

City of Healdsburg Climate Mobilization Strategy

Community Measures & Actions Workshop
July 26, 2023



Healdsburg Climate Mobilization Strategy

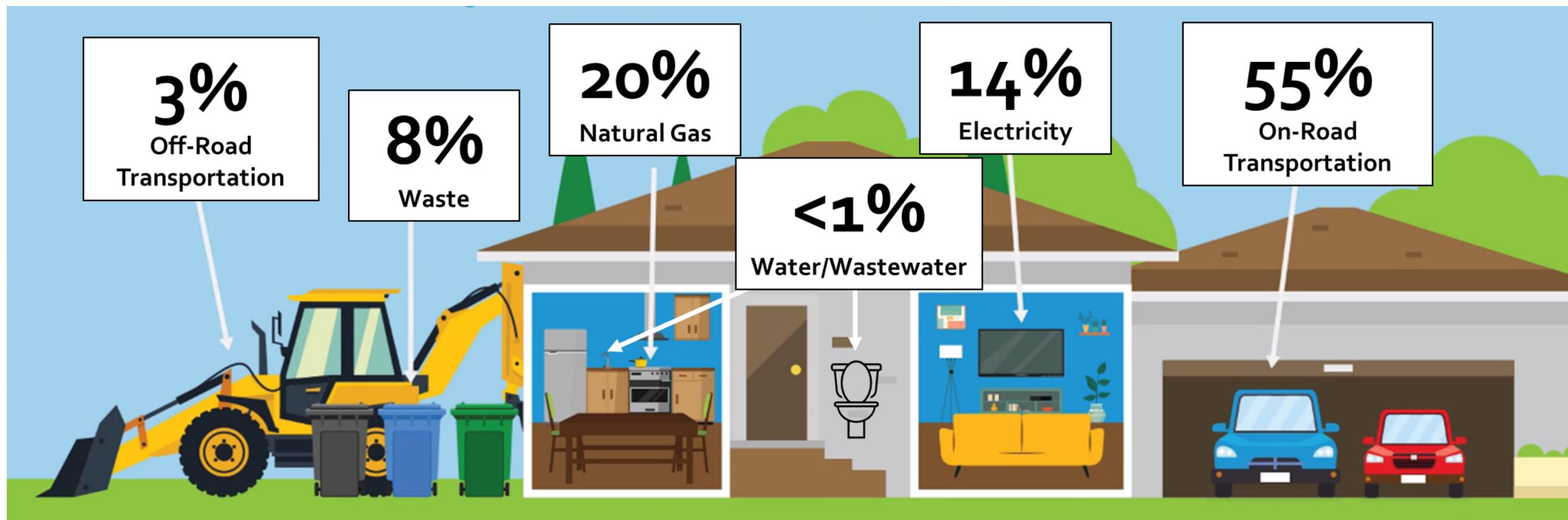
Purpose

- Develop a Climate Mobilization Strategy *in support* of State and Regional GHG reduction goals
- Strategy will focus on identifying key measures and actions that will be most impactful in reducing GHG emissions, are community driven, equitable, and feasible.

Planning Process

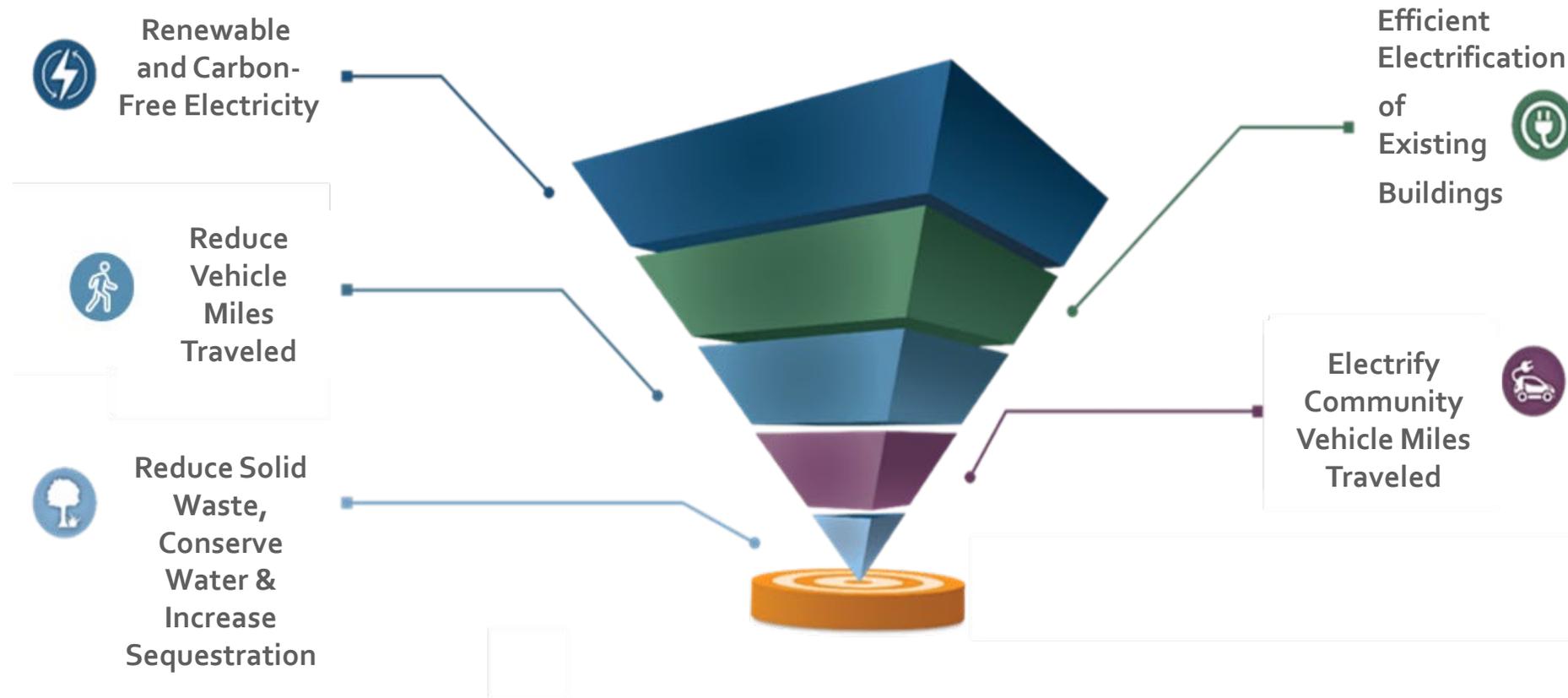


Ongoing Community Outreach!



Emission Sources in Healdsburg

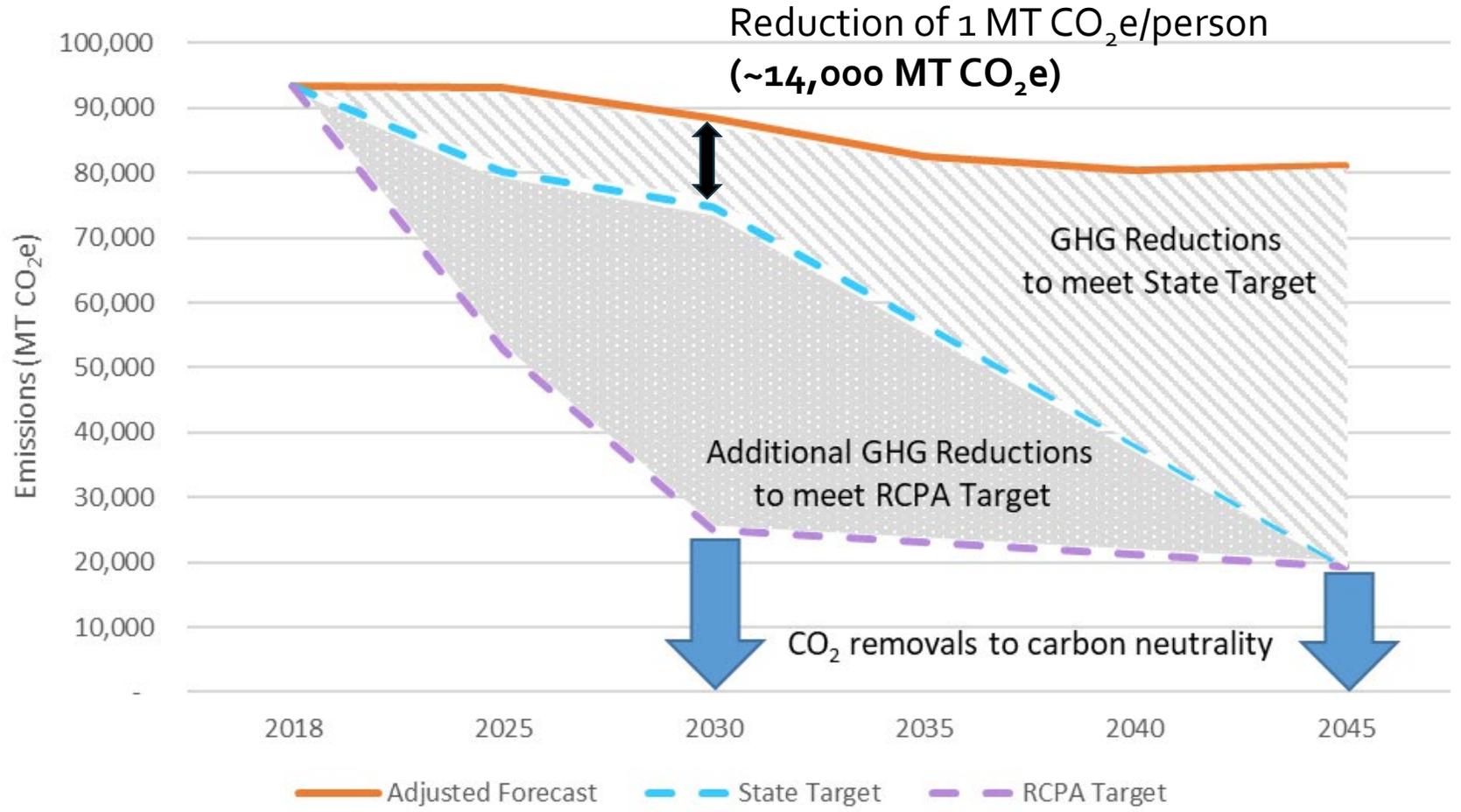
**Based on 2018 GHG emissions inventory*



Key Strategies to Reduce Emissions

Healdsburg Climate Mobilization Strategy

GHG Gap Analysis



*Efficiency targets included in chart

Strategy Development



Cost Assessment

- **Internal Costs:** Municipal costs
- **External Costs:** Those felt by the Community
- **Upfront Costs:** Purchase and Installation of an item.
- **Lifecycle Costs:** Purchase, installation, operation, maintenance, and disposal of an item.
- **Comparative Costs:** Difference in cost between similar items.

	City	Community
No-Cost	<ul style="list-style-type: none"> • Partnering with local community-based organizations to promote new initiatives. 	<ul style="list-style-type: none"> • Switching transportation modes from single occupancy vehicles to active transportation.
Low-Cost	<ul style="list-style-type: none"> ▪ Policy Updates ▪ Community Outreach 	<ul style="list-style-type: none"> ▪ Additional energy bill costs for renewable energy compared to fossil fuel-based energy
Moderate-Cost	<ul style="list-style-type: none"> ▪ Feasibility Studies ▪ Incentive and Compliance Programs ▪ Pilot Projects 	<ul style="list-style-type: none"> ▪ New fees ▪ Upfront costs partially offset by rebate opportunities
High-Cost	<ul style="list-style-type: none"> ▪ Bike Lanes ▪ Energy Storage Systems ▪ EV Charging Networks 	<ul style="list-style-type: none"> ▪ New electric vehicle purchase prior to existing vehicle replacement

Overview of Evening Activities

1. Sections Around the Room to Discuss the Different GHG Sectors: *Building Energy, Transportation, Solid Waste, Water, Carbon Sequestration, Other*
2. Visit the section(s) in which you have the most interest or questions/comments
3. At the section, read the measures and actions and participate in dot voting
 - a. Green = I support this action
 - b. Red = I do not support this action
4. Discuss any questions or comments with the team member present
5. Write out any comments/feedback on the flip chart

Next Steps

- Continue to refine measures and actions based on Council, community, and staff feedback
- Draft the full CMS document and post for public review in mid-August
- Online survey of proposed measures and draft CMS in mid-August
- CMS Presentation to Council in September
- CMS Adoption

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Thank You!
Visit healdsburg.gov/cms
to learn more and sign up
for updates.



Workshop Survey: bit.ly/CMSworkshop

