

# Best Practices in Sustainability: Celebrating Leadership at the Local Level

Kate Meis

Local Government Commission

Green CA Summit  
April 20, 2011



Local  
Government  
Commission

# Overview

Biggest Current Issues: Economy, Jobs, Energy Dependence

Solutions:

- ü Smart Land Use & Alternative Transportation to Reduce GHG
- ü Reduce Energy Use to Save \$ & Spur the Local Economy
- ü Innovative Workforce Programs and Policies that Reduce VMT

Local Examples:

- ü Chula Vista
- ü Santa Cruz
- ü Sonoma

Resources:

- ü Energy Upgrade California
- ü Statewide Energy Efficiency Collaborative
- ü Energy Aware Planning Guide



# What do people care most about today?

82% Rebuilding our economy and creating new jobs is the most important issue of our generation.

84% Our country is too dependent on oil. We need to change that.

# Local Government Policy Priorities

Policy issues	High priority	Priority	Somewhat a priority	Not a priority
The economy	68.3	25.9	4.6	1.2
Energy conservation	23.9	45.7	27.5	2.9
The environment	21	40.7	33.2	5.2
Housing for all income groups	14	33.6	36.9	15.4
Social justice	9.2	29.4	41.7	20.2
Public transit	8.9	25.4	33.9	31.8
Green jobs	6.5	22.8	41.8	28.9
Climate change	5	14.1	34.6	46.3

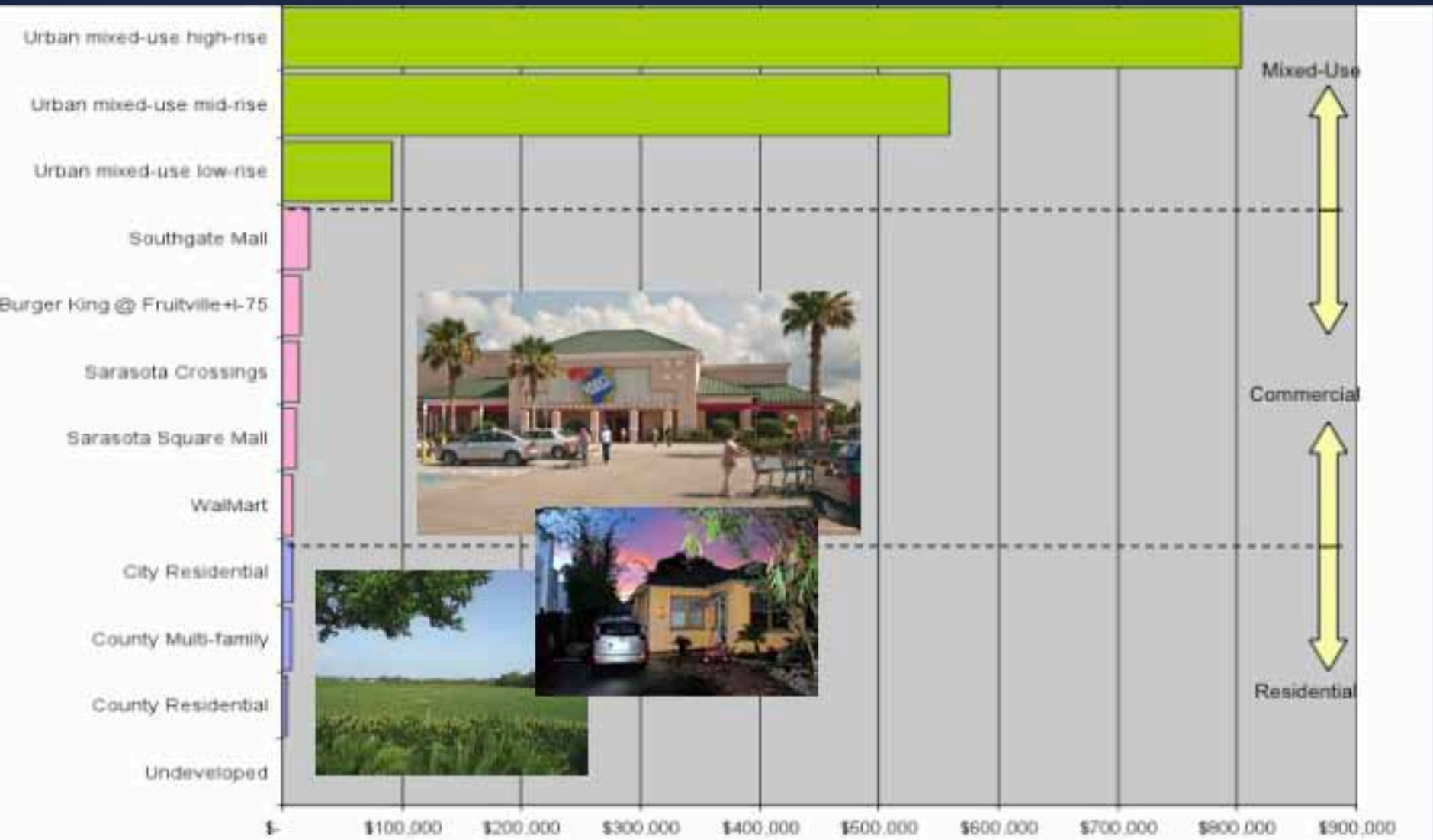
# Economy vs. the Environment



# Keeping \$ in Local Coffers



# County Tax Yield Per Acre



# CO2/Acre vs. CO2/Household Auto Use

## CO2 per Acre From Household Auto Use Change

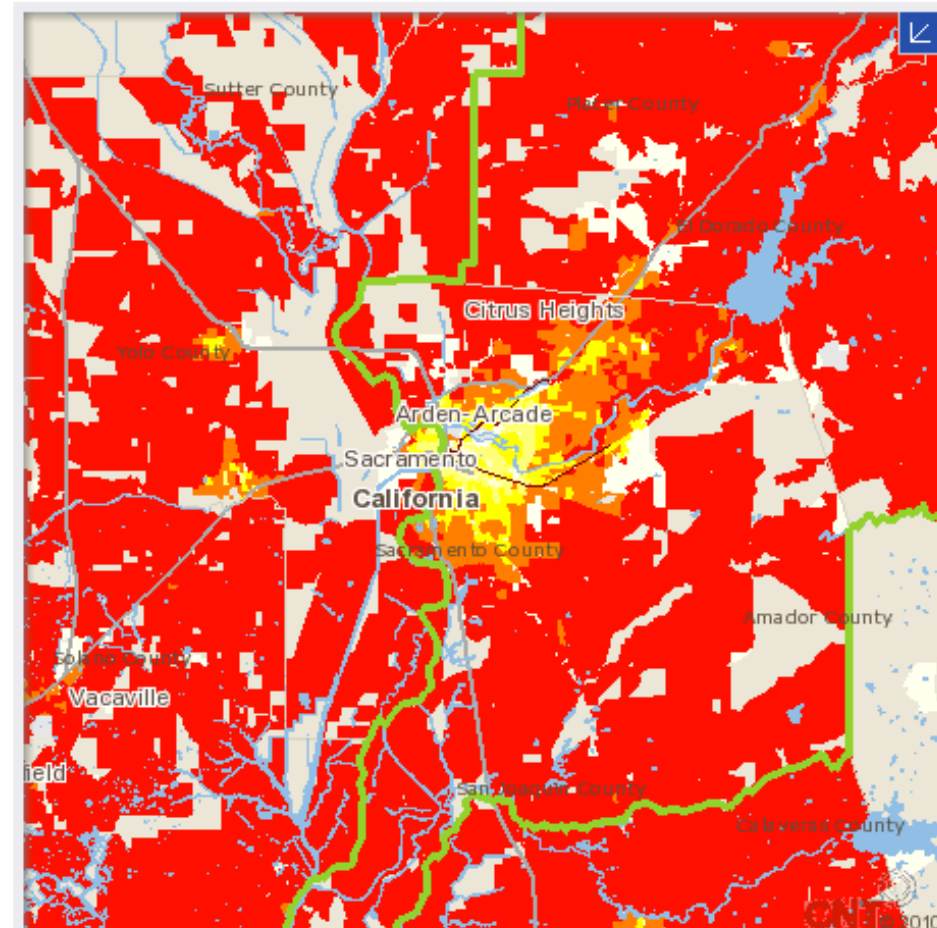
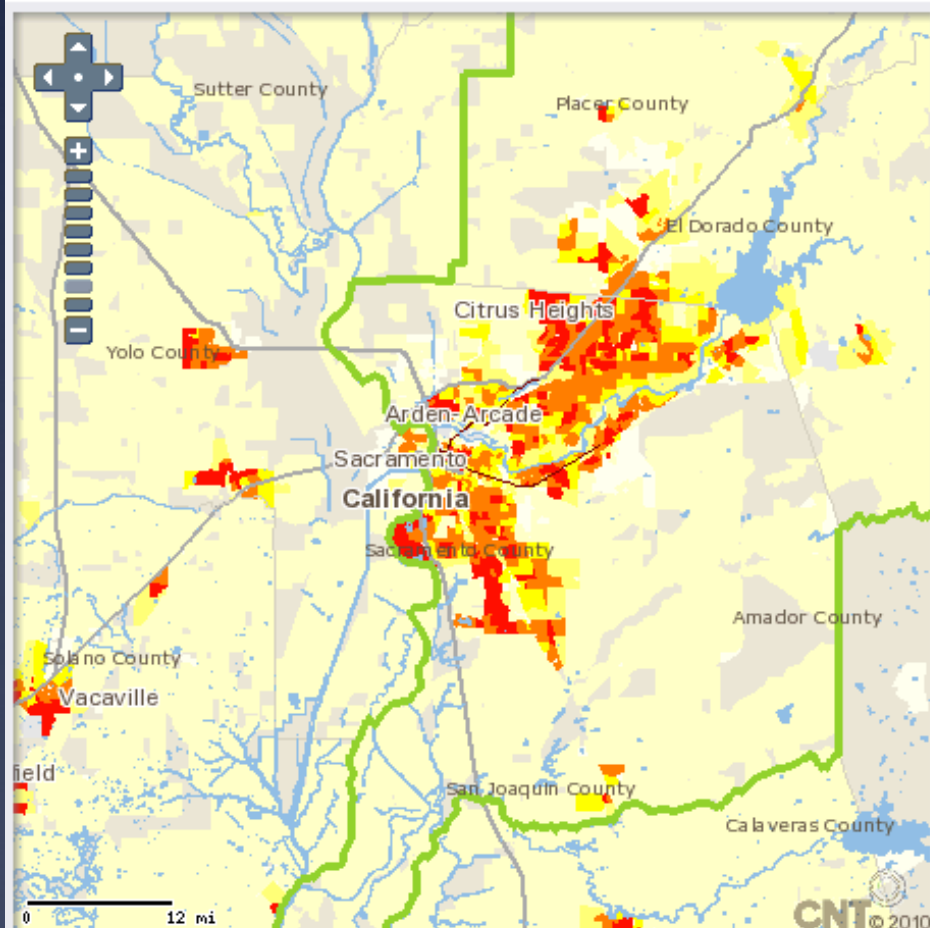
- Data Not Available
- Less than 6 Metric Tons/Acre
- 6 to 14 Metric Tons/Acre
- 14 to 20 Metric Tons/Acre
- 20 to 30 Metric Tons/Acre
- 30 Metric Tons/Acre and Greater

Total Carbon Dioxide (CO<sub>2</sub>) Emissions are calculated for the Block Group and then divided by the total area of the Block Group, which shows that areas with higher Residential Density tend to produce more carbon dioxide per acre.

## CO2 per Household From Household Auto Use Change

- Data Not Available
- Less than 3.3 Metric Tons/HH
- 3.3 to 5.1 Metric Tons/HH
- 5.1 to 6.5 Metric Tons/HH
- 6.5 to 8.6 Metric Tons/HH
- 8.6 Metric Tons/HH and Greater

Total Carbon Dioxide (CO<sub>2</sub>) Emissions are calculated for the Block Group and then divided by the total number of households in the Block Group, which shows that areas with higher Residential Density have low average emissions per household. Comparing this figure with CO<sub>2</sub> per Acre From Household Auto Use illustrates that location efficiency reduces per household emissions.



# Housing and Transportation Costs

## Housing Costs - % Income Change

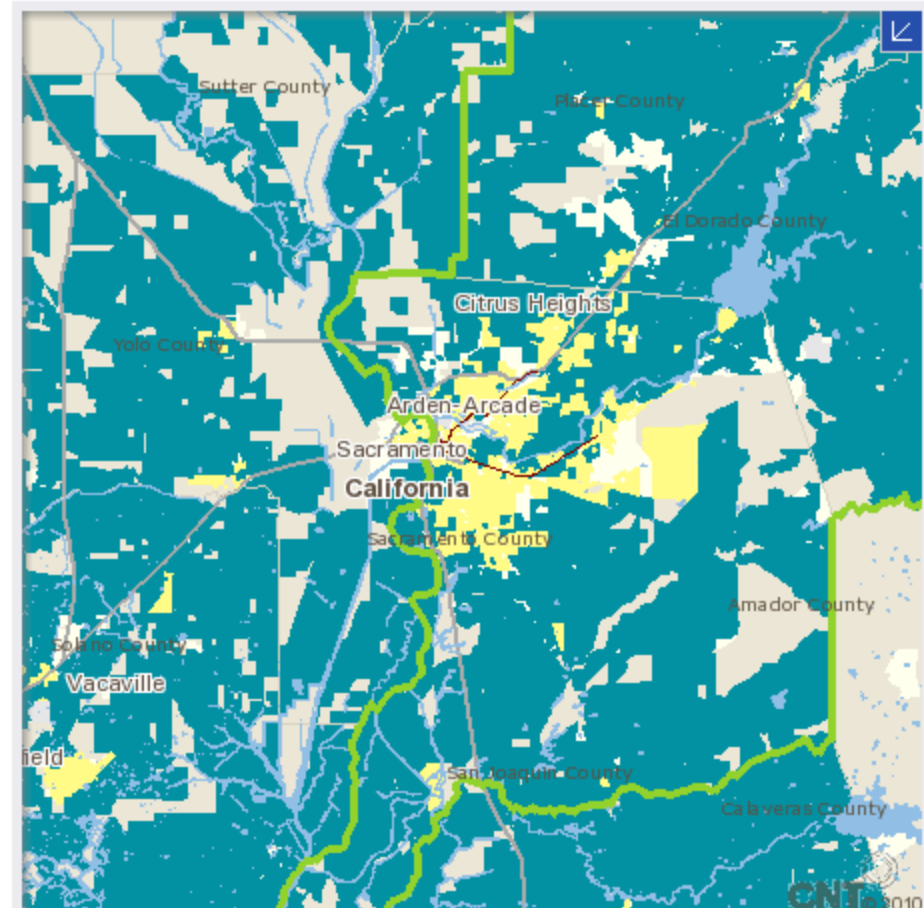
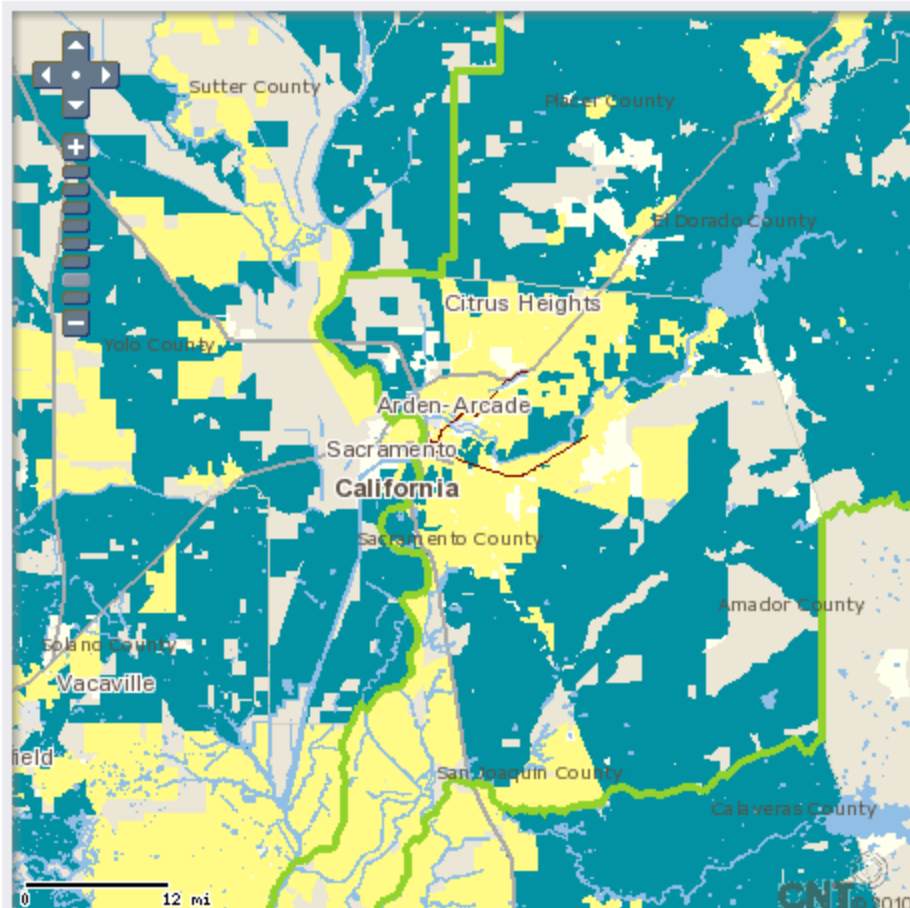
- Data Not Available
- Less than 30%
- 30% and Greater

Housing Costs factored as a percent of income has widely been utilized as a measure of affordability. Traditionally, a home is considered affordable when the costs consume no more than 30% of household income.

## Housing and Transportation Costs - % Income Change

- Data Not Available
- Less than 45%
- 45% and Greater

H+T has been developed as a more complete measure of affordability beyond the standard method of assessing only **Housing Costs**. By taking into account both the cost of housing as well as the cost of transportation associated with the location of the home, H+T provides a more complete understanding of affordability. Dividing these costs by **Representative Regional Incomes** illustrates the **Cost Burden** placed



Saving Residents \$ = More \$  
Spent in the Local Economy

**When people walk more they have more  
expendable income**



# Innovative Local Solutions

# #1: Santa Cruz



# Big Work Trends

## Climate Change

## Economics (Externalize Costs of Place & People)

- Ü Outsourcing
- Ü ROWE (Results Only Work Environment)
- Ü Crowdsourcing
- Ü De-Aggregating the Work Force

## Demographics & Values

- Ü Baby Boomers (50+ year olds)
- Ü Millennials (0-22 year olds)
- Ü Women

## Technology

- Ü Mobile
- Ü Virtual Teams



# New Workforce

- Ü Hewlett-Packard is creating 17,633 new mobile workers in the next two years
- Ü Last year, Sun Microsystems saved \$300M and increased worker effectiveness by 35% by disaggregating their workforce
- Ü Seth Godin: every job that can be outsourced will be outsourced
- Ü ¼ of adults in the US are self employed
- Ü The number of one person businesses is approaching 25 million and has grown twice as fast as the overall economy



11,000  
Square Feet



Heart of  
Downtown Santa  
Cruz, CA



# What Local Government Can Do:

1. Grow Your Own Businesses!!!
2. Support Co-Working Spaces
3. Review Land Use Policies



# #2: Chula Vista






Leverage investments  
by creating **local markets**  
through **new demand**  
to help local economy  
**through energy efficiency**  
**policies**

# Leverage Municipal Operations investment to stimulate local hiring and local purchasing



# Lower City's Operational Costs Through Renewable Energy Technology and Energy Efficiency





Key Component of their Energy  
Efficiency Policy is  
**Local Purchase & Local Hire**  
Requirement

*...But they didn't have a major  
solar installer or solar  
manufacturer in their city!*

# INSTALLERS - MANUFACTURERS - SUPPLIERS

Results: local business expansion,  
sales tax revenue and jobs.

Your Community.  
Your Environment.  
Your Choice.



CITY OF  
CHULA VISTA

[www.chulavistaca.gov/clean](http://www.chulavistaca.gov/clean)

# #3: Sonoma



# Property Assessed Clean Energy (PACE)

- Ü **PACE** allows property owners to finance energy efficiency and renewable energy projects for their homes and commercial buildings.
- Ü Interested owners receive financing repaid through an Assessment on their property taxes for up to 20 years. This spreads the cost of energy improvements over the expected life of the improvements and allows the repayment obligation to transfer automatically to the next property owner if the building is sold.

# Sonoma PACE Highlights



As of March 2011	Sonoma County Energy Independence Program
Residential Projects	1290 Projects, \$34.5 Million, \$29k Average
Commercial Projects	39 Projects, \$7.5 Million, \$192k Average
Job-Years	ARRA Formula 529, Local Construction 54
Generation	Residential: 4.7 MW, 821 Systems, 2700 tons CO2 annual reduction Commercial: 640kW, 26 Systems, 400 tons CO2 annual reduction

Over 1300 assessments, >\$42 million powered by the County's \$100 Million warehouse in the County Treasury and Water Agency Reserve

- ## Collaboration

- PACE Pilots and municipalities Local EUC Partner Regional Climate Protection Authority

- ## Third party (owner arranged) financing model execution in progress

- \$1.6 million Solar PV project



## Tools & Resources



Energy Upgrade California is your one-stop-shop for home improvement projects that lower your energy use, conserve water and natural resources, and make your home healthier and more comfortable.

Use this website to:

- Plan your upgrade projects
- Locate participating contractors
- Find rebates and incentives

**Reduce** energy use.  
**Save** money.  
**Create** jobs.

### Why Upgrade Now?

Learn about the benefits of an Energy Upgrade

Go -

### Get Started!

Enter your county name to find local rebates and contractors

Go >

# What is Energy Upgrade California

Statewide energy efficiency program that delivers tools and resources to:

- Improve energy and water efficiency
- Save consumers money
- Reduce Greenhouse Gas Emissions
- Reduce reliance on foreign fuel
- Create green jobs
- Revitalize California's economy

# How Does it Work?

- One-stop-shop that consolidates rebates, incentives and financing in one location under one brand
- Connects home owners to certified local contractors
- Help reduce consumer confusion
- Training programs

# What Can Local Governments Do?

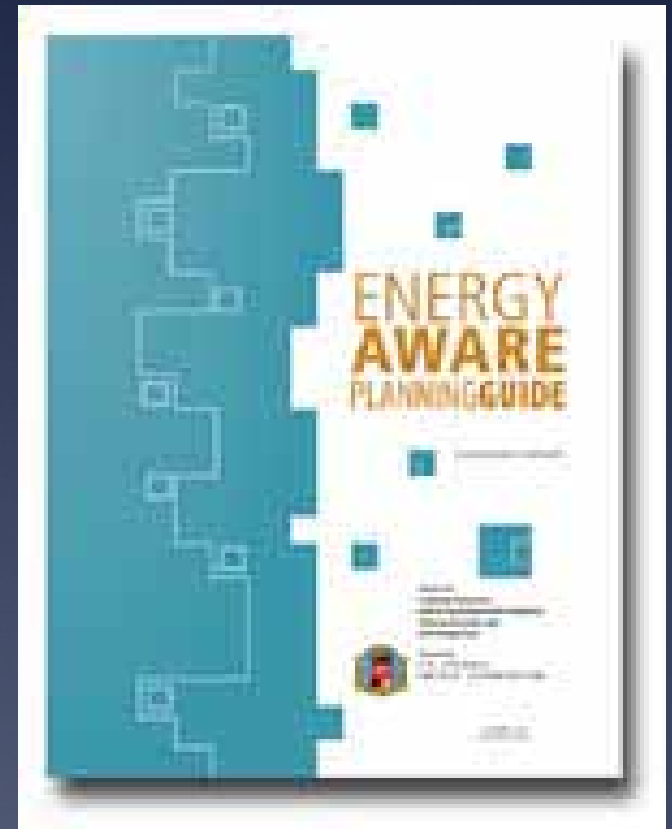


1. Promote Energy Upgrade California through existing channels of communication
2. Distribute information widely throughout the community using existing networks
3. Utilize local media to promote EUC to residents
4. Develop in-house expertise in energy efficiency upgrades
5. Identify a point of contact and resources for local residents

# Energy Aware Planning Guide

## Categories

- Ü Land Use Strategies
- Ü Transportation Strategies
- Ü Building Strategies
- Ü Water Use Strategies
- Ü Community Energy Strategies



[http://www.energy.ca.gov/energy\\_aware\\_guide/](http://www.energy.ca.gov/energy_aware_guide/)

# Statewide Energy Efficiency Collaborative

AN ALLIANCE TO SUPPORT LOCAL GOVERNMENT

- U The Statewide Energy Efficiency Collaborative (SEEC) is a new alliance to help cities and counties reduce greenhouse gas emissions and save energy. SEEC is a collaboration between three statewide non-profit organizations and California's four Investor Owned Utilities.



For More Information:

[www.lgc.org/SEEC](http://www.lgc.org/SEEC)

Kate Meis

[kmeis@lgc.org](mailto:kmeis@lgc.org)

[www.lgc.org](http://www.lgc.org)

916-448-1198x305