



**CITY OF  
MERCED**

# **PROGRAMMATIC CLIMATE ACTION PLAN FOCUS GROUP**

JUNE 19, 2014

BILL KING, CITY OF MERCED PRINCIPAL PLANNER  
JENNIFER VENEMA AND PAM JOHNS, PMC





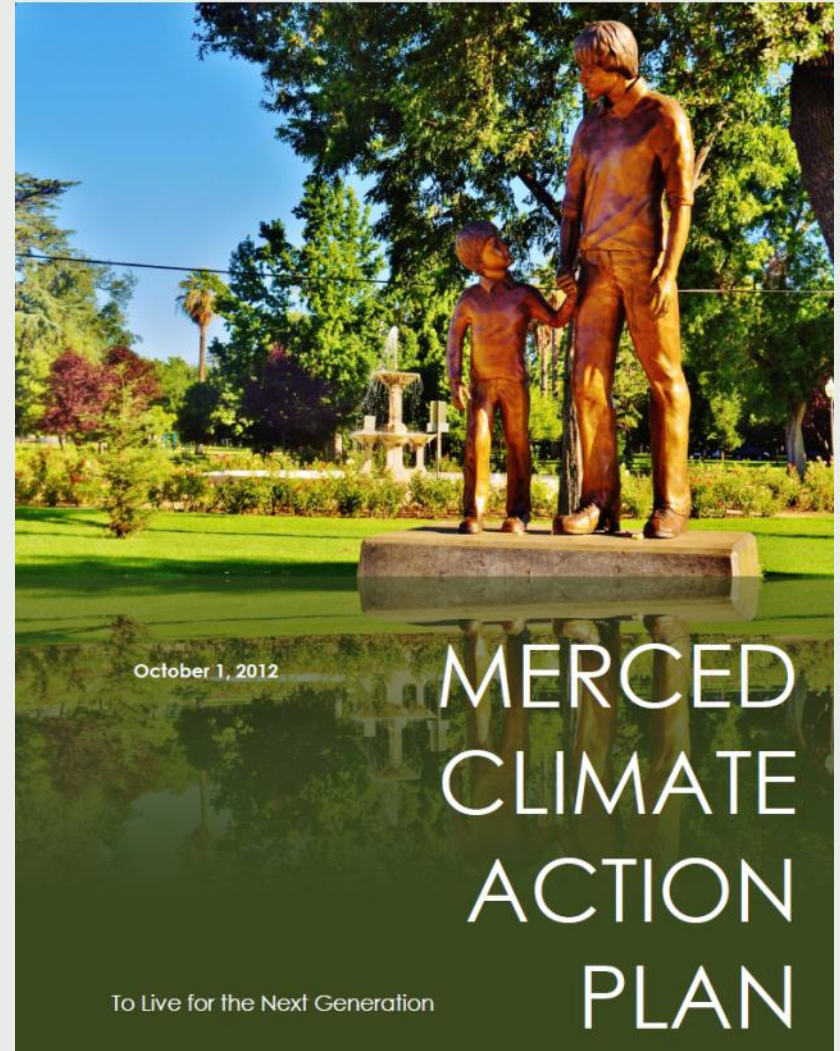
# CITY OF MERCED PROGRAMMATIC CLIMATE ACTION PLAN

## PROJECT BACKGROUND



# Adopted CAP

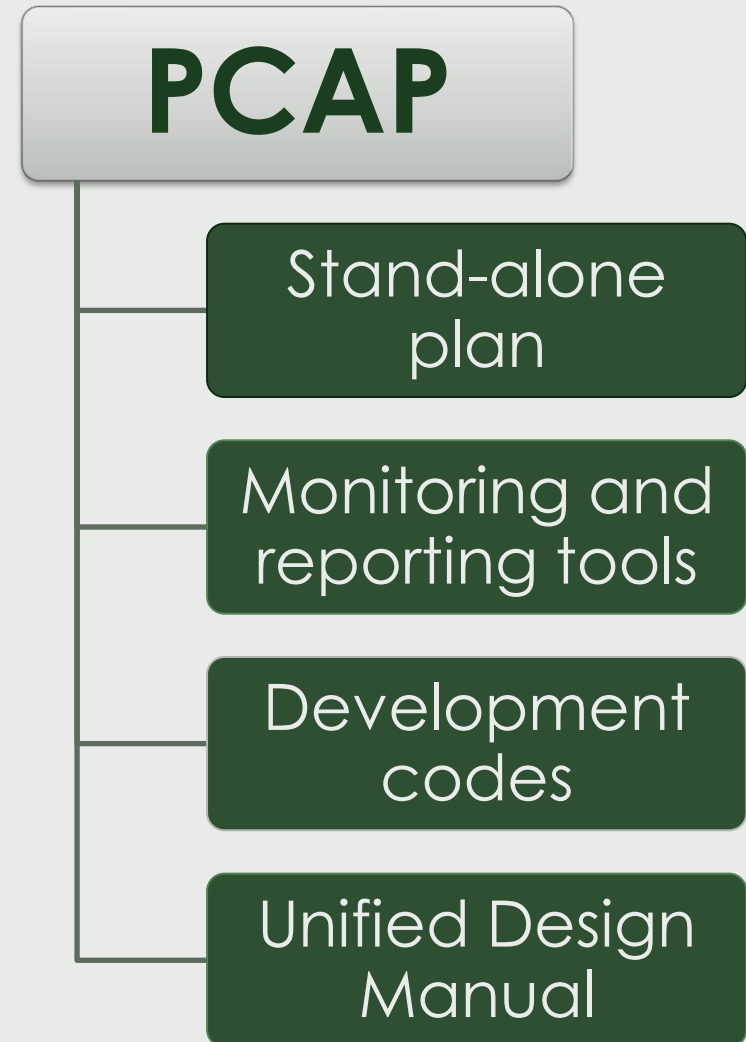
- Climate Action Plan (CAP) adopted October 2012
- Goal: Reduce 2020 greenhouse gas (GHG) emissions to 15% below 2008 levels
- Implements and expands on General Plan





# PCAP Purposes

- Programmatic Climate Action Plan (PCAP) is a tool to implement the existing CAP
- **NOT** a replacement or update
- PCAP project includes four key pieces





# PCAP Objectives

- Five objectives of the PCAP effort
- Continues business-friendly approach of the adopted CAP

Streamlines development permits under CEQA

Receives credit for state GHG reductions

Meets recommended guidance from air district

Meets standards of Indirect Source Review

Expands monitoring and implementation



# Adopted Values

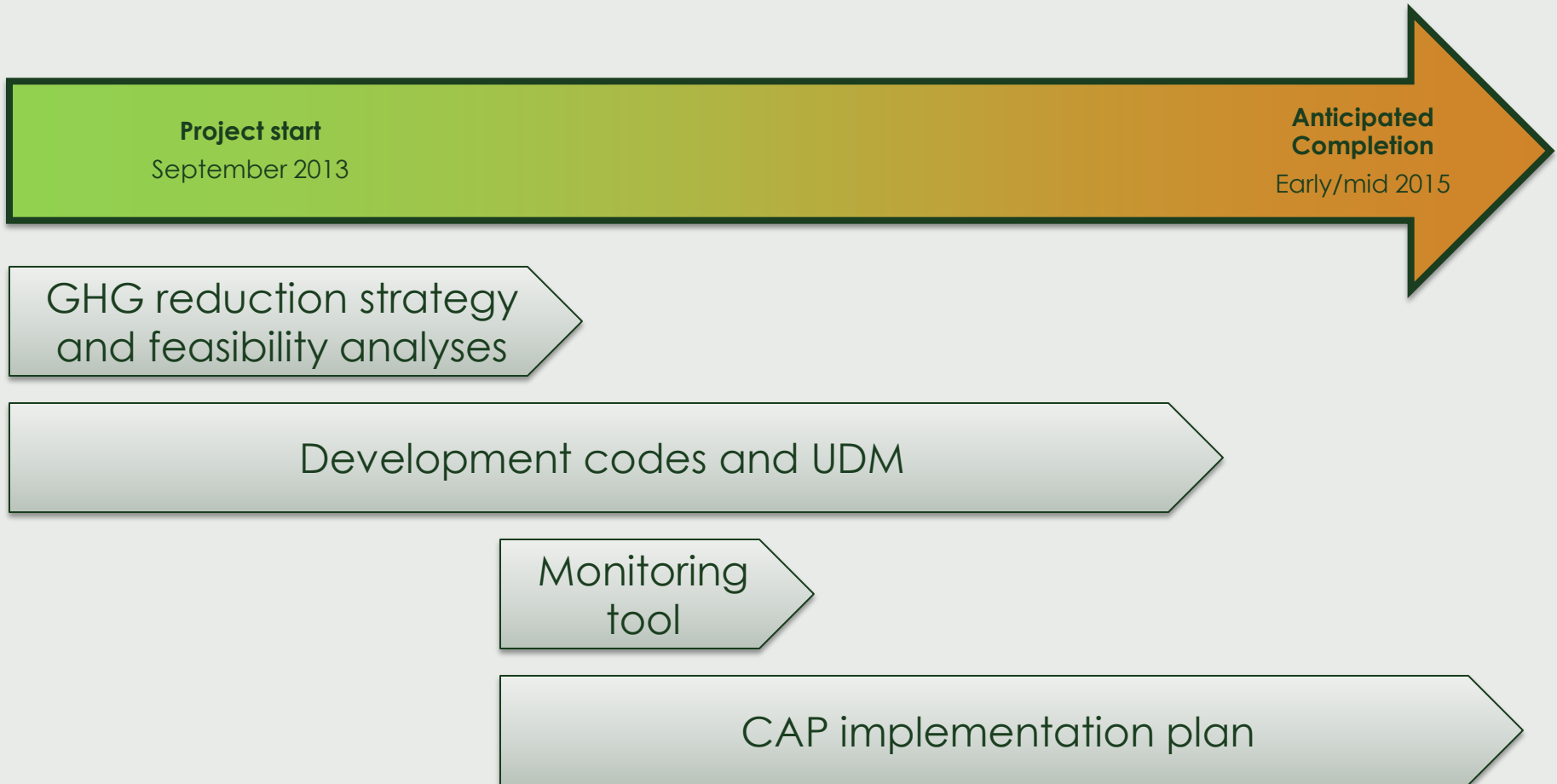
- CAP organized around four community values
- GHG reduction strategies help achieve each value







# Anticipated Timeline





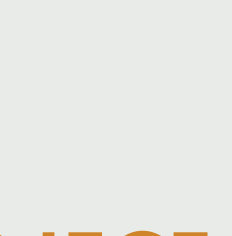
# Questions?

- Any questions on the background of the PCAP project?





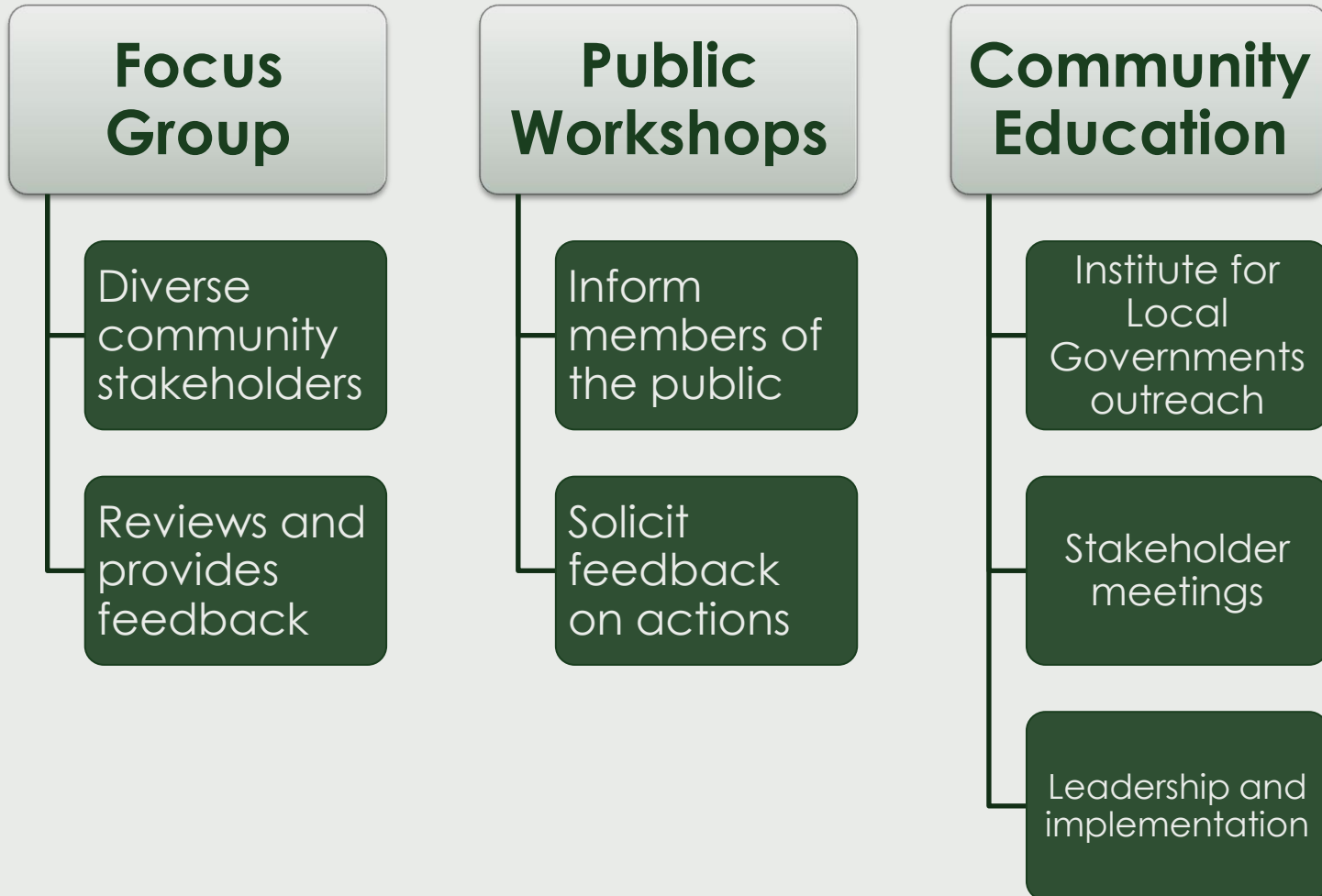
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## PROJECT COMMUNITY OUTREACH



# Public Outreach





# Resource Efficiency Fair: February 27, 2014

- 120 attendees
- 33 organizations
- Attendees provided feedback on PCAP priorities and actions



*"Great participants! There was much to learn or be reminded to do. I loved having UCM students engaged in this event."*



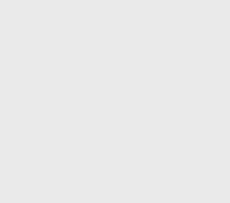


# Questions?

- Any questions on community outreach for the project?



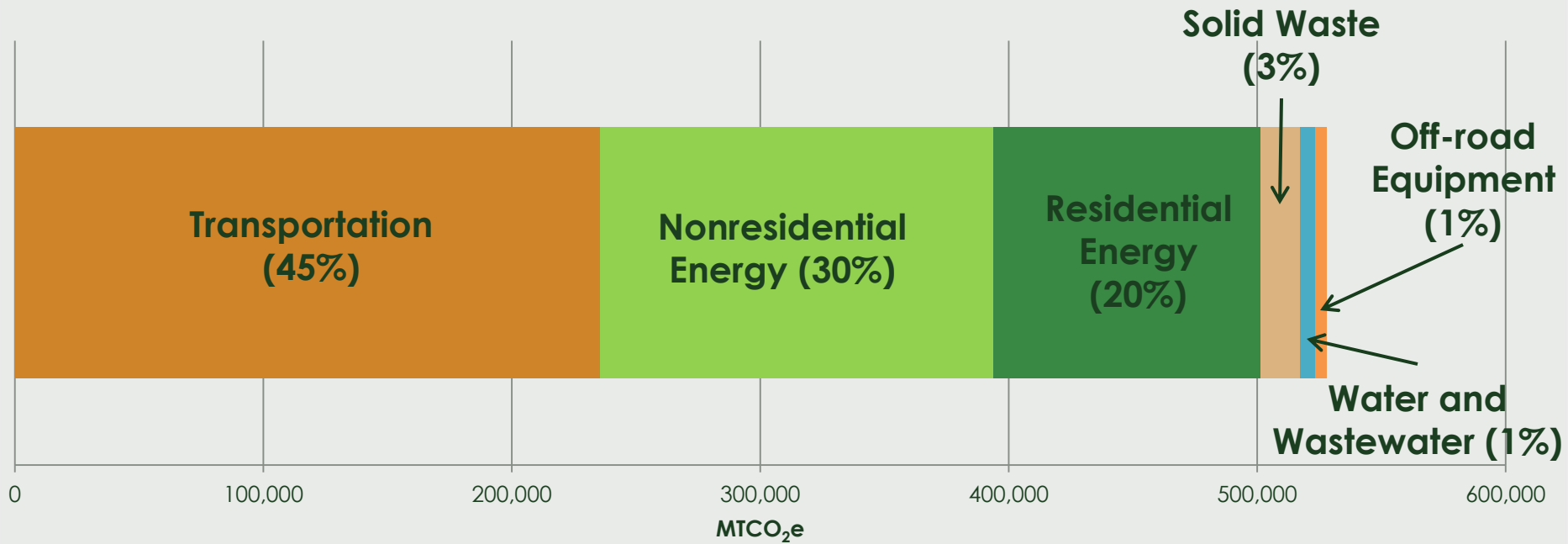
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**GREENHOUSE GAS EMISSIONS**



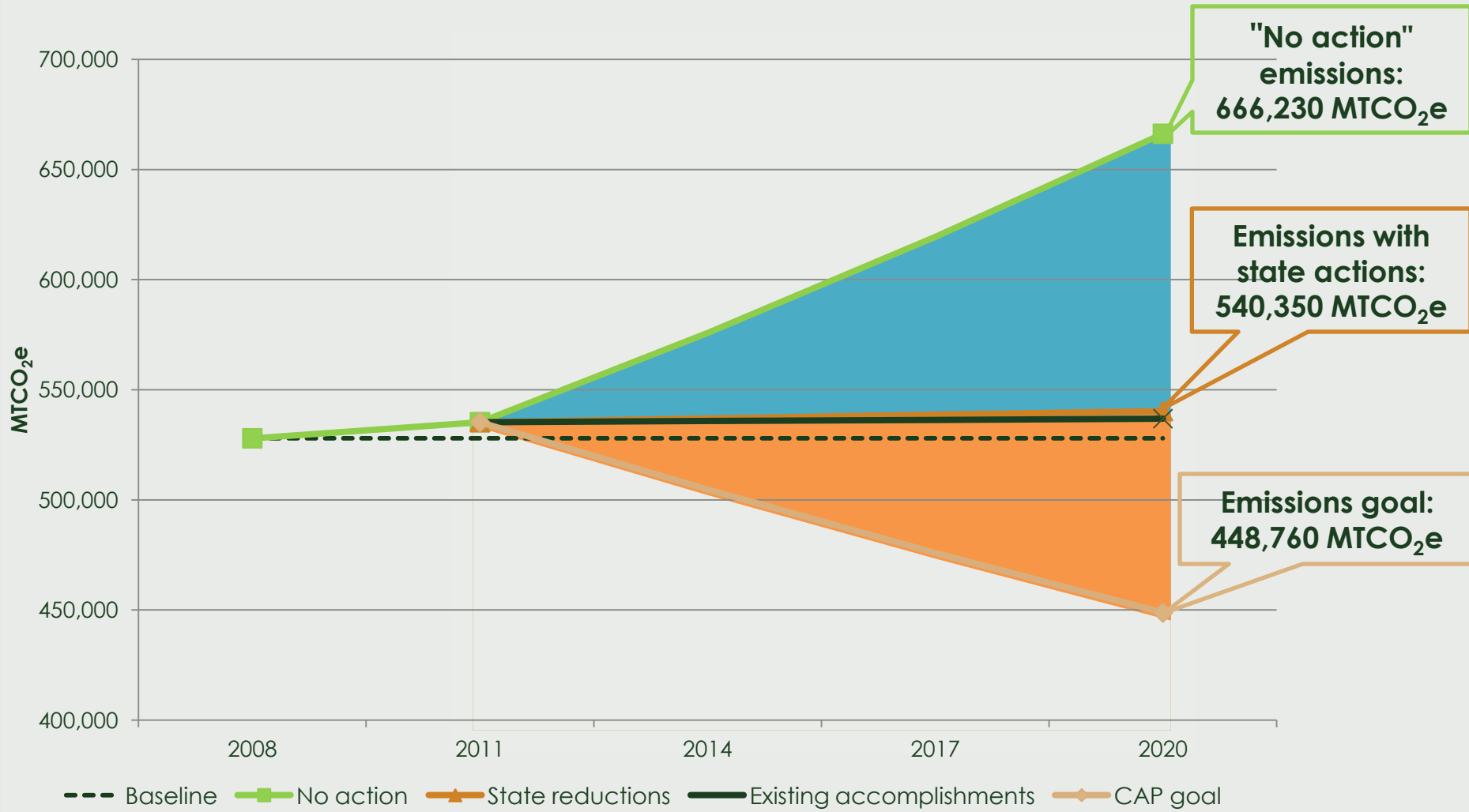
# 2008 GHG Inventory



- Update of original inventory
  - Includes new sources and revised methods



# 2020 GHG Forecast

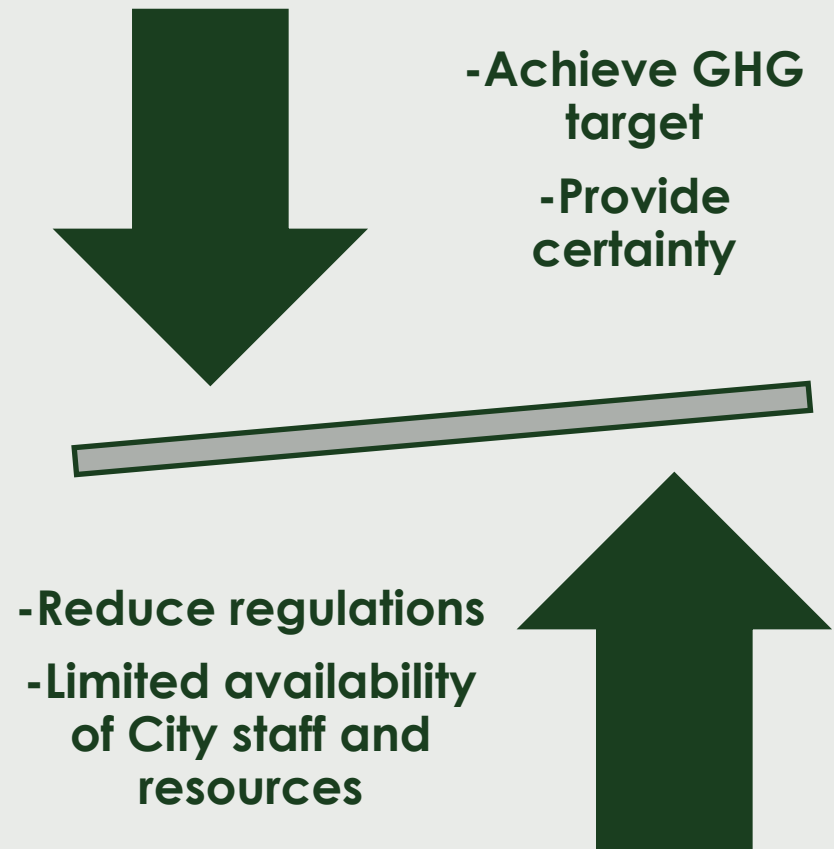






# Balancing Priorities to Achieve the 2020 Target

- Council direction is to meet the minimum elements of a qualified CAP for CEQA streamlining



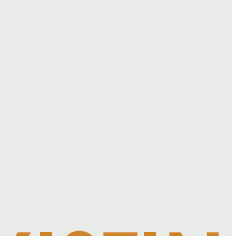


# Questions?

- Any questions on GHG emissions?



# CITY OF MERCED PROGRAMMATIC CLIMATE ACTION PLAN



## EXISTING ACCOMPLISHMENTS



# Existing Accomplishments Summary

- Local actions implemented after 2008 that reduce GHGs
- Reductions can be credited toward 2020 target
- Supportive of overall GHG reduction strategies
- Estimated savings of 3,530 MTCO<sub>2</sub>e by 2020.





# Other Existing Accomplishments

Wastewater  
treatment  
upgrades



Green facilities  
program



Bike and pedestrian  
master plans

Solar panels



Commuter  
Connection

Any others?





# Questions?

- Any initial questions on the existing accomplishments?
- *Are there other programs or projects with value for greenhouse gas emissions (GHG) reductions you know of that are planned for the next five years?*



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## PROGRAMS AND ACTIONS





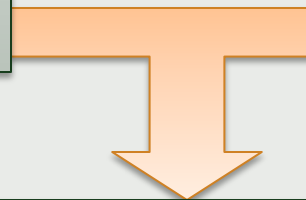
# Overview

## Programs

- Implemented through incentives, partnerships, and educational efforts
- Can apply to a broader spectrum of GHG emissions

## Code Concepts

- Implemented through updates to the City's code
- Applies to projects that require a building permit
- Reduces emissions from some sources



## Reduction Strategies



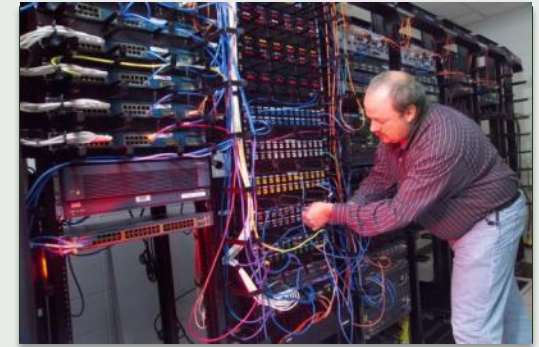
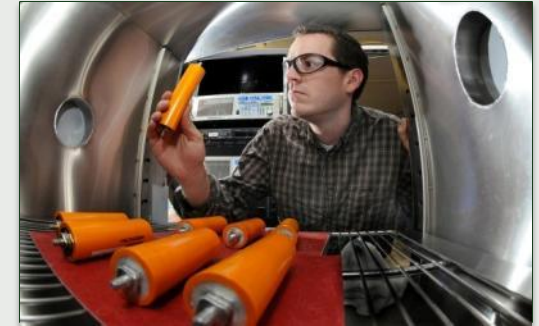
# Program: Residential Energy Efficiency



- **Encourage:** Provide free or low-cost residential energy audits
- **Incentivize:** Offer rebates for buildings with energy-efficient features
- **Require:** Require substantial remodels to exceed state green building standards



# Program: Nonresidential Energy Efficiency



- **Encourage:** Educate business owners about energy-efficient actions
- **Incentivize:** Participate in a program that offers financing for energy-efficiency improvements
- **Require:** Require significant remodels to exceed state green building standards





# Program: Renewable Energy



- **Encourage:** Provide education about installing renewable energy facilities
- **Incentivize:** Provide financing opportunities for renewable energy installations
- **Require:** Require renewable energy facilities for some or all new buildings or major remodels



# Program: Transportation



- **Encourage:** Provide bicycle safety classes for cyclists, pedestrians, and drivers
- **Incentivize:** Offer free or reduced-cost transit passes
- **Require:** Create a mandatory Transportation Demand Management program for major employers





# Code Concept: Land Use and Design



- **Encourage:** Encourage new development to use compact design
- **Incentivize:** Offer expedited permitting for projects with preferred land use patterns
- **Require:** Require compact, well-connected development projects



# Code Concept: Renewable Energy and Energy Efficiency



- **Encourage:** Provide guidance for renewable energy installations
- **Incentivize:** Offer rebates for installing renewable energy
- **Require:** Mandate new development to exceed state green building standards





# Code Concept: Landscape Design



- **Encourage:** Support the use of native and drought-tolerant plants
- **Incentivize:** Provide density bonuses for projects with minimal turf use
- **Require:** Require the use of native and drought-tolerant plants



# Code Concept: Recycling Facilities



- **Encourage:** Provide guidance for recycling and trash enclosures
- **Incentivize:** Incentivize on-site composting programs
- **Require:** Require on-site facilities for recycling and composting



# Questions?

- Any initial questions on the code concepts or other programs?





# Live Polling

## TurningPoint



- Use your keypad to register your response
- For answer #A, press "A" on your keypad

*Note:  
Electronic polling  
is not statistically  
valid*



# Focus Group Input

- Purpose of the polling exercise
  - To provide input and guidance
  - To help City staff and consultant meet adopted Council objectives
- Outcomes of Focus Group input
  - Project team will consider input during the development of tools
  - Project team will seek ongoing feedback as tools are refined
  - Project team is ultimately responsible for meeting Council objectives



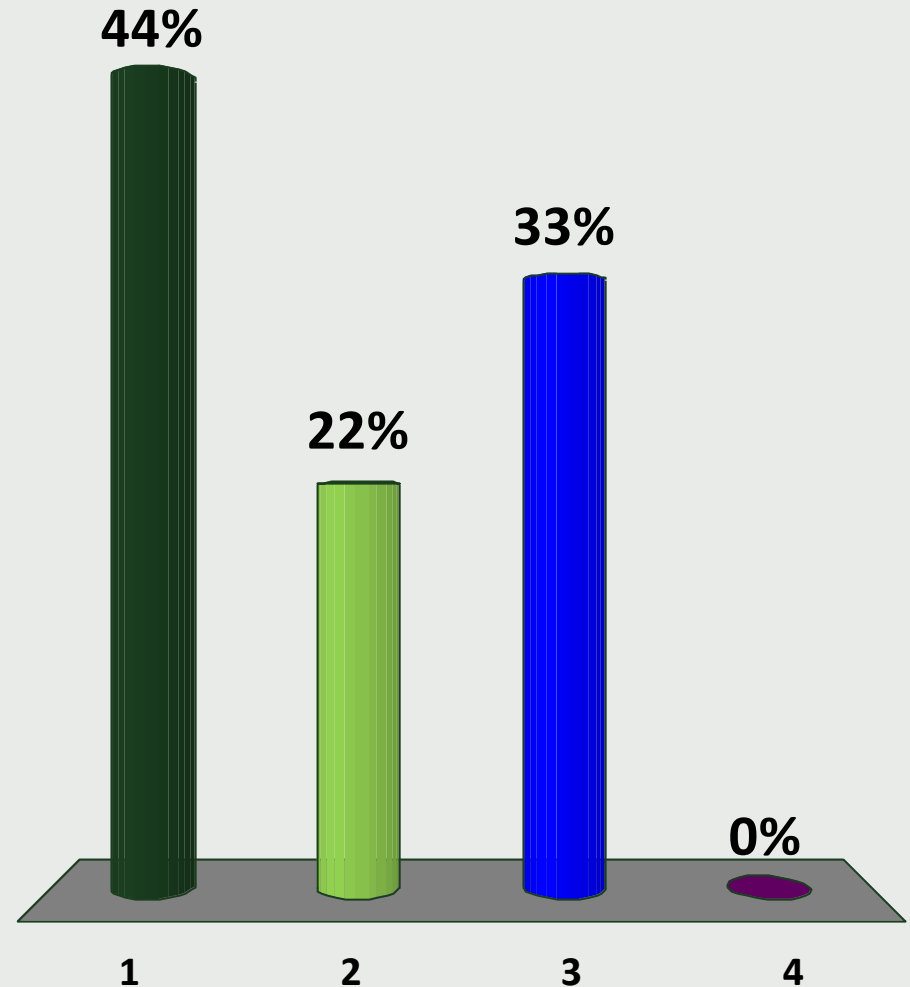
# Public Comment and Questions

- Do members of the public have any initial questions or comments before we initiate a polling exercise with the Focus Group?



## Warm Up: Merced County was the top state producer of the following items in 2012, except for which item? *(select one)*

1. Grain hay
2. Tomatoes
3. Chicken eggs
4. Sweet potatoes

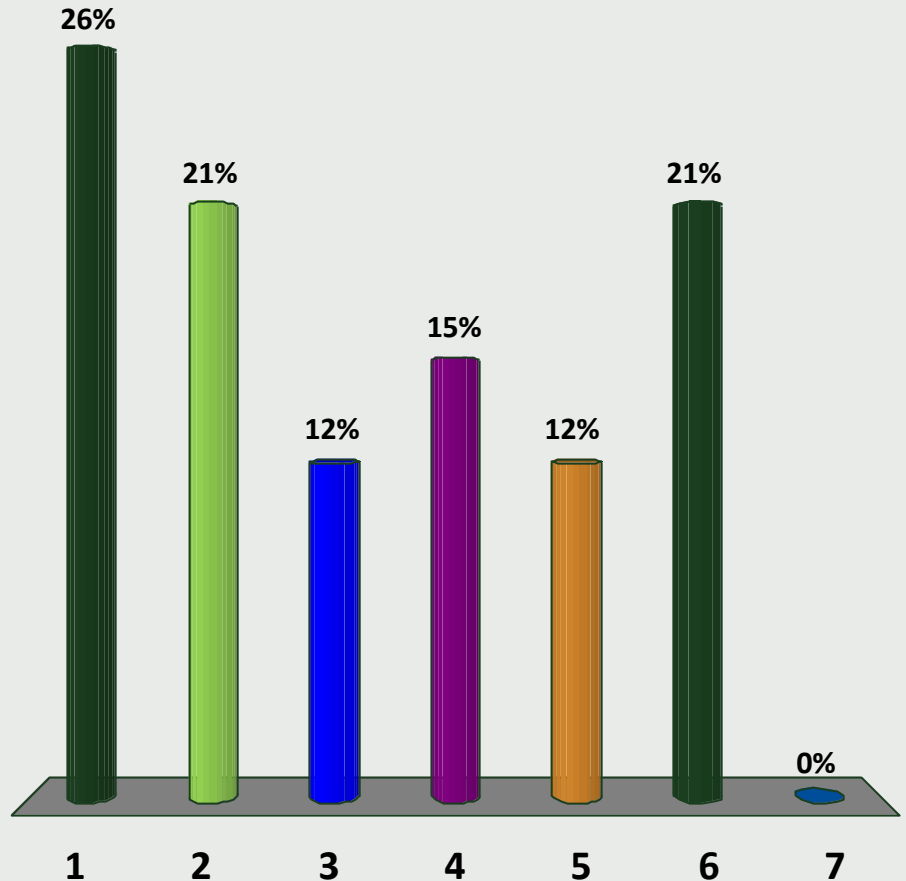






# What are the top three priorities for Merced?

1. Land use and design
2. Renewable energy and energy efficiency
3. Landscape design
4. Recycling facilities
5. Residential energy efficiency
6. Nonresidential energy efficiency
7. Renewable energy





# What approach works best to support Residential Energy Efficiency programs? *(select one)*

## A. Encourage

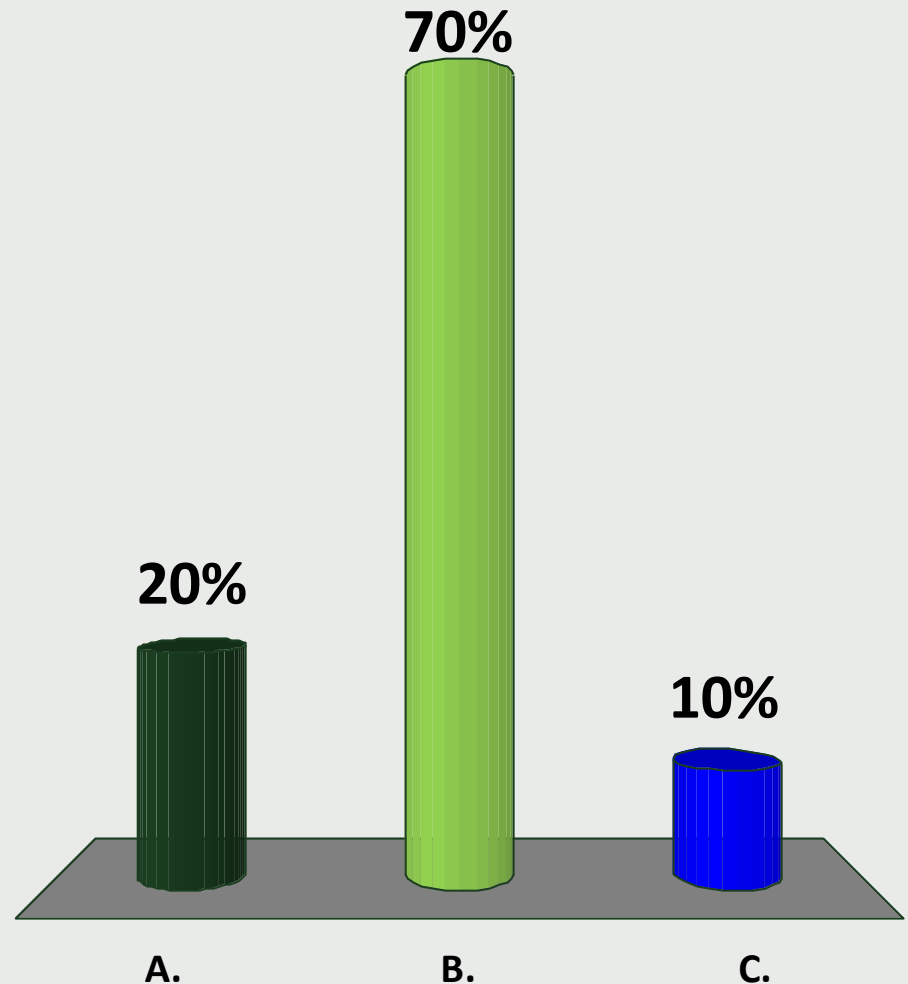
Provide free or low-cost residential energy audits

## B. Incentivize

Offer rebates for energy-efficient buildings

## C. Require

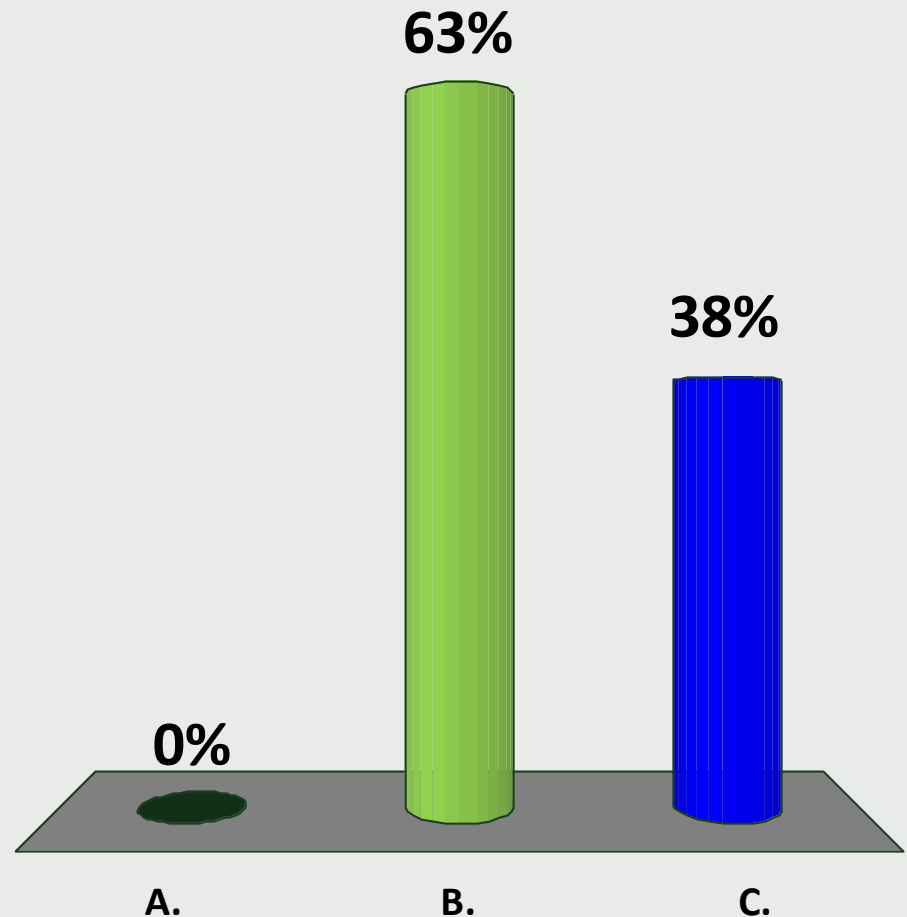
Require substantial remodels to exceed state green building standards





# What approach works best to support Nonresidential Energy Efficiency programs? *(select one)*

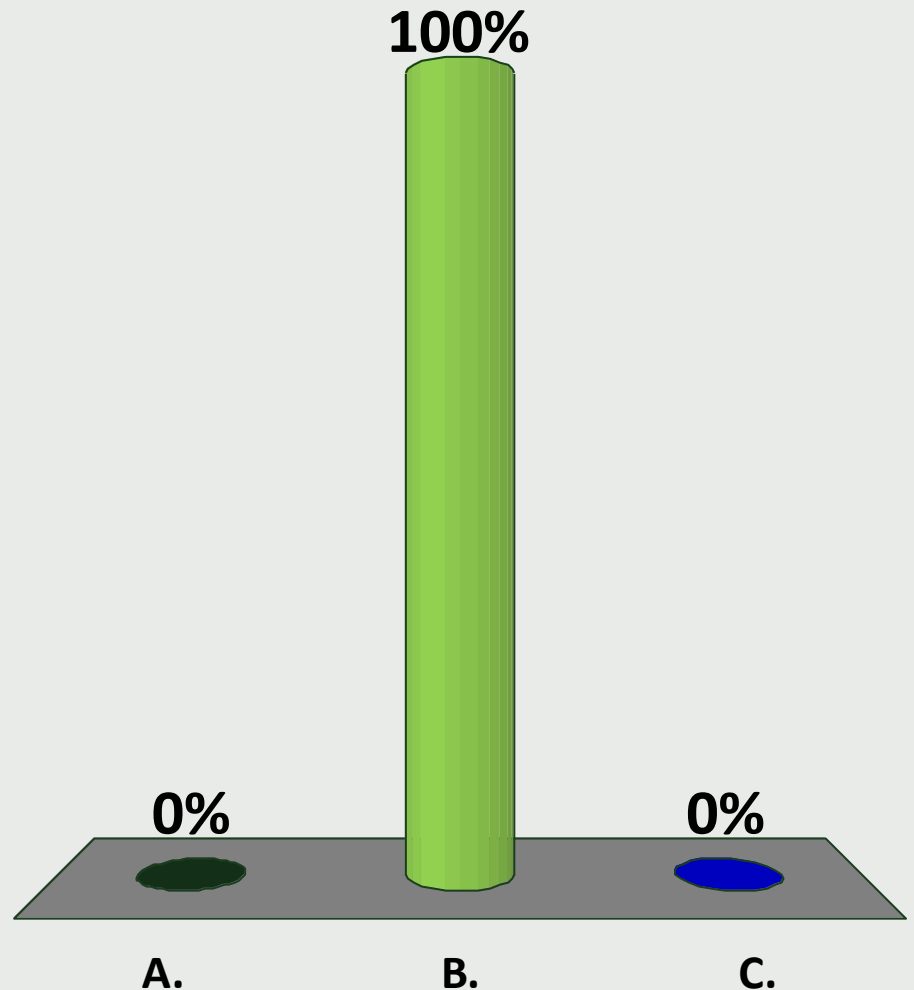
- A. Encourage**  
Educate business owners about energy-efficient actions
- B. Incentivize**  
Participate in a program that offers financing for energy-efficiency improvements
- C. Require**  
Require significant remodels to exceed state green building standards





# What approach works best to support Renewable Energy programs? *(select one)*

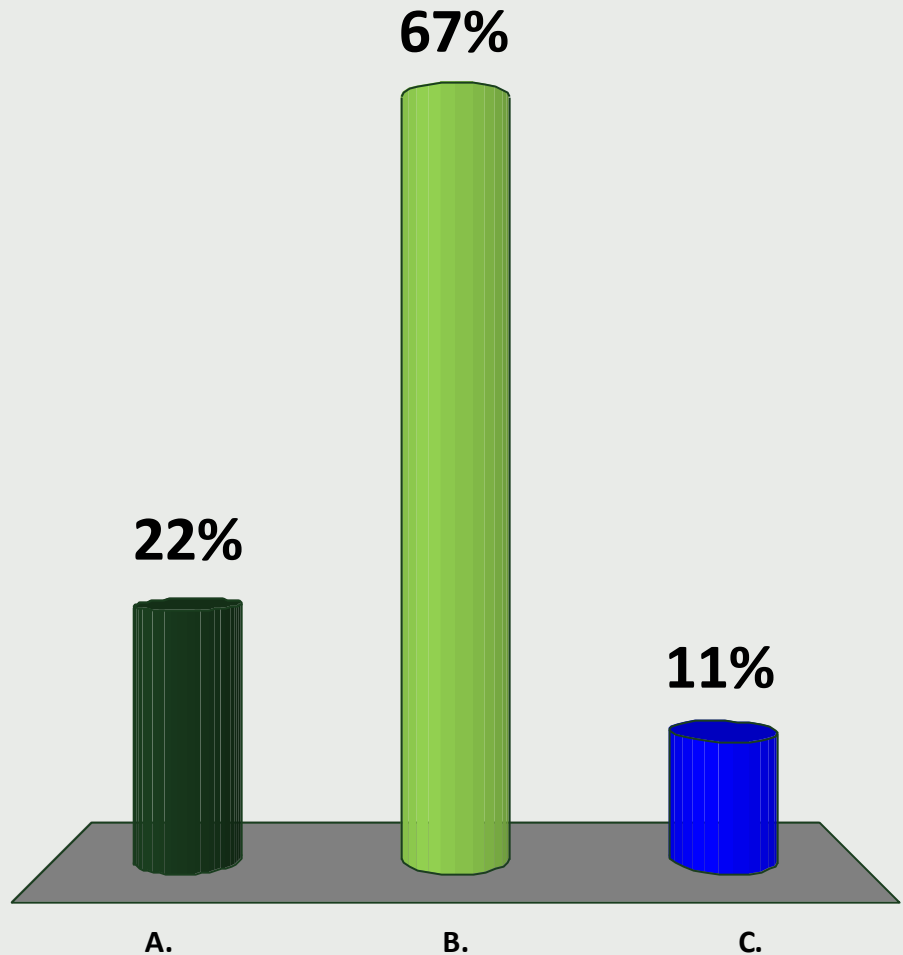
- A. Encourage**  
Provide education about installing renewable energy facilities
- B. Incentivize**  
Provide financing opportunities for renewable energy installations
- C. Require**  
Require renewable energy facilities for some or all new buildings or major remodels





# What approach works best to support Transportation programs? (select one)

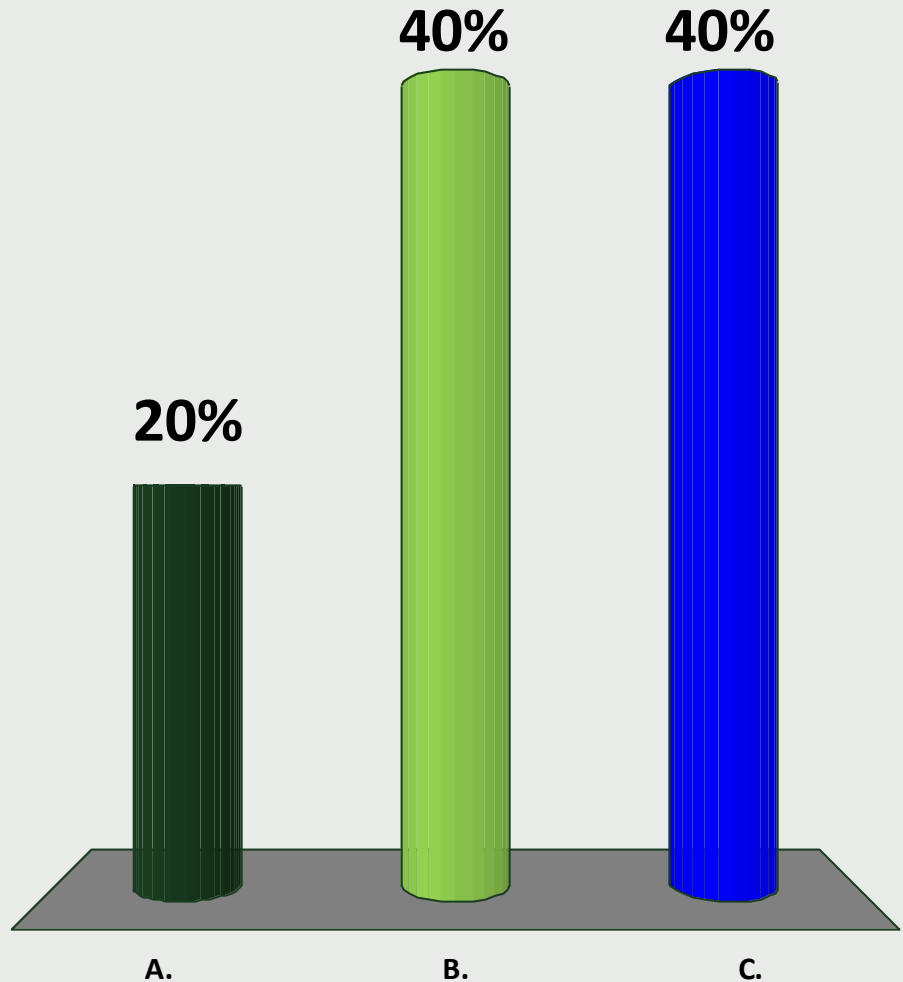
- A. Encourage**  
Provide bicycle safety classes for cyclists, pedestrians, and drivers
- B. Incentivize**  
Offer free or reduced-cost transit passes
- C. Require**  
Create a mandatory Transportation Demand Management program for major employers





# What approach works best to support Land Use and Design code concepts? (select one)

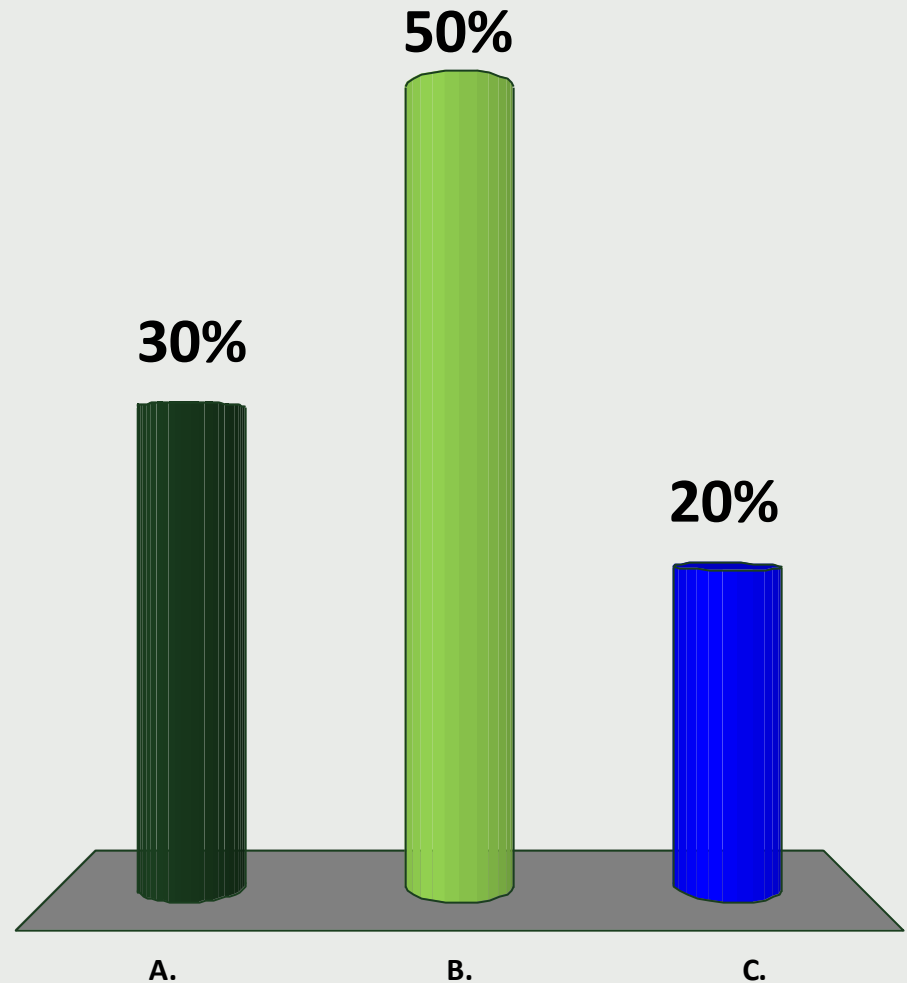
- A. Encourage**  
Encourage new development to use compact design
- B. Incentivize**  
Offer expedited permitting for projects with preferred land use patterns
- C. Require**  
Require compact, well-connected development projects





# What approach works best to support Landscape Design code concepts? *(select one)*

- A. Encourage**  
Support the use of native and drought-tolerant plants
- B. Incentivize**  
Provide density bonuses for projects with minimal turf use
- C. Require**  
Require the use of native and drought-tolerant plants

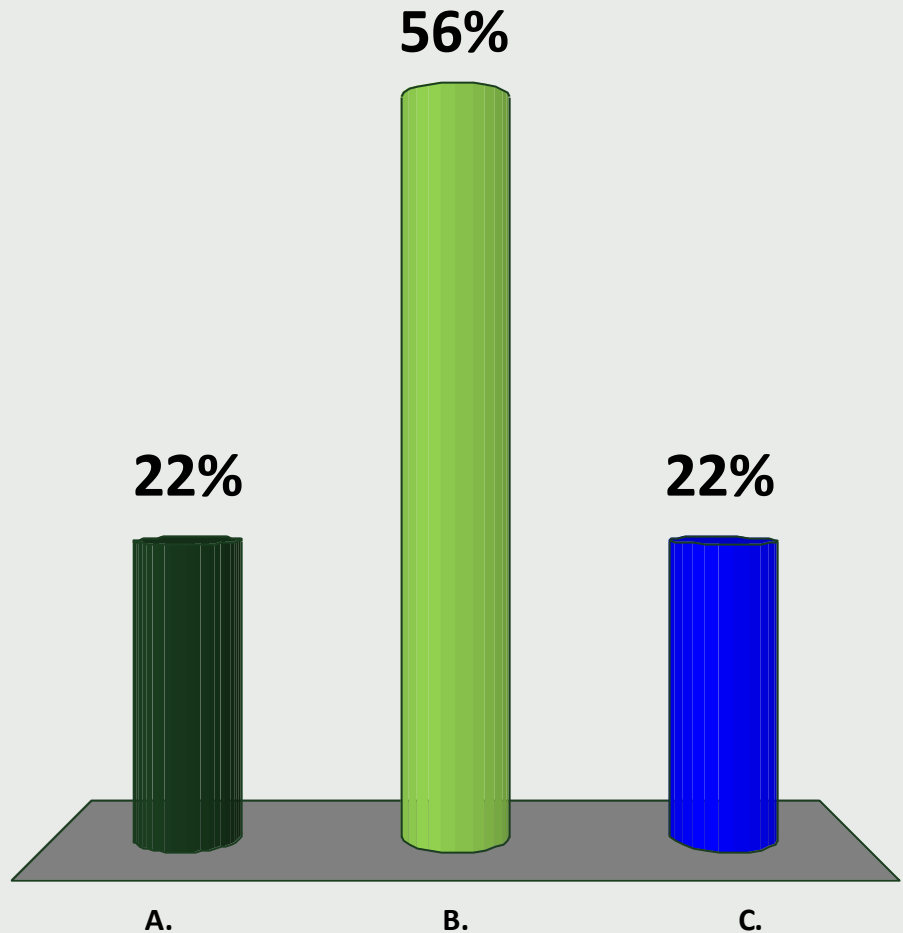




# What approach works best to support enhanced Recycling Facilities code concepts?

*(select one)*

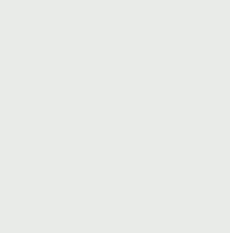
- A. Encourage**  
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- B. Incentivize**  
Incentivize on-site composting programs
- C. Require**  
Require on-site facilities for recycling and composting







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## **NEXT STEPS**



# Questions for the Focus Group

- 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 address these obstacles?



## Next Steps

- Please send Bill responses to Focus Group questions **by July 17<sup>th</sup>**
- Next Focus Group Meeting: August 2014
- Thank you for your input today!



# Thank you

For additional questions, please contact Bill King

[KingB@cityofmerced.org](mailto:KingB@cityofmerced.org)

(209) 385-4768