest in making the language more specific.

Commission members also expressed interest in elevating “low priority action **1204**, community conservation programs” to high priority.

### Workshop Results

The City held a public workshop on March 25. The results are attached here as Attachment 2a.

### Survey Results to Date

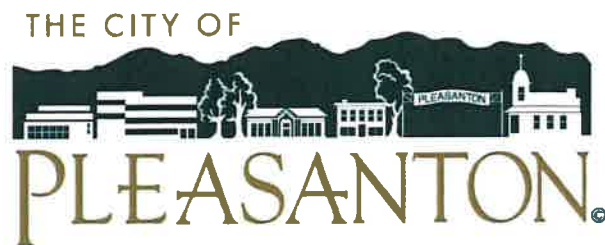
The City has had a public survey open for community input on the actions. The survey will be open until April 20, 2021 and staff will report the complete results to the Committee. The results through April 10, 2021 are attached here as Attachment 2b.

### Other Public Comments

Throughout March, staff received written public comments, attached to this document. Staff also had conversations with Hacienda Business Park, StopWaste, Go Green Initiative, Bay Area Air Quality Management District (BAAQMD), Tri-Valley Air Quality Community Alliance (TVAQCA), and additional community members. The comments are wide ranging and cover a variety of topics and public viewpoints. Generally, the comments relate to, but are not limited to, the themes listed below:

- Exploring a jobs/housing balance, particularly near transit.
- Creating new actions (e.g., textile recovery, exploration of tertiary water filtration, etc.).
- Staying apprised of BAAQMD thresholds for CEQA streamlining.
- Avoiding a focus on exclusively solar energy.

- Elevating several of the low priority actions.
- Grouping and consolidating similar actions.
- Removing actions that are existing or required per state law.
- Increasing our partnership with the TVAQCA.
- Benchmarking City facilities to review energy usage and efficiency.



## City of Pleasanton CAP 2.0: Community Workshop

Public Workshop Summary

### Workshop Overview

Approximately 35 Pleasanton residents and business owners discussed the draft strategies and actions in a community workshop on March 25, 2021. The City also released a survey aiming to gather further community feedback. The survey received approximately 60 responses. The input from the March 25 workshop, survey, public comments, and engagement with City commissions and stakeholders will help refine a list of strategies and actions to move onto the next phase in the project (i.e., a detailed cost impact analysis).

### Workshop Objectives

- ▶ Provide an overview of the CAP 2.0 process to date, including information on the City's greenhouse gas emissions and community engagement findings.
- ▶ Gather public input to refine the CAP 2.0 draft strategies and actions.
- ▶ Help ensure CAP 2.0 strategies and actions will work toward the CAP 2.0 Vision and Guiding Principles.

### Participation Summary

Approximately 35 community members participated in the workshop in the following activities:

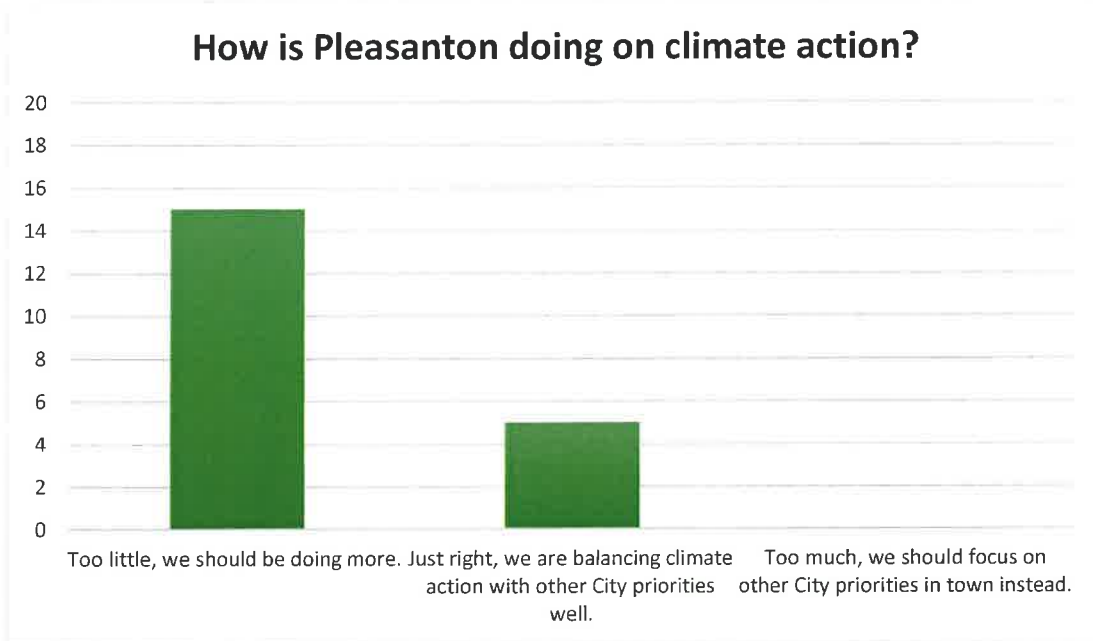
- ▶ **45-minute CAP 2.0 Overview Presentation and Q&A** that covered the CAP process to date, provided an overview of the proposed strategies and actions, and asked participants several polling questions about the City's past and current climate action, participants' sustainability actions, and feedback on the CAP 2.0 process. Key findings from polling questions are provided below.
- ▶ **1 hour-long breakout group session** where participants were randomly divided into small discussion groups to provide feedback on the proposed strategies and actions in more detail. Workshop facilitators documented participant feedback through Miro Board digital whiteboards. Key findings from this feedback are documented below.

### Outcome Summary

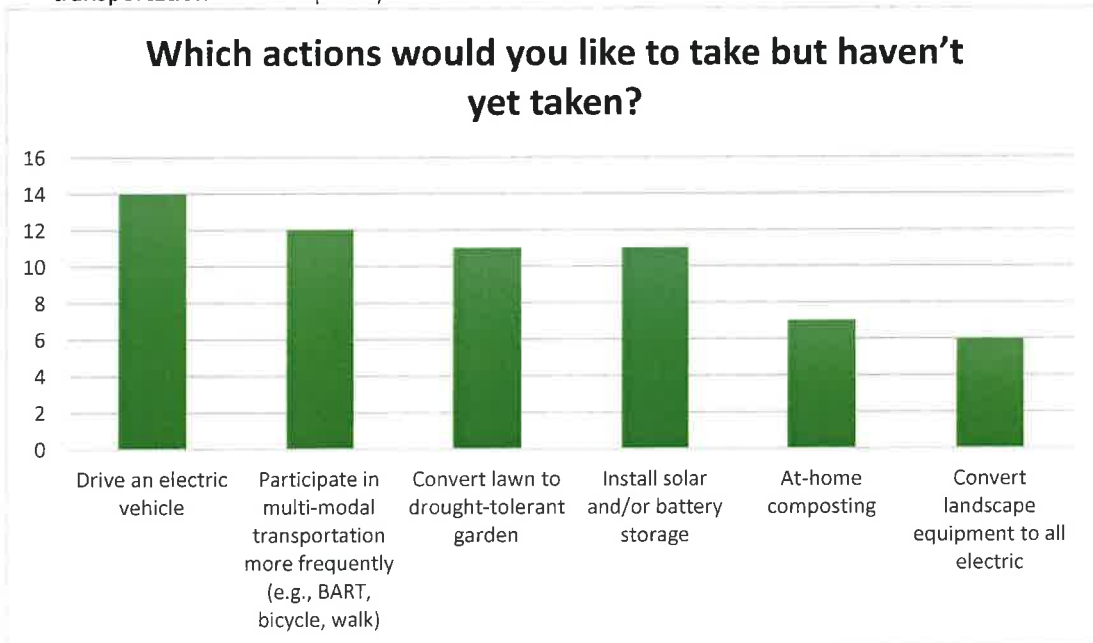
Participants answered three polling questions during the workshop. These questions focused on the City's past and current climate action, and their own sustainability actions. Participants indicated:

## Pleasanton Climate Action Plan 2.0 | Strategies and Actions Public Workshop Summary

- ▶ 75% of participants believe the City should be doing more climate action work.

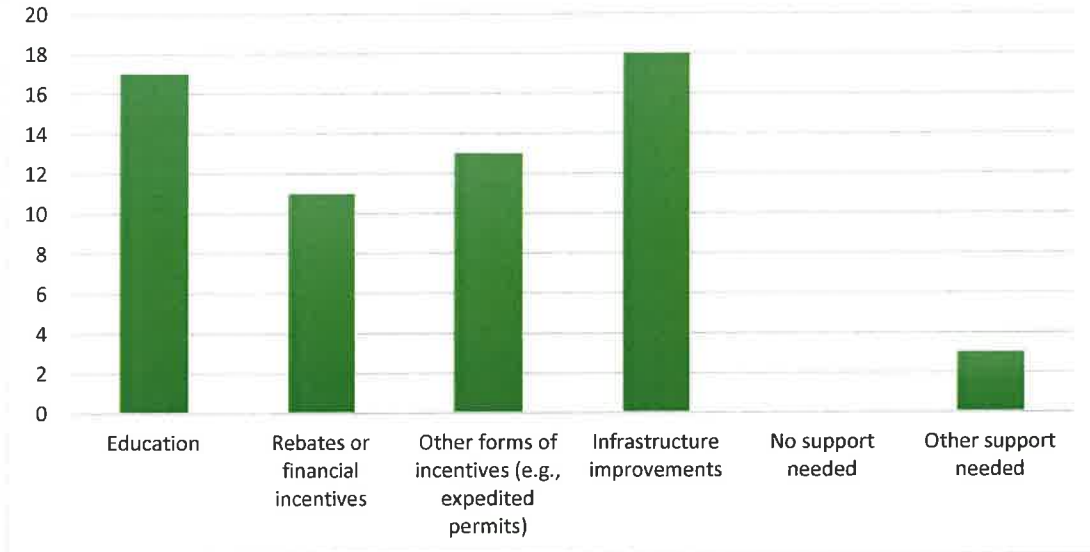


- ▶ Most participants are interested in **driving an electric vehicle**, and **walking, cycling, and using public transportation** more frequently.



- ▶ The participants view **infrastructure improvements and education** as key areas the City should support.

### What support can the City provide, if any?



Participants discussed draft strategies and actions for at least two of the six sectors in CAP 2.0—Buildings & Energy, Materials & Consumption, Water Resources, Natural Systems, Transportation & Land Use, and Community Resilience and Wellbeing. Across sectors participants expressed consistent themes.

- ▶ Participants supported the **community engagement and outreach** programs included in the draft strategies, and recommended expanding these programs.
- ▶ Participants focused on the **cost and equity implications** of actions across sectors, expressing concern that some draft actions could exacerbate economic disparities, and recommendations for ways that the City could consider economic disparities in future iterations of the draft strategies and actions.

Detailed workshop feedback is outlined in the next section. We have described feedback as follows:

- ▶ The applicable **sector**
- ▶ The **theme** identified
- ▶ A **description** of workshop feedback related the theme, including (when applicable) strong support or opposition expressed and (when applicable) ideas expressed for the city to consider in developing CAP 2.0.
- ▶ The **number of ideas** related to the theme that were expressed during the workshop.

### Workshop Findings, by Sector

Workshop findings are presented as follows:

- ▶ Buildings & Energy
- ▶ Materials & Consumption
- ▶ Natural Systems
- ▶ Water Resources
- ▶ Transportation & Land Use



## Pleasanton Climate Action Plan 2.0 | Strategies and Actions Public Workshop Summary

### ► Community Resilience & Wellbeing

#### Buildings & Energy

Theme	Description
<b>Renewable Energy</b>	<p>Workshop participants strongly supported <b>Strategy 3: Expand renewables</b>, particularly actions (such as Action 1173) related to expanding solar panels in parking lots and other open areas around the city.</p> <p>In addition to supporting existing actions, participants also recommended the City <b>add several new programs to support the renewable energy infrastructure</b> in Pleasanton:</p> <ul style="list-style-type: none"> <li>• Create a new program to recycle solar panels and lithium batteries.</li> <li>• Offer more long-term energy storage options in the city.</li> <li>• Expand wind energy infrastructure.</li> </ul>
<b>Community Engagement &amp; Outreach</b>	<p>As part of <b>all strategies</b>, workshop participants expressed the need to <b>add additional community outreach initiatives</b>:</p> <ul style="list-style-type: none"> <li>• Provide more opportunities for community members to engage and share their own experiences about energy efficiency and renewables.</li> <li>• Expand partnerships with local organizations (e.g., local realtor association) and develop new community outreach campaigns to promote energy programs to homeowners.</li> </ul>
<b>Cost &amp; Equity Concerns</b>	<p>Workshop participants expressed <b>general concern over the affordability of energy efficiency and renewable energy programs</b>, and the equity implications of regulations and mandates. Specific concerns included:</p> <ul style="list-style-type: none"> <li>• Participants expressed concern over possible equity and cost implications for <b>Action 1119: Maintain zero-emissions energy as default EBCE choice</b>.</li> <li>• Participants recommended that in implementing <b>Strategy 2: Improve energy consumption &amp; efficiency</b>, the City identify a plan for how low-income community members can participate in energy efficiency programs.</li> <li>• Generally, participants recommended that the City carefully consider equity implications of any regulations and mandates—such as the requirements under Action 1001 and Action 1164.</li> </ul>

#### Materials & Consumption

Theme	Description	Number of Comments
<b>Waste Diversion Incentives</b>	<p>Workshop participants generally supported the waste diversion programs included under <b>Strategy 1: Increase waste diversion</b>, particularly food waste reduction efforts and the recycling and compost education and outreach (Actions 1043 and 1193, respectively).</p> <p>In addition to generally supporting existing actions, workshop participants recommended the City <b>expand waste diversion incentive programs</b> to further incentivize residents and businesses to reduce waste:</p> <ul style="list-style-type: none"> <li>• Create a Tri-Valley sustainability competition.</li> <li>• Create a City Council award recognizing sustainability accomplishments of residents, business owners, etc.</li> <li>• Develop a county Green Building Certification.</li> <li>• Enhance waste diversion and decrease single use at special events.</li> </ul>	11

## Pleasanton Climate Action Plan 2.0 | Strategies and Actions Public Workshop Summary

Theme	Description	Number of Comments
	<ul style="list-style-type: none"> <li>Partner with groups such as the StopWaste Group and Green Meeting Industry Council to support general community outreach.</li> </ul>	

### Natural Systems

Theme	Description	Number of Comments
<b>Sustainable Landscaping</b>	<p>Workshop participants supported the sustainable landscaping actions related to <b>both strategies</b>. Participants particularly supported expanding native, drought tolerant plants and the City adopting more sustainable landscape management practices and enhancing municipal carbon sequestration. This corresponds to Actions 1145, 2012, and 1219.</p> <p>Participants also recommended the City enhance <b>Action 1207: Sustainable land management education</b> to include outreach to local HOA groups to promote lawn conversion landscape requirements.</p>	6
<b>Community Engagement &amp; Outreach</b>	<p>Workshop participants recommended that the City <b>expand outreach efforts</b> to support both strategies aimed at restoring and protecting Pleasanton’s natural systems:</p> <ul style="list-style-type: none"> <li>Organize volunteer efforts to support <b>Action 1051: City-wide tree planting program</b>.</li> <li>Expand outreach to include workshops and education campaigns for homeowners, the real estate community, and landscape managers on the benefits of sustainable home landscaping.</li> <li>Incorporate tools to track personal carbon footprint and offset to encourage decision making.</li> <li>Expand sequestration to include potential on residential properties which covers a lot of the land mass in Pleasanton.</li> </ul>	4

### Water Resources

Theme	Description	Number of Comments
<b>Purple Pipes and Recycled Water</b>	<p>Workshop participants supported <b>Strategy 1: Improve water supply and conservation</b>, noting support for water fixture retrofits and recycled water education.</p> <p>Participants particularly supported purple pipe expansion and recycled water usage under <b>Action 1094: Diversify water portfolio</b>, and recommended adopting more programs focused specifically on this action:</p> <ul style="list-style-type: none"> <li>Allow use of purple pipes for landscaping.</li> <li>Allow recycled water for residential use.</li> </ul>	6

### Transportation & Land Use

Theme	Description	Number of Comments
<b>Alternative Transportation</b>	Workshop participants supported <b>Strategy 2: Advance active, shared, &amp; public transportation</b> , highlighting the need for incentivizing carpooling, making the	18

## Pleasanton Climate Action Plan 2.0 | Strategies and Actions Public Workshop Summary

Theme	Description	Number of Comments
	<p>city more bike- and walk-friendly, and making public transportation more convenient.</p> <p>Participants recommended the City expand this strategy to include <b>more programs to promote alternative transportation modes</b>:</p> <ul style="list-style-type: none"> <li>• More City programs to promote biking, including establishing community bike races and closing streets to cars on the weekends.</li> <li>• Improve the safety of Pleasanton's roads through programs like the Safe Streets Program.</li> <li>• Add additional bus routes and add more stops along routes.</li> <li>• Offer free bus transportation for Pleasanton residents.</li> </ul>	
<b>Electric Vehicle (EV) Transition</b>	<p>Workshop participants strongly supported <b>Strategy 1: Advance vehicle decarbonization</b>, noting particular support for the City adopting EVs, support for residents transitioning to EVs, and more public charging stations. These are Actions 1057, 1112, and 1056, respectively.</p> <p>Participants also recommended several additional actions to support this strategy:</p> <ul style="list-style-type: none"> <li>• Incentivize electrification of delivery trucks.</li> <li>• Create a job training/transition program for mechanics who repair gas and diesel vehicles.</li> </ul>	10
<b>Sustainable Land Use Policies</b>	<p>Workshop participants strongly supported <b>Strategy 3: Advance sustainable land use</b>, noting the importance of reducing the driving distance between home and work, locating affordable housing near transit stops, and the general sustainability benefits of more dense development.</p>	8

### Community Resilience & Wellbeing

Theme	Description	Number of Comments
<b>Access for Vulnerable population</b>	<p>Workshop participants stressed the importance of ensuring that all community members have access to the community resiliency infrastructure and support systems under <b>Strategy 1: Improve community resilience</b>, including actions to develop neighborhood resilience hubs and community cooling centers (Actions 1026 and 1035, respectively).</p> <p>Participants recommended the City modify these actions to <b>improve outreach to vulnerable population</b>.</p> <ul style="list-style-type: none"> <li>• Translate promotion materials for cooling center and other programs into Spanish and other languages.</li> </ul>	3
<b>Wildfires &amp; Air Quality</b>	<p>Workshop participants supported actions in <b>Strategy 2: Reduce vulnerability to climate change</b> that focus on wildfire prevention and preparation particularly in light of air quality concerns (Actions 1213 and 1212, respectively).</p> <p>To further address air quality concerns, participants recommend that the City <b>adopt a new action focused on supporting local businesses impacted by wildfires</b>:</p>	3

## Pleasanton Climate Action Plan 2.0 | Strategies and Actions Public Workshop Summary

Theme	Description	Number of Comments
	<ul style="list-style-type: none"> <li>• Create new programs to support “outdoor” businesses (e.g. outdoor restaurants, fitness classes) during wildfire season.</li> </ul>	
<b>Community Engagement and Outreach</b>	Workshop participants supported the community education and outreach efforts in <b>Strategy 1: Improve community resilience</b> , in particular the focus on collaborating with regional partners, and increasing awareness of climate impacts among residents.	6

# Pleasanton CAP 2.0 Online Survey #2 Results

## Survey Objective

The City released an online public survey designed to gather feedback on the draft strategies and actions for the Climate Action Plan 2.0.

## Survey Details

**Duration:** March 25-April 20, 2021 (this summary represents feedback received through April 10, 2021)

**Respondents:** 130

## Demographic Summary

About half (60) of the 130 respondents responded to the demographic questions. Of those who provided demographic information, the majority were **highly educated** (84% of respondents had a 4-year and/or advanced degree), **White** (60%), **male** (53%), and **between 52-71** (54%), living primarily in **Central-west** and **Northeast** Pleasanton. See more detailed demographic information in the [Demographic Summary](#) section.

## Overarching Feedback and Takeaways

Respondents were offered the option to 1) review strategies and actions for ALL sectors or 2) select individual sectors to review. Most respondents (80%) chose to review all sectors. Of the respondents who only reviewed select sectors, Buildings & Energy was the most popular sector to review.

Within each sector, respondents were asked to (1) review the full list of strategies and actions, (2) rank their general support for the strategies and actions, (3) rate their support for each individual action, and (4) provide optional, additional open-ended feedback. Key themes are summarized in the bullet points and table below.

- ▶ **Most respondents support the strategies and actions.** The average level of support for the draft strategies and actions ranged between 77 and 87 (out of 100) for all sectors.
- ▶ **Respondents are least supportive of City mandates and regulations.** Respondents ranked these actions the lowest in several sectors and indicated opposition to regulations in open-ended responses.
- ▶ **Respondents are concerned about cost and reliability of energy,** indicating concern about how transitioning to renewable electricity and electric vehicles might lead to more expensive and less reliable energy sources.
- ▶ **Respondents are skeptical about the effectiveness of some strategies and actions.** Respondents noted in open-ended responses across sectors that they questioned how actions fit into the larger emissions reduction strategy and questioned whether actions were the best use of City resources.

Links to detailed findings are provided for each sector.

Sector	Action Support	Key Takeaway(s)
<a href="#">Buildings &amp; Energy</a>	<p><b>Overall support score: 80</b></p> <p><b>Most supported action(s):</b></p> <ul style="list-style-type: none"> <li>▶ Municipal solar panels</li> <li>▶ Renewable energy choice for municipal operations</li> </ul> <p><b>Least supported action(s):</b></p> <ul style="list-style-type: none"> <li>▶ All-electric reach code</li> <li>▶ Existing Building Electrification Plan</li> </ul>	<ul style="list-style-type: none"> <li>▶ Less support for <b>regulations and mandates</b>, concern about burden to residents and business owners.</li> <li>▶ Concern about the <b>reliability and affordability</b> of future energy sources.</li> <li>▶ Support for actions related to <b>solar power</b>.</li> </ul>
<a href="#">Materials &amp; Consumption</a>	<p><b>Overall support score: 80</b></p> <p><b>Most supported action(s):</b></p> <ul style="list-style-type: none"> <li>▶ CalFresh, WIC &amp; Senior FMNP expansion</li> <li>▶ Collaborative consumption projects</li> </ul> <p><b>Least supported action(s):</b></p> <ul style="list-style-type: none"> <li>▶ Environmentally preferable purchasing policy</li> </ul>	<ul style="list-style-type: none"> <li>▶ Support for <b>outreach and education</b> initiatives.</li> <li>▶ Support for <b>collaborative consumption</b> projects.</li> <li>▶ Desire to expand <b>material recovery programs</b>.</li> </ul>
<a href="#">Natural Systems</a>	<p><b>Overall support score: 87</b></p> <p><b>Most supported action(s):</b></p> <ul style="list-style-type: none"> <li>▶ Restore and conserve native habitats</li> <li>▶ City-wide tree planting program</li> </ul> <p><b>Least supported action(s):</b></p> <ul style="list-style-type: none"> <li>▶ Urban Forest Master Plan</li> </ul>	<ul style="list-style-type: none"> <li>▶ Lower support for <b>regulations and mandates</b>, preference for incentives and voluntary actions.</li> <li>▶ Support for growing <b>native and drought resistant plants</b>.</li> <li>▶ Support for actions expanding <b>local food production</b>.</li> </ul>
<a href="#">Water Resources</a>	<p><b>Overall support score: 87</b></p> <p><b>Most supported action(s):</b></p> <ul style="list-style-type: none"> <li>▶ Improve water quality &amp; supply</li> </ul> <p><b>Least supported action(s):</b></p> <ul style="list-style-type: none"> <li>▶ Water fixture retrofits</li> </ul>	<ul style="list-style-type: none"> <li>▶ Concern over <b>PFAS contamination</b>.</li> <li>▶ Concern over future droughts; support for actions that <b>expand and diversify water sources</b>.</li> <li>▶ Support for <b>purple pipes and recycled water usage</b>.</li> </ul>
<a href="#">Transportation &amp; Land Use</a>	<p><b>Overall support score: 80</b></p> <p><b>Most supported action(s):</b></p> <ul style="list-style-type: none"> <li>▶ Trails network expansion</li> <li>▶ Bike storage incentive program</li> </ul> <p><b>Least supported action(s):</b></p> <ul style="list-style-type: none"> <li>▶ Private vehicle electrification</li> </ul>	<ul style="list-style-type: none"> <li>▶ Concern over <b>conflict between motorist and cyclists</b>.</li> <li>▶ Feedback on the <b>accessibility of EV charging stations</b>.</li> <li>▶ New actions to <b>incentivize electric bikes and expand affordable housing</b>.</li> </ul>
<a href="#">Community Resilience &amp; Wellbeing</a>	<p><b>Overall support score: 82</b></p> <p><b>Most supported action(s):</b></p> <ul style="list-style-type: none"> <li>▶ Wildfire preparation</li> <li>▶ Wildfire prevention</li> </ul> <p><b>Least supported action(s):</b></p> <ul style="list-style-type: none"> <li>▶ Neighborhood resilience hubs</li> </ul>	<ul style="list-style-type: none"> <li>▶ Concern over air quality and strong support for <b>fire prevention and fire preparation</b>.</li> <li>▶ Questions regarding the <b>implementation</b> of some strategies (e.g. staffing resilience hubs).</li> <li>▶ Support for expanding <b>community outreach</b> on wildfire mitigation.</li> </ul>

# Survey Results

This section provides summaries of each survey question. Questions 1 and 2 asked which sectors respondents wanted to review, and so are not included in this summary.

## Buildings & Energy

### Q3: In general, what is your level of support for these strategies and actions?

68 answered; 62 skipped.

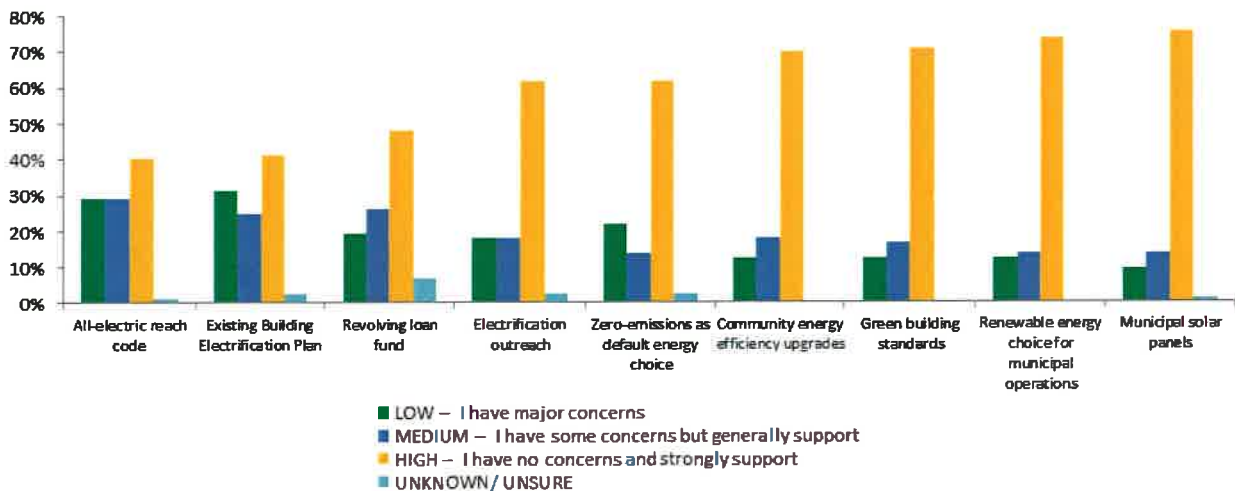
Most respondents generally supported the Buildings & Energy strategies and actions; the sector received an average overall score of around **77 out of 100**.

### Q4: Please indicate your level of support for the following actions:

- ▶ All-electric reach code
- ▶ Existing Building Electrification Plan
- ▶ Electrification outreach
- ▶ Revolving loan fund
- ▶ Green building standards
- ▶ Community energy efficiency upgrades
- ▶ Zero-emissions as default energy choice
- ▶ Renewable energy choice for municipal operations
- ▶ Municipal solar panels

73 answered; 57 skipped.

- ▶ **General Support:** Respondents supported most the actions; however, some actions received relatively less support compared to others.
- ▶ **Strongest Support:** Respondents expressed the strongest support for municipal solar panels and renewable energy choice for municipal operations, with around 75% of respondents highly supporting these actions.
- ▶ **Lowest Support:** The all-electric reach code and Existing Building Electrification Plan were the least supported actions, receiving the highest portion (30%) of Low votes and the lowest portion (40%) of High votes.







**Q7: Optional. Do you have any other comments related to these strategies and actions?**

*16 answered; 114 skipped.*

- ▶ **Concern over the cost and reliability of future energy sources.** Respondents highlighted the need to support vulnerable communities, particularly low-income renters, who are at the mercy of landlords that may not be incentivized to upgrade buildings. Respondents also recommended a careful, well-developed plan for transitioning to renewables.
- ▶ **Some skepticism about the effectiveness of the strategies and actions.** Respondents questioned whether transitioning away from natural gas was necessary, city mandates were effective, electrification of buildings was an effective way to reduce emissions, and if transitioning fully to renewables was possible given limitations in battery storage.

## Materials & Consumption

**Q8: In general, what is your level of support for these strategies and actions?**

58 answered; 72 skipped.

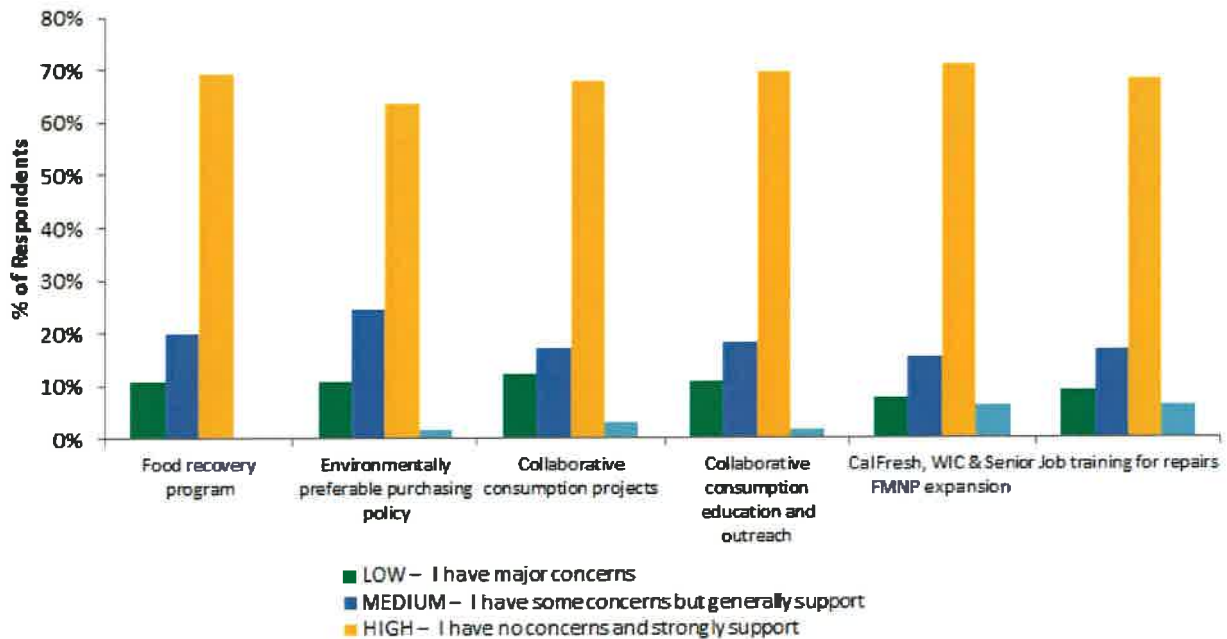
Most respondents generally supported the Materials & Consumption strategies and actions; the sector received an average overall score of around **80 out of 100**.

**Q9: Please indicate your level of support for the following actions:**

- ▶ Food recovery program
- ▶ Environmentally preferable purchasing policy
- ▶ Collaborative consumption projects
- ▶ Collaborative consumption education and outreach
- ▶ CalFresh, WIC & Senior FMNP expansion
- ▶ Job training for repairs

66 answered; 64 skipped.

- ▶ **General Support:** Respondents generally supported all the actions; each received approximately the same portion (about 10%) of low support votes, and between 60% and 70% of respondents indicated they highly supported all actions.
- ▶ **Strongest Support:** Respondents expressed the strongest support for CalFresh, WIC & Senior FMNP expansion and collaborative consumption education and outreach, which about 70% of respondent indicated they highly supported.
- ▶ **Lowest Support:** The environmentally preferable purchasing policy was slightly less supported than other actions, receiving the lowest portion (64%) of high support votes.



## Open-Ended Responses

The following word cloud presents top-mentioned terms from open-ended responses for the questions summarized below:



### Q10: Optional. What would be needed for you to fully support these strategies and actions?

20 answered; 110 skipped.

- ▶ **Clarify what the costs are of these strategies and actions**, including how costs and benefits were weighed in identifying the appropriate strategies to pursue.
- ▶ **Prioritize reducing plastic waste**, particularly waste from plastic to-go containers from restaurants. This recommendation applies to *Action 1194: Single use plastic reduction*.
- ▶ **Ensure that donated food is safe to consume**. Several respondents indicated that they would not support *Action 1043: Food recovery program* because of safety concerns.

### Q11: Optional. Are there any critical strategies or actions missing?

16 answered; 114 skipped.

- ▶ **Actions that focus on data and waste metrics**, including setting more specific targets under *Action 1041: Waste recovery implementation plan* and developing a reporting system for tracking waste diversion from grocery stores.
- ▶ **Expand outreach and education initiatives** under *Action 1193: Recycling & compost outreach* to ensure residents are informed about waste management best practices.
- ▶ **Pursue bioenergy projects**, including capturing methane emitted from landfill waste and adding municipal food waste to the biosolids digester at the regional wastewater treatment plant.
- ▶ **Add additional material recovery programs**, including a City-sponsored curbside donation program where donations are picked up with residential trash and recycling.

**Q12: Optional. Do you have any other comments related to these strategies and actions?**

14 answered; 116 skipped.

- ▶ **Support for collaborative consumption programs** like those planned under *Action 1126: Collaborative consumption projects*, noting the effectiveness of programs like tool libraries in other communities.
- ▶ **Skepticism over the effectiveness of some actions.** Respondents noted that it can be particularly challenging to ensure residents comply with recycling and composting protocols, and some questioned whether actions in this sector will be as effective in reducing emissions compared to other sectors.

## Natural Systems

### Q13: In general, what is your level of support for these strategies and actions?

58 answered; 72 skipped.

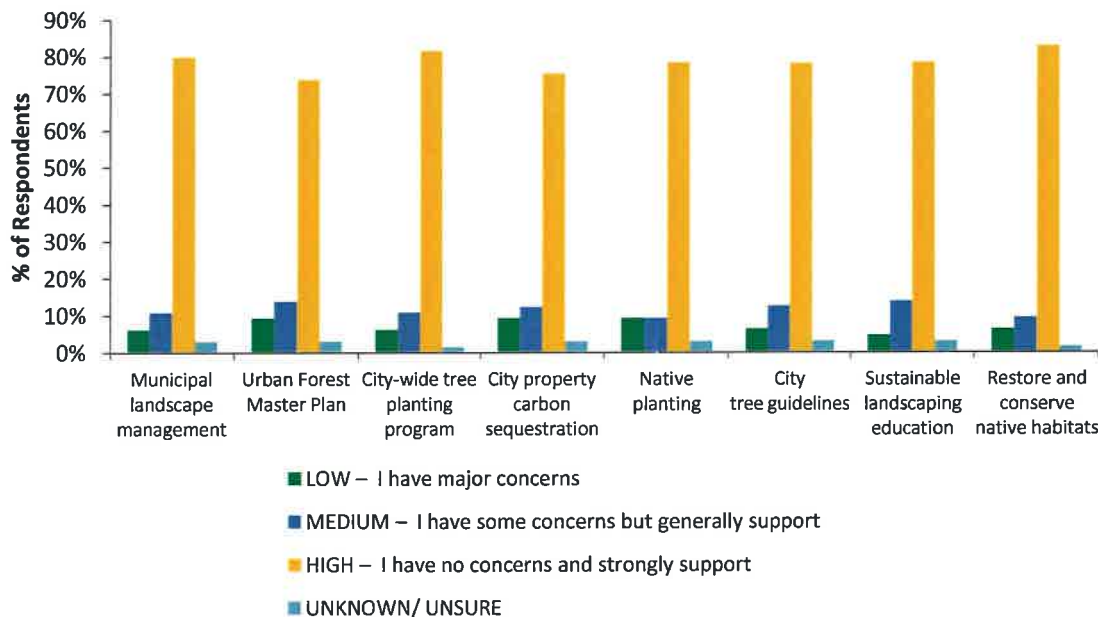
Most respondents generally supported the Natural Systems strategies and actions; the sector received an average overall score of around **87 out of 100**.

### Q14: Please indicate your level of support for the following actions:

- ▶ Municipal landscape management
- ▶ Urban Forest Master Plan
- ▶ City-wide tree planting program
- ▶ City property carbon sequestration
- ▶ Native planting
- ▶ City tree guidelines
- ▶ Sustainable landscaping education
- ▶ Restore and conserve native habitats

65 answered; 65 skipped.

- ▶ **General Support:** Respondents generally supported all the actions; each received approximately the same portion (10%) of low support votes, and between 70% and 80% of respondents indicated they highly supported all actions.
- ▶ **Strongest Support:** Respondents expressed the strongest support for restore and conserve native habitats and city-wide tree planting, with around 82% of respondents highly supporting these actions.
- ▶ **Lowest Support:** The Urban Forest Master Plan was slightly less supported than other actions, receiving the highest portion (9%) of low support votes and the lowest portion (74%) of high votes.





## Water Resources

**Q18: In general, what is your level of support for these strategies and actions?**

53 answered; 77 skipped.

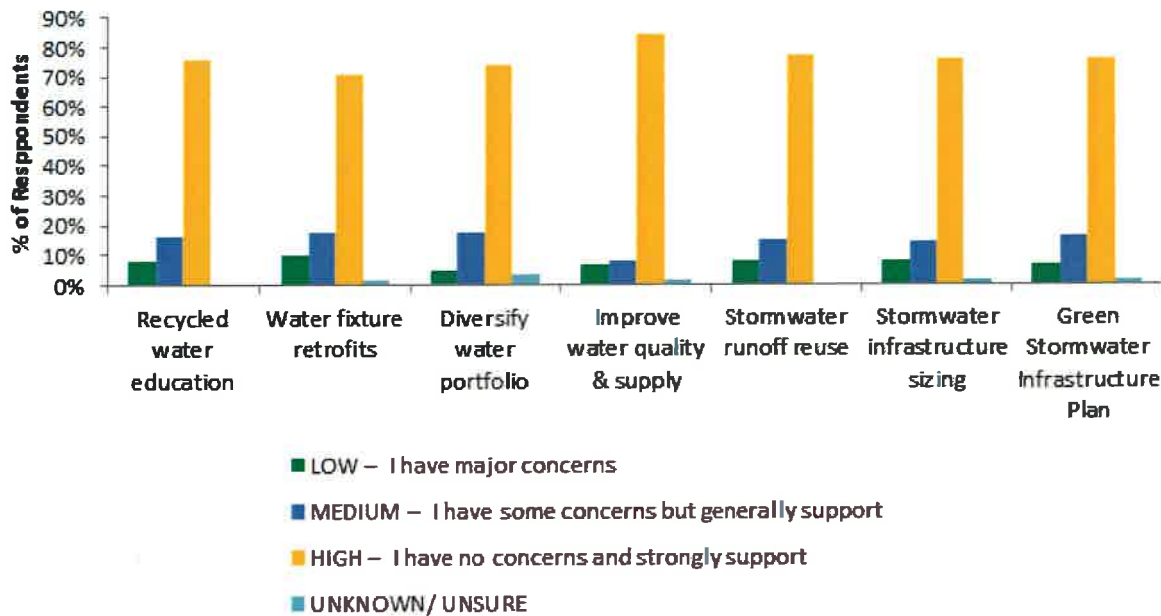
Most respondents generally supported the Water Resources strategies and actions; the sector received an average overall score of around **87 out of 100**.

**Q19: Please indicate your level of support for the following actions:**

- ▶ Recycled water education
- ▶ Water fixture retrofits
- ▶ Diversify water portfolio
- ▶ Improve water quality & supply
- ▶ Stormwater runoff reuse
- ▶ Stormwater infrastructure sizing
- ▶ Green Stormwater Infrastructure Plan

62 answered; 68 skipped.

- ▶ **General Support:** Respondents generally supported all the actions; each received less than 10% low support votes, and between 70% and 84% of respondents indicated they highly supported all actions.
- ▶ **Strongest Support:** Respondents expressed the strongest support for improve water quality & supply, with around 84% of respondents highly supporting this action.
- ▶ **Lowest Support:** The water fixture retrofits action was slightly less supported, receiving the highest portion (10%) of low support votes and the lowest portion (71%) of high votes.







## Transportation & Land Use

### Q23: In general, what is your level of support for these strategies and actions?

55 answered; 75 skipped.

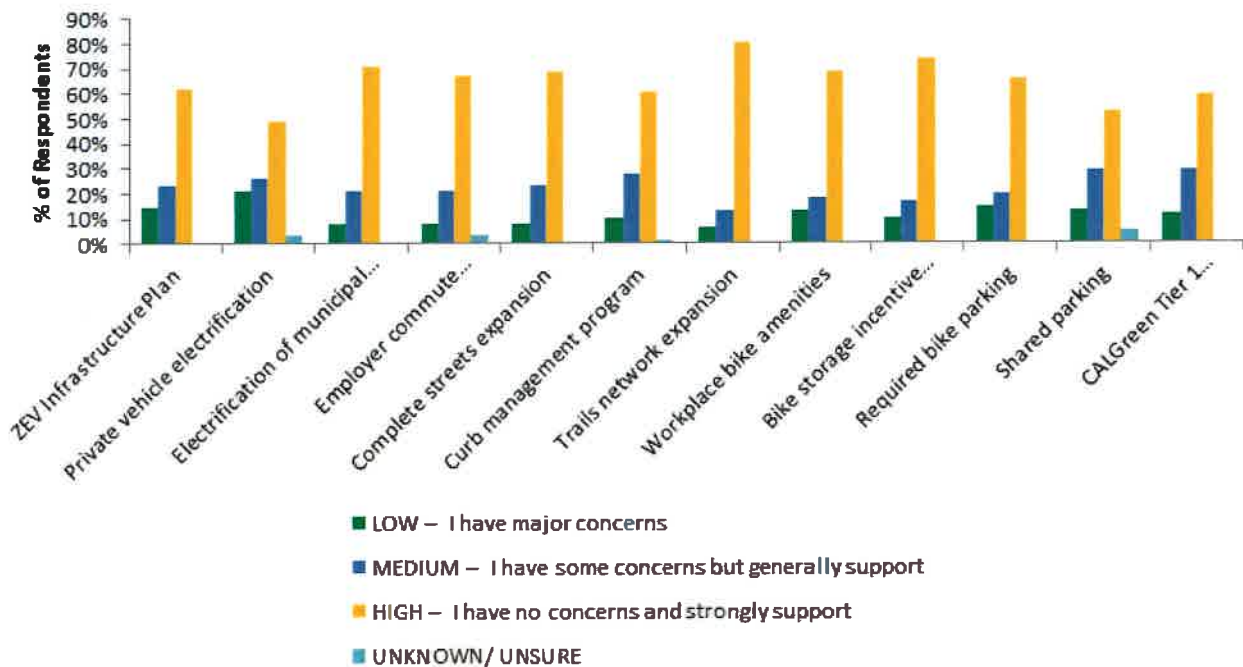
Most respondents generally supported the Transportation and Land Use strategies and actions; the sector received an average overall score of around **80 out of 100**.

### Q24: Please indicate your level of support for the following actions:

- ▶ ZEV Infrastructure Plan
- ▶ Private vehicle electrification
- ▶ Electrification of municipal fleet
- ▶ Employer commute incentives
- ▶ Complete streets expansion
- ▶ Curb management program
- ▶ Trails network expansion
- ▶ Workplace bike amenities
- ▶ Bike storage incentive program
- ▶ Required bike parking
- ▶ Shared parking
- ▶ CALGreen Tier 1 development standard

16 answered; 114 skipped.

- ▶ **General Support:** Respondents supported most of the actions; however, some actions received relatively lower high support votes.
- ▶ **Strongest Support:** Respondents expressed the strongest support for trails network expansion and the bike storage incentive program, which received around 80% and 74% high votes, respectively.
- ▶ **Lowest Support:** Private vehicle electrification was the least supported action, receiving the highest portion (21%) of low support votes and the lowest portion (49%) of high votes.





## Community Resilience & Wellbeing

**Q28: In general, what is your level of support for these strategies and actions?**

53 answered; 77 skipped.

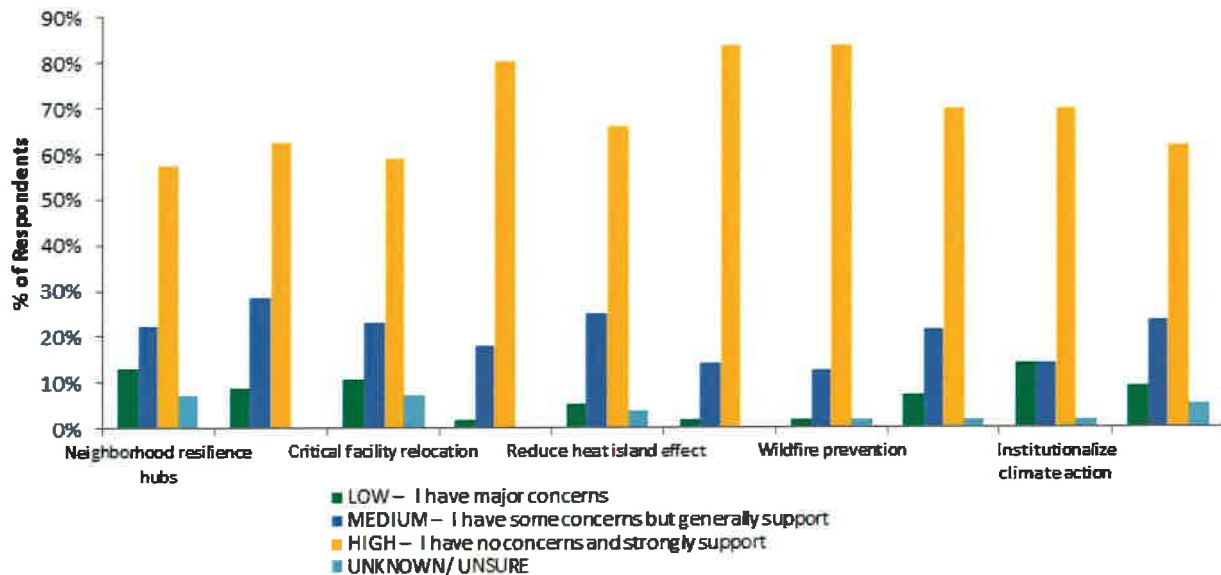
Most respondents generally supported the Community Resiliency & Wellbeing strategies and actions; the sector received an average overall score of around **82 out of 100**.

**Q29: Please indicate your level of support for the following actions:**

- ▶ Neighborhood resilience hubs
- ▶ Community cooling centers
- ▶ Critical facility relocation
- ▶ Wildfire awareness
- ▶ Reduce heat island effect
- ▶ Wildfire preparation
- ▶ Wildfire prevention
- ▶ Wildfire smoke outreach & education
- ▶ Institutionalize climate action
- ▶ Adaptation and resilience in capital projects

56 answered; 74 skipped.

- ▶ **General Support:** Respondents supported most of the actions; however, but some actions received relatively less support than others.
- ▶ **Strongest Support:** Respondents expressed the strongest support for wildfire preparation and wildfire prevention, with around 84% of respondents highly supporting these actions.
- ▶ **Lowest Support:** The neighborhood resilience hubs was the least supported action, receiving the highest portion (13%) of low support votes and the lowest portion (57%) of high votes.



**Open-Ended Responses**

The following word cloud presents **top-mentioned terms** from open-ended responses for the questions summarized below:



**Q30: Optional. What would be needed for you to fully support these strategies and actions?**

10 answered; 120 skipped.

- ▶ **Prioritize actions focused on fire prevention and preparedness.** Respondents indicated that wildfire safety and air quality are a particular concern for residents. This recommendation applies to *Action 1212: Wildfire preparation*, *Action 1213: Wildfire prevention*, and *Action 1028: Wildfire smoke outreach & education*.
- ▶ **Clarify how actions will be implemented.** Respondents requested more specific implementation plans, including how the City will adequately staff *Neighborhood resilience hubs (Action 1026)* and *Community cooling centers (Action 1035)*.

**Q31: Optional. Are there any critical strategies or actions missing?**

7 answered; 123 skipped.

- ▶ **Expand community education and outreach.** Respondents recommended adding more wildfire mitigation trainings for homeowners to *Action 1028: Wildfire smoke outreach & education* and upgrading *Action 1023: Comprehensive public/private outreach* from low to high priority.
- ▶ **Add additional water-focused community resiliency actions,** including providing clean water stations in public parks.

**Q32: Optional. Do you have any other comments related to these strategies and actions?**

5 answered; 125 skipped.

- ▶ **Strong support for immediate implementation** of community resiliency actions, noting in particular the urgency of wildfire prevention and preparedness.

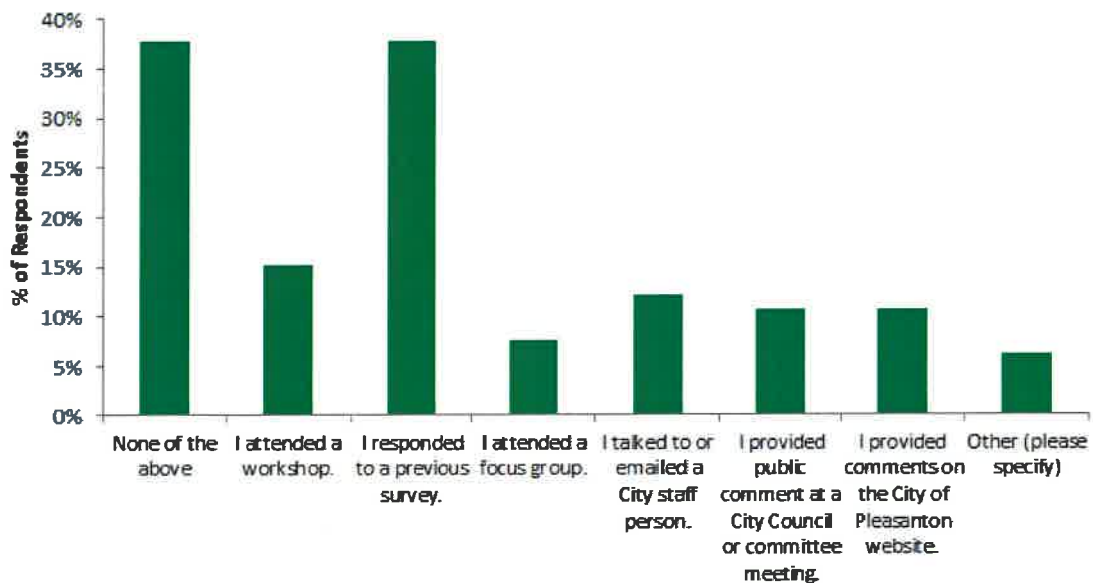
## Engagement in CAP Process

Q33: In which other ways have you engaged in the CAP 2.0 planning process? (Select all that apply)

- ▶ None of the above
- ▶ I attended a workshop.
- ▶ I responded to a previous survey.
- ▶ I attended a focus group.
- ▶ I talked to or emailed a City staff person.
- ▶ I provided public comment at a City Council or committee meeting.
- ▶ I provided comments on the City of Pleasanton website.
- ▶ Other (please specify)

66 answered; 65 skipped.

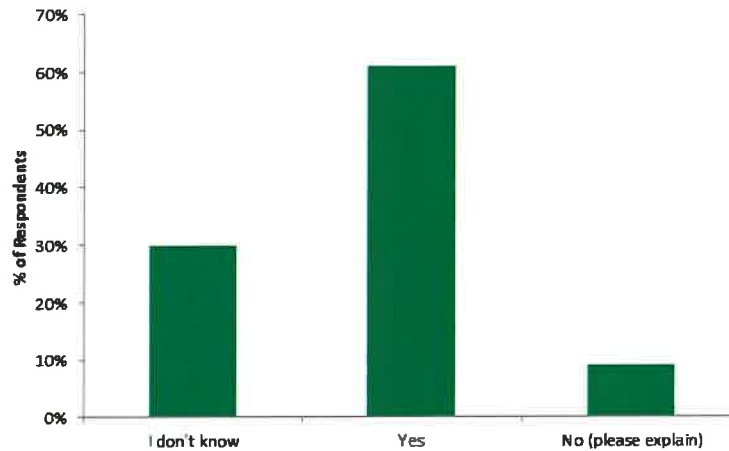
- ▶ Of the respondents who had participated in the CAP process, most (38%) had participated through a **past survey**.
- ▶ To date, about an equal number (38%) had **not participated in the CAP process at all**.
- ▶ Open-ended responses indicate that respondents have also participated by watching **commission meetings**, participating in **alternative transportation planning**, and attending other **City meetings**.



**Q34: Do you feel that you have been sufficiently informed about the CAP 2.0 process and given enough opportunities to provide input?**

67 answered; 63 skipped.

- ▶ Most residents (61%) say they have been sufficiently informed about the CAP 2.0 process.
- ▶ Through open-ended responses respondents expressed that they feel **engaged but unsure if their feedback is addressed**, that they would like to see **outreach in different languages** (such as Mandarin and Cantonese), and that they would like the City to **diversify outreach to include other mediums**.



**Q35: Is there anything in particular you would like to see happen next in the CAP 2.0 planning process?**

19 answered; 111 skipped.

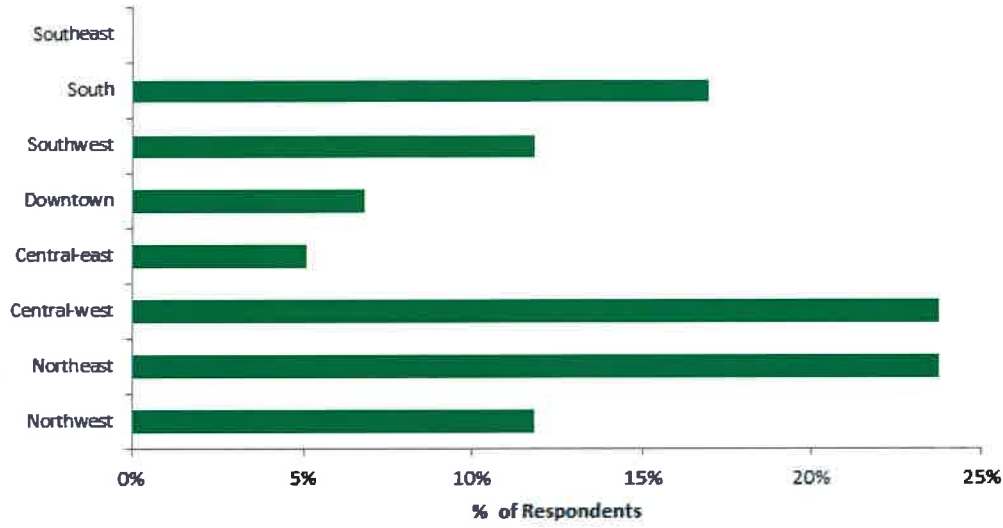
- ▶ **More advertising** for meetings
- ▶ **More community outreach**, including engaging **local schools**.

# Demographic Summary

## Q36: Which of the following geographic areas best describes where you live?

59 answered; 71 skipped.

Respondents were spread across neighborhoods, with the most respondents located in **Northeast** and **Central-west Pleasanton** (both 24%).



## Q37: Which specific neighborhood do you live in?

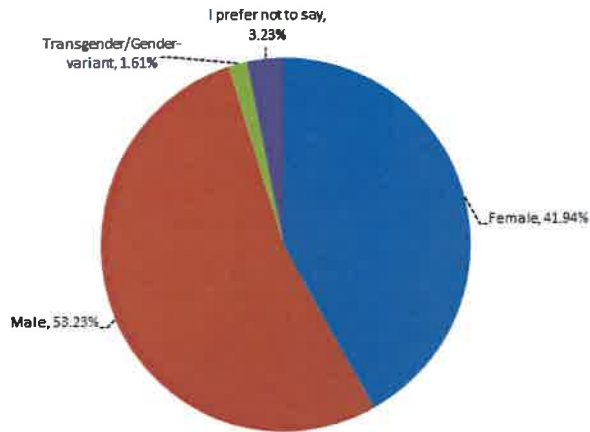
44 answered; 86 skipped.

Residents were scattered in neighborhoods across the city. The most common neighborhood was Pleasanton Valley, followed by Val Vista.

**Q38: What is your gender?**

62 answered; 68 skipped.

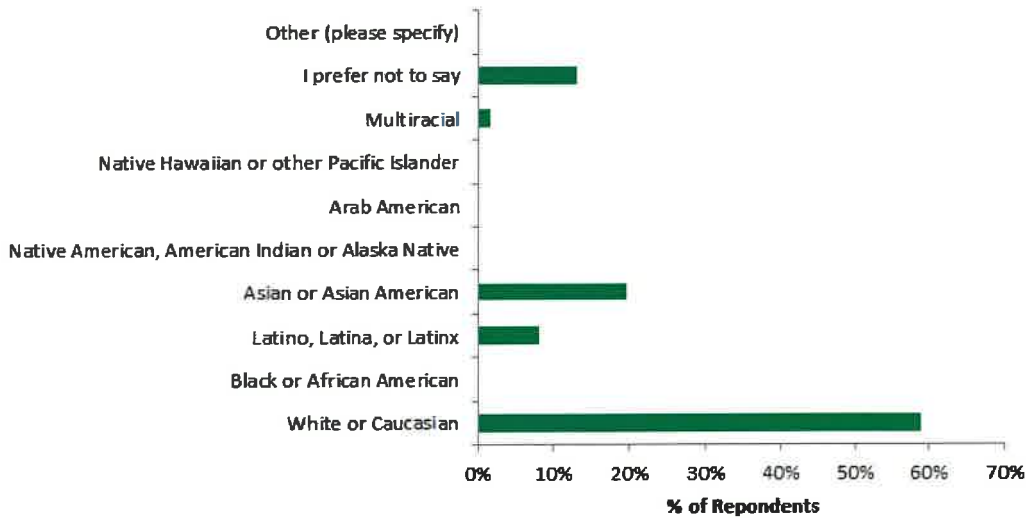
Most respondents identify as male (53%).



**Q39: Which of the following best represents your racial or ethnic heritage? (Select all that apply)**

61 answered; 69 skipped.

Most respondents identify as White (59%).



Current Pleasanton demographics are provided below for reference:

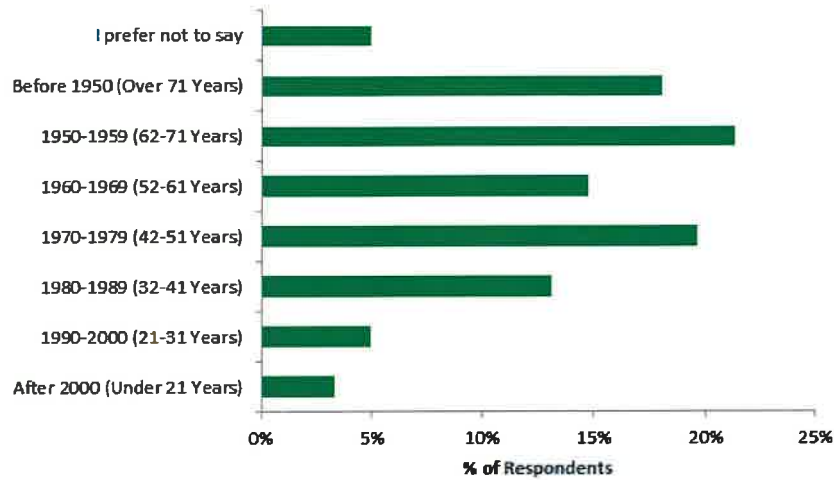
Race			
White or Caucasian	59%	Latino, Latina, or Latinx	8%
Asian or Asian America	19%	Multiracial	2%



**Q40: In what decade were you born?**

61 answered; 69 skipped.

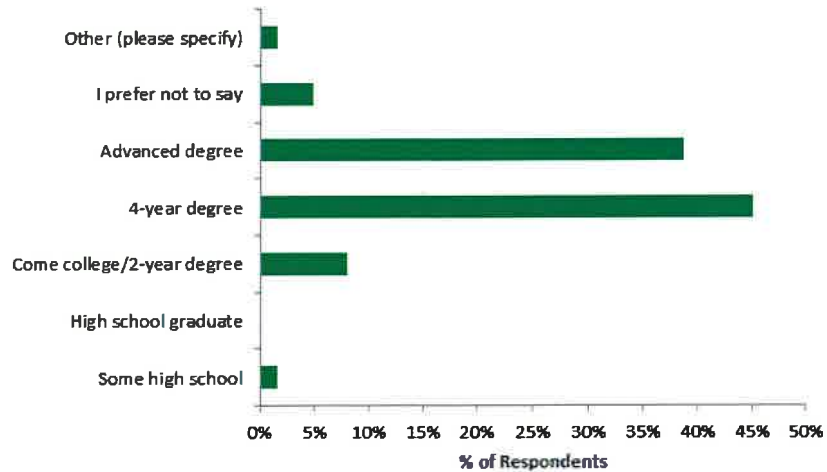
Respondents were fairly well distributed among ages; in general, **older ages were overrepresented** and **younger ages were underrepresented** compared to the general population. The **majority of respondents are over the age of 52** (54%), with 15% of respondents between the age of 52-61 and 19% between the age of 62-71.



**Q41: What is the highest level of education you have completed?**

62 answered; 68 skipped.

Most respondents are **college-educated** (92%), with 45% having an advanced degree, 39% have a 4-year degree, and 8% having some college or a 2-year degree.



**Q42: Are there any other comments or thoughts you want to share?**

*17 answered; 113 skipped.*

- ▶ **Continue engaging the community**, on residents can participate in the CAP process and do their part to address climate change; focus on reaching older residents who may not be as engaged as young people and translate outreach materials into multiple languages.
- ▶ **Collaborate with neighboring cities** in the Tri-Valley area on climate action planning.



Subject: Introduction and offer to assist Tri-Valley Climate Action education and outreach

For those of you not yet familiar with the Tri-Valley Air Quality Community Alliance ([www.tvaqca.org](http://www.tvaqca.org); [@TriValleyAQCA](https://twitter.com/TriValleyAQCA)), we are a Tri-Valley community-wide organization working to understand our local air quality problems, and to find local, long-term, sustainable mitigation strategies. From our diverse population we draw local leaders and advisors for guidance and counsel, as well as scientists and engineers to develop science-based insight and solutions. We are funded through air district grants, which are intended to engage grassroots groups who offer local perspectives and local solutions.

We offer our support to local Climate Action Plan-driven efforts. Improved air quality leading to improved public health is one of the most tangible and guaranteed benefits of climate action. The Tri-Valley alone cannot stop global climate change, but the Tri-Valley as part of the Bay Area's collective efforts can improve its air. The Tri-Valley fails to meet federal air quality standards multiple days every year for ground level ozone (smog); and even in the absence of wildfires, we usually also fail multiple days to meet the standard for fine particulate matter (PM2.5). We experienced **52 Spare the Air Days** in 2020! TVAQCA's baseline survey collected last year found widespread dissatisfaction with local air quality – especially during wildfire events. Respondents also reported that air quality really matters to them, as a factor in choosing where to live.

So, while cleaner air and improved health are co-benefits of a Climate Action Plan, it is also valid to turn this thinking around; in the words of the Bay Area air district: "spare the air, cool the climate". [[https://www.baaqmd.gov/~/media/files/planning-and-research/plans/2017-clean-air-plan/final-clean-air-plan-april-2017revised4\\_26-pdf.pdf?la=en](https://www.baaqmd.gov/~/media/files/planning-and-research/plans/2017-clean-air-plan/final-clean-air-plan-april-2017revised4_26-pdf.pdf?la=en)]

Our Oversight Committee includes members of Livermore and Pleasanton's citizens' committees working on Climate Action Plan updates, and our wider Advisory Group includes many individuals and organizations working in this space. We offer to help the Tri-Valley cities with their messaging and prioritization of efforts directed at climate action. We have produced a document (on our website) explaining in layman's language the nature of our air quality issues, and with the help of the air district will be adding more to this understanding this year. And we are beginning to identify local solutions. Next month we are hosting a virtual forum on the transition to commercial battery electric landscaping equipment (Tuesday, April 13, 3-4:30 pm; registration details will be available shortly). We are also planning online talks during Earth Day Week, and we will continue to speak to interested local groups. We would welcome the opportunity to meet with you and explore just how we can help. To discuss ways that we can work together, please contact Bruce Daggy, [bruce.daggy@gmail.com](mailto:bruce.daggy@gmail.com), (M) 925-918-1828.

The Tri-Valley Air Quality Community Alliance Oversight Committee:

Ron Baskett, Ann Brown, Bruce Daggy, Laurene Green, Van Rainey, and Jennifer Yeaman

cc: Aneesh Rana, BAAQMD

## Megan Campbell

---

**Subject:** FW: CAP 2.0 Workshop and Meetings

---

**From:** Todd Nelson

**Sent:** Wednesday, March 24, 2021 12:43 PM

**To:** Megan Campbell

**Subject:** Re: CAP 2.0 Workshop and Meetings

Hi Megan,

I am the BPTC member who mentioned municipal water filtration for microplastics the other day. Here are a couple of relevant links for context:

[We need a rethink how we view climate change. | Goes Foundation](#)

[Microplastics in Arctic sea ice should concern everybody - ArcticToday](#)

The task of reducing GHG emissions is daunting because you have to alter human behavior. Realistically, we can hope to reduce the amount of GHG emitted but not completely eliminate it within the necessary timeframe. But even if we did, then we still need to draw carbon down from the atmosphere. That drawdown occurs from a combination of terrestrial (e.g., trees) and oceanic activities. Fighting deforestation isn't really something that Pleasanton can do (I think we are pretty good, actually) but we can do something for the ocean by reducing plastics discharged and thereby helping preserve plankton. That's the theory, anyway. Tertiary filtration is something the City can do in parallel with changing human behavior (i.e., single-use plastics).

Todd

## Megan Campbell

---

**Subject:** FW: Pleasanton CAP 2.0 Update

**From:** Emily Alvarez  
**Sent:** Thursday, March 25, 2021 11:21 AM  
**To:** Megan Campbell; Zachary Reda  
**Subject:** RE: Pleasanton CAP 2.0 Update

Hi Megan,

This was a great list and a lot of effort to pare down from the start! The robust ranking method you chose was very innovative and it will be exciting to see both what makes it into the final CAP and how actions are implemented. Below are some compiled comments from StopWaste's team. Please let me know if you have any questions!

- If the intent of the CAP is for CEQA streamlining, reconsider refrigerants and back-up generators, or at least consult BAAQMD before excluding them. We heard BAAQMD indicate these (along with building electrification and transportation) would be in their guidelines.
- 1198 - Consider revising a couple of the scores for embodied carbon. There is a lot of momentum in this space, and we are confident that before the next opportunity to update the CAP, embodied carbon will be ripe for action. There are also opportunities to simplify the language. Simplified wording could be: "Update building codes with readily available amendments to reduce embodied carbon in high-impact materials and enable use of carbon-storing materials. Participate in regional efforts to build local supply chains and economic opportunities for carbon-storing or reclaimed materials." Carbon-storing building materials may seem fringe at the moment, but it's increasingly feasible, like the [recent Dublin public safety complex](#). Suggested scoring:
  - Effectiveness: 3 or 3.5 – if taken holistically, focusing on scaling bio-based materials that are grown in carbon sequestering methods, the impact can rival all-electric codes, and it is possible to require this via ordinance/code (though recommend more carrots at first)
  - Co-benefits: 2.5 or 3 – if done via natural building materials, it directly benefits health of occupants; it could also indirectly benefit ecosystems and job creation.
  - These may still not bump the overall score over the threshold. If so, that's okay. I hope that if there arises an opportunity for an easy win later, you'll still be able to take it!
- 1137 & 1138 - Consider integrating repair industry action with job training for repairs. They seem necessary to pair. We learned from ARRA and other initiatives that job training without creating the businesses for job placement is not as effective. Unless there's already a robust repair industry that just needs more workforce. Coordinate with StopWaste's Reuse and Repair Stakeholder group.
- In Materials & Consumption, in the High Priority Action for "Food recovery program", it lists: ". Conduct a baseline assessment of edible food waste and capacity analysis of existing organizations (as required by SB 1383)." StopWaste is planning to conduct this for the County, so it would be important to coordinate efforts in order to avoid generators and food recovery organizations getting hit multiple times with survey questions.
- For Low Priority Actions of "Waste recovery implementation plan" and "Comply with state waste ordinances", there is a real risk of fines/penalties to jurisdictions if CalRecycle deems they are not complying adequately with SB 1383, so consider increasing its priority.
- 1194 - is this reducing single use plastics from landfill or in general? The later part of this statement does not reduce the use of single use plastics -- perhaps reduce from landfill but not a viable path for reduction. Suggest clarifying the language.
- 1042 – Suggest prioritizing reusables with an exception needed for compostables if reusables are not feasible, since these materials are often not truly compostable. Make sure compostables are BPI certified.

- 1044 - We may have a pooled contract for Rethink next year.
- 1126 - Consider collapsing 1045, 1138 into one grant program to support waste diversion from landfill which could have separate components to address the other two ideas. It takes a lot of effort and staff to create grant programs and may not be feasible to create 3 new ones.
- 1155 – consider referring to CalGreen building code for C&D recycling requirements and creating a separate deconstruction ordinance.

Thanks,  
Emily

---

**From:** Megan Campbell <[mcampbell@cityofpleasantonca.gov](mailto:mcampbell@cityofpleasantonca.gov)>  
**Sent:** Thursday, March 11, 2021 5:03 PM  
**To:** Zack Reda <[zreda@cityofpleasantonca.gov](mailto:zreda@cityofpleasantonca.gov)>  
**Subject:** Pleasanton CAP 2.0 Update

Hi Everyone,

Following-up with you about the Pleasanton CAP 2.0 as you participated in our focus groups back in December. Your valuable feedback helped us shape the potential action list. Based on your feedback as well as staff, Committee, and public input, we have modified the potential action list (i.e., removed, refined, and added actions) and we prioritized the list based on several factors. The prioritized action list can be reviewed [here](#). The high priority actions are proposed to advance to the next phase of review (i.e., quantitative analysis) and the low priority actions are proposed to be removed from the review process unless otherwise flagged throughout the current public outreach process.

Through March, we are holding a number of public hearings and will continue to refine the action list (e.g., elevate some low priority actions, refine wording, etc.). We are holding a community workshop on March 25 at 5:30pm. The workshop will be a great place to continue the conversation with the community. To register for the event, please see this link: <https://cityofpleasantoncapcommunityworkshop.eventbrite.com/>. Please feel free to share this link across your networks to encourage community participation.

I am also happy to continue the conversation offline with you as well, so please do not hesitate to reach out with any questions or comments.

Again- thank you for your participation!

**Megan Campbell**  
*Associate Planner, Community Development Department*  
D: 925-931-5610  
C: 925-931-5600  
[mcampbell@cityofpleasantonca.gov](mailto:mcampbell@cityofpleasantonca.gov)

City of Pleasanton | P.O. Box 520, Pleasanton, CA 94566



**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

## Megan Campbell

---

**Subject:** FW: CAP 2.0: Additional Feedback

**From:** [REDACTED]  
**Sent:** Friday, March 26, 2021 11:57 AM  
**To:** Zachary Reda; Megan Campbell  
**Cc:** [REDACTED]  
**Subject:** CAP 2.0: Additional Feedback

Zach / Megan,

Appreciate you hosting the CAP 2.0 community workshop last night. I did have some additional feedback.

### General Feedback:

- It appears there are some recommendations that are already in place (e.g., 1119, 1175). Why would these be listed as high recommendations potentially taking the spot of an action item that has yet to be implemented.

### Buildings and Energy:

- Action #1020: Regardless of overall score it does not make sense to have this as a low priority. Anytime you can streamline or reduce permitting regulations it should be done to remove barriers for residents. Given this has feasibility and support scores of 5 not sure why this isn't something that is just done as normal course of city business.
- Zero Carbon Materials - I didn't see this listed but what about new commercial or residential development building codes requiring the use of zero carbon material (e.g., steel, cement). This would include manufacturing sources using carbon capture and green electricity. If not for private development then certainly for city projects.

### Materials and Consumption:

- Strategy 1 Increase Waste Diversion:
  - o **Textiles should be included as a separate action item**
    - The EPA estimates that the average person throws away ~ 75 lbs of clothing per year. This figure does not include linens, drapes, stuffed animals, etc.
    - According to trade association SMART only 15% of recyclable textiles are donated or recycled with the rest ending up in landfills
    - SB 1383 specifically calls out a need to address natural fiber clothing (e.g., wool, cotton)
    - Alameda County Waste Characterization Study (2017-18) – Although not broken out for residents the report shows a significant portion of the commercial waste stream includes textiles
- Action Item #1194: Single use plastic is one of the biggest issue facing our marine life. Yes, it ranks low on the CO2 effectiveness rating but that is not applicable here (similar to the low effectiveness ratings in water resources section). This has ratings of 5.0 for both feasibility and support.
- Action Item #1126: Things like community tools sheds will not be used widely in an affluent city like Pleasanton. Typical residents are just going to but what they need to have instant usage availability. Time can be better spent elsewhere.

- Action Items #1155: Updating this ordinance should be rated a high. Not sure why the co-benefits score is only a 2.0 given this would address several other action items. Additionally this should go hand and hand with #1156. Both are good ways to improve waste diversion.

Natural Systems:

- Strategy 1 Increase Land Carbon Sequestration
  - o There is no mention of offsetting the city's carbon footprint by other means. For example, purchasing direct air capture and CO2 sequestration from companies like Climeworks. Yes, I know tax payer dollars, but it is worth the discussion if it can be used as another tool to meet the city's CO2 targets.

Transportation and Land Use:

- Action #1187: With the anticipated increase of EV ownership it would seem logical that new apartment and condo complexes should be mandated to provide EV charging stations. This should be moved to high especially given it has a pretty good overall score of 3.5.

Community Resilience and Wellbeing:

- Action Item #1023: This should be in the high priority section. Education is the key for all the action items listed in this report. Understanding ones carbon footprint can be a rather abstract concept. Residents easily understand things like water usage, they see it and they get billed for it. Tools like carbon footprint calculators would be quite beneficial.

Of course, if there is any way I can help with the CAP 2.0 project please let me know. Or if you have any insight as to how I can get more traction with the Textile issue I would appreciate any input.

Thanks,

**Greg Klein**  
Managing Director  
GreyHill Consulting, L.L.C.



Click [here](#) to report this email as spam.



## Megan Campbell

---

**Subject:** FW: New Form Entry - How to Address Climate Change

**From:** [REDACTED]

**Sent:** Saturday, April 3, 2021 6:41 PM

**To:** Megan Campbell

**Subject:** New Form Entry - How to Address Climate Change

**Name**

Phyllis Couper

---

**Email**

[REDACTED]

---

**Share your ideas!**

Focus should not be completely on solar energy alone. The development stage of batteries for electric cars still uses 40% fossil fuels to build as well as heavy consumption of earth minerals. The recent snow storms in Texas that froze all the solar units is another flag. Intensive research should be used prior to implementing any severe changes due to these facts and due to many erroneous concepts that have circulated over the years. In the 70's and 80's there were dire predictions of severe famine, a new ice age, and the oceans being dead by 1980. Polar ice caps were predicted to be gone by 2014; New York City would be flooded by 2019, and in 2021 a prediction that we only had twelve years left on the planet. A blend of fuel sources would be a good choice. Also there are several construction material companies that are using plants to make building materials which give off no carbon emissions. Going about changes from positive resources that not only support our businesses and consumers, but also eliminates the need for over site from government appointed, non-elected heads of departments or commissions, who may or may not understand the needs of a particular community or city.



# Multi-Criteria Analysis Outcomes

For Pleasanton CAP 2.0 | ~~March 4, 2021~~ April 13, 2021

## Contents

Overview .....	2
Buildings & Energy .....	7
Materials & Consumption .....	13
Natural Systems .....	18
Water Resources .....	23
Transportation & Land Use .....	26
Community Resilience & Wellbeing.....	35

## Overview

The Pleasanton CAP 2.0 draft strategies and actions are the product of the following process and inputs:







1. The Cascadia Consulting Group (Cascadia) team prepared an **initial list of draft strategies and actions**, based on Pleasanton's past climate action, current best practices and best available science, [community input](#), and peer city efforts.
2. City of Pleasanton staff reviewed the initial list and recommended **changes to improve the feasibility and relevance of actions**.
3. The City convened **six focus groups and a workshop with the Energy and Environment Committee (EEC)** to discuss a short list of highly relevant actions that are high-priority and especially impactful; potentially controversial or divisive; and/or especially need collaboration or buy-in to implement. EEC discussed the full list of draft strategies and actions; the six focus groups covered specific topics and were organized as follows:
  - Buildings & energy
  - Transportation
  - Waste & materials
  - Water & natural resources
  - Business perspectives
  - Community perspectives
4. Cascadia and the City **revised the strategies and actions** based on input from the focus groups to generate the list in this document.
5. Cascadia and the City established **criteria and a scoring rubric for evaluating the actions**. Cascadia conducted a multi-criteria analysis (MCA) using the scoring rubric. Additional details on this analysis are provided below.
6. Cascadia **recommended 55 high-priority actions** for inclusion in the CAP 2.0. To determine high-priority actions, Cascadia considered overall priority score of the top 60 actions, the 10 top actions in each focus area, and the 3 top actions in each strategy. Actions in two or more of these categories were identified as high-priority actions. The final prioritized list ("High Priority Actions") that meet these criteria will carry forward into a more comprehensive cost-benefit analysis. "Low Priority Actions" are proposed to be removed from the evaluation process unless flagged for further consideration.

This document includes the full list of draft strategies and actions currently being considered and summarizes the outcomes of the qualitative MCA process.

## Multi-Criteria Analysis

The consulting team conducted an MCA of the comprehensive list of actions that were generated from City experience and expertise; review of other plans, policies, and best practices; and input from the community, Committee on Energy and Environment, and focus groups.

Criteria and weightings for the analysis were identified and refined through City and stakeholder review, summarized below:

Criterion	Weight	Definition/Subcriteria
 Effectiveness	0.25	What is the extent and likelihood that the action will <b>reduce GHG emissions</b> or <b>enhance resiliency</b> ? For adaptation actions: Does the action address a <b>high climate risk</b> ? For mitigation actions: Does the action address a <b>high GHG emissions source</b> ?
 Cost	0.25	What is the upfront and ongoing <b>cost to the City</b> ? What is the upfront and ongoing <b>cost to the community</b> ? Are there <b>cost savings</b> to the community and/or City?
 Feasibility	0.2	What is the <b>City's level of control</b> over action implementation? Are there <b>regulatory, political, or technological constraints</b> ?
 Level of Support	0.1	Do <b>residents support/agree</b> with the action? Do <b>businesses and external partners support/agree</b> with the action?
 Equity	0.1	Does the action address the <b>needs of vulnerable and historically marginalized populations</b> ? Does the action <b>reduce vulnerability for all populations</b> ? Is it fair? Are <b>benefits distributed evenly</b> across the community?
 Co-benefits	0.1	Does the action <b>advance high-priority co-benefits</b> ?

**Ranking Definitions**

Each ranking category was defined to allow for an objective and consistent analysis across actions. Ranking definitions for each subcriteria are provided below for reference.

Effectiveness	
Likelihood of creating impact/reductions	Level of need (e.g., high/low emissions source or climate risk)
1 Very unlikely - voluntary/indirect action with limited reach/scaling (i.e., very low impact/reductions)	Addresses a very minor need - Mitigation: very low emissions source   Adaptation: very low climate risk for City/community.
2 Unlikely - voluntary/indirect action with broad reach/scale (i.e., low impact/reductions)	Addresses a minor need - Mitigation: low emissions source (e.g., solid waste and municipal emissions)   Adaptation: low priority climate risk for City/community.
3 Somewhat likely - voluntary/indirect, but with financial incentives (i.e., moderate impact/reductions)	Addresses an average need - Mitigation: average emissions source   Adaptation: average climate risk for City/community (e.g., landslides & flooding).
4 Likely - regulatory/infrastructure project, but with limited reach/scaling (i.e., high impact/reductions)	Addresses a higher-than-average need - Mitigation: high emissions source (transportation & building energy)   Adaptation: high climate risk for City/community (e.g., wildfire & smoke, extreme heat, water supply & drought).
5 Very likely - regulatory/infrastructure project with broad reach/scale (i.e., very high impact/reductions)	Addresses a very major need - Mitigation: very high emissions source   Adaptation: very high climate risk for City/community.

Cost		
Cost to City (includes startup and ongoing maintenance costs—over 10 years)	Direct cost to community (upfront and ongoing cost - over 10 years)	Cost savings (over 10-year lifetime)
1 Very high - will require VERY HIGH investment of City resources (>\$10 mil - large infrastructure projects).	Very high - action will present SIGNIFICANT costs across the ENTIRE community (>\$200 per household).	No net cost savings (negative ROI).
2 High - will require HIGH investment of City resources (\$1-10 mil - moderate infrastructure projects and large programs).	High - action will present SIGNIFICANT costs to SOME in the community (>\$200 per household).	N/A
3 Moderate - will require MODERATE investment of City resources (\$100k-\$1 mil - larger plans, policies, and small programs).	Moderate - action will present MODERATE costs across the community (\$25-\$200 per household).	No net cost savings (neutral) OR Unknown (more study needed).
4 Low - will require LOW investment of City resources (<\$100k - simple policy changes, studies, and small plans).	Low - action will present MINIMAL costs across the community (<\$25 per household).	N/A

Cost			
	Cost to City (includes startup and ongoing maintenance costs—over 10 years)	Direct cost to community (upfront and ongoing cost - over 10 years)	Cost savings (over 10-year lifetime)
5	Very low - can be completed with little to no City resources.	Very low- action will NOT present any additional costs to the community.	Net cost savings (positive ROI).

Feasibility	
City's role (i.e., level of control)	Regulatory, political, technological constraints
1 Very low - City's role would be largely as advocate (i.e., action led by external implementing entity).	Very low - action currently UNVIABLE given current regulations, politics, and/or technologies.
2 City would be voluntary partner with implementing entity.	Low - action LIKELY to encounter challenges given current regulations, politics, and/or technologies.
3 Moderate - City would be official partner (e.g., MOU) with implementing entity.	Moderate- action MAY encounter challenges given current regulations, politics, and/or technologies.
4 High - City would be funder of implementing entity.	High - action UNLIKELY to encounter challenges given current regulations, politics, and/or technologies.
5 Very high - City would be implementor or regulator.	Very high - no challenges anticipated given current regulations, politics, and/or technologies.

Level of Support	
Resident support/agreement	Business & external partner support/agreement
1 Very low - MOST residents STRONGLY OPPOSE the action.	Very low - MOST business/external partners STRONGLY OPPOSE the action.
2 Low - SOME residents STRONGLY OPPOSE the action.	Low - SOME business/external partners STRONGLY OPPOSE the action.
3 Moderate - SOME residents OPPOSE the action.	Moderate - SOME businesses/external partners OPPOSE the action.
4 High - SUPPORT within the resident community.	High - SUPPORT among businesses/external partners.
5 Very high - residents STRONGLY SUPPORT the action.	Very high - businesses & external partners STRONGLY SUPPORT the action.

Equity		
Addresses vulnerable/marginalized populations?	Reduces vulnerability? Fair?	Distribution of benefits

Equity			
1	Very low - action will DEFINITELY NEGATIVELY affect vulnerable/marginalized populations.	Very low - action will DEFINITELY INCREASE vulnerability for ALL and is UNFAIR to ALL.	Very low - ALL benefits and costs are accruing to different sectors of the community.
2	Low - action MAY NEGATIVELY affect vulnerable/marginalized populations.	Low - action DEFINITELY INCREASES vulnerability for SOME and is UNFAIR to SOME.	Low - SOME benefits and costs are accruing to different sectors of the community.
3	Moderate/Neutral - action DOES NOT HARM NOR BENEFIT vulnerable/marginalized populations.	Moderate/Neutral - action DOES NOT AFFECT VULNERABILITY or FAIRNESS.	Moderate/neutral - action DOES NOT AFFECT distribution of benefits and costs in the community.
4	High - action MAY BENEFIT vulnerable/marginalized populations.	High - action DEFINITELY REDUCES vulnerability for SOME and is FAIR to SOME.	High - MOST benefits are accruing to the sectors of the community that are bearing the costs of the action and may be accruing to other sectors of the community as well.
5	Very high - action will DEFINITELY BENEFIT vulnerable/marginalized populations.	Very high - action will DEFINITELY REDUCE vulnerability for ALL and is FAIR to ALL.	Very high - ALL benefits are accruing to the sectors of the community that are bearing the costs and may also benefit other sectors of the community.

Co-benefits	
Advances high priority co-benefits? (e.g., improved public health, job creation, habitats & ecosystems, resiliency, mobility & transportation)	
1	Very low - action does not advance ANY high priority co-benefits.
2	Low - action may INDIRECTLY advance ONE OR TWO high priority co-benefits.
3	Moderate - action DIRECTLY addresses ONE high priority co-benefit.
4	High - action DIRECTLY addresses TWO OR THREE high priority co-benefits.
5	Very high - DIRECTLY addresses FOUR OR FIVE high priority co-benefits.

## Buildings & Energy

### Goal

Reduce **GHG-greenhouse gas** emissions from buildings and associated energy consumption and increase buildings and energy resilience which will result in cost savings, improved public health, and improved infrastructure.

### Existing Completed/Ongoing Actions

ID	Action	Action Description
	<b>Green Building Code</b>	Continue to implement the Municipal Code, including Chapter 17.50 Green Building which is intended to create a more sustainable community by incorporating green building measures into the design, construction, and maintenance of buildings.
	<b>CalGreen</b>	Continue to implement CalGreen mandatory measures of the Building Code.
	<b>Maintain highest EBCE choice for municipal operations</b>	Maintain the highest renewable energy choice as the default for all municipal facilities, including opportunities to secure Power Purchase Agreements with other EBCE jurisdictions.

### Completed/Implemented Actions

	<b>Green Building Code</b>	Continue to implement the Municipal Code, including Chapter 17.50 Green Building which is intended to create a more sustainable community by incorporating green building measures into the design, construction, and maintenance of buildings.
	<b>CalGreen</b>	Continue to implement CalGreen mandatory measures of the Building Code.

### Strategy 1: Advance the decarbonization of buildings.

Shift to electric fuels in all new and existing buildings to achieve zero-net carbon buildings.

### High Priority Actions

ID	Action	Action Description							Priority Score
1001	<b>All-electric reach code</b>	Adopt an all-electric building reach code for new construction that limits the development of new gas infrastructure where economically feasible. Ensure solutions are equitably tailored to different building, ownership, and use types. <u>This will require a cost effectiveness evaluation and further outreach. Exceptions to the Code can be considered.</u>	4.5	4.3	4.5	3.0	3.7	4.0	4.2
1164	<b>Exsting Building Electrification Plan</b>	Develop <u>and implement</u> an Existing Building Electrification Plan to advance electrification of <u>existing residential and non-residential</u>	<del>3-53</del>	<del>4-33</del> 7	<del>5-04</del>	<del>3-04</del>	3.0	4.0	<del>4-03</del> 8



ID	Action	Action Description								Priority Score
		<p>buildings. Include regulatory, incentive, and outreach approaches for converting from natural gas and propane to clean electricity. As a part of this effort:</p> <p><u>Grid Analysis/Improvements</u></p> <ul style="list-style-type: none"> <li>• <u>Work with EBCE, PG&amp;E, and regional partners to ensure we have a robust regional electrical grid that minimizes the risk of power outages, increases storage, and reduces demand for diesel or gas generators. Consider opportunities for local renewable generation.</u></li> <li>• <u>Conduct an existing building electrification analysis to identify areas of opportunities, building types, and prerequisites needed to make electrification cost-effective in the community.</u></li> </ul> <p><u>Municipal Buildings</u></p> <ul style="list-style-type: none"> <li>• <u>Work with EBCE to identify critical municipal facilities where solar/storage systems will be the most effective. Phase implementation of electrification into existing municipal buildings.</u></li> </ul> <p><u>Community Buildings</u></p> <ul style="list-style-type: none"> <li>• <u>Review and enhance permitting process (e.g., streamlining) to simplify the process to encourage adoption of electrification, and energy storage practices throughout the community.</u></li> <li>• <u>Leverage partnerships to provide financial incentives for existing residential and commercial building electrification, (e.g., EBCE's Resilient Home program).</u></li> <li>• <u>Establish and implement strategies to increase at-home battery storage installations to increase resiliency.</u></li> <li>• <u>Review the definition for "covered" projects and determine if the renovation threshold is appropriate.</u></li> </ul> <p><u>Outreach/Education</u></p> <ul style="list-style-type: none"> <li>• <u>Build a residential and business toolkit to help identify steps needed to electrify (e.g., panel upgrades, permit guides) and promote rebates and incentives (e.g., hot water replacements and induction cooking through EBCE, BayREN, etc.) to encourage and simplify the electrification process of existing buildings.</u></li> <li>• <u>Use a phased approach that focuses first on municipal buildings, community education, and voluntary communication action, then becomes mandatory overtime.</u></li> <li>• <u>Work with local businesses and change agents to influence behavior in community.</u></li> </ul>								

ID	Action	Action Description							Priority Score
		<ul style="list-style-type: none"> <li>Work with local organizations (e.g., Bay East Association of Realtors) to promote energy programs to homeowners.</li> <li>Leverage partnerships to provide financial incentives for existing residential and commercial building electrification, such as EBCE's Resilient Home program.</li> </ul> <p><u>Metrics/Evaluation</u></p> <ul style="list-style-type: none"> <li>Build-in evaluation metrics to determine progress towards meeting electrification goals.</li> <li>Stay apprised of existing building electrification regulations, studies, and regional efforts.</li> </ul> <p>As part of the Electrification Plan consider the following:</p> <ul style="list-style-type: none"> <li>Disclosures for permitting to improve compliance, electric panel upgrades, and electrification upon replacement. Consider limiting approval of permits for new natural gas HVAC and/or hot water heaters upon replacement.</li> <li>Local policies that incentivize electrical panels upgrades that prepare buildings for full electrification, such as streamlined permitting.</li> <li>Adopting an electrification ordinance for existing buildings, implemented through the building permit process, to transition natural gas to electric.</li> </ul>							
1004	Electrification outreach	Continue to conduct education, outreach, and promote financial incentives on commercial and residential energy efficiency and electrification. Combined with 1164	2.5	3.7	5.0	5.0	3.0	3.0	3.6
1171	Hot water heater outreach and education	Conduct education and outreach on hot water heater replacements, including promoting financial incentives from EBCE and BayREN. Combined with 1164.	2.5	3.7	5.0	5.0	3.0	3.0	3.6
1169	Refrigerant management in new construction	Require that all new construction use the lowest GWP refrigerants available for equipment and systems.	1.5	2.0	4.0	3.0	3.0	2.0	2.5

**Low Priority Actions**

ID	Action	Action Description							Priority Score
1166	Regional electricity grid improvements	Work with EBCE and regional municipalities to develop a plan for a robust regional electrical grid that minimizes the risk of power outages and demand for diesel or gas generators. Opportunities may include a utility scale solar farm and small scale solar with storage. Combined with 1164.	2.5	4.0	3.5	5.0	3.0	4.0	3.5

1170	Low-carbon backup generation	Develop incentives and promote the use of lower-carbon fuel sources for backup generation.	2.0	3.7	4.0	4.5	3.0	4.0	3.4
	<u>Renewable Natural Gas</u>	<u>Consider alternative fuel sources, such as renewable natural gas, when reviewing electrification.</u>	<u>3.5</u>	<u>2.7</u>	<u>3.5</u>	<u>3.0</u>	<u>2.3</u>	<u>2.0</u>	<u>3.0</u>
1144	Refrigerant management in existing buildings	Pilot retrofit and financing mechanisms to improve refrigerant management in existing construction. Substantial emissions reductions could be achieved through the adoption of practices to avoid leaks from refrigerants and destroying refrigerants at end of life, both after the adoption of HFC-alternatives.	1.0	3.7	3.5	3.0	3.0	2.0	2.7
1169	<u>Refrigerant management in new construction</u>	<u>Require that all new construction utilize the lowest GWP refrigerants available for equipment and systems. Moved to high priority.</u>	<u>1.5</u>	<u>2.0</u>	<u>4.0</u>	<u>3.0</u>	<u>3.0</u>	<u>2.0</u>	<u>2.5</u>

**Strategy 2: Improve energy consumption & efficiency.**

Manage energy demand and improve energy efficiency in all sectors to reduce greenhouse gas emissions.

**High Priority Actions**

ID	Action	Action Description							Priority Score
1013	<u>Revolving loan fund</u>	<u>Establish a revolving loan fund for home performance audits and system upgrades, prioritizing funding to those in vulnerable communities. Combined with 1176</u>	<u>3.5</u>	<u>4.0</u>	<u>4.5</u>	<u>5.0</u>	<u>3.7</u>	<u>3.0</u>	<u>3.9</u>
1217	Modify Municipal Code definition of covered projects	Modify the Municipal Code to expand the definition of “covered projects” (within the Green Building Chapter of the Municipal Code) to cover all new commercial buildings <u>commercial project renovations greater than 10,000 square feet, and all and all new residential homes. The renovation threshold was moved to 1164.</u>	3.0	4.7	5.0	4.0	3.0	2.0	3.8
1176	Community energy efficiency upgrades	Promote use of energy efficiency improvements (e.g., window upgrades, LED lighting) across the community through incentives, partnerships, and/or education and outreach. Focus outreach and resources on <u>low income households and businesses in vulnerable communities. This action can include establishing and implementing a revolving loan fund for home performance audits and system upgrades.</u>	<u>3.0</u>	4.3	5.0	5.0	3.3	3.0	<u>3.7</u>
1167	LEED certification for new construction	Modify the Municipal Code to require commercial “covered projects” (within the Green Building Chapter of the Municipal Code) to qualify for LEED silver certification.	3.5	3.7	4.5	3.0	3.0	3.0	3.6
1008	<u>Energy Benchmarking and City Facility Retrofits</u>	<u>Use the Environmental Protection Agency’s Energy Star Portfolio Manager tool (or other similar tools) to measure and track energy and water usage across City facilities. Compare facilities performance over time, identify opportunities for efficiency upgrades and cost savings across City facilities.</u>	<u>2.5</u>	<u>4</u>	<u>4.5</u>	<u>5.0</u>	<u>3.0</u>	<u>4</u>	<u>3.7</u>

		Conduct energy retrofits of existing City facilities and equipment. As part of this action, work with regional partners (e.g., EBCE) to identify municipal facilities where solar/storage systems will be the most effective and install solar/storage systems throughout municipal locations (e.g., parks, library, etc.).									
--	--	---	--	--	--	--	--	--	--	--	--

**Low Priority Actions**

ID	Action	Action Description							Priority Score
1008	Conduct municipal energy retrofits	Conduct energy retrofits of existing City facilities and equipment. <i>Raised to high priority and combined with benchmarking.</i>	2.0	3.7	4.5	5.0	3.0	3.0	3.4
1014	Passive lighting	Promote use of solar tubes, skylights and other daylighting systems through incentives, partnerships, and/or education and outreach with contractors.	1.0	4.0	5.0	4.5	3.0	2.0	3.2
1160	State Building Energy Disclosure Program	Implement the State Building Energy Disclosure Program by conducting outreach to large building owners (i.e., >50,000 sq. ft.) on the requirements of AB 802 and incentivizing voluntary disclosure for residential buildings.	2.0	4.0	4.0	3.0	3.0	2.0	3.1
1177	Energy benchmarking for new construction	Require energy benchmarking for new construction to compare the energy performance of buildings over time and across the City to inform and motivate performance improvement.	2.5	3.0	4.0	2.5	2.7	2.0	2.9

**Strategy 3: Expand renewable energy generation and increase storage capacity.s**

*Maximize renewable energy generation and storage capacity.*

**High Priority Actions**

ID	Action	Action Description							Priority Score
1119	Maintain <del>zero</del> zero-emissions energy as default EBCE-East Bay Community Energy choice	Maintain a default. <i>Annually review EBCE's rates and service options and opt-up or maintain the default EBCE choice electricity service for the community that ensures the community is receiving zero-emission energy, if economically feasible.</i>	4.5	3.3	5.0	3.5	2.3	2.0	3.7
1175	Maintain highest EBCE choice for municipal operations	Maintain the highest renewable energy choice as the default for all municipal facilities, including opportunities to secure Power Purchase Agreements with other EBCE jurisdictions. <i>Moved to existing actions.</i>	3.5	2.7	5.0	5.0	3.0	4.0	3.7
1173	Municipal solar panels	Install solar panels and storage at parking lots, parks, library, senior centers, and other municipal buildings. <i>Combined with 1008</i>	2.5	4.0	3.5	5.0	3.0	4.0	3.5

<b>1163</b>	<b>Solar and storage on new construction</b>	Encourage "covered projects" (within the Green Building Chapter of the Municipal Code) to include solar installation that meets the power needs of the new development if feasible. Where solar is being installed, encourage storage systems.	3.0	2.3	4.0	3.5	3.0	3.0	<b>3.1</b>
-------------	--	--	-----	-----	-----	-----	-----	-----	------------

**Low Priority Actions**

ID	Action	Action Description							Priority Score
<b>1020</b>	<b>Streamline permitting of energy storage systems</b>	Streamline permitting for implementation for energy storage infrastructure. <i>Combined with 1164</i>	1.5	4.0	5.0	5.0	3.0	3.0	<b>3.5</b>
<b>1163</b>	<b>Require solar on new construction</b>	Modify the Municipal Code covered "commercial projects" (within the Green Building Chapter of the Municipal Code) to include solar installation that covers the power needs of the new development. <i>Moved to high priority</i>	3.0	2.3	4.0	3.5	3.0	3.0	<b>3.1</b>
<b>1022</b>	<b>Parking lot solar panels for EVs</b>	Install solar panels at public parking lots to support EV charging stations.	2.0	3.3	3.5	4.0	3.0	2.0	<b>2.9</b>

## Materials & Consumption

### Goal

Reduce **GHG greenhouse gas** emissions from materials management and consumption which will support regional waste reduction efforts.

### Existing Ongoing/Completed Actions

ID	Action	Action Description
1124	Local purchasing	Continue to promote local purchasing for businesses and residents to support local vendors, services, and stores and to reduce GHG emissions from commerce-related transportation, food production, and distribution.
	SB 1383 Implementation	Implement SB 1383 which includes establishing a robust food recovery program, developing an implementation plan to reduce methane emissions by decreasing organics in the landfill, and increasing education and outreach around compliance.
	Outreach and Education	Continue outreach and education around reducing waste generation and increasing waste diversion

### Strategy 1. Increase waste diversion and optimize collection and disposal systems.

Increase waste diversion from landfills and optimize collection and disposal systems to minimize greenhouse gas emissions.

### High Priority Actions

ID	Action	Action Description							Priority Score
1043	Food recovery program	Establish a robust food recovery program to reduce edible food waste, support community members, and protect against disruptions, including working with food rescue organizations and commercial kitchens. Conduct a baseline assessment of edible food waste and capacity analysis of existing organizations (as required by SB1383). <i>Moved to existing ongoing (SB 1383).</i>	2.0	4.0	4.0	4.0	4.3	3.0	3.4
	Textile recovery	Implement textile recovery drop-off service as outlined in the City's Franchise Agreement with Pleasanton Garbage Service.	4.0	4.7	3.0	5.0	4.0	2.0	3.9
1194	Single use plastic reduction	Continue to explore viable paths to reduce single use plastic, and/or viable and environmentally sound recycling, composting, or incineration of plastics. This may include: <ul style="list-style-type: none"> <li>Updating the Municipal Code to require large and special events producers to provide and use reusables (with an exception for BPI certified compostables) compostable and/or reusable food service items, provide recycling and composting infrastructure, and plan and divert waste from landfill after the event.</li> </ul>	1.0	4.3	5.0	5.0	3.0	1.0	3.2

		<ul style="list-style-type: none"> <li>Working with regional partners (e.g., StopWaste) to promote participation in waste reduction and reusable programs (e.g., StopWaste Use Reusables), for businesses to incorporate more sustainable waste practices.</li> <li>Working with regional partners (e.g., StopWaste) to support the development of local infrastructure or implement programs (e.g., Rethink Disposables) that enables greater adoption of reusables for dine-in restaurants and sustainable takeout foodware.</li> </ul>							
--	--	---	--	--	--	--	--	--	--

**Low Priority Actions**

ID	Action	Action Description							Priority Score
1041	Waste recovery implementation plan	Develop a SB 1383 waste recovery implementation plan to work toward zero landfill emissions. Collaborate with regional partners like StopWaste, waste haulers, food recovery organizations, and neighboring cities to establish a regional approach to SB 1383 compliance. <i>Moved to existing ongoing (SB 1383)</i>	2.5	2.7	3.5	3.5	3.7	3.0	2.3
1106	Comply with state waste ordinances	Comply with state solid waste ordinances, including AB1826, AB341, and SB1383. <i>Moved to existing ongoing (SB 1383)</i>	3.0	3.0	4.0	3.0	3.7	2.0	3.2
1194	Single-use plastic reduction	Continue to explore viable paths to reduce single-use plastic, and/or viable and environmentally sound recycling, composting, or incineration of plastics. <i>Moved to high priority.</i>	1.0	4.3	5.0	5.0	3.0	1.0	3.2
1042	Special event waste diversion policy	Update the Municipal Code to require large and special events producers to require that all third-party vendors provide and utilize compostable and/or reusable food service items to serve 50 or more people, provide recycling and composting infrastructure, and plan and divert waste from landfill after the event. <i>Combined with 1194</i>	2.5	3.3	4.0	3.0	2.7	2.0	3.0
1193	Recycling & composting outreach	Work with Pleasanton Garbage Service to improve education and outreach around recycling and composting.	1.5	4.0	3.5	5.0	3.0	1.0	3.0
1045	School and NGO funding and technical assistance	Partner with StopWaste and/or haulers to expand funding and technical assistance to non-profit organizations, schools and other entities to increase waste diversion.	1.5	3.7	3.5	4.0	3.0	1.0	2.8
1121	Promote StopWaste programs for businesses	Work with StopWaste to promote participation in waste reduction and reusable programs (e.g., StopWaste Use Reusables), for businesses to incorporate more sustainable waste practices. <i>Combined with 1194</i>	1.0	4.0	3.5	4.0	2.7	1.0	2.7
1044	Reduce single-use packaging waste	Work with StopWaste to support the development of local infrastructure that enables greater adoption of reusables for dine-in restaurants and sustainable takeout foodware. This could include funding a Rethink Disposables program that reduces single-use disposables of foodservice ware at businesses. <i>Combined with 1194</i>	1.0	3.7	3.5	4.0	2.7	1.0	2.6

ID	Action	Action Description							Priority Score
	<u>Solar Panel Recycling</u>	<u>Explore regional opportunities to expand solar panel recycling.</u>	1.5	3.3	2.5	4.0	2.7	2.0	2.6
1195	County composting facility	Work with the County and local jurisdictions to construct a composting facility in the County.	1.5	3.3	3.5	3.0	2.3	1.0	2.5

**Strategy 2. Enhance sustainable consumption production and reduce consumption.**

~~Enhance sustainable and accessible production and reduce consumption to minimize greenhouse gas emissions.~~

**High Priority Actions**

ID	Action	Action Description							Priority Score
1047	Environmentally preferable purchasing policy	Adopt an Environmentally Preferable Purchasing Policy. Include alternatives for the most carbon-intensive materials that the City purchases, such as building materials (e.g., concrete, metals, etc.). <u>Use existing resources provided by Alameda County.</u>	3.5	4.0	4.5	4.0	3.0	1.0	3.6
1126	Collaborative consumption projects	<u>Encourage and support collaborative consumption (e.g., encouraging shared consumption) across the community which may include:</u> <ul style="list-style-type: none"> <li>• <u>Implementing</u> Use mini-grant programs to support “collaborative consumption” community projects like tool libraries and repair cafes.</li> <li>• <u>Working with local and regional partners to conduct a public education and outreach campaign around local options for collaborative consumption options (e.g., tool-lending libraries, car share, and swap events).</u></li> </ul>	2.5	4.3	5.0	4.0	3.3	2.0	3.6
1127	Collaborative consumption education and outreach campaign	<u>Work with local and regional partners to conduct a public education and outreach campaign around local options for tool-lending libraries, car share, swap events, service websites, and exchange websites like Facebook’s Buy Nothing groups. Explore potential for onsite community partnership programming to teach repair skills and promote local repair businesses. Combined with 1126</u>	2.0	4.3	5.0	4.0	2.7	2.0	2.6
1130	CalFresh, WIC & Senior FMNP expansion	<u>Expand ability to use CalFresh, Women, Infants, and Children (WIC), and WIC and Senior Farmers Market Nutrition Program (FMNP) benefits for Community-Supported Agriculture (CSAs) and farmers markets by working with CSAs to allow these funding sources and increasing MarketMatch at the Pleasanton Farmers Market. Moved to Community Resilience and Wellbeing Strategy 1</u>	2.5	4.7	4.5	3.0	4.3	4.0	3.6



ID	Action	Action Description							Priority Score
1137	Job-training-for repairs/Repair Industry	Expand economic development strategies and tools such as grants and incentives to retain industrial and repair industry businesses. This may include Partner-partnering with local organizations- (e.g., StopWaste) to support job training for repair of common tools and equipment. <i>Combined with 1138</i>	1.5	4.3	5.0	4.5	3.3	3.0	3.5
1198	Embodied carbon reduction plan	Develop and implement an Embodied Carbon Reduction Plan (i.e., considering the footprint of the material including resources needed to produce the materials)) to reduce the carbon content of materials that includes a variety of approaches. This Plan should consider: <ul style="list-style-type: none"> <li>• Whole building lifecycle analysis for new construction and incentives for achieving reductions. (formerly Action 1142)</li> <li>• Participate in regional efforts to build local supply chains and economic opportunities.</li> <li>• Partnerships to promote low-carbon products (formerly Action 1139).</li> <li>• Encourage carbon-smart and recycled building materials. (formerly Action 1129)</li> <li>• A low-carbon concrete requirement to enable recycled pavement/waste streams (formerly Action 1158)</li> <li>• Education campaigns and resources (formerly Actions 1140 and 1141).</li> </ul>	3	4.0	4.0	3.5	3.0	2	3.4

Low Priority Actions

ID	Action	Action Description							Priority Score
1138	Repair Industry	Expand economic development strategies and tools such as grants and incentives to retain industrial and repair industry businesses. This may include Partner-partnering with local organizations- (e.g., StopWaste) to support job training for repair of common tools and equipment..	1.5	4.3	5.0	4.5	3.3	3.0	3.5
1123	Circular economy education campaign	Educate residents and consumers on consumption-based emissions impacts and the circular economy.	2.5	3.7	5.0	4.0	3.0	2.0	3.4
1155	Updated C&D debris ordinance	Review and update Ordinance 1992 (Construction & Demolition Debris) to further promote deconstruction and recycling.	4.0	3.7	3.5	3.5	2.3	2.0	3.4
1048	Low impact business development	Partner with existing businesses to develop materials and incentives to reduce their carbon footprint (e.g., transit subsidies, Environmentally Preferable Purchasing Program toolkits, and climate action grant programs).	2.5	3.7	4.5	4.0	2.7	2.0	3.3

ID	Action	Action Description							Priority Score
1128	Locally produced food	Expand and encourage public community gardens, urban agriculture, and community supported agriculture (CSA). For example, expand the Pleasanton Community Garden, establish additional community garden(s), promote programs to teach residents how to garden, and feature CSAs in City newsletters.	2.0	4.3	2.5	4.5	3.3	4.0	3.3
1156	Municipal facility deconstruction	Lead by example: Deconstruct municipal facilities that would normally be demolished, and document as a case study to show how the environmental benefit contributes to sustainability goals and CAP 2.0.	3.0	3.3	4.0	3.0	3.0	3.0	3.3
1157	New construction designed for disassembly	Lead by example: Construct new municipal facilities using Designs for Disassembly, which is a suite of principles that allow building components to be extracted from buildings in a reusable form.	3.0	3.3	4.0	3.5	3.0	3.0	3.3
1161	Product lifecycle policy for Municipal projects	Adopt a City policy that requires a total cost of ownership and life-cycle analysis of greenhouse gas impacts in Municipal project requests for proposals.	3.5	3.7	4.0	3.5	3.0	1.0	3.3
1197	Sustainable packaging education campaign	Educate residents and consumers on sustainable packaging techniques and methods to reduce consumption-related waste.	2.0	4.0	5.0	4.0	3.0	1.0	3.3
1198	Embodied carbon reduction plan	Develop an Embodied Carbon Reduction Plan to reduce the carbon content of materials. Include policy, regulatory, incentive, and outreach approaches. This Plan should consider: <ul style="list-style-type: none"> <li>Whole building lifecycle analysis for new construction and incentives for achieving reductions (formerly Action 1142)</li> <li>Partnerships to promote low carbon products (formerly Action 1139)</li> <li>Encourage carbon smart and recycled building materials (formerly Action 1129)</li> <li>Introduce a low carbon concrete ordinance to enable recycled pavement/waste streams (formerly Action 1158)</li> <li>Education campaigns and resources (formerly Actions 1140 and 1141) <i>Moved to high priority</i></li> </ul>	2.5	4.0	4.0	3.5	3.0	1.0	2.2
1125	Eco-Industrial development	Work with regional partners to promote eco-industrial development in the area, in which a waste stream from one firm becomes the raw material for another, thus minimizing the use of raw materials.	3.0	3.7	2.5	4.0	2.3	2.0	3.0
1196	Advocate for recycling buyback centers	Conduct advocacy to state legislators about re-opening recycling buyback centers.	1.0	4.3	2.5	4.0	3.0	2.0	2.7

## Natural Systems

### Goal

Offset greenhouse gas emissions by Foster-fostering resilient natural landscapes and optimize local carbon sequestration which will improve habitats, ecosystems, and public health.

### Existing Ongoing/Completed Actions

ID	Action	Action Description
1149	<u>Pesticide Posting Program Integrated Pest Management</u>	Continue to implement the Pesticide Posting Program and follow the City's Integrated Pest Management Program (IPM). Provide resources and clear policy for utilizing Integrated Pest Management (IPM) practices on City properties.
	<u>Municipal Landscape Management Practice</u>	Continue to manage the amount, source, placement, and timing of plant nutrients and soil amendments in City parks, green spaces, and natural areas (e.g., applying recycled wood mulch from tree trimmings into planters, medians, and tree wells and leaving green waste on-site to the extent feasible).
	<u>Sustainable land management education</u>	Continue the City's Environmental Services Water Conservation efforts including encouraging lawn conversion and improving landscape design through education.

### Strategy 1: Increase and optimize land carbon sequestration.

Improve natural lands and systems, including trees and soil, to increase the potential to store and sequester carbon.

### High Priority Actions

ID	Action	Action Description							Priority Score
1202	<u>Modify municipal landscape management practices</u>	<p>Modify municipal landscape management practices including:</p> <ul style="list-style-type: none"> <li>• Replace synthetic nitrogen fertilizer with soil amendments such as manure or other organic by-products (e.g., compost and mulch) on city-owned properties to increase carbon sequestration potential, increase drought- and flood-resistance of soil and further SB-1383 compliance. <u>Moved to 1219</u></li> <li>• Improve organic nutrient management by managing the amount, source, placement, and timing of plant nutrients and soil amendments in City parks, green spaces, and natural areas. <u>Moved to existing</u></li> <li>• Eliminate the use of toxic pesticides and herbicides. <u>Moved to existing</u></li> </ul>	2-5	4-7	5-0	4-5	3-0	4-0	3-9

1150	<b>Develop Urban Forest Master Plan</b>	<p>Develop <u>and implement</u> an Urban Forest Master Plan that includes best practices for tree health and maintenance and reevaluates community tree regulations. <u>The plan should aim to protect and increase existing tree canopy and to ensure trees are replanted with a "right sized tree" with sufficient tree well and/or rooting volume minimum soil volume (e.g., 1,000 cubic feet of soil per tree).</u> <u>As part of the plan:</u></p> <ul style="list-style-type: none"> <li>• <u>Consider community planting programs that incentivize the community and incorporate community education focusing on proper planting practices and benefits of canopy cover.</u></li> <li>• <u>Create community guide with information on appropriate species (e.g., climate-adapted, drought-tolerant, and carbon sequestering species) and planting tips.</u></li> <li>• <u>Partner with the school district to increase tree canopy on school campuses.</u></li> <li>• <u>Partner with local organizations (e.g., Go Green Initiative) to encourage increased tree canopy throughout the City.</u></li> </ul>	2.03	4.03	5.0	3.0	4.74	5.0	3.84
1053	<b>City-wide tree-planting program</b>	<p><u>Implement a city-wide tree-planting education and incentive program, with a focus on resilient shade trees in areas with high vulnerability and low canopy cover. Ensure proper space considerations are given to support tree well and rooting volume. Combined with 1150.</u></p>	2.5	4.0	5.0	4.0	4.0	4.0	3.8
1219	<b>City-property carbon management carbon sequestration projects</b>	<p><u>Identify and implement Increase carbon sequestration projects potential throughout the City to offset emissions, increase drought and flood-resistance of soil, and further SB 1383 compliance. As part of this effort:</u></p> <p><u>Public Lands</u></p> <ul style="list-style-type: none"> <li>• <u>Implement carbon sequestration projects on City property where feasible (e.g., soil at City parks, golf courses, and open spaces).</u></li> <li>• <u>Reduce the use of synthetic nitrogen fertilizer with soil amendments such as manure or other organic by-products (e.g., compost and mulch) on new landscape installations. reduce the use of</u></li> <li>• <u>Partner with Zone 7, East Bay Regional Park District, and other public agencies to expand sequestration potential on public lands within the City's boundaries.</u></li> </ul> <p><u>Private Lands</u></p> <ul style="list-style-type: none"> <li>• <u>Subsidize the cost of compost.</u></li> </ul>	3.0	3.74	4.5	4.0	3.3	4.0	3.73.8

		<ul style="list-style-type: none"> <li>Encourage the use of compost in new landscape projects and undeveloped lands that exceeds WELO standards.</li> <li>Increase awareness through education campaigns.</li> </ul>								
1220	Carbon sequestration research and tracking	Work with regional partners (e.g., StopWaste) and neighboring jurisdictions to develop methods to track carbon sequestration in the urban landscape. Stay apprised of leading research and technological advancements available that mechanically and naturally capture carbon and remove carbon by purchasing direct air capture and carbon sequestration.	2.5	4.0	3.5	4.0	3.0	2.0	3.2	

**Low Priority Actions**

ID	Action	Action Description							Priority Score
1050	Carbon sequestration projects on private property	Encourage composting on private lands to increase carbon sequestration potential, increase drought and flood resistance of soil, and further SB 1383 compliance. Strategies may include: <ul style="list-style-type: none"> <li>Subsidizing the cost of compost.</li> <li>Increasing awareness through education campaigns.</li> <li>Requiring the use of compost in new landscape projects. Combined with 1219</li> </ul>	2.5	2.0	4.0	3.0	3.0	4.0	3.2
1201	Track carbon sequestration	As part of the GHG emissions inventory process, develop carbon accounting to track and measure the amount of carbon stored and/or sequestered in Pleasanton.	2.5	3.7	4.0	4.0	3.0	2.0	3.2
1220	Carbon sequestration research	Work with regional partners (e.g., StopWaste) and neighboring jurisdictions to develop methods to track carbon sequestration in the urban landscape. Stay apprised of leading research and technological advancements available to mechanically capture carbon.	2.5	4.0	3.5	4.0	3.0	2.0	3.2

**Strategy 2: Improve ecosystem resilience and maintain natural landscapes.**

Increase the resilience of natural lands and systems to prepare for future climate impacts.

High Priority Actions

ID	Action	Action Description							Priority Score
1145	<u>Native Climate adapted plantings</u>	Require climate-adapted plantings that are sustainable for Pleasanton (e.g., minimize water usage, drought tolerant, etc.) native, drought-tolerant plantings with native plantings in preferred future development projects where new landscaping is proposed, for new landscape installations throughout the City that exceeds WELO standards.	4.5	4.0	5.0	2.5	3.0	3.0	4.0
1208	<u>Adopt new tree guidelines</u>	Establish improved guidelines for City trees to ensure they prioritize native, drought-tolerant, and carbon-sequestering species. <i>Combined with 1150</i>	4.0	4.7	5.0	3.0	3.0	2.0	4.0
1207	<u>Sustainable land management education</u>	Encourage lawn conversion, rainwater harvesting, and improved home landscape design through education. <i>Moved to existing</i>	3.0	4.7	5.0	4.0	3.0	2.0	3.8
1099	Restore and conserve native grassland, rangeland, and riparian habitats	Identify, restore, and conserve native grassland, rangeland habitat, and riparian habitat, such as conserving woodland riparian habitat areas and habitat near canals and streams, to mitigate flooding risk and to improve water quality. <i>As part of this action expand expand creek conservation and advocacy programs through collaboration with Zone 7, Living Arroyos, and/or the Watershed Project and improve natural water conveyance corridors.</i>	3.5	3.3	4.5	4.0	3.0	4.0	3.7
1204	<u>Community conservation programs</u>	Develop a Library and Recreation program dedicated to conservation and stewardship projects for different age groups, <i>expanding upon the existing programs that exist (e.g., Ridge Runner, Arbor Day, and future bee and butterfly gardens programs).</i>	2.0	4.0	5.0	3.5	3.0	3.0	3.5

Low Priority Actions

ID	Action	Action Description							Priority Score
1148	Ecosystem health on City property	Assess the health of natural systems and trees on City property, including parks and rights-of-way. Support Zone 7's assessment of natural systems on their property as needed. Develop goals and restoration strategies to improve habitat quality, tree canopy cover, and provide sufficient soil rooting volume for trees.	2.5	3.7	5.0	3.0	4.0	4.0	3.6
1204	<u>Community conservation programs</u>	Develop a Library and Recreation program dedicated to conservation and stewardship projects for different age groups. <i>Moved to high</i>	2.0	4.0	5.0	3.5	3.0	3.0	3.5

1100	Invasive species outreach	Partner with community programs and organizations, such as Living Arroyos, to identify, monitor, and remove invasive species and plants.	3.5	2.3	5.0	2.0	3.3	3.0	3.4
1146	Habitat restoration for new development	Require private development to address habitat restoration issues onsite before development and explore options for enhanced requirements. This could include requiring new development to be visually compatible with the character of surrounding areas, and, where feasible, restore and enhance degraded areas adjacent to the property.	2.5	3.7	4.5	3.0	3.0	2.0	3.3
1205	Increase littering fines	Increase fines for littering (e.g., dog litter) on trails, creeks, and parks.	2.0	3.7	4.0	4.0	3.3	2.0	3.2
1206	Construct wildlife crossings	Construct wildlife crossings around perimeters of City to allow local wildlife to cross roadways safely.	2.0	3.3	4.5	3.5	3.0	3.0	3.2

## Water Resources

### Goal

Conserve and prepare community water resources for a changing climate. Reduce greenhouse gas emissions from water usage and prepare community water resources for a changing climate which will result in cost savings, enhance water quality and availability, improve infrastructure, and increase resiliency.

### Existing Ongoing/Completed Actions

ID	Action	Action Description
	<a href="#">Controller Assistant Program</a>	Continue to provide the controller assistance program to Pleasanton residents (through this program, City staff visits residents' homes and help them adjust their water controller to ensure they are watering their landscapes the right amount and at optimal times of the day).
1132	Smart water meter installation	Continue to monitor and provide outreach to the community regarding their water leaks based on their smart water meter data. expand installation of smart water meters.
1133	Water Conservation Program	Continue to promote City's Water Conservation Program including rebates, workshops, and outreach
	<a href="#">Water Efficiency Programs</a>	Continue to provide incentives/rebates for native and drought-tolerant residential and commercial landscaping and removal of grass turfs/lawns. City of Pleasanton and Zone 7 both have rebate programs currently.

### Strategy 1: Improve water supply & increase conservation.

Improve water infrastructure and expand water reuse to reduce community-wide water consumption.

### High Priority Actions

ID	Action	Action Description							Priority Score
1124	Recycled water education	Educate residents and consumers on the use and benefits of recycled water.	2.5	4.0	5.0	5.0	3.0	3.0	3.7
1087	Water fixture retrofits	Partner regionally with Zone 7 to develop incentives and direct install programs to retrofit inefficient water fixtures in existing properties.	2.5	3.3	5.0	5.0	3.0	3.0	3.6
1094	Diversify water portfolio. Expand recycled water	As recycled water becomes available, Diversify water supply portfolio and expand its use throughout the City current sources (e.g., purple pipe expansion and recycled water).	4.0	3.0	3.0	5.0	3.0	3.0	3.5



1200	Improve water quality & supply	Work with Zone 7 Water Agency to continue to monitor and address PFAS in water supply, and study water supply diversification.	2.5	4.0	4.0	5.0	3.0	3.0	3.5
------	--------------------------------	--	-----	-----	-----	-----	-----	-----	-----

**Low Priority Actions**

ID	Action	Action Description							Priority Score
1200	Improve water quality & supply	Work with Zone 7 Water Agency to continue to monitor and address PFAS in water supply, and study water supply diversification.	2.5	4.0	4.0	5.0	3.0	3.0	3.5
1134	Recycled water education	Educate residents and consumers on the use and benefits of recycled water.	2.5	4.0	5.0	5.0	3.0	3.0	3.7
1105	Adopt/Modify water-efficient landscaping ordinances	Update the Municipal Code to require native/water-efficient landscaping on new development that exceeds state standards.	3.0	3.3	5.0	3.0	3.0	3.0	3.5
1090	Rainwater harvesting	Implement rainwater harvesting program that provides equipment and education.	2.5	4.3	3.5	5.0	3.0	2.0	3.4

**Strategy 2: Improve stormwater resilience.**

~~Increase the resilience of stormwater infrastructure to prepare for changes to flow and quality.~~

**High Priority Actions**

ID	Action	Action Description							Priority Score
1092	Stormwater runoff reuse	Investigate the feasibility of using stormwater runoff, if all water quality measures are in place, for irrigation and groundwater recharge.	2.0	4.0	4.5	5.0	3.0	4.0	3.6
1098	Stormwater infrastructure sizing	Ensure that future grey and green stormwater infrastructure and retrofits are adequately sized to be able to handle future flows and storms due to climate change. Combined with 1136	2.0	3.7	5.0	5.0	3.0	4.0	3.6

1136	Green Stormwater Infrastructure Plan	Develop <u>and implement</u> a Green Stormwater Infrastructure Plan <u>that builds off and supports the City's Municipal Regional Stormwater NPDES permit</u> to ensure a sustainable approach for managing stormwater runoff. The plan should include actions to replace traditional grey infrastructure with bioretention areas, green roofs, <u>pervious-permeable</u> pavement, and rainwater catchment. Plan should include the following: <ul style="list-style-type: none"> <li>• Exploration of opportunities to retrofit or integrate green infrastructure into existing and new City facilities.</li> <li>• Incorporation of green infrastructure and stormwater management with infrastructure projects.</li> <li>• <u>Ensure future infrastructure and retrofits are adequately sized to be able to handle future flows and storms exacerbated by climate change.</u></li> </ul>	2.0	3.7	5.0	5.0	3.0	4.0	3.6
1199	<u>On-site stormwater management</u>	Update the Municipal Code to require new developments to have <u>on-site stormwater management and minimal hardscape.</u>	3.0	3.3	4.5	2.0	2.7	4.0	3.4

**Low Priority Actions**

ID	Action	Action Description							Priority Score
1109	<u>Require on-site stormwater management</u>	Update the Municipal Code to require new developments to have <u>on-site stormwater management and minimal hardscape. Moved to high</u>	3.0	3.3	4.5	2.0	2.7	4.0	3.4
	<u>Tertiary Filtration of Micro Plastics</u>	Partner with regional agencies (e.g., Zone 7 and/or DSRSD) to explore <u>tertiary filtration of micro plastics in Municipal water</u>	2.0	4.0	2.5	4.0	2.7	3.0	3.0

## Transportation & Land Use

### Goal

Reduce GHG greenhouse gas emissions from transportation and land use and which will enhance community mobility, improve public health, and cost savings.

### Existing Ongoing/Completed Actions

ID	Action	Action Description
	<b>Trails Master Plan</b>	Continue to implement the Trails Master Plan.
	<b>Bicycle &amp; Pedestrian Master Plan</b>	Continue to implement the Bicycle & Pedestrian Master Plan. <del>As part of the Plan, provide educational opportunities for residents about bike/pedestrian safety implementation should be continued for existing programs (e.g., Commendable Commute program which collaborates with employers to provide incentives as part of transportation demand management (TDM) programs to encourage alternative modes of travel and reduce single-occupant vehicle use).</del>
<del>1077</del>	<del>Regional transit support</del>	Continue working with regional partners to support the Valley Link project.
<del>1110</del>	<del>Streamline EV permitting</del>	Continue to streamline EV charging permitting requirements. - Moved to completed
<del>1062</del>	<del>Complete Streets Implementation</del>	Continue to implement the City's Complete Streets Program.

### Completed Actions

<del>Streamline EV permitting</del>	<del>Streamline EV charging permitting requirements</del>
<del>Bicycle Detection and Lanes</del>	<del>Installed bicycle-capable detection cameras added at all signals with bike lanes.</del>

### Strategy 1: Advance vehicle decarbonization.

~~Transition vehicles to electric alternatives to reduce greenhouse gas emissions.~~

High Priority Actions

ID	Action	Action Description							Priority Score
1056	Create a ZEV Infrastructure Plan	<p><u>Review existing alternative fuels infrastructure to identify gaps and develop and implement a Zero Emissions Vehicle (ZEV) Infrastructure Plan that strategically expands EV and other zero emissions fueling infrastructure throughout the community. The plan should include, among other strategies:</u></p> <p><u>Grid Analysis</u></p> <ul style="list-style-type: none"> <li><u>Review existing alternative fuels infrastructure to identify gaps (e.g., location and quantity of EV charging).</u></li> </ul> <p><u>Community Infrastructure</u></p> <ul style="list-style-type: none"> <li><u>Expand publicly available EV infrastructure which may include installing EV chargers on municipal properties (e.g., parks, library, senior center, etc.).</u></li> <li><u>Collaborate with existing gas stations to encourage installation of EV and alternative carbon free fueling stations.</u></li> <li><u>Providing preferential parking for electric vehicles only in public parking lots.</u></li> <li><u>Modify the Municipal Code Section requiring new apartment and condo complexes include EV charging.</u></li> </ul> <p><u>Municipal Fleet</u></p> <ul style="list-style-type: none"> <li><u>Collaborate with East Bay Community Energy to establish and implement a plan that guides fleet transition to all-electric in the coming decade.</u></li> </ul> <p><u>Education, Outreach, and Funding</u></p> <ul style="list-style-type: none"> <li><u>Conduct an education and outreach campaign in the community and in high schools about electric vehicles.</u></li> <li><u>Partnering with regional organizations (e.g., EBCE) to promote incentives and rebates.</u></li> <li><u>Identify grant funds to help replace private vehicles with zero emission vehicles, with a focus on supporting EV purchases for low-income demographics.</u></li> <li><u>Provide alternative financial models for city-owned EV charging, including sliding scales and EBT card features.</u></li> </ul> <p><u>Regional Electrification</u></p> <ul style="list-style-type: none"> <li><u>Expansion of publicly available EV infrastructure.</u></li> <li><u>Installation of EV chargers on municipal properties, including parks.</u></li> </ul>	4.5	3.3	5.0	4.0	3.0	2.0	3.9

		<ul style="list-style-type: none"> <li>• <u>Work with regional partners to create a job training program to expand trade knowledge around electric and zero emissions fueling alternative vehicles.</u></li> <li>• <u>Requirements for new residential properties to be EV ready and/or include installation of EV chargers.</u></li> <li>• <u>Collaboration with existing gas stations to install EV and alternative low carbon fueling stations.</u></li> <li>• <u>Partnership/partnering with EBCE and other organizations.</u></li> <li>• <u>Providing alternative financial models for publicly owned EV charging, including sliding scales and an EBT card features.</u></li> <li>• <u>Supporting regional organizations (e.g., EBCE) and other regional efforts to transition medium and heavy duty trucks to electric.</u></li> </ul>								
1112	Private vehicle electrification	Identify grant funds to help replace private vehicles with zero emission vehicles, with a focus on supporting EV purchases for low-income demographics. <u>Combined with 1056</u>	3.5	4.3	4.0	4.0	4.0	3.0	3.9	
1057	Electrification of municipal fleet	Collaborate with East Bay Community Energy to Adopt develop a municipal fleet electrification plan to guide fleet transition to all electric in the coming decade. <u>Combined with 1056</u>	2.5	4.7	5.0	4.0	3.0	2.0	2.7	
1190	Municipal small-engine electrification and off-road equipment	Evaluate the current fleet of Municipal off-road equipment (e.g., mowers, chippers, tractors, etc.) and identify equipment that falls below current emissions standards. Replace and update off-road equipment with lower emissions alternatives upon replacement. Across City operations, priority replacement for high emission equipment should be considered.  <u>Further, work with the Tri Valley Air Quality Community Alliance to monitor advancements around battery technology in small-engine options and transition City operations to electric landscaping equipment when feasible.</u>	2.5	4.3	4.0	4.0	3.0	2.0	3.4	

**Low Priority Actions**

ID	Action	Action Description							Priority Score
1188	Prohibit development of new gas stations	Update the Municipal Code to prohibit the development of new gas stations. Exceptions may be included for gas stations which include both electric vehicle and hydrogen fueling options.	3.5	4.3	4.0	3.0	3.0	3.0	3.7
1060	Require low-carbon vehicles & equipment for construction projects	Require construction projects to comply with BAAQMD best management practices, including alternative-fueled vehicles and equipment.	3.0	3.3	5.0	3.5	3.7	2.0	3.5

1187	Apartment & condo EV charging	Modify the Municipal Code Section requiring new apartment and condo complexes include electric vehicle charging. <i>Combined with 1056</i>	3.5	3.7	5.0	3.0	2.3	2.0	3.5
1111	Preferential parking for EVs	Provide parking for electric vehicles only in some existing preferential right-of-way parking spaces downtown. <i>Combined with 1056</i>	3.0	3.7	5.0	3.0	2.0	2.0	3.4
1190	Municipal small-engine electrification	Require City operations to transition to all-electric landscaping equipment. <i>Moved to high</i>	2.5	4.3	4.0	4.0	3.0	2.0	3.4
1115	Community Small-engine electrification	Provide incentives to the community to purchase all-electric small-engine equipment (e.g., lawn mowers, leaf blowers). Continue to investigate opportunities to incorporate all-electric small equipment in large scale commercial projects.	1.5	3.7	4.5	4.5	3.0	3.0	3.2
1108	Heavy-duty electric trucks	Support ERCE and other regional efforts to transition heavy-duty trucks to electric. <i>Combined with 1056</i>	2.0	4.0	2.0	4.0	3.7	2.0	2.9

**Strategy 2: Advance active, shared, & and public transportation.**

Enhance and maintain a safe, convenient, and effective system for sustainable transportation modes (e.g., pedestrians, bicyclist, transit).

**High Priority Actions**

ID	Action	Action Description							Priority Score
1062	Business-focused TDM program	Collaborate with employers to provide incentives as part of transportation demand management (TDM) programs to encourage alternative modes of travel and reduce single-occupant vehicle use, consistent with the Bicycle & Pedestrian Master Plan Recommended Program 5.4.2 (1). <i>Moved to existing</i>	3.5	4.7	5.0	4.0	4.7	3.0	4.2
1064	Complete streets expansion	Support and track progress towards the expansion of the complete streets network as directed in the Bicycle & Pedestrian Master Plan, with a focus on designated and protected bike lanes to parks and schools. Report progress indicators such as new bike lanes and bike racks installed in CAP. <i>Combined with 1082</i>	4.5	3.3	5.0	4.0	4.3	4.0	4.2

ID	Action	Action Description							Priority Score
1065	<b>Curb management program</b>	Research and develop a curb management program that prioritizes carbon reduction. Elements of the program would include: <ul style="list-style-type: none"> <li>Establishing designated rideshare and third-party carpooling parking, and loading/unloading delivery zones.</li> <li>Incentivizing carsharing programs.</li> <li>Integrating scooter and bike share docks, bike parking, autonomous vehicle loading zones, and green infrastructure.</li> <li>Facilitating partnerships to explore methods to reduce delivery trips, prioritize bicycle delivery and smaller vehicles.</li> <li>Increasing access to bikes through expanded bicycle rentals and rebates. <i>Moved to low priority</i></li> </ul>	4.0	4.7	4.0	3.5	4.0	4.0	4.1
1082	<b>Trails-Bicycle, pedestrian, and trails network expansion</b>	Close bicycle, pedestrian, and trail network gaps. This should include: <ul style="list-style-type: none"> <li>Encourage-Encouraging development project amenities (when amenities are required) to include contribution of funds or land to further the trails network as outlined in the Trails Master Plan and bicycle and pedestrian networks as outlined in the Bicycle &amp; Pedestrian Master Plan, with a focus on closing trail network gaps.</li> <li>Supporting the expansion of the complete streets network as outlined in the Bicycle &amp; Pedestrian Master plan with a focus on designated and protected bike lanes to businesses, parks, and schools.</li> <li>Prioritizing city contributions to building and expanding networks and improving public access to open space and waterways.</li> <li>Reporting progress indicators such as miles of new bike lanes and trails in CAP monitoring.</li> </ul>	4.54.0	4.04.3	5.05.0	4.54.5	3.33.0	3.02.0	4.24.0
1078	<b>Workplace bike amenities</b>	Update the Municipal Code to require showers, lockers, changing areas, bike parking, and protected bicycle storage for new commercial developments of a certain size, consistent with the Bicycle & Pedestrian Master Plan recommended programs 6.4.2 (2) and 6.6.2. (1).	4.0	3.7	5.0	3.5	3.0	2.0	3.8
1080	<b>Bike-Bicycle rack storage-incentive program</b>	Create-Develop and implement a citywide bicycle rack request program that receives requests from businesses and residents to install bicycle racks free of charge on public property adjacent to business properties, consistent with the Bicycle & Pedestrian Master Plan recommended policy 4-2. Maintain an inventory of installed bicycle racks.	3.0	4.0	5.0	4.0	3.0	3.0	3.8
1079	<b>Required bike parking at MF/Comm developments</b>	Modify the Municipal Code section requiring commercial, mixed use, and multi-family projects install bicycle parking.	4.0	3.7	5.0	3.5	3.0	1.0	3.7

ID	Action	Action Description							Priority Score
1070	<b>City information resources increase active transportation</b>	Partner with the County to develop and promote resources that provide residents with transportation alternatives that reduce motor vehicle emissions for planned events, concerts, festivals, and conventions. Increase active transportation downtown and to planned events. Consider: <ul style="list-style-type: none"> <li>Working with regional partners to develop and promote resources to encourage active transportation to planned events.</li> <li>Identifying potential funding opportunities to expand electric bicycle usage.</li> <li>"Pedestrianizing" Main Street on the weekends beyond COVID closures.</li> </ul>	2.5	4.0	4.0	5.0	4.7	3.0	3.7
1180	<b>Increase transit ridership</b>	Partner with transit agencies (e.g., BART, ACE, and LAVTA) to improve access to across the City. This can include: <ul style="list-style-type: none"> <li>Providing seamless convenient transitions between transit facilities and connections to destinations throughout the City (e.g., BART to Main Street and ACE to Hacienda).</li> <li>Providing connections between transit facilities and the bicycle/trails network.</li> <li>Ensuring sufficient transit connections to higher density areas with currently low or limited access.</li> <li>Enhancing secure bicycle parking at transit stations and major bus stops (e.g., BART to Main Street).</li> </ul>	4.0	3.7	3.0	4.0	3.7	2.0	3.5
1184	<b>VMT reduction study for K-12 activities</b>	Explore opportunities to reduce VMT related to K-12 curricular and extra-curricular activities. This can include: <ul style="list-style-type: none"> <li>Partnering with the school district and clubs to encourage active transportation (i.e., walking and bicycling) and carpooling to schools and after school activities (e.g., sports).</li> <li>Partnering with the school district to create a bicycle safety course that can be integrated into the curriculum (e.g., PE class or otherwise).</li> <li>Partnering with the California Air District on the anti-idle campaign and working with schools to reduce idling.</li> <li>Adjusting traffic signals to prioritize pedestrians and bicycles around schools.</li> <li>Encouraging school bus ridership.</li> </ul>	2.52-0	4.04-0	4.04-5	4.04-0	3.33-0	2.02-0	3.43-3



Low Priority Actions

ID	Action	Action Description							Priority Score
1065	<b>Curb management program</b>	Research and develop a curb management program that prioritizes carbon reduction. Elements of the program <del>would could</del> include: <ul style="list-style-type: none"> <li>Establishing designated rideshare and third-party carpooling parking, and loading/unloading delivery zones.</li> <li>Incentivizing carsharing programs.</li> <li>Integrating <del>scooter and bike share docks, bike bicycle and motorcycle parking, autonomous vehicle loading zones, and green infrastructure.</del></li> <li>Facilitating partnerships to explore methods to reduce delivery trips, <del>prioritize bicycle delivery</del> and <del>prioritize</del> smaller vehicles.</li> <li>Increasing access to bikes through <del>expanded bicycle rentals and rebates.</del></li> <li>Integrating <del>scooter and bicycle share docks and autonomous vehicle loading zones if the technology is adopted in Pleasanton.</del></li> </ul>	4.0	4.7	4.0	3.5	4.0	4.0	4.1
1070	<del>City information resources</del>	Partner with the County to develop and promote resources that provide residents with transportation alternatives that reduce motor-vehicle emissions for planned events, concerts, festivals, and conventions. <del>Moved to high</del>	2.5	4.0	4.0	5.0	4.7	3.0	3.7
1071	<del>Designated motorcycle/scooter parking</del>	Provide designated motorcycle and scooter parking downtown to accommodate additional non-SOV modes. <del>Combined with 1065</del>	3.0	4.0	5.0	3.5	3.0	3.0	3.7
1067	<b>Neighborhood telecommuting centers</b>	Create incentive program(s) that encourage the development of neighborhood telecommuting centers.	3.5	3.7	4.5	4.0	3.3	2.0	3.6
1180	<del>Increase transit ridership</del>	Partner with transit agencies (e.g., BART, ACE, and LAVTA) to improve access to transit, by providing seamless transitions between transit facilities and the public right-of-way and bicycle network and providing secure bicycle parking at transit stations and major bus stops (e.g., BART to Main Street). <del>Raised to high</del>	4.0	3.7	3.0	4.0	3.7	2.0	3.5
1183	<b>Improvements to VMT and TDM programs</b>	Track progress over time through TDM modeling and traffic counts to comply with SB 743. Identify opportunities to align implementation of new VMT-reduction technologies and projects with SB 743 requirements.	3.0	3.7	5.0	4.0	3.0	1.0	3.5
1218	<del>Transit access &amp; mobility</del>	Work with transit partners to enhance transit access and mobility across the city, with an emphasis on ensuring sufficient transit connections to higher-density areas and areas with currently low or limited access, to improve non-single occupancy vehicle (SOV) mobility. <del>Combined with 1180</del>	4.0	3.3	3.5	4.0	4.0	2.0	3.5

ID	Action	Action Description							Priority Score
1184	VMT-reduction study for K-12 activities	Explore opportunities to reduce VMT related to K-12 curricular and extra-curricular activities. <i>Raised to high</i>	2.0	4.0	4.5	4.0	3.0	2.0	3.3
1114	Ride hailing tax	Work with the State to put a tax on Uber/Lyft that provides funding for bike and pedestrian programs.	3.5	2.7	2.5	3.0	2.3	2.0	2.8

**Strategy 3: Advance sustainable land use.**

Promote density through advanced land use planning that reduces emissions and passenger vehicle miles traveled (VMT).

**High Priority Actions**

ID	Action	Action Description							Priority Score
1159	Shared parking	Update the Municipal Code to expand provision 18.88.060 to allow businesses in all commercial, industrial, MU, and P zoning districts to offset parking count requirements for "discrete uses". <i>Encourage removal of fences between shared parking lots to allow greater mobility and develop incentives to increase interest in shared parking opportunities.</i>	4.5	4.7	5.0	4.0	3.0	2.0	4.2
1107	Adopt CALGreen development tiers	Revise the current Green Building policy in order to adopt Tier 1 CALGreen standards for new construction.	4.0	4.0	5.0	3.5	2.7	2.0	3.8
	Housing Element	Support Housing Element implementation including aiming to achieve a jobs/housing balance, working with regional partners to prevent displacement and increase affordable housing, and encouraging transit-oriented development near BART stations, along transportation corridors, and in business parks.	3.5	3.3	3.5	4.0	4.3	3.0	3.5
1086	Promote LEED Neighborhood Development	Promote and encourage the use of LEED for Neighborhood Development (LEED ND) as new developments are proposed and areas in the City are redeveloped. Mechanisms may include promoting development as an incentive for developers seeking better market appeal and municipal support, incorporating this into the CAP checklist for new development, for municipal leaders looking to create tax	3.0	3.7	5.0	4.0	3.0	2.0	3.6

		and zoning incentives, or for community members trying to assess a new development.								
	<b>Trend changes from COVID</b>	Partner with organization like the Tri-Valley Air Quality Community Alliance and Bay East Realtors Association, to identify changes in transportation trends (e.g., reduced VMT) due to COVID-19 and how these trends have affected air quality in Pleasanton.	3.0	4.0	3.5	5.0	3.0	2.0		3.5

**Low Priority Actions**

ID	Action	Action Description							Priority Score
1107	<b>Adopt CALGreen development tiers</b>	Revise the current Green Building policy in order to adopt Tier 1 CALGreen standards for new construction. <i>Integrated comparison of LEED (exists in current Green Building) with CALGreen to action 1151.</i>	4.0	4.0	5.0	3.5	2.7	2.0	3.8
1086	<b>Promote LEED Neighborhood Development</b>	Promote use of LEED for Neighborhood Development (LEED ND). Mechanisms may include promoting development as an incentive for developers seeking better market appeal and municipal support, for municipal leaders looking to create tax and zoning incentives, or for community members trying to assess a new development. <i>Moved to high.</i>	3.0	3.7	5.0	4.0	3.0	2.0	3.6
1178	<b>Anti-Idling campaign for schools</b>	Partner with the California Air District on the anti-idle campaign and work with schools to reduce idling. <i>Combined with 1184.</i>	2.5	4.0	3.5	4.0	3.3	2.0	3.3
1069	<b>Transportation idling policy</b>	Adopt a policy to prevent engine idling which may include restricting offroad equipment idling and limiting idling in parking lots (e.g., drive-thrus) where feasible.	2.5	4.3	3.0	4.0	3.0	2.0	3.2
	<b>Local Employment</b>	Develop a program or work with regional partners to incentivize employers hiring locally.	2.5	3.3	3.5	4.5	3.0	3.0	3.2

## Community Resilience & Wellbeing

### Goal

Prepare for climate and non-climate emergencies and institutionalize-integrate climate change considerations across City and community decision-making.

### Existing Ongoing/Completed Actions

ID	Action	Action Description
1025	School climate action planning	Continue to partner with schools, (e.g., such as providing funding and staff capacity), and support activities of the climate action groups at schools, including connecting them to resources from GoGreen Initiative, StopWaste, and CA Youth Energy Services.
1036	Flood-resistant codes & design	Continue to implement applicable building codes, such as the CA Building Code Section 1612 on FEMA Flood Insurance Requirements, to require flood-resistant design in flood-prone and flash-storm-prone areas, including minimum building elevation standards for new development. Move to existing
1102	Access to green spaces	Continue to partner with local organizations to increase awareness of and access to green spaces and outdoor recreation for all residents.
1035	Community cooling centers	Continue to maintain adequate and accessible cooling centers for extreme heat. Work with the county to ensure sufficient notification systems are in place to notify residents of extreme heat events and available transportation routes to these cooling centers. Potential locations include schools, city buildings, other public buildings, and multi-purpose rooms.

### Completed Actions

1036	Flood-resistant codes & design	Implement applicable building codes, such as the CA Building Code Section 1612 on FEMA Flood Insurance Requirements, to require flood-resistant design in flood-prone and flash-storm-prone areas, including minimum building elevation standards for new development.
------	--------------------------------	--

### Strategy 1: Improve community resilience.

Increase community capacity and awareness of climate change risks and impacts.

### High Priority Actions

ID	Action	Action Description							Priority Score
1026	Neighborhood resilience hubs	Fund and support the development of community facilities to serve as neighborhood resilience hubs to support residents and coordinate resource distribution and services before/during/after natural hazards and extreme events. Potential locations include schools, city buildings, other public buildings, and multi-purpose rooms.	5.0	2.7	5.0	5.0	4.0	4.0	4.2

1025	Community cooling centers	Inventory, identify, and maintain adequate and accessible cooling centers for extreme heat. Work with the county to ensure sufficient notification systems are in place to notify residents of extreme heat events and available transportation routes to these cooling centers. Potential locations include schools, city buildings, other public buildings, and multi-purpose rooms. <i>Moved to existing</i>	3.5	3.3	5.0	5.0	4.0	4.0	4.0
1028	Critical facility relocation	Identify and consider relocation opportunities for critical facilities that are exposed to future climate threats. <i>Moved to Strategy 3</i>	5.0	2.7	4.5	3.5	4.0	4.0	4.0
1096	Wildfires and wildland-urban interface awareness	Leverage existing outreach and education campaigns, such as CAL FIRE or Firewise, to increase awareness of residential homeowner actions to reduce and mitigate wildfire risk (e.g., create defensible space, reducing fuel loads, cleaning out rain gutters of leaves). <i>Moved to Strategy 2 and combined with 1212 and 1213.</i>	3.0	4.3	4.5	4.0	4.3	3.0	3.0
1143	Community gardens	Partner with nonprofits, school district, low-income communities, and underrepresented communities to expand urban agriculture opportunities in community gardens, schools, parks, and on rooftops. <i>Promote programs to teach residents how to garden.</i>	2.5	4.0	4.0	4.0	4.3	4.0	3.7
1130	CalFresh, WIC & Senior FMNP expansion	Expand ability to use CalFresh, Women, Infants, and Children (WIC), and Senior Farmers Market Nutrition Program (FMNP) benefits for Community Supported Agriculture (CSAs) and farmers markets by working with CSAs to allow these funding sources and increasing MarketMatch at the Pleasanton Farmers Market.	2.5	4.7	4.5	3.0	4.3	4.0	3.6

Low Priority Actions

ID	Action	Action Description							Priority Score
1095	Natural Hazards Insurance Outreach	Connect residents and businesses with information about natural hazards facing their properties and insurance options for mitigating risks (e.g., flood insurance, wildfire insurance, earthquake insurance).	4.0	3.0	5.0	5.0	3.7	3.0	3.9
1037	Flood and flash storm emergency preparedness	Partner with Alameda County Office of Emergency Services to develop, adopt, practice, and regularly evaluate formal flood and flash storm emergency preparedness, response, evacuation, and recovery plans for flood-prone areas.	2.0	4.3	5.0	4.0	3.7	3.0	3.7
1143	Community gardens	Partner with nonprofits, low-income communities, and underrepresented communities to expand urban agriculture opportunities in community gardens, schools, parks, and on rooftops. <i>Moved to 1143</i>	2.5	4.0	4.0	4.0	4.3	4.0	3.7
1023	Comprehensive public/private outreach	Develop a comprehensive public/private education and empowerment program that helps residents, businesses, neighborhood leaders, and visitors take action to reduce their personal carbon footprint and improve climate literacy. Include a carbon footprint calculator that generates a list	2.5	4.3	5.0	4.0	3.0	2.0	3.6

		<i>of actions to reduce emissions at the household level. Moved to high and to Strategy 3</i>								
1034	Health & emergency service preparation	Partner with Alameda County to fund health and emergency services for the populations most vulnerable to climate change impacts in Pleasanton.	3.5	3.7	3.5	3.5	3.7	3.0	3.5	
1033	Update FEMA flood maps	Partner with regional organizations (e.g., the Association of Bay Area Governments and Alameda County) to use FEMA flood maps alongside climate impacts and projections. Further, work with FEMA to update flood zone maps to account for future climate change.	2.0	4.3	3.5	4.0	3.3	3.0	3.3	

**Strategy 2: Reduce vulnerability to climate change.**

Identify and target support for at-risk populations.

**High Priority Actions**

ID	Action	Action Description							Priority Score
1010	Reduce heat island effect	Require new development projects to implement measures to reduce heat island effects in the city. Considerations may include light-colored paving material for roads and parking areas, cool roofs for buildings, and shade trees for parking lots and pedestrian rights-of-way.	4.0	5.0	5.0	4.0	4.0	4.0	4.5
1096	Wildfire preparation, prevention, and education	<p><u>Reduce community vulnerability and increase wildfire resilience. As part of this effort:</u></p> <ul style="list-style-type: none"> <li><u>Leverage existing outreach and education campaigns and work with local organizations (e.g., CAL FIRE Firewise, and Tri Valley Air Quality Community Alliance) to increase awareness of residential homeowner actions to reduce and mitigate wildfire risk (e.g., create defensible space, reducing fuel loads, cleaning out rain gutters of leaves).</u></li> <li><u>Expand and improve targeted community messaging on how to respond to heat risks and poor air quality due to smoke.</u></li> <li><u>Work with regional partners to modify development regulations and codes and implement retrofit programs to increase resilience to wildfires.</u></li> <li><u>Work with CalFire and other partners to identify and implement controlled burns and other means to reduce combustible biomass and improve early wildfire detection for the City.</u></li> <li><u>Provide clean air shelters in the event of poor air quality due to wildfires</u></li> </ul>	3.5	4.7	4.5	5.0	4.7	5.0	4.4

1212	Wildfire preparation	Work with regional partners to modify development regulations and codes and implement retrofit programs to increase resilience to wildfires. <i>Combined with 1096</i>	4.0	4.3	5.0	5.0	5.0	4.0	4.5
1213	Wildfire prevention	Work with CalFire and other partners to identify and implement controlled burns and other means to reduce combustible biomass and improve early wildfire detection for the City. <i>Combined with 1096</i>	3.5	4.3	4.5	5.0	4.7	5.0	4.3
1028	Wildfire smoke outreach & education	Work with available organizations and resources such as the CA FireSafe Council to expand and improve targeted community messaging on how to respond to heat risks and poor air quality due to smoke. <i>Combined with 1096</i>	3.5	5.0	4.0	5.0	4.0	3.0	4.1

Low Priority Actions

ID	Action	Action Description							Priority Score
1152	Reduce landslide risk	Partner with Alameda County agencies (Community Development Agency, Flood Control and Water Conservation District) to utilize zoning and subdivision practices to limit development exposure in landslide risk areas while mitigating landslide risks through improving drainage, reconstructing retaining walls, installing netting and vegetation, avoiding clear cutting, and stabilizing soil with compost and mulch.	3.5	3.3	5.0	4.0	4.0	4.0	3.9
1211	Install air quality monitors	Install air quality monitors at designated locations throughout City.	3.0	4.3	3.5	4.0	3.3	2.0	3.5
1214	Flash storm prevention	Work with regional partners to develop and implement programs and capital improvements to increase resilience to flash storms.	3.0	2.7	4.0	3.0	3.7	4.0	3.3

Strategy 3: Prepare **City operations and integrate climate considerations across City operations.**

*Integrate climate change impacts into City planning, operations, and infrastructure projects.*

High Priority Actions

ID	Action	Action Description							Priority Score
1216	Institutionalize climate action	Institutionalize climate considerations across City and community activities and decision-making. Dedicate at least one position (e.g., Sustainability Manager and/or Sustainability Management Analyst(s) focused on sustainability) to implement CAP tasks - <i>manage the Energy Star Portfolio Manager for City facilities and identify opportunities for increased efficiencies and cost savings, maintain relationships with partner agencies and identify grants and funding opportunities as they become available, track legislative changes relating to the climate that affect municipal operations, track City emissions, and promote climate change awareness across all city functions.</i>	5.0	3.7	5.0	4.0	4.0	5.0	4.5

1032	Prioritize adaptation and resilience in capital projects	Prioritize adaptation and resilience in Capital Improvement Projects (CIPs). An option could include introducing guidance methodology for formally integrating climate change, inherent uncertainties, timescales, economic lifecycle evaluations, project's annual impact, and other relevant criteria into the design review process for new infrastructure projects by leveraging existing vulnerability assessments, such as the CalTrans Climate Change Vulnerability Assessment.	5.0	2.7	5.0	4.0	4.3	4.0	4.2
1038	Critical facility relocation	Identify and consider relocation opportunities for critical facilities that are exposed to future climate threats.	5.0	2.7	4.5	3.5	4.0	4.0	4.0
1023	Comprehensive climate outreach	Develop <u>and implement</u> a comprehensive public/private education and empowerment program that helps residents, businesses, neighborhood leaders, and visitors take action to reduce their personal carbon footprint and improve climate literacy. Include a carbon footprint calculator that generates a list of actions to reduce emissions at the household level <u>and consider creating competitions to encourage adoption of programs.</u> <u>The plan should review proposed climate campaigns within the CAP and phase education campaigns over time accounting for staffing, resources, and balancing other community messaging.</u>  <u>Outreach materials should be translated to Spanish, Chinese, and other commonly spoken languages in the community as identified by the Public Information Officer.</u>	2.5	4.3	5.0	4.0	3.0	2.0	3.6
1151*	Update CAP checklist	Update CAP development checklist to reflect CAP 2.0 and develop specific guidelines and requirements for its use, including reporting and evaluation mechanisms. <u>Further, consider preparation of a checklist comparing CEED with CALGreen to simplify the process for development applications.</u>	2.5	4.0	4.5	4.0	3.0	2.0	3.4
	Sustainability Awards	Create "sustainability awards" presented by the City Council during Earth Week to increase climate awareness and recognize community efforts. <u>Consider community nominations for "green" efforts throughout the City for business operations, development projects, and individual efforts throughout the City.</u>	2.0	3.7	5.0	5.0	3.0	1.0	3.3

Low Priority Actions

ID	Action	Action Description							Priority Score
1215	Regional climate alignment	Host and organize collaboration events with organizations and cities in the region to align climate goals and measures.	2.5	4.0	4.5	5.0	3.0	3.0	3.6
1151	Update CAP checklist	Update CAP development checklist to reflect CAP 2.0 and develop specific guidelines and requirements for its use, including reporting and evaluation mechanisms.	2.5	4.0	4.5	4.0	3.0	2.0	3.4



## Draft Action List- Attachment 4

April 13, 2021

### Overview

Based on input from Committees, Commissions, stakeholders, community, and City staff, a set of 50 actions is suggested to proceed to the next phase of review (i.e., the quantitative analysis). Pages 1-4 include a summary of the actions with full action text provided on pages 5-16.

In addition to conducting a quantitative assessment on the CAP actions identified, staff suggests conducting a quantitative assessment of existing/on-going actions noted below that may affect the City's greenhouse gas (GHG) emissions but are not reflected in the 2107 inventory.

Sector	Strategy	Action
<u>Buildings and Energy</u>	Decarbonization of Buildings	<b>1001 Adopt all-electric reach codes requiring electrification for new construction</b>
		1164 Prepare and implement existing building electrification plan
		<b>1169 Require new construction use lowest GWP refrigerants</b>
	Improve energy efficiency and decrease consumption	1217 Modify definition of "covered project" in the Pleasanton Municipal Code (PMC) Green Building section so that more projects are captured
		<b>1167 Modify PMC Green Building section so commercial "covered project" must qualify for LEED Silver</b>
		1176 Promote community energy efficiency upgrades
		<b>1008 Conduct energy benchmarking for City facilities and implement facility retrofits</b>
	Expand renewable energy generation and increase storage capacity	1119 Zero-emissions energy as default East Bay Community Energy choice
		<b>1163 Encourage solar/battery on new developments</b>

Sector	Strategy	Action
Materials and Consumption	Increase Waste Diversion	1194 Reduce consumption from single use plastic
		New Increase textile recovery
	Enhance Sustainable Production	1047 Adopt City environmentally preferable purchasing policy
		1126 Encourage and support collaborative consumption
1137 Bolster economic development strategies around repair industries		
		1198 Develop and implement an embodied carbon reduction plan

Sector	Strategy	Action
Natural Systems	Increase and optimize carbon sequestration	1150 Develop and implement an Urban Forest Master Plan
		1219 Increase carbon sequestration
		1220 Track carbon sequestration
	Improve ecosystem resilience and maintain natural landscapes	1145 Require climate adapted plantings
		1099 Restore and conserve native grassland, rangeland, and riparian habitat
		1204 Develop community conservation programs

Sector	Strategy	Action
Water Resources	Improve water supply and increase conservation	1087 Promote water fixture retrofits
		1094 Expand recycled water usage
	Improve stormwater resilience	1092 Explore feasibility of reusing stormwater runoff
		1136 Develop and implement a green stormwater infrastructure plan
		1199 Require on-site stormwater management and reduce hardscape

Sector	Strategy	Action
<u>Transportation and Land Use</u>	<b>Advance vehicle decarbonization</b>	1056 Develop and implement a zero-emissions vehicle infrastructure plan
		1190 Municipal small engine electrification and off-road equipment emissions reductions
	<b>Advance active, shared, and public transportation</b>	1082 Close bicycle, pedestrian, and trail network gaps
		1078 Require bicycle amenities for new commercial developments
		1080 Develop and implement a bicycle rack request program
		1079 Require bicycle parking for new commercial, mixed-use, and multifamily projects
		1070 Increase active transportation downtown and to planned events
		1180 Increase public transit ridership
	<b>Advance sustainable land use</b>	1184 Explore opportunities to decrease VMTs related to K-12 curricular and extracurricular events
		1159 Increase opportunities for shared Parking
		New Housing Element implementation
		New Track trend changes due to COVID-19
		1086 Promote LEED Neighborhood

Sector	Strategy	Action
<u>Community Resilience and Wellbeing</u>	Improve community resilience	1026 Fund and support neighborhood resilience hubs
		1043 Expand community Gardens
		1130 Expand ability to use CalFresh, WIC, and FMNP benefits
	Reduce vulnerability to climate change	1010 Require projects to implement measures to reduce heat island effects
		1096 Wildfire preparation, prevention, and education
	Prepare and integrate climate considerations across City operations	1216 Dedicate a position to focus on CAP implementation and climate integration into city functions
		1032 Prioritize adaptation and resilience in CIPs
		1038 Identify and consider relocation of critical facilities exposed to climate threats
		1023 Develop and implement a comprehensive public outreach education program
		NEW Create sustainability awards for green efforts in community
	1151 Update CAP checklist and prepare additional checklists to simplify the application process	

## Buildings & Energy

### Goal

Reduce greenhouse gas emissions from buildings and associated energy consumption and increase buildings and energy resilience which will result in cost savings, improved public health, and improved infrastructure.

### Existing Ongoing Actions

Action	Action Description
Maintain highest EBCE choice for municipal operations	Maintain the highest renewable energy choice as the default for all municipal facilities, including opportunities to secure Power Purchase Agreements with other EBCE jurisdictions.

### Strategy 1: Advance the decarbonization of buildings.

ID	Action	Action Description
1001	All-electric reach code	Adopt an all-electric building reach code for new construction that limits the development of new gas infrastructure where economically feasible. Ensure solutions are equitably tailored to different building, ownership, and use types. This will require a cost effectiveness evaluation and further outreach. Exceptions to the Code can be considered.
1164	Existing Building Electrification Plan	<p>Develop and implement an Existing Building Electrification Plan to advance electrification of buildings. As a part of this effort:</p> <p>Grid Analysis/Improvements</p> <ul style="list-style-type: none"> <li>Work with EBCE, PG&amp;E, and regional partners to ensure we have a robust regional electrical grid that minimizes the risk of power outages, increases storage, and reduces demand for diesel or gas generators. Consider opportunities for local renewable generation.</li> <li>Conduct an existing building electrification analysis to identify areas of opportunities, building types, and prerequisites needed to make electrification cost-effective in the community.</li> </ul> <p>Municipal Buildings</p> <ul style="list-style-type: none"> <li>Phase implementation of electrification into existing municipal buildings.</li> </ul> <p>Community Buildings</p> <ul style="list-style-type: none"> <li>Review and enhance permitting process to simplify the process (e.g., permit streamlining) to encourage adoption of electrification and energy storage back-up practices throughout the community.</li> <li>Leverage partnerships to provide financial incentives for existing residential and commercial building electrification, (e.g., EBCE's Resilient Home program).</li> <li>Establish and implement strategies to increase at-home battery storage installations to increase resiliency.</li> <li>Review the definition for "covered" projects and determine if the renovation threshold is appropriate.</li> </ul> <p>Outreach/Education</p>

ID	Action	Action Description
		<ul style="list-style-type: none"> <li>Build a residential and business toolkit to help identify steps needed to electrify (e.g., panel upgrades, permit guides) and promote rebates and incentives (e.g., hot water replacements and induction cooking through EBCE, BayREN, etc.) to encourage and simplify the electrification process of existing buildings. Work with local businesses and change agents to influence behavior in community.</li> <li>Work with local organizations (e.g., Bay East Association of Realtors) to promote energy programs to homeowners.</li> </ul> <p>Metrics/Evaluation</p> <ul style="list-style-type: none"> <li>Build in evaluation metrics to determine progress towards meeting electrification goals.</li> <li>Stay apprised of existing building electrification regulations, studies, and regional efforts.</li> </ul>
1169	Refrigerant management in new construction	Require that all new construction use the lowest global warming potential (GWP) refrigerants available for equipment and systems.

### Strategy 2: Improve energy efficiency.

ID	Action	Action Description
1217	Modify Municipal Code definition of covered projects	Modify the Pleasanton Municipal Code (PMC) to expand the definition of "covered projects" (within the Green Building Chapter of the PMC) to cover all new commercial buildings and all new residential homes.
1176	Community energy efficiency upgrades	Promote use of energy efficiency improvements (e.g., window upgrades, LED lighting) across the community through incentives, partnerships, and/or education and outreach. Focus outreach and resources on low-income households. This action can include establishing and implementing a revolving loan fund for home performance audits and system upgrades.
1167	LEED certification for new construction	Modify the PMC to require commercial "covered projects" (within the Green Building Chapter of the PMC) to qualify for LEED silver certification.
1008	Energy Benchmarking and City Facility Retrofits	Use the Environmental Protection Agency's Energy Star Portfolio Manager tool (or other similar tools) to measure and track energy and water usage across City facilities. Compare facilities performance over time, identify opportunities for efficiency upgrades and cost savings across City facilities, and conduct energy retrofits of existing City facilities and equipment. As part of this action, work with regional partners (e.g., EBCE) to identify municipal facilities where solar/storage systems will be the most effective and install solar/storage systems throughout municipal locations (e.g., parks, library, etc.).

### Strategy 3: Expand renewable energy generation and increase storage capacity.

ID	Action	Action Description
1119	Maintain zero-emissions energy as default EBCE choice	Maintain a default East Bay Community Energy (EBCE) choice for the community that ensures the community is receiving zero-emission energy.

1163	Solar and storage on new construction	Encourage "covered projects" (within the Green Building Chapter of the PMC) to include solar installation that meets the power needs of the new development if feasible. Where solar is being installed, encourage storage systems.
------	---------------------------------------	---

## Materials & Consumption

### Goal

Reduce greenhouse gas emissions from materials management and consumption which will support regional waste reduction efforts.

### Existing Ongoing Actions

Action	Action Description
Local purchasing	Continue to promote local purchasing for businesses and residents to support local vendors, services, and stores and to reduce GHG emissions from commerce-related transportation, food production, and distribution.
SB 1383 Implementation	Implement SB 1383 which includes establishing a robust food recovery program, developing an implementation plan to reduce methane emissions by decreasing organics in the landfill), and increasing education and outreach around compliance.
Outreach and Education	Continue outreach and education around reducing waste generation and increasing waste diversion

### Strategy 1. Increase waste diversion and optimize collection and disposal systems.

ID	Action	Action Description
	Textile recovery	Implement textile recovery drop-off service as outlined in the City's Franchise Agreement with Pleasanton Garbage Service.
1194	Single use plastic reduction	<p>Continue to explore viable paths to reduce single use plastic. This may include:</p> <ul style="list-style-type: none"> <li>Updating the Municipal Code to require large and special events producers to provide and use reusables (with an exception for BPI certified compostables) , provide recycling and composting infrastructure, and divert waste from landfill after the event.</li> <li>Working with regional partners (e.g., StopWaste) to promote participation in waste reduction and reusable programs (e.g., StopWaste Use Reusables), for businesses to incorporate more sustainable waste practices.</li> <li>Working with regional partners (e.g., StopWaste) to support the development of local infrastructure or implement programs (e.g., Rethink Disposables) that enables greater adoption of reusables for dine-in restaurants and sustainable takeout food ware.</li> </ul>

**Strategy 2. Enhance sustainable production and reduce consumption.**

ID	Action	Action Description
1047	<b>Environmentally preferable purchasing policy</b>	Adopt an Environmentally Preferable Purchasing Policy. Include alternatives for the most carbon-intensive materials that the City purchases, such as building materials (e.g., concrete, metals, etc.). Use existing resources provided by Alameda County.
1126	<b>Collaborative consumption</b>	Encourage and support collaborative consumption (e.g., encouraging shared consumption) across the community which may include: <ul style="list-style-type: none"> <li>• Implementing mini-grant programs to support “collaborative consumption” community projects like tool libraries and repair cafes.</li> <li>• Working with local and regional partners to conduct a public education and outreach campaign around local options for collaborative consumption options (e.g., tool-lending libraries, car share, and swap events).</li> </ul>
1137	<b>Repair Industry</b>	Expand economic development strategies and tools such as grants and incentives to retain industrial and repair industry businesses. This may include partnering with local organizations (e.g., StopWaste) to support job training for repair of common tools and equipment.
1198	<b>Embodied carbon reduction plan</b>	Develop and implement an Embodied Carbon Reduction Plan (i.e., considering the footprint of the material including resources needed to produce the materials) to reduce the carbon content of materials that include a variety of approaches. This Plan should consider: <ul style="list-style-type: none"> <li>• Whole building lifecycle analysis for new construction and incentives for achieving reductions.</li> <li>• Participate in regional efforts to build local supply chains and economic opportunities.</li> <li>• Partnerships to promote low-carbon products.</li> <li>• Encourage carbon-smart and recycled building materials.</li> <li>• A low-carbon concrete requirement.</li> <li>• Education campaigns and resources.</li> </ul>

**Natural Systems**

**Goal**

Offset greenhouse gas emissions by fostering resilient natural landscapes which will improve habitats, ecosystems, and public health.

**Existing Ongoing Actions**

Action	Action Description
<b>Pesticide Posting Program</b>	Continue to implement the Pesticide Posting Program and follow the City’s Integrated Pest Management Program (IPM).



<b>Municipal Landscape Management Practice</b>	Continue to manage the amount, source, placement, and timing of plant nutrients and soil amendments in City parks, green spaces, and natural areas (e.g., applying recycled wood mulch from tree trimmings into planters, medians, and tree wells and leaving green waste on-site to the extent feasible).
<b>Sustainable land management education</b>	Continue the City's Environmental Services Water Conservation efforts including encouraging lawn conversion and improving landscape design through education.

**Strategy 1: Increase and optimize carbon sequestration.**

ID	Action	Action Description
1150	<b>Urban Forest Master Plan</b>	<p>Develop and implement an Urban Forest Master Plan that includes best practices for tree health and maintenance and reevaluates community tree regulations. The plan should aim to protect and increase tree canopy, and to ensure trees are replanted with a "right sized tree" with sufficient minimum soil volume (e.g., 1,000 cubic feet of soil per tree). As part of the plan:</p> <ul style="list-style-type: none"> <li>• Consider a community planting program that incentivize the community and incorporates community education focusing on proper planting practices and benefits of canopy cover.</li> <li>• Create a community guide with information on appropriate species (e.g., climate-adapted, drought-tolerant, and carbon sequestering species) and planting tips.</li> <li>• Partner with the school districts to increase tree canopy on school campuses.</li> <li>• Partner with local organizations (e.g., Go Green Initiative) to encourage increased tree canopy throughout the City.</li> </ul>
1219	<b>Soil management carbon sequestration projects</b>	<p>Increase carbon sequestration potential throughout the City to offset emissions, increase drought and flood-resistance of soil, and further SB 1383 compliance. As part of this effort:</p> <p>Public Lands</p> <ul style="list-style-type: none"> <li>• Implement carbon sequestration projects on City property where feasible (e.g., soil at City parks, golf courses, and open spaces).</li> <li>• Reduce the use of synthetic nitrogen fertilizer with soil amendments such as manure or other organic by-products (e.g., compost and mulch) on new landscape installations.</li> <li>• Partner with Zone 7, East Bay Regional Park District, and other public agencies to expand sequestration potential on public lands within the City's boundaries.</li> </ul> <p>Private Lands</p> <ul style="list-style-type: none"> <li>• Subsidize the cost of compost.</li> <li>• Encourage the use of compost in new landscape projects and undeveloped lands that exceeds WELO standards.</li> <li>• Increase awareness through education campaigns.</li> </ul>
1220	<b>Carbon sequestration research and tracking</b>	<p>Work with regional partners (e.g., StopWaste) and neighboring jurisdictions to develop methods to track carbon sequestration in the urban landscape. Stay apprised of leading research and technological advancements available that mechanically and naturally captures carbon and/or remove carbon by purchasing direct air capture and carbon sequestration.</p>

**Strategy 2: Improve ecosystem resilience and maintain natural landscapes.**

ID	Action	Action Description
1145	Climate adapted plantings	Require climate-adapted plantings that are sustainable for Pleasanton (e.g., minimize water usage, drought tolerant, etc.) with native plantings preferred for new landscape installations throughout the City that exceeds WELO standards.
1099	Restore and conserve native grassland, rangeland, and riparian habitats	Identify, restore, and conserve native grassland, rangeland habitat, and riparian habitat, such as conserving woodland riparian habitat areas and habitat near canals and streams, to mitigate flooding risk and to improve water quality. As part of this action expand creek conservation and advocacy programs through collaboration with Zone 7, Living Arroyos, and/or the Watershed Project and improve natural water conveyance corridors.
1204	Community conservation programs	Develop a Library and Recreation program dedicated to conservation and stewardship projects for different age groups, expanding upon the existing programs that exist (e.g., Ridge Runner, Arbor Day, and future bee and butterfly gardens programs).

**Water Resources**

**Goal**

Reduce greenhouse gas emissions from water usage (including conveyance) and prepare community water resources for a changing climate which will result in cost savings, enhance water quality and availability, improve infrastructure, and increase resiliency.

**Existing Ongoing Actions**

Action	Action Description
Controller Assistant Program	Continue to provide the controller assistance program to Pleasanton residents (through this program, City staff visits residents' homes, and helps them adjust their water controller to ensure they are watering their landscapes the right amount and at optimal times of the day).
Smart water meter Installation	Continue to monitor and provide outreach to the community regarding their water leaks based on their smart water meter data.
Water Conservation Program	Continue to promote City's Water Conservation Program including rebates, workshops, and outreach.
Water Efficiency Programs	Continue to provide incentives/rebates for native and drought-tolerant residential and commercial landscaping and removal of grass turfs/lawns. <i>City of Pleasanton and Zone 7 both have rebate programs currently.</i>

**Strategy 1: Improve water supply & increase conservation.**

ID	Action	Action Description
1087	Water fixture retrofits	Partner regionally with Zone 7 to develop incentives and direct install programs to retrofit inefficient water fixtures in existing properties.
1094	Expand recycled water	As recycled water becomes available, expand its use throughout the City (e.g., purple pipe expansion).

**Strategy 2: Improve stormwater resilience.**

ID	Action	Action Description
1092	Stormwater runoff reuse	Investigate the feasibility of using stormwater runoff, if all water quality measures are in place, for irrigation and groundwater recharge.
1136	Green Stormwater Infrastructure Plan	Develop and implement a Green Stormwater Infrastructure Plan that builds off and supports the City’s Municipal Regional Stormwater NPDES permit to ensure a sustainable approach for managing stormwater runoff. The plan should include: <ul style="list-style-type: none"> <li>• Actions to replace traditional grey infrastructure with bioretention areas, green roofs, permeable pavement, and rainwater catchment.</li> <li>• Exploration of opportunities to retrofit or integrate green infrastructure into existing and new City facilities.</li> <li>• Incorporation of green infrastructure and stormwater management with infrastructure projects.</li> <li>• Ensure future infrastructure and retrofits are adequately sized to be able to handle future flows and storms exacerbated by climate change.</li> </ul>
1199	On-site stormwater management	Update the Municipal Code to require new developments to have on-site stormwater management and minimal hardscape.

**Transportation & Land Use**

**Goal**

Reduce greenhouse gas emissions from transportation and land use which will enhance community mobility, improve public health, and result in cost savings.

**Existing Ongoing Actions**

Action	Action Description
Trails Master Plan	Continue to implement the Trails Master Plan.

Bicycle & Pedestrian Master Plan	Continue to implement the Bicycle & Pedestrian Master Plan. Implementation should be continued for existing programs (e.g., Commendable Commute program which collaborates with employers to provide incentives as part of transportation demand management (TDM) programs to encourage alternative modes of travel and reduce single-occupant vehicle use).
Regional transit support	Continue working with regional partners to support the Valley Link project.
Complete Streets Implementation	Continue to implement the City's Complete Streets Program.

**Strategy 1: Advance vehicle decarbonization.**

ID	Action	Action Description
1056	<b>Create a ZEV Infrastructure Plan</b>	<p>Develop and implement a Zero Emissions Vehicle (ZEV) Infrastructure Plan that strategically expands EV and other zero emissions fueling infrastructure throughout the community. The plan should include:</p> <p>Grid Analysis</p> <ul style="list-style-type: none"> <li>Review existing alternative fuels infrastructure to identify gaps (e.g., location and quantity of EV charging).</li> </ul> <p>Community Infrastructure</p> <ul style="list-style-type: none"> <li>Expand publicly available EV infrastructure which may include installing EV chargers on municipal properties (e.g., parks, library, senior center, etc.).</li> <li>Collaborate with existing gas stations to encourage installation of EV and alternative carbon free fueling stations.</li> <li>Provide preferential parking for electric vehicles only in public parking lots.</li> <li>Modify the Municipal Code Section requiring new apartment and condo complexes include EV charging.</li> </ul> <p>Municipal Fleet</p> <ul style="list-style-type: none"> <li>Collaborate with East Bay Community Energy to establish and implement a plan that guides fleet transition to all-electric in the coming decade.</li> </ul> <p>Education, Outreach, and Funding</p> <ul style="list-style-type: none"> <li>Conduct an education and outreach campaign in the community and in high schools about electric vehicles.</li> <li>Partner with regional organizations (e.g., EBCE) to promote incentives and rebates.</li> <li>Identify grant funds to help replace private vehicles with zero emission vehicles, with a focus on supporting EV purchases for low-income demographics.</li> <li>Provide alternative financial models for city-owned EV charging, including sliding scales and EBT card features.</li> </ul> <p>Regional Electrification</p> <ul style="list-style-type: none"> <li>Work with regional partners to create a job training program to expand trade knowledge around electric and zero emissions fueling alternative vehicles.</li> <li>Support regional organizations (e.g., EBCE) and other regional efforts to transition medium and heavy-duty trucks to electric.</li> </ul>

1190	<b>Municipal small-engine electrification and off-road equipment</b>	Evaluate the current fleet of Municipal off-road equipment (e.g., mowers, chippers, tractors, etc.) and identify equipment that falls below current emissions standards. Replace and update off-road equipment with lower emissions alternatives upon replacement. Across City operations, priority replacement for high emission equipment should be considered. Further, work with the Tri Valley Air Quality Community Alliance to monitor advancements around battery technology in small-engine options and transition City operations to electric landscaping equipment when feasible.
------	--	--

**Strategy 2: Advance active, shared, and public transportation.**

ID	Action	Action Description
1082	<b>Bicycle, pedestrian, and trails network expansion</b>	Close bicycle, pedestrian, and trail network gaps. This should include: <ul style="list-style-type: none"> <li>Encouraging development project amenities (when amenities are required) to include contribution of funds or land to further the trails network as outlined in the Trails Master Plan and bicycle and pedestrian networks as outlined in the Bicycle &amp; Pedestrian Master Plan.</li> <li>Supporting the expansion of the complete streets network as outlined in the Bicycle &amp; Pedestrian Master plan with a focus on designated and protected bike lanes to businesses, parks, and schools.</li> <li>Prioritizing city contributions to building and expanding networks and improving public access to open space and waterways.</li> <li>Reporting progress indicators such as miles of new bike lanes and trails in CAP monitoring.</li> </ul>
1078	<b>Workplace bike amenities</b>	Update the Municipal Code to require showers, lockers, changing areas, bike parking, and protected bicycle storage for new commercial developments of a certain size, consistent with the Bicycle & Pedestrian Master Plan recommended programs 6.4.2 (2) and 6.6.2 (1).
1080	<b>Bicycle rack incentive program</b>	Develop and implement a citywide bicycle rack request program that receives requests from businesses and residents to install bicycle racks free of charge on public property adjacent to business properties, consistent with the Bicycle & Pedestrian Master Plan recommended policy 4-2. Maintain an inventory of installed bicycle racks.
1079	<b>Required bike parking at MF/Comm developments</b>	Modify the Municipal Code section requiring commercial, mixed use, and multi-family projects install bicycle parking.
1070	<b>Increase active transportation</b>	Increase active transportation downtown and to planned events. Consider: <ul style="list-style-type: none"> <li>Working with regional partners to develop and promote resources to encourage active transportation to planned events.</li> <li>Identifying potential funding opportunities to expand electric bicycle usage.</li> <li>“Pedestrianizing” Main Street on the weekends beyond COVID closures.</li> </ul>
1180	<b>Increase transit ridership</b>	Partner with transit agencies (e.g., BART, ACE, and LAVTA) to improve access across the City. This can include: <ul style="list-style-type: none"> <li>Providing convenient connections to destinations throughout the City (e.g., BART to Main Street and ACE to Hacienda).</li> <li>Providing connections between transit facilities and the bicycle/trails network.</li> <li>Ensuring sufficient transit connections to higher density areas with currently low or limited access.</li> <li>Enhancing secure bicycle parking at transit stations and major bus stops.</li> </ul>

ID	Action	Action Description
1184	<b>VMT reduction for K-12 activities</b>	<p>Explore opportunities to reduce VMT related to K-12 curricular and extra-curricular activities. This can include:</p> <ul style="list-style-type: none"> <li>• Partnering with the school districts and clubs to encourage active transportation (i.e., walking and bicycling) and carpooling to schools and after school activities (e.g., sports).</li> <li>• Partnering with the school districts to create a bicycle safety course that can be integrated into the curriculum (e.g., PE class or otherwise).</li> <li>• Partnering with the California Air District on the anti-idle campaign and working with schools to reduce idling.</li> <li>• Adjusting traffic signals to prioritize pedestrians and bicycles around schools.</li> <li>• Encouraging school bus ridership.</li> </ul>

### Strategy 3: Advance sustainable land use.

ID	Action	Action Description
1159	<b>Shared parking</b>	Update the Municipal Code to expand provision 18.88.060 to allow businesses in all commercial, industrial, MU, and P zoning districts to offset parking count requirements for "discrete uses". Encourage removal of fences between shared parking lots to allow greater mobility and develop incentives to increase interest in shared parking opportunities.
	<b>Housing Element</b>	Support Housing Element implementation including aiming to achieve a jobs/housing balance, working with regional partners to prevent displacement and increase affordable housing, and encouraging transit-oriented development near BART stations, along transportation corridors, and in business parks.
	<b>Trend changes from COVID</b>	Partner with organizations like the Tri-Valley Air Quality Community Alliance and Bay East Realtors Association, to identify changes in transportation trends (e.g., reduced VMT) due to COVID-19 and how these trends have affected air quality in Pleasanton.
1086	<b>Promote LEED Neighborhood Development</b>	Promote and encourage the use of LEED for Neighborhood Development (LEED ND) as new developments are proposed and areas in the City are redeveloped. Mechanisms may include incorporating this into the CAP checklist for new development.

## Community Resilience & Wellbeing

### Goal

Prepare for climate and non-climate emergencies and integrate climate considerations across City and community decision-making.

**Existing Ongoing Actions**

Action	Action Description
School climate action planning	Continue to partner with schools (e.g., provide funding and staff capacity) and support activities of the climate action groups at schools, including connecting them to resources from GoGreen Initiative, StopWaste, and CA Youth Energy Services.
Access to green spaces	Continue to partner with local organizations to increase awareness of and access to green spaces and outdoor recreation for all residents.
Community cooling centers	Continue to maintain adequate and accessible cooling centers for extreme heat. Work with the county to ensure sufficient notification systems are in place to notify residents of extreme heat events and available transportation routes to these cooling centers. Potential locations include schools, city buildings, other public buildings, and multi-purpose rooms.

**Strategy 1: Improve community resilience.**

ID	Action	Action Description
1026	Neighborhood resilience hubs	Fund and support the development of community facilities to serve as neighborhood resilience hubs to support residents and coordinate resource distribution and services before/during/after natural hazards and extreme events. Potential locations include schools, city buildings, other public buildings, and multi-purpose rooms.
1143	Community gardens	Partner with nonprofits, school districts, low-income communities, and underrepresented communities to expand urban agriculture opportunities in community gardens, schools, parks, and on rooftops. Promote programs to teach residents how to garden.
1130	CalFresh, WIC & Senior FMNP expansion	Expand ability to use CalFresh, Women, Infants, and Children (WIC), and Senior Farmers Market Nutrition Program (FMNP) benefits for Community Supported Agriculture (CSAs) and farmers markets by working with CSAs to allow these funding sources and increasing MarketMatch at the Pleasanton Farmers Market.

**Strategy 2: Reduce vulnerability to climate change.**

ID	Action	Action Description
1010	Reduce heat island effect	Require new development projects to implement measures to reduce heat island effects in the city. Considerations may include light-colored paving material for roads and parking areas, cool roofs for buildings, and shade trees for parking lots and pedestrian rights-of-way.
1096	Wildfire preparation, prevention, and education	Reduce community vulnerability and increase wildfire resilience. As part of this effort: <ul style="list-style-type: none"> <li>• Leverage existing outreach and education campaigns and work with local organizations, (e.g., CAL FIRE Firewise, and Tri Valley Air Quality Community Alliance) to increase awareness of residential homeowner actions to reduce and mitigate wildfire risk (e.g., create defensible space, reducing fuel loads, cleaning out rain gutters of leaves).</li> <li>• Expand and improve targeted community messaging on how to respond to heat risks and poor air quality due to smoke.</li> <li>• Work with regional partners to modify development regulations and codes and implement retrofit programs to increase resilience to wildfires.</li> </ul>

	<ul style="list-style-type: none"> <li>Work with CalFire and other partners to identify and implement controlled burns and other means to reduce combustible biomass and improve early wildfire detection for the City.</li> <li>Provide clean air shelters in the event of poor air quality due to wildfires</li> </ul>
--	--

**Strategy 3: Prepare and integrate climate considerations across City operations.**

ID	Action	Action Description
1216	<b>Institutionalize climate action</b>	Institutionalize climate considerations across City and community activities and decision-making. Dedicate at least one position (e.g., Sustainability Manager and/or Sustainability Management Analyst(s) focused on sustainability) to implement CAP tasks, manage the Energy Star Portfolio Manager for City facilities and identify opportunities for increased efficiencies and cost savings, maintain relationships with partner agencies and identify grants and funding opportunities as they become available, track legislative changes relating to the climate that affect municipal operations, track City emissions, and promote climate change awareness across all city functions.
1032	<b>Prioritize adaptation and resilience in capital projects</b>	Prioritize adaptation and resilience in Capital Improvement Projects (CIPs). An option could include introducing guidance methodology for formally integrating climate change, inherent uncertainties, timescales, economic lifecycle evaluations, project's annual impact, and other relevant criteria into the design review process for new infrastructure projects by leveraging existing vulnerability assessments, such as the CalTrans Climate Change Vulnerability Assessment.
1038	<b>Critical facility relocation</b>	Identify and consider relocation opportunities for critical facilities that are exposed to future climate threats.
1023	<b>Comprehensive climate outreach</b>	Develop and implement a comprehensive public/private education and empowerment program that helps residents, businesses, neighborhood leaders, and visitors take action to reduce their personal carbon footprint and improve climate literacy. Include a carbon footprint calculator that generates a list of actions to reduce emissions at the household level and consider creating competitions to encourage adoption of programs. The plan should review proposed climate campaigns within the CAP and phase education campaigns over time accounting for staffing, resources, and balancing other community messaging. Outreach materials should be translated to Spanish, Chinese, and other commonly spoken languages in the community as identified by the Public Information Officer.
	<b>Sustainability Awards</b>	Create "sustainability awards" presented by the City Council during Earth Week to increase climate awareness and recognize community efforts. Consider community nominations for "green" efforts throughout the City for business operations, development projects, and individual efforts throughout the City.
1151	<b>Update CAP checklist</b>	Update CAP development checklist to reflect CAP 2.0 and develop specific guidelines and requirements for its use, including reporting and evaluation mechanisms. Further, consider preparation of a checklist comparing LEED with CALGreen to simplify the process for development applications.