City of Healdsburg Climate Mobilization Strategy

Council Meeting

October 16, 2023

Recommended Action

Adopt a Resolution adopting the Climate Mobilization Strategy.

Healdsburg Climate Mobilization Strategy

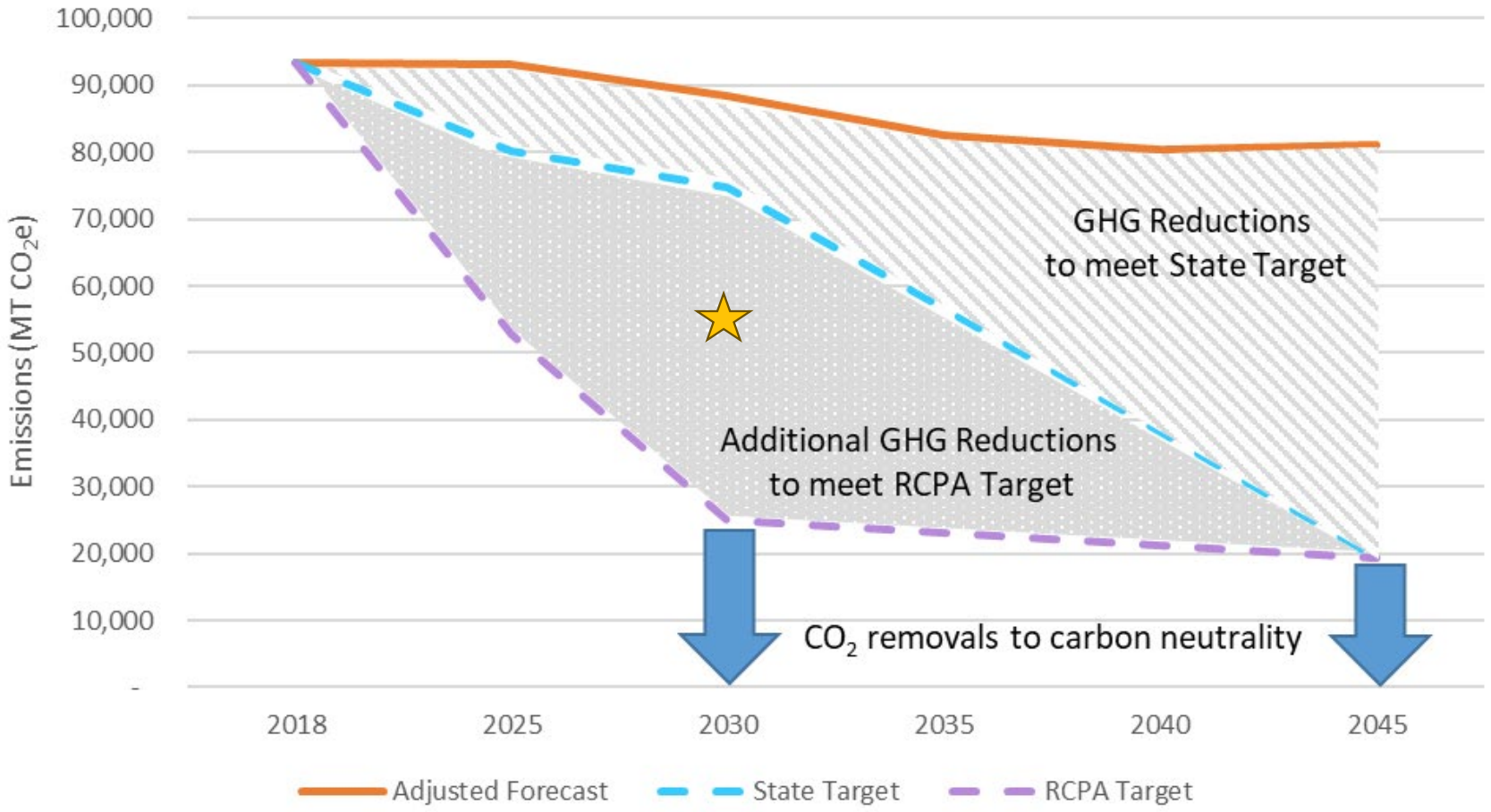
Purpose

- 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!

GHG Targets



**Efficiency targets included in chart*

GHG Reductions

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

Implementation Plan

- Overall CMS -> 2030
  - 18 measures
  - 93 actions
- Implementation Plan for next 1 to 3 years
  - Start 62 actions
- Types of measures/actions
  - Meeting State mandates
  - Guide new building Reach Code
  - Municipal operations
  - Studies to inform new policies/programs
  - Partnerships and equity

This Plan Supports

Increasing public transit, walkability, and mobility

Planting more trees

Reducing waste and increasing composting

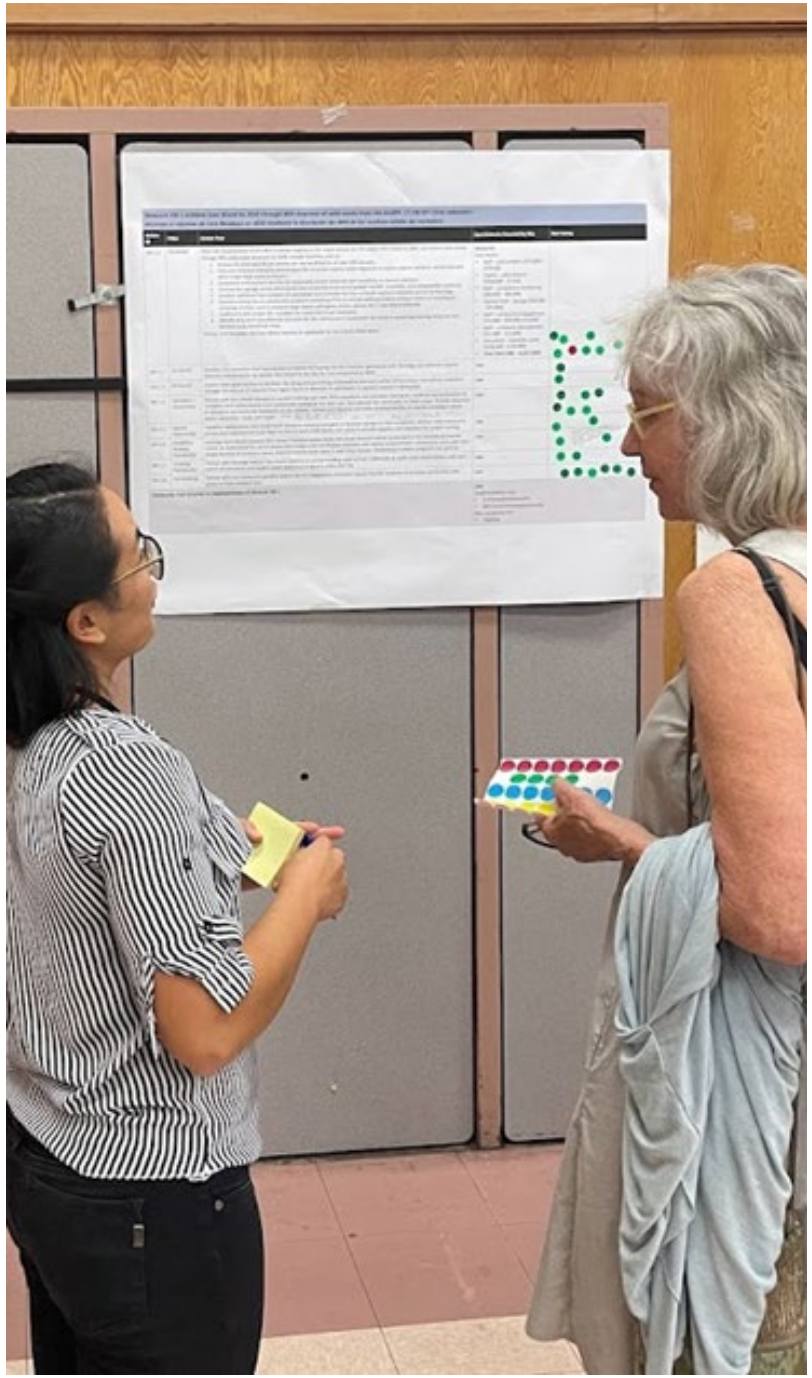
Continuing to lead on water conservation

Focusing on density and affordability

Increasing renewable electricity

Incentives for community members

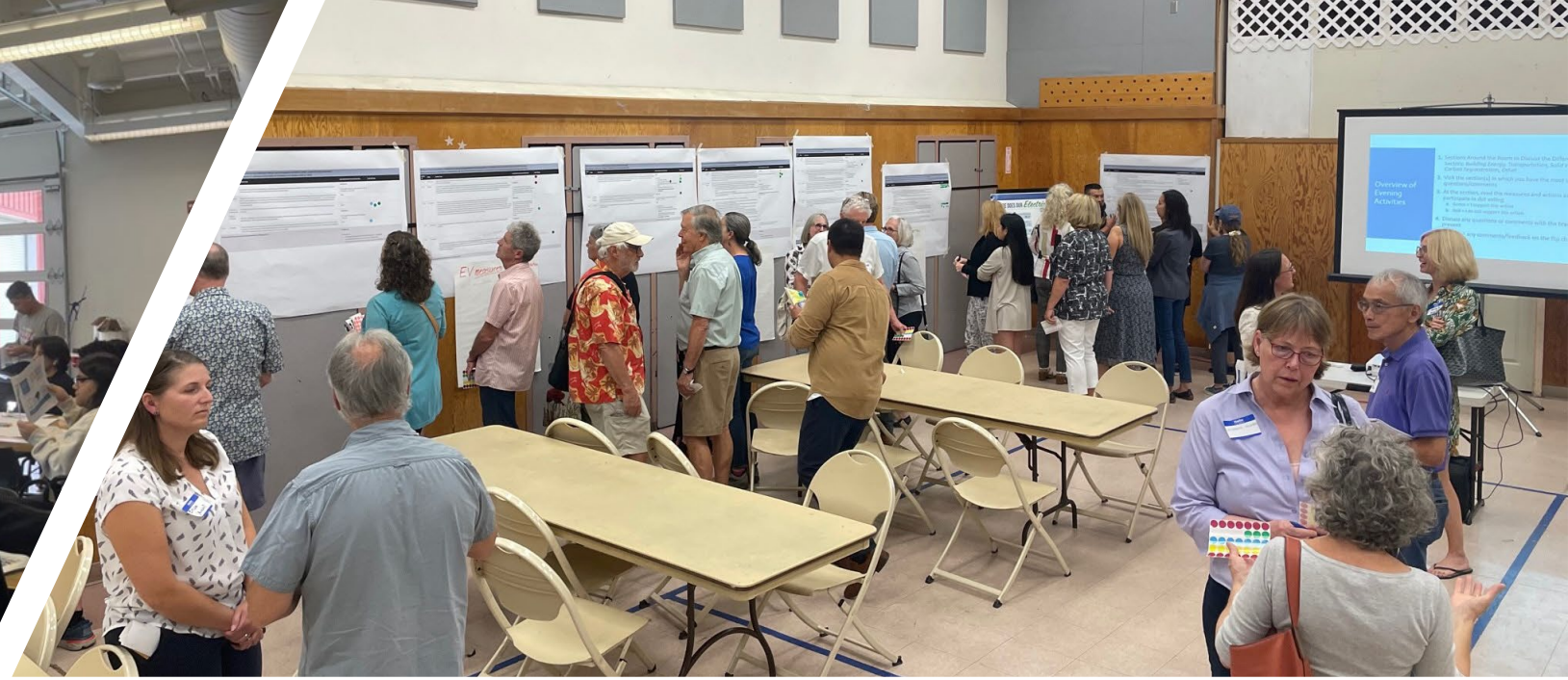
Supporting low-income community members with energy efficiency, electric appliances, and electric transportation




MaxLite
14%
Electricity
Electricidad
55%
On-Road Transportation
Transporte por carretera


MERRY
Christmas


CASA


Overview of Evening Activities

Final CMS Survey + Implementation Plan Changes

- August 22 – September 10
- 10 questions
- 476 responses
  - 404 English
  - 72 Spanish
- 5 significant changes made to Implementation Plan

CMS Survey Results

- 51% disagreed with the policy requiring electrification for existing buildings during large renovation projects
- 49% do not want to reduce individual driving
  - For those interested in reducing individual driving, most would use walking and biking
- 74% do not want paid parking in downtown
- 25% do not want to switch to an EV or do not own a car
  - For those interested in EV resources, incentives to offset initial costs, public charging, and affordable public charging rates were the most commonly selected
- 57% are not willing to pay an increased cost for increased renewable electricity
- 76% are already sorting organic waste
- 54% did not support the Implementation Plan presented in the survey

Implementation Plan Changes

- Added considerations for exemptions for health and safety and specific use cases to the new construction and non-residential Electric-Preferred Reach Code actions
- Added public transit action into Implementation Plan to work with public transit partners and rider groups to improve ridership and align with riders needs
- Removed parking fee related actions from Implementation Plan
- Added new action for denser residential development where applicable
- Added commercial EV adoption action to Implementation Plan for USPS fleet electrification white paper

Post Adoption Plans

- Staff will begin working on items in the Implementation Plan according to the schedule.
- Items with a cost will be considered as part of the upcoming budget development process.
- Larger projects will be considered as part of the upcoming City Council Workplan development.
- Staff will provide annual progress updates to Council.

Recommended Action

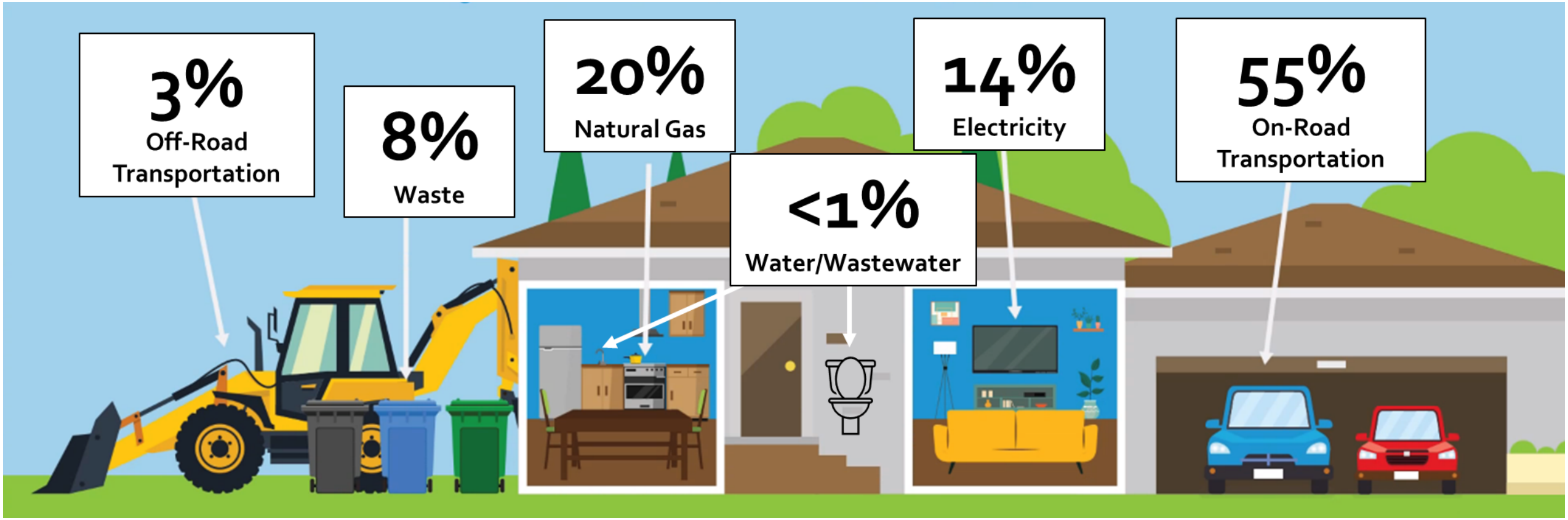
Adopt a Resolution adopting the Climate Mobilization Strategy.

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 CO_2e) through 2045

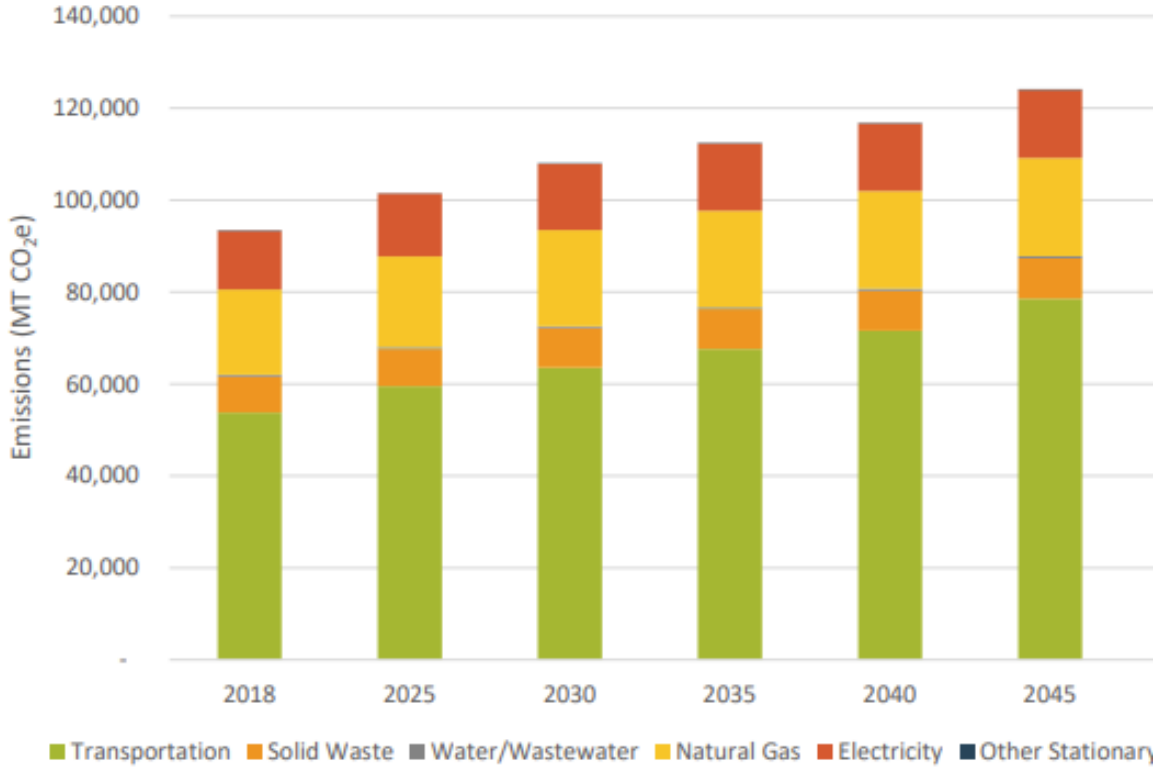
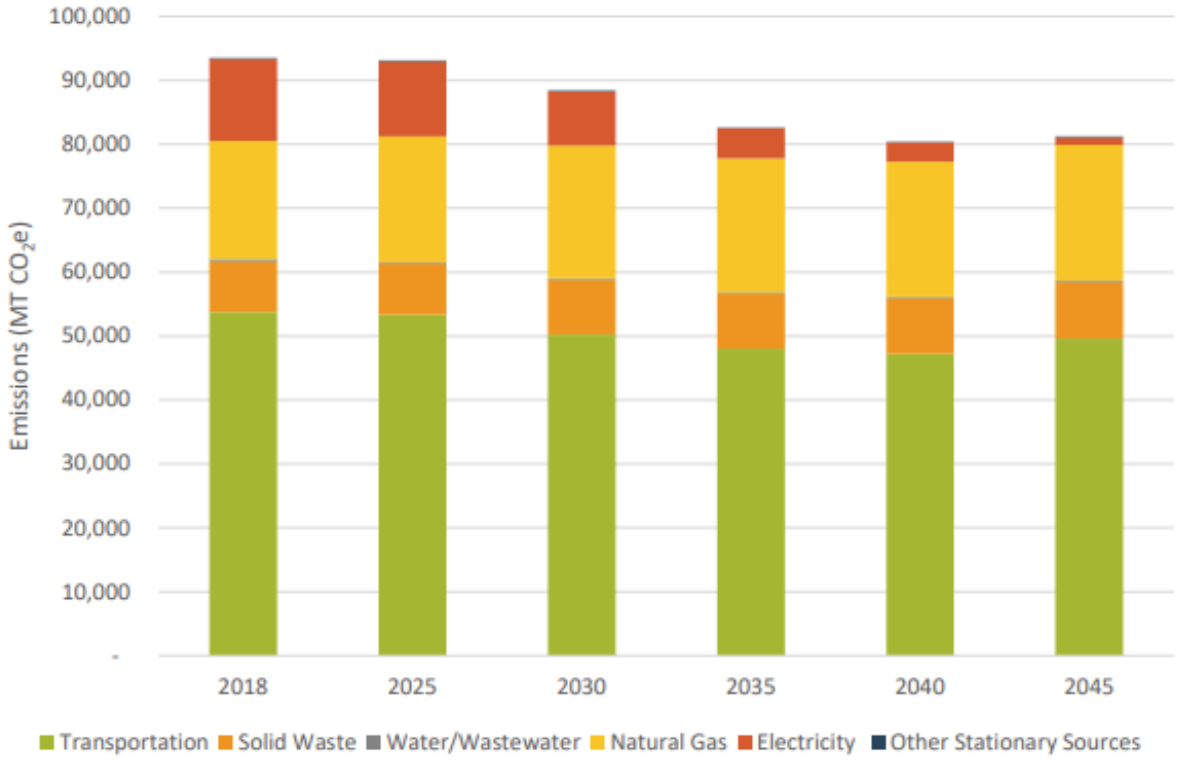
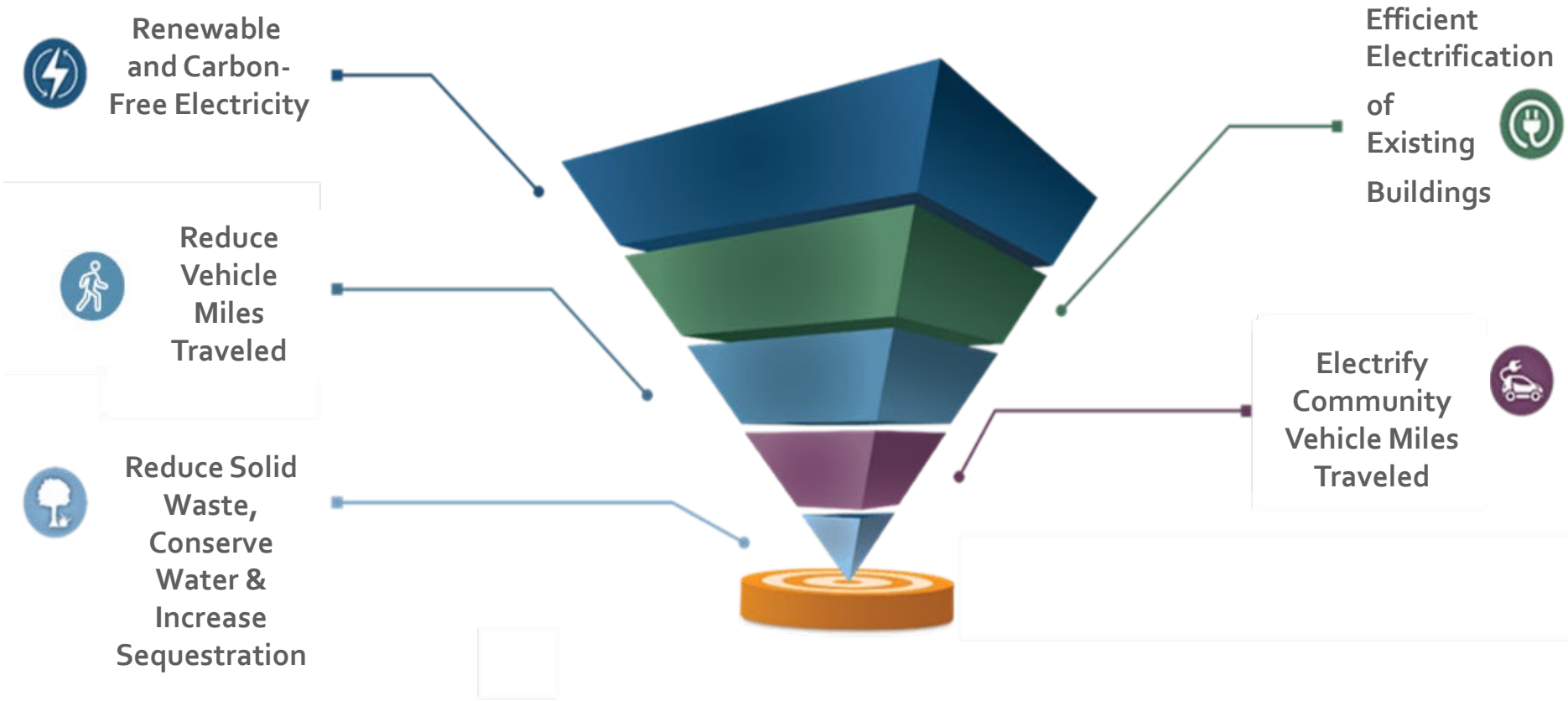


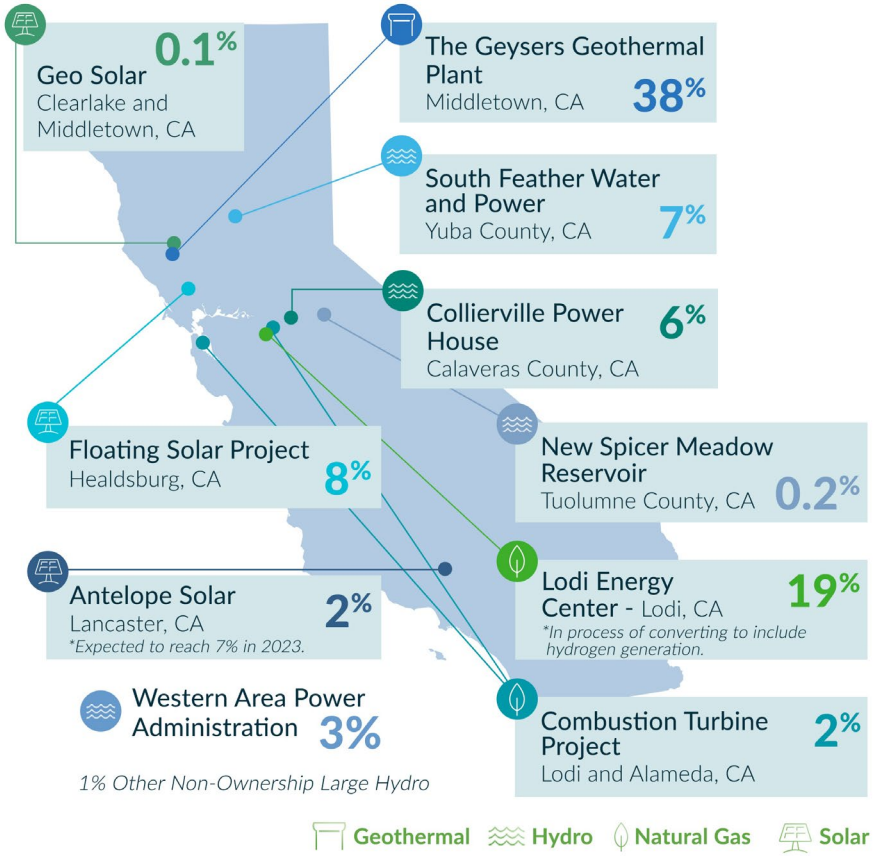
Figure 2 Healdsburg Adjusted GHG Emissions Forecast (MT CO_2e) through 2045



Healdsburg GHG Forest



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

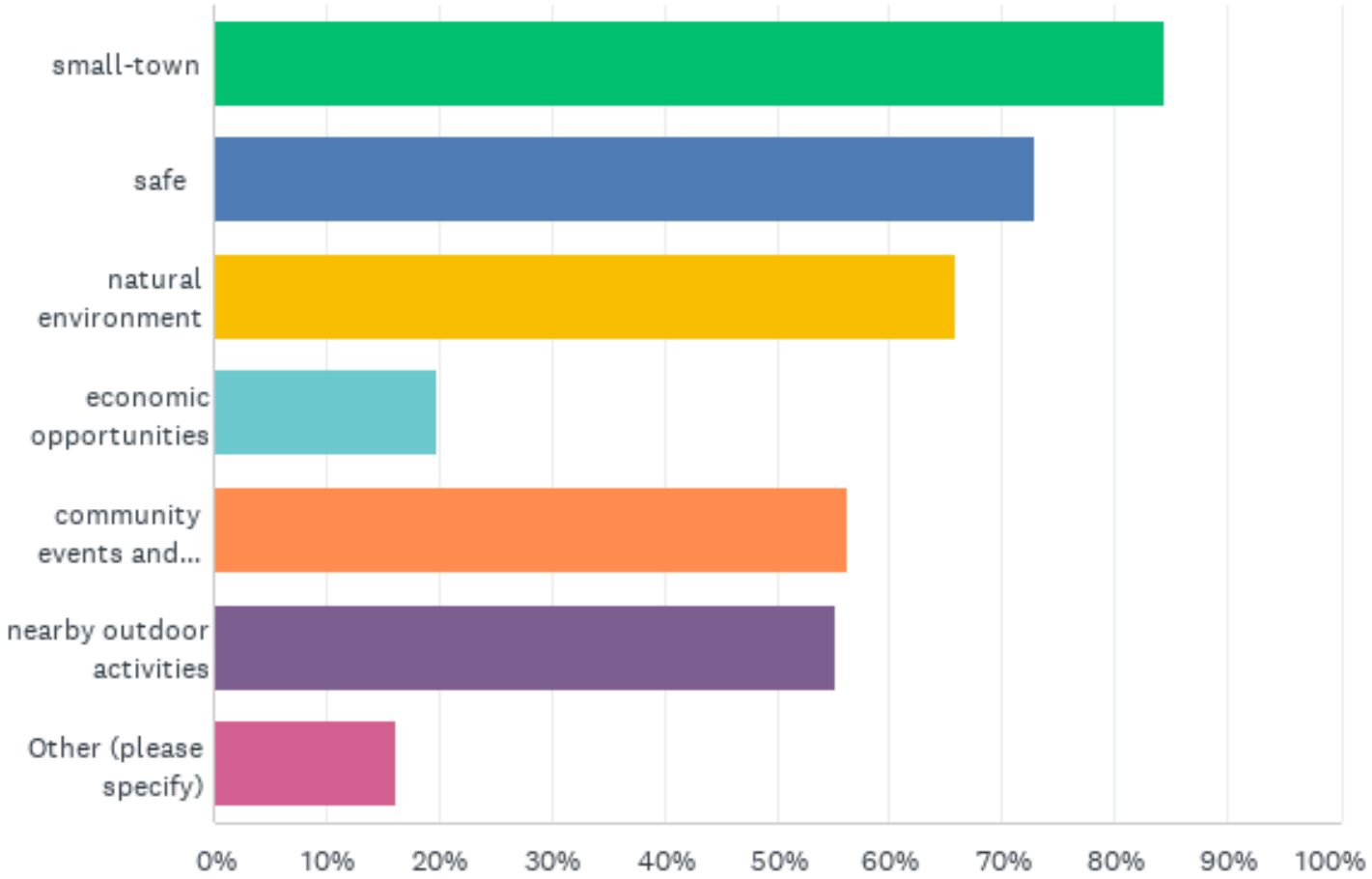
Partnerships

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

Community Feedback:

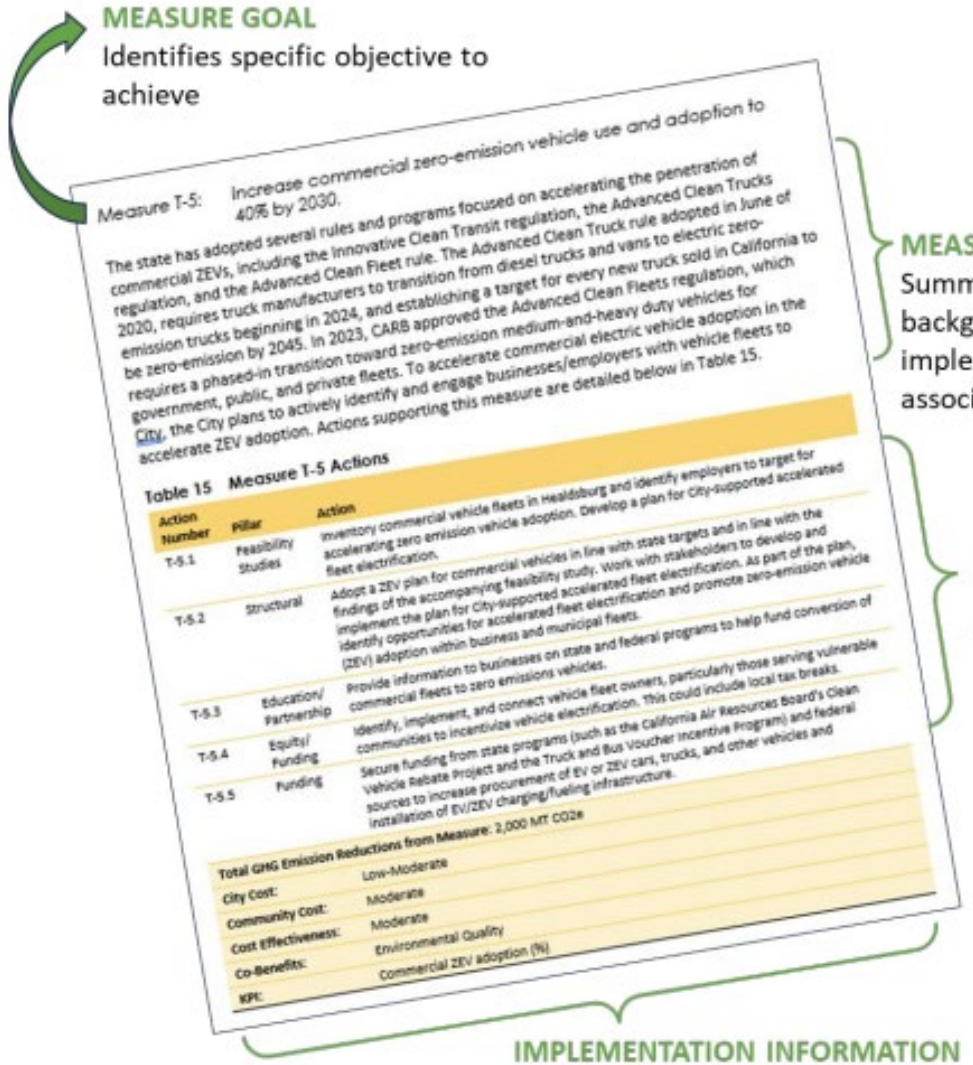
Community Values

What aspects of your community do you value most?



Strategy Development

CMS Document



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 GOAL
Identifies specific objective to achieve

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	• Partnering with local community-based organizations to promote new initiatives.	• Switching transportation modes from single occupancy vehicles to active transportation.
Low-Cost	▪ Policy Updates ▪ Community Outreach	▪ Additional energy bill costs for renewable energy compared to fossil fuel-based energy
Moderate-Cost	▪ Feasibility Studies ▪ Incentive and Compliance Programs ▪ Pilot Projects	▪ New fees ▪ Upfront costs partially offset by rebate opportunities
High-Cost	▪ Bike Lanes ▪ Energy Storage Systems ▪ EV Charging Networks	▪ New electric vehicle purchase prior to existing vehicle replacement

Building Energy

Measure / Example Actions	Cost-Effectiveness	Co-Benefits
BE-1: Procure 85% of electricity from renewable and zero-carbon sources by 2030 and 100% renewable and carbon-free no later than 2045. • Electrification infrastructure and capacity feasibility study • Council resolution	Moderate	
BE-4A: Decarbonize 50% municipal buildings and facilities by 2030. • Retrofit natural gas appliances with electric alternatives in City buildings and facilities	Moderate	

Building Energy

Measure / Example Actions	Cost-Effectiveness	Co-Benefits
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.	High	
BE-3: Decarbonize residential building stock by 10% by 2030. • 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	
BE-4: Decarbonize non-residential building stock by 10% by 2030. • 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
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. • Update Bicycle and Pedestrian Plan • Bicycle and e-bike promotion/programs	Low	
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. • Background review and analysis for on-demand e-shuttle and recommendations	Low	
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. • Pursue land use and development policies that promote increased residential density where applicable	Low	

Transportation

Measure / Example Actions	Cost-Effectiveness	Co-Benefits
T-4: Increase passenger zero-emission vehicle use and adoption to 50% by 2030. • In next building code cycle, develop an EV Charger Reach Code • Install and promote EV chargers and EV programs	Moderate	
T-5A: Lead by example and electrify or otherwise decarbonize the municipal fleet in compliance with the state's Advanced Clean Fleet Rule. • 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

Measure / Example Actions	Cost-Effectiveness	Co-Benefits
T-2: Implement programs for public transportation that achieve 10% of public transit mode share by 2030. • Work with partners and rider groups to improve ridership	Moderate	
T-5: Increase commercial zero-emission vehicle use and adoption to 40% by 2030. • Complete white paper for USPS fleet electrification in Healdsburg	Moderate	

Solid Waste

Measure / Example Actions	Cost-Effectiveness	Co-Benefits
SW-1: Achieve Zero Waste by 2030 through 90% diversion of solid waste from the landfill. • 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	
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. • 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
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. • 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
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. • Develop a Street Tree Master Plan • Develop a new Tree Protection Ordinance	Low	
CS-2: Maintain and expand existing restoration projects to sequester carbon in restored lands. • Continue maintenance of open spaces and green spaces	Moderate	

Administrative Needs

Measure / Example Actions	Cost-Effectiveness	Co-Benefits
F-1: Identify Administrative Needs for Successful CMS Implementation. • Consider creating a Climate Program Manager new position • Reporting on CMS progress and GHG emission inventories	NA	

CITY OF HEALDSBURG
CITY COUNCIL AGENDA STAFF REPORT

MEETING DATE: October 16, 2023

SUBJECT: Final Climate Mobilization Strategy

PREPARED BY: Terra Sampson, Utility Conservation Analyst

STRATEGIC INITIATIVE(S):
Provide Effective Governance
Pursue Initiatives that Promote Environmental Stewardship

RECOMMENDED ACTION(S):
Adopt a Resolution adopting the Climate Mobilization Strategy.

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 four 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 Climate Action Healdsburg, Healdsburg Chamber of Commerce Government Affairs Committee, Healdsburg Rotary Club, Healdsburg Senior Center, and the 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 was open from August 22 to September 10, 2023 and received 404 English responses and 72 Spanish responses. The intent of this third survey was to drill down on some

specific policy proposals that staff believed to be more controversial than the rest of the plan. A summary of results includes:

- The survey asked respondents about their willingness to pay additional electricity costs that would likely be associated with the CMS goal to obtain 85% renewable and carbon-free electricity by 2030. Overall, 57% of respondents were not willing or somewhat unwilling, 37% willing or somewhat willing, and 7% were neutral. A majority of Spanish speaking respondents (87%) were not willing to take on this cost.
- Respondents were asked to what extent they agree with a policy that requires existing gas appliances to be upgraded to electric appliances for existing buildings during large renovation projects (over $250,000 residential, and over $500,000 commercial). Overall, 51% of respondents disagreed with the policy, 32% agreed, and 17% were neutral or indicated that this was not applicable as they were not building owners.
- The survey asked several questions related to driving, including whether respondents were willing to pay a parking fee downtown to reduce individual driving, which alternative transportation method the respondent would most likely use, and what resources would need to be available to encourage purchase and use of an electric vehicle (EV). The majority of survey respondents (74%) opposed the implementation of a downtown parking fee. Regarding alternative transportation methods, 49% of respondents indicated that they did not want to reduce their individual driving with a majority of Spanish speaking respondents (73%) noting this. However, 40% of English speaking respondents indicated that walking or biking would be a preferred method to reduce individual driving. Overall, 20% of respondents indicated that they do not want to switch to an EV with 55% of Spanish speaking respondents indicating this. An additional 39% of Spanish speaking respondents found that measures related to EVs are not applicable because they do not own a car. Of the EV resources selected, incentives to offset initial costs, public charging opportunities, and affordable public charging rates were the most commonly selected.
- Overall, 76% of respondents are already sorting their organic waste and an additional 9% plan to. Though 32% of Spanish speaking respondents are currently sorting organic waste, 39% are not and do not plan to.
- When asked whether the respondent supports the implementation plan, 54% of respondents did not support the plan and 39% of respondents did support the plan. A majority of Spanish speaking respondents did not (88%); while there was a split response from English speaking respondents (45% support, 48% not support). The survey focused on the more difficult actions and did not ask about other supportive and engagement actions that are also included in the CMS, which could have contributed to lower levels of support. Edits were made to some CMS actions to address feedback and comments received.

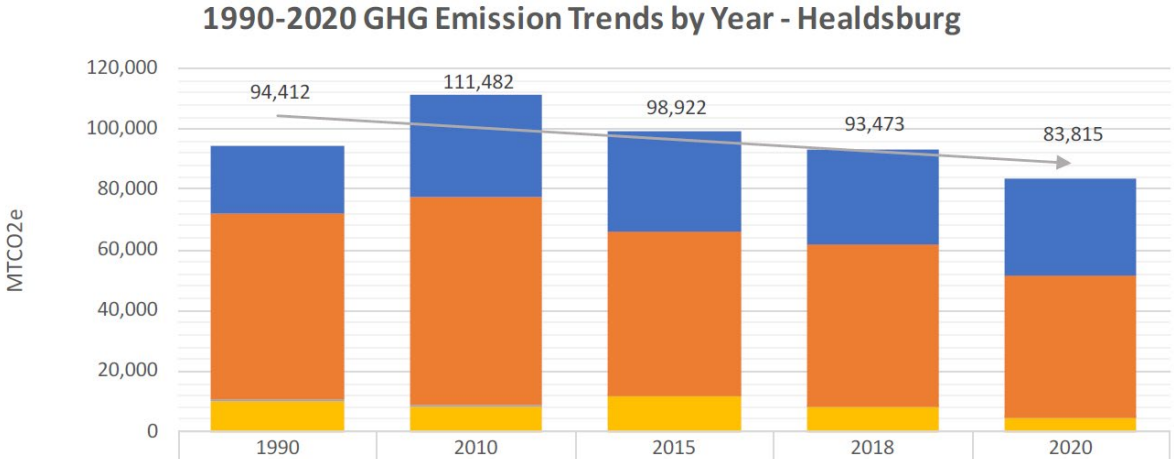
The results of this survey were used to guide revisions to several components of the CMS and Implementation Plan. A summary of the most recent changes is included in the next section of this report. Community insight is incredibly valuable for this process as it provides insight into the extent to which 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 Appendix C of Attachment 1.

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



	1990 Total	2010 Total	2015 Total	2018 Total	2020 Total
Building Energy	22,231	33,862	32,654	31,429	32,322
Transportation	61,744	68,916	54,258	53,770	46,635
Water-Related	180	460	392	375	457
Solid Waste	10,258	8,244	11,619	7,898	4,401
Total	94,412	111,482	98,922	93,473	83,815

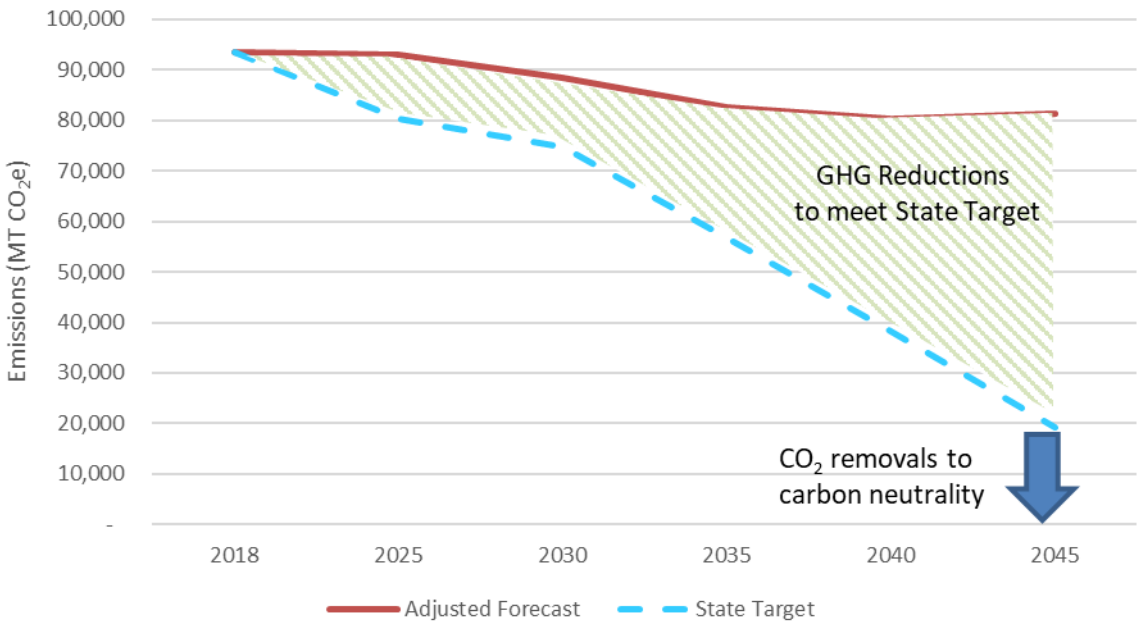
Source: RCPA, 2020 GHG Inventory

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 City Council support, as well as available 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. On September 5, 2023 staff presented to Council the draft CMS document and Implementation Plan. Following the meeting and the final online survey, Staff worked with the consultant to incorporate City Council, community, and City staff feedback into the final CMS for consideration of adoption.

Incorporating feedback received throughout the development process, staff worked closely with the consultant to develop the full Climate Mobilization Strategy document and an Implementation Plan for the next one to three years. The purpose of this agenda item is to bring a final CMS back to Council for proposed adoption.

DISCUSSION/ANALYSIS:
The 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 **93 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 Implementation Plan, included as Appendix D of Attachment 1, includes **62 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.

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
    - Pursue land use and development policies to support active transportation and public transit
    - Complete white paper on USPS fleet electrification to inform commercial fleet electrification in Healdsburg
- 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 and with Sonoma County Transit to improve public transit ridership
    - Preserving existing trees and planting new trees, as well as maintaining existing restoration projects

Significant changes made to the draft CMS and Implementation Plan include:

- Added considerations for exemptions for health and safety and specific use cases to the new construction and non-residential Electric-Preferred Reach Code actions
    - Staff received feedback from business community members with concerns relating to specific use cases and scenarios of the Reach Code, such as for cooking operations.
    - No changes were made to the residential Reach Code action. Based on a review of permit data, staff expect the residential Reach Code for existing buildings to apply to approximately 15 homes per year.
- Added public transit action into Implementation Plan to work with public transit partners and rider groups to improve ridership and align with riders needs
    - Staff received community and Council feedback with high interest in including public transit in the Implementation Plan.
- Removed parking fee related actions from Implementation Plan
    - Staff removed the parking fee actions from the Implementation Plan based on the high opposition received in the online survey.
- Added new action for denser residential development where applicable
    - Staff added this action based on Staff and Council feedback and current efforts underway.
- Added commercial EV adoption action to Implementation Plan for USPS fleet electrification white paper
    - Staff modified and added this action based on Council feedback received.

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 authorize the resolution adopting the 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:
Adoption of the Climate Mobilization Strategy is considered a discretionary action that could therefore be a “project” under the California Environmental Quality Act (CEQA). Nonetheless, adoption of the Climate Mobilization Strategy is exempt under the “common sense” exemption

in CEQA Guidelines Section 15061(b)(3), which establishes the general rule for projects concerning which it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment. Such activities are not subject to CEQA.

Adoption of the Climate Mobilization Strategy itself does not result in any City commitments to definite programs or projects that may have a significant environmental impact. Implementation plan items and initiatives that the City Council selects for implementation based on the Climate Mobilization Strategy will be evaluated under all applicable environmental laws and regulations to address potential environmental impacts when the initiative is considered.

ATTACHMENT(S):
Attachment 1: Final Draft Healdsburg CMS and Appendices
Attachment 2: Resolution