

City of Healdsburg Climate Mobilization Strategy Community Kickoff

Community Kick-off Workshop

December 12, 2022



Agenda

- Project Team Introduction
- State and Regional Climate Goals
- Healdsburg Climate Mobilization Strategy
 - Purpose
 - Planning Process
 - Timeline
- Healdsburg Climate Background
 - Climate Change Impacts on Community
 - GHG Profile
 - Existing GHG Reduction Efforts
- Climate Strategy Development
 - Structure
 - Best Practices
 - Primary Pathways to Reduce Emissions
 - Community's Role
- Overview of Evening Activities
- Closing Statements

Project Team

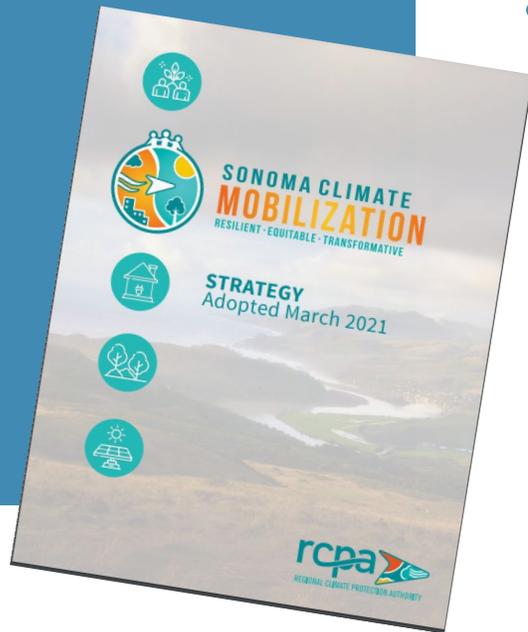
City Staff

- Andrew Sturmfels, Assistant City Manager
- Terra Sampson, Utility Conservation Analyst

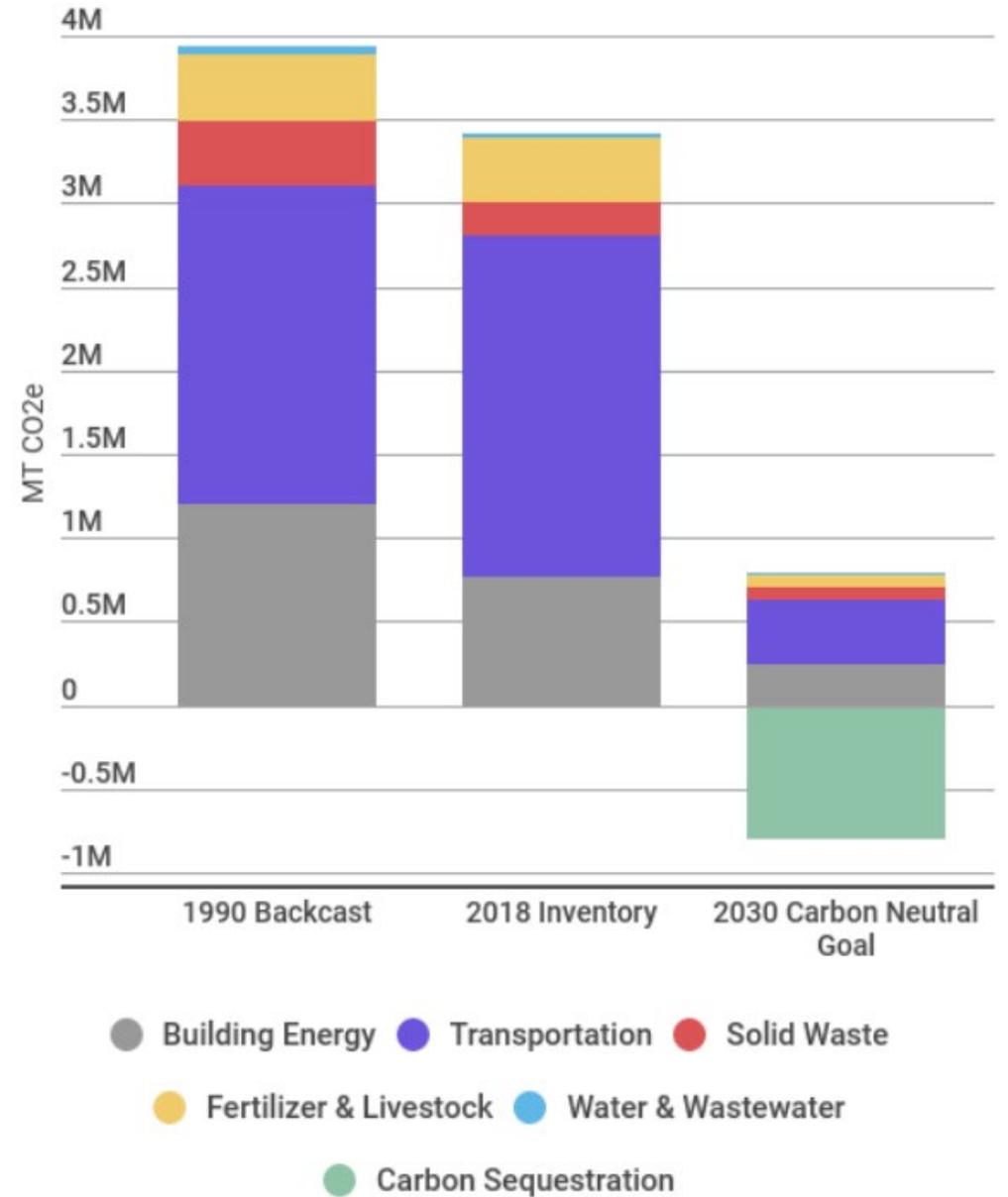
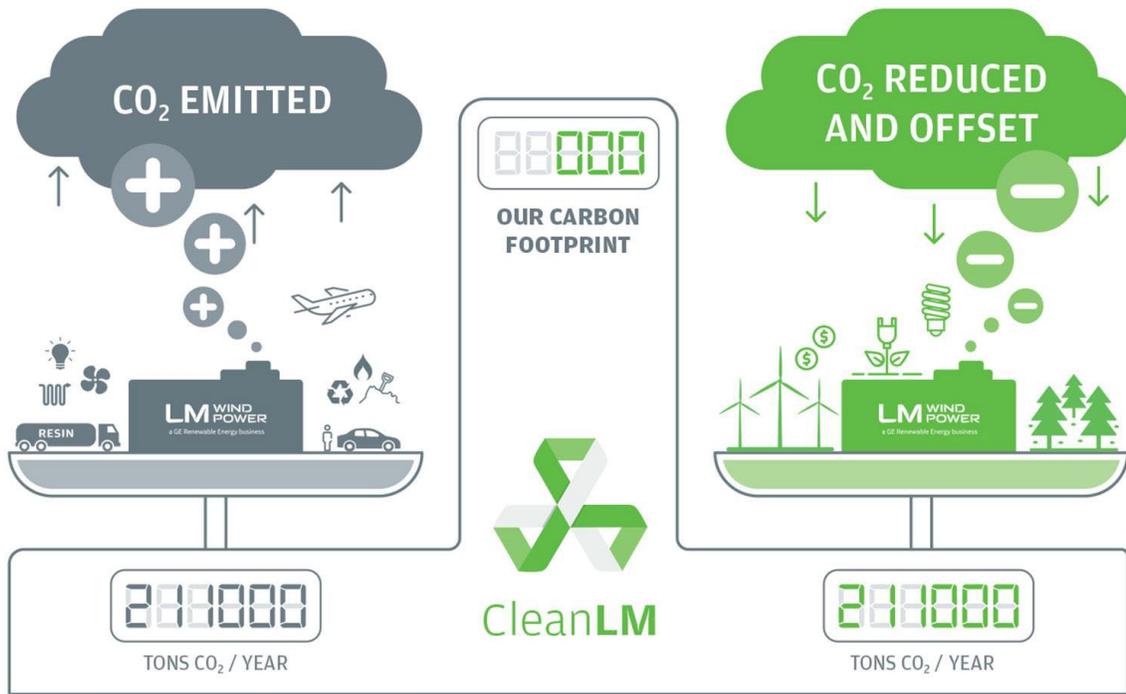
Rincon Consultants Staff

- Erik Feldman, Principal in Charge
- Erica Linard, Project Manager
- Ryan Gardner, Climate Action Program Manager
- Zach Alter, Sustainability Planner

State and Regional Climate Goals



- AB 1279: The California Climate Crisis Act
 - 40% below 1990 by 2030
 - 85% below 1990 by 2045 + carbon neutrality
- SB 100: The 100 Percent Clean Energy Act
 - 100% carbon-free electricity by 2045
- SB 1383: Short-lived climate pollutants
 - 75% organics diversion by 2025
- Sonoma County Regional Climate Protection Authority (RCPA) “2021 Climate Mobilization Strategy”
 - Carbon neutrality by 2030



Carbon Neutrality

Healdsburg Climate Mobilization Strategy

Purpose

- Develop Climate Mobilization Strategy to support Regional Climate Protection Authority (RCPA) GHG reduction goal of carbon neutrality by 2030
- Strategy will focus on identifying key projects and measures that will be most impactful in reducing GHG emissions, is community driven, and feasible.

Healdsburg Climate Mobilization Strategy

Planning Process



Ongoing Community Outreach!

Healdsburg Climate Mobilization Strategy

Timeline



December 2022

Community Workshop #1

Project Kick-off, Initial Measure Brainstorming with Community



Winter 2022 - 2023

Community Workshop #2

Forecast and Target Analysis, Provisional Measure Development and Prioritization



Spring 2023

Community Workshop #3

Measure Refinement, Draft Climate Mobilization Strategy



Summer 2023

Community Pop-up

Public Review of Draft of Climate Mobilization Strategy

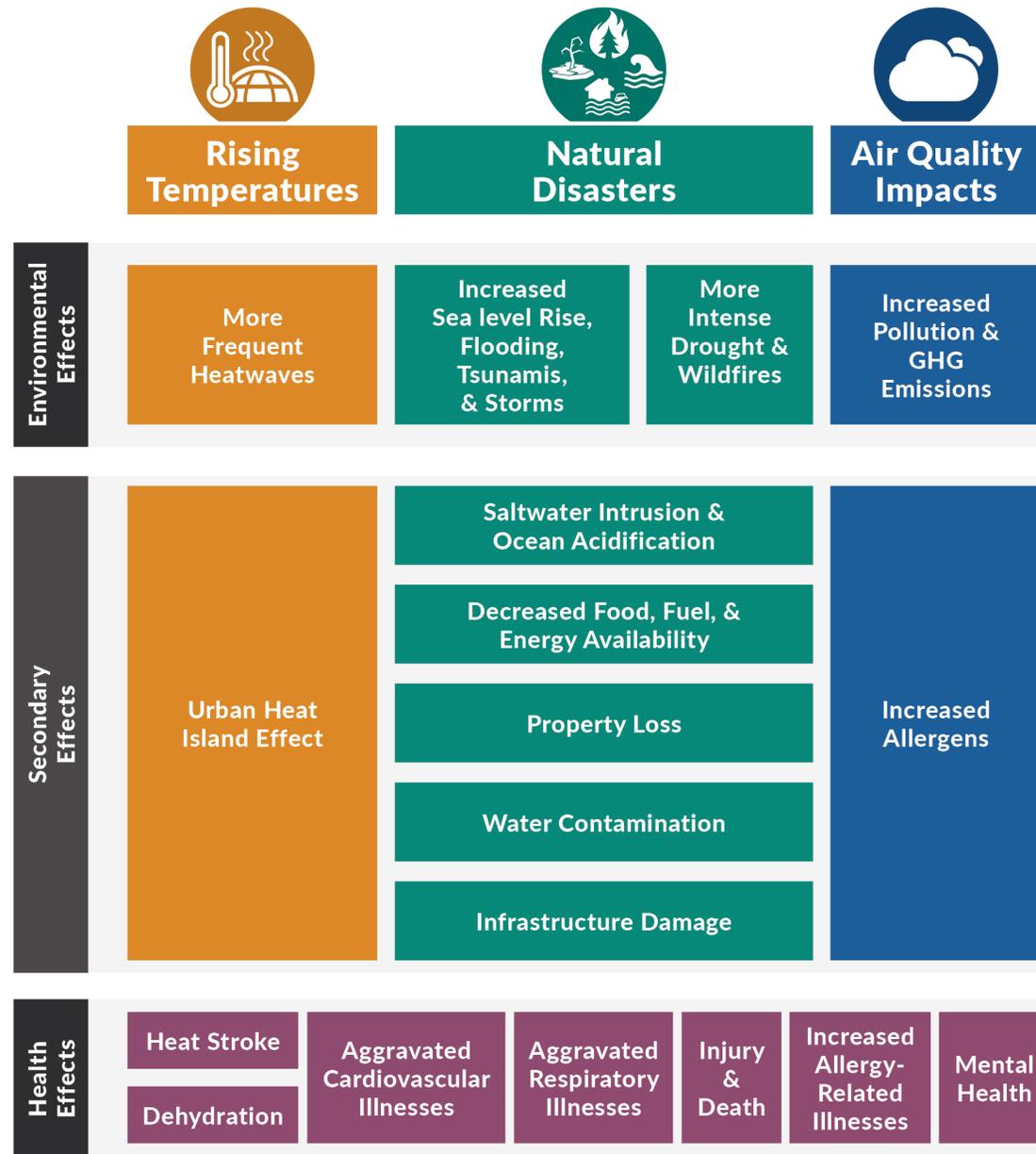


August 2023

Finalize Climate Mobilization Strategy

Healdsburg Climate Background

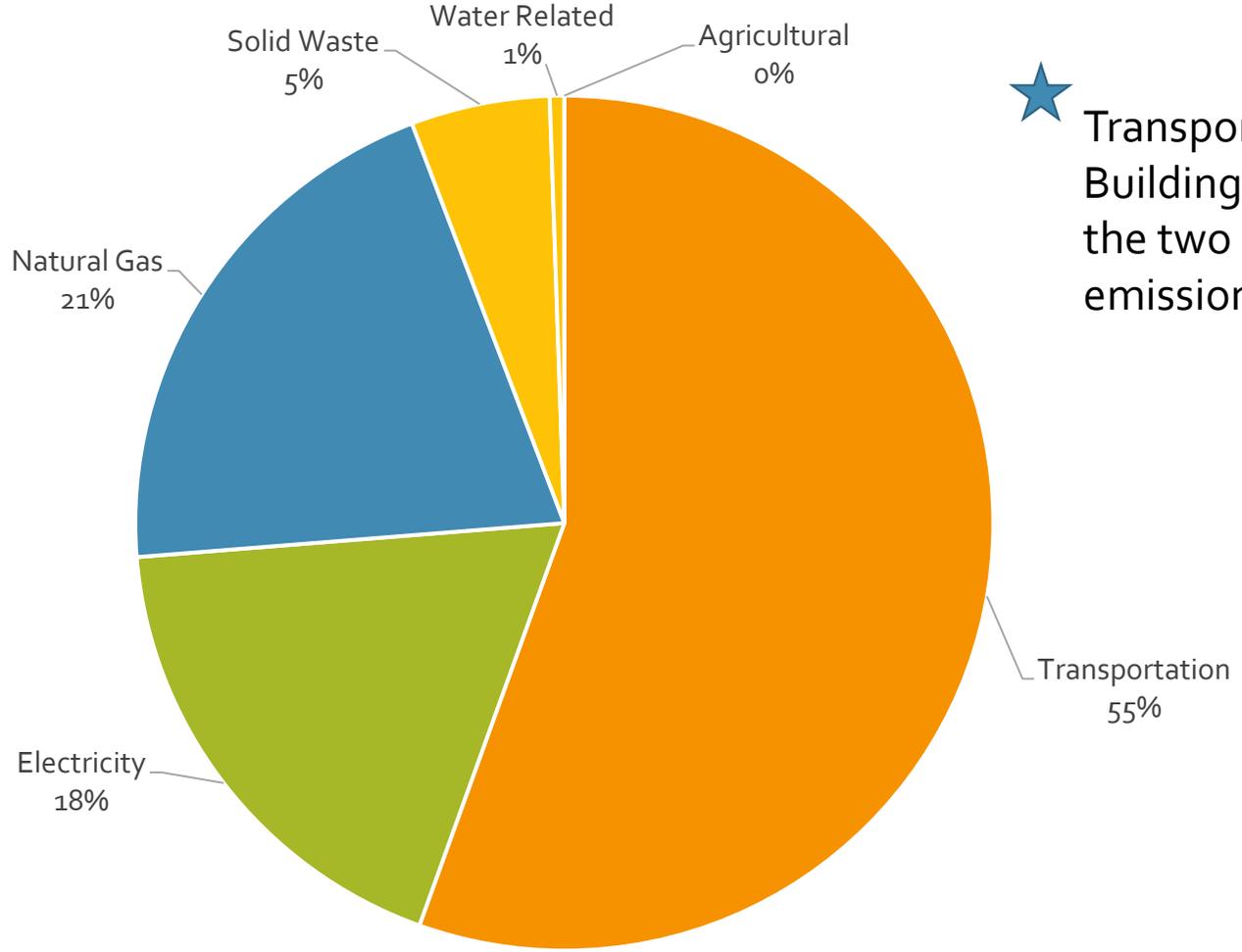
Climate Change Impacts on Community



Healdsburg Climate Background

2020 GHG Profile

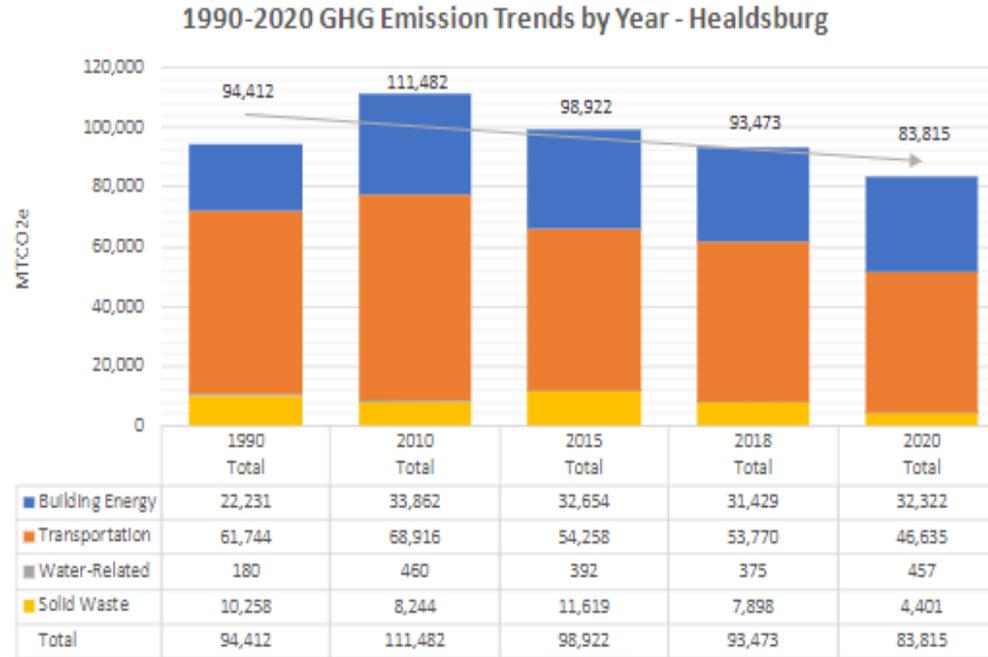
2020 GHG Emissions by Sector



★ Transportation and Building Energy are the two largest emission sectors

Healdsburg Climate Background

Existing GHG Reduction Efforts



- ★ 11% decrease since 1990
- ★ 26% decrease per capita emissions since 1990

- 45 completed, existing, and planned projects already underway to reduce GHG emissions
 - Electrification reach code for new construction
 - Floating solar at Water Reclamation Facility
 - Energy efficiency rebates review with Efficiency Services Group
 - Healdsburg Avenue Complete Streets improvements for safe active transportation

Climate Strategy Development

Structure

Goals

- Aspirational statements regarding future achievement goals for key sectors



Measures

- Long-range policies developed to achieve specific sustainability goals (i.e., energy resiliency, energy efficiency, resource management)



Actions

- Specific programs or steps that support sustainability measures

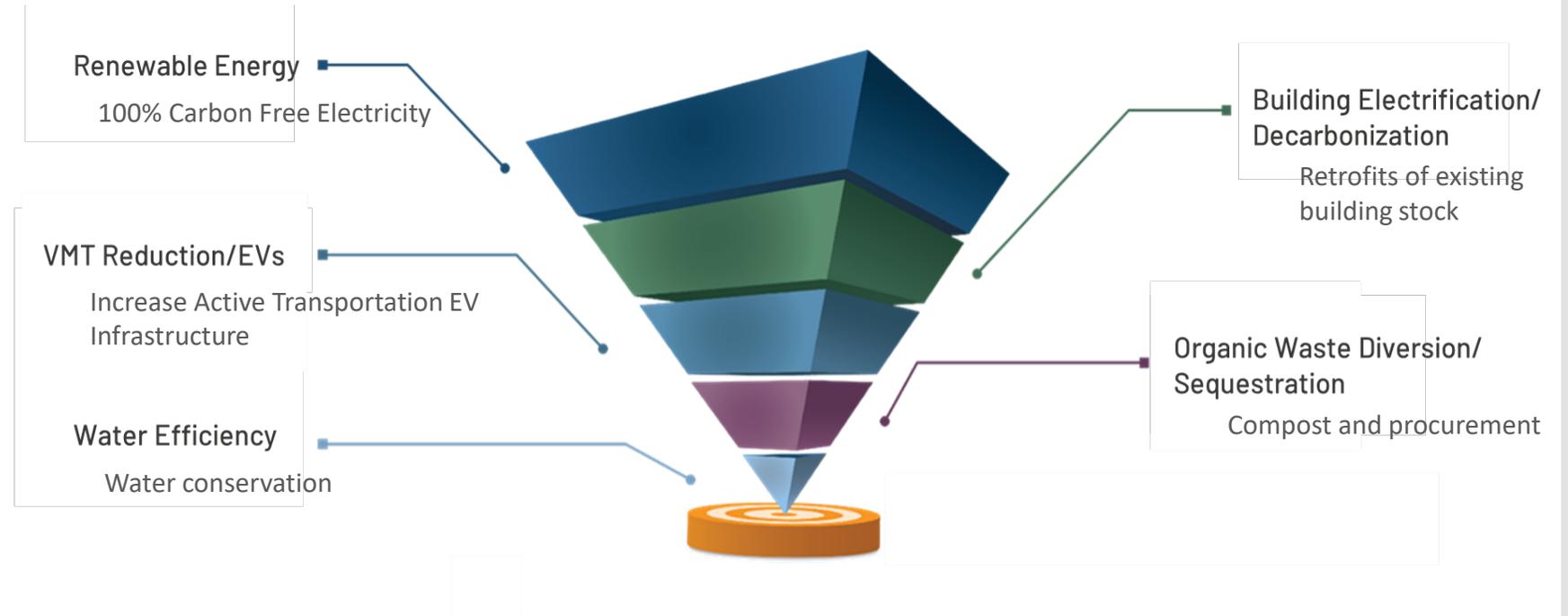
Climate Strategy Development

Measure Best
Practices

- **S** – specific goals related to specific sectors
- **M** - measurable such that progress between two conditions can be measured
- **A** – achievable with available resources
- **R** – realistic such that actions lead to achievement
- **T** – time-bound such that goal is completed in relation to target year

Climate Strategy Development

Primary Pathways to Reduce Emissions



- GHG reduction pathways are well understood
- “How” these pathways get implemented are community specific

Climate Strategy Development

Community's Role



- Community outreach to obtain ideas on potential GHG emission reduction activities and implementation strategies
- Activity prioritization
- Feedback on the draft plan
- Potential for spreading awareness on implementation strategies

Overview of Evening Activities

- Five Pieces of Paper by Sector:
 - Building Energy, Transportation, Solid Waste, Water/Wastewater, Other
- 15 minutes for each discussion question
 - If response is not related to a specific sector use “Other” category
- City staff and Rincon Consultants will jump between tables

Building Energy

Question #1	Question #2
Question #3	Question #4

Discussion Question 1

How can the Climate Mobilization Strategy support the community qualities you value most?

Discussion Question 2

What concerns do you have regarding the climate and the future?

What concerns do you have regarding the development of the Climate Mobilization Strategy?

Discussion Question 3

What actions do you feel the City should take to address climate impacts?

What do you feel are the largest barriers for the City to accomplish these actions?

Discussion Question 4

What actions can community members take to address climate impacts?

What are the challenges you face to take such actions?

Next Steps

1. Review and summarize input from tonight
2. Continue collecting input via the online survey
3. Begin analyzing and rating potential climate actions
4. Reach out again for input on climate action prioritization

Help Spread the Word!

- If you have additional ideas to share or know someone that could not attend tonight, please see the City website where you may fill out the online survey!
- For more information:
 - Visit healdsburg.gov/cms
 - Email conservation@healdsburg.gov
 - Visit healdsburg.gov/subscribe, and subscribe to the "Smart Living Healdsburg" list, under "News Flash"
 - Follow Smart Living Healdsburg on Facebook

Thank You

