

City of Healdsburg Climate Mobilization Strategy Virtual Community Workshop

Community Workshop

March 1, 2023



Zoom Meeting Overview

- Please use the question feature “Q&A” during the presentation for questions regarding the presentation
- Please use the “Chat” feature for logistical questions or issues
- Breakpoints for up to two unanswered questions
- Presentation will be recorded
- Please stay muted and off video until breakout rooms

Agenda

- Project Team
- Status Update on Climate Mobilization Strategy
 - Where are we in the process?
 - What is upcoming?
 - What have we heard from the community?
- Inventory and Forecast Results
- Setting and Meeting Targets
- Strategy Development
 - Challenges and Opportunities
- Evening Activity (Mural Board and Breakout Rooms)
- Closing

Project Team in Attendance

City Staff

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

Rincon Consultants Staff

- Erik Feldman, Principal in Charge
- Erica Linard, Project Manager
- Forest Abbott-Lum, Sustainability Planner
- Zach Alter, Sustainability Planner

Healdsburg Climate Mobilization Strategy

Purpose

- Develop a Climate Mobilization Strategy *in support* of 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 Input!

Healdsburg Climate Mobilization Strategy

Timeline



December 2022

Community Workshop #1

Project Kick-off, Initial Measure Brainstorming with Community



Spring 2023

Community Workshop #2

Forecast and Target Analysis, Provisional Measure Development and Prioritization



Spring 2023

Community Pop-up on Earth Day

Drafting Climate Mobilization Strategy



Summer 2023

Community Workshop #3

Public Review of Draft Climate Mobilization Strategy



August 2023

Finalize Climate Mobilization Strategy

Healdsburg Climate Mobilization Strategy

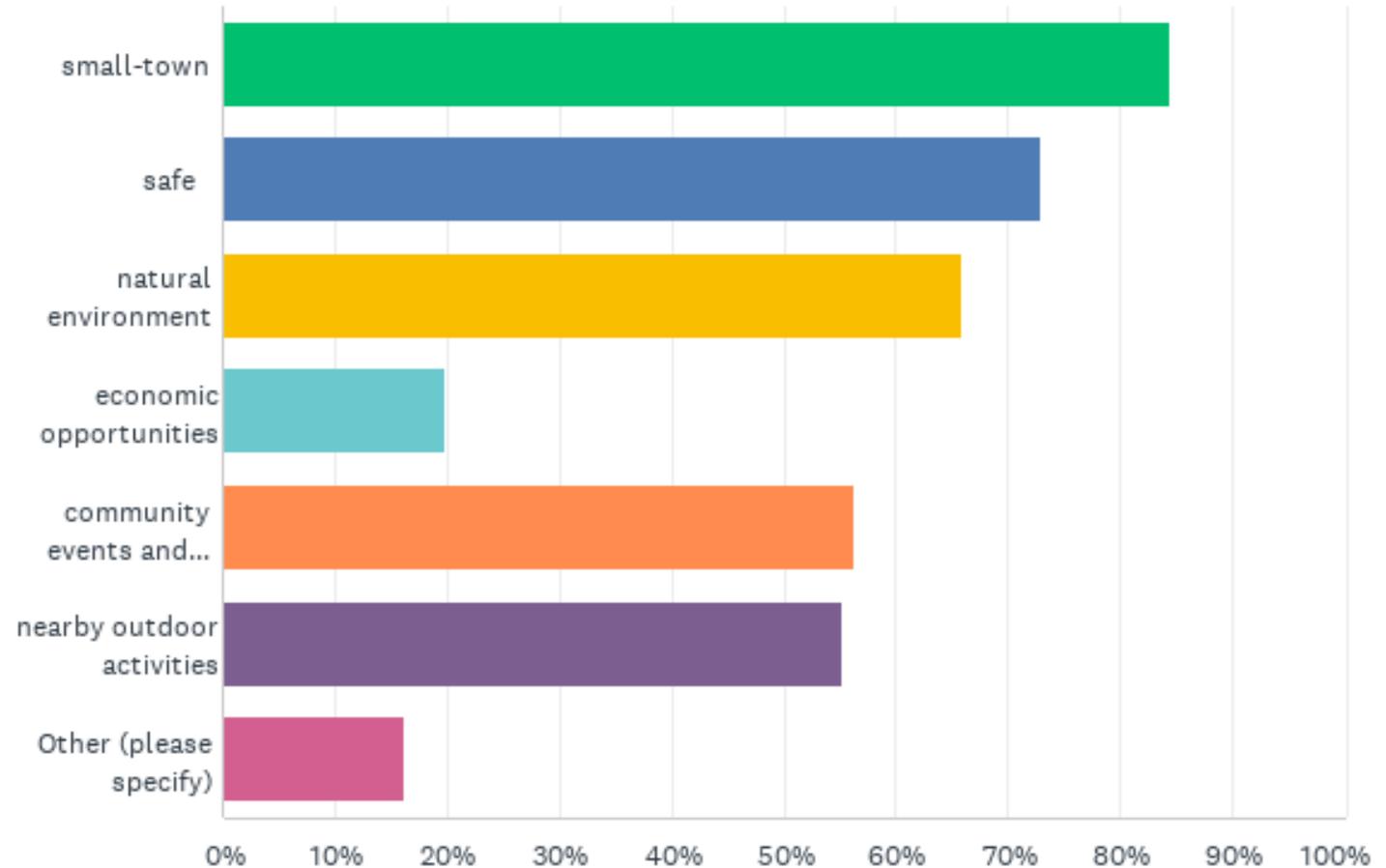
Survey Summary

- Healdsburg Climate Mobilization Strategy Community Survey
 - 256 English Responses
 - 12 Spanish Responses
 - Full Survey Results to be provided as a PDF document
 - Open ended questions summarized thematically
- Community Kickoff (Workshop 1)
 - ~50 attendees
 - Responses summarized thematically

Community
Feedback:

Community Values

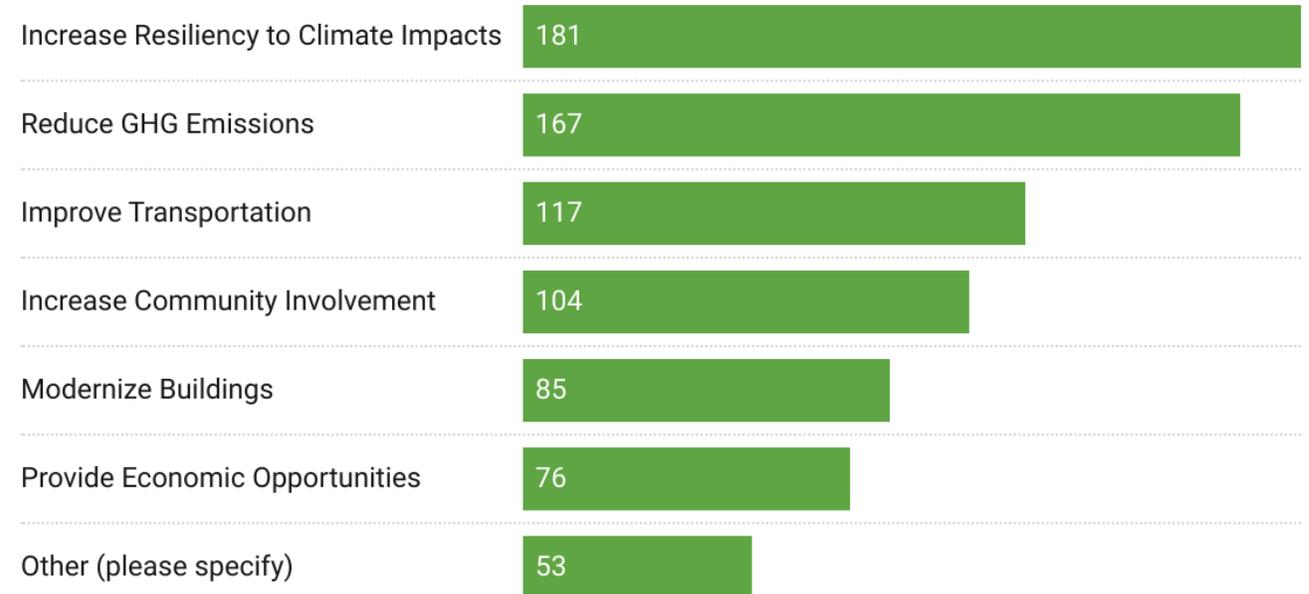
What aspects of your community do you value most?



Community Feedback:

What the Climate Mobilization Strategy Goals Should Be

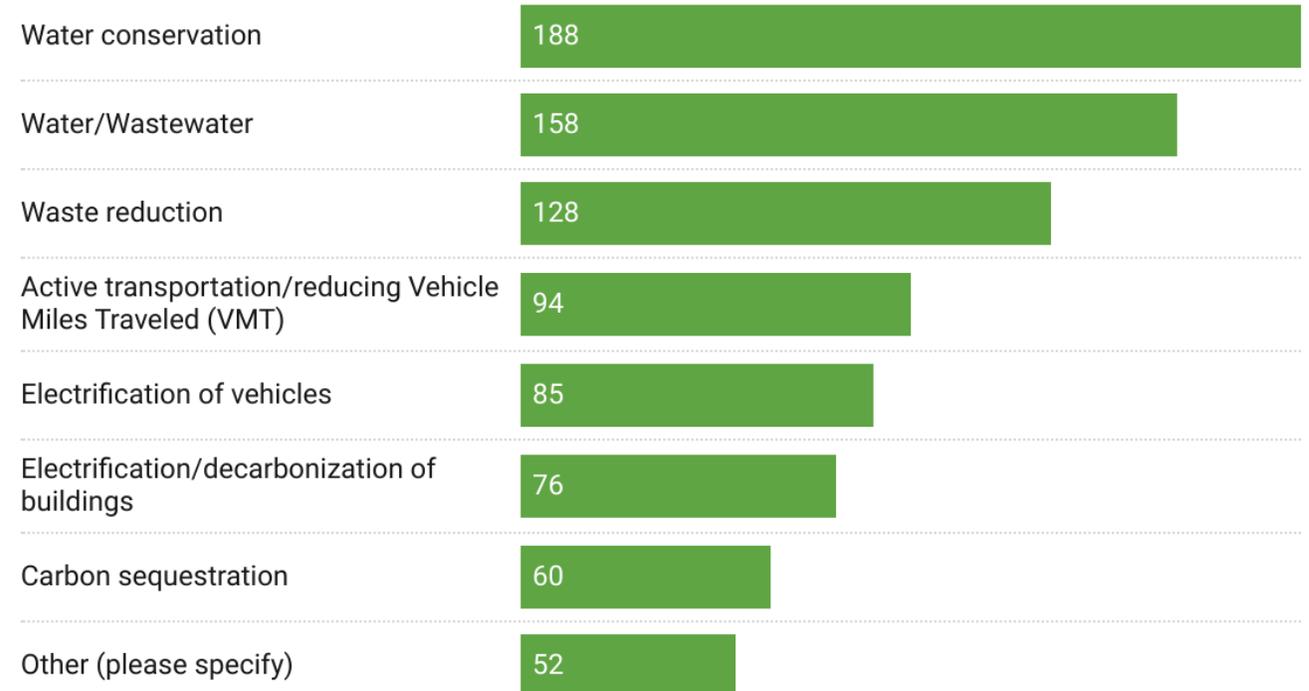
How do you see the Climate Mobilization Strategy contributing to your community?



Community Feedback:

What the Climate Mobilization Strategy Should Prioritize

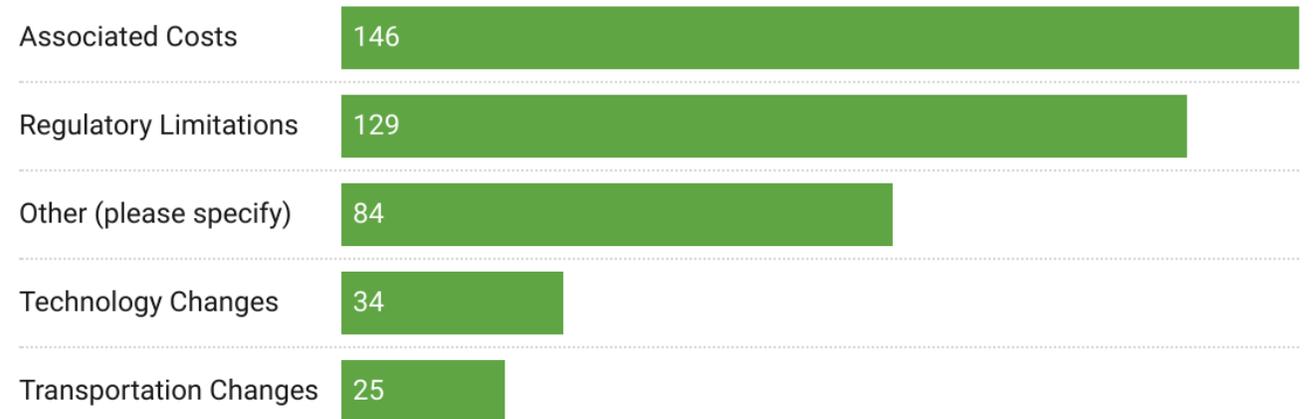
What changes should the Climate Mobilization Strategy prioritize?



Community Feedback:

Concerns Regarding Climate Mobilization Strategy

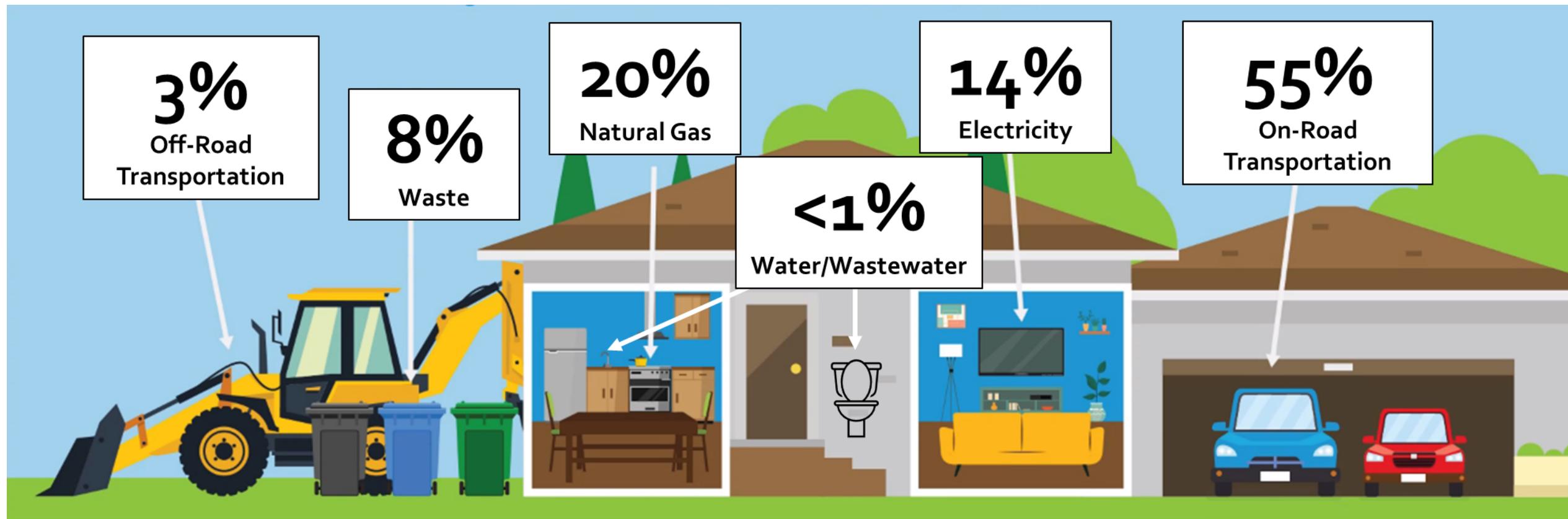
What concerns do you have regarding the development and adoption of the Climate Mobilization Strategy and potential strategies included?



Community Feedback: City and Community Responsibilities

- City Actions
 - More Trees and Water Conservation efforts
 - Educational Programs
 - Incentives for infrastructure and behavior changes
- City Barriers
 - Cost Effectiveness
 - Educational Programs
 - Incentives for infrastructure and behavior changes
- Community Actions
 - Individual Change
 - Engagement in CMS process
 - Conservation of energy, water, and single use materials
- Community Barriers
 - Accessibility to solutions
 - Affordability
 - Behavior Changes

Questions on Survey Results?

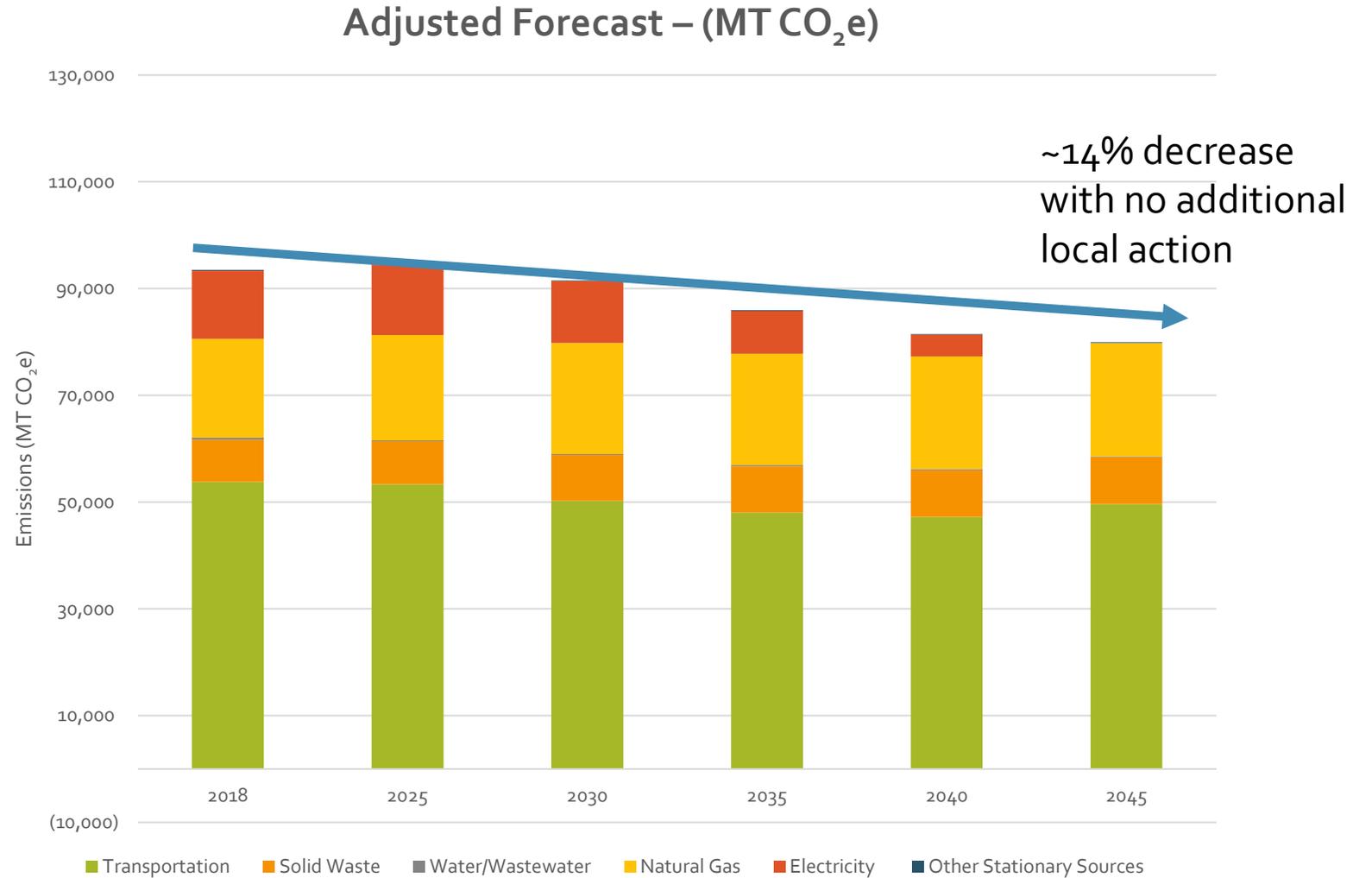


Emission Sources in Healdsburg

**Based on 2018 GHG emissions inventory*

Healdsburg Climate Mobilization Strategy

GHG Forecasts



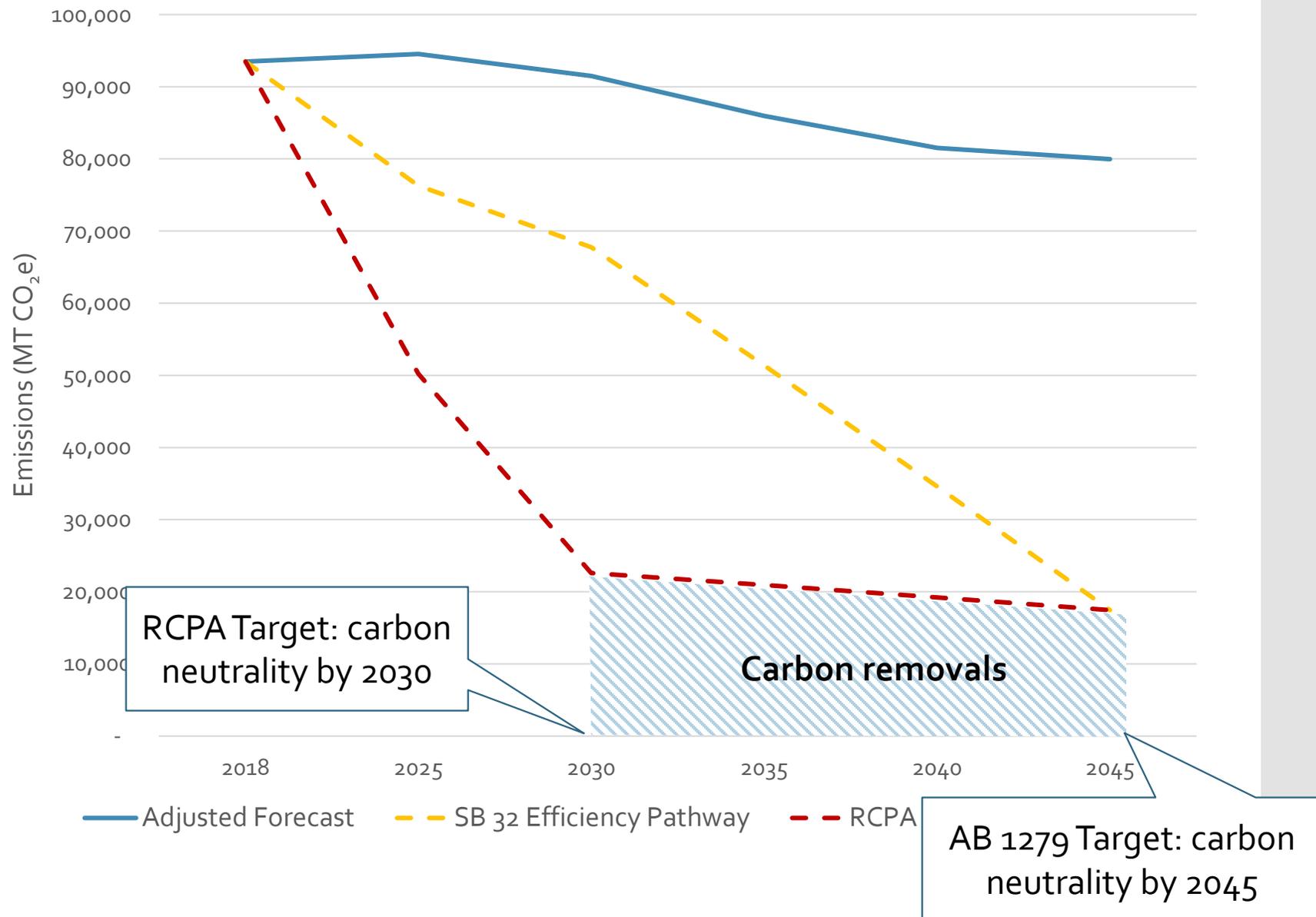
Healdsburg Climate Mobilization Strategy

Target Setting

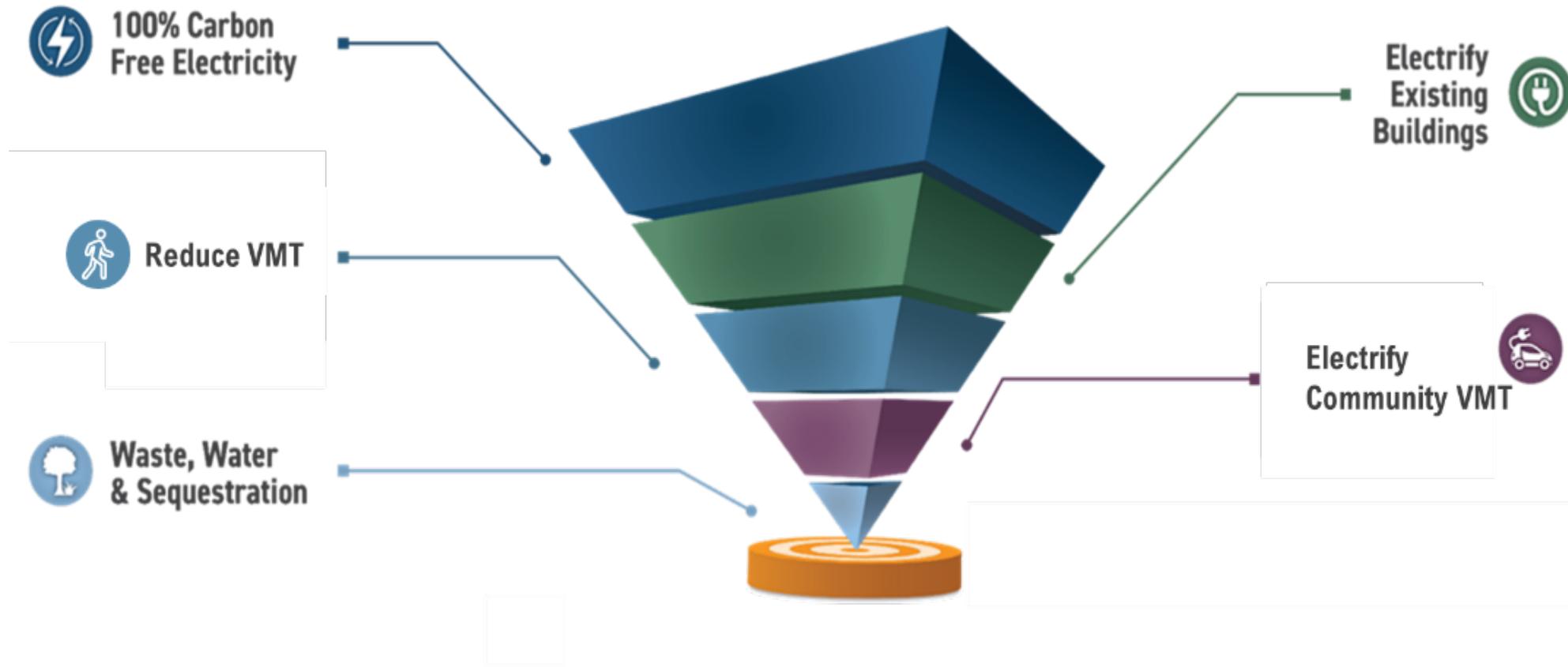
- State Targets
 - SB 32: 40% emission reduction below 1990 levels
 - AB 1279: net neutral by 2045
 - 85% emission reduction below 1990 levels
 - 15% emission removals via carbon removal
- RCPA Targets
 - Carbon neutrality by 2030
 - 80% emission reductions below 1990 levels
 - 20% emission removals via carbon sequestration

Healdsburg Climate Mobilization Strategy

Target Analysis



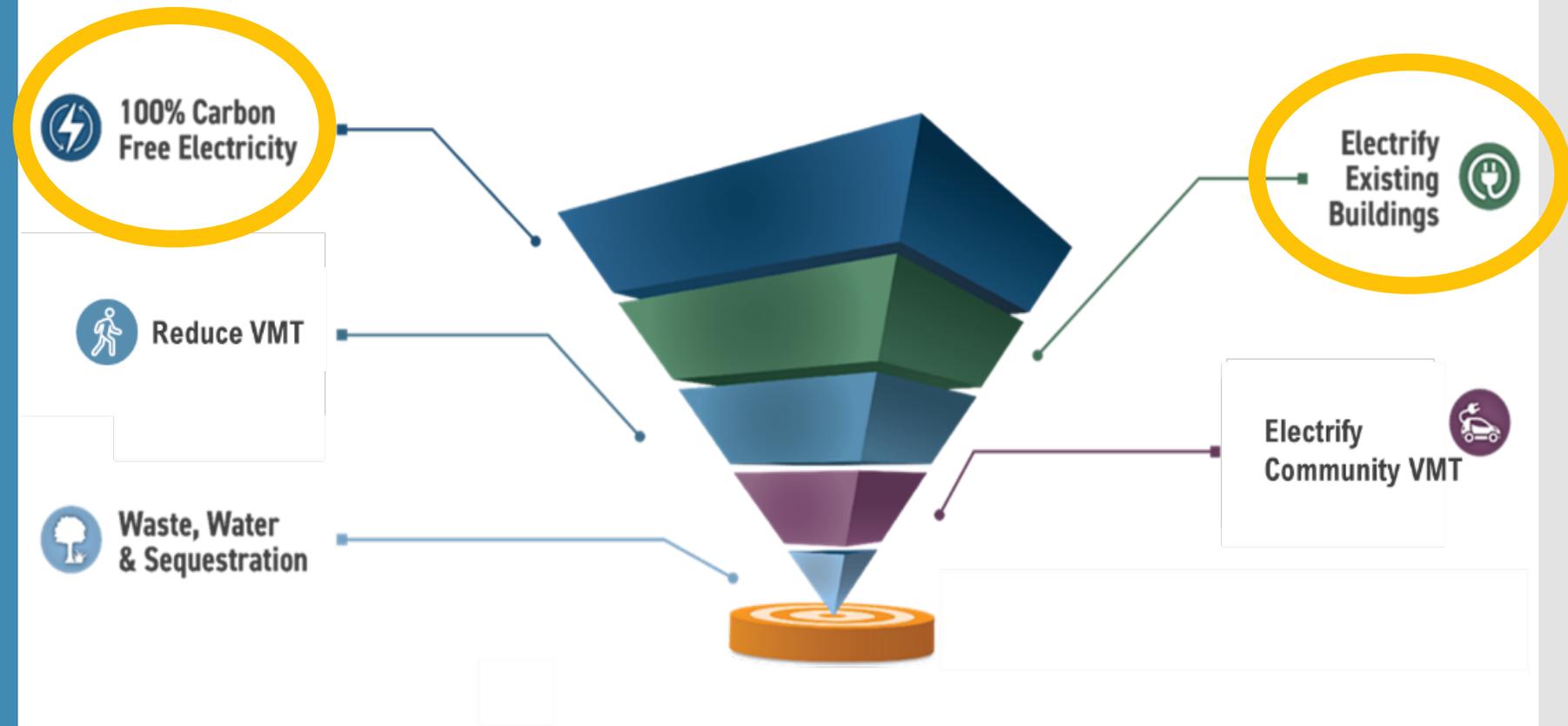
Questions on GHG Analysis?



Moving the dial

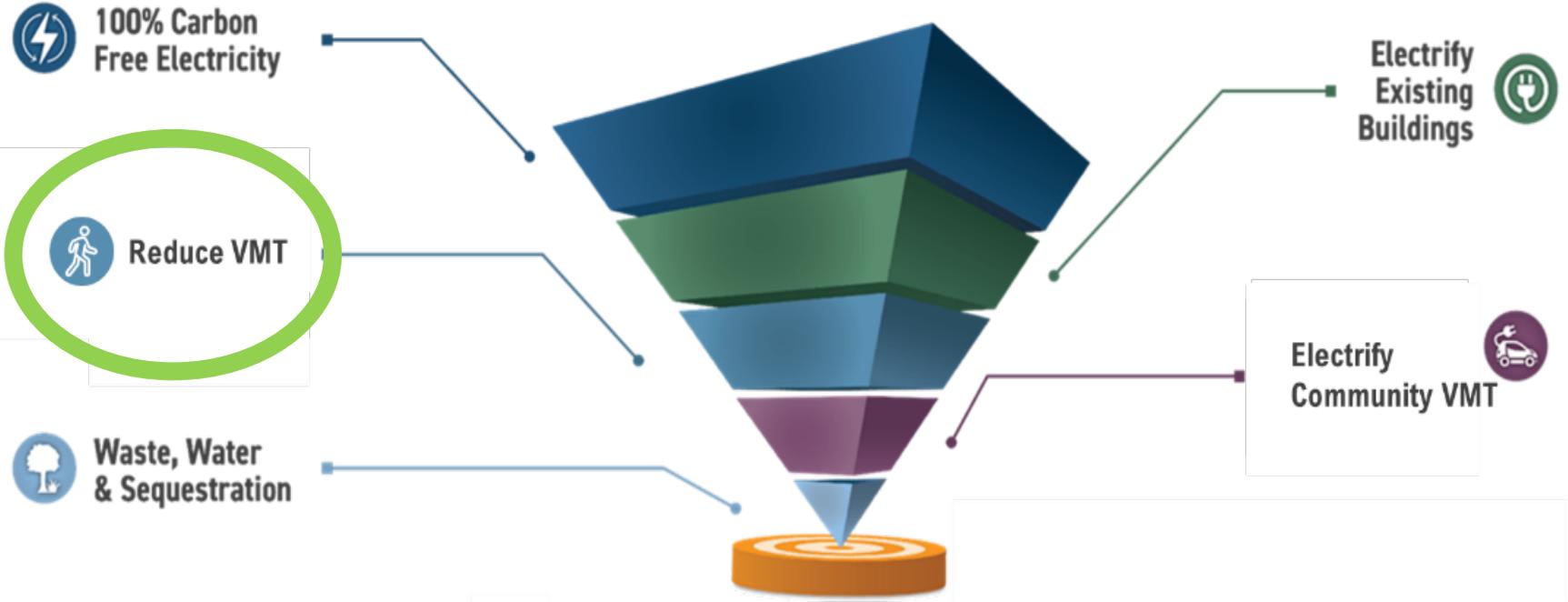
What moves the dial?

What can the City control?



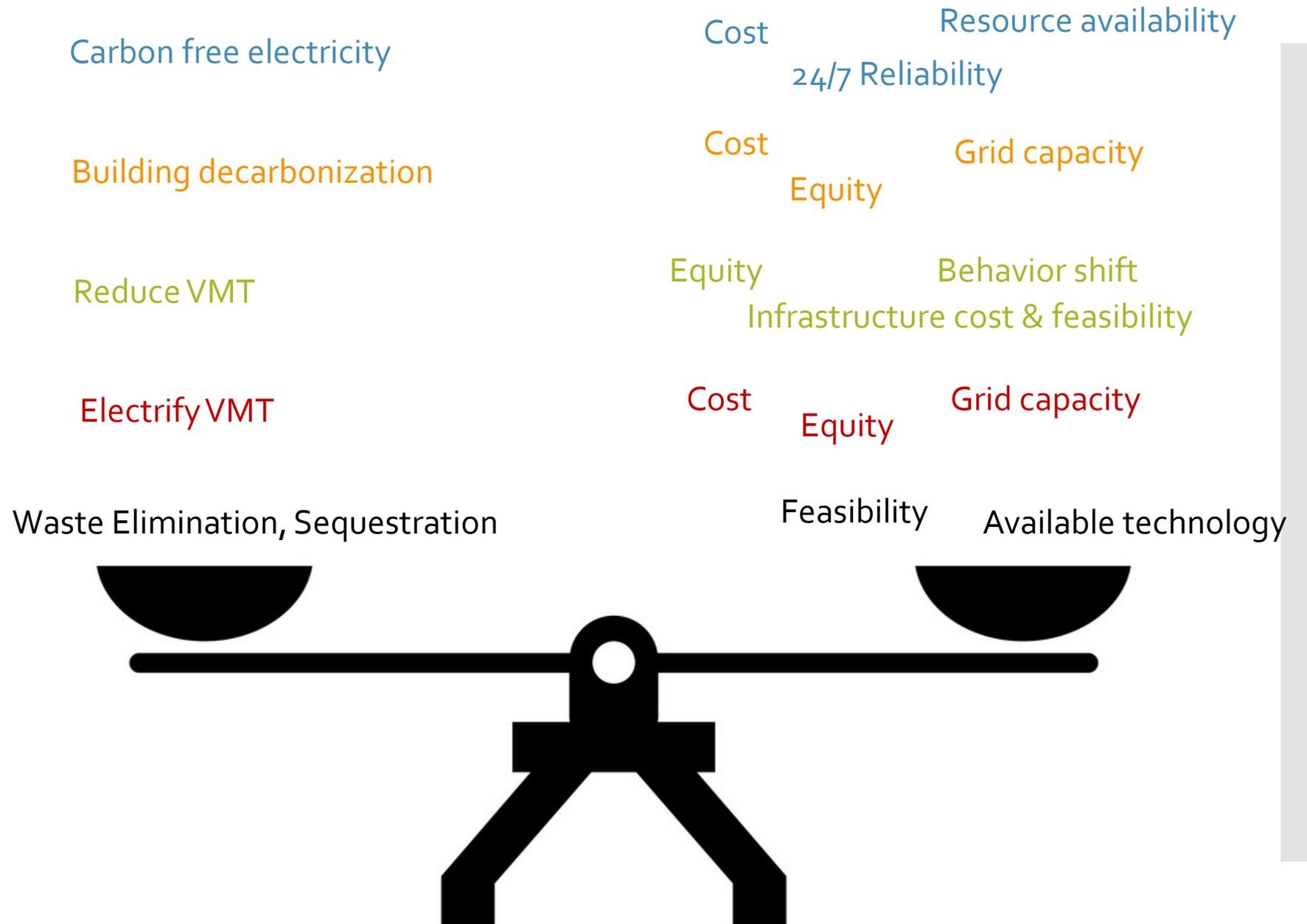
What is largely driven by the community?

What moves the dial?



Healdsburg Climate Mobilization Strategy

Challenges



Healdsburg Climate Mobilization Strategy

Strategy
Development

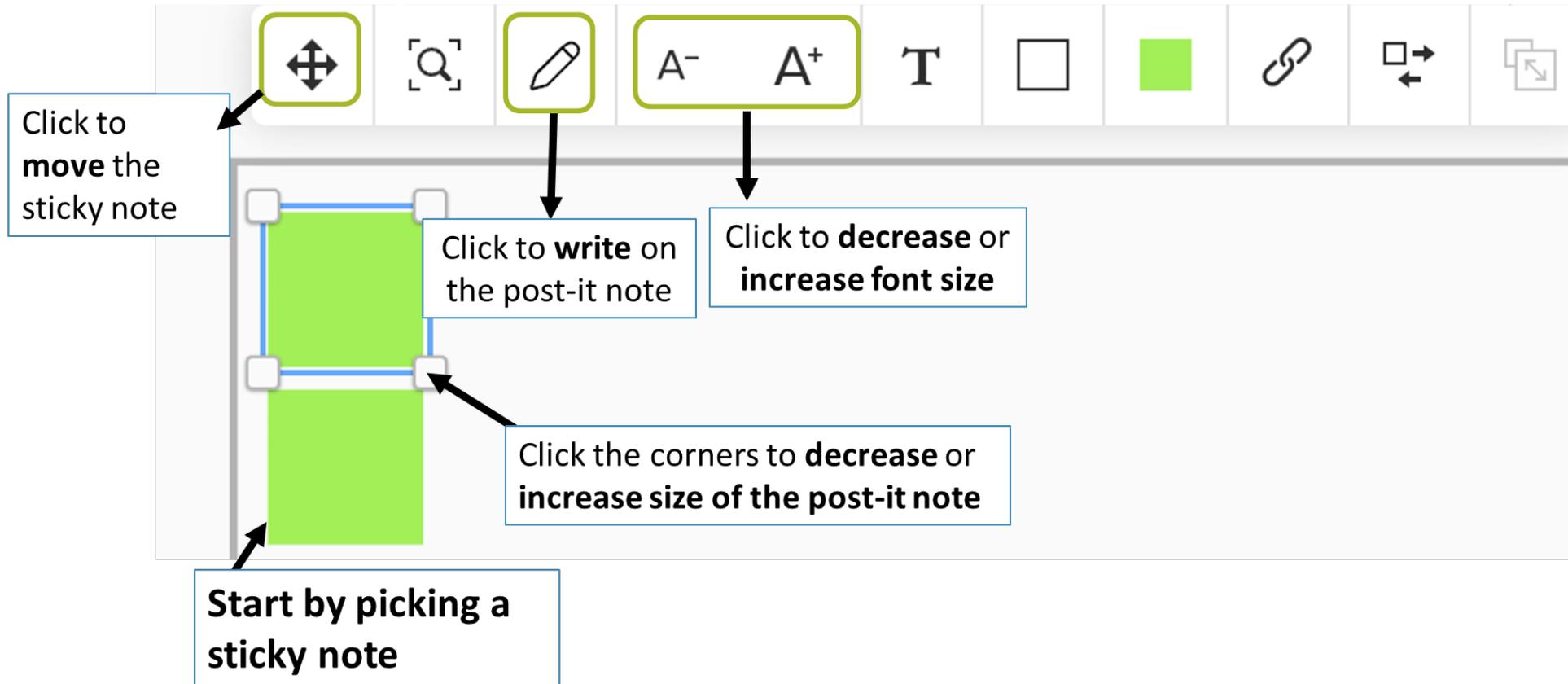


How do *YOU* want to see emissions be reduced?



Discussion Activity

- Mural Board introduction and tutorial
- Breakout Rooms for Discussion
- Please join us on Mural Board
 - bit.ly/HealdsburgCMSmuralEnglish
 - bit.ly/HealdsburgCMSmuralSpanish



Mural Board Tips

Help Spread the Word!

- If you have additional input to share or know someone that could not attend tonight, please fill out the interactive online survey (*coming soon*)
- Visit our booth at the Climate Fest on Saturday, April 22 (Earth Day) from 1-4pm
- 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 City of Healdsburg on Facebook

Thank You

We will be online until 7:45 for any questions!



Types of Energy Measures

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- Expand the existing reach code to eliminate exemptions for natural gas appliances in all new construction.
 - Adopt a time of retrofit ordinance requiring all buildings with retrofit work over \$75,000 to electrify.
 - Achieve 100% renewable energy in the community-wide energy mix and continue to provide low-income residents with energy bill discounts.
 - Invest in community utility infrastructure (i.e., transmission lines) in preparation for community-wide electrification.
 - Identify opportunities for natural gas infrastructure pruning to reduce stranded assets and transition to carbon neutral buildings.
 - Further streamline permitting for battery storage and solar projects for buildings.
 - Develop a suite of electrification readiness requirements to be completed at time of sale of all properties.

Types of Energy Measures (cont)

- 1 Ban natural gas in all new buildings starting in 2024.
- 2 Meet carbon-free electricity through purchasing out-of-state offsets or additional carbon-free electricity (may increase rates).
- 3 Invest in community-wide carbon-free electricity via resource procurement.
- 4 Adopt a natural gas end of flow date by 2030 in electric codes for all buildings.
- 5 Expand rebate offerings for energy efficient electric appliances.

Types of Transportation Measures

- Remove parking and/or traffic lanes in downtown to expand car-free areas.
- Develop programs and policies to discourage driving single passenger vehicles and to support the bicycle/pedestrian and public transit.
- Amend the Healdsburg Development and Municipal Code by 2024 to require electric vehicle capable charging spaces in both existing and new development (including parking structures).
- Implement a Transportation Network Company (TNC) user tax which would put a small fee on the use of Uber and Lyft and generate funds to pay for transit and mobility infrastructure.
- Explore opportunities for town shuttle services and park-and-ride locations for residents and tourists.
- Require that new private parking lots grant zero emission vehicles (ZEVs) access to preferred parking spaces.
- Implement a gasoline/diesel car registration tax starting in 2025 with exemption criteria established for low-income residents.

Types of Transportation Measures (Cont.)

- Develop and adopt an electric vehicle charging infrastructure reach code to the most recent California Green Building Standards Code Tier 2 requirements.
- Explore opportunities to assist lower-income households with purchase of EVs
- Replace all City owned off-road equipment at end-of-life with zero-emission equipment
- Adopt an ordinance to allow and manage the mobility share for e-bikes and e-scooters
- Convert streets for active transportation infrastructure.
- Implement paid parking in downtown parking areas and earmark parking revenues to implement other active transportation and transit projects.
- Support zero-emission vehicle (ZEV) car share companies in coming to the City.

Types of Water Measures

-
- Provide rebate or other funding to low and medium incomes homes for installing laundry to landscape, rainwater catchment system, low-flow appliances, and fixing water leakages.
 - Develop a Recycle Water Master Plan that identifies the locations available for recycled water use and establishes a schedule for potable water replacement with recycled water in appropriate applications.
 - Enforce a Nonessential water Use Ordinance for households, businesses, industries, and public infrastructure.
 - Continue to offer water conservation programs to the community including educational programs as well as incentives and rebates
 - Adopt an ordinance for installation of dual-plumbing water systems that utilize greywater or recycled water for irrigation at new residential and commercial construction.
 - Identify public and city locations for turf conversion to drought tolerant landscape alternatives.

Types of Waste Measures

-
- 1. Conduct regular waste characterization studies of all waste streams and establish bans on "problem materials" (i.e., items without means of recycling or recycling markets).
 - 2. Work with ag/farmworker organizations, landscape companies, and community gardens to increase the use of compost across the City and achieve the SB 1383 compost procurement target of 0.08 tons per person by 2030.
 - 3. Work with the business community to design and promote extended producer responsibility such as take-back programs.
 - 4. Establish an edible food recovery program to minimize food waste. Leverage CalRecycle support for projects that prevent food waste or rescue edible food.
 - 5. Route collected landfilled waste through a Materials Recovery Facility (MRF) to increase diversion before final disposal.

Types of Waste Measures (Cont)

- 1. Implement an enforcement fee for incorrectly sorted materials with sensitivity to shared collection. Utilize funding to implement programs and efforts to increase community-wide organic waste diversion.
- 2. Develop a reuse solution to increase the demand for organic waste products in the City.
- 3. Adopt an organic waste collection ordinance requiring all residential and commercial customers to subscribe to an organic waste collection program and/or report self-hauling or backhauling of organics.
- 4. Require large events to hire an event waste management team.

Carbon Sequestration measures

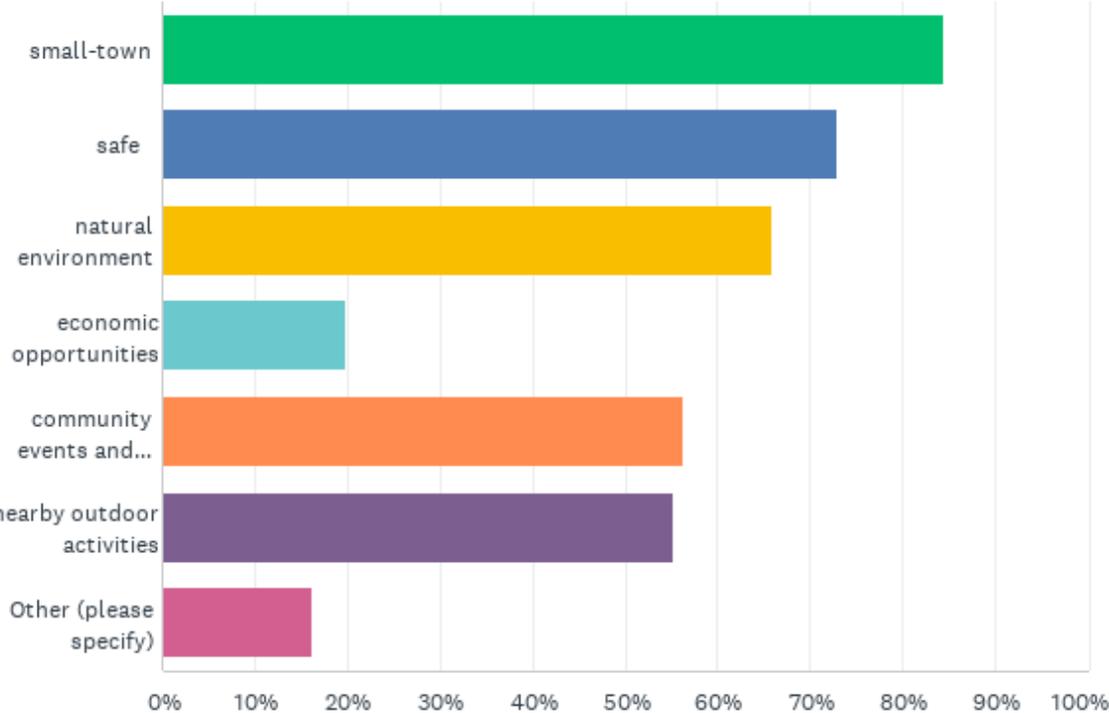
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- Adopt a greenscaping ordinance that includes street tree requirements for all zoning districts; has a shade tree requirement for new development; requires greening of parking lots; and increases permeable surfaces in new development.
 - Implement a tree removal in-lieu fee that provides funding for the City to plant a new tree equivalent to every tree removed from private property.
 - Promote carbon sequestering construction materials like low-carbon concrete and mass timber.
 - Tourism applied climate tax (e.g., hotel bed tax) -revenue will fund decarbonization and carbon sequestration projects throughout the community.

Other Types of Measures

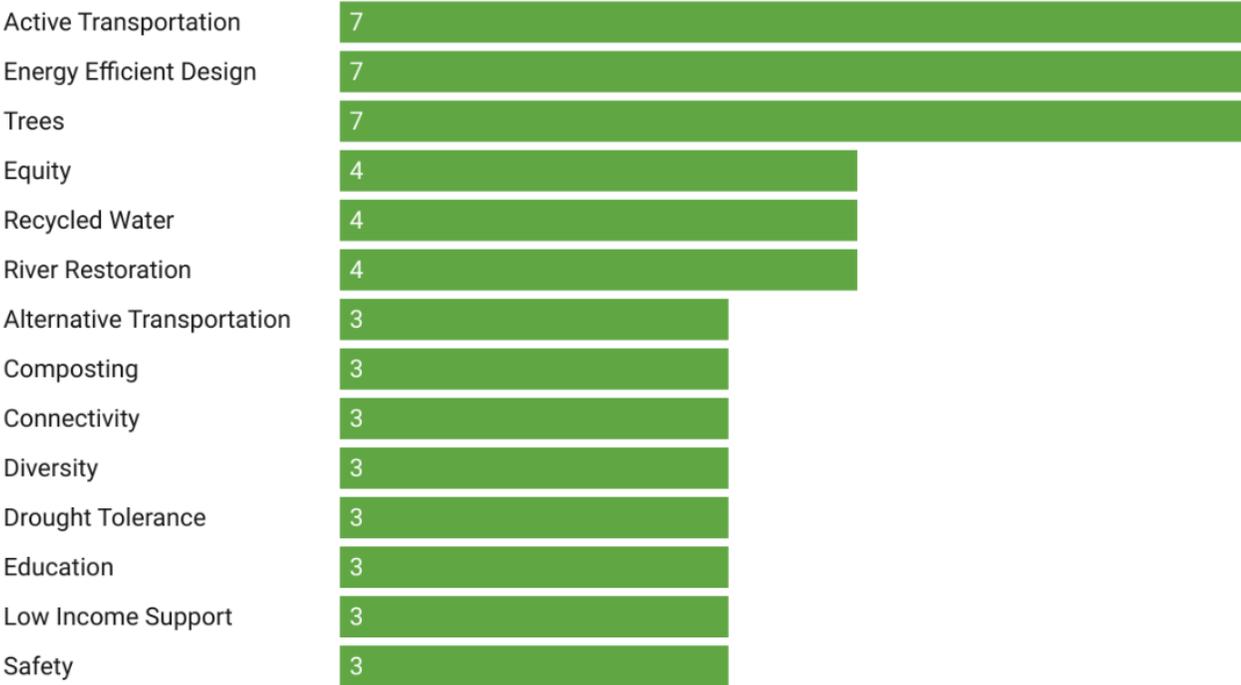
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- Anticipate climate hazards to exposed populations and provide services or infrastructure in advance
 - Include sustainability selection criterion for City vendors by 2024
 - Adopt an ordinance to require cool roofs on all new flat roofs and require compliance for re-roofs as well.
 - Adopt a City-wide climate tax to be applied on natural gas bills by 2025 - revenue will fund City climate and resiliency projects.
 - Develop carbon pricing policies for municipal operations where the social cost of carbon emissions is included in City cost analysis during decision making, like procurement of new vehicles.
 - Adopt a climate disclosure policy requiring businesses and City operations to annually disclose information about its GHG emissions generation.
 - Establish tax break incentives for local businesses to adopt and implement GHG reduction targets.

Extra slides below here

What aspects of your community do you value most?



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

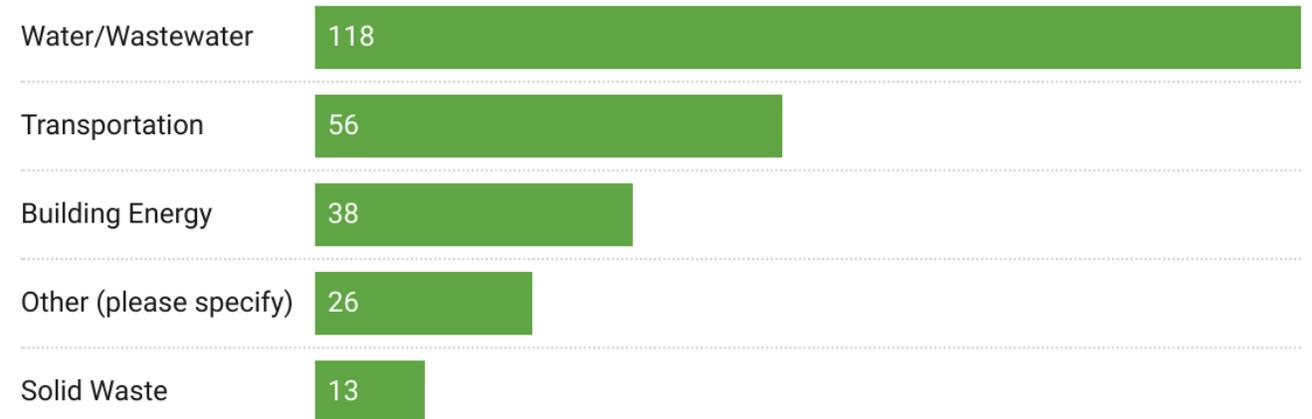


Community Feedback: Community Values

Community Feedback:

Sectors of Most Importance

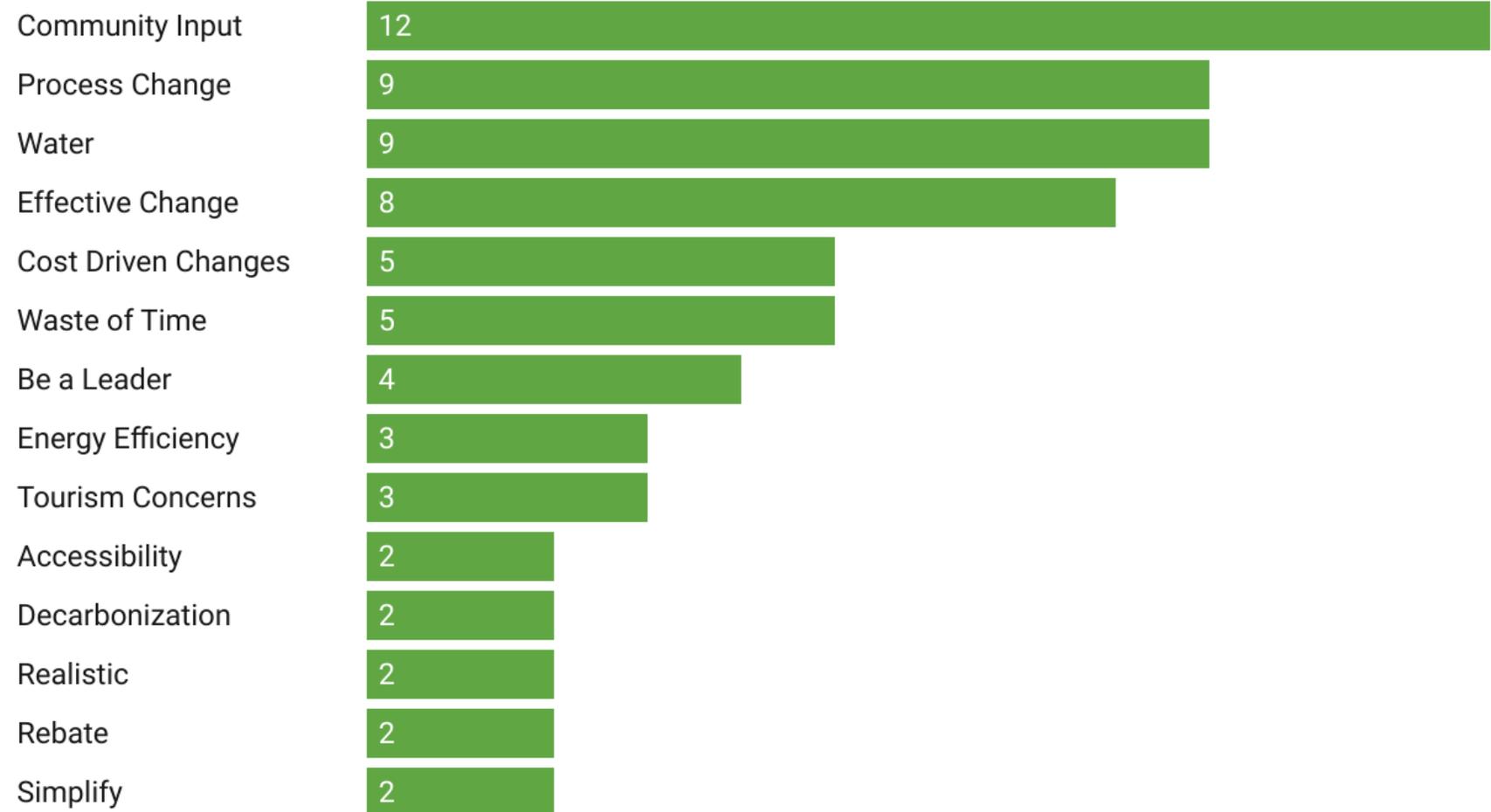
When it comes to addressing climate impacts, which sector is most important to you?



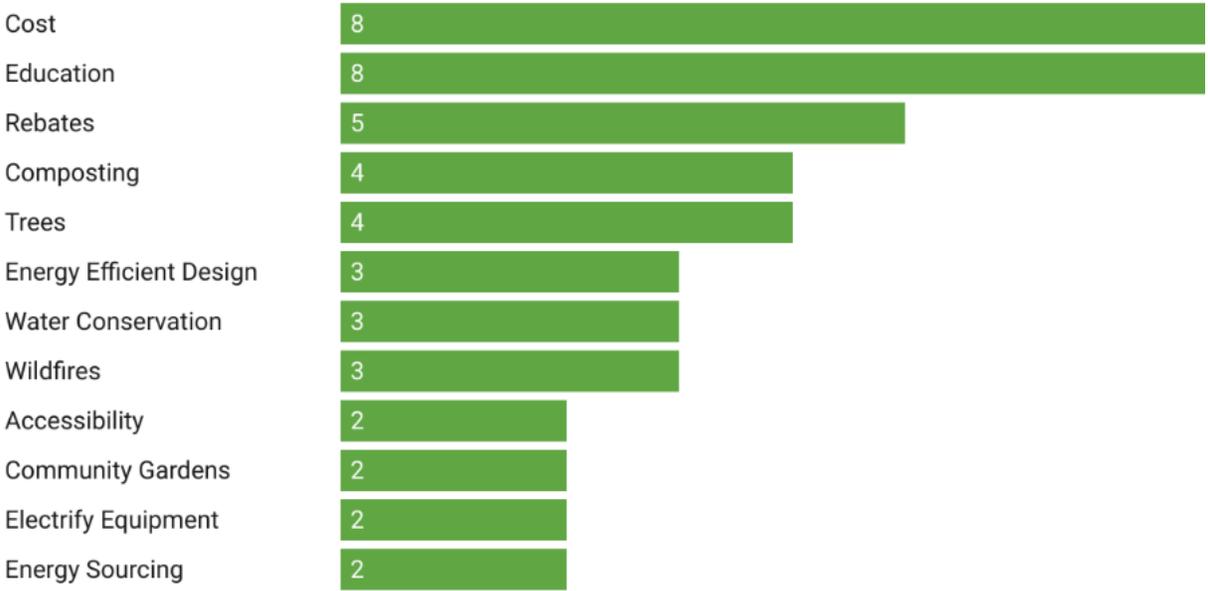
Community
Feedback:

What the
Climate
Mobilization
Strategy Should
Prioritize

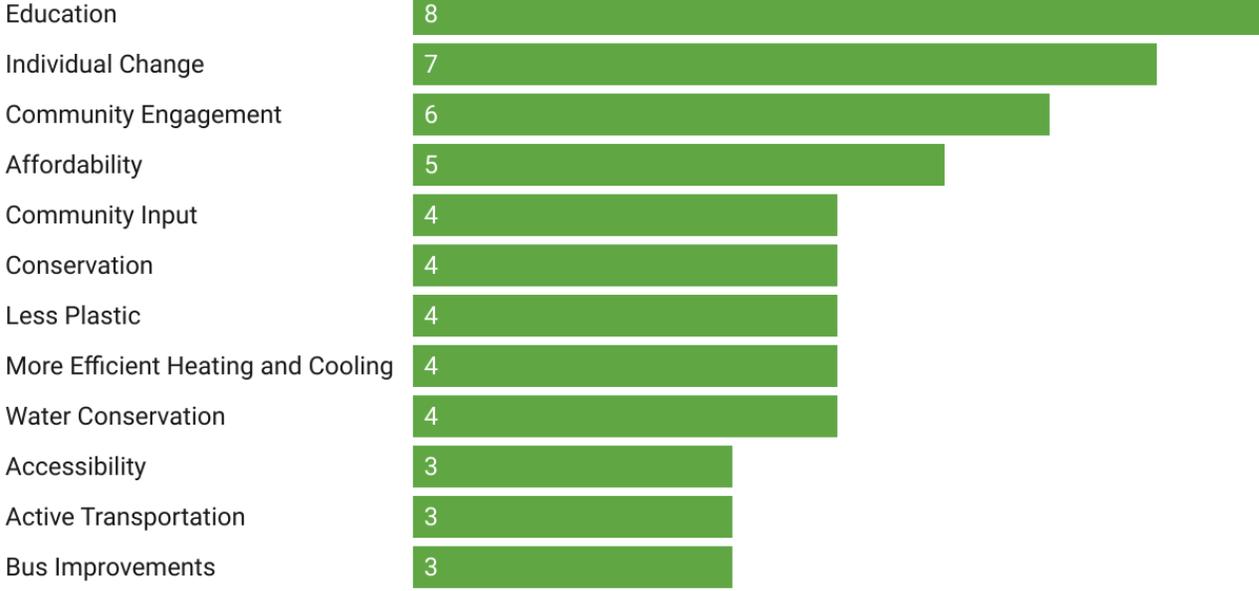
Do you have any additional thoughts or ideas you would like to share regarding the City of Healdsburg Climate Mobilization Strategy?



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?



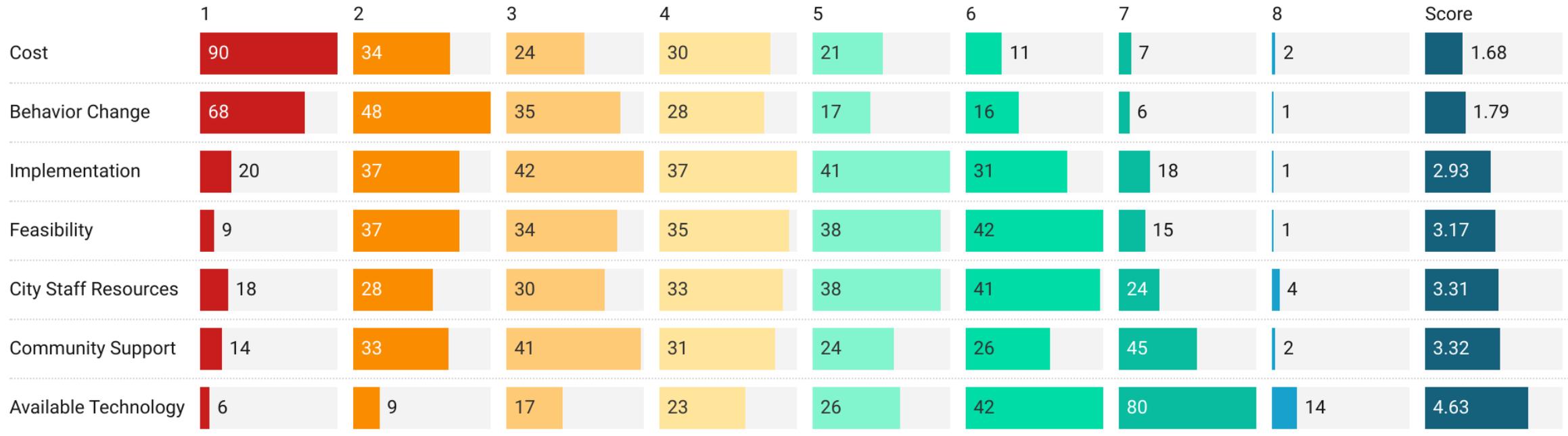
What actions can community members take to address climate impacts? What are the challenges you face to take such actions?



**Community Feedback:
City vs Community Responsibility**

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

Ranked entries were averaged to produce aggregate scores with 1 being the largest barrier and 8 being the smallest barrier



Community Feedback: Barriers

Community Feedback:

Barriers

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

Ranked entries were averaged to produce aggregate scores with 1 being the largest barrier and 8 being the smallest barrier



Healdsburg GHG Inventory

2018 GHG Profile

