

DATE: February 23, 2010
TO: City Council
FROM: Development Services Director
SUBJECT: Resolution to Join Bay Area Climate Collaborative

RECOMMENDATION

That Council adopts the attached resolution (Attachment I) to join the Bay Area Climate Collaborative (BACC).

BACKGROUND

On January 6, 2010, the Sustainability Committee was presented with information about BACC and unanimously recommended that the Council adopts a resolution to join BACC.

DISCUSSION AND STAFF ANALYSIS

Bay Area Climate Collaborative – The Bay Area Climate Collaborative (BACC) is a public-private partnership coordinated by the Silicon Valley Leadership Group, which is focused on limiting greenhouse gas emissions, increasing the region's resilience to the effects of global climate change, and fostering the development of a green economy. The BACC was formed in March 2009 when the Mayors of Oakland, San Francisco, and San Jose signed the BACC Compact, which is included as an attachment to the resolution (Attachment I-a). Since the original formation, the cities of Cupertino, Fremont, Los Gatos, Morgan Hill, Mountain View, Redwood City, and Saratoga, have joined, as has Santa Clara County.

There is no cost to join the BACC. As stated by the BACC, benefits include:

- Improved use of fiscal resources and staffing allocation reducing duplicative efforts on climate change program development;
- Economies of scale with the development of Bay Area wide educational, marketing, and community information tools; and green procurement and staff training opportunities;
- Improved access to climate change and related federal grants, public-private financing opportunities, and future carbon revenues;
- Improved information and data collection and sharing and knowledge exchange of best practices among all members;

- Promotion of pilot projects and encouragement by the Collaborative to expand projects across the Bay Area where appropriate and feasible;
- Selection and development of community and countywide regional sustainability indicators to measure progress toward meeting the Collaborative's collective targets and goals.

The targets mentioned in the Compact are only for the three original cities. Hayward would be expected to work toward achieving the targets, but would not be *required* to achieve the targets if it joined the BACC. To become a member of BACC, staff would sign the BACC Charter (Attachment I-b), which states the purpose and objectives of the organization. A list of Frequently Asked Questions (FAQs) provided by the BACC is included as Attachment II. More information about the BACC, is available at <http://svlg.net/campaigns/bacc/>. Attachment III is an organizational chart for the BACC, which indicates City staff may participate in working groups to address specific issues. As indicated in the FAQs, City staff would not be required to participate at any minimum level.

Since there are no funding commitments required, the level of participation is at the discretion of the participating entities, and because the Collaborative is a good framework in which to stay "connected" and provide input with other municipalities regarding a variety of sustainability programs and actions throughout the Bay area, staff recommends that the City of Hayward join the BACC.

ECONOMIC IMPACT

Joining the BACC would not have a direct impact on Hayward's economy; however, as with most sustainability efforts, the creation of green jobs and promotion of energy conservation can be expected to generate a positive economic impact on the community.

FISCAL IMPACT

Participation in the BACC will not require General Fund money, but would entail some staff time to participate in the monthly working group meetings.

PUBLIC CONTACT

Joining BACC was discussed at the January 6, 2010 meeting of the Sustainability Committee.

NEXT STEPS

Staff will work with BACC staff to complete the necessary paperwork to formalize Hayward's membership.

Prepared by: Erik J. Pearson, AICP, Senior Planner

Recommended by: David Rizk, AICP, Development Services Director

Approved by:



Gregory T. Jones, City Manager

Attachments:

Attachment I	Resolution to Join BACC
Attachment I-a	(BACC Compact)
Attachment I-b	(BACC Charter)
Attachment II	(BACC FAQ)
Attachment III	(BACC Organizational Chart)

1/28/2010

HAYWARD CITY COUNCIL

RESOLUTION NO. 10-

Introduced by Council Member _____

RESOLUTION AUTHORIZING THE CITY OF HAYWARD TO BECOME A MEMBER OF THE BAY AREA CLIMATE COLLABORATIVE AND AUTHORIZING THE CITY MANAGER TO EXECUTE THE BAY AREA CLIMATE COLLABORATIVE CHARTER

WHEREAS, the State of California has established climate change goals set forth in AB 32, the Global Warming Solutions Act; and

WHEREAS, the City of Hayward recognizes the need for immediate, coordinated and visionary action to reduce greenhouse gasses to meet the State mandated goals; and

WHEREAS, the City of Hayward has established public and/or organizational greenhouse gas reduction goals and programs; and

WHEREAS, the City of Hayward understands the challenges of global warming are regional in nature and can be best addressed in partnership with other agencies and private entities; and

WHEREAS, the Bay Area Climate Collaborative is a public-private partnership of municipalities, business groups, regional agencies, environmental organizations, educational institutions; and

WHEREAS, the Bay Area Climate Collaborative is dedicated to achieving ten climate change goals to effectively address the challenge of climate change and sustain our quality of life, as defined in the Bay Area Climate Change Compact, attached hereto as Exhibit A.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Hayward that the City become a member of the Bay Area Climate Collaborative and agree to commit leadership resources as available to work together to meet the ten action area goals identified in the Compact.

NOW, THEREFORE, BE IT FURTHER RESOLVED by the City Council of the City of Hayward that the City Manager is hereby authorized to execute the Bay Area Climate Collaborative Charter attached hereto as Exhibit B.

IN COUNCIL, HAYWARD, CALIFORNIA _____, 2010

ADOPTED BY THE FOLLOWING VOTE:

AYES: COUNCIL MEMBERS:

MAYOR:

NOES: COUNCIL MEMBERS:

ABSTAIN: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

ATTEST:
City Clerk of the City of Hayward

APPROVED AS TO FORM:

City Attorney of the City of Hayward

Bay Area Climate Compact

PREAMBLE

We, as signatories of this Bay Area Climate Change Compact, recognize the need for immediate, coordinated and visionary action on greenhouse gas reductions and progress toward a sustainable society that is resilient to climate change. Further, we:

- Fully support the state of California's climate change goals set forth in the AB 32 Global Warming Solutions Act and Executive Order # S-3-05 (2000 levels by 2010, 1990 levels by 2020, 80% below 1990 by 2050);
- Have each established our respective municipal, agency, and organizational goals and programs;
- Recognize that the challenges we face are regional in nature and can best be addressed in partnership;
- Will strive to enable and expand the environmental, economic, and equity benefits of climate action;
- Will commit leadership resources to work together in order to realize our shared vision.

PURPOSE

We are committed to creating a public-private identity that best serves our region and all of its municipalities, institutions, and communities in helping to meet the state of California's goals for reducing greenhouse gas emissions. We are also dedicated to helping Bay Area communities prepare for and adapt to the impacts of climate change.

VISION

Our vision is to enable a healthy, safe and globally competitive Bay Area through collaborative action on climate change. Our coordinated efforts will be a model for regional action in California, the nation, and the world.

LEADERSHIP CALL TO ACTION

We will promote our vision through various channels of action, including public policy, education, market shifts and behavioral change. Our approach will evolve over time. We challenge the region to join us in our efforts.

We will work together to advance:

- A sustainable built environment, encompassing buildings, public spaces, waste reduction and resilience to climate change, including sea level rise;
- Models of planning and development that reduce the region's carbon footprint;
- Economic opportunity and innovation that makes possible green jobs, provides workforce training and education, and enables cutting-edge research and development;
- Renewable energy choices that decrease reliance on carbon-intensive fuels;
- Transportation and commuting choices that improve our quality of life;
- Constructive legislation at the local, state, and federal level; and
- Increase the volume of waste products diverted from landfills.

To accelerate results, and best serve the region, we will seek to:

- Advance models for use by the broader regional community on effective local actions being taken to reduce GHG emissions;

Bay Area Climate Compact

- Help to identify and disseminate emerging best practices for each sector: public, private, and civil society;
- Accelerate adoption of solutions by scaling up successful programs across the region;
- Where advantageous, leverage selected green resources (e.g. solar inspectors, community college green collar programs), in order to maximize limited resources and speed progress;
- Harmonize standards for more effective dissemination and action across the region, and;
- Monitor and track progress in reducing emissions and increasing resiliency.

ACTION AREA GOALS

Our public-private partnership will initially focus on the three largest Bay Area cities to guide and develop, by joint example, actions that reduce the region's greenhouse gas emissions, and increase the region's resiliency to the impacts of climate change. Action area goals and aggregate targets for the three cities, working in cooperation with the partners to this Compact include:

1. Establish an example reference standard for "baseline" green building and rooftop solar practices by the end of 2010;
2. Incentivize and encourage transportation mode-shifts, such as networked work locations, bicycling and public transit, to reduce 2008 baseline gasoline consumption 3% by the end of 2013, and 8% by the end of 2018;
3. From a 2008 baseline, increase by 30% the use of renewable sources for electrical energy by the end of 2013 and by 50% by the end of 2018;
4. Through conservation and energy efficiency, reduce electrical energy usage in buildings from a 2008 baseline by an average of 10% by the end of 2013 and by 15% by the end of 2018;
5. Increase the available blue and white collar "clean and green workforce" course/trainings by the end of 2013 and help place 20,000 trainees and graduates in the labor force by the end of 2013;
6. From a 2008 baseline, decrease community water consumption by 15% by the end of 2013 and 20% by the end of 2018 and increase water recycling rates by 10% by the end of 2013 and 15% by the end of 2018;
7. Develop and adopt municipal and organizational climate adaptation plans by the end of 2013 to increase resiliency to the impacts of climate change;
8. Implement a common, ongoing region-wide public information campaign by the end of 2010, to reduce greenhouse gas emissions and increase community resiliency;
9. Increase solid waste diversion from landfills to 75% by the end of 2013, and achieve zero waste by the end of 2020;
10. Increase the number of zero emission and other advanced ultra-low emission light duty vehicles to 10% of municipal fleets by the end of 2013, and to 25% by the end of 2018.

Bay Area Climate Collaborative Charter

Preamble

The most wide-ranging and profound environmental challenge facing humanity is climate change. Fossil fuel consumption and related greenhouse gas emissions are putting our ecosystem under great strain. Furthermore, our homeland security and economic stability are threatened by our reliance on unpredictable supplies of hydrocarbon fuels from unstable governments.

The Bay Area faces a variety of unique challenges in taking action to address global warming. Beyond individual organizational goals, there is a profound need for coordinated action to reduce our greenhouse gas emissions by transforming our economy from one based on coal, oil, and gas to one that runs on clean, renewable energy at the local, State and Federal levels. The Bay Area Climate Change Collaborative recognizes the need for immediate, coordinated and visionary action to reduce greenhouse gas emissions and speed progress toward a sustainable society that is resilient to the effects of climate change.

Purpose

No one agency, company or organization's actions alone can effectively address the challenge of climate change. We recognize the profound need for cross-sector, regional collaboration to promote energy efficiency, renewable energy, and other best practices at the regional, State and Federal levels to address the challenge of climate change. The Bay Area Climate Change Collaborative brings together leaders from government, the business community, academia, and not-for-profit advocacy groups to address the challenge of climate change across the region to best meet these challenges and sustain our quality of life.

VISION

Our vision is to enable a healthy, safe and globally competitive Bay Area through collaborative action on climate change. Our coordinated efforts will be a model for regional action in California, the nation, and the world.

Member Benefits

Through collaborative efforts, members can expect to see the following benefits:

- Improved fiscal resource use and staffing allocation reducing duplicative efforts on climate change program development;
- Economies of scale with the development of Bay Area wide educational, marketing, and community information tools, and green procurement and staff training opportunities;
- Improved access to climate change and related federal grants, public-private financing opportunities and future carbon revenues;
- Improved information and data collection and sharing and knowledge exchange of best practices among all members;

- Promotion of pilot projects and encouragement by the collaborative to expand projects across the Bay Area where appropriate and feasible;
- Selection and development of community and countywide regional sustainability indicators to measure our progress toward meeting our collective targets and goals

Collaborative Objectives¹

- Guide and develop, by joint example, actions that reduce the region's greenhouse gas emissions, and increase the region's resiliency to the impacts of climate change²
- Proactively create cross-sector, cross-jurisdictional and public-private partnerships across the region in support of implementation of the Bay Area Climate Change Compact
- Work together to leverage local, state and federal resources to implement the Bay Area Climate Change Compact
- Share information and best practices on climate change mitigation and adaptation

Organization Name: _____

Signed By: _____ **Title:** _____

Signature: _____

Date: _____ / _____ / _____

¹ Signing on to this Charter does not supersede any powers vested to the signatory.

² Action area goals and targets are timelines are defined in the attached Bay Area Climate Compact.

Bay Area Climate Collaborative Frequently Asked Questions

1. What is the Bay Area Climate Collaborative (BACC)?

The BACC is a regional public-private initiative focused on limiting greenhouse gas emissions, increasing the region's resilience to the effects of global climate change and fostering the development of the green economy.

As a public-private entity working with the municipalities, non-profits and communities to reduce greenhouse gas emissions to support California's AB 32-Global Warming Solutions Act, the BACC partners with businesses, local, state and regional agencies, leveraging and coordinating limited resources to accomplish goals established in ten specific action areas.

2. How and when was the BACC formed?

After 12 months of development and analysis from municipalities, non-government organizations and private sector partners, the Mayors of Oakland, San Francisco and San Jose signed the BACC Charter on March 6, 2009.

3. Who are the partners?

- **Municipal Partners:** Cupertino, Fremont, Los Gatos, Morgan Hill, Mountain View, Oakland, Redwood City, San Francisco, San Jose, Saratoga, and Santa Clara County
- **Non-Profit Organizations:** Bay Area Council Economic Institute (BACEI), California Energy Commission (CEC), California League of Conservation Voters (CLCV), Environmental Defense Fund (EDF), Joint Venture: Silicon Valley (JV), Silicon Valley Leadership Group (SVLG), and Sustainable Silicon Valley (SSV).
- **Cooperating Agencies:** Association of Bay Area Governments (ABAG), Bay Area Air Quality Management District (BAAQMD), Bay Conservation Development Commission (BCDC), Metropolitan Transportation Commission (MTC).

4. Private sector partners:

- Bank of America, Pacific Gas and Electric, Serious Materials, Silver Spring Networks, Cypress Ecosystems, Coulomb Technologies, Lockheed Martin Space Systems, Webcor, Better Place and Genentech.

5. What is the BACC focusing on?

Ten action areas with specific targets and timelines are identified in the Bay Area Climate Compact. They include:

1. Green Building & Solar Standards
2. Reducing vehicle miles traveled
3. Increasing Renewable Energy Use
4. Increasing energy efficiency
5. Training and placing the clean and green workforce
6. Water Conservation & Recycling
7. Climate Adaptation Planning
8. Regional Public Action Campaign
9. Solid Waste Recycling & Diversion
10. Regional Electric Vehicle Initiative

6. How many areas are currently active?

- **4, including:** Green Building (Area #1); Solar Standards (Area #1), Regional Public Action Campaign (Area #8), Electric Vehicle Initiative (Area #10)

7. How is the BACC partnering with other organizations?

An initial task of each working group is to identify complimentary efforts throughout the region. We then work closely with those groups engaged in the same space to identify how to effectively implement and coordinate work.

8. What are the benefits of joining the BACC?

Leveraging each partner's resources and unique strengths, the BACC accelerates action and speeds progress in reaching targets and timelines by enabling:

- Coordinating activities – Focusing effort via collaboration between partner organizations and institutions
- Maximizing limited resources – Improved fiscal resource use and staffing allocation and rapid identification, sharing and implementation of best practices.
- Economies of scale – Scaling solutions across the entire Bay Area.
- Sharing information – Improved data collection and knowledge exchange.
- Helping with funding – Improved access to climate change and related federal grants, public-private financing opportunities and future carbon revenues.
- Regional voice – In meeting with the state government in Sacramento and the Federal Government in Washington, we are more effective if we speak as a region.

9. Who can join the BACC?

Any organization, institution, and municipality may join by signing the BACC Charter.

10. What does it mean if my municipality signs on to the BACC?

The purpose of the BACC is to help the entire region to meet and exceed GHG reduction goals, and support the development of green jobs. The specific targets in the ten BACC action areas are for the cities of San Jose, San Francisco and Oakland. By signing on the Charter, other municipalities agree to work in partnership to achieve these goals, within the constraints of their available resources.

11. What level of support is required of member organizations?

Organizations may participate at any level which they have the resources to do so, feel they can provide expertise for, or believe they will benefit from

12. What is the organizational structure of the BACC?

The BACC is governed by a Steering Committee, consisting of signatory members. The Steering Committee meets once each quarter. However, additional meetings can be called as needed. The Steering Committee helps coordinate activities of the working groups.

13. How do the working groups function?

Under the overall guidance of the Steering Committee, the Working Groups are responsible for operationalizing each action area goal. Each working group is lead by two to three co-chairs. The co-chairs are selected from a municipality, academia, non-profit or industry. Groups meet once a month to review progress, identify strategies and next steps. Additional meetings are held as needed to reach action area targets and timelines. Working groups report progress at the BACC Steering Committee quarterly meetings.

14. How is the BACC staffed?

Partner organizations interested in one or more specific action areas provide a representative to the working groups. Working group members select their level of participation. The tasks completed by working group members compliments or is integrated into the participants regular work projects. The overall organization and project management support is provided by staff and volunteers from the Silicon Valley Leadership Group. However, as funds are raised, these responsibilities will be transferred to full-time BACC staff. Full-time staff hired by the BACC will provide the day-to-day coordination and facilitation required.

Structure



Who

- 3 'big city' mayors
- 3 trade group CEO's
- 4 regional Agency Presidents
- Env. NGO Presidents
- Labor leaders
- 'Celebrity Lead'

Roles

- Input on strategic direction through direct reports
- Public face and support
- 6-12 month reviews



Who

- • 3 mayors – direct reports
- 3 trade CEO direct reports
- Regional agency Presidents direct reports
- Top Env. NGO Presidents direct reports
- County city association leads

Roles

- Working group initiation and steering
- Work group resourcing
- ~Quarterly meeting schedule

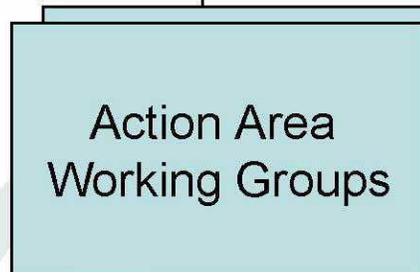


Who

- Program manager
- Program assistant

Roles

- Day-to-day program support for:
 - Funding
 - Content formation
 - Meetings and agenda setting
 - Communications and stakeholder engagement
- Workgroup facilitation
- Municipal engagement & outreach
- Business engagement & outreach



Who

- Program office facilitator
- Dedicated rep from trade, agency, NGO, city/county
- Dedicated business community lead/sponsor(s)

Roles

- Structure and drive goal-specific initiatives