



Public Works Department
Environmental Programs Division
December 7, 2011
Item B.4.

To: Environmental Quality Commissioners

From: Rebecca Fotu, Environmental Programs Manager

Subject: Communitywide Greenhouse Gas Reduction Target

Potential Environmental Quality Commission (EQC) Action

Recommend a specific target and/or criteria to use when considering a target to City Council.

Background

The City Council adopted the [Climate Action Plan Assessment Report](#) in July 2011. The next steps identified in the report included setting a communitywide greenhouse gas reduction target this fiscal year. Staff recommended that the Council review and discuss three potential targets during a study session. Council also requested that the EQC provide feedback regarding the targets and conduct further public outreach before the study session. The study session is tentatively scheduled for early 2012.

Two public workshops were held in October 2011. Both workshops were advertised through emails, press releases, flyers, and other media sources. The last workshop was posted as advertisement in the Almanac. Attendance at both workshops was low with several members of the public attending the first meeting and no new members of the public attending the second meeting. The results of the workshops were brought to the EQC in November. The EQC recommended that staff send an electronic survey to the Green Ribbons Citizen Committee members and the Chamber of Commerce to cast a wider net of feedback. To date, 12 responses have been received. Attachment A includes results of the online survey, and responses to the surveys at the workshops.

The graph on the next page shows Menlo Park's greenhouse gas emissions forecast using historical census population growth. The graph also shows the intensity of climate action plan work required to reach each reduction target by comparing the difference between the Business as Usual growth (red line) and the potential target. In order to meet AB 32 requirements, it is estimated that Menlo Park would need to consider reducing 27% of greenhouse gas emissions below 2005 levels by 2020.

Emissions Forecast and Potential Reduction Targets



State Initiatives and Menlo Park

It is estimated that Menlo Park would receive a 50,932 ton reduction from the state's renewable energy mandate that requires PG&E to produce 33% renewable energy in their portfolio by 2020. As of 2007, PG&E's renewable energy portfolio was at 12%.

In addition, it is estimated that Menlo Park would receive a 27,086 ton reduction from Pavley I legislation that increases the fuel efficiency standard in California by 33% for new vehicles.

These initiatives will play a vital role in reducing Menlo Park's GHG emissions. The first row in the table below shows the potential GHG reduction goals from Menlo Park's 2005 baseline (750,000 tons of GHG emissions). The second row shows the actual goal when including Menlo Park's historical growth patterns. The third row shows the reduction needed to achieve each goal while still allowing for growth in Menlo Park. The fourth row shows the actual reductions Menlo Park would be responsible for when accounting for state initiatives (Renewable Energy Portfolio and Pavley I).

1	Proposed GHG Reduction Goal	10%	17%	27%
2	Reduction Goal with Growth	17%	23%	32%
3	Total Reduction by 2020 with Growth (Tons)	137,718	188,151	270,622
4	Total Reduction by 2020 with Growth and State Initiatives	59,700	110,133	192,604

Menlo Park has already taken local action to reduce community GHG emissions. This past summer, City Council established a local amendment to the state building code that would require new buildings to be 15% more efficient than state energy code standards. This new regulation will go into effect next month. The reductions from this action will not be as substantial as the state initiatives because the rate of new building built in Menlo Park is small.

Below is a current survey community greenhouse gas reduction targets set in other communities and a table that shows Menlo Park's current five year strategy to achieve GHG reductions.

California Cities	Community-Wide Target below 2005 levels unless otherwise stated
Alameda	25% by 2020
Benicia	10% below 2000 by 2020
Berkeley	30% by 2020, 80% by 2050
Burlingame	15% by 2020, 80% by 2050
Campbell	
Foster City	25% by 2020
Fremont	25% reduction by 2020
Hayward	13-18% by 2020
Hillsborough	15% by 2020, 80% by 2050
Los Altos Hills	30% by 2015
Los Angeles	35% by 2030
Millbrae	15% by 2020, 80% by 2050
Morgan Hill	15% by 2020
Mountain View	5% by 2012, 10% by 2015, 15-20% by 2020, 80% by 2050
Palo Alto	15% by 2020
Portola Valley	15% by 2020
Redwood City	15% by 2020
Richmond	15% by 2020
San Carlos	15% by 2020, 35% by 2030
San Francisco	20% by 2020
San Jose	35% below 1990 by 2030
San Leandro	25% by 2020
San Mateo	15% by 2020
San Rafael	15% by 2020
Santa Cruz	30% by 2020, 80% by 2050
Union City	30% by 2020
California Counties	County-Wide below 2005 levels unless otherwise stated
Marin	15% by 2020
San Mateo	Flat emissions by 2010, 80% by 2050
Santa Clara	80% by 2050, 10% reduction every 5 years
Sonoma	20% by 2012

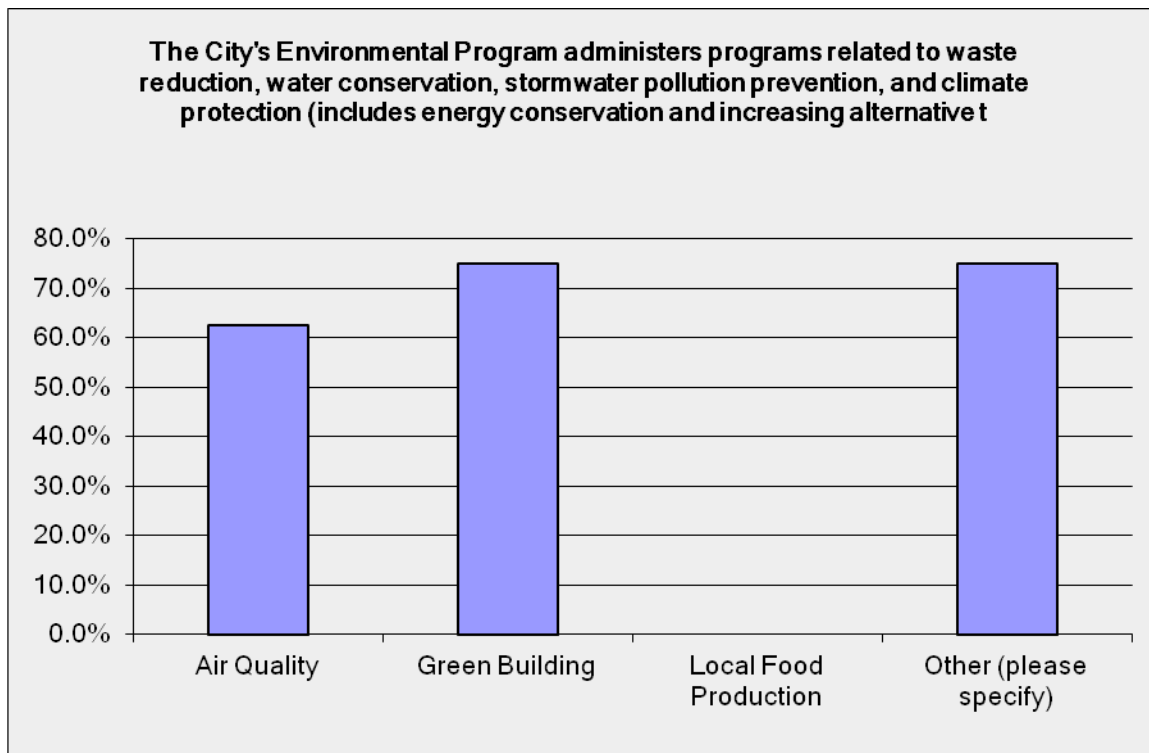
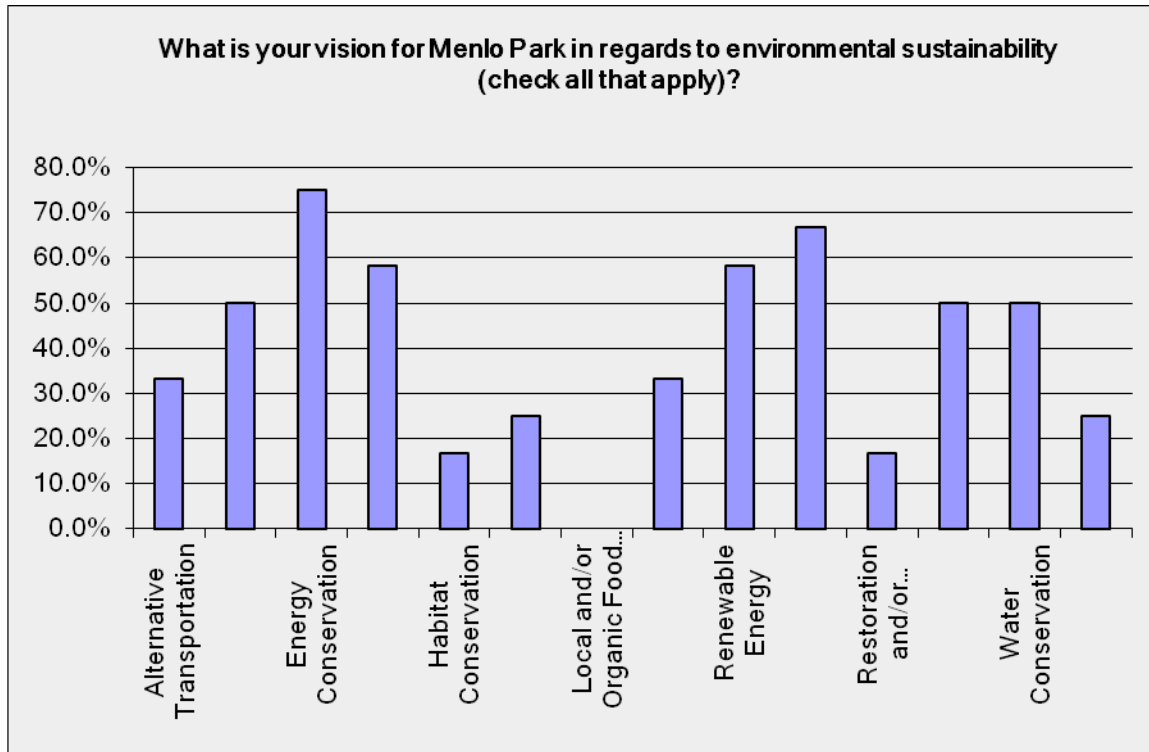
Menlo Park Five Year Community and Municipal GHG Reduction Strategy at a Glance

2011-12	2012-13	2013-14	2015-16	Current & Ongoing	On Hold	
Consider actively marketing & providing additional incentives for residents to participate in the new Regional Energy Upgrade California Program	Consider adopting Sustainable Development/ Green Building standards that exceed California 2010 Green Building Code (CalGreen) for Residential & Commercial	Consider developing an Energy Efficiency/ Renewable Energy Program for Residential sector	Develop a commercial energy efficiency program to encourage businesses to participate in a free energy efficiency audit when business license is issued or renewed	Expand Menlo Park Municipal Water District Conservation Programs		
Consider adopting a mandatory Commercial Recycling Ordinance		Consider implementation for City Bike Sharing Program		Implement Bike Improvements		
Adopt an Environmental Preferable Purchasing Policy (EPP)		Consider social marketing programs/campaigns to promote alternative transportation (walking, biking, public transit, etc.)		Develop social marketing campaign to educate residents on reducing their personal greenhouse gas emissions.		Consider development of an ordinance for energy & water efficiency standards for transfer of title transactions
Research opportunities to improve methane capture at Marsh Road Landfill (Methane Emissions Mitigation)	Consider adopting a Zero Waste Policy with 75% diversion by 2020 & 90% diversion by 2030.	Consider amending the City's General Plan to include a "GHG Reduction Strategy" as outlined in the new CEQA[1] Guidelines	Consider implementation for City Car Sharing Program	Establish Climate Action Plan monitoring & progress reporting program		Consider local energy efficiency & renewable energy financing program
Energy Savings Performance Contracting and/or solar power purchase agreements	Expand Green Business Certification Program/Include Green Business education to new business permit applicants	Develop a promotion & education program to encourage local & or organic food production		Continue to replace existing city streetlights with LEDs		
	Implement a Civic Green Building Policy for new municipal construction & major renovations	Consider an educational program and/or local ordinance to limit vehicle idling		Maximize recycling & composting & all city facilities to a 75% measured diversion rate.		

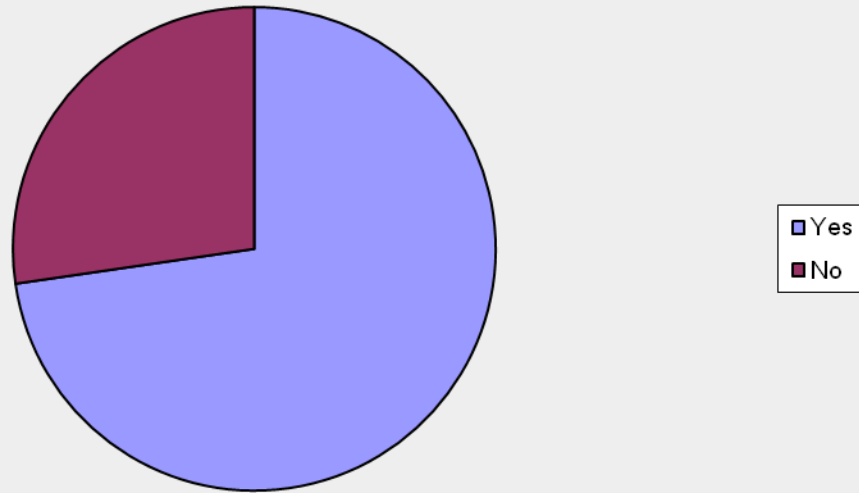
Attachment A

Results of Online Survey Questions- 12 Responses

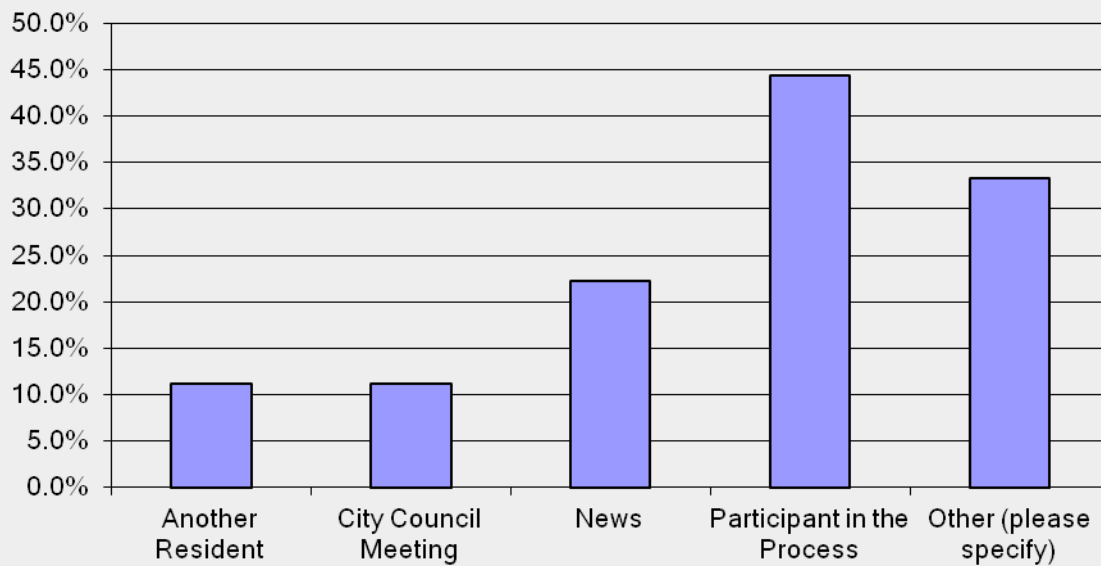
Additional comments from survey responses will be presented at the EQC meeting



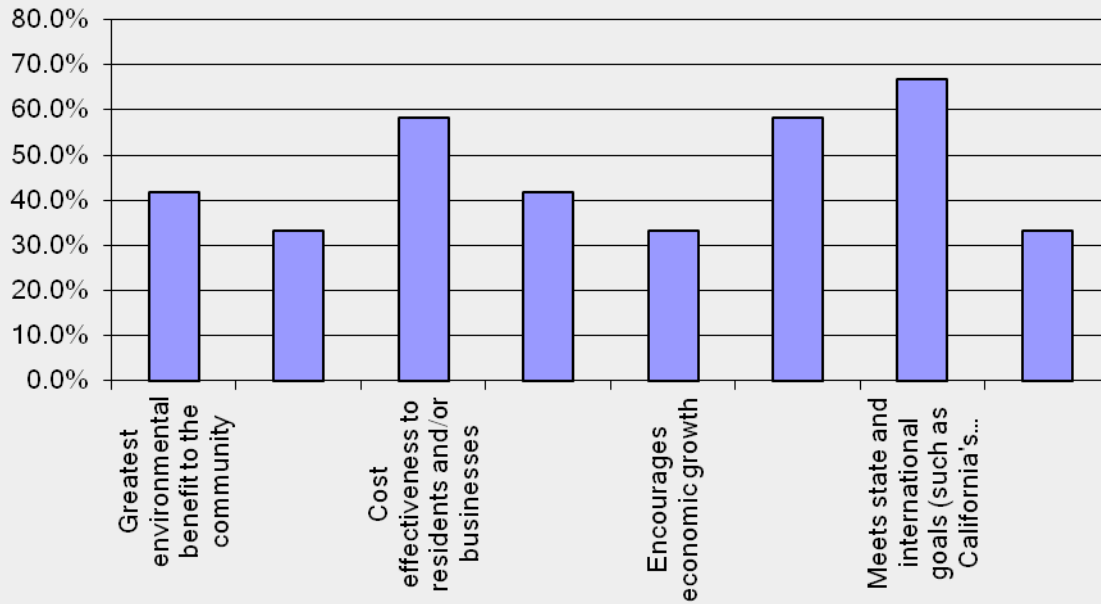
Did you know that Menlo Park has a Climate Action Plan?



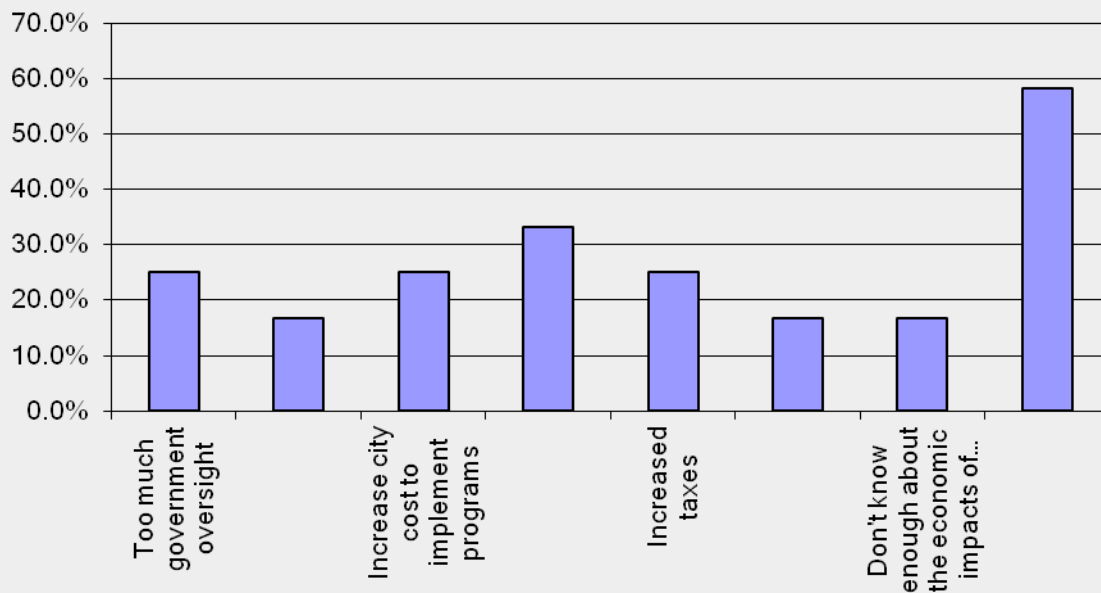
**If applicable, how did you hear about Menlo Park's Climate Action Plan
(check all that apply)?**



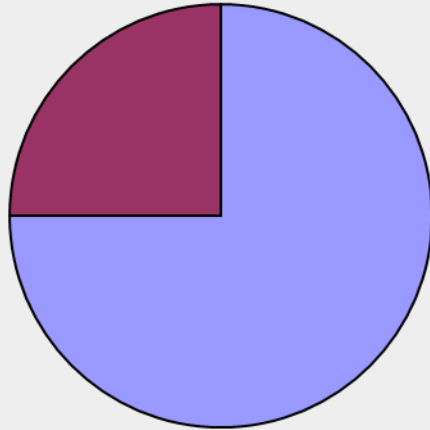
What factors should be considered when adopting a greenhouse gas reduction target (check all that apply)?



What are your concerns about adopting a greenhouse gas reduction target (check all that apply)?

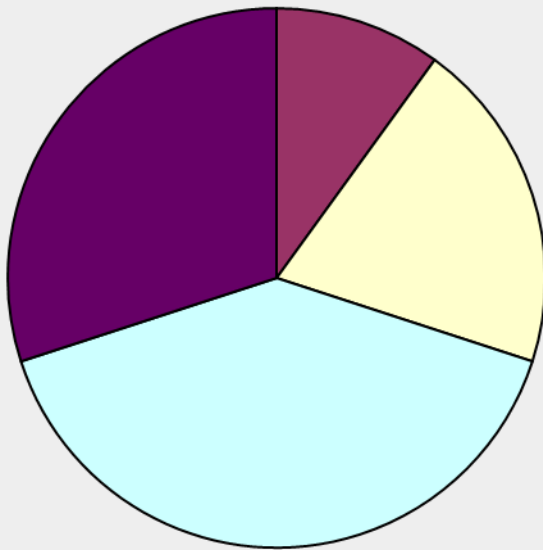


Would you be willing to pay for expansion of or additional city programs to increase environmental sustainability resulting in reduced greenhouse gas emissions in Menlo Park?



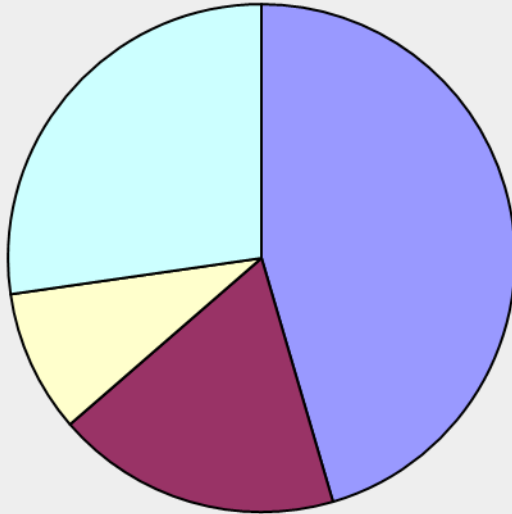
■ Yes
■ No

How much more would you be willing to pay a year?



■ \$1 per household per year
■ \$5 per household per year
■ \$20 per household per year
■ \$50 per household per year
■ Other (please specify)

How do you think expansion of or additional climate protection programs should be funded?



- Additional Fees or Taxes Related to Greenhouse Gas Emission Generation
- Grants
- Reallocating City Funds
- Other (please specify)

Responses from the Workshop

These results were presented to EQC in November 2011

Responses to Discussion Questions

- What factors should be considered when adopting a GHG reduction target?
 - Greatest environmental benefit (4)
 - Long term savings (2)
 - Cost effective to community (1)
 - Cost effective to city operations (1)
 - Encourages economic growth (0)
 - Achievable and realistic (1)
 - Meets state and international reduction goals (5)
 - Other (IPCC Goals, avoiding cost of adaption)

Responses to Discussion Questions

- What are your concerns?
 - Too much government oversight (0)
 - Programs/Policies limit everyday choices and freedom (0)
 - Increase city cost to implement programs (0)
 - Increase cost to community (0)
 - Could generate greater restrictions if a state or federal target is adopted and a different baseline is used (1)
 - Don't know enough about the economic impacts of each target (0)
 - Other (Won't be taken seriously, these above concerns will outweigh the impact of magnitude of doing nothing)

Responses to Discussion Questions

- Would you be willing to pay for expansion of or additional city programs to reduce community GHG emissions?
 - Yes (4)
 - No (0)
- If so, how much
 - \$1 per household per year (0)
 - \$5 per household per year (0)
 - \$20 per household per year (0)
 - \$50 per household per year (3)
 - Other (hard to answer realistically, business should carry the cost too)

Responses to Discussion Questions

- How do you think expansion of or additional climate protection programs should be funded?
 - Don't know
 - Those who produce most pay premium
 - Public private partnerships
 - Utility User Tax



Responses to Discussion Questions

- Which GHG reduction target do you think City Council should consider?
 - None
 - 10% below 2005 by 2020 and 30% by 2050
 - 17% below 2005 by 2020 and 50% by 2050
 - 27% below 2005 by 2020 and 80% by 2050 (4)
 - Other (IPCC-greater than 4% per year)