



4

DATE: October 12, 2010
TO: Mayor and City Council
FROM: Development Services Director
SUBJECT: Resolution of Participation in the Beacon Award Program

RECOMMENDATION

That Council adopts the attached resolution (Attachment I) supporting the City's participation in the Beacon Award Program.

BACKGROUND

Council adopted the City's Climate Action Plan (CAP) on July 28, 2009. The CAP includes goals to reduce greenhouse gas emissions by 12.5 % below 2005 levels by 2020, and by 82.5 % below 2005 levels by 2050. An inventory of greenhouse gas (GHG) emissions emitted by the Hayward community in 2005 was completed in 2006. Staff is working to update the City's inventory with data for calendar year 2009, and will do so at least every five years. The updated inventory, along with an update on overall progress of CAP implementation, is expected to be presented to the Council in early 2011.

DISCUSSION

The success of Hayward's CAP will require significant efforts to educate the community to encourage behavioral changes and promotion of implementation programs. Specifically, Strategy Nine in the CAP calls for community outreach efforts to engage students, residents, and businesses. Formal recognition of the City's accomplishments will give staff and the Council opportunities to publicize and build on the City's efforts to address climate change.

The Beacon Award Program is one such program that could highlight Hayward's efforts in CAP implementation and success in reduction of GHG emissions. It is sponsored by the California Climate Action Network, a program of the Institute for Local Government. The Institute is the non-profit research arm of the League of California Cities and the California State Association of Counties. The Program is intended to recognize cities and counties that 1) reduce greenhouse gas emissions and energy use; 2) adopt policies and programs to address climate change; and 3) promote sustainability. The following steps must be completed to be accepted as a Beacon Award participant:

- Adopt a resolution by the governing body committing the agency to participate in the program;
Such a resolution is attached for Council's consideration.
- Designate a lead staff person as a point of contact;
The Senior Planner in the Advanced Planning Section in the Development Services Department is proposed to be designated as that person.
- Prepare, or commit to prepare, a baseline greenhouse gas emissions inventory for agency facilities and the community as a whole;
As noted previously, Hayward has conducted a baseline emissions inventory for both community-wide and municipal-related emissions, and is also going to be updating such inventory on a regular basis.
- Prepare, or commit to prepare, a climate action plan that includes actions in each of the Best Practice Areas;
Hayward's CAP includes actions from each of the Best Practice Areas (see below).
- Demonstrate compliance with AB 939 (California Integrated Waste Management Act of 1989).
Hayward is in compliance with AB 939 and staff will be providing documentation to demonstrate such compliance.

Following are the Best Practice Areas¹ that are required to be included in the Climate Action Plan and the Strategies in the CAP that address those Areas:

1. Energy Efficiency and Conservation – *Strategies Three and Four;*
2. Water and Waste Water Systems – *Strategies Three and Four;*
3. Green Building – *Strategy Four;*
4. Waste Reduction and Recycling – *Strategy Six;*
5. Climate-Friendly Purchasing – *Strategy Six;*
6. Renewable Energy and Low-Carbon Fuels – *Strategies Two and Five;*
7. Efficient Transportation – *Strategy One;*
8. Land Use and Community Design – *Strategy One;*
9. Open Space and Offsetting Carbon Emissions – *Strategy Seven;* and
10. Promoting Community and Individual Action – *Strategy Nine.*

Beacon Awards are given based on the following achievements. Details about the requirements for each award level are provided in Attachment II.

- Silver Beacon Award – 5% reduction in GHG emissions;
- Gold Beacon Award – 10% reduction in GHG emissions;
- Platinum Beacon Award – 20% reduction in GHG emissions.

There are no requirements to achieve awards within certain time periods. Each Beacon Award participant works toward achieving awards at their own pace. If the City achieves its 2020 GHG

¹ The complete Best Practices Framework is available at
http://www.ca-ilg.org/sites/ilgbackup.org/files/BestPracticesFramework_v6.3_FINAL.pdf

reduction goal, Hayward will be eligible for the Gold Beacon Award. When a participant reaches an award level, the jurisdiction will be recognized at California League of Cities events, be highlighted on the Beacon Award website², and will receive a certificate for each award that may be displayed in public.

ECONOMIC IMPACT

Adoption of the attached resolution will have limited economic impact on the community. As noted in previous reports, implementation of the Climate Action Plan is expected to have short-term costs, such as those associated with installation of energy efficiency improvements, but there will also be long-term benefits such as cost savings related to reduced energy use and the creation of green jobs. It is also becoming clearer that young professionals seeking to live in a community in the Bay Area are tending toward those communities with a demonstrated commitment to sustainability, green building, and an environmental approach to community living.

FISCAL IMPACT

Participation in the Beacon Award Program will have no impact on the City's General Fund. The Program is sponsored by the California Climate Action Network, a program of the Institute for Local Government. The program is funded by California utility ratepayers and administered by Pacific Gas and Electric Company, San Diego Gas & Electric Company, Southern California Edison, and Southern California Gas Company, under the auspices of the California Public Utilities Commission. Staff time associated with participation in the Program is expected to be minimal. Staff will be tracking emissions and progress on the CAP as a regular practice and staff anticipates providing the Program administrators with a copy of the annual report that will be provided to the City Council on an annual basis.

PUBLIC CONTACT

Participation in the Beacon Award Program was presented to the Council Sustainability Committee on October 6, 2010. The Committee unanimously supported the City's participation in the Program and recommended that the Council adopt the attached resolution.

SCHEDULE & NEXT STEPS

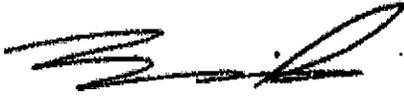
Upon adoption of the attached resolution, staff will complete the required application form and provide it to the Program administrators. Progress toward meeting the Beacon Award levels will be reported in the annual CAP implementation report, which is expected to be provided to the Council in early 2011.

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

Recommended by: David Rizk, AICP, Development Services Director

² More details on the Beacon Award Program are available at <http://www.ca-ilg.org/BeaconAward>

Approved by:



Fran David, City Manager

Attachments:

Attachment I Resolution
Attachment II Beacon Award Levels

HAYWARD CITY COUNCIL

RESOLUTION NO. 10-

Introduced by Council Member _____

RESOLUTION OF SUPPORT FOR PARTICIPATION IN THE
INSTITUTE FOR LOCAL GOVERNMENT'S BEACON
AWARD: LOCAL LEADERSHIP TOWARD SOLVING
CLIMATE CHANGE

WHEREAS, the City of Hayward, on July 28, 2009, adopted a Climate Action Plan, which includes goals, policies, and programs to reduce greenhouse gas emissions and save energy; and

WHEREAS, these policies, programs and actions conserve natural resources, save energy and money, and promote sustainable land use and transportation planning in the community; and

WHEREAS, cities and counties statewide are leading by example by adopting innovative sustainability programs and policies, including working with community residents, business groups and others; and

WHEREAS, the City of Hayward is currently working toward implementing the Climate Action Plan and other energy-saving programs funded by the Energy Efficiency and Conservation Block Grant program; and

WHEREAS, the City of Hayward wishes to expand these activities, share its experiences with other communities, and be recognized for its accomplishments; and

WHEREAS, the Beacon Award: Local Leadership Toward Solving Climate Change is a voluntary program of the Institute for Local Government, the non-profit research and education affiliate of the California State Association of Counties and the League of California Cities; and

WHEREAS, the Beacon Award recognizes and celebrates achievements of cities and counties that reduce greenhouse gas emissions and save energy; and

WHEREAS, participating in the Beacon Award is an opportunity for the City of Hayward to be recognized for its efforts to promote sustainability, reduce greenhouse gas emissions and save energy.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Hayward agrees to participate in the Beacon Award: Local Leadership Toward Solving Climate Change; and

BE IT FURTHER RESOLVED, that the City Council of the City of Hayward will work towards achieving the Silver, Gold and/or Platinum Beacon Award levels.

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

Beacon Award Levels

Silver Beacon Award	
Agency Facilities & Operations	
Greenhouse Gas Reduction:	Five percent in agency facilities and operations
Energy Savings:	Five percent in agency facilities and operations from energy efficiency retrofits
Community	
Greenhouse Gas Reduction:	Five percent in the community as a whole
Energy Savings:	One activity that promotes energy efficiency in the community
Best Practice Areas:	One activity in each of the ten Best Practice Areas
Gold Beacon Award	
Agency Facilities & Operations	
Greenhouse Gas Reduction:	Ten percent in agency facilities and operations
Energy Savings:	Ten percent in agency facilities and operations from energy efficiency retrofits
Community	
Greenhouse Gas Reduction:	Ten percent in the community as a whole
Energy Savings:	Two activities that promote energy efficiency in the community
Best Practice Areas:	Two activities in each of the ten Best Practice Areas
Platinum Beacon Award	
Agency Facilities & Operations	
Greenhouse Gas Reduction:	Twenty percent in agency facilities and operations
Energy Savings:	Twenty percent in agency facilities and operations from energy efficiency retrofits
Community	
Greenhouse Gas Reduction:	Twenty percent in the community as a whole
Energy Savings:	Four activities that promote energy efficiency in the community
Best Practice Areas:	Three activities in each of the ten Best Practice Areas