

Bay Area Air Quality Management District's
Climate Action Leadership Summit
Taking Action Locally to Meet the Challenge of our Changing Climate
May 4, 2009 ▪ Fox Oakland Theatre

.....

Breakout Session Summaries

The Air District's Climate Action Leadership Summit featured nine morning and afternoon breakout sessions for attendees. The breakout sessions were focused on assisting local governments in implementing climate solutions and building capacity to address state climate legislation including AB 32 and SB 375.

Flipchart and Air District Staff notes from each of the breakout sessions are summarized below.

1. Elected Officials Dialogue: Paying for it All

Discussion of new and under-utilized funding opportunities and the potential for collaborative fundraising.

Presenters: Mayor Tom Bates, City of Berkeley; Michael McCormick, PMC; Ben Machol, EPA Region 9; Calla Osterander, City of San Francisco

- Stimulus funding
 - So far, only one Bay Area local government participating in the session has submitted an application for the Energy Efficiency and Conservation Block Grants offered by DOE (due date June 25)
 - Applications are complex, and local governments may be well-served to collaborate on applications, especially smaller local governments
 - The application process requires pre-registration and several one-time actions that take up to 21 days to complete. For details, see: <http://www.eecbg.energy.gov/>
 - Pre-registration process must be started ASAP in order to be eligible for block grant funding!
- EPA Climate Protection Grants
 - The EPA will have grants available later this summer for local climate protection activities
 - Grants are separate from stimulus funding
 - Grants size will be approximately \$100,000 - \$500,000
 - Will require a 50% match; can be in-kind, like staff time
 - Solicitation will come out later in the summer, stay tuned
- Creating local funding streams
 - Mayor Bates from Berkeley reported that the Berkeley FIRST program using Mello-Roos style assessment districts has been a great success through its pilot phase
 - Berkeley will move into Phase 2 of the program (expanding from solar PV to solar thermal and energy efficiency financing) later in the summer
 - ABAG reported that it is moving forward with a similar program that will be Bay Area-wide, enabling home and building owners throughout the region to "opt-in"
 - Calla Osterander from the City/County of San Francisco, Dept. of Environment, provided an update on the San Francisco Carbon Fund, which will use a 13% surcharge on all City

Bay Area Air Quality Management District's
Climate Action Leadership Summit
Taking Action Locally to Meet the Challenge of our Changing Climate
May 4, 2009 ▪ Fox Oakland Theatre

.....
Breakout Session Summaries

staff air travel to fund local carbon offset projects such as energy efficiency upgrades on affordable housing and a biodiesel fueling station

- Calla cautioned that it is very difficult for a city to create a true offset program

2. Rising Seas: Preparing for Climate Change

Introduced vulnerability assessments and calculating community's resiliency to climate change. Presenters: Susie Moser; Joe LeClair, BCDC; Wade Crowfoot, City of San Francisco; Armin Munevar, CH2M Hill

- Current Stressors:
 - Economic downturn
 - Foreclosures
 - Congestion
 - Lack of awareness
 - Property disclosure issue
 - Filled soil unstable
 - Access via roads is compromised
 - Uncertainty
 - Inability to build consensus
 - Political will may be low
- Exposure and Sensitivity: Levee overtopping; upland flooding from runoff; wastewater treatment impacts; and no marine access
- Treatment facilities are out of date

3. SB375: A Bottom-Up Approach

Discussion on designing a bottom-up involvement process for region-wide participation in SB 375.

Presenters: Stuart Cohen, TransForm; Ken Kirkey, ABAG; Doug Kimsey, MTC, Jamesine Rogers, CARB; Buzz Hines, Farella Braun + Martel LLP

- Process for identifying urban versus agriculture development?
- How will SB 375 impact suburban and rural areas?
- CEQA implications for funding for District wide programs to reduce trips to schools
- How can small built-out cities be addressed?
- Could be an unfunded mandate
- Housing element review cycle
- Don't overlook easy, tried and true strategies like ride sharing
- Educate on cost savings related to reduced driving
- Employees reducing commute emissions

Bay Area Air Quality Management District's
Climate Action Leadership Summit
Taking Action Locally to Meet the Challenge of our Changing Climate
May 4, 2009 ▪ Fox Oakland Theatre

.....

Breakout Session Summaries

- Is Sacramento blueprint model for SB375?
- Tell people impacts of their actions and choices
- Penalties for cities?
- How to ensure consistency between local general plans and regulatory plans?

- How to develop meaningful engagement process with local governments and Bay Area residents
 - Use web-based networking tools for general plan update process
 - Challenge to get people to think at larger scale
 - Go to people via their networks, it is tough to get them to come to us
 - Need clear identity to avoid getting lost in shuffle
 - Educate as to why SCS matters to people in their local community
 - Urban villages: we should focus on “being” not “going “
 - Complete communities
 - Need good leadership to pull this off
 - Build on existing efforts; for example El Camino Real collaboration in San Mateo County
 - Kids are great avenue

- How to fund infrastructure needed to support more intensive land use?
 - Very central challenge
 - More realistic assumptions regarding impacts of focused growth can mitigate this issue
 - We need fewer plans, more comprehensive planning

- Things we should support
 - Climate fee on gasoline for Bay Area
 - Agriculture land preservation fees
 - Need integrated transportation system
 - Parking fees
 - Universal Translink
 - Need to restore land that has been badly developed
 - Be more efficient and effective

- ISR
 - What would fee revenues be used for?
 - Can revenues be used to educate kids?
 - Address disconnect between local impacts versus regional impacts; need to resolve this issues
 - Need processes to get local input and buy-in; how can this be funded?
 - Community engagement is key to offset NIMBY
 - Focus on parking requirements

Bay Area Air Quality Management District's
Climate Action Leadership Summit
Taking Action Locally to Meet the Challenge of our Changing Climate
May 4, 2009 ▪ Fox Oakland Theatre

.....

Breakout Session Summaries

4. General Plans or Climate Actions Plans: Which Way to Go?

Explored the relationship between general plans and climate action plans and how to streamline the CEQA process.

Presenters: Curtis Alling, EDAW; Janill Richards, CA Department of Justice; Scott Morgan, OPR; Kerrie Romanow, City of San Jose; Deborah Nelson, City of San Carlos

- What should communities do to reduce transportation emissions?
 - Invest in transit
 - Interconnect communities through transit and transportation systems
 - Continue to speak-up about challenges
 - Jurisdictions are continuing to widen freeways; need to understand the basis for their decisions
 - Congestion Management Agencies are committed to expanding freeways
 - Local plans need to change land use to not be based on single-occupant driving
 - Should consider adding a regional inter-projects element to general plans

- How can climate action plans (CAP) and general plans be enforced?
 - Connect enforcement with capital improvement programs
 - Adopt ordinances
 - Require yearly reporting to create accountability
 - Implement a CAP that includes targets, standards, policies, and measures
 - Choose your verb! For example, require rather than encourage is much stronger

- What are some small city opportunities
 - Block funding
 - Team-up with local universities
 - Doing even small things is better than nothing
 - Collaborate with regional agencies such as the collaborative approach of Stopwaste in Alameda County

- Is a CAP considered a project under CEQA?
 - If it has action items, than yes
 - CAPs should be action oriented

- How should adaptation be incorporated in CAPS?
 - Land use restrictions
 - Prepare a risk assessment
 - Use state level adaptation strategy as resource

- Is there an example of an EIR for a CAP that is not part of a general plan? Not that we know

Bay Area Air Quality Management District's
Climate Action Leadership Summit
Taking Action Locally to Meet the Challenge of our Changing Climate
May 4, 2009 ▪ Fox Oakland Theatre

.....

Breakout Session Summaries

5. Equip Your Climate Action Toolbox

Previewed the newest tools to assist in developing climate action plans and accelerating implementation.

Presenters: Rich Walter, ICF Jones/Stokes; Dana Papke, CARB; Jeff Hobson, TransForm; Bruce Mast, Build It Green; Ken Loman, Institute for Local Government; Jonathan Strunin, ICLEI; Catherine Squire, PG&E

- Tools for Climate Action Plans
 - CAPP
 - Urbemis (also mentioned, not discussed in detail)
 - Build it Green Tool for residential buildings
 - Need for alternative to the ITE Parking Generation Handbook
 - Speakers looking for feedback from local governments on these tools

- CAPP Climate and Air Pollution Planning Assistant
 - www.coolcalifornia.org
 - Focus on local government
 - Includes case studies
 - Provides guidance on how to save money
 - Contains a climate calculator
 - ARB also working with ICELEI to make CAPP tool specific to California
 - Can be used for Climate Action Plan, according to the State AG
 - Need volunteers to help beta-test

- AB32 Scoping Plan for AB32
 - The plan does recognize that local partners identified goals; locals are leading by example in many cases
 - Need to start with an emissions inventory
 - Recognize the need to establish measures first
 - Estimate targets that are consistent with the statewide goals
 - CAP eligible for DOE Block grant funds
 - Statewide emissions levels: 1. transportation, 2. buildings
 - So a building retrofit program is important, so includes info on innovative financing

- Build it Green Tool
 - Tool to measure residential buildings
 - Developed for local government
 - Will roll out this summer
 - Includes guidance on implementation, monitoring, verification
 - Addresses multifamily and single family residences
 - Takes base case and measures emissions reduced and energy and water saved

Bay Area Air Quality Management District's
Climate Action Leadership Summit
Taking Action Locally to Meet the Challenge of our Changing Climate
May 4, 2009 ▪ Fox Oakland Theatre

.....
Breakout Session Summaries

- Has 3rd party verification
- Can update the calculator on website
- Can verify compliance, use as climate exchange
- Subscription based service
- Wants to know what services local governments need: outputs? Does the reporting function work for you?

- **Alternative Needed to ITE Parking Generation Manual**
 - Need standard for other types of communities than suburban based parking standards
 - ITE Generation Manual results in overbuilding of parking
 - Goal: make it easier for good projects to get through development process
 - Parking requirements makes “good development” illegal, creating a cycle of overbuilding parking, inducing more car travel, leading to the requirement of more parking
 - TCRP 128 looks at TODs around the county
 - TODs have fewer car trips
 - 8-units to acre TOD, 225 more homes, 5.3 million saved
 - Rating cities of different densities is difficult
 - Tools: Overlay district, TDM,
 - 3-5 pilots underway around the bay area,
 - Low-traffic certificate program?

- **Other Resources**
 - PG&E has energy data for your inventories
 - 45 Bay Area communities are members of ICLEI
 - Many locals have done emissions inventory
 - ICLEI has a library of measures – who has adopted what, best practices, emission reductions benefits calc

6. Elected Officials Dialogue: Technology and the Green Economy

Discussion on how to attract green technology companies, reinvent existing businesses, and create a green-collar workforce.

Presenters: Mayor Yoriko Kishimoto, City of Palo Alto; John Addison; Mark Porat, Serious Materials; Gary Wolff, StopWaste.Org; Seth Fearey, Silicon Joint Venture; Marianna Grossman, Sustainable Silicon Valley

- **Constraints and challenges**
 - Workforce – immediate needed
 - 2.5% net metering cap
 - Cap and trade
 - Need to bring to scale quickly to compete with China

Bay Area Air Quality Management District's
Climate Action Leadership Summit
Taking Action Locally to Meet the Challenge of our Changing Climate
May 4, 2009 ▪ Fox Oakland Theatre

.....

Breakout Session Summaries

- Continuing bad practices during transition
- Needs
 - Workforce preparation
 - Match stimulus funding with community colleges
 - Improve science education
 - Partner with businesses to provide education and training
 - Sustained demand demand for goods, services, jobs
 - Match investors with projects
 - Curriculum development
- Targeting Industries
 - Smart grid technologies; semiconductors
 - Software
 - Electric vehicles
- Solutions
 - Ongoing collaborative discussion
 - Transportation impact fees
 - Respect people's choice; bottom-up decisions
 - Right taxing – tax bad things like carbon; do not tax good things like jobs
 - Condense innovation timeline such as with competitions and clean tech open

7. Come and Get It: Sustainable Financing Districts

Explored how BerkeleyFirst and other models for financing solar and energy efficiency work in communities.

Presenters: Bruce Riordan, Joint Policy Committee; Cisco Devries, Renewfund.com; Timothy Burroughs, City of Berkeley; Kathy Larocque, Sonoma County; Craig Hill, Northcross, Hill & Ach

- Strategy overview
 - Set a target and use incentives and rebates to meet target
 - Financing based on existing model of financing underground utilities
 - Feedback has been very positive; there have been no detractors
 - What other climate protective efforts could this financing mechanism be applied to?
- Implementation: Expanding to Economies of Scale
 - 40 household pilot in Berkeley; program finances solar voltaic panels, solar thermal, and energy efficiency

Bay Area Air Quality Management District's
Climate Action Leadership Summit
Taking Action Locally to Meet the Challenge of our Changing Climate
May 4, 2009 ▪ Fox Oakland Theatre

.....

Breakout Session Summaries

- Being replicated in Palm Desert, Boulder, Colorado, Sonoma County; 5 states have passed legislation; 10-15 states with pending legislation
 - A replicable scalable model starts to emerge
 - 12 million homes need to be retrofitted with solar in the next 11 years to meet AB32 goals
 - State is designing a program, should cities use that or model their own?
 - Regional initiative or jurisdiction by jurisdiction? ABAG is developing a regional model
 - Reaching the last people on the innovation adoption curve
 - Green workforce development
 - Important to have a sustained program and funding for contractors, certified contractors
 - Permitting is not streamlined, in fact permitting is how program will be evaluated
 - Using carbon reduction to finance fleet upgrades, cap and trade, and energy efficiency upgrades
- Financing
 - Economies of scale with more participants, lower interest rates, deeper pockets for capital
 - AB811, allows cities and counties to set up financing districts and a property lien (Taxes, assessments)
 - AB 484 water conservation program; cities passed jurisdictions to facilitate authority of county.
 - Can leverage city financing or private financing with equity lines being the only competition; Given our current real estate market, there is no longer competition.
 - Working on legislation for tax exemption debt with federal guarantees on the bonds.
 - SB 279 Mello Roos Bonds versus financing districts
 - Can this be profitable and generate revenue?
- Challenges
 - How to reach homes and businesses that are renter occupied? Split incentive when owners don't see an incentive because they don't pay utility bills.
 - Solar thermal is a good window for multifamily development.
 - How to tailor it to different communities as it goes to scale?
 - What would a program for new development look like? AB118 is specifically for existing development, and excludes new development.
 - Which program to join, regional, statewide? Will statewide program have capacity to support jurisdictions?
 - Works well for a low density land use model, but what about for dense multifamily land uses? Will depends on ownership format.

Bay Area Air Quality Management District's
Climate Action Leadership Summit
Taking Action Locally to Meet the Challenge of our Changing Climate
May 4, 2009 ▪ Fox Oakland Theatre

.....

Breakout Session Summaries

8. Housing as a Key Tool to Reduce Community Emissions

Examined prescriptive and performance based methods for reducing energy use and the potential for a regional approach.

Presenters: Cal Broomhead, City of San Francisco; Billi Romain, City of Berkeley; Brian Gitt, BKi; Matt Golden, Sustainable Spaces

- How can cities address residential fireplaces?
 - Air District adopted rule for no wood fireplaces in new developments
- Cities should utilize vocational education schools for green jobs training
- BKi looks for workers with home building experience and BPI certification
- There is a difference between retrofitting and remodeling
- Need to create demand for retrofits otherwise there are no jobs
- An integrated approach focusing on green jobs and creating demand is necessary
- The Bay Area could theoretically have 5,000 retrofits a week

- How does Berkeley's RECO policy prevent discouraging actions by property owners?
 - RECO encourages low cost prescriptive measures
 - Hard to crack into multi-family housing

- Retrofits should also address water conservation
 - Water conservation is connected with energy conservation
 - Integrated approach would allow for deep cost savings and GHG reductions
 - Need to highlight business case for reducing water use

- How can cities act on reducing community emissions from existing residential buildings?
 - Recommend developing an on-line audit for people to do on their own
 - Develop curriculum for 5/6th graders
 - Community outreach
 - Point of sale energy reductions
 - Fund retrofits through tax increment from redevelopment agencies
 - Prioritize retrofit actions that get the most bang for their buck
 - Offer tax incentives for retrofits at point of sale
 - Adopt model ordinances
 - Engage in broad community form for outreach
 - Neighborhood competitions
 - Implement community choice aggregate programs that tie financing with energy savings
 - Require HERS rating at time of sale
 - Educate contractors on retrofits and energy savings
 - Use stimulus funding for energy efficiency
 - Collaborate regionally for funding

Bay Area Air Quality Management District's
Climate Action Leadership Summit
Taking Action Locally to Meet the Challenge of our Changing Climate
May 4, 2009 ▪ Fox Oakland Theatre

.....

Breakout Session Summaries

9. The Role of Pricing in Reducing VMT

Discussed parking policies and other strategies for making communities less car-dependent.

Presenters: Jeff Tumlin, Nelson Nygaard; Valerie Knepper, MTC; Kevin Hagerty, BART; Matt Nichols, City of Berkeley; David Baker, David Baker Architects

- Regional role on parking
 - Technical resources and assistance
 - Green parking certification program
 - Establish standards or thresholds
 - Condition regional funding on good parking policies
 - Require CMAs to play a role within each county
 - Coordinate with ABAG and BAAQMD on housing policies
 - Promote parking cash-out; revise requirements to make it broader

- Parking policy challenges and opportunities
 - Look at data on household vehicle ownership
 - Use state affordable housing goals
 - Need State to impose parking cap near transit
 - Density bonus – is it a good idea or not?
 - Promote best parking management practices
 - Tax land devoted to parking
 - Pursue state law to impose a fee on existing commercial parking
 - Research how much off-street parking is really used for parking cars
 - Downtown retail must compete with malls
 - Residential parking permit program can mitigate local concern re: parking impacts
 - CEQA should not result in oversupply of parking
 - CMAs could use carrot and/or stick to encourage cities to charge for parking
 - CMAs could track local parking policies to provide baseline to consider future action

- Straw poll to gauge support re: potential regional agency actions:
(Note: 3 indicates strong support; 2 = moderate; 1 = weak)
 - More information is needed – 3
 - Smart parking certification – 2
 - Regulation and carrot – 3
 - Work via CMAs – 2
 - Change housing element requirements – 3
 - Impose parking regulation policies – 1
 - Promote parking cash-out – 3
 - Impose employer-based trip reduction (EBTR) - 2