

City of Healdsburg Climate Mobilization Strategy

Council Meeting

September 5, 2023



Recommended Action

Receive a presentation from City Staff presenting the draft Climate Mobilization Strategy and provide feedback to staff.

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.
- Provide an action plan to direct staff work

Planning Process



Ongoing Community Outreach!

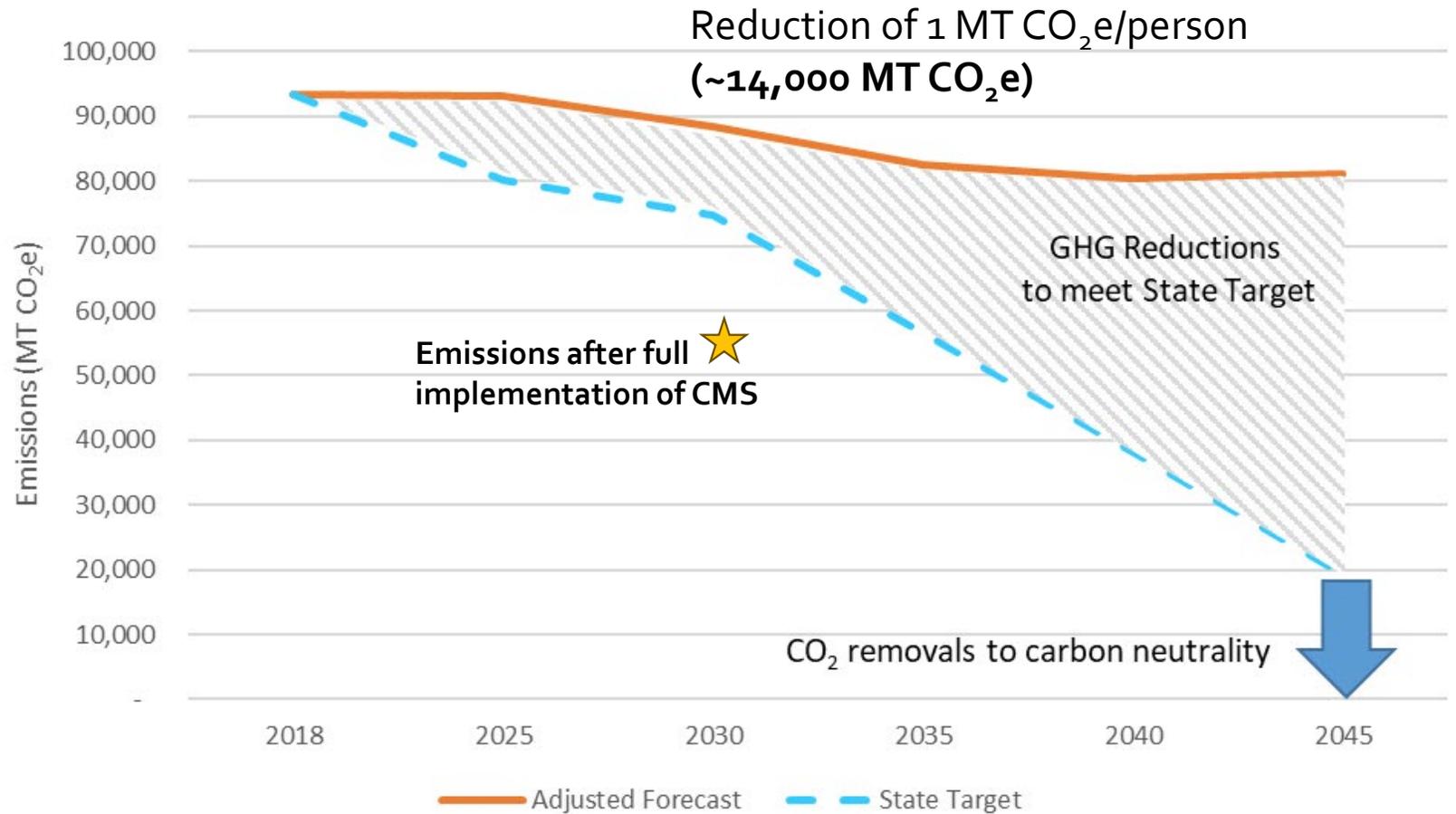
CMS Open
House
July 26, 2023



Final CMS Survey

- August 22 – September 10
- 10 questions
 - Focuses on specific aspects of key measures and actions to better understand community support for some of the actions that will require more changes or cost impacts
 - Implementation Plan
 - Overall CMS comments

Healdsburg Climate Mobilization Strategy GHG Targets



**Efficiency targets included in chart*

Strategy Development



CMS Document

MEASURE GOAL

Identifies specific objective to achieve

Measure T-5: Increase commercial zero-emission vehicle use and adoption to 40% by 2030.

The state has adopted several rules and programs focused on accelerating the penetration of commercial ZEVs, including the Innovative Clean Transit regulation, the Advanced Clean Trucks regulation, and the Advanced Clean Fleet rule. The Advanced Clean Truck rule adopted in June of 2020, requires truck manufacturers to transition from diesel trucks and vans to electric zero-emission trucks beginning in 2024, and establishing a target for every new truck sold in California to be zero-emission by 2045. In 2023, CARB approved the Advanced Clean Fleets regulation, which requires a phased-in transition toward zero-emission medium-and-heavy duty vehicles for government, public, and private fleets. To accelerate commercial electric vehicle adoption in the City, the City plans to actively identify and engage businesses/employers with vehicle fleets to accelerate ZEV adoption. Actions supporting this measure are detailed below in Table 15.

Table 15 Measure T-5 Actions

Action Number	Pillar	Action
T-5.1	Feasibility Studies	Inventory commercial vehicle fleets in Healdsburg and identify employers to target for accelerating zero emission vehicle adoption. Develop a plan for City-supported accelerated fleet electrification.
T-5.2	Structural	Adopt a ZEV plan for commercial vehicles in line with state targets and in line with the findings of the accompanying feasibility study. Work with stakeholders to develop and implement the plan for City-supported accelerated fleet electrification. As part of the plan, identify opportunities for accelerated fleet electrification and promote zero-emission vehicle (ZEV) adoption within business and municipal fleets.
T-5.3	Education/ Partnership	Provide information to businesses on state and federal programs to help fund conversion of commercial fleets to zero emissions vehicles.
T-5.4	Equity/ Funding	Identify, implement, and connect vehicle fleet owners, particularly those serving vulnerable communities to incentivize vehicle electrification. This could include local tax breaks.
T-5.5	Funding	Secure funding from state programs (such as the California Air Resources Board's Clean Vehicle Rebate Project and the Truck and Bus Voucher Incentive Program) and federal sources to increase procurement of EV or ZEV cars, trucks, and other vehicles and installation of EV/ZEV charging/fueling infrastructure.

Total GHG Emission Reductions from Measure: 2,000 MT CO₂e

City Cost: Low-Moderate

Community Cost: Moderate

Cost Effectiveness: Moderate

Co-Benefits: Environmental Quality

KPI: Commercial ZEV adoption (%)

MEASURE DESCRIPTION

Summary of measure and provides background information and implementation considerations associated with measure.

ACTION INFORMATION

Identifies and defines what the City will do and what pillar the action supports.

IMPLEMENTATION INFORMATION

Identifies the expected GHG reductions from full measure implementation, relative cost and cost-effectiveness, co-benefits associated with measure, and the KPIs to track progress.

Co-Benefits



Environmental Quality



Preserve Community Character



Public Health & Safety



Energy Resilience

Cost Analysis

- **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

Implementation Plan

- Overall CMS -> 2030
 - 18 measures
 - 92 actions
- Implementation Plan for next 1 to 3 years
 - Begin work on 16 measures
 - Start 61 actions
- Types of measures/actions
 - Meeting State mandates
 - Expand building Reach Code
 - Municipal operations
 - Studies to inform new policies/programs
 - Partnerships and equity

GHG Reductions

Sector	2030 GHG Reductions – Fully Implemented CMS
Building Energy	4,753 MT CO ₂ e
Transportation	18,888 MT CO ₂ e
Solid Waste	7,729 MT CO ₂ e
Water	46 MT CO ₂ e
Carbon Sequestration	260 MT CO ₂ e
Administrative Needs	NA
Total	31,675 MT CO₂e

Building Energy

Measure / Example Actions	Cost-Effectiveness	Co-Benefits
<p>BE-1: Procure 85% of electricity from renewable and zero-carbon sources by 2030 and 100% renewable and carbon-free no later than 2045.</p> <ul style="list-style-type: none">• Electrification infrastructure and capacity feasibility study• Council resolution	Moderate	
<p>BE-4A: Decarbonize 50% municipal buildings and facilities by 2030.</p> <ul style="list-style-type: none">• Retrofit natural gas appliances with electric alternatives in City buildings and facilities	Moderate	

Building Energy

Measure / Example Actions	Cost-Effectiveness	Co-Benefits
<p>BE-2: Continue to adopt an Electrification Reach Code for all new residential and commercial buildings with each triannual code cycle. Update electrification ordinance to eliminate natural gas consumption in new construction for the 2025 California Building Standards Code and moving forward.</p>	High	
<p>BE-3: Decarbonize residential building stock by 10% by 2030.</p> <ul style="list-style-type: none"> • In next building code cycle, develop Reach Code for upgrading natural gas appliances to electric during large renovations (\$250,000+) • Develop energy efficiency programs for income-qualified customers 	Moderate	
<p>BE-4: Decarbonize non-residential building stock by 10% by 2030.</p> <ul style="list-style-type: none"> • In next building code cycle, develop Reach Code for upgrading natural gas appliances to electric during large renovations (\$500,000+) 	Moderate	

Transportation

Measure / Example Actions	Cost-Effectiveness	Co-Benefits
<p>T-1: Implement programs that increase access to safe active transportation, such as walking and biking, that achieve 15% of active transportation mode share by 2030.</p> <ul style="list-style-type: none"> • Update Bicycle and Pedestrian Plan • Bicycle and e-bike promotion/programs 	Low	
<p>T-2A: Explore the development of a micro-mobility and/or car-share program to support mode shift from single occupancy fossil fuel vehicles to Zero Emission Vehicles.</p> <ul style="list-style-type: none"> • Background review and analysis for on-demand e-shuttle and recommendations 	Low	
<p>T-3: Develop programs and policies to discourage driving single passenger vehicles and to support the bicycle/pedestrian and public transit mode share goals of Measures T-1 and T-2.</p> <ul style="list-style-type: none"> • Investigate parking policies and downtown parking fees 	Low	

Transportation

Measure / Example Actions	Cost-Effectiveness	Co-Benefits
<p>T-4: Increase passenger zero-emission vehicle use and adoption to 50% by 2030.</p> <ul style="list-style-type: none">• In next building code cycle, develop an EV Charger Reach Code• Install and promote EV chargers and EV programs	Moderate	
<p>T-5A: Lead by example and electrify or otherwise decarbonize the municipal fleet in compliance with the state's Advanced Clean Fleet Rule.</p> <ul style="list-style-type: none">• Expand zero-emissions vehicle first purchasing policy to medium and heavy duty vehicles and off road vehicles• Replace end-of-life small off road equipment with electric equipment	Moderate	

Transportation

Not Included in
Implementation
Plan

Measure / Example Actions	Cost-Effectiveness	Co-Benefits
T-2: Implement programs for public transportation that achieve 10% of public transit mode share by 2030.	Moderate	  
T-5: Increase commercial zero-emission vehicle use and adoption to 40% by 2030.	Moderate	

Solid Waste

Measure / Example Actions	Cost-Effectiveness	Co-Benefits
<p>SW-1: Achieve Zero Waste by 2030 through 90% diversion of solid waste from the landfill.</p> <ul style="list-style-type: none"> • Increase waste diversion from the landfill through sorting, organic waste collection, reducing use of hard to recycle materials, and developing alternate solutions for bio-solids • Partner with Zero Waste Sonoma and Recology 	High	 
<p>CS-3: Align with SB 1383 and procure products of organic diversion at a rate of 0.08 tons of organic waste per capita per year with a focus on increasing compost application within City limits to increase carbon sequestration.</p> <ul style="list-style-type: none"> • Identify and apply compost on City land and other green spaces • Expand promotion of compost and consider increasing giveaways 	Low	 

Water

Measure / Example Actions	Cost-Effectiveness	Co-Benefits
<p>W-1: Update the Urban Water Management Plan every 5 years, as required by the State, and implement the identified demand reduction actions to ensure compliance with the State's Making Water Conservation a Way of Life regulations. Include new actions in the UWMP as needed to achieve State regulations.</p> <ul style="list-style-type: none">• Reduce wasteful water activities and expand rainwater, recycled water, and/or graywater use• Increase engagement in water conservation programs	Low	

Carbon Sequestration

Measure / Example Actions	Cost-Effectiveness	Co-Benefits
<p>CS-1: Increase carbon sequestration by preserving existing mature trees and planting 500 new trees and high emissions reduction potential land cover types throughout the community by 2030.</p> <ul style="list-style-type: none">• Develop a Street Tree Master Plan• Develop a new Tree Protection Ordinance	Low	 
<p>CS-2: Maintain and expand existing restoration projects to sequester carbon in restored lands.</p> <ul style="list-style-type: none">• Continue maintenance of open spaces and green spaces	Moderate	 

Administrative Needs

Measure / Example Actions	Cost-Effectiveness	Co-Benefits
<p>F-1: Identify Administrative Needs for Successful CMS Implementation.</p> <ul style="list-style-type: none">• Consider creating a Climate Program Manager new position• Reporting on CMS progress and GHG emission inventories	NA	

Financial Considerations

- As staff move forward with exploring individual actions, more information will be learned that impacts City Cost and Community Cost. Cost estimates were intended to provide an order of magnitude understanding of each action's costs.
- Actions included in the implementation plan with a City Cost or Community Cost will be considered as part of the budget development process and as individual policy decisions.
- Budget action for existing state mandates will need to be prioritized in future budget decisions over discretionary actions.
- Several actions will require grant funding or other non-City fund sources to complete. Completion of those actions will be subject to available funding.
- The development of this plan and completion of several actions will support future grant funding applications.

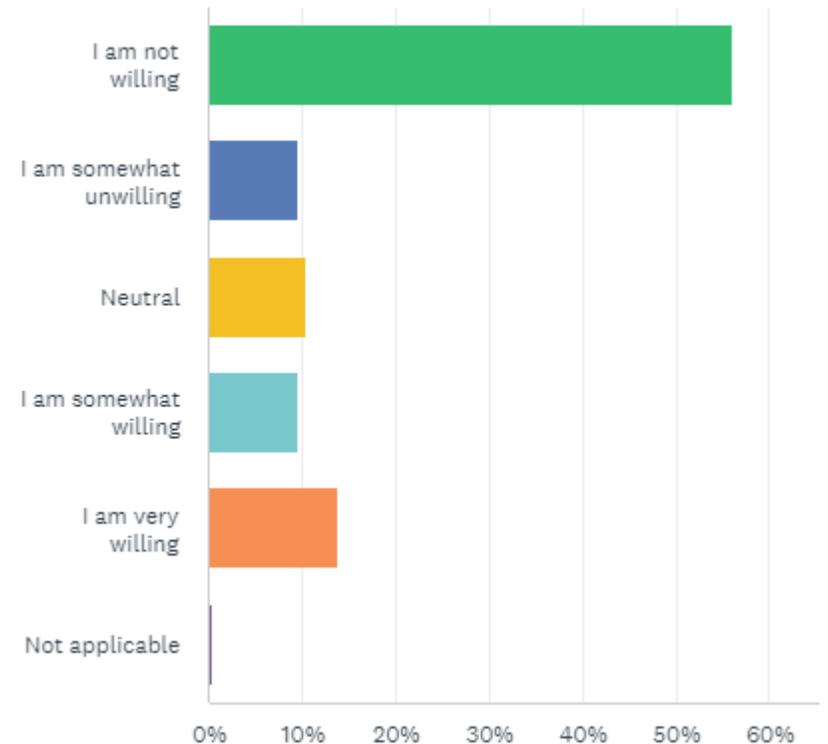
Discussion & Specific Feedback Requests

Paid Parking

- Feedback on Measure T-3, which focuses on discouraging single passenger vehicles by considering parking fees in downtown. In addition to the policy considerations, this action would take considerable staff resources to implement. Council guidance is requested to determine if this should be pursued within the initial implementation period.

Past Parking Studies

- Downtown Parking Study (2008)
- Parking in Lieu Fee Analysis (2014)
- Parking Demand Analysis, Management Plan, Revised in Lieu Fee (2014-2015)
- Citywide Parking Regulations Review (2016)
- Parking Management Plan (2017)
- Parking Management Plan Recommendations (2018)



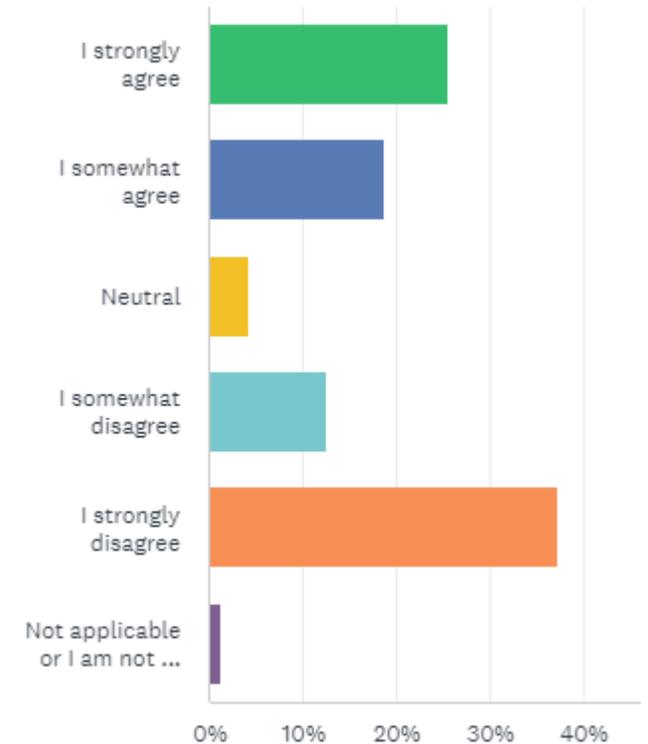
Discussion & Specific Feedback Requests

Reach Code Expansion

- Feedback on the proposed expansion of the existing REACH code as part of the next building code cycle. The City Council has previously discussed and provided direction on REACH code policy options and has therefore considered some of the pros and cons of the options for enhancing this policy.

Proposed Reach Codes (2025 building code update)

- All Electric New Construction with reduced exemptions (residential and commercial)
- Appliance Replacement Requirements for Existing Buildings During Large Renovations (\$250,000 residential, \$500,000 commercial)
- EV Charging Spaces Requirements for New and Existing Buildings



CMS and Implementation Plan Feedback

- Feedback on the overall CMS document, including any actions that should be removed, modified, or added.
- Feedback on the proposed implementation plan, as it will guide proposed activities for the City workplan for the next 2.5 years.

Next Steps

- Online survey open until September 10
- Incorporate Council, Community, and Staff feedback
- Finalize the CMS document and Implementation Plan
- Present CMS for adoption in mid-October

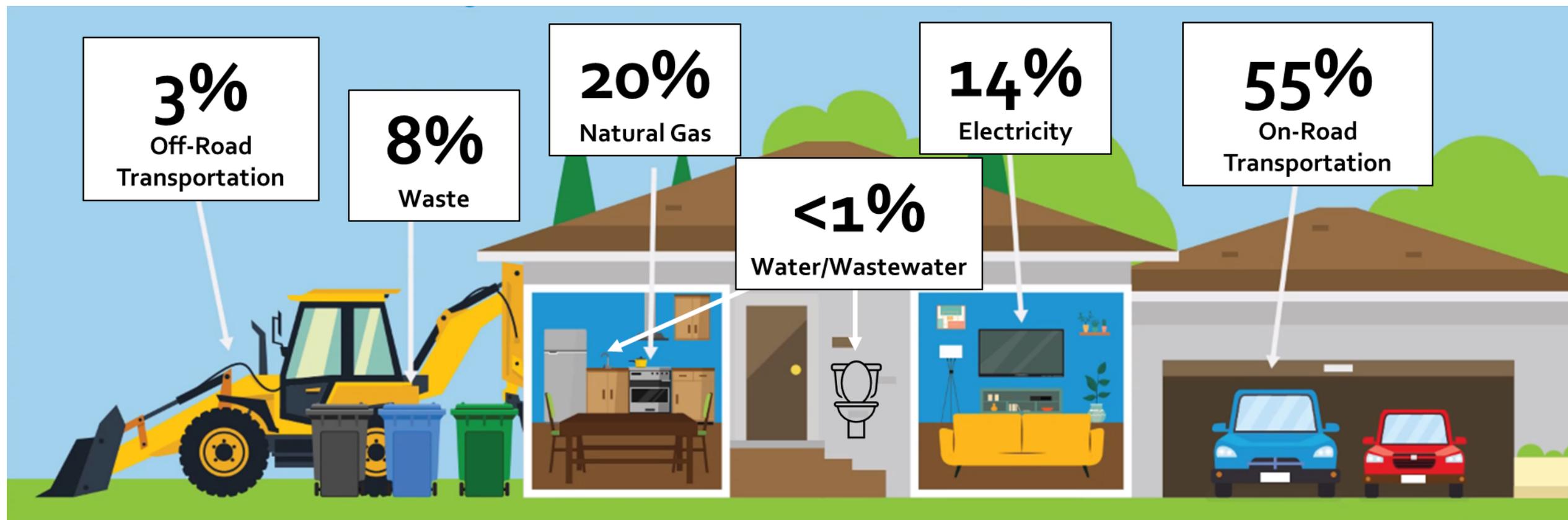
Questions?

Thank You!

healdsburg.gov/cms



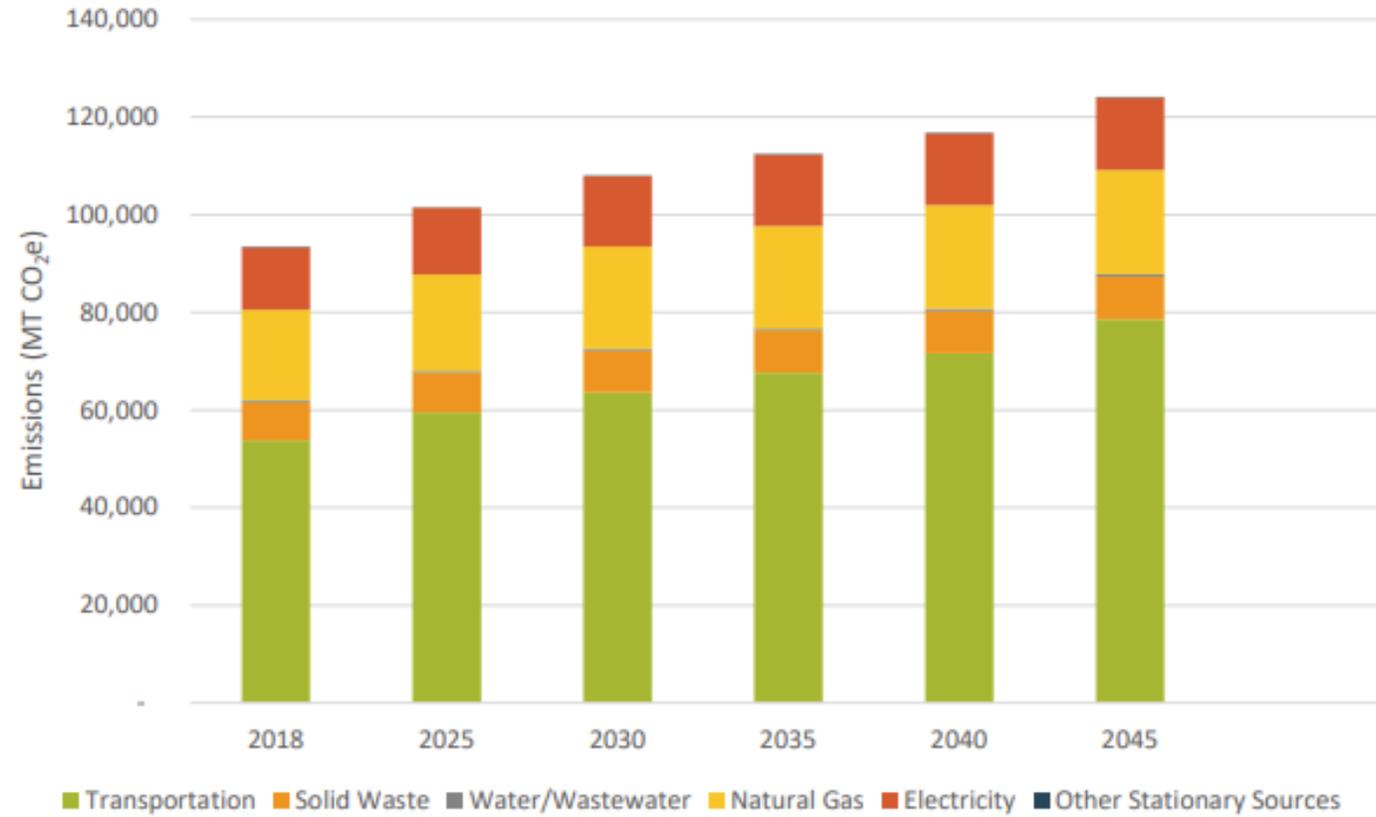
Extra Slides



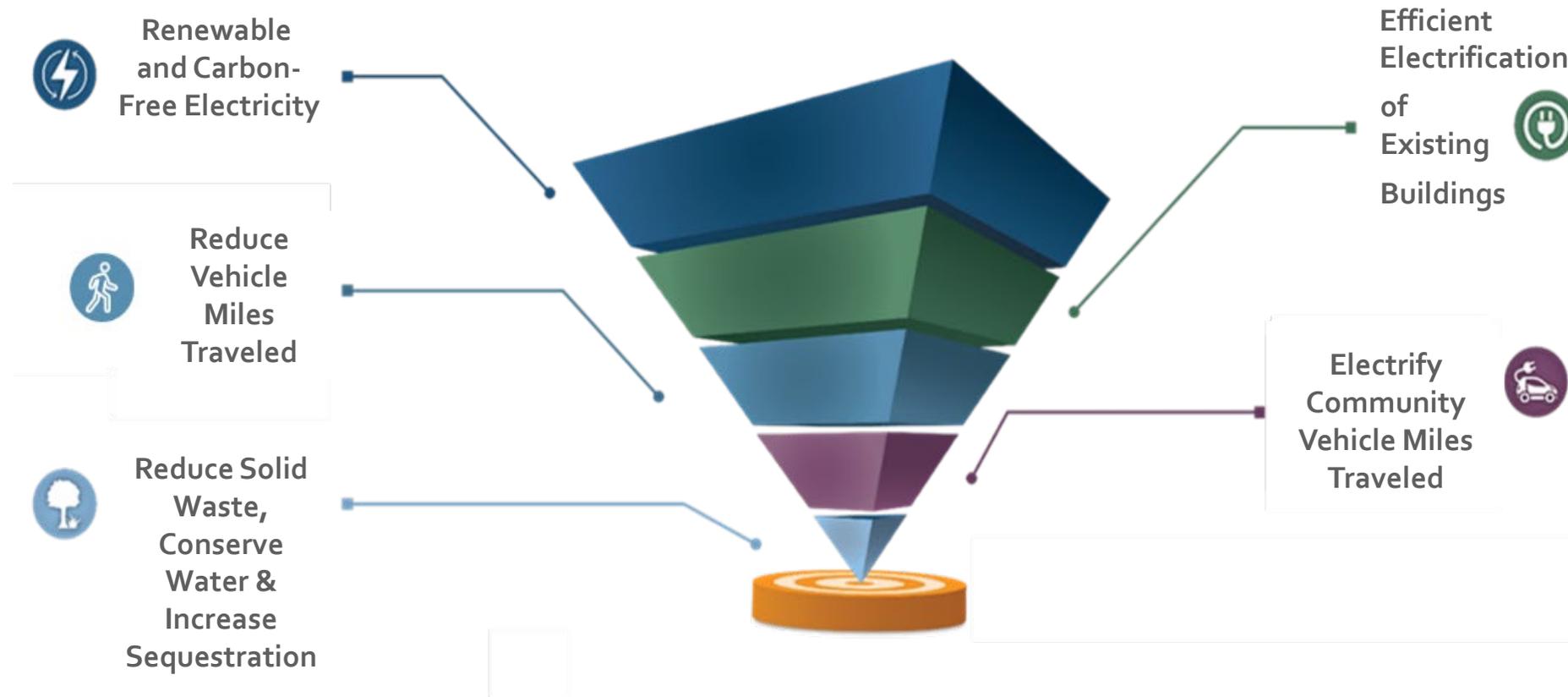
Emission Sources in Healdsburg

**Based on 2018 GHG emissions inventory*

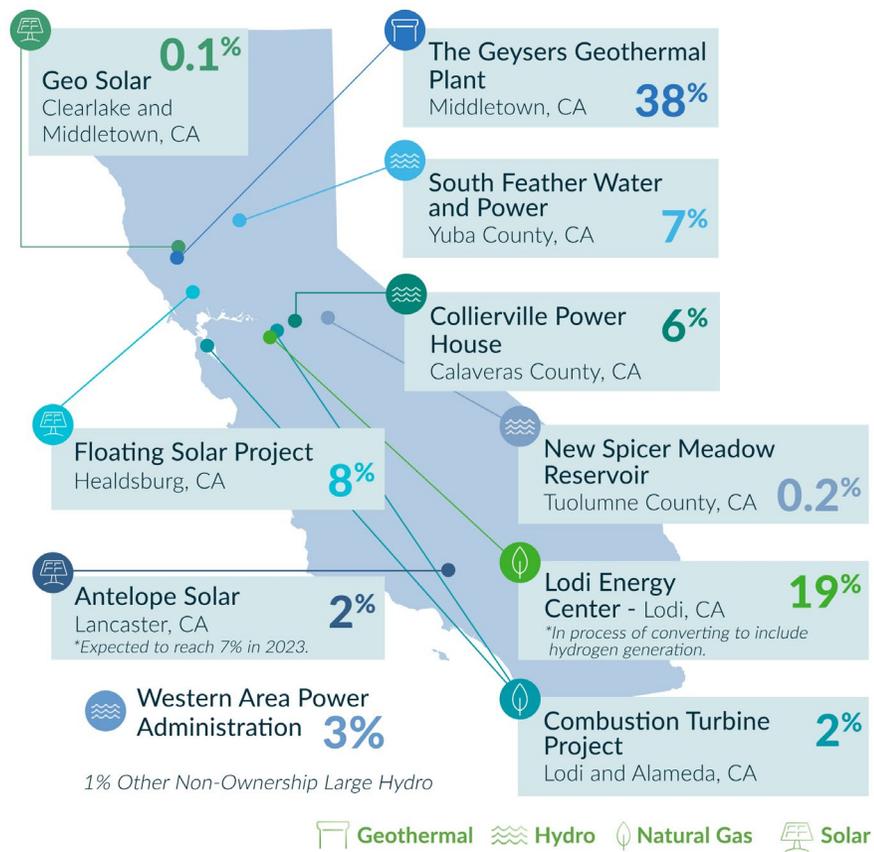
Figure 1 Healdsburg Baseline GHG Emissions Forecast (MT CO₂e) through 2045



Healdsburg GHG Forecast



Key Strategies to Reduce Emissions



Healdsburg Electricity

**2022 community-wide electricity sources*

Key Strategy Attributes

Structural Change

- Action that establish a program/policy/ordinance to meet goal

Education

- Action to educate community and stakeholders to generate buy-in, promote programs, and promote behavioral change

Equity

- Actions that engage and consider vulnerable communities, such as low-income, fixed income seniors, and agricultural workers, to ensure overall community benefit and limit secondary impacts

Feasibility and Planning

- Actions to understand the details/obstacles/feasibility of a program to identify best path forward for implementation

Funding

- Actions focused on financial backing to fund implementation of measure

Partnerships

- Actions to engage with outside non-profits or agencies to help with implementation of measure and actions

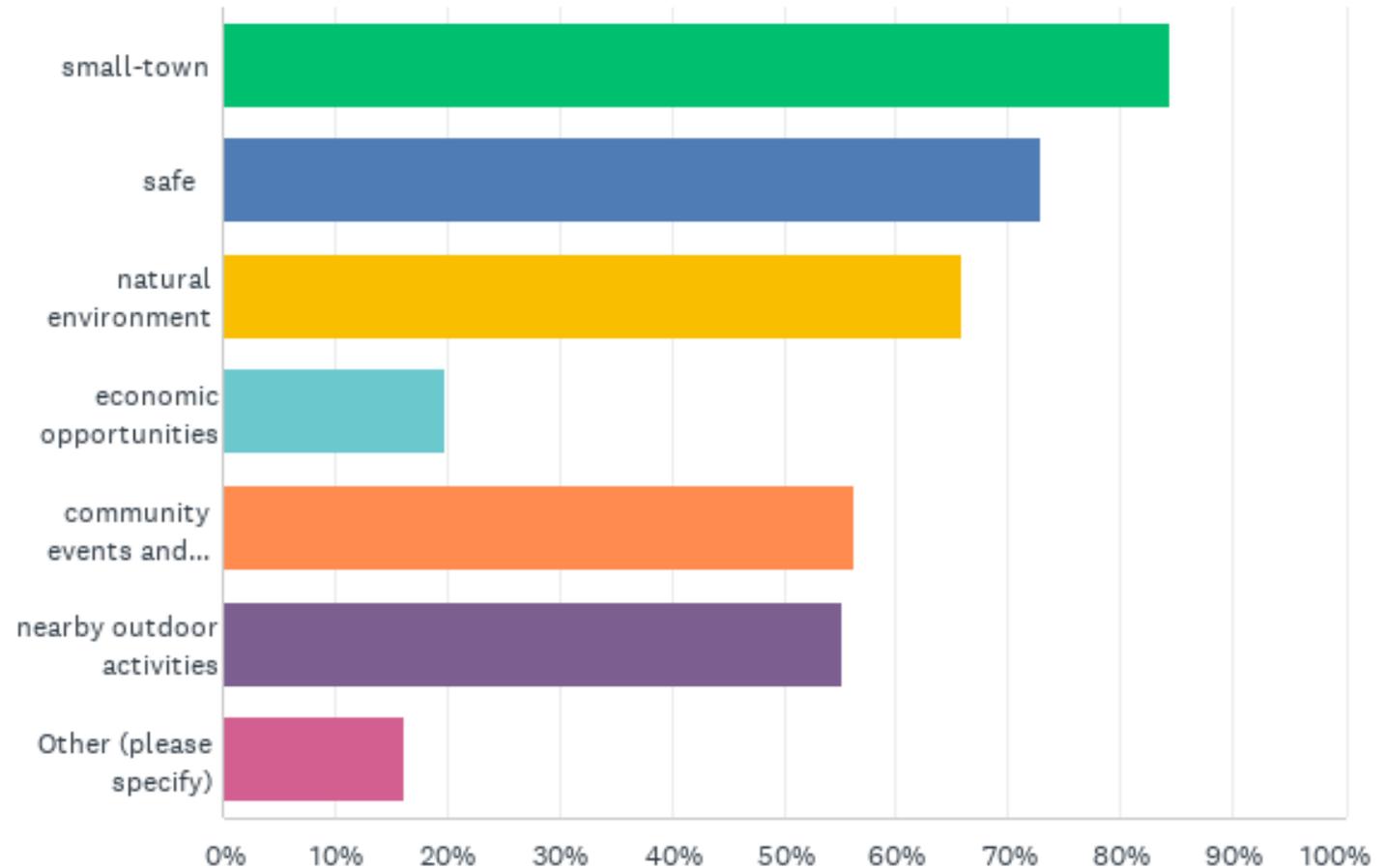
Climate Survey 2 Feedback Summary

	Break down within Measure (weighted)	Break down within Sector	Rank Across All Measures
Energy			
Increase Carbon-free Electricity (60% renewable)	18%	47%	10
Increase Carbon-free Electricity (85% renewable & carbon-free)	37%		2
Increase Carbon-free Electricity (100% renewable & carbon-free)	45%		1
Electrification of New Construction (90% of energy use for appliances)	26%	30%	11
Electrification of New Construction (95% of energy use for appliances)	32%		9
Electrification of New Construction (100% all-electric buildings)	41%		3
Electrification of Existing Buildings (10% of existing buildings)	23%	22%	19
Electrification of Existing Construction (25% of existing buildings)	47%		8
Electrification of Existing Construction (100% of existing buildings)	30%		13
Transportation			
Shift Driving to Walking and Biking (8% of trips)	19%	36%	22
Shift Driving to Walking and Biking (10% of trips)	26%		18
Shift Driving to Walking and Biking (15% of trips)	55%		4
Shift Driving to Public Transit or Car Share (3% of trips)	20%	28%	23
Shift Driving to Public Transit or Car Share (10% of trips)	34%		15
Shift Driving to Public Transit or Car Share (25% of trips)	45%		12
Increase Electric Vehicle Adoption (10% increase)	16%	35%	24
Increase Electric Vehicle Adoption (20-25% increase)	27%		16
Increase Electric Vehicle Adoption (40-50% increase)	57%		5
Waste			
Reduce Organic Waste (60% waste diversion)	13%	100%	26
Reduce Organic Waste (80% waste diversion)	28%		17
Reduce Organic Waste (90% waste diversion)	59%		6
Water			
Reduce Water Consumption (5% water conservation)	23%	100%	25
Reduce Water Consumption (25% water conservation)	44%		14
Reduce Water Consumption (50% water conservation)	33%		21
Carbon Sequestration			
Increase Carbon Sequestration (Protect and maintain existing trees)	12%	100%	27
Increase Carbon Sequestration (500 trees planted)	25%		20
Increase Carbon Sequestration (Partnerships, land use policies, pilot projects)	63%		7

Community
Feedback:

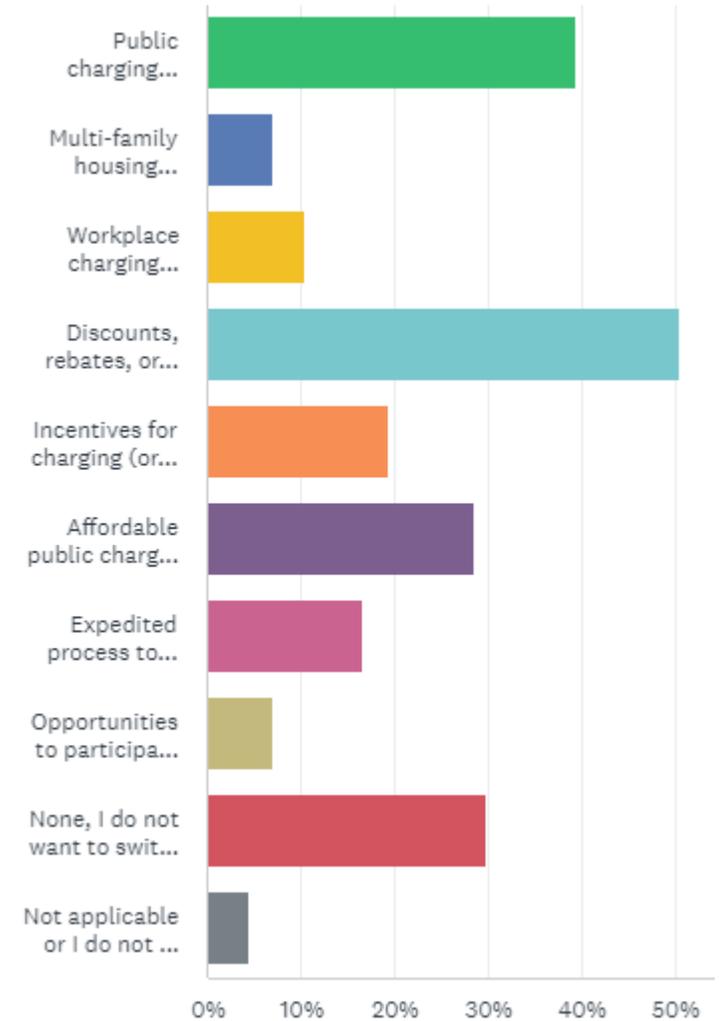
Community Values

What aspects of your community do you value most?



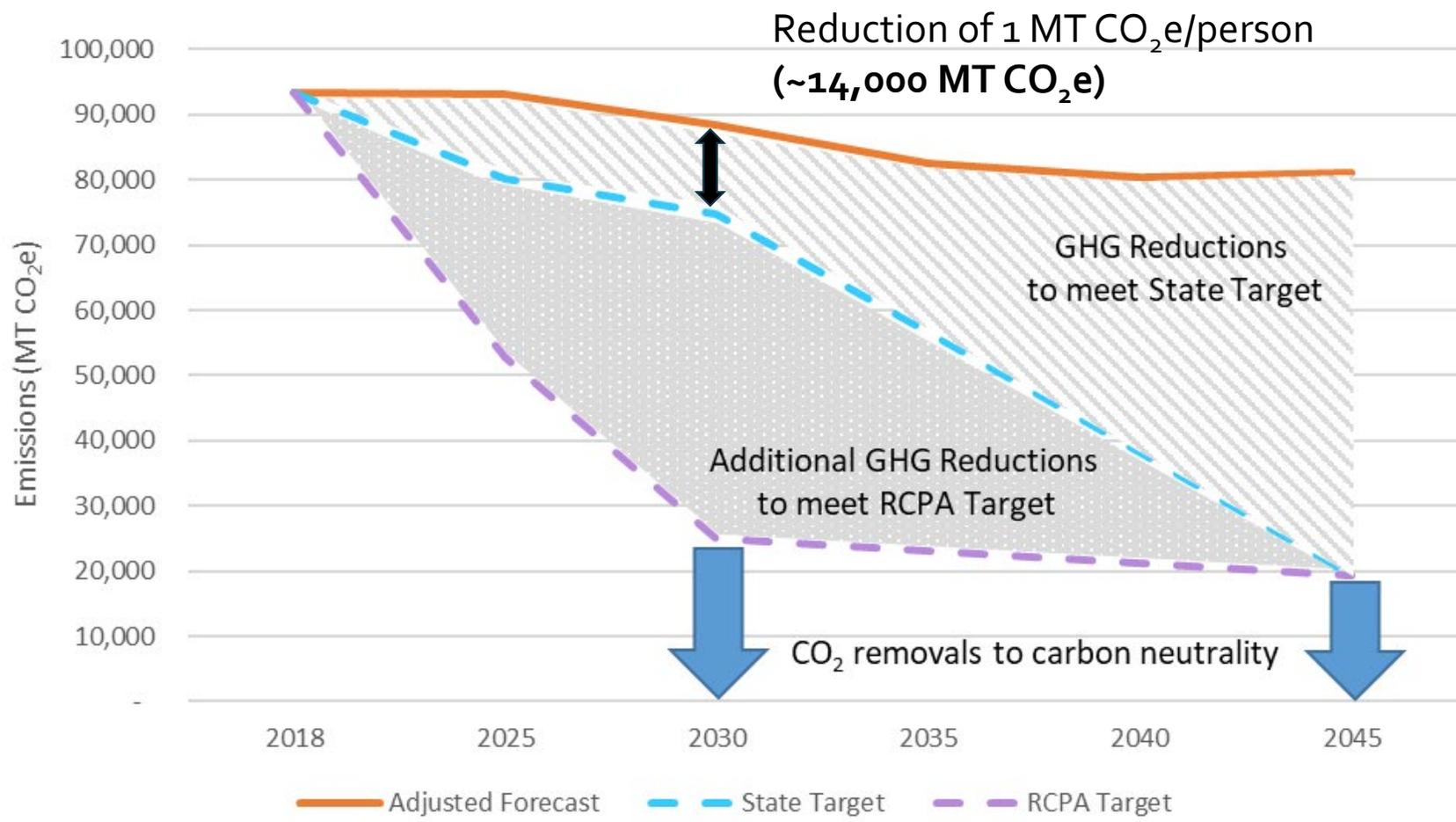
EV Resources

Replacing gas- and diesel-powered vehicles with electric vehicles for residential use can result in substantial GHG reductions. Upfront costs can include the comparative initial vehicle purchase and optional charging infrastructure, with expected maintenance and fuel cost savings. If you do not currently own an EV, which of the following resources would be most likely to encourage you to replace your current vehicle with an EV? If you already own an EV, which of the following resources would be most important to support your EV usage? Select up to 3.



Healdsburg Climate Mobilization Strategy

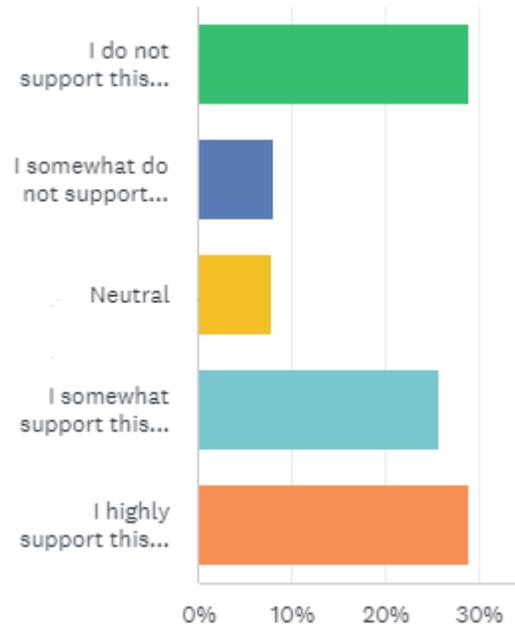
GHG Targets



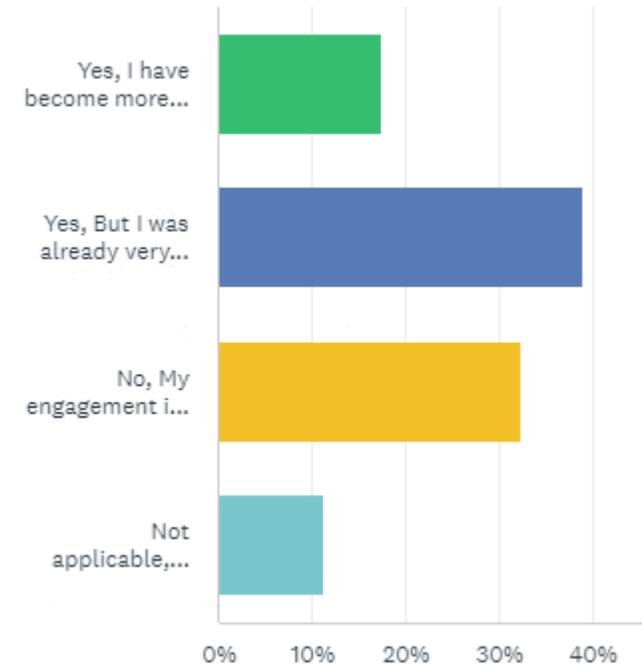
*Efficiency targets included in chart

Implementation Plan

Do you support this proposed implementation plan?



From participating in the development or providing input on the CMS, have you become more engaged in climate topics?





CITY OF HEALDSBURG CITY COUNCIL AGENDA STAFF REPORT

MEETING DATE: September 5, 2023

SUBJECT: Review Draft Climate Mobilization Strategy

PREPARED BY: Andrew Sturfels, Assistant City Manager

STRATEGIC INITIATIVE(S):

Provide Effective Governance

Pursue Initiatives that Promote Environmental Stewardship

RECOMMENDED ACTION(S):

Receive a presentation from City Staff presenting the draft Climate Mobilization Strategy and provide feedback to staff.

COMMUNITY ENGAGEMENT/OUTREACH:

A key goal of the Climate Mobilization Strategy (CMS) was to be a community-driven process. To gain as much input from a diverse set of community members, the City hosted 4 CMS community events that were open to the community members and advertised using multiple outreach methods. Events were hosted in person, virtually, and throughout the year to provide many opportunities for community engagement and feedback. The City partnered with Corazón Healdsburg to facilitate each of the events in Spanish, helping the diverse voices of the community to be heard throughout the process. The City also hosted stakeholder group meetings, including with Climate Action Healdsburg, Healdsburg Chamber of Commerce Government Affairs Committee, Healdsburg Rotary Club, Healdsburg Senior Center, and Healdsburg High School Eco-Art Club. Event development was dynamic, taking feedback from each event and adjusting accordingly to increase access and engagement.

Additionally, the City issued three surveys with the goal of gaining an understanding of the community's current interest and concerns surrounding climate change, and what projects and actions the community would like to see the City prioritize to reduce impacts of climate change, while retaining the character of the City. The first survey received over 260 responses, with 256 English response and 12 Spanish responses. The second survey received approximately 460 responses, 106 of which were in Spanish, and an additional 65 responses received from the Climate Fest Activity.

The third survey launched on August 22 and is currently open until September 10, 2023 and

actively receiving responses. Preliminary results will be provided during the Council presentation.

The Open House hosted on July 26, 2023 was well-attended by approximately 70 community members, of which approximately a dozen were Spanish speakers. Participants received a brief presentation about the CMS and then interacted with various sector stations around the room to participate in dot voting, ask questions, and discuss items with City staff, partners, and consultants. Key takeaways include:

- In general, participants were very supportive of the proposed CMS measures and actions.
- The actions that received the highest number of green dots (indicating supportive) were: Developing a Street Tree Master Plan (62 dots), Developing a Tree Protection Ordinance (75 dots), Reducing organic material in the waste stream and increasing solid waste diversion from landfills (28), and Creating a Climate Program Manager position (31 dots).
- The actions that received the highest number of red dots (indicating not supportive) were: Investigating parking policies to disincentivize single passenger vehicles (5 dots), Conducting an analysis on impacts of downtown parking fees (4), Electrification feasibility study (3), Residential building electrification feasibility study (3), Commercial building electrification feasibility study (3), Decarbonizing municipal buildings and facilities (3), Programs and incentives for EV charger installations (3), and Creating a Climate Program Manager position (3 dots).
- Other comments included leveraging existing resources or programs run by the State or Federal level where possible, Promoting more education, High interest in trees and water, Higher interest in alternative transportation than EV-related items, Concerns around costs and amount of studies.

Community insight is incredibly valuable for this process as it confirms that the CMS aligns with the specific needs and aspirations of the people it aims to serve. A full list of outreach and engagement activities is included in Attachment 4.

BACKGROUND:

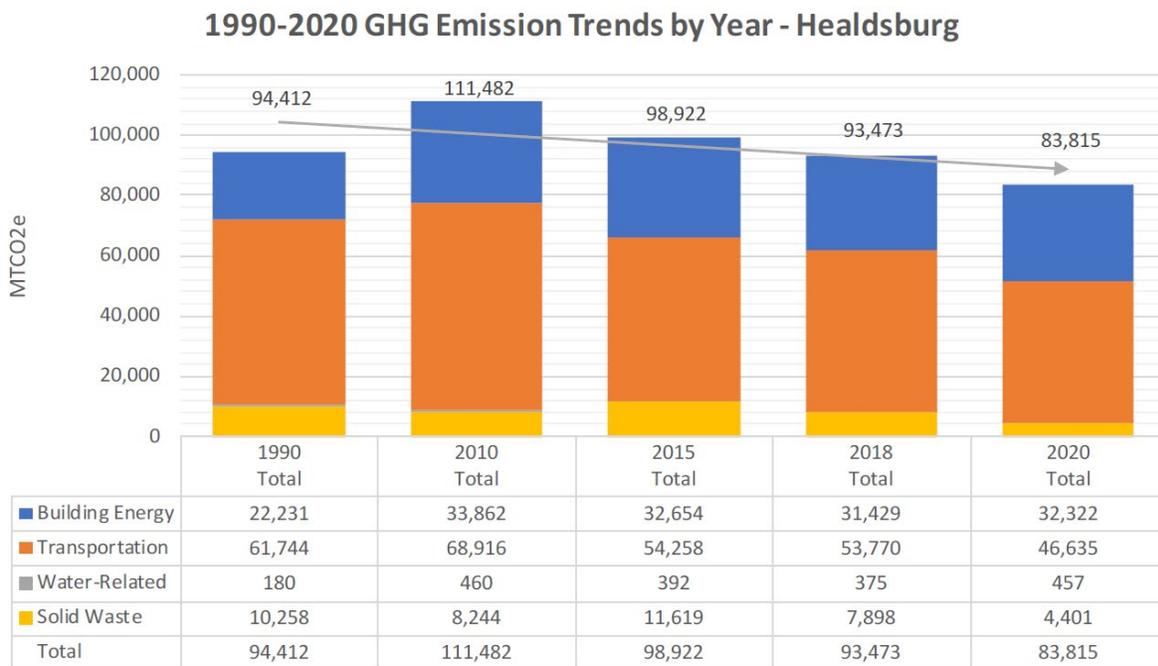
Human activities that result in greenhouse gas emissions have warmed the Earth to a point that threatens climate stability, setting in motion significant threats to the Earth's ecosystems, including droughts, floods, extreme weather events, increased heat, wildfires, species extinction, and accelerating ice mass loss that will result in sea-level rise. Restoring a safe and stable climate requires immediate and sustained action. Senate Bill 32, adopted in 2016, established a state-wide goal to achieve 40% GHG emissions reductions from 1990 levels by 2030. In 2022 Assembly Bill 1279 (Muratsuchi) codified the State's goal of achieving net-zero greenhouse gas emissions (GHG) by 2045 and maintaining net-neutral greenhouse gas emissions thereafter.

In July 2016, the Sonoma County Regional Climate Protection Authority (RCPA) released a Climate Action Plan for 2020 and beyond for Sonoma County. In March 2021, RCPA released a Climate Mobilization Strategy. This strategy calls for a more aggressive goal than the State of achieving carbon neutrality by 2030. For purposes of RCPA's plan, carbon neutrality is defined as achieving GHG reductions at levels 80% below 1990 levels and achieving the ability to sequester the remaining 20% of GHG emissions. Several other communities in the region,

including Santa Rosa, Sebastopol, and Windsor, have adopted Climate Mobilization Strategies, or comparable documents, that target actions each community can take to reduce GHG emissions.

In RCPA’s 2020 GHG Inventory for the County, the County achieved a 23% overall emission reduction from the 1990 baseline. During the time period of 1990-2020, the City of Healdsburg achieved an 11% GHG reduction overall, and a 26% GHG reduction per capita (See Figure 1).

Figure 1: 1990-2020 GHG Emission Trends by Year – Healdsburg



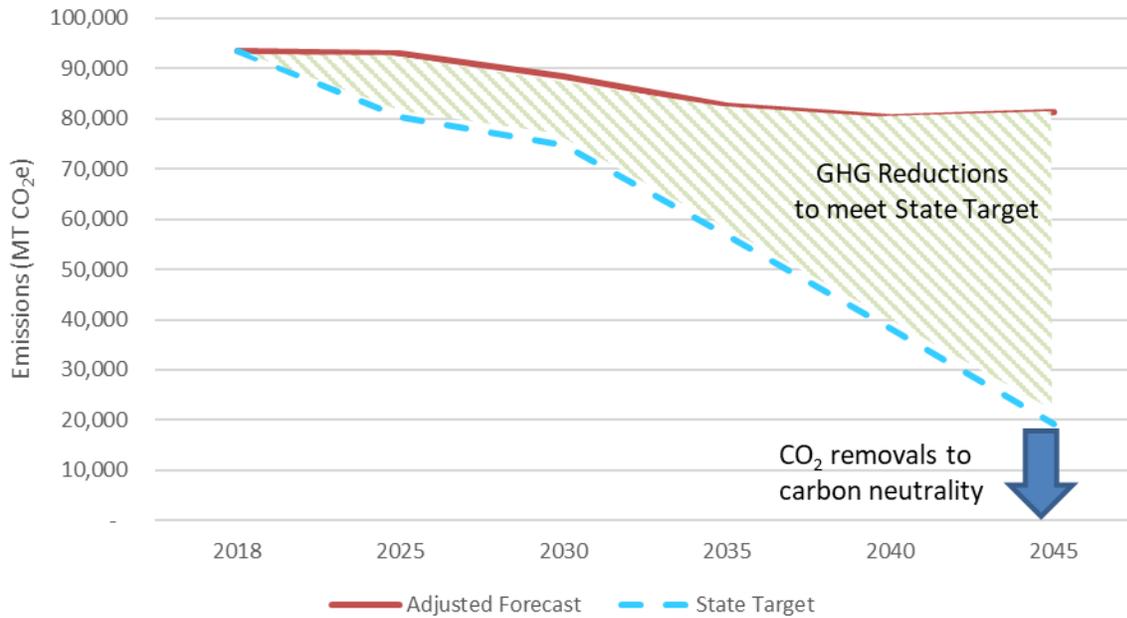
Source: RCPA, 2020 GHG Inventory

To support State and regional climate goals, Healdsburg aims to substantially reduce GHG emissions. The proposed CMS establishes an efficiency target of 40% reduction in GHG emissions per capita from 1990 levels in alignment with state goals, and in support of the RCPA goal recognizing that the City alone is not able to meet a carbon neutrality goal by 2030. The pathway to achieve Healdsburg targets in alignment with the state’s targets is shown in Figure 2. The emissions gap between Healdsburg’s forecasted emissions and the target pathway represent the amount of GHG emissions that Healdsburg is committed to reducing through local GHG reduction strategies and projects. For Healdsburg, the state’s efficiency target requires reducing emissions by 1.1 MT CO₂e per capita by 2030 and working towards carbon neutrality by 2045. Based on the forecasted population in 2030 and 2045 this translates to a mass emissions reduction of approximately 13,636 MT CO₂e and 81,219 MT CO₂e, respectively.

In areas where there is substantial community and Council support, as well as staff resources and budget, the City will seek to exceed the state’s efficiency target. The proposed CMS is expected to achieve a 31,675 MT CO₂e reduction if fully implemented by 2030, which translates to a reduction of approximately 2.5 MT CO₂e per capita, or 54% below 1990 per capita levels. This

would exceed the State’s 2030 efficiency target goal by nearly 15%.

Figure 2: Healdsburg GHG Emission Reduction Goals to Meet State Efficiency Target



Source: CMS Document

During the City Council Strategic Goal Setting Meeting on March 7th, 2022, Council adopted a strategic goal to develop a Climate Mobilization Strategy (CMS) and directed staff to include funding in the 2022-23 budget.

On October 17, 2022 City staff held a kickoff with the City Council outlining the process steps for developing a CMS. On November 21, 2022, the Council adopted a resolution approving a Professional Services Agreement with Rincon Consultants to support the development of the CMS. The approved scope of work included supporting the City with Emissions Forecasting and Target Analysis, Measure Development, Community Outreach and Engagement, development of the CMS document, and overall project management support.

On May 1, 2023 staff provided Council an update on the development of the Climate Mobilization Strategy. On June 20, 2023 staff presented to Council a draft list of measures and actions to consider for inclusion in the CMS. Following the meeting, Staff worked with the consultant to incorporate City Council, community, and City staff feedback into an updated measures and actions list, as well as to analyze City and Community costs for key measures and actions. The updated list and cost analysis was shared with the community during an Open House meeting, where staff and the consultant discussed the items with community members and gathered additional feedback.

Incorporating feedback received throughout the development process, staff worked closely with the consultant to develop the full draft Climate Mobilization Strategy document and an Implementation Plan for the next one to three years. The purpose of this agenda item is to share with the Council and public the draft CMS and Implementation Plan, obtain Council feedback on

key measures and actions, and set forward the path towards bringing a final CMS back to Council for proposed adoption.

DISCUSSION/ANALYSIS:

The draft CMS, included as Attachment 1 to this report, sets forth a roadmap for how the City will reduce GHG emissions in the near term to meet the established 2030 goals and make progress towards carbon neutrality in 2045. The CMS builds upon Healdsburg's previous efforts with actions that are equitable, achievable, and implementable. The CMS has **18 measures** that identify specific goals (i.e., Healdsburg activity data targets by 2030) within each sector that will contribute to the overall GHG reduction goal. The measures are organized into sectors, which relate to the specific area to which the strategies and actions pertain. These include Building Energy, Transportation, Solid Waste, Water and Wastewater, and Carbon Sequestration. Staff and Rincon analyzed each measure for costs. For each Measure, an analysis of City Cost, Community Cost, Cost Effectiveness, and Co-Benefits is included, and a key performance indicator is identified to help monitor progress.

Each measure also has supporting actions, which consist of the specific steps that the City will take in support of the strategies. Actions identify the supportive programs, policies, financial pathways, and other commitments that will accomplish a measure goal. The actions should be viewed as the steps to implement the goal. There are **92 actions** included in the CMS.

One of the key purposes of this CMS was to identify and prioritize key measures and actions to be implemented in the near-term that are most impactful at reducing GHG emissions. Therefore, an Implementation Plan has been developed for the next one to three years to provide a road map for City staff to focus their resources, budget, and staff capacity. The Implementation Plan considered the following criteria:

- GHG Reduction Potential
- Cost-effectiveness
- Community Interest and Support
- Funding Source
- Equity
- Federal and State Mandates
- In Progress / Time Dependent

The draft Implementation Plan, included as Attachment 5, includes **16 of the measures** and **61 of the actions** from the CMS. The implementation plan is intended to provide a roadmap for the current fiscal year as well as the next two-year budget cycle (Fiscal Year 24/25 and 25/26), which will begin development this winter. Measures and actions not included in the Implementation Plan will be revisited in preparation for the City's following budgeting cycle (Fiscal Years 26/27 and 27/28) or can be led by other organizations and community groups with minimal City support.

As mentioned above, cost-effectiveness was a consideration for selecting measures and actions to include in the Implementation Plan. Of the 18 overall measures, 2 were ranked as High cost-effectiveness (BE-2 and SW-1), 9 as Moderate (BE-1, BE-3, BE-4, BE-4A, T-2, T-4, T-5, T-5A,

CS-2), 6 as Low (T-1, T-2A, T-3, W-1, CS-1, CS-3), and 1 administrative measure as not applicable (F-1). Two of the measures ranked as Moderate cost-effectiveness are not included in the proposed Implementation Plan (T-2 and T-5). The measures that were ranked as Low were included in the Implementation Plan either because they are part of State mandates, they had substantially high community interest, and/or were determined to be necessary to support other measures.

Examples of key measures and actions in the Implementation Plan include:

- Measures and actions that detail how the City can meet existing State mandates:
 - Comply with the State’s Advanced Clean Fleet rule for zero-emission vehicles for the municipal fleet
 - Comply with Senate Bill 1383 for organic waste diversion and procurement of organic waste products
 - Update the Urban Water Management Plan and comply with the State’s upcoming Making Water Conservation a Way of Life regulation
- Measures and actions that further expand the City’s existing REACH Code in the next California Building Code update for 2026:
 - Update the existing new construction Electrification Reach Code to remove appliance exemptions
 - Develop a new Electrification Reach Code for existing residential and commercial buildings to require upgrading existing natural gas appliances to electric appliances during large renovations (\$250,000 residential, \$500,000 commercial)
 - Develop a new EV Reach Code for increased EV chargers
- Measures and actions specific to City municipal operations to lead by example:
 - Decarbonize municipal buildings and facilities through retrofitting natural gas appliances with electric alternatives and increasing energy efficiency
 - Decarbonize the municipal fleet using electric alternatives for on-road and off-road vehicles and equipment
 - Identify administrative needs for successful CMS implementation
- Measures and actions to conduct studies to inform new policies or programs:
 - Conduct electrification infrastructure and capacity feasibility studies to inform a resolution for 85% renewable and no-carbon electricity sources
 - Explore the development of a micro-mobility or car-share program
 - Investigate parking policies to disincentivize single passenger vehicles
- Actions that develop or leverage partnerships and address equity benefits throughout the Implementation Plan:
 - Developing energy efficiency programs for income-qualified customers and partnering with community organizations to promote available resources
 - Work with Sonoma County Transit Authority to update the Active Transportation Plan
 - Preserving existing trees and planting new trees, as well as maintaining existing restoration projects

For this agenda item, staff seek Council feedback on the following questions to develop the final CMS:

1. Feedback on the overall CMS document, including whether there are any actions that should be removed, modified or added.
2. Feedback on Measure T-3, which focuses on discouraging single passenger vehicles by considering parking fees in downtown. In addition to the policy considerations, this action would take considerable staff resources to implement. Council guidance is requested to determine if this should be pursued within the initial implementation period.
3. Feedback on the proposed expansion of the existing REACH code as part of the next building code cycle. The City Council has previously discussed and provided direction on REACH code policy options and has therefore considered some of the pros and cons of the options for enhancing this policy.
4. Feedback on the proposed implementation plan, as it will guide proposed activities for the City workplan for the next 2.5 years.

ENVIRONMENTAL STEWARDSHIP:

The development and implementation of a Climate Mobilization Strategy will support the reduction of greenhouse gas emissions within the community. The proposed CMS is expected to achieve a 31,675 MT CO₂e reduction if fully implemented by 2030.

ALTERNATIVES:

The recommended action is to provide staff with feedback on the draft Climate Mobilization Strategy. Council can direct staff to include, modify, remove, or add any measures or actions from the CMS overall or from the Implementation Plan.

FISCAL IMPACT:

There is no direct fiscal impact for this presentation. Costs related to the development of the CMS were included in the Fiscal Year 2022-23 budget. The CMS, and specifically the implementation plan, contemplate a wide range of future City activities and actions that will include staff time costs, consultant costs, and new or expanded program costs. These specific costs will need to be considered as part of the overall budget context for the upcoming two-year budget cycle. Tasks that do not require budget action will be included in the City workplan and completed as staff resources allow.

ENVIRONMENTAL ANALYSIS:

Pursuant to Section 15378(b)(5) of the California Environmental Quality Act (“CEQA”) Guidelines, the recommended action is an administrative activity of the City and will not result in direct or indirect physical changes in the environment and is therefore not a project for purposes of CEQA.

ATTACHMENT(S):

- Attachment 1: Draft Healdsburg Climate Mobilization Strategy
- Attachment 2: Appendix A GHG Inventory, Forecast, and Targets Technical Memo
- Attachment 3: Appendix B Cost of Implementation
- Attachment 4: Appendix C Public Engagement Activities
- Attachment 5: Appendix D Implementation Plan
- Attachment 6: Appendix E Future Considerations