

**CITY OF PIEDMONT
COUNCIL AGENDA REPORT**

MEETING DATE: January 4, 2010

FROM: Barry Miller, Planning Consultant
Kate Black, City Planner

SUBJECT: Final Report of the Environmental Task Force

RECOMMENDATION:

Accept the Final Report of the Environmental Task Force and direct staff to further assess the logistics and financial feasibility of implementing the proposed actions in the upcoming year.

INTRODUCTION:

The attached report presents the final recommendations of the Piedmont Environmental Task Force (ETF). The ETF was created by the City Council on May 19, 2008. Its mission was explicitly defined as having three areas of emphasis:

- Increasing recycling and solid waste diversion in public spaces to move the city toward the countywide goal of 75 percent landfill diversion by 2010
- Reducing energy consumption by public agencies
- Education and non-regulatory support for community emissions reduction

Quarterly reports for each of these bulleted items were prepared and delivered to the Council in January, May, and December 2009 respectively.

Between August 2008 and December 2009, the Task Force met 15 times. Each meeting provided Task Force members with an opportunity to brainstorm and develop strategies to advance sustainability in Piedmont. ETF meetings were attended by staff and by a consultant (Barry Miller, AICP) retained to prepare agendas, handouts, minutes, and reports. All meetings were publicly noticed and included a “public forum” agenda item.

Throughout its proceedings, the ETF was sensitive to fiscal constraints in the City, as well as the state of the economy in general. Each recommendation was tempered by a discussion of possible fiscal impacts and an economic “reality check.” Order of magnitude estimates of fiscal impacts have been included in the report wherever possible. However, more detailed cost assessments will be needed before some of these proposals can move forward.

REPORT ORGANIZATION

The ETF’s Final Report begins with an introduction that provides overall context. This includes a discussion of how the ETF’s work relates to the Climate Action Plan and other “green” initiatives in Piedmont. This is followed by 35 specific recommendations, organized under the

following six headings: Municipal Operations, Legislative Action, Environmentally Preferable Purchasing, Infrastructure and Capital, Transportation, and Communication/ Outreach.

Each heading is followed by an overview, a recap of the recommendations, and a discussion of fiscal impacts. This report does not present information at the same level of detail in which it was initially presented in the quarterly reports. Rather, it focuses on highlights and priorities. The quarterly reports may be consulted for additional detail.

An appendix in the back of the report provides a “roll up” of all 35 actions, assigning a priority, timeframe, and order of magnitude cost estimate to each. In addition, the appendix indicates whether the measure is also contained in the Climate Action Plan.

NEXT STEPS

The ETF was created as an “ad hoc” committee, with a sunset date of December 31, 2009. The Task Force’s work has now been completed and the attached Report represents their final “deliverable”. The task of implementing the recommendations remains. Further staff action will be required in 2010, and Council guidance will be needed as decisions are made and priorities are set.

At its December 7, 2009 meeting, the City Council raised the issue of extending the ETF through 2010. The ETF itself discussed this possibility at its final meeting on December 15. The four members present came to a consensus it would be in the best interest to disband the Task Force at this time rather than continue meeting in 2010. There is a shared belief that, given budget constraints, any available discretionary funds would be better spent on a part-time Sustainability Coordinator (to begin implementing ETF recommendations as well as those in the CAP) rather than staff/consultant support for future ETF meetings. ETF members believe that if the Task Force is extended, its purview should expand so that it becomes an advisory body with authority similar to other standing City commissions. The Task Force believes that such a body might be more practical in a few years, should a Sustainability Coordinator be retained and some of the “basic” measures recommended by the ETF be implemented. Given anticipated changes in legislation coupled with future activities under the Climate Action Plan, the Council may wish to defer any decision on whether or not to extend the ETF (including its authority and duties) to a later date.

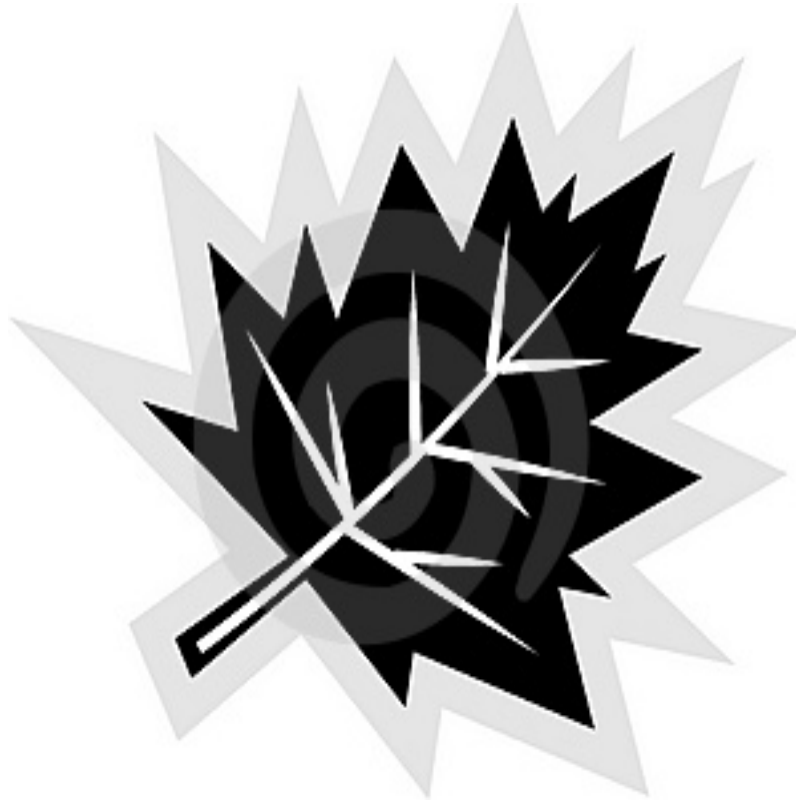
CITY COUNCIL ACTION:

Although no formal action is required, the Council may vote to accept the ETF’s Final Report. It may also provide direction to staff regarding specific ETF recommendations, particularly with regard to cost and fiscal impacts. ETF members have been invited to the Task Force meeting to respond to Council questions.

Date report prepared: December 29, 2009

ATTACHMENTS:

1. Final Report of the Environmental Task Force



Piedmont Environmental Task Force **Final Report**

December 2009

Acknowledgments

Piedmont City Council

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John Chiang
Garrett Keating
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INTRODUCTION

This report presents the final recommendations of the Piedmont Environmental Task Force (ETF). It proposes an integrated, affordable, practical strategy for making Piedmont a more environmentally sustainable community. The focus of the report is on City operations, incentive-based community programs, and public education and outreach.

Task Force Mission and Background

The ETF was created by the City Council on May 19, 2008. It includes five voting members appointed by the Council, plus a City Council liaison and a School District liaison. The ETF's mission was explicitly defined as having three areas of emphasis:

- Increasing recycling and solid waste diversion in public spaces to move the city toward the countywide goal of 75 percent landfill diversion by 2010
- Reducing energy consumption by public agencies
- Education and non-regulatory support for community emissions reduction

Quarterly reports for each of these bulleted items were prepared and delivered to the Council in January, May, and December 2009 respectively.

The ETF was created as an "ad hoc" committee, with a sunset date of December 31, 2009. Between August 2008 and December 2009, the Task Force met 15 times. All meetings were publicly noticed and included a "Public Forum" for community comments. Most included a small audience of public attendees. Several meetings featured guest speakers, including representatives from other cities, local utilities, students, and the private sector. Each meeting provided Task Force members with an opportunity to brainstorm and develop strategies to advance sustainability in Piedmont. ETF meetings were attended by staff and by a consultant (Barry Miller, AICP) retained to prepare agendas, handouts, minutes, and reports.

Throughout its proceedings, the ETF was sensitive to fiscal constraints in the City, as well as the state of the economy in general. Each recommendation was tempered by a discussion of possible fiscal impacts and an economic "reality check." Many of the recommendations in this report can be

implemented at little or no cost. Others may need to wait until economic conditions improve, or until additional data is available on costs and benefits. The ETF has attempted to include order of magnitude estimates of fiscal impacts wherever possible. However, more detailed cost assessments will be needed before some of these proposals can move forward.

The ETF was particularly conscious of the City Council's interest in incentive-based programs rather than mandates. Its focus is on municipal actions, voluntary measures, and affordable but effective ways to increase public awareness. Piedmont is fortunate to have an engaged citizenry and strong sense of community. The Task Force has sought to leverage these positive qualities so that Piedmonters can live, work, play, and travel in a way that is less impactful on our natural environment and resources.

The work of the Environmental Task Force coincided with a number of parallel initiatives related to Piedmont's environment. Foremost was the preparation of a Climate Action Plan (CAP), scheduled for adoption by the City Council in January 2010. The CAP proposes strategies to reduce Piedmont's greenhouse gas emissions to support state goals established by Assembly Bill 32 and respond proactively to concerns about global climate change. CAP consultants made several presentations to the ETF and received feedback from ETF members. However, the two processes were independent of one another. While both reports propose measures to reduce greenhouse gas emissions, each takes a slightly different approach. ETF recommendations have been developed from the bottom up, reflecting small but cumulatively important steps to reduce emissions. ETF recommendations also focus primarily on City of Piedmont operations, rather than on the residential and business communities. Those ETF recommendations that also appear in the CAP have been specifically noted in Appendix A of this report.

Other parallel initiatives include the work of Piedmont Unified School District's "green" initiative committee, along with various school green committees and student groups at the elementary, middle, and high schools. One of the most important recommendations of the ETF's Final Report is to strengthen communication between the City and Schools on environmental issues, so that resources can be pooled and benefits can be maximized.

Organization of this Report

The ETF's three quarterly reports addressed solid waste reduction, energy conservation, and public outreach—the three pillars of its mission statement. There were common threads in each of these reports. For example, each report noted the importance of public education to achieve its goals. Each report recommended specific legislative actions to be taken by the City Council. Each report included steps the City could take to “green” its own operations. With this in mind, the Task Force has presented its final report by focusing on six cross-cutting themes. The ETF believes that this approach makes for a more holistic and meaningful final product.

The six major headings in this report are as follows:

- Municipal Operations
- Legislative Action
- Environmentally Preferable Purchasing
- Infrastructure and Capital
- Transportation
- Communication and Outreach

Each heading is followed by an overview, a recap of the recommendations, and a discussion of fiscal impacts. This report does not attempt to repeat information in the quarterly reports at the same level of detail in which it was initially presented. The quarterly reports were each 12 to 16 pages long and included detailed program descriptions. Rather, the final report focuses on highlights and priorities. The quarterly reports may be consulted for additional detail.

MUNICIPAL OPERATIONS

Table 1

MUNICIPAL OPERATIONS PROGRAM RECOMMENDATIONS

1. Pursue funding for a part-time (shared) sustainability coordinator who could help initiate and monitor outreach and education programs
2. Complete a Municipal Energy and Water Audit
3. Focus on the basics to reduce municipal utility bills
4. Participate in the Climate Smart Program
5. Implement a Piedmont compost sale/ give away program
6. Implement a CFL bulb recycling program
7. Reduce City use of gas-powered leaf blowers and enforce the ban on private gas-powered leaf blowers
8. Implement the Bay-Friendly Landscaping Ordinance

Overview

The Task Force has identified a number of changes to municipal operations that can help achieve Piedmont's environmental goals. These are shown in Table 1.

These changes do not require legislative action by the City Council and generally involve small changes to City of Piedmont operating policies and procedures. Some relate to a specific topic (i.e., recycling, energy conservation), while others cover multiple objectives. Although the City's operations have a relatively small impact on its waste diversion, energy conservation, and emissions reduction targets, these steps are crucial. The City should be a role model and should live up to the standards and expectations it sets for its residents.

Of the recommendations outlined in Table 1, two deserve special attention and are among the highest priorities:

- Hiring a part-time sustainability coordinator or intern, ideally with grant funds
- Completing a municipal energy and water audit

1. Sustainability Coordinator (see Quarterly Report #3)

A part-time sustainability coordinator could advance many of the other recommendations in this report, particularly those related to public education and outreach. This position was also envisioned by the Climate Action Plan (CAP) and will be essential to fully implement CAP strategies.

The City presently is awaiting word on an EPA grant application that would fund the hiring of an energy efficiency manager to be shared with the cities of El Cerrito, Albany, and San Pablo. Although the position description does not cover the full range of tasks called for by this report (or the CAP), it would help the City initiate energy conservation measures and address some

of the issues raised by the ETF. The Task Force strongly supports additional grant applications to facilitate hiring of a part-time sustainability coordinator and recognizes that it will be difficult if not impossible to create such a position with General Fund revenue alone. Where feasible, grant applications that can be submitted jointly by the City and School District with the intent of creating a new "shared" position, are encouraged. Joint funding of this position could reduce City costs, promote mutual benefits, and ensure coordination and communication with the schools.

In the event the City does not receive grant funding, the feasibility of an 8-12 hour a week paid internship should be considered to coordinate environmental outreach.

2. Energy and Water Audit (see Quarterly Report #2)

The energy and water audits are important first steps to reducing municipal utility costs. They provide an opportunity for the City to "lead by example." PG&E and EBMUD have already indicated a willingness to work with Piedmont to perform audits at no cost to the City. PG&E audits are performed through the municipal "Energy Watch" program, which is sponsored by ABAG. The audit would include physical inspection of City facilities to determine where weatherization and energy-related improvements can be implemented, and a review of City energy use patterns and utility bills. The School District could consider audits of its facilities at the same time.

3. Focus on the Basics to Reduce Energy Bills (see Quarterly Report #2)

The City should make an official declaration of its commitment to energy efficiency in municipal operations, and should use this declaration to promote efficiency and conservation by Piedmont residents and businesses. Consistent with this commitment, the City would periodically notify its employees of "common sense" conservation practices, such as shutting out lights when leaving a City building, and turning off power cords and monitors after hours to reduce ghost power. Employees should be informed about the benefits of such practices and should incorporate them in their daily routines wherever possible. A variety of environmentally preferable purchasing measures (outlined later in this report) would reinforce these measures by switching to more energy-efficient light bulbs and by using lighting and HVAC improvements which reduce energy costs.

4. Climate Smart (see Quarterly Report #2)

Climate Smart is a carbon offset program that is funded by a voluntary surcharge on monthly PG&E bills. Municipal governments are eligible to participate, and as of January 1, 2009, the Bay Area cities of Santa Rosa, Los Gatos, Pleasant Hill, Hayward, Oakley, Menlo Park, Millbrae, Los Altos Hills, San Jose, Windsor, and Sunnyvale already did. The City can choose its level of participation—most cities elect to add one to two percent to a portion of their utility bills. The funds are used for projects that reduce or absorb greenhouse gas emissions, such as forest stewardship or methane gas capture. Although staff's research suggests that Piedmont would not get greenhouse gas reduction "credit" for City government participation in Climate Smart, this would be an important symbolic step which may inspire residents to follow suit.

5. Compost/ Sale Giveaway Program (see Quarterly Report #1)

A compost program would involve the sale (or give-away) of mulch created through the City's Food Scrap Recycling Program. The intent is to increase awareness of the food scrap recycling program and ultimately encourage higher levels of participation. A compost sale program has the potential to generate revenue and could be operated as a collaborative fund-raiser with the Piedmont Unified School District.

6. CFL Bulb Recycling (see Quarterly Report #1)

Many residents are unaware that CFL light bulbs are banned from landfills due to their mercury content. Although they do not represent a large share of the waste stream, their proper disposal is an important environmental quality issue. The Task Force recommends educating residents on proper disposal methods for CFLs and initiating a local CFL drop-off program at the Piedmont Fire Department.¹

¹ Until recently, Ace Hardware accepted used CFLs but they recently discontinued this practice because of the high fees charged for private commercial disposers at hazardous materials collection centers. Presently, IKEA and Home Depot accept CFLs. Residents may also drop off CFLs at the County Household Hazardous Waste (HHW) facility, but this requires a long drive, with related emissions. As public agency, the City can drop off CFLs at the HHW facility for free.

7. Gas-powered Leaf Blowers (see Quarterly Reports #2 and #3)

Gas-powered leaf blowers are a source of noise and air pollution, and their use on private property is prohibited by ordinance. This prohibition is not well-enforced, a problem that is exacerbated by the fact that the City itself uses gas blowers in parks and public spaces. The ETF has developed two recommendations on this topic. First, the ban on private gas blowers should be consistently enforced, with warnings and/or citations issued as necessary. Second, the City itself should curtail its use of gas-powered leaf blowers in places where electric blowers or other means of leaf collection can be economically used. The ETF recognizes that it may be infeasible to discontinue City gas-powered blower use entirely because of the logistics of maintaining large parks and public open spaces. However, even small changes to City procedures could go a long way toward influencing the behavior of local residents and aiding private enforcement.

8. Bay Friendly Landscaping (see Quarterly Report #1)

Although water conservation was not explicitly listed in the ETF's mission statement, the Task Force observed that the transportation of water is a significant source of greenhouse gas (GHG) emissions. According to the City's Draft Climate Action Plan (P.IV-5), water consumption accounts for approximately 20 percent of California's energy use. Thus, any reduction in water use will have a significant energy, and thereby GHG emission reduction. The first quarterly report recommended Council consideration of a Civic Bay-Friendly Landscape Ordinance, consistent with Water Quality Control Board and Countywide Clean Water program requirements. The Council took action in April 2009, and the ordinance is now in effect on City properties. Its implementation is strongly supported by the ETF as a way to conserve water and to reduce emissions associated with water transportation.

Fiscal Impact

Fiscal impacts will depend largely on how the City approaches each of these recommendations—there are many caveats. For example, the ETF has recommended hiring a part-time sustainability coordinator, but this recommendation is contingent on grant funding. If grants are not available, the cost of a part-time intern is estimated at \$8,000 - \$12,000 a year. Joint funding with the PUSD could be considered in future budget cycles, which would reduce the City's cost. If this is still not feasible, the ETF suggests retaining an unpaid volunteer, possibly a graduate student or a Piedmont resident with public administration or public relations experience. Even this approach would have opportunity costs associated with staff time for training, dedication of office space, and so on.

Similarly, there is no direct cost to the City for an energy audit or water audit. However, the intent of the audit is to identify the need for weatherization, irrigation repair, and other improvements. The City could incur minor capital costs (door gaskets, insulation, etc) as it seeks to correct any deficiencies that are revealed. These costs would be recoverable through lower City energy and water bills.

Recommendation 3 would generally have positive fiscal impacts, as it calls for behavioral changes that would reduce utility bills. Participating in the Climate Smart carbon offset program (Recommendation 4) typically involves a one to two percent surcharge on the City's monthly gas and electric bill. The City can further define the exact cost by limiting participation to specific buildings (i.e., the City could elect to have the surcharge added to the PG&E bill for just City Hall, rather than all municipal facilities). Put simply, the fiscal impact of this recommendation is at the City's own discretion. An energy audit (per recommendation #2) would help the City make this decision.

Recommendation 5 could have a fiscal impact between zero and several hundred dollars. A compost *sale* program could pay for itself through the revenues it generates (or even make a profit and be a potential fund raiser), while a compost *give-away* program would require a small subsidy.

There would be virtually no fiscal impact associated with Recommendation 6, other than acquisition of a Fire Department bin for CFL collection. It is expected that recycled CFLs would be taken to the County Household Hazardous

Waste Facilities concurrently with (and with the same frequency as) household batteries. These trips are already made by the Piedmont Fire Department and would not need to be expanded.

The fiscal impact of Recommendation 7 (reducing the use of gas powered blowers) is at the City’s discretion. The ETF suggests that Public Works and Parks identify those locations where non-gas blowers can be used economically and those where they may not be feasible due to the added cost. Enforcement of the private leaf blower ban could have potentially positive fiscal impacts in the form of revenue from fines.

The fiscal impacts of civic Bay-friendly landscaping were evaluated at the time the Council adopted the ordinance. There may be initial costs associated with installation of drought-tolerant landscaping, but there are savings associated with reduced water consumption.

LEGISLATIVE ACTION

Table 2

LEGISLATIVE ACTION PROGRAM RECOMMENDATIONS

- 9. Consider reduced permit fees (or waivers) for renewable energy projects
- 10. Participate in the Countywide voluntary Renewable Energy Assessment District
- 11. Adopt a Special Event Recycling Ordinance
- 12. Adopt a Zero Waste Goal
- 13. Prepare letters and resolutions in support of product stewardship initiatives
- 14. Consider increasing the City’s 2020 greenhouse gas reduction target
- 15. Consider a ban on plastic bags

Overview

Several Task Force recommendations will require direct legislative action by the Piedmont City Council—in most cases adoption of a resolution supporting a particular position or future course of action. One measure recommended by the ETF in its January, 2009 report has already been implemented—adoption of an environmental policy statement in the Piedmont General Plan.

Two other recommendations from earlier ETF reports also have already been implemented. First, the Council adopted a Civic Bay-Friendly Landscape Ordinance in May 2009. Second, the Council adopted a resolution supporting the City’s participation in a voluntary Renewable Energy Assessment District in December 2009.

9. Reduced Permit Fees (see Quarterly Report #2)

City Council action is requested to reduce or waive regular building permit fees for solar panels and other renewable energy systems for qualifying Piedmont homes. The waiver (or reduction) would only be offered to property owners who have received a home energy audit by a licensed home inspector and who have upgraded their homes to meet basic residential energy efficiency standards. This action would provide an incentive for homeowners to participate in the Renewable Energy Assessment District.

10. Renewable Energy Assessment District (see Quarterly Report #2)

The ETF spent a considerable amount of its second quarter discussing the feasibility of creating a voluntary renewable energy assessment district in Piedmont. The Task Force concluded that such a district would not be feasible at the local level due to its high administrative costs, but would make sense at the County or regional level. The idea of a countywide program gained momentum in the ETF's third quarter, and in December 2009, the City Council passed a resolution supporting the City's participation in a Statewide program. Although the City Council has already passed the resolution to join California First, this item is included in the ETF's final report to encourage continued Council involvement as the program is rolled out during 2010.

The newly initiated California First program enables property owners to voluntarily finance renewable energy, energy efficiency and water efficiency improvements on their properties. The improvements are financed by bonds which are repaid through annual property tax assessments on participating homeowners for 20 years. The tax is only paid by owners who participate in the program, and participation is completely voluntary. The tax obligation stays with the property and is transferred to a new owner when the property is sold.

11. Special Event Recycling Ordinance (see Quarterly Report #1)

This Ordinance would require weddings, receptions, and other private parties held on public property (e.g., the Piedmont Community Hall) to have recycling plans and to use compostable or recyclable materials to the greatest extent

possible. Following adoption of the ordinance, staff would develop the necessary forms and applications for renters of these facilities. The use of green and blue bins at Community Hall would reinforce and support this recommendation, since it would help caterers, guests, and others achieve higher diversion rates. This recommendation would complement a parallel effort by the Parents' Clubs at each of the PUSD schools to develop green event guidelines.

This recommendation is another example of the City serving as role model for its residents. If recycling plans become the norm for events on City and School District property, including pancake breakfasts, crab feeds, and service club events, then Piedmont residents are more likely to recycle when holding parties or special events on their own properties.

12. Zero Waste (see Quarterly Report #1)

The Task Force is recommending that the City Council adopt a zero waste goal—in other words, a goal of eventually diverting all of Piedmont's waste from landfills. The cities of Berkeley and Oakland have already adopted a zero waste goal as a philosophical expression of each city's commitment to recycling, composting, and reducing waste. While the Task Force recognizes that it may be difficult if not impossible to eliminate landfilled waste entirely, it is something Piedmont should aspire to. Intermediate objectives (i.e., 90 % diversion by 2030) could be considered as a stepping stone to the zero waste goal.

13. Product Stewardship Advocacy (see Quarterly Report #1)

Product stewardship refers to measures which reduce the environmental impact of consumer goods by redesigning them to use fewer harmful substances, and more durable, reuseable, and recyclable materials. This became a topic of discussion for the ETF when it learned that styrofoam was being collected as a recyclable material (consistent with Piedmont's garbage contract) but was ending up in landfills due to the lack of a market for recyclable styrofoam. The City Council can support efforts to reduce non-recyclable waste (such as excess product packaging) through letters, resolutions, and other proactive measures that support national product stewardship initiatives. The ETF also recommends that the City continue to work with other cities and with Republic Services to address the factors that make small quantity styrofoam recycling infeasible.

14. Greenhouse Gas Emissions Reduction Target (see April 2009 correspondence from ETF to Council)

In April 2009, the Piedmont City Council set a target to reduce the City's greenhouse gas emissions to 15 percent of 2004 levels by 2020. In January 2010, the Council will consider adoption of a Climate Action Plan (CAP) which guides the city toward this target.

In light of new information that has become available since April 2009, the ETF urges the Council to consider a more aggressive 2020 target. This information includes a national greenhouse gas reduction target of 17 percent (of 2005 emissions by 2020) proposed by President Obama prior to the 2009 Global Climate Change Conference in Copenhagen, and a 17 percent target that was included in a bill passed by the US House of Representatives in Summer 2009.

The ETF further notes that the City's CAP consultants delivered a presentation to Piedmont residents in June 2009 which indicated that much of the proposed 15 percent reduction will be achieved "by default" through more fuel-efficient cars, energy-efficient appliances, elimination of incandescent bulbs, and other changes in consumer products and building materials. The ETF also notes that Piedmont's 15 percent target is among the lowest set by any community in the Bay Area, and compares unfavorably to the 36 percent target (2005 to 2020) adopted by the Oakland City Council in July 2009 and the 25 percent targets set by Emeryville, Albany, Fremont, and San Leandro. Finally, the ETF observes that the City will be in a better position to reach the State target of an 80 percent reduction by 2050 if it moves more aggressively in the next 10 years.

15. Plastic Bag Ordinance (see Quarterly Report #1)

This is a relatively low priority recommendation, but it is something the Council could consider during the coming years. Again, the effect would be largely symbolic, since Piedmont has very few retailers and most already use paper bags.

Fiscal Impact

The fiscal impact of reducing or waiving building permit fees for renewable energy systems is estimated at approximately \$6,000 per year as a result of lost revenues. This is based on an estimated permit fee of \$300 for a photovoltaic system and a volume of about 20 permits per year (comparable to the last few years).

The fiscal impact of participating in California First includes a set-up fee of between \$7,125 and \$10,000, although grant applications are pending to cover this cost. Following the set-up charge, there would be incidental staff costs to monitor the program and participate in occasional meetings. There could also be positive fiscal impacts from this action. Collaboration with ABAG and/ or Stopwaste could enhance the City's eligibility for federal stimulus funding through the State of California.

The ETF estimates that setting up a Special Event Recycling program will require about 30 hours of staff time, including department meetings, drafting the ordinance and having it reviewed by the City Attorney, preparing a staff report, and preparing forms. After initial set-up, there would be a small ongoing cost associated with administering the program, informing facility renters of their responsibilities, and ensuring compliance.

There is no fiscal impact associated with the Zero Waste Policy, as this is simply a philosophical commitment to reduce waste to the greatest extent possible. There could be secondary fiscal impacts later on, when specific programs are implemented. Likewise, there is no fiscal impact associated with advocating on behalf of product stewardship organizations, other than staff time for preparation of occasional staff reports or resolutions.

The fiscal impact of adopting a higher greenhouse gas reduction target is two-fold. First, there could be a direct impact associated with consulting fees to revise the Climate Action Plan. This would include the development of additional strategies to reduce emissions, along with calculations to quantify the impact of these strategies. Second, there would be indirect impacts associated with adopting additional strategies if they required new City programs or standards. Such programs could also have economic impacts on

homeowners, particularly if mandatory (rather than voluntary) measures were added to the CAP.

Finally, the fiscal impact of a plastic bag ordinance would be associated with legal fees to write a defensible ordinance, and staff time to guide the ordinance through the approval process.

ENVIRONMENTALLY PREFERABLE PURCHASING

Table 3

ENVIRONMENTALLY PREFERABLE PURCHASING PROGRAM RECOMMENDATIONS

16. Phase in an environmentally preferable purchasing policy for the City, setting a threshold for acceptable cost impacts.

Overview

The Task Force recommends adopting a Citywide Environmentally Preferable Purchasing (EPP) policy. EPP would apply not only to office supplies, but to all aspects of City procurement, including such items as vehicles (hybrids or plug-ins rather than gas-powered), lighting (LED rather than incandescent), and herbicides (organic/eco-friendly rather than toxic).

An EPP can help the City achieve its solid waste reduction goals by promoting the use of recyclable products. It can help the City achieve its energy conservation goals by encouraging more efficient light bulbs, appliances, and vehicles. It can also help support emission reduction goals, as well as other environmental goals such as the reduction of toxics and water waste.

This recommendation is meant to complement those listed in this report for City operations, infrastructure, and transportation. Because the ETF focused on municipal actions, many of its proposals are consistent with the concept of environmentally preferable purchasing. Environmentally Preferable Purchasing policies

16. Environmentally Preferable Purchasing (see Quarterly Report #1)

A set of purchasing guidelines should be developed for all City departments. Each department would be encouraged to make the "environmentally sensible" choice in its day-to-day purchases, with some direction provided about the acceptable margin of additional cost. Many communities establish a threshold—i.e., purchase the environmentally

friendly alternative if it is less than 5 percent more than the conventional product (or 10 percent, 15 percent, and so on). For example, the policy could favor “Energy-Star” appliances over conventional appliances, provided the appliance was no more than 5 percent more expensive.

It should be noted that the School Board has already adopted a Green Policy that includes commitments to Waste Reduction and Environmentally Preferable Purchasing. The School District will be developing its EPP guidelines in the near future.

Fiscal Impact

The acceptable threshold for an environmentally preferable purchasing would need to be set by the Council. In the current fiscal climate, a relatively low threshold may be in order. The Council could even choose to set the threshold at zero (i.e., if the price is the same, choose the environmentally preferable option). The ETF notes that recyclable paper and EPP office products typically cost 4-8 percent more than conventional supplies.

INFRASTRUCTURE AND CAPITAL COSTS

Overview

The same principle that guides environmentally preferable purchasing can be applied on a larger scale to infrastructure and capital improvement projects. The ETF focused on this topic during its second quarter as it considered energy and water conservation. Changes to streetlights, heating and cooling systems in public buildings, municipal irrigation and sprinkler systems, and so on can achieve significant reductions in energy use and contribute to the City’s greenhouse gas reduction goals. These changes provide another opportunity for the City to serve as a role model for residents, local businesses, and other communities.

One of the recommendations in the ETF’s first quarterly report—the installation of two- and three-bin recycling stations in parks and public spaces—has already been initiated. It is included here because it is still in progress, and because there may be additional locations where recycling stations can be installed in the future. Similarly, the ETF recommendation for LED

Table 4

INFRASTRUCTURE

PROGRAM RECOMMENDATIONS

17. Acquire and install recycling receptacle "stations" in public spaces
18. Consider retrofits in City Hall and other City buildings to reduce energy use
19. Promote installation of solar panels on renovated or new City facilities
20. Utilize energy-efficient lighting when City streetlights are replaced or when new streetlights are installed.
21. Replace the incandescent bulbs in the Oakland Avenue Bridge "necklace" with cold cathode bulbs
22. Study the feasibility of alternative water sources to reduce the use of potable water for City park and median irrigation
23. Consider replacing paper towel dispensers with electric hand dryers in rest rooms at public buildings
24. Apply for grants to cover recycling and energy conservation capital costs.

streetlights has been initiated (through a recent grant request) but will continue to be relevant in the future. As appropriate, additional requests for capital funds to support the projects listed here should be forwarded to the City's Capital Improvement Committee for their consideration.

17. Recycling Stations in Parks and Public Spaces (see Quarterly Report #1)

A recycling station is a set of joined receptacles for mixed recyclables and garbage (two-bin), or mixed recyclables, organics, and garbage (three-bin). By placing such receptacles in parks, civic facilities, and other public spaces, recycling is made more convenient and more cans, bottles, and newspapers can be diverted from the waste stream. An attractive uniform design can provide a station that is easily recognized, convenient and pleasing to the eye.

The Task Force believes that this is a very important short-term step to increasing the City's diversion rate. Although the direct impact on waste diversion may be small, the recycling stations would send an important

message to the community about the City's level of commitment. The Task Force generally believes that three-bin stations should be installed at locations where large amounts of food scraps and other organic waste is generated (i.e., ballfields, tot lots, etc.), while two-bin stations (recycling and garbage) may make more sense at bus stops and passive parks where less food is consumed.

As noted above, staff has already begun implementing this recommendation. Import Mitigation Funds from Stopwaste.org have been earmarked for bin acquisition, and the Piedmont Park Commission has formed a subcommittee to guide station placement and design. Previous staff reports may be consulted for additional detail on this proposal.

18. Install Energy Conservation Improvements in Municipal Buildings (see Quarterly Report #2)

As noted in Recommendation #2, the ETF recommends that an energy audit be conducted for City buildings. Regardless of the findings, there are basic measures the City should take to reduce utility bills at City Hall. This includes replacing the incandescent bulbs in the Council Chambers with more energy-efficient light bulbs and installing light sensors or timers in City offices and restrooms to reduce unnecessary electric use. These are minor expenditures that should be quickly amortized through lower electric bills. Additional recommendations (such as the use of card-key activated light switches in City Hall) could be identified through the energy audit. Weatherization measures may also be identified through the audit.

19. Solar Heating of Municipal Facilities (see Quarterly Report #2)

The ETF recommends the installation of solar infrastructure on new or renovated City facilities. This would include the use of solar water heating if the Piedmont Swim Club and Pool are reconstructed with City funds and solar panels in the event new buildings are constructed in the Civic Center area. The Task Force recognizes that budget constraints make it infeasible to convert all City facilities to solar power at this time. A gradual conversion can be achieved as City facilities are renovated, water heating systems are replaced, and new buildings are added. The Task Force also suggests that any future replacement of water heaters at municipal facilities use solar heating technology rather than natural gas.

20. Energy-Efficient Streetlights (see Quarterly Report #2)

The extremely long life of LED light fixtures makes them more economical over their span of operation because they need to be changed so infrequently. The energy savings are 50% or more and the lifetime of the bulbs is estimated at 5 times longer—meaning fewer person-hours are spent changing bulbs. Motion sensors allow LEDs to be turned on or off instantly, enabling lighting to be used only when needed. The lights also have dimming abilities which enable them to adjust based on time of day, ambient light, and other control parameters.

The ETF recognizes that it is not cost-effective or practical to retrofit all streetlights in the City with more energy-efficient fixtures at this time. However, the Task Force notes that streetlights will need to be replaced in areas where utilities are being undergrounded. New streetlights in these areas should include energy efficient fixtures such as white LEDs.

21. Oakland Avenue Bridge Lighting (see Quarterly Report #2)

The decorative chain of lights on the Oakland Avenue Bridge currently uses incandescent bulbs. The Task Force recommends replacement of these bulbs with cold cathode lights as a way to significantly reduce energy use and greenhouse gas emissions. The City should work collaboratively with the Piedmont Asian-American Club, original sponsors of the lights, to carry out this recommendation. In 2006, the City of Oakland completed a similar switch on the Lake Merritt Necklace of Lights, resulting in considerable cost savings.

22. Municipal Water Conservation (see Quarterly Report #3)

As noted under Recommendation #8, the transportation of water is a significant source of greenhouse gas emissions. In addition, potable water is a scarce resource and requires careful and responsible management. Water conservation should be an integral part of the city's sustainability program and can also save money through lower utility bills.

The ETF's discussions addressed two aspects of water conservation with capital cost implications: first, the use of regularly maintained irrigation systems for City parks and medians (i.e., timers, etc.) and second, the use of wells to supplement (or replace) the use of potable water for landscape irrigation. Although the City's most recent experience with wells in Piedmont Park did not yield a reliable secondary water supply, water levels in park wells should be monitored in the event conditions change. Other alternative sources of irrigation water (such as graywater) should continue to be explored.

The ETF also suggests using "best management practices" for operations and maintenance, such as watering at appropriate times of day and promptly responding to resident reports of defective sprinklers. The City should be a conservation role

model for Piedmont residents in its watering practices by regularly monitoring the time sprinklers run and the effectiveness of spray patterns. Residents are more likely to schedule their own sprinklers at inappropriate times of the day if they see the City doing it.

23. Electric Hand Dryers (Quarterly Report #1)

This recommendation emerged during discussions about reducing municipal paper waste during the ETF's first quarter. Replacement of paper towel dispensers with electric hand dryers should be considered in rest rooms at City Hall, Community Hall, the Veterans Building, and the Recreation Center. The net impact on the City's waste stream would be small, but it would position the City as a conservation role model. Staff notes that there are other impacts associated with electric hand dryer use (i.e., noise in the Council Chambers) that would need to be assessed before a decision is made.

24. Grant Applications (see Quarterly Report #1)

The City already pursues grants from county, state, and federal agencies to promote environmentally-friendly infrastructure. The ETF has included this recommendation to underscore its importance and to urge the continued pursuit of funds that would cover sustainability-related capital costs. The recent use of Import Mitigation funds for recycling stations and school composters is one example; the use of grants to install LED streetlights is another. The City should also explore corporate sponsorship, partnerships with non-profits and community groups (such as the Piedmont Beautification Fund or Boy Scouts), and private donations to cover the cost of improvements. It should also explore joint grant applications with the School District. While this recommendation emerged in Quarterly Report #1, it applies to all aspects of the ETF's mandate.

Fiscal Impact

The recommended actions range from minor purchases such as electric hand dryers and motion-activated light switches to potentially expensive capital items such as new streetlights and water wells. The improvements are intended to reduce operating costs and should be amortized over time through lower utility bills. The ETF recognizes that additional cost estimates will be needed for some of these items, and some may prove infeasible without grants. Recommendation 24

above is intended to be an ongoing program to seek new funding sources for infrastructure and other capital costs associated with emissions reduction.

The cost of recycling stations has been addressed in prior staff reports. Typical cost for a two-bin station is about \$1,800 to \$2,200, while typical cost for a three-bin station is \$2,500-\$3,000. The initial set of recycling stations proposed for City parks have an approximate cost of \$25,000. This has been covered by Measure D (Import Mitigation) funds from Stopwaste. Future recycling stations could be covered by future year allocations from Measure D.

There would be up-front costs associated with using solar water heating in City buildings and a reconstructed Piedmont pool—although these costs would be amortized through reduced utility bills. The ETF estimates that solar water heating installation is approximately double the cost of conventional water heating installation. For photovoltaic panels, comparable expenses for residential solar installation are approximately \$20,000-\$30,000 for a 3,000 square foot structure. Such panels are only recommended for new public buildings or major renovations of existing public buildings, which would substantially reduce the fiscal impact.

LED streetlight installation would have a positive fiscal impact, particularly if the capital costs are covered by grants (as the current pilot installation will be). A recent installation of LED streetlights by Ann Arbor, Michigan found that the lights paid for themselves in 3.3 years. Over the 10 year lifetime of an LED bulb, the energy consumed is \$1,100 less than would be consumed by a conventional streetlight. Maintenance costs are also lower. Similarly, the replacement of the Oakland Avenue bridge lights would reduce energy costs and have a positive fiscal impact. When Oakland switched from incandescent bulbs to cold cathode bulbs in the 4,000-bulb Lake Merritt “necklace”, annual electricity costs dropped by \$9,000 and annual maintenance costs dropped by \$4,500.

The cost of energy-efficiency improvements at City Hall would be determined through the audit proposed in Recommendation #2. As noted above, motion-activated light switches, thermostat timers, and other “low-tech” devices are intended to reduce utility bills, resulting in cost savings. Electric hand dryers in rest rooms would cost approximately \$300-400 per dryer, plus installation. This would be recovered in the long run by reducing paper towel costs.

Development of wells for landscape irrigation could have positive fiscal impacts by reducing potable water use, but there would be up-front costs associated with feasibility studies, well drilling, permitting, and related infrastructure. It is possible that these costs would outweigh potential benefits, and further analysis will be necessary before any action is taken. .
Monitoring of existing wells in Piedmont Park would have much lower costs and could be done through an inspection once or twice a year.

TRANSPORTATION

Table 5

TRANSPORTATION

PROGRAM RECOMMENDATIONS

- 25. Replace gasoline powered cars with hybrids or electric vehicles as the City fleet is replaced
- 26. Promote the #11 bus as Piedmont's BART Shuttle and aggressively encourage its use by local residents
- 27. Initiate a "Safe Routes to School" program to encourage walking and bicycling to school
- 28. Continue to support appropriate "best practices" for transportation to reduce greenhouse gas emissions.

Overview

Transportation represents roughly half of Piedmont's greenhouse gas emissions. As noted by the Draft Climate Action Plan, emissions strategies must include programs to encourage walking, public transit use, and more fuel-efficient vehicles if the City is to reach its greenhouse gas reduction targets. Although the ETF did not focus on transportation strategies, there was frequent discussion of these objectives.

25. Hybrid and Electric City Vehicles (see Quarterly Report #2)

As existing City vehicles are retired or taken out of service, they should be replaced with hybrid, electric, compressed natural gas, or other alternative fuel vehicles. Although the energy savings may be relatively small, this is yet another example of the City serving as role model for its residents. The ETF recognizes that this recommendation may be infeasible for some emergency vehicles and maintenance vehicles, but believes it is worthy of consideration wherever feasible. As technology changes and hybrid trucks and plug-in vehicles become available, a growing share of the fleet could be converted. This would be consistent with the Environmentally Preferable Purchasing Policy noted in Recommendation #16.

26. Ride the 11 (see Quarterly Report #3)

The AC Transit #11 bus is an important and underappreciated local resource. Proposed service cuts could reduce the frequency and availability of public transit in Piedmont, and hinder the City's goal of reducing single passenger auto use. Although the idea of starting a local BART "shuttle" (similar to the Emery-Go-Round) has been proposed in the past, the ETF believes a more practical and fiscally responsible solution is to start promoting the #11 bus as Piedmont's BART shuttle. The #11 makes the trip from Central Piedmont to 19th Street BART in about 15 minutes and runs every 20 to 30 minutes throughout the day. It (and other AC routes) should be advertised on the City's website and more widely acknowledged as an essential building block of the community emission reduction program.

27. Safe Routes to School (see Quarterly Report #3)

The purpose of a "Safe Routes to School" program is to encourage more children to safely walk and bicycle to school. Typical program elements include greater enforcement of traffic laws, public education, management of congestion around schools, and physical improvements to make streets safer for pedestrians and bicyclists. Competitive grants are available for training and technical assistance to implement such programs. The ETF recommends that the City and School District collaborate to implement Safe Routes to School around PUSD campuses.

Fiscal Impact

Recommendation 25 has quantifiable fiscal impacts; the other proposals are policies that would have different impacts depending on the way they are implemented.

ETF members estimate that the cost differential between conventional vehicles and a comparable hybrid or alternative fuel vehicle is approximately \$4,000 per year. However, the fuel savings could be between \$500 and \$1,500 per year, depending on gas costs and miles driven. In addition, it may be possible to purchase hybrid cars that are more affordable than the current City standard for gasoline-powered vehicles.

There would be no cost to the City of promoting the #11 bus other than the staff time required to initiate this effort. The

recommendation does not propose City subsidies for transit and is merely a public relations initiative that could be volunteer-driven. "Safe Routes to School" would be grant funded. The primary expense would be staff time to complete grant applications and coordinate with appropriate organizations. There could be indirect capital costs for traffic calming depending on the outcome of the program.

COMMUNICATION AND OUTREACH

Table 6

COMMUNICATION/ OUTREACH PROGRAM RECOMMENDATIONS

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| 28. Upgrade Piedmont's website, including a dedicated "green page" |
| 29. Use traditional media, such as television and newspapers, to increase awareness of environmental issues, particularly waste prevention and reduction |
| 30. Coordinate closely with the Piedmont Unified School District |
| 31. Continue focused education and outreach on waste reduction, especially food scrap recycling. |
| 32. Extend the City's outreach efforts to private schools and businesses, including contractors and gardeners |
| 33. Work with PG&E and EBMUD to distribute energy and water conservation information through the website, City fairs and festivals, and other City outlets |
| 34. Recognize resident efforts through an environmental honor roll and awards programs |
| 35. Consider (or cosponsor) contests, tours, and lecture series which encourage greener living. |

Overview

Each of the three quarterly reports included a set of recommendations on communication and outreach. When the ETF developed strategies to promote recycling during its first quarter, the discussion invariably came back to public outreach. When energy conservation was discussed in the second quarter, the need for increased community outreach was always on the "front burner." During the third quarter, the Task Force focused exclusively on education and outreach, building on its prior discussions. Many of the recommendations that appear earlier in this report, such as promoting the #11 bus and encouraging children to walk to school, would rely heavily on communication and outreach initiatives.

The recommendations below are intended both to encourage community education and to improve coordination between public agencies. Coordination between the City of Piedmont and the Piedmont Unified School District is especially important. There is already a robust and productive dialogue between the two agencies, both at the staff level and at the volunteer level. Looking forward, there are opportunities for additional partnerships, jointly funded projects, shared resources, and collaborative efforts.

The ETF has developed many recommendations under this topic heading, so prioritization is important. The most immediate priority is to establish a dedicated “green page” on the City’s website, with links to other websites on green resources. This is a relatively low cost, short-term measure with the potential for tremendous benefits. The Task Force believes that the website is the best way to reach the greatest number of Piedmont residents at the lowest possible cost.

28. Website Green Page (see Quarterly Report #3)

The proposed “green” website site would be advertised and linked on the front page of www.ci.piedmont.ca.us. Page layout and design would complement the City’s website for continuity. The site could be effectively branded through a memorable logo and promoted through social networking sites such as Facebook and Twitter. A separate, easy-to-remember web address should be reserved for the site (such as www.greenpiedmont.com). Although it would be hosted at the City’s address, the alternate address would bring residents directly to the page without having to remember a complicated City URL. The Task Force has prepared a mock-up of a possible website at: <http://greenpiedmont.wordpress.com>

In addition to providing updates on local environmental issues, the site would be a clearinghouse linked to other websites on water conservation, energy conservation and weatherization, green building, solar panel installation, public transportation, waste reduction and recycling, and greener living. The links would be periodically checked to make sure that they are still active, and new links would be added over time. Current news items would be periodically posted and removed. Maintenance of the site could be assigned to the new Sustainability Coordinator (see Recommendation #1) or an equivalent intern or volunteer.

The site could be designed to trigger an automated email message to interested parties when new content is posted. Residents would have the option of signing up to receive such updates.

29. Print Media and Local Access Cable (see Quarterly Report #3)

The ETF recommends that KCOM, the Piedmonter and Piedmont Post, and other print media (brochures, directories, etc) be used to promote the city's website, advertise environmental initiatives and programs, encourage green construction, and raise awareness of what residents can do to reduce greenhouse gas emissions. Among the specific directives put forward by the ETF are:

- Press releases, news stories and announcements related to sustainability for the local media
- KCOM programming to inform Piedmont households about food scrap recycling, clean water initiatives, and other environmental efforts. This could be as simple as a "rolling announcement" directing viewers to visit the City's website.
- "Green" pages in the Recreation Department Seasonal Program Guide and the PUSD School Directory providing information on the City's green initiatives
- Utility bill inserts such as those mailed with garbage bills in late 2008 to introduce the food scrap program
- An adhesive green sticker, perhaps shaped like a leaf or other iconic green symbol, which lists the URL for the City's green web page as well as a tagline. The sticker could be affixed to building permits, City mailings, applications for business licenses, and so on.
- A byline to emails sent out by the City inviting recipients to "Visit our website's new green page at www.ci.piedmont.ca.us/green" (or equivalent new URL)
- Conservation-oriented brochures and printed materials from PG&E, EBMUD, Stopwaste, and other agencies, distributed at City Hall and at local City fairs and festivals.

30. School District Coordination (see Quarterly Reports #1, #2, and #3)

All three of the ETF's quarterly reports included a line item calling for coordination with the Piedmont Unified School District. Not only can the City reach thousands of Piedmont residents through its students, school programs also can shape student perspectives on the environment and ultimately influence the attitudes students will have about recycling, conservation, and climate change when they become adults. School environmental programs can also help build student self-esteem, knowledge, and ingenuity. There are also short-

term benefits to coordinating with the School District, including “economies of scale” through joint purchases, grant applications, and programs.

Among the specific opportunities identified by the ETF are:

- Acquisition of more composters and recycling stations for the schools with Measure D funds
- Involving high school students in efforts to design and / or maintain the City’s green webpage—or encouraging students to develop their own green webpage(s)
- Preparing educational materials on “What Kids Can Do” to address climate change
- Supporting school curricula and programs on environmental education
- Support for schoolyard greening and tree planting
- Presentations by students to the City Council or City Commissions on school green activities

31. Waste Reduction Education Campaign (see Quarterly Report #1)

Because recycling was one of the major focuses of the ETF, there was a special effort to develop outreach strategies to increase the landfill diversion rate. The ETF felt it was particularly important to inform residents about the food scrap recycling program, since data from early 2009 indicates that only about half of the City’s households were participating. The Task Force recommends continued broadcast of the KCOM video on food scrap recycling, along with additional news articles and web announcements.

The Task Force also suggests additional garbage bill inserts on waste reduction and recycling and a “welcome packet” for new residents with information on waste collection (including bulk waste collection and e-waste disposal options). One idea proposed by Task Force members was to promote styrofoam reuse by encouraging residents to bring second-hand styrofoam “popcorn” to local packing and shipping stores. Another idea that is strongly supported by the ETF is the continued use of volunteer “waste monitors” at public events to ensure that refuse is discarded in the proper bins.

32. Reaching the Business Sector (see Quarterly Reports #1 and #2)

Most of the ETF's discussions focused on municipal operations and the residential sector. However, the ETF recognized the importance of reaching the business community in environmental outreach efforts. This includes Piedmont-based businesses and institutions (such as Ace Hardware) as well as contractors (including landscapers and gardeners) doing business in the city.

The ETF suggests a special outreach campaign aimed at Corpus Christi and Zion Schools, the City's three churches and one synagogue, and its two dozen or so private businesses. These institutions and businesses should be made aware of the City's Climate Action Plan, as well as its recycling programs and targets. Businesses should be reminded to follow the same energy and water conservation practices that the City follows in their own operations. Such information could be provided through the business licensing or conditional use permit processes.

With regard to contractors, landscapers, and gardeners, there is a need for education on green waste disposal so that the City receives full "credit" for its composted waste. Home-owners should advise gardeners to use the green waste bins for small loads and to report waste as originating in Piedmont when it is dropped off. Landscapers and gardeners also should be reminded of the City's ban on gas-powered leaf blowers. There is also a need to remind contractors that the City's agreement with Republic Services prohibits them from taking debris to the Berkeley Transfer Station. Although contractors already receive information on waste hauling requirements when they apply for business licenses or building permits, additional steps should be explored to achieve full compliance.

33. Utility-Related Information (see Quarterly Reports #1, #2, and #3)

The entities that provide solid waste, energy, and water services in Piedmont are large companies or agencies with dedicated education, community relations, and communications departments. In particular, PG&E, EBMUD, Republic Services, and Stopwaste have developed extensive publications to promote conservation and waste reduction. The City should continue to work with these agencies to

conduct outreach to Piedmont residents. This includes direct links from the City's website, distribution of brochures and printed information in City Hall, and participation in major City special events such as the Harvest Fair and 4th of July parade.

34. Recognizing Resident Efforts (see Quarterly Report #3)

The ETF recommends measures to acknowledge those who contribute to the City's efforts to reduce greenhouse gas emissions. This could include:

- An environmental "green star" program to recognize residents who install solar panels, weatherize their homes, replace gardens with bay-friendly plants, make school campuses more sustainable, etc.
- A self-reporting "honor roll" which enables residents to make web-posts (in blog format) indicating what they have done to reduce their carbon footprints
- An awards program for Piedmont residents who have made outstanding contributions to greenhouse gas reduction efforts by volunteering their time or promoting innovation
- A new category in the annual Design Awards program for green architecture and construction.

35. Contests, Tours, Speakers, and Special Events (see Quarterly Reports #1 and #3)

The final ETF recommendation encompasses a "suite" of outreach measures that could be implemented as funding allows. These measures are contingent on the availability of staff to carry them out. To reduce local costs, they might be jointly sponsored by Piedmont and nearby cities or community service groups. Ideas include:

- Contests that encourage residents to maximize recycling and energy conservation
- Green building house and garden tours
- Lectures and speaker series
- A "speakers bureau" of informed volunteers who can address other local organizations about environmental initiatives (such as waste prevention and reduction)
- Trade-In Events (such as lawn equipment exchange)

These kinds of special events might be grouped together as part of a broader effort to create Piedmont's first "Climate Awareness Month" at some point in 2010.

Fiscal Impact

Each of the education and outreach measures in this section requires staff time, providing a compelling argument to implement Recommendation #1 and retain a Sustainability Coordinator. Even if the Coordinator works part-time or is an intern, it will be important to have someone responsible for the City's climate action communication and public education efforts.

As noted in Recommendation #1, some of these tasks may be assignable to a grant-funded energy efficiency manager shared by Piedmont and other cities, but most will need to be funded through other sources. An effective outreach program will require supplemental funding, either through grants or the General Fund. An on-line survey of full time, junior-level municipal sustainability coordinators nationwide found salaries in the range of \$40,000-\$60,000 a year.

As noted in the third quarterly report, the cost of an upgraded webpage is estimated at between \$1,000 and \$5,000 a year. One suggestion to defray these costs was to engage Piedmont High School students in site design and maintenance. Staff oversight would still be required.

The cost of preparing additional printed material to achieve sustainability and greenhouse gas reduction goals will depend on the publications to be prepared. For instance, adding a page to the Rec Department brochures and School Directory would be less than \$500 a year, but producing pamphlets and brochures could require several thousand dollars in design and printing fees (or staff time). Likewise, the cost of placing a static rolling announcement on KCOM is incidental, but creating or acquiring programming could have significant cost impacts.

There is no direct cost associated with Recommendation 30 (coordinating with the School District). The intent of this measure is to create fiscal benefits through partnerships. There could be positive fiscal impacts if the City and School District jointly seek federal stimulus funding through the State of California. Staff time would be required to attend meetings, prepare correspondence, and so on.

The proposed Waste Reduction and Education Campaign (Recommendation #31) would involve staff time for a limited duration (15-20 hours) and could involve incidental costs for

printing and postage. A similar level of effort would be required for the Business Outreach strategies, although this might be a recurring (annual) cost. There would be very little City cost (less than \$1,000 annually) associated with Recommendation 33, since it relies on other agencies for implementation. A minimal amount of staff time would be required to work with PG&E and EBMUD's webmasters and media/ community relations departments.

The recognition of Piedmont residents (honor roll, etc.) would rely primarily on volunteers, again with staff time required for administration and set-up. Costs would be offset if the City undertakes such programs collaboratively with established non-profits such as the Boy Scouts or League of Women's Voters. Finally, the suite of outreach measures proposed in Recommendation #35 would have variable costs and will require subsequent fiscal impact assessment. The principal costs are associated with staffing. It is worth noting that the City of Berkeley (population 100,000) employs three full-time staff to undertake these kinds of programs. If that ratio is pro-rated to Piedmont (population 11,000) it equates to about 0.33 FTE, or 12-14 hours per week.

NEXT STEPS

Appendix A provides a guide for staff and the City Council as the implementation of ETF recommendations is considered. The Appendix recaps each of the 35 recommendations in this report and indicates their priority and timing.

APPENDIX A: SUMMARY OF ACTIONS

Municipal Operations					
#	Summary	Priority	Timing	Fiscal Impact	Also in Climate Action Plan?
1	Pursue funding for a part-time (shared) sustainability coordinator who could help initiate and monitor outreach and education programs	Very High	Immediate	\$8,000-\$12,000/yr (plus grant funding) (*)	Not explicitly, but implied
2	Complete a Municipal Energy and Water Audit	Very High	Immediate	None	YES. BE-1.1.A, WW-2.1
3	Focus on the Basics to Reduce Municipal Utility Bills	High	Ongoing	Positive	
4	Participate in the Climate Smart program	Moderate	Mid-Term	TBD. Max. 1-2% of annual gas/ electric bill	Referenced
5	Implement a Piedmont compost sale/ give away program	Low	Long-term	Less than \$100, excluding staff time to coordinate	
6	Implement a CFL bulb recycling program	High	Immediate	None	
7	Enforce the ban on private leafblowers/ Reduce the use of gas powered leaf blowers for parks maintenance	High	Ongoing	Requires further study	
8	Implement a Bay-friendly Landscaping Ordinance	High	Ongoing	Positive (reduced water use)	

(*) presumes position is funded as a graduate-level student internship, and not as a full-time sustainability coordinator, which would be \$40,000-\$80,000, excluding benefits and overhead.

Legislative Actions					
#	Summary	Priority	Timing	Fiscal Impact	Also in Climate Action Plan?
9	Consider reduced permit fees (or waivers) for renewable energy projects	Very High	Immediate	\$6,000/yr (based on fee waivers for 20 photo-voltaic systems a year)	
10	Participate in the Countywide voluntary Renewable Energy Assessment District	High	Short-Term	Minor (to adopt the resolution)/ Moderate (to implement the program)	YES. BE-5.1
11	Adopt a Special Event Recycling Ordinance	High	Immediate	Minor (30 hr staff time to set up; very minor cost for Rec Dept to administer thereafter)	
12	Adopt a zero waste goal	High	Immediate	None	YES. WW-1.1
13	Prepare letters and resolutions in support of product stewardship initiatives	Low	Long-Term	None (excluding staff time to write staff reports and resolutions)	YES. WW-1.1.A
14	Consider increasing the City's 2020 greenhouse gas reduction target	Very High	Immediate	Unknown cost to retain consultant to develop additional strategies and quantify impacts	N/A
15	Consider a ban on plastic bags	Low	Long-term	Minor (staff time to write ordinance; City Attorney to review)	YES. WW-1.1.F

Environmentally Preferable Purchasing					
#	Summary	Priority	Timing	Fiscal Impact	Also in Climate Action Plan?
16	Phase in an environmentally preferable purchasing policy for the City, setting a threshold for acceptable cost impacts.	Very High	Immediate	Council may determine acceptable level of impact. Generally in range of 0-8% for categories of goods such as office supplies, paper, etc.	YES. WW-1.2

Infrastructure and Capital					
#	Summary	Priority	Timing	Fiscal Impact	Also in Climate Action Plan?
17	Acquire and install recycling receptacle "stations" in public spaces	High	UNDER-WAY	\$25-30,000, but covered by Measure D grants	
18	Consider retrofits in City Hall and other City buildings to reduce energy use	Very High	Short-Term	Minor to Moderate capital costs, TBD	YES. BE-1.1
19	Promote installation of solar panels on renovated or new City facilities	High	Ongoing	To be determined for each facility; offset through reduced energy bills	Referenced
20	Utilize energy-efficient lighting when City streetlights are replaced or when new streetlights are installed.	Moderate	Ongoing	Positive impact after 3+ years	YES. BE-6,1
21	Replace the incandescent bulbs in the Oakland Avenue Bridge "necklace" with cold cathode bulbs	Moderate	Short-Term	Positive, after small initial investment	
22	Study the feasibility of alternative water sources to reduce the use of potable water for City park and median irrigation	Low	Long-Term	Potentially high, requires further study	YES. WW-2.2 and 2.4
23	Consider replacing paper towel dispensers with electric hand dryers in rest rooms at public buildings	Low	Long-term	\$300-\$500 per fixture, minus savings in paper towel expenses	
24	Apply for grants to cover recycling and energy conservation capital costs.	Very High	Immediate/Ongoing	Staff time (not quantified)	

Transportation					
#	Summary	Priority	Timing	Fiscal Impact	Also in Climate Action Plan?
25	Replace gasoline powered cars with hybrids or electric vehicles as the City fleet is replaced.	Moderate	Ongoing	\$4,000 per vehicle, recouped after 3-8 yrs.	YES. TL-3.1
26	Promote the #11 bus as Piedmont's BART Shuttle and aggressively encourage its use by local residents.	Very High	Immediate	Program to be volunteer driven with staff support	
27	Initiate a "Safe Routes to School" program to encourage walking and bicycling to school.	High	Short-Term	Grant funded	YES. TL-3.4

Communications and Outreach					
#	Summary	Priority	Timing	Fiscal Impact	Also in Climate Action Plan?
28	Upgrade Piedmont's website, including a dedicated "green page"	Very High	Immediate	\$1,000-\$5,000/ annually	
29	Use traditional media, such as television and newspapers, to increase awareness of environmental issues, particularly waste prevention and reduction	High	Immediate (ongoing)	Variable, depending on Council direction.	YES. TL-3.5
30	Coordinate closely with the Piedmont Unified School District	High	Immediate (ongoing)	Positive	YES. TL-3.4
31	Continue focused education and outreach on waste reduction, especially food scrap recycling.	High	Immediate (ongoing)	Minor (staff time only)	
32	Extend the City's outreach efforts to private schools and businesses, including contractors and gardeners	High	Short-term (ongoing)	Minor (staff time only)	YES. BE-3.3
33	Work with PG&E and EBMUD to distribute energy and water conservation information through the website, City fairs and festivals, and other City outlets	Very High	Ongoing	Minor (8 hrs/ yr staff time)	
34	Recognize resident efforts through an environmental honor roll and awards programs	Moderate	Short-Term	Minor (staff time only)	
35	Consider (or cosponsor) contests, tours, and lecture series which encourage greener living.	Low	Long-Term	Moderate	