

Citizen's Focus Group Meeting #1

June 19, 2014, 1:30-4:30 p.m.

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

Meeting Objectives

This meeting is intended to provide an overview of the Programmatic Climate Action Plan (PCAP) project and the Focus Group's and TAC's relation to it, and to discuss preliminary topics related to the development of the PCAP and associated products. There are several key issues to address during this meeting, including the following objectives:

- **Welcome and Introductions**
 - Introduce Focus Group and TAC members, City staff, and PMC consultant team leader.
- **Committee Administration**
 - Discuss the roles and responsibilities of the Focus Group/Technical Advisory Committee (TAC) as a group, and any roles and responsibilities of individual members.
 - Identify the roles and opportunities for public involvement.
 - Describe the schedule for future Focus Group and TAC meetings.
- **Project Overview**
 - Discuss the background of the PCAP project, including development of the 2012 CAP and the updated 2008 GHG inventory.
 - Describe the input provided by community members on the PCAP project to date.
 - Discuss the schedule for the PCAP project, including key milestones.
 - Identify the minimum standards for a PCAP and discuss additional options.
 - Identify GHG reductions from existing programs and actions, and provide initial guidance for the selection of CAP GHG measures to prioritize.
- **Code Concepts**
 - Provide an overview of the code concepts for the development code and UDM, and their purpose in relation to the PCAP project.
 - Discuss a preliminary list of code topics, including a live-polling exercise on code concept prioritization and preferred approach for key issues.
- **Questions**
 - Answer any outstanding questions related to the Focus Group and TAC or PCAP project.

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 Overview** (*Bill King and Jennifer Venema*)
 - a. Background
 - b. Project purpose
 - c. Schedule
 - d. Minimum State Requirements for PCAP
 - e. Identify GHG reductions from existing programs
 - f. Community input to-date
 - g. Questions and answers

- III. **Focus Group and TAC Roles and Responsibilities** (*Jennifer Venema*)
 - a. Focus Group and TAC roles and responsibilities
 - b. Meeting schedule
 - c. Public roles and responsibilities
 - d. Questions and answers

- IV. **Code Concepts** (*Jennifer Venema and Pam Johns, PMC*)
 - a. Overview and purpose
 - b. Draft code concepts
 - i. Description and purpose of each
 - ii. Questions and answers
 - c. Live polling and discussion
 - i. Which issues are priorities for Merced? (Ranking activity)
 - ii. What approach works best to address each issue?

- V. **Next Steps** (*Jennifer Venema and Bill King*)
 - a. Next Focus Group and TAC meeting
 - i. Homework assignment
 - b. Other upcoming events

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 July 17th** to the following two questions prior to the next meeting, currently anticipated for late summer. Please **send your responses** to Bill King at:

KingB@cityofmerced.org.

- Considering the priorities for CAP implementation that the Focus Group identified in today's presentation, what are the political, financial, and technical considerations that may provide obstacles to these strategies?
- How can we (the committee, City staff, the community, etc.) address these obstacles?

Attachments

- A. PCAP Project Overview
- B. Focus Group Overview

Attachment A. PCAP Project Overview

Project Background

The City of Merced adopted a Climate Action Plan (CAP) in October 2012, following an extensive planning effort by City staff. The CAP is organized around four community values selected by a City Council-appointed advisory committee: healthy communities, quality natural resources, clean energy resources, and leaders and partners. The goal of the CAP is to reduce greenhouse gas (GHG) emissions to 15% below 2008 levels by 2020, largely by implementing and building on the policies in the City of Merced General Plan.

This project, the Merced Programmatic Climate Action Plan (PCAP), is an **implementation action plan** of the adopted CAP. It is not a passive policy document that sits in the background and offers guidance. Many actions and programs are capable of achieving reductions in community-wide GHG emissions, and so the PCAP will identify and maximize the GHG reduction potentials of existing projects and programs in the CAP and other plans. The PCAP will also propose additional strategies to address any remaining items.

Project Goals

By implementing the existing CAP, the PCAP will focus on achieving five key objectives:

- Allow the CAP to function as a Qualified GHG Reduction Strategy, enabling permit streamlining allowed under the California Environmental Quality Act (CEQA).
- Allow the City to receive credit for GHG reductions occurring from state and regional programs.
- Ensure the CAP meets the recommended guidance from the San Joaquin Valley Air Pollution Control District (SJVAPCD).
- Assist development projects in Merced to meet the standards of the SJVAPCD Indirect Source Review program.
- Expand the CAP's monitoring and implementation functions.

Project Outcomes

Four products will be created from the PCAP process:

- A stand-alone PCAP document, implementing the strategies in the previously adopted CAP. The PCAP will include a cost-benefit analysis of actions and additional strategies as needed.
- Monitoring tools, used by City staff to track the implementation of actions and programs. This verification will help the City achieve permit streamlining allowed under CEQA.

- Where appropriate, new and amended development codes for the design of public and private facilities.
- An Unified Design Manual (UDM), which will use images and figures to unify applicable code language for future development design and operations.

Attachment B. Focus Group Overview

Roles and Responsibilities

The Focus Group will convene on a regular basis to provide input and feedback to decision-makers on the PCAP. It is made up of key stakeholders, representing a diversity of interests and organizations in the City of Merced. The Focus Group will review the products and policies of the PCAP, including GHG reduction actions and their prioritization, the implementation tools (including monitoring programs and cost-benefit analyses), and draft development code language and the UDM.

The Focus Group will be assisted in its efforts by a TAC, made up of City staff members with decision-making authority. TAC members will provide their expertise to the discussion and will help to integrate outcomes of the PCAP into City department workflows.

Project Timeline

There will be five Focus Group/TAC meetings throughout the development of the PCAP process:

- Meeting 1 (June 2014): Identify roles and responsibilities. Discuss background of PCAP project, and preliminary topics for GHG reduction and the UDM.
- Meeting 2 (TBD): Review draft GHG reduction measures and address any remaining issues. Review draft cost-benefit and feasibility analyses, and discuss measure prioritization.
- Meeting 3 (TBD): Review the results that will be used to write the PCAP. Discuss prioritization of key concepts for development codes and the UDM.
- Meeting 4 (TBD): Review the draft PCAP document and provide feedback.
- Meeting 5 (TBD): Review the draft development codes and UDM, and provide feedback.