

Citizen's Focus Group and Technical Advisory Committee (TAC) Meeting #3

December 8, 2014, 1:30-3:30 p.m.

Sam Pipes Room, Merced Civic Center, 678 W. 18th Street

Meeting Objectives

At this meeting, the Focus Group will review the analysis of reduction measures for the Programmatic Climate Action Plan (PCAP) project. Primary discussion topics include revised reduction measure results, feasibility evaluations, and cost-benefit analysis. The Focus Group can review and provide recommendations for the project team to incorporate into the draft Climate Action Plan (CAP) Implementation Work Plan.

The meeting will address the following objectives:

- **Project Overview**
 - Summarize the PCAP project status and its relation to the adopted CAP.
 - Review topics of last Focus Group meeting.
- **Emissions Forecast**
 - Summarize changes to the baseline inventory and forecast based on updated information.
- **Reduction Measures**
 - Summarize changes to the reduction measures since the last Focus Group meeting.
 - Describe the gap in emissions reduction in terms of amount and strategies to close it.
 - Discuss contributions from new and existing development. Present a preliminary version of the performance-based approach for new development to help the City meet the GHG reduction target.
- **Implementation and Monitoring**
 - Present the results from the feasibility analysis, including cost-benefit analysis.
 - Recommend feasibility priorities for implementation.
 - Review tools and approach to monitor CAP outcomes.
- **Questions and Wrap-Up**
 - Answer any outstanding questions related to the Focus Group and TAC or PCAP project.
 - Prepare Focus Group to review the draft Unified Design Manual at January meeting.
 - Present next steps for the PCAP project and future meeting dates.

Meeting Agenda

- I. **Welcome and Introductions** (*Bill King, City of Merced, and Jennifer Venema, PMC*)
 - a. City staff and PMC
 - b. Focus Group and TAC members

- II. **Project Update** (*Bill King and Jennifer Venema*)
 - a. Project purpose
 - b. Project status
 - c. Review of changes to inventory and forecast

- III. **CAP Analysis Update** (*Jennifer Venema*)
 - a. Emissions forecast updates
 - b. Changes to reduction measures
 - c. Performance-based approach to achieve reduction target

- IV. **CAP Measure Prioritization and Cost-Benefit Analysis** (*Jennifer Venema*)
 - a. Feasibility outcomes
 - b. Cost-benefit analysis

- V. **Focus Group Discussion** (*Jennifer Venema, Bill King*)
 - a. Voting activity to rank feasibility factors
 - b. Interactive feasibility rankings
 - c. Review cost-benefit information
 - d. Additional discussion and questions

- VI. **Next Steps** (*Jennifer Venema and Bill King*)
 - a. Monitoring and achieving CAP targets
 - b. Next Focus Group and TAC meeting
 - c. Upcoming events

- VII. **Opportunity for Additional Comments and Discussion**

Next Steps

At the end of each meeting, Focus Group and TAC members will be given a small number of topics to think about and prepare a response to. These responses will help inform the discussion of the next meeting and relate to items on future meeting agendas.

For this meeting, Focus Group and TAC members are asked to think about and **prepare responses by December 1, 2014** to the following questions. We will discuss consider your responses as we compile the CAP Implementation Plan. Please **send your responses** to Bill King at: **KingB@cityofmerced.org**.

- Do the feasibility criteria presented today reflect the most important issues for prioritizing CAP measures to implement? If not, what other issues should we consider when ranking measures?
- Should any feasibility criteria receive a greater weight when determining which CAP measures to prioritize for implementation? Examples may include the availability of external partners or resources, or costs to the City.
- What information will be most useful to equip the City, community leaders, and partners to implement the CAP?

Attachments

- A. Results from September 10, 2014 Focus Group Meeting

Attachment A. Results from last Focus Group meeting

Meeting #2 Summary – September 10, 2014

The second Focus Group meeting occurred on September 10, 2014, from 1:30 to 3:30. The meeting agenda covered the following items:

- An update on the status of the PCAP project, including approaches to outreach and engagement.
- A presentation from the Institute for Local Government on community education on sustainability and CAP topics.
- A presentation of preliminary reduction measures and remaining reductions to achieve.
- A discussion and voting activity on the preliminary reduction measures

Voting Activity Results

The preliminary reduction measures were divided into four categories: Land Use and Transportation, Energy Efficiency, Renewable Energy and Water and Wastewater, and Solid Waste and Off-Road Equipment. Facilitators hung four posters on the wall, one for each category, listing the preliminary reduction measures in each category and their expected GHG reductions, 2020 participation rates, and performance metrics. Focus Group members voted on their top priorities and the highest-scoring measures were discussed in greater detail.

Results from this activity are shown below. Items in bold were top priorities and were discussed.

Poster 1

Measure Number	Measure Language	Votes
1	Develop higher density and mixed-use development to support alternative travel in downtown Merced and appropriate neighborhood centers, including around the planned high-speed rail station.	10
2	Increase per-person intracity and intercity transit use 30% by 2020 by building 25% of new development near transit stops.	4
3	Improve the efficiency of personal vehicle trips by promoting carpool and car share systems.	0
4	Increase the feasibility and use of bicycles in Merced for commute and recreation through new bicycle infrastructure and education.	2
5	Establish telecommuting as a viable commute alternative for 3% of Merced employees an average of 1.5 days per week by 2020.	1
6	Work with UC Merced to establish a Transit Demand Management (TDM) program for new student housing located within the City.	2
7	Synchronize traffic signals along 10 miles of major roads to improve fuel efficiency.	7

Measure Number	Measure Language	Votes
8	Increase the use of neighborhood electric vehicles (NEVs, such as lower-speed, street-safe golf carts) to 3% of households by 2020.	0
9	Increase the household adoption of passenger electric vehicles (EV) and other alternative fuels to 5% by 2020.	7

Poster 2

Measure Number	Measure Language	Votes
10	Improve energy efficiency in new and significantly retrofitted buildings subject to state CALGreen standards.	10
11	Site new buildings to take advantage of natural solar resources for heating and cooling.	6
12	Support improved energy efficiency in existing multifamily units, rental units, and affordable households through voluntary retrofits.	3
13	Facilitate energy efficiency through voluntary retrofits in 15% of single-family homes, and promote low-cost opportunities to reduce energy use in single-family households.	2
14	Improve energy efficiency through voluntary retrofits in 16% of businesses and other energy-efficiency strategies in existing commercial and industrial facilities.	0
15	Use cool roofs and shade trees to reduce the urban heat island effect in Merced.	2
16	Retrofit public lighting in Merced to reduce energy use.	2

Poster 3

Measure Number	Measure Language	Votes
17	Increase the amount of renewable electricity generation for on-site residential use.	7
18	Facilitate renewable energy for on-site commercial and industrial uses.	7
19	Support the use of solar energy to meet on-site water heating needs for domestic and nonresidential uses and swimming pools.	0
20	Create a community-shared solar program to produce renewable energy for off-site use in Merced.	0
21	Promote indoor water conservation through retrofits to existing buildings.	1
22	Improve indoor water efficiency in new buildings.	1
23	Reduce the amount of water used for landscaping.	7

24	Promote individual greywater and rainwater catchment systems to reduce potable water demand.	4
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Poster 4

Measure Number	Measure Language	Votes
25	Expand composting of organic waste produced by the community.	7
26	Increase recycling in Merced with a goal of improving diversion of recyclables by 25%.	9
27	Divert 50% of construction and demolition (C&D) waste from new construction projects and renovations.	5
28	Reduce emissions from lawnmowers and leaf blowers by 10%.	1
29	Use alternative-fuel and fuel-efficient construction equipment, and reduce construction equipment idling time.	2