

Appendix A

Summary of Goals, Objectives and Strategies, Consistency with El Cerrito General Plan

Sustainable Community (SC):

Transportation, Land Use and Community Development

Goal #	Goal and Objectives	Annual Tons CO2e Reduced	
		by 2020	by 2035
Sustainable Community (SC)			
SC-1	Encourage higher density TOD and infill development on transportation corridors		
SC-1.1	Update General Plan and other applicable plans and ordinances to support higher densities along major transportation corridors	10,027	20,378
SC-1.2	Develop planning mechanisms to encourage development of higher densities in designated areas		
SC-1.3	Develop a parking demand management strategy to encourage high density development and alternatives to driving		
SC-2	Diversify El Cerrito's economy to increase El Cerrito's job base, create greater commercial vitality and more pedestrian-friendly economic activity		
SC-2.1	Create a walkable physical environment that invites people to spend time in El Cerrito's commercial areas.		
SC-2.2	Enhance neighborhood-serving commercial nodes and encourage commercial spaces in mixed-use areas.		
SC-2.3	Encourage adoption of green business practices and attract "green economy" businesses to El Cerrito		
SC-3	Invest in pedestrian-, bicycle-, and transit-friendly infrastructure		
SC-3.1	Create design standards for bicycle and pedestrian friendly design		
SC-3.2	Maintain an active streetscape improvement and maintenance program		
SC-3.3	Continue implementation of the Ohlone Greenway Master Plan		
SC-3.4	Expand and improve the City's bicycle and pedestrian infrastructure		
SC-3.5	Work with regional agencies to support improvements and greater access to transit facilities in El Cerrito		
SC-4	Increase and enhance urban green and open space		
SC-4.1	Develop a comprehensive Urban Greening Plan		
SC-4.2	Promote Bay Friendly tree planting and landscaping and open and green spaces, including community gardens		
SC-5	Develop alternative transportation outreach and incentive programs to increase the number of trips made by walking, biking or taking transit.		
SC-5.1	Encourage residents and businesses to adopt trip reduction programs	242	443
SC-5.2	Develop education and outreach campaigns and events to promote walking, biking and taking transit		
SC-State	State transportation measures: fuel efficiency & low carbon content	14,189	27,167
<i>Total Sustainable Community Reductions Identified (Tons CO2e)</i>		24,458	47,988

Sustainable Community Goal #1:

Encourage more compact, higher density infill development along transportation corridors to reduce vehicle miles traveled in El Cerrito and beyond.

<p><i>SC-1.1: Update the El Cerrito General Plan and other applicable plans and ordinances to reflect greater residential and commercial density along major transit corridors and to encourage Transit Oriented Development (TOD) near both BART stations.</i></p>	<p>Existing Policy, Program, Project</p>
<p>Strategies include:</p>	
<ul style="list-style-type: none"> Utilize the results of the <i>San Pablo Avenue Specific Plan</i> and TOD studies to inform the update to the <i>General Plan</i>. 	<p>Yes</p>
<ul style="list-style-type: none"> Continue to participate in the development of the Bay Area Sustainable Community Strategy's (SCS) Plan Bay Area process. 	<p>Yes</p>
<ul style="list-style-type: none"> Position El Cerrito to be competitive for SCS <i>Plan Bay Area</i> Grants by developing a <i>Complete Streets Plan</i> and implementing the City's 2007-2014 <i>Housing Element</i> to facilitate the development of housing to meet regional housing needs. 	<p>Yes</p>
<ul style="list-style-type: none"> Continue to pursue developments of TOD in both the Del Norte Station area and El Cerrito Plaza areas. 	<p>Yes</p>
<ul style="list-style-type: none"> Partner with all regional transportation agencies serving west Contra Costa County to develop a congestion relief plan that mitigates automobile and parking impacts at the Del Norte Station area. 	<p>Yes</p>
<p>Consistency with General Plan Policies: LU5.1 Higher density and mixed uses at BART Station Areas; T1.7 Regional coordination; T2.1 Land use patterns</p>	
<p>SC-1.2: Create planning mechanisms and development standards to encourage the right mix of high density, mixed-use and affordable housing development along major transportation corridors.</p>	<p>Existing Policy, Program, Project</p>
<p>Strategies include:</p>	
<ul style="list-style-type: none"> Strive to meet the City's Regional Housing Needs Allocation for 2014 and 2022. 	<p>Yes</p>
<ul style="list-style-type: none"> Develop regulatory programs and incentives, such as an inclusionary housing ordinance and/or other innovative approaches to ensuring the creation of mixed-income housing in new multi-family development. 	<p>No</p>
<ul style="list-style-type: none"> Develop strategies to streamline planning entitlement processes in targeted PDA areas. 	<p>No</p>
<ul style="list-style-type: none"> Revise development standards along major transportation corridors to encourage higher density development. 	<p>No</p>
<ul style="list-style-type: none"> Prioritize potential development sites along the Avenue and work with owners to redevelop their parcels. 	<p>Yes</p>
<ul style="list-style-type: none"> Assist and collaborate with non-profit, private and public entities to maximize opportunities to develop affordable housing. 	<p>Yes</p>
<p>Consistency with General Plan Policies: LU4.5 Mixed uses; T2.1 Land use patterns; T2.2 Project design</p>	

SC-1.3: Develop and implement a parking demand management strategy in TOD areas that both responds to market conditions and encourages alternatives to driving and higher density development along transit-oriented corridors. Existing Policy, Program, Project

Strategies include:

- Consider instituting parking pricing strategies around the BART stations, particularly the Del Norte Station where a majority of commuters drive alone to the Station. No
- Allow building owners to unbundle parking to be rented separately from the building space. No
- Consider allowing on-street parking to meet off-street parking requirements. No
- Consider instituting flexible parking requirements for transit-oriented development that provides services, infrastructure and/or mitigations to reduce parking demand. No

Consistency with General Plan Policies: LU4.5 Mixed uses; T2.1 Land use patterns; T2.2 Project design

Sustainable Community Goal #2:

Increase El Cerrito’s economic base to create more jobs, encourage greater vitality and more pedestrian-friendly economic activity.

SC-2.1: Create a physical environment and stronger sense of place that supports high quality, walkable commercial and retail development and invites people to spend time in El Cerrito’s commercial areas. Existing Policy, Program, Project

Strategies include:

- Continue to pursue projects in such nodes of activity as the Theater Block, the El Cerrito Plaza area, Midtown, and Del Norte to identify El Cerrito’s portion of San Pablo Avenue as a special place of dynamic activity. Yes
- Create a reason for people to shop in El Cerrito by developing a unique El Cerrito experience that builds upon local assets. Yes
- Link the City’s main commercial nodes through a network of open space, public art, and other amenities that encourage people to linger longer.
- Develop and implement design guidelines that promote a pedestrian-friendly commercial environment, such as allowing and encouraging outdoor seating and activities that enliven the street and prohibiting design that is counter to this goal in pedestrian and transit oriented nodes. Yes
- Pursue innovative street parking solutions that support pedestrian access. No

Consistency with General Plan Policies: LU3.2 Midtown development; LU4.3 Attractive accessible street frontage; CD1.2 Design concept; CD1.6 Entrance to City; CD 3.11 Streetscape design; CD 4.2 Building articulation; CD6 Affordable commerce

<i>SC-2.2: Enhance neighborhood-serving commercial nodes and encourage the development of commercial spaces in mixed-use areas to better serve the daily needs of residents and employees.</i>	Existing Policy, Program, Project
Strategies include:	
<ul style="list-style-type: none"> Identify nodes and properties in commercial corridors that are economically feasible for commercial and/or mixed-use development. 	Yes
<ul style="list-style-type: none"> Develop conceptual area plans for communicating the City’s vision, goals and expectations for these areas to the development community. 	No
<ul style="list-style-type: none"> Develop study areas to investigate strategies to more fully realize the potential for neighborhood-scale commercial nodes, such as the upper Fairmount and Stockton Areas, as part of the next <i>General Plan Update</i> process. 	No
Consistency with General Plan Policies: LU3.1 Easy access to businesses; LU4.2 Availability of goods and services; LU4.4 Availability of amenities; LU5.4 Neighborhood commercial centers; CD6 Affordable commerce	

<i>SC-2.3: Attract “green economy” businesses to El Cerrito and encourage existing businesses to adopt environmentally friendly practices</i>	Existing Policy, Program, Project
Strategies include:	
<ul style="list-style-type: none"> Participate in the regional Green Business Program and support projects/policies to promote resource efficiency, waste reduction, and pollution prevention. 	Yes
<ul style="list-style-type: none"> Develop a business attraction strategy that investigates the types of “green economy” businesses that would be appropriate in El Cerrito. 	No
<ul style="list-style-type: none"> Support the development of local food economy in El Cerrito by: <ul style="list-style-type: none"> Recruiting local food enterprises to locate in El Cerrito; and Expanding the frequency and enhancing the quality of local farmers’ markets. 	No
Consistency with General Plan Policies: LU6.3 Environmental businesses	

Sustainable Community Goal #3:

Continue to invest in infrastructure that invites people to walk, bike, and take transit more in El Cerrito.

<i>SC-3.1: Create design standards for developments in commercial areas that requires pedestrian improvements.</i>	Existing Policy, Program, Project
Strategies include:	
<ul style="list-style-type: none"> Develop design standards to improve building facades so that they are pedestrian-scaled with windows and entries along the pedestrian frontage. 	Yes
<ul style="list-style-type: none"> Encourage the creation of both privately and publicly maintained pedestrian right-of-ways between San Pablo Ave and neighboring streets and amenities in order to break up long blocks and increase the number of pedestrian connections per block. 	No
Consistency with General Plan Policies: CD2.1 Street frontages; LU4.3 Attractive accessible street frontages; T2.1 Land use patterns; T2.2 Project design; CD 3.10 Greenway spur trails	

SC-3.2: Maintain and expand an active program of streetscape improvements that enhance the pedestrian environment, character and continuity of residential and commercial districts and create greater connectivity between residential and commercial districts.

Existing Policy, Program, Project

Strategies include:

- Identify and pursue additional opportunities to create and/or modify city street crossings, long blocks, and other city right of ways (pedestrian trails and stairs) to increase pedestrian and bicyclist convenience. Yes
- Participate in regional efforts to create a way-finding signage program connecting neighborhoods, the Ohlone Greenway, and appropriate pedestrian trails to major transportation hubs. Yes
- Develop a wayfinding signage program to promote use of pedestrian trails and stairs. No

Consistency with General Plan Policies: CD2.1 Street frontages; CD2.2 San Pablo Ave; CD2.3 Streetscape improvements; CD2.4 Multi-nodal transportation networks; CD2.5 Signs; CD 3.11 Streetscape design

SC-3.3: Continue implementation of the Ohlone Greenway Master Plan and create greater connections between the Greenway, San Pablo Ave and other regional trail networks.

Existing Policy, Program, Project

Strategies include:

- Secure funding to design and develop key "Activity Areas" as defined in the Ohlone Greenway Master Plan. Yes
- Encourage the creation of pedestrian right-of-ways and bicycle facilities between San Pablo Avenue and the Greenway to increase interconnectivity, including redesign of parcels as they redevelop and partnerships or incentives to existing businesses to incorporate such access. No
- Develop a comprehensive way-finding information program to inform Ohlone Greenway and other pedestrian trail users about connections to San Pablo Avenue and surrounding destinations. Yes

Consistency with General Plan Policies: LU5.6 Development along the Ohlone Greenway; CD2.4 Multi-nodal transportation network; CD2.5 Signs; CD3.9 Ohlone Greenway; CD3.10 Greenway spur trails

SC-3.4: Expand and improve the City's bicycle and pedestrian infrastructure.

Existing Policy, Program, Project

Strategies include:

- Update the *Bicycle and Pedestrian Circulation Plan* to identify new design standards and traffic control methods and integrate Climate Action and Complete Streets policies. Yes
- Develop the *San Pablo Avenue Complete Street Plan* and incorporate plan elements into the *General Plan Update*, including: Goals for future mode share and level of investment needed to achieve these goals; Performance and level-of-service standards for all modes of transportation' New street and intersection design standards that specifically consider bicycle, pedestrian, transit, and traffic calming measures. Yes

Consistency with General Plan Policies: LU5.5 Pedestrian and bicycle access; LU6.2 Circulation alternatives; CD2.4 Multi-nodal transportation network; CD2.8 City Sidewalk and pedestrian walkways; T1.3 Bicycle circulation; T1.4 Pedestrian circulation

SC-3.5: Collaborate with WCCTAC, BART, AC Transit and WestCAT to support improvements to transit facilities in the City El Cerrito.

Existing Policy, Program, Project

Strategies include:

- Enhance access to transit facilities by working with WCCTAC to complete the West County Transportation Enhancement and Transit Wayfinding Projects and seeking grant opportunities to implement improvements identified by these projects. Yes
- Work with WCCTAC and employers in El Cerrito and nearby communities (such as Berkeley’s National Lab’s new Richmond Field Campus) to develop commuter trip reduction programs. No
- Partner with BART to expand and enhance pedestrian and bicycle access to BART stations, including better and safer connections between the Ohlone Greenway and the stations.

Consistency with General Plan Policies: LU5.5 Pedestrian and bicycle access; LU6.2 Circulation alternatives; CD2.4 Multi-nodal transportation network; CD2.8 City Sidewalk and pedestrian walkways; T1.3 Bicycle circulation; T1.4 Pedestrian circulation

Sustainable Communities Goal #4:

Increase and enhance urban green and open space to protect biodiversity, conserve natural resources, conserve water, foster walking and bicycling, and improve the health and quality of life for residents and people who work in El Cerrito.

SC-4.1: Develop a comprehensive Urban Greening Plan to guide the development, programming, and maintenance of the City’s public open spaces and green infrastructure and to identify additional or different types of green spaces needed to support urban infill development.

Existing Policy, Program, Project

Aspects of the Plan to include:

- A needs assessment of green and open space in El Cerrito Yes
- Updated Master Street Tree List, City planting palettes, and a Park Planting Maintenance and Resource Conservation Guidelines Yes
- Policy recommendations Yes
- List of potential urban greening and open space projects Yes

Consistency with General Plan Policies: T3.2 Streets as public spaces; PR1.2 Regular park maintenance; PR1.4 Minimum parkland; PR1.6 Private involvement; PR1.17 Native plant buffer zones; PR2.1 Open space purpose; PR2.3 Open space plan map; PR2.5 Open space strategy; PR2.5 Open space use; PR2.6 Existing open space preservation; R1.1 Habitat protection; R1.2 Rare and endangered species; R1.3 Potential environmental impacts; R1.7 Creek protection; R1.8 Creek improvements; CD3.5 Creek preservation; CD3.8 Public spaces

<p><i>SC-4.2: Promote Bay-Friendly tree planting, landscaping, and green and open space that is attractive, helps restore natural processes, keeps storm water clean, conserves resources, and helps connect citizens to El Cerrito’s natural environment.</i></p> <p>Strategies include:</p> <ul style="list-style-type: none"> • Update the Urban Forestry Management plan to diversify tree species, implement successive replanting and standardize best management practices in order to maintain and enhance a community forest that contributes to a sustainable environment. • Develop a policy for new City maintained landscapes to follow the principles of Bay Friendly design and maintenance. • To enforce regional clean water requirements and the State’s Water Efficiency Landscape Ordinance, ensure that ecologically beneficial storm water retention systems (rain gardens) and water conservation features are integrated into the design of landscapes on both public and private land. • Encourage and support the development of community gardens in order to increase access to healthy, affordable, local foods. 	<p>Existing Policy, Program, Project</p>
	<p>No</p>
	<p>No</p>
	<p>No</p>
	<p>Yes</p>
<p>Consistency with General Plan Policies: LU6.1 Natural features; CD3.5 Creek preservation; CD3.8 Public Spaces; CD3.12 Landscape species; PR1.17 Native plant buffer zones; PR3.2 Open space improvements; PR 3.3 Creek restoration; PS 4.2 Creek restoration; R1.6 Runoff water quality; R1.11 Native plant communities</p>	

Sustainable Communities Goal #5: Develop alternate transportation outreach, education and incentive campaigns tailored to El Cerrito.

<p><i>SC-5.1: Encourage residents and businesses to use trip reduction programs.</i></p> <p>Strategies include:</p> <ul style="list-style-type: none"> • Work with WCCTAC, 511 Contra Costa, and other transportation programs to promote their programs to El Cerrito’s business and residential communities. • Create a welcome packet for new businesses and residents in El Cerrito that provides information on trip reduction options, as well as pedestrian and bicycling amenities in El Cerrito. • Pursue funding to develop trip reduction incentive and education programs specific to El Cerrito and to increase community participation in such events as Bike-to-Work Day. 	<p>Existing Policy, Program, Project</p>
	<p>Yes</p>
	<p>No</p>
	<p>Yes</p>
<p>Consistency with General Plan Policies: LU6.2 Circulation alternatives; R1.4 Air quality</p>	
<p><i>SC-5.2: Develop and implement other programs and campaigns that are known to increase biking and walking, such as “Sunday Streets”, Bike Rodeos and Safety Classes, etc.</i></p> <p>Strategies include:</p> <ul style="list-style-type: none"> • Enhance and expand the City’s “Street Play” days, such as the Alberrito Street Play Day, to include more events and other neighborhoods. 	<p>Existing Policy, Program, Project</p>
	<p>Yes</p>

- Expanding on the success of Bike-To-Work Day, sponsor a variety of “Bike-to...” or “Walk-To...” events that link biking and walking to everyday activities such as shopping, recycling, and recreating. Yes

Consistency with General Plan Policies: LU6.2 Circulation alternatives

Energy and Water Use

Goal #	Goals and Objectives	Annual Tons CO2e Reduced	
		by 2020	by 2035
Energy and Water (EW) Use			
EW-1	Reduce energy and water use in existing buildings by 20%		
EW-1.1	Promote and provide energy and water efficiency education & incentive programs in El Cerrito	2,736	10,411
EW-1.2	Promote clean energy financing strategies for property owners	887	1,953
EW-1.3	Utilize existing points of interaction with the City to encourage and/or require cost-effective energy and water efficiency improvements	867	3,503
EW-2	Encourage new construction to build to a higher level of green building and energy efficiency than is required by California code.		
EW-2.1	Encourage new construction to be built to green building, energy, and water performance standards	445	1,333
EW-3	Reduce reliance on fossil fuel based energy by increasing renewable energy use in El Cerrito		
EW-3.1	Facilitate greater adoption of renewable energy use	1,061	3,566
EW-3.2	Join a Community Choice Aggregation	4,242	6,868
EW-4	Encourage water conservation and efficiency and diversify the community's water supply.		
EW-4.1	Promote and provide water efficiency education & incentive programs in El Cerrito	63	95
EW-4.2	Encourage adoption of rainwater catchment and gray water irrigation systems		
EW-State	State Electricity Measures: Renewable Energy Standard	5,294	8,553
Total EW Reductions Identified (Annual Tons CO2e)		15,595	36,282

Energy and Water Goal #1:

Reduce energy and water use by 20% of the 2005 baseline in existing residential and commercial buildings by 2020.

<p><i>EW-1.1: Pursue opportunities to actively promote energy and water efficiency education and incentive programs in El Cerrito.</i></p>	<p>Existing Policy, Program, Project</p>
<p>Strategies include:</p>	
<ul style="list-style-type: none"> • Structure building permit fees, processes, and requirements to incentivize greater adoption of energy efficiency, clean energy, and water conservation improvements. 	<p>No</p>
<ul style="list-style-type: none"> • Develop partnerships with the following entities to bring residential energy and water efficiency technical assistance and incentives to El Cerrito: <ul style="list-style-type: none"> • PG&E, EBMUD, ABAG, Contra Costa County Weatherization and Green Business Program, East Bay Energy Watch Program 	<p>Yes</p>
<ul style="list-style-type: none"> • Create a low-cost marketing strategy to encourage residents to participate in energy and water efficiency programs. 	<p>No</p>
<ul style="list-style-type: none"> • Work with policy makers at the regional, county, state and federal levels to ensure that small local governments have access to dedicated sources of energy efficiency funding. 	<p>Yes</p>
<ul style="list-style-type: none"> • Apply for appropriate grants for marketing, outreach and incentive programs dedicated to energy and water efficiency in El Cerrito. 	<p>Yes</p>
<p>Consistency with General Plan Policies: CD3.12 Landscape species; CD4.5 Energy and resources</p>	
<p><i>EW-1.2: Promote financing strategies that will encourage property owners to make energy efficiency and other clean energy investments in their properties.</i></p>	<p>Existing Policy, Program, Project</p>
<p>Strategies include:</p>	
<ul style="list-style-type: none"> • Pursue commercial PACE financing in conjunction with other public entities. 	<p>No</p>
<ul style="list-style-type: none"> • Adopt residential PACE financing if it becomes available in California. 	<p>No</p>
<ul style="list-style-type: none"> • Promote and help market on-bill financing by the utilities to sectors where this service is available. 	<p>No</p>
<p>Consistency with General Plan Policies: CD4.5 Energy and resources; R1.5 Clean energy sources</p>	
<p><i>EW-1.3: Utilize existing points of interaction with the city to encourage and/or require cost-effective energy and water efficiency improvements.</i></p>	<p>Existing Policy, Program, Project</p>
<p>Strategies include:</p>	
<ul style="list-style-type: none"> • Structure building permit fees and requirements to incentivize greater adoption of energy and water efficiency improvements. 	<p>No</p>
<ul style="list-style-type: none"> • Encourage or require a home energy performance report at the time-of-sale in order to promote a better understanding of factors affecting home comfort, indoor air quality, and utility costs. 	<p>No</p>

- Encourage or require improvements to a building’s energy or water performance during major renovation, sale, or certain types of improvements. No
- Encourage compliance with AB 1103, which requires disclosure of an EPA Energy Star energy performance rating at time of sale or lease of a commercial building. No

Consistency with General Plan Policies: CD3.12 Landscape species; CD4.5 Energy and resources

Energy/Water Goal #2:

Encourage new construction to build to a higher level of green building, energy and water efficiency than is required by California code.

EW-2.1: Encourage new construction to be built to green building, energy, and/or water performance standards such as LEED, Green Points, and Energy Star. Existing Policy, Program, Project

Strategies include:

- To lead by example, require newly constructed city buildings and projects receiving City funds to be built to a minimum LEED Silver certification and to strive towards net-zero energy design. No
- Simplify project review and permit approval processes to encourage the use of net-zero energy design and innovative water conservation strategies such as rain water catchment and gray water systems. No
- Encourage access to education and technical assistance through energy and water utility programs such as Savings by Design, Net-Zero Energy Buildings, and Water Smart. No
- Link participants to incentives, such as recognition and rebate programs. No
- Assess feasibility of adopting higher energy efficiency and/or green building requirements, as recommended by the California Green Building Code. No

Consistency with General Plan Policies: LU6.4 Water conservation in new development; CD3.12 Landscape species; CD4.5 Energy and resources; CD4.6 Sustainable building materials; R1.5 Clean energy sources

Energy/Water Goal #3:

Reduce reliance on fossil fuel based energy by increasing renewable energy use in El Cerrito.

EW-3.1: Develop and implement a strategy to facilitate greater adoption of solar and renewable energy use in the residential and commercial sectors. Existing Policy, Program, Project

Strategies include:

- Streamline, to the extent possible, the permit process for installing solar photovoltaic and solar thermal systems. No
- Continue participation in the East Bay Green Corridor’s regional solar permitting streamlining efforts. Yes

- Provide educational workshops for residents and businesses on assessing the feasibility of using renewable energy to offset their grid-tied electricity use. No
- Work with local financial institutions, solar vendors, and community groups to develop a program to lower costs of solar for El Cerrito residents and businesses, based on a models developed by the cities of San Francisco and San Jose. No
- Pursue funding resources to develop and implement an El Cerrito Go Solar program containing the elements listed above. No

Consistency with General Plan Policies: R1.5 Clean energy sources

EW-3.2: Participate in regional efforts to provide a higher percentage of electricity from renewable sources than otherwise provided .

Existing Policy, Program, Project

Strategies include:

- Explore opportunities for instituting or joining a regional Community Choice Aggregation (CCA) effort . No

Consistency with General Plan Policies: R1.5 Clean energy sources

Energy and Water Goal #4:

Partner with local, regional, and state agencies to encourage water conservation and efficiency.

EW-4.1: Pursue opportunities to actively promote water conservation and efficiency programs in commercial and residential buildings and landscapes.

Existing Policy, Program, Project

Strategies include:

- Providing educational workshops for city staff, residents and businesses on Bay Friendly landscapes and maintenance practices. No
- Enforce the State mandated Water Efficiency Landscape Ordinance, in which new and rehabilitated landscapes with at least 2500 sq. ft. of landscape area must meet an annual water budget. Yes

Consistency with General Plan Policies: CD3.12 Landscape species

EW-4.2: Encourage the adoption of rainwater catchment and gray water irrigation systems in El Cerrito, consistent with California State code, to offset use of potable use.

Existing Policy, Program, Project

Strategies include:

- Streamlining to the extent possible the permit process for installing gray water systems and rainwater catchment systems. No
- Structure building permit fees and requirements to incentivize greater adoption of water efficiency improvements. No

- Providing educational workshops for residents and businesses on installing and using rainwater catchment and gray water systems to reduce use of potable water. No

Consistency with General Plan Policies: R1.6 Runoff water quality

Waste Reduction

Goal #	Goals and Objectives	Annual Tons CO2e Reduced		
		existing measures	by 2020	by 2035
	<i>Energy and Water Use</i>			
W-1	Reduce waste going to landfill to 4,000 tons by 2020 and to 2,000 tons by 2035.			
W-1.1	Maximize participation in curbside waste reduction services in the residential, commercial, multi-family, and educational sectors.			
W-1.2	Expand one-stop waste diversion options at the Recycling and Environmental Resource Center	3,288	6,324	8,397
W-1.3	Reduce landfill waste from Construction and Demolition Projects			
W-1.4	Develop and implement a “Zero-Waste” 2035 Plan for El Cerrito			
	Total Waste Reductions Identified (Tons CO2e)		6,324	8,397

Waste Goal #1:

Reduce waste going to the landfill to only 4,000 tons by 2020 (or 65% of land-filled waste in 2011) and to 2,000 tons by 2035.

<i>W-1.1: Maximize participation in waste reduction curbside services in the residential, commercial, multi-family, and educational sectors.</i>	Existing Policy, Program, Project
Strategies include:	
<ul style="list-style-type: none"> • Conduct Waste Characterization Profiles for each waste generation sector (residential, commercial, and multi-family, and educational) in order to determine where greater waste diversion, reduction and outreach is needed. 	No
<ul style="list-style-type: none"> • Provide specialized customer service and collection approaches (e.g., more frequent collections, specialized containers, site consultations) that are customized to meet the special needs and limitations of each sector. 	No
<ul style="list-style-type: none"> • Expand outreach and education on waste diversion and reduction programs available to El Cerrito’s residents, businesses, multi-family dwelling and schools, via targeted outreach/education programs including mailing inserts, site visits, and bill insert newsletters and other outreach and customer service avenues. 	Yes

- Adopt a mandatory recycling ordinance for all El Cerrito businesses. No
- Expand the types of materials collected curbside as new markets develop. Yes

Consistency with General Plan Policies: PS5.1 Monitoring recycling needs

W-1.2: Expand one-stop waste diversion options at the Recycling + Environmental Resource Center. Existing Policy, Program, Project

Strategies include:

- Continue to expand drop-off options at the Center. Yes
- Increase educational outreach to educate visitors on the “4 R’s” (Reduce, Reuse, Recycle, Rot) of waste reduction. Yes

Consistency with General Plan Policies: PS5.1 Monitoring recycling needs

W-1.3: Reduce landfill waste from Construction and Demolition. Existing Policy, Program, Project

Strategies include:

- Conduct Waste Characterization Profiles for El Cerrito construction and demolition projects. No
- Negotiate terms with waste haulers and processors to collect, process, and divert the maximum potential construction and demolition waste. No
- Adopt a Construction and Demolition Debris Recycling Ordinance that includes recycling requirements for renovations, additions, and other small projects and require builders and haulers to use City-approved C&D processing sites or otherwise prove that they recycling more than 50% of their waste. No
- Conduct ongoing outreach to the El Cerrito and contractor communities regarding the details of the new Ordinance and compliance options. No

Consistency with General Plan Policies: PS5.1 Monitoring recycling needs

W-1.4: Develop and implement a Zero-Waste 2035 Waste Reduction Plan, wherein reducing the amount of waste produced is an ever-present goal. Existing Policy, Program, Project

Strategies include:

- Analyze El Cerrito’s waste streams (as mentioned in W-1.1 and W-1.3, above). No
- Identify materials to be targeted by current and future programs. No
- Investigate potential waste reduction strategies, such as: No
 - New or modified diversion (reuse, recycling, of composting) programs
 - Bans on problematic materials (such as single use plastic bags and Styrofoam take-out containers)
 - “Return for deposit” and “producer take-back” requirements.
- Recommend types of “zero-waste” programs best instituted at the local level, as opposed to the state, regional, or national level. No

- Encourage producers, consumers, and recyclers to focus operations on the concept of product stewardship to reduce environmental and human health impacts. No

Consistency with General Plan Policies: PS5.1 Monitoring recycling needs; R1.6 Runoff water quality

Municipal Climate Action Strategies

Goal #	Fig. 4.5: Municipal Operations Summary of Goals and Objectives	Annual Tons CO2e Reduced	
		by 2020	by 2035
M-1	Reduce municipal transportation related GHG emissions by 15% by 2020 and 30% by 2035		
M-1.1	Reduce annual VMT associated with employee commutes and field work	100	134
M-1.2	Green the municipal fleet	12	20
M-1.3	Reduce car travel associated with large City-sponsored events	0.63	1
M-2	Reduce reliance on utility provided energy and water in municipal operations by 15% by 2020 and 30% by 2035		
M-2.1	Reduce overall energy and water use in municipal operations	200	334
M-2.2	Install solar energy projects on city buildings	140	230
M-2.3	Use Bay Friendly and Water Smart Irrigation practices and technologies	2	2.4
M-2.4	Convert City landscaped areas to “Bay-Friendly,” drought-tolerant landscapes (includes water, waste to landfill, and fuel savings)	82	113
M-3	Update the City’s project development and procurement practices to ensure the purchase of environmentally preferable projects, equipment, and products		
M-3.1	Update the City’s Environmentally Preferable Purchasing policy and tools	embedded energy, not measured	
M-3.2	Develop a green building ordinance for municipal buildings and projects	embedded energy, not measured	
M-3.3	Maintain an active pavement preservation and management program	embedded energy, not measured	
M-3.4	Reduce refrigerant emissions from City-owned AC units, vehicles, and refrigerators	295	322
SC-4	Make City operations a model of “reduce, reuse, recycle, and compost”		
M-4.1	Institute robust recycling and food waste composting programs in all City facilities	counted in community waste reductions	
M-4.2	Create protocols, tools, and trainings to aid staff in specifying and purchasing recycled-content equipment and materials	embedded energy, not measured	
M-4.3	Institute waste reduction policies and projects for City facilities.	embedded energy, not measured	
State	State Renewable Portfolio and Vehicle Fuel Efficiency Standards	counted in Community Strategy	
	Total Municipal Reductions Identified (Tons CO2e)	913	1,940

Municipal Goal #1:

Reduce transportation-related GHG emissions associated with the City's operations and workforce by 15% by 2020 and 30% by 2035.

<p><i>M-1.1: Reduce annual vehicle miles traveled (VMT) associated with employee commutes and work in the field.</i></p>	<p>Existing Policy, Program, Project</p>
<p>Strategies include:</p>	
<ul style="list-style-type: none"> • Work with individual departments with fleets to develop fuel saving policies and programs. Potential policies and programs include route logistics planning, using fleet management software to monitor fleet use and performance, anti-idling policies, training in fuel-efficient driving. 	<p>No</p>
<ul style="list-style-type: none"> • Hold an annual or semi-annual Green Commute Challenge for City employees to encourage all City staff to find alternatives to driving alone to work. 	<p>Yes</p>
<ul style="list-style-type: none"> • Work with 511 Contra Costa to offer employee incentives to use alternative transportation. 	<p>Yes</p>
<ul style="list-style-type: none"> • Purchase and install electric vehicle (EV) charging stations at City facilities where employees and/or customers park for more than 1 hour to facilitate use of electric vehicles. 	<p>Yes</p>
<ul style="list-style-type: none"> • Identify and mitigate barriers to employees commuting by transit to work. 	<p>No</p>
<p><i>M-1.2: Green the municipal fleet by improving vehicle fuel efficiency and switching to cleaner fuel vehicles.</i></p>	<p>Existing Policy, Program, Project</p>
<p>Strategies include:</p>	
<ul style="list-style-type: none"> • Update the City's Environmentally Preferable Purchasing Policy (EPP) to encourage purchasing of low- and zero-emissions vehicles when replacing vehicles in the municipal fleet, whenever possible. 	<p>No</p>
<ul style="list-style-type: none"> • Participate in regional EV readiness activities, as appropriate. 	<p>Yes</p>
<ul style="list-style-type: none"> • Continue to use the Police Bike Patrol to increase criminal apprehension and police contact with the community, as well as promoting employee physical fitness and lower fuel costs. 	<p>Yes</p>
<ul style="list-style-type: none"> • Create a municipal bicycle fleet for use by City staff and train staff in bicycle safety. Consider compatibility of City bicycle fleet with regional bike-sharing facilities being installed throughout the BART system. 	<p>No</p>
<p><i>M-1.3: Reduce car travel associated with large City-sponsored events, such as the July 4th Festival.</i></p>	<p>Existing Policy, Program, Project</p>
<p>Strategies include:</p>	
<ul style="list-style-type: none"> • Provide and expand free or low-cost shuttles and/or bike-valet parking for event participants. 	<p>Yes</p>
<ul style="list-style-type: none"> • Promote walking and biking to these events through marketing and making links to public health campaigns such as Healthy Eating Active Living. 	

Municipal Goal #2:

Reduce reliance on utility provided energy and water for use in municipal operations by 15% by 2020 and by 30% by 2035.

<i>M-2.1: Reduce overall energy and water use in municipal operations.</i>	Existing Policy, Program, Project
Strategies include:	
<ul style="list-style-type: none"> • Develop a municipal energy and water efficiency plan, which creates a baseline for the City’s energy and water use, identifies energy-and water inefficient facilities, and develops a rolling 3 year investment strategy for retrofitting or upgrading equipment at these facilities. 	Yes
<ul style="list-style-type: none"> • Regularly assess and maintain City facilities to ensure that City buildings and irrigation operate at an optimal efficiencies. 	No
<ul style="list-style-type: none"> • Create an energy and water efficiency revolving fund that directs utility rebates and a portion of dollar savings from past efficiency projects to be reinvested back into new efficiency projects (instituted in 2009). 	Yes
<ul style="list-style-type: none"> • As the utility phases in “time-variant pricing” and starts charging premium rates for energy use during peak hours (normal business hours), investigate ways to shift non-essential energy use to off-peak hours. 	No
<ul style="list-style-type: none"> • Use an energy and water bill monitoring database that helps monitor energy and water use and alerts users to anomalies in energy and water use. 	Yes
<ul style="list-style-type: none"> • Develop outreach materials and training to encourage operational and behavior changes to minimize wasteful uses of energy and water. 	No
<ul style="list-style-type: none"> • Pursue funding and technical resources to implement energy and water efficiency projects. 	Yes
<i>M-2.2: To lead by example, develop and implement a municipal solar energy strategy to locate solar energy projects at city facilities.</i>	Existing Policy, Program, Project
Strategies include:	
<ul style="list-style-type: none"> • Assess all municipal buildings for the technical and economic feasibility of using solar photovoltaic and thermal systems to offset municipal energy use. 	Yes
<ul style="list-style-type: none"> • Investigate procurement methods, incentives and financing strategies to lower up-front and long-term costs to procuring solar energy. 	Yes
<ul style="list-style-type: none"> • Monitor the solar market, incentives, and financing opportunities to procure cost-effective renewable energy for municipal facilities where feasible. 	Yes
<i>M-2.3: Use Bay-Friendly and Water Smart irrigation practices and technology to maintain the City’s landscaped facilities, parks, medians, and streetscapes and to become more resilient to water shortages.</i>	Existing Policy, Program, Project
Strategies include:	

- Procure and install weather-station enabled, centrally controlled irrigation systems for all irrigated city landscapes. No
- Use Bay-Friendly landscaping techniques that use less water and energy and produce less waste. Yes
- Monitor all water accounts for leaks and excessive use on a regular basis. Yes
- Identify preventative maintenance measures to pro actively address water leakage in City facilities.
- Where feasible, install gray water and/or rainwater catchment technology in new construction and major retrofit projects.

M-2.4: Convert City landscaped areas to drought-tolerant Bay Friendly landscapes, wherever possible. Existing Policy, Program, Project

Strategies include:

- Adopt a City policy that requires the specification of Bay Friendly, drought-tolerant landscapes in any City project or private project receiving City funds that has landscaped areas as a project element. No
- Where feasible and as funding allows, replace non-active turf areas that are maintained by the City with Bay-Friendly landscaping. Yes

Municipal Goal #3:

Update the City’s project development and procurement practices to ensure the specification, development, and purchase of cost-effective environmentally preferable projects, equipment and products.

M-3.1: Update the City’s Environmentally Preferable Procurement policy and develop tools to better facilitate the procurement of resource-efficient and climate friendly equipment and products. Existing Policy, Program, Project

Strategies include:

Adopt updated policy and include protocols, tools, and trainings to aid staff in specifying and purchasing such items as No

- Energy Star rated equipment
- Clean fuel vehicles and landscaping equipment
- Office equipment and furniture made of recycled content
- Products from manufacturers that minimize packaging waste and that offer take-back programs for products at the end of their useful life
- Non-toxic janitorial and grounds maintenance products

<p><i>M-3.2: Develop a Green Building Ordinance that stipulates a minimum level of environmental and energy performance for municipal and other City-funded construction projects.</i></p>	<p>Existing Policy, Program, Project</p>
<p>Strategies include:</p>	
<ul style="list-style-type: none"> • Require newly constructed or renovated city buildings to achieve a minimum Silver certification under LEED. 	<p>No</p>
<ul style="list-style-type: none"> • To lead by example, require newly constructed city buildings to strive towards zero-net-energy design. 	<p>No</p>
<ul style="list-style-type: none"> • Require private projects receiving City funds to achieve a minimum rating under LEED. 	<p>No</p>
<ul style="list-style-type: none"> • Develop green construction/ infrastructure standards for other municipal projects, such as minor building renovations, playgrounds, parking lots, and streetscape improvements. 	<p>No</p>
<p><i>M-3.3: Continue to maintain an active pavement preservation and pavement management program to both improve vehicle fuel economy of road users and to avoid major reconstruction of roads due to deferred maintenance.</i></p>	<p>Existing Policy, Program, Project</p>
<p>Strategies include:</p>	
<ul style="list-style-type: none"> • Continue to maintain El Cerrito’s roads at a Pavement Condition Index (PCI) average of 85 out of 100, as made possible by the El Cerrito Pothole Repair, Local Street Improvement and Maintenance Measure (Measure A), which was passed by local voters in 2008. 	<p>Yes</p>
<ul style="list-style-type: none"> • Investigate other cost-effective technologies, materials, and practices that further decrease the environmental impact of road repair and maintenance. 	
<p><i>M-3.4: Develop a policy to reduce refrigerant emissions into the atmosphere to the lowest achievable and practical levels.</i></p>	<p>Existing Policy, Program, Project</p>
<p>Strategies include:</p>	
<ul style="list-style-type: none"> • As part of the Environmentally Preferable Procurement policy update, create a climate-friendly refrigerant specification for such common products as refrigerants, vehicles, and air conditioning units. 	<p>No</p>
<ul style="list-style-type: none"> • Adopt an equipment maintenance standard to use best practices for refrigerant charge, leak detection, and refrigerant disposal. 	<p>No</p>
<ul style="list-style-type: none"> • Retire older equipment using refrigerants with a high global warming potential, such as R-408A. 	<p>No</p>

Municipal Goal #4:

Make City operations and facilities a model of “reduce, reuse, recycle,” and compost.

<p><i>M-4.1: Institute robust recycling and food waste composting programs in all City facilities and provide on-going education to decrease contamination of recycling and composting streams.</i></p>	<p>Existing Policy, Program, Project</p>
<p>Strategies include:</p>	
<ul style="list-style-type: none"> • Make recycling, food waste compost, and universal waste collection services available at all city facilities. 	<p>Yes</p>
<ul style="list-style-type: none"> • Educate city employees on how to use the services. 	<p>Yes</p>
<ul style="list-style-type: none"> • Have City facilities participate in the overall community Waste Characterization study mentioned in W-1.1 in order to determine where greater waste diversion, reduction and education potential can be achieved within municipal operations 	<p>No</p>
<p><i>M-4.2: As part of the update to the City’s EPP policy, create protocols, tools, and trainings to aid staff in specifying and purchasing recycled-content and low-waste products, equipment and materials.</i></p>	<p>Existing Policy, Program, Project</p>
<p>Strategies include, but are not limited to:</p>	
<ul style="list-style-type: none"> • Purchase recycled paint from paint manufacturers that have shown a commitment to formulating and marketing high quality recycled paint. 	<p>No</p>
<ul style="list-style-type: none"> • Use recycled materials in capital improvement projects, such as in building construction and renovations, street paving and concrete treatments. 	<p>No</p>
<ul style="list-style-type: none"> • Procuring products from companies that minimize packaging waste and offer take-back programs. 	<p>No</p>
<p><i>M-4.3: Institute waste reduction policies and projects.</i></p>	<p>Existing Policy, Program, Project</p>
<p>Strategies include, but are not limited to:</p>	
<ul style="list-style-type: none"> • Work with City staff in all departments to determine strategies to eliminate avoidable, unnecessary waste of materials, for example: 	<p>No</p>
<ul style="list-style-type: none"> <ul style="list-style-type: none"> • Enabling all computers and printers to use double-sided printing as their default setting 	
<ul style="list-style-type: none"> <ul style="list-style-type: none"> • Upgrading permit processes to be on-line and/or paperless 	