REGULAR MEETING – WEDNESDAY, OCTOBER 7, 2009
ATRIUM CONFERENCE ROOM AT CITY HALL – 500 CASTRO STREET
6:30 P.M.

1. **CALL TO ORDER**

2. **ROLL CALL**

Committee Members: Margaret Abe-Koga, Ronit Bryant and Chair Jac Siegel.

3. **ORAL COMMUNICATIONS FROM THE PUBLIC**

This portion of the meeting is reserved for persons wishing to address the Committee on any matter not on the agenda. Speakers are limited to three minutes. State law prohibits the Committee from acting on nonagenda items.

4. **MINUTES APPROVAL**

Minutes for the December 15, 2008 and January 26, 2009 meetings have been delivered to the Committee members and copies posted on the City Hall bulletin board. If there are no corrections or additions, a motion is in order to approve these minutes.

5. **NEW BUSINESS**

5.1 **COMMUNITY-WIDE GREENHOUSE GAS INVENTORY AND EMISSIONS REDUCTION TARGETS**

Overview:

In response to climate change, the State of California passed AB 32 (Global Warming Solutions Act of 2006) requiring the State to reduce GHG emissions over time. While setting GHG reduction targets is currently voluntary, in a Study Session on October 30, 2007, the City Council endorsed a sustainability goal of meeting or exceeding the emissions reduction goal of AB 32. A community-wide GHG emissions inventory, defining 2005 as a baseline against which to measure emissions reduction progress in future years, was recently completed. Staff is proposing both short- and long-term reduction targets that are consistent with both AB 32 and the Mountain View community's voice through the Environmental Sustainability Task Force.

Recommendation:

Recommend the City Council adopt the following community-wide greenhouse gas (GHG) emission reduction targets to meet or exceed AB 32 requirements:

- 5 percent below 2005 levels by 2012.
- 10 percent below 2005 levels by 2015.
- 15 percent to 20 percent below 2005 levels by 2020.
- 80 percent below 2005 levels by 2050.

5.2 BAY-FRIENDLY LANDSCAPING AND GARDENING PROGRAM

Overview:

The Bay-Friendly Landscaping and Gardening Program was initiated in Alameda County in 2001. There is an effort being undertaken by a group of stakeholders to establish the program in Santa Clara County. At the request of Councilmember Bryant, this item is on the agenda for Committee discussion.

Recommendation:

Review and discuss the information provided about the Bay-Friendly Landscaping and Gardening Program.

6. COMMITTEE/STAFF COMMENTS, QUESTIONS AND REPORTS

No action will be taken on any questions raised by the Committee at this time.

7. SET DATE AND TIME FOR NEXT MEETING

8. ADJOURNMENT

LT/9/PWK
944-10-07-09A^

AGENDAS FOR BOARDS, COMMISSIONS AND COMMITTEES

- The specific location of each meeting is noted on the notice and agenda for each meeting which is posted at least 72 hours in advance of the meeting. Special meetings may be called as necessary by the Committee Chair and noticed at least 24 hours in advance of the meeting.

- Questions and comments regarding the agenda may be directed to the Transportation, Property and Policy Division of the Public Works Department at (650) 903-6311.

- Interested persons may review the agenda and staff reports at the Public Works Department counter beginning at 4:00 p.m. the Friday evening before each regular meeting. A copy can be mailed to you upon request. Staff reports are also available during each meeting.

- **SPECIAL NOTICE—Reference: Americans with Disabilities Act, 1990**
  Anyone who is planning to attend a meeting who is visually or hearing-impaired or has any disability that needs special assistance should call the Public Works Department at (650) 903-6311 48 hours in advance of the meeting to arrange for assistance. Upon request by a person with a disability, agendas and writings distributed during the meeting that are public records will be made available in the appropriate alternative format.

- The Board, Commission or Committee may take action on any matter noticed herein in any manner deemed appropriate by the Board, Commission or Committee. Their consideration of the matters noticed herein is not limited by the recommendations indicated herein.

- **SPECIAL NOTICE**—Any writings or documents provided to a majority of the Council Environmental Sustainability Committee regarding any item on this agenda will be made available for public inspection in the Public Works Department, located at 500 Castro Street, during normal business hours and at the meeting location noted on the agenda during the meeting.

ADDRESSING THE BOARD, COMMISSION OR COMMITTEE

- Interested persons are entitled to speak on any item on the agenda and should make their interest known to the Chair.

- Anyone wishing to address the Board, Commission or Committee on a nonagenda item may do so during the "Oral Communications" part of the agenda.

REGULAR MEETING – TUESDAY, JUNE 23, 2009
CITY CLERK'S CONFERENCE ROOM AT CITY HALL – 500 CASTRO STREET
3:30 P.M.

1. CALL TO ORDER

The meeting was called to order at 3:30 p.m. by Chair Siegel.

2. ROLL CALL

Committee Members: Margaret Abe-Koga (arrived late), Ronit Bryant and Chair Jac Siegel.

City Staff Present: Cathy Lazarus, Public Works Director; Joan Jenkins, Transportation and Policy Manager; Lori Topley, Solid Waste Program Manager; and Steve Attinger, Environmental Sustainability Coordinator.

3. ORAL COMMUNICATIONS FROM THE PUBLIC

Bruce Karney informed the Committee about a proposal he presented to Assemblyman Fong that he calls Solar for All. The aim is to change State law so renters and condo owners can benefit from solar installations like homeowners can through a process called virtual net metering.

4. MINUTES APPROVAL—None.

5. NEW BUSINESS

5.1 REVIEW AND DISCUSS STATUS REPORT REGARDING CITY'S ENVIRONMENTAL SUSTAINABILITY EFFORTS

Staff provided an update on sustainability programs currently in progress and a time line for those projects to be undertaken in the new fiscal year starting July 1 and also reported on projects that are sustainability-related but not listed in the Council adopted Environmental Sustainability Action Plan.

Committee Comments

The Committee asked several questions about the food waste composting pilot. Staff explained that Phase II will add commercial businesses that produce a lot of food waste such as those with on-site cafeterias. Food

establishments are not being targeted for the pilot due to the difficulty of controlling contamination.

In response to a question about single-use bags, staff noted that this issue will return to the Committee for further discussion after the summer break.

Public Input

Bruce England is excited about the grant for the pedestrian master plan and noted that Green Mountain View is pursuing the issue of changing regulations to allow grey water use.

Bruce Karney noted that the only community with an increasing number of solar installations is San Francisco due to the high subsidies offered there. He suggested Mountain View could increase the number of installations by offering a payment to current owners of solar systems if they get another Mountain View homeowner to go solar.

Committee Discussion

A Committee member stated she is very pleased preparation of the Pedestrian Master Plan is under way and believes community outreach will be vital to its success. She also noted it will not be necessary to reinvent the wheel with the Green Building Ordinance as a lot of good work has already been done by others.

In response to questions from another Committee member, staff said that 200 reusable bags are being offered to Green Mountain View to distribute at the Art and Wine Festival and that the program to educate Public Works and Community Development staff about green building will begin in fall 2009 but will not be completed until summer 2010.

A Committee member hopes we can come up with additional funding to give away more reusable bags. Staff indicated that it might be possible to provide participants of the grant-funded energy audit program a reusable bag.

6. COMMITTEE/STAFF COMMENTS, QUESTIONS AND REPORTS

The Public Works Director thanked Olivia Puerta for her year of intern service in Public Works.

Committee member Siegel mentioned the concept of training residents about environmental sustainability in a similar way that the CERT program operates. You train some residents and then they in turn go out and inform others, to get a

multiplier effect. The City needs to find effective ways to persuade thousands of households to want to make changes.

Committee member Bryant suggested the Council Environmental Sustainability Committee (CESC) establish a regular meeting time. She also requested that a discussion of the Bay-Friendly Gardening program be placed on the next agenda.

Committee member Siegel noted the new section of Stevens Creek Trail is now open and is being well used by the community and also announced that Green Mountain View will be handling recycling at the Art and Wine Festival.

7. ADJOURNMENT

The meeting was adjourned at 4:20 p.m.

LT/9/PWK
944-06-23-09mn-E^

CITY OF MOUNTAIN VIEW
MEMORANDUM

DATE: September 21, 2009

TO: Council Environmental Sustainability Committee

FROM: Stephen P. Attinger, Environmental Sustainability Coordinator

SUBJECT: COMMUNITY-WIDE GREENHOUSE GAS INVENTORY AND EMISSIONS REDUCTION TARGETS

RECOMMENDATION

Recommend the City Council adopt the following community-wide greenhouse gas (GHG) emission reduction targets to meet or exceed AB 32 requirements:

- 5 percent below 2005 levels by 2012
- 10 percent below 2005 levels by 2015
- 15 percent to 20 percent below 2005 levels by 2020
- 80 percent below 2005 levels by 2050

FISCAL IMPACT

Setting GHG reduction targets has no fiscal impact. There will be future costs as the Council chooses specific emissions reduction strategies to meet these targets; however, in some instances these costs may be offset by savings. Staff will conduct financial analyses for specific strategies identified by the City Council.

BACKGROUND

In response to climate change, the State of California passed AB 32 (Global Warming Solutions Act of 2006), requiring the State to reduce GHG emissions over time.

In a Study Session on October 30, 2007, the City Council endorsed a sustainability goal of meeting or exceeding California's AB 32 requirements for emissions reduction. In addition, the Council sought public input through its Environmental Sustainability Task Force, which, after seven months of work, recommended specific community-wide reduction targets, as outlined later in this report.

ANALYSIS

Setting reduction targets and reducing emissions on a voluntary basis has several *benefits*, including:

- Setting the climate change policy foundation in the General Plan.
- Helping inform the General Plan update's land-use alternative discussion.
- Shaping the framework of the "Greenhouse Gas Reduction Program" currently being prepared in conjunction with the General Plan to address climate change mitigation strategies.
- Enabling the City to gain experience with emissions reduction activities before reductions likely become mandatory at the State or Federal level.
- Demonstrating the City's leadership in environmental protection and a commitment to future generations.
- Contributing to reducing the impacts of climate change on human health and the environment.
- Improving air quality which provides community health benefits.

Community-Wide Greenhouse Gas Inventory

The City completed an inventory of its 2005 community-wide GHG emissions which will serve as the baseline against which to measure emissions reduction progress in future years. Conducting an inventory involves measuring the amount of energy/fuel/water used and waste generated by the entire community and calculating the number of metric tons of greenhouse gases (CO_2e[1]) that result from those activities.

The inventory was conducted in conjunction with ICLEI—Local Governments for Sustainability, which specializes in climate change and GHG inventories for cities and counties. ICLEI's inventory methodology: (1) was developed in collaboration with several regional entities (e.g., the City/County Association of Governments, the Metropolitan Transportation Commission, StopWaste.Org and PG&E); (2) was certified by the Bay Area Air Quality Management District; and (3) is in use by approximately

---

[1] CO_2e, or CO_2 equivalent, describes how much global warming a given type and amount of greenhouse gas (e.g., carbon dioxide, methane, nitrous oxide, ozone) may cause, using the functionally *equivalent* amount or concentration of carbon dioxide (CO_2) as the reference.

70 percent of Bay Area cities. Mountain View also completed an inventory of its 2005 government operations emissions, which will be reviewed during an October Council Environmental Sustainability Committee (CESC) meeting.

The City's total 2005 emissions, 752,755 metric tons of CO_2e, were broken down by both *Sector* (Commercial, Residential, Industrial, Transportation and Waste) and *Source* (Electricity, Natural Gas, Gasoline and Diesel, Waste Decomposition and Landfill Waste), identifying the biggest emissions areas and target reduction activities accordingly.

The top three emission areas in each category are shown in Exhibits 1 and 2 below.

- Sector: Transportation (57 percent), Commercial (21 percent) and Residential (13 percent).

- Source: Gasoline and Diesel (56 percent), Electricity (25 percent) and Natural Gas (16 percent).

Exhibit 1

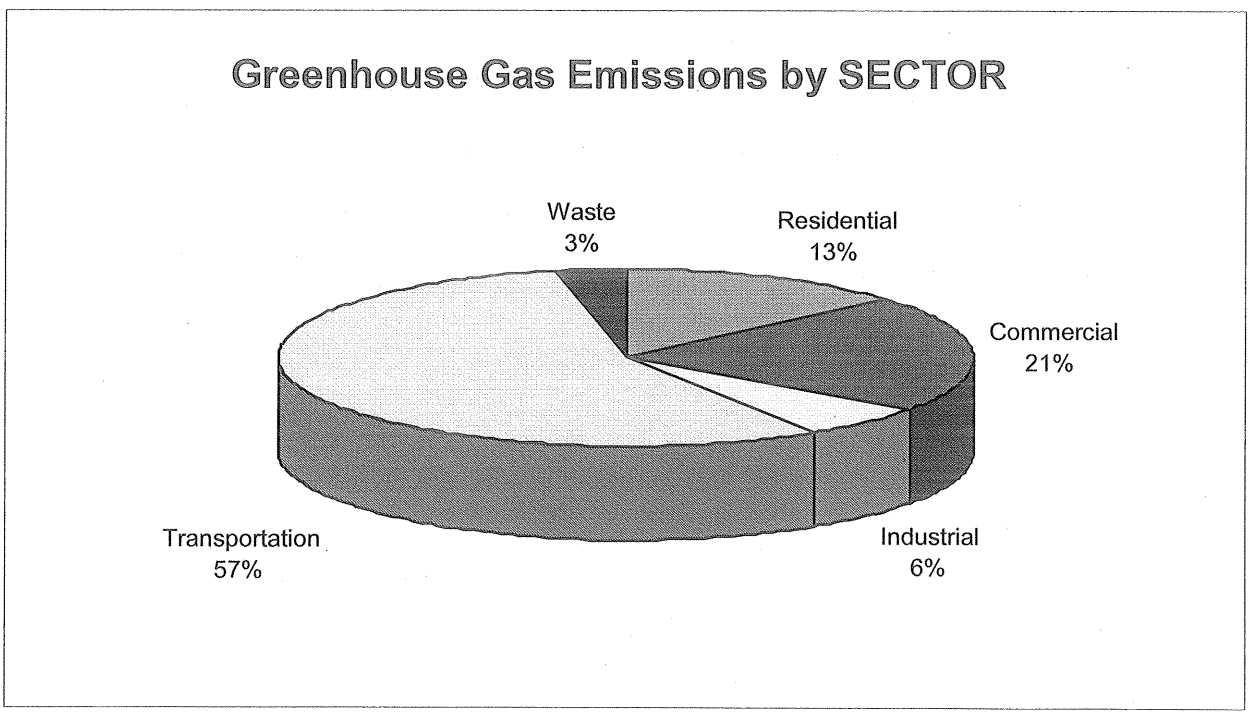
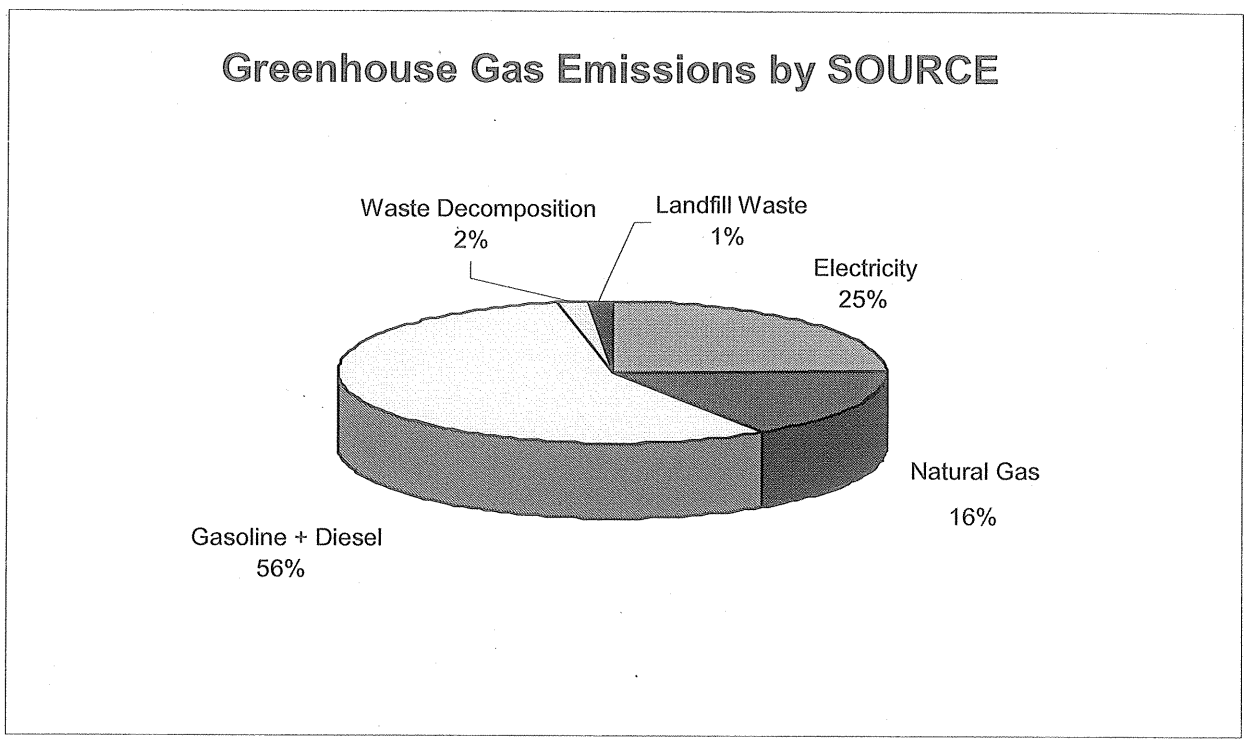


Exhibit 2


Greenhouse Gas Emissions by SOURCE
Waste Decomposition
2%
Landfill Waste
1%
Electricity
25%
Natural Gas
16%
Gasoline + Diesel
56%

Proposed GHG Reduction Targets

Staff is proposing short- and long-term emission reduction targets as shown in Table 1 below. The proposed targets are largely consistent with AB 32 and the Environmental Sustainability Task Force recommendations.

Table 1

Target Year	AB 32* Required Reductions	Task Force Recommended Reductions *(below 2005 levels)*	Proposed Reductions *(below 2005 levels)*
2010	5% (down to 2000 levels)		
2012		5%	5%
2015		10% (in 2016)	10%
2020	15% (down to 1990 levels)	15%	15% to 20%
2050	80% (below 1990 levels)	80%	80%

* *While AB 32 uses 1990 emission levels as a baseline, the California Air Resources Board (CARB) acknowledged it is not feasible for most cities to accurately calculate 1990 emissions and should set reduction targets based on "current levels." Therefore, at the recommendation of ICLEI, Mountain View and the majority of other Bay Area cities are using 2005 emissions as "current levels."*

Following are the differences among AB 32 requirements, the Task Force recommendations and the proposed reduction targets:

- Where AB 32 calls for a 5 percent reduction by 2010, staff and the Task Force recommend this same reduction by 2012. With the current recession and staff resources stretched thin, this will give the City a little more time to determine and implement the most appropriate reduction strategies.

- AB 32 does not have a reduction target between 2010 and 2020. Staff and the Task Force think it is valuable to have an intermediate goal to ensure the City is on track to meet its 2020 reduction target.

- Staff proposes a target "range" of 15 percent to 20 percent by 2020. This provides more flexibility if the City wants to strive to meet a "stretch goal" of 20 percent reductions by 2020.

Setting GHG reduction targets is currently voluntary; however, the CARB anticipates mandatory emissions reductions will eventually apply to all sectors. The City's targets can be modified at any time based on measured results and/or economic and environmental considerations. At least fifty (50) California cities have set, or are setting, reduction targets, a sampling of which appears in Attachment 1.

Meeting the GHG Reduction Targets

Many of the activities that constitute community emissions are beyond the control of the City (e.g., resident transportation choices and business sector energy-efficiency actions). Some activities, however, such as outreach, education, and possible incentives to encourage more sustainable activities among residents and businesses, should be considered as part of the City's overall GHG reduction strategy. For example, the Council-approved home energy audit program, funded through Federal Energy Efficiency and Conservation Block Grant (EECBG) stimulus funds, will begin to address the residential emissions sector, which constitutes 13 percent of community-wide emissions. Additionally, the City has applied for a grant through the Federal Climate Showcase Communities Program to fund more residential energy efficiency efforts. Additional regional and local strategies will be needed to address the two other largest emission sectors—transportation (57 percent) and commercial (21 percent).

To identify improvement strategies, a Greenhouse Gas Reduction Program is being developed as part of the General Plan update that will include climate change mitigation policies and actions. A sample of possible strategies is included in Attachment 2.

There are also activities at the State and Federal level that will reduce the City's emissions. At the State level, these actions include the *Low Carbon Fuel Standard* and the *Tire Pressure Program*. At the Federal level, climate change legislation is pending in Congress.

Future GHG Inventories

To track progress toward emission reduction targets, the City will conduct an inventory every five years. There is some lag in data availability and, therefore, inventories may not be completed until one to two years after a target year.

NEXT STEPS

On October 13, 2009, the Council will consider the community-wide GHG emissions reduction targets proposed by the Council Environmental Sustainability Committee. In spring 2010, Council will be provided with an update on the status of the General Plan's Greenhouse Gas Reduction Program. In December 2010, the final Greenhouse Gas Reduction Program and updated General Plan will be presented to Council for consideration.

Prepared by:

Stephen P. Attinger
Environmental Sustainability Coordinator

Approved by:

Cathy R. Lazarus
Public Works Director

Reviewed By:

Lori Topley
Solid Waste Program Manager

Nadine P. Levin
Assistant City Manager

Joan Jenkins
Transportation and Policy Manager

SPA/2/PWK
916-09-16-09M-E^

Attachments:
1. Sample Bay Area City and County GHG Emissions Reduction Targets
2. Sample GHG Reduction Strategies

Sample Bay Area Greenhouse Gas Emissions Reduction Targets *

** Below 2005 levels unless otherwise stated*

CITY TARGETS

County	City	Community-Wide Target	Notes
Alameda	Alameda	25% by 2020	
	Berkeley	80% by 2050	
	Fremont	25% by 2020	
	Hayward	13-18% by 2020	
	San Leandro	25% by 2020	
Contra Costa	Richmond	15% by 2020	
Marin	Fairfax	20% by 2020	
	Mill Valley	15% by 2020	***Below 2000 levels***
	San Anselmo	10-15% by 2015	***Below 2000 levels***
	San Rafael	15% by 2020	
San Francisco	San Francisco	25% by 2010	*City and County of San Francisco*
San Mateo	Burlingame	15% by 2020, 80% by 2050	
	Hillsborough	15% by 2020, 80% by 2050	*Task Force recommendation; decision pending*
	San Carlos	15% by 2020, 35% by 2030	
	San Mateo	15% by 2020	***Below 2006 levels***
Santa Clara	Los Altos Hills	30% by 2015	
	Palo Alto	5% by 2012, 15% by 2020	
Santa Cruz	Santa Cruz	30% by 2020, 80% by 2050	***Below 1990 levels***
Solano	Benicia	10% by 2020	***Below 2000 levels***
Sonoma	Cotati	30% by 2015	***Below 1990 levels***
	Healdsburg	25% by 2015	***Below 1990 levels***
	Santa Rosa	20% by 2010	***Below 2000 levels***

COUNTY TARGETS

	City	County-Wide Target	Notes
Marin	N/A	15% by 2020	***Below 2000 levels***
San Mateo	N/A	Halt emissions by 2010, 80% by 2050	
Sonoma	N/A	20% by 2012	

Attachment 2

Preliminary Greenhouse Gas (GHG) Reduction Estimates in Mountain View in 2020 *

Policy Area	GHG Reductions (metric tons CO_2e/year) in 2020 **	Percentage Reduction of Total 2005 GHGs
Transportation ***		
Bicycle infrastructure improvements	1,000	
Assumes addition of separated bicycle lanes on key arterials, bicycle-friendly intersections, and bicycle racks throughout City.		
Improve transit stations/stop amenities	500	
Assumes provision of shelters, route information, benches, and lighting.		
Increase bus route headways	500	
Assumes increased bus frequency on main routes (30-minute headways reduced to 15-minute headways)		
Enhanced employer transportation demand management (TDM) program	3,500	
Assumes TDM programs can achieve 10% reduction in weekday single-occupancy commute trips.		
Commercial district parking fee program	6,000	
Assumes $1.00 per hour (8 am to 6 pm) parking fee.		
Transportation Total	11,500	1.5%
Building Energy		
Residential energy efficiency retrofits	4,000	
Assumes 20% of existing households improve energy efficiency by 40%.		
Commercial energy efficiency retrofits	2,000	
Assumes 10% of existing commercial buildings improve energy efficiency by 25%.		
Energy performance standards for new construction	6,500	
Assumes all new construction will achieve energy efficiency 15% higher than 2008 Title 24 standards.		
Solar hot water heating program	9,000	
Assumes 20% of households and commercial buildings install solar hot water systems capable of producing 70% of building's hot water.		
Residential renewable energy (photovoltaic systems)	5,500	
Assumes 20% of households install photovoltaic systems that generate 75% of home's electricity demand.		
Commercial renewable energy (photovoltaic systems)	12,000	
Assumes 20% of buildings install photovoltaic systems that generate 50% of building's electricity demand.		
Building Energy Total	39,000	5.2%
Waste		
90% waste diversion	14,500	
Assumes 90% waste diversion below 1990 base level by 2020.		
Waste Total	14,500	1.9%
Total Reductions	65,000	8.6%

Notes:

* Estimates are preliminary and were prepared using draft performance and participation levels. The City will want to select community-relevant performance and participation levels during the measure feasibility analysis and development process. Additionally, the above list does not include all potential reductions (e.g. land use, green infrastructure, or municipal operations). It is likely that additional reductions will be attainable within these policy areas.

** Emissions values rounded to nearest 500 metric tons (MT) of CO_2e/year.

*** The GHG reduction potential of the transportation measures assumes that the measures would influence local traffic, but not pass-through highway traffic.

CITY OF MOUNTAIN VIEW
MEMORANDUM

DATE: September 16, 2009

TO: Council Environmental Sustainability Committee

FROM: Lori Topley, Solid Waste Program Manager

SUBJECT: BAY-FRIENDLY GARDENING

RECOMMENDATION

The Council Environmental Sustainability Committee (CESC) is asked to review the information about the Bay-Friendly Landscaping and Gardening Program in this report.

BACKGROUND

At the June 23, 2009 CESC meeting, staff was asked to provide information about the Bay-Friendly Landscaping and Gardening Program.

The Bay-Friendly Landscaping and Gardening Program was initiated in 2001 by StopWaste.Org, also known as the Alameda County Waste Management Authority. The program is based on seven principles of sustainable landscaping and gardening and provides tools and information to help residents, landscape professionals and public agencies make informed decisions about sustainable landscaping. The seven principles are:

- Landscape locally.
- Landscape for less to the landfill.
- Nurture the soil.
- Conserve water.
- Conserve energy.
- Protect water and air quality.
- Provide wildlife habitat.

Some of the tools and resources available include:

- For residents:
  - Bay-Friendly gardening workshop series.
  - Bay-Friendly garden tour.
  - Publications such as *Bay-Friendly Gardening: from your Backyard to the Bay*.
- For landscape professionals:
  - Landscaper maintenance training and qualification program.
  - Design professionals workshops.
  - Publications such as *Bay-Friendly Landscape Guidelines: Sustainable Practices for the Landscape Professional*.
- For public agencies:
  - Bay-Friendly scorecard for civic and commercial landscapes.
  - Model landscape maintenance specifications.

Since the program's development, StopWaste.Org has provided technical assistance to other counties and agencies wanting to emulate the program. In 2006, a diverse group of stakeholders established the Bay-Friendly Landscaping and Gardening Coalition to assist in the further expansion of the Bay-Friendly programs and resources (Attachment 1). The coalition is a fiscally sponsored project of StopWaste.Org and offers general membership and sponsorship opportunities for public agencies, organizations and businesses concerned with environmental protection and quality, waste and water management, air and water quality, and landscaping. The coalition promotes the adoption of Bay-Friendly programs by Bay Area jurisdictions and

implementation of sustainable practices in landscapes and gardens. The following agencies and landscape professionals are coalition members:

- City of Palo Alto
- City of San Jose
- City of Walnut Creek
- Contra Costa Clean Water Program
- Contra Costa Water District
- Dream Home Gardens
- Earth Care Landscaping
- Heritage Landscapes
- Marin Art and Garden Center
- Marin Municipal Water District
- Mauby All Natural
- Mt. View Sanitary District (not the same as Mountain View)
- Napa Flood Control and Water Conservation
- Prima Verde Landscaping, Inc.
- San Francisco Department of the Environment
- San Francisco Public Utilities Commission
- San Mateo County-Wide Water Pollution Prevention
- Santa Clara County
- Sonoma County Water Agency
- StopWaste.Org
- Sustainable Conservation
- Watershed Landscapes

Recently, the ABAG Executive Board endorsed the Bay-Friendly Landscaping and Gardening Program and is urging their members to investigate the program, endorse the seven principles and incorporate Bay-Friendly criteria in local policies and projects.

ANALYSIS

Santa Clara County Activities

Due to the interest of a few agencies in Santa Clara County, the City of San Jose hired The Watershed Project to assist in the planning and implementation of Bay-Friendly programs. Over the past year, The Watershed Project completed three tasks: (1) offered three Bay-Friendly residential workshops; (2) coordinated the development of partnerships within Santa Clara County and built support for additional Bay-Friendly

programming; and (3) created a plan to guide implementation of the Bay-Friendly programming over the next five years in Santa Clara County.

Task 1: Workshops

The three Bay-Friendly residential workshops were held in fall 2008. They were well attended and met the goal of stimulating interest in the workshops and further discussions about how Bay-Friendly gardening can complement and enhance existing Santa Clara programs. Subsequently, training was conducted so the classes could be continued. The training enabled the County Home Composting Program (which is run by the Santa Clara County Integrated Waste Management Program that is overseen by the Recycling and Waste Reduction Commission) to offer the first three classes in the eight-class series (Bay-Friendly Gardening Basics, Gardening from the Ground Up and Gardening to Manage Pests Naturally). The classes were offered in the spring and fall in Palo Alto, Sunnyvale and Campbell. While the home composting budget has been slightly augmented to offer these three workshops, there is still ongoing discussion about whether and how to support both Bay-Friendly and home composting workshops. Additionally, given that the mission and funding of the County Integrated Waste Management Programs is waste reduction, funding to offer the remaining five classes in the workshop series will have to be found elsewhere.

Task 2: Partnerships

To further develop partnerships, stakeholders from local and regional public agencies and other interested organizations were identified and four meetings held between December 2008 and June 2009. The group worked toward developing a strategy and time line for implementing Bay-Friendly programs in Santa Clara County.

Task 3: Implementation Guide

The Watershed Project has now completed Task 3 and delivered an implementation guide to the City of San Jose and the stakeholder group. Staff has not had an opportunity to review the guide.

Possible Mountain View Actions

There has been good progress toward bringing the Bay-Friendly Program to Santa Clara County. However, no one agency has a mission that completely encompasses the program or the funding to fully sponsor it. Therefore, a slower, more collaborative effort has been taking place than was possible in Alameda, Contra Costa and Marin Counties. The City of Mountain View could support the Bay-Friendly Program beyond involvement with the County Integrated Waste Management Program (which is

currently limited to offering several workshops) by endorsing the Seven Principles Charter (Attachment 2). This Charter was introduced by the Coalition in 2008 and is intended to increase awareness and broaden Bay-Friendly's reach. To date, 23 entities have signed the Charter (Attachment 3).

Should the Council want Mountain View to become more actively involved, staff would need to evaluate the various opportunities as well as overlap with existing City programs and identify staffing and funding impacts. At the direction of the CESC, this evaluation could be prepared for a future CESC meeting.

CONCLUSION

A collaborative effort is taking place to bring the Bay-Friendly Landscaping and Gardening Program to Santa Clara County. To date, City of Mountain View involvement in this effort has been limited to the Solid Waste Manager's participation in the Home Composting Program, which is experimenting with offering the first three classes in the eight-class residential workshop series. At the direction of the CESC, staff could evaluate opportunities for additional Mountain View involvement and identify staffing and funding impacts.

Prepared by:

Lori Topley
Solid Waste Program Manager

Approved by:

Cathy R. Lazarus
Public Works Director

Nadine P. Levin
Assistant City Manager

LT/9/PWK
944-09-15-09M-E^

Attachments:
1. Bay-Friendly Landscaping and Gardening Coalition
2. Seven Principles Charter
3. Charter Signers

BAY-FRIENDLY LANDSCAPING & GARDENING COALITION

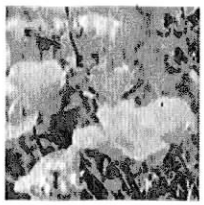
An invitation to join the Coalition

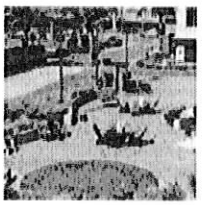
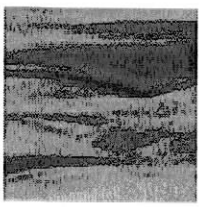
Our mission is to encourage Bay-Friendly landscape practices in the San Francisco Bay Area – to create a healthy urban environment that enhances the quality of life. The Coalition supports public agencies, landscape professionals, and home gardeners working to reduce waste and pollution, conserve natural resources, and produce vibrant landscapes.

Helping Plants and People Thrive. Naturally!

BAY-FRIENDLY

LANDSCAPING & GARDENING



Who Are We?

The Bay-Friendly Landscaping and Gardening Coalition is a membership organization comprised of public agencies, utilities, non-profits, landscape professionals, and associations from all nine Bay Area counties. We have joined forces to implement a sustainable approach to designing, constructing, and maintaining landscapes, both public and private, by expanding the successful Bay-Friendly Landscaping and Gardening program throughout the Bay Area.

What challenges do we address?

- California's water supply is limited and under increasing pressure. *Up to 30% of urban water use goes to landscaping.*
- Landfill space is scarce and there are significant economic and environmental costs to transporting and landfilling plant debris. *In Alameda County alone, 110,000 tons of plant debris goes to the landfill each year.*
- Local creeks and the Bay are impacted by inappropriate use of pesticides, affecting human health and wildlife populations.
- Traditional landscape construction and maintenance practices of mow, shear, and blow contribute to greenhouse gas emissions and air pollution.
- Biodiversity, ecosystem services, and aesthetic values of Bay Area natural resources are at risk.

What are the benefits of a Bay-Friendly Coalition?

The Coalition provides a strong partnership for promoting Bay-Friendly practices in landscapes and gardens.

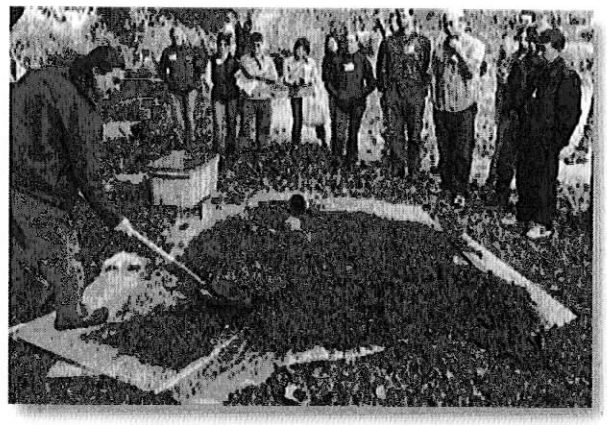
1. **Provide critical leadership** for sustainable landscaping and gardening practices that conserve water and resources and reduce pollution to benefit both the economic and environmental health of the greater Bay Area.
2. **Provide a consistent standard** that defines sustainable landscaping and gardening regionally. Bay-Friendly is one of the first programs in the nation to offer comprehensive landscape rating tools that evaluate environmental practices. All Bay-Friendly materials create a common understanding of sustainable landscaping among consumers, professionals, regulators, and local governments.
3. **Coordination with green building initiatives** to bring sustainable practices beyond the building to the outdoors. The Bay-Friendly Scorecard is consistent with the leading Green Building rating systems of LEED™ by U.S. Green Building Council and Green Point Rated by Build It Green.
4. **Leverage financial** resources by forming partnerships to solicit funding for regional projects, media campaigns, rebate programs, and more.
5. **Train landscape professionals and home gardeners** to use a holistic approach that benefits the environment and our communities.
6. **Leverage data & information** by sharing tools, materials, training programs, and facilitating the exchange of information.

Make a Difference. Join the Coalition.

Being a leader in building sustainable landscapes and gardens for the San Francisco Bay Area requires support and strong partnerships. The Bay-Friendly Coalition provides both. The Bay-Friendly Coalition offers general membership and sponsorship opportunities for public agencies, organizations, and businesses in the broad categories of environmental protection and quality, waste and water management, air and water quality, landscape industry, and the home gardening community.

Membership Benefits

- Organization name and web link on Members page of the Coalition's website.
- Reduced fees for Bay-Friendly Coalition programs, events, and materials.
- Discount on registration fee for Bay-Friendly Landscaping & Gardening conference.
- Eligibility to participate in Bay-Friendly Coalition committees and programs.
- Access to regular updates and news on sustainable landscape and gardening activities and information.



Sponsor Benefits

- Rotating logo in Featured Sponsor area on selected pages of Coalition's website.
- Corporate logo and web link on Our Sponsors page of Coalition's website.
- Prominent display of brochures or logos at larger conferences and events where the Coalition has a booth.
- Recognition in selected issues of Coalition's quarterly eNewsletter.

Coalition sponsors support and enhance the important work of the Coalition. In turn, sponsors of the Coalition enjoy the benefits of general membership as well as expanded visibility and recognition.

Learn more about joining the Bay-Friendly Coalition

Apply online at www.BayFriendlyCoalition.org
or email Membership@BayFriendlyCoalition.org

What is Bay-Friendly Landscaping and Gardening?

The principles and practices of Bay-Friendly landscaping and gardening provide tools – for home gardeners, landscape professionals, and public agencies – to make informed decisions about sustainable landscaping in their communities. Bay-Friendly is not a particular style, but a whole systems approach to the design, construction, and maintenance of the landscape. Bay-Friendly creates and maintains healthy, beautiful, and vibrant landscapes and gardens.

Landscape Professionals

Maintenance & design training, & recognitions as a Bay-Friendly Qualified professional

Public Agencies

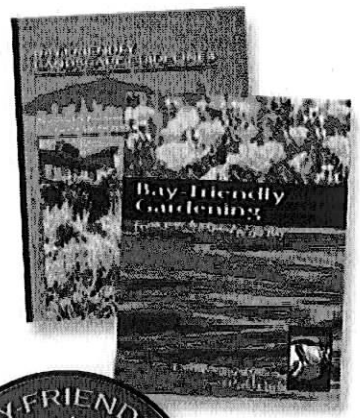
Model landscape policies, guidelines, scorecard and specifications

Home Gardener

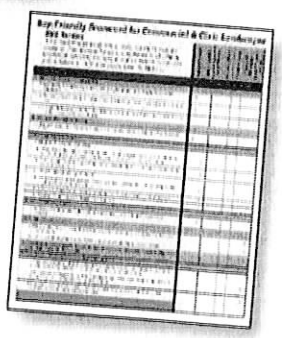
How-to garden workshops and tours

What is the Coalition doing to bring Bay-Friendly to your community?

- Promoting the adoption of Bay-Friendly programs throughout the San Francisco Bay Area.
- Creating a system that would allow new landscapes to be rated as "Bay-Friendly" based upon the Bay-Friendly Landscape Scorecard and gain recognition for environmentally friendly design.
- Encouraging Bay Area agencies to sign a Declaration of Support for the 7 Principles of Bay-Friendly Landscaping and Gardening. Twenty three agencies have signed already.
- Coordinating the reprinting of Bay-Friendly guidebooks at a reduced cost for member organizations. Over 50,000 guidebooks have been reprinted and distributed around the Bay Area.
- Organizing a second Bay-Friendly Landscaping and Gardening Conference for 2010. The first conference in 2008 was attended by over 450 people.
- Securing grant funding to provide Coalition members with a reduced cost to implementing the Bay-Friendly programs.



BAY-FRIENDLY QUALIFIED LANDSCAPER



7 Principles of Bay-Friendly Landscaping and Gardening

Landscaping Locally; recognizes that built landscapes are a part of the San Francisco Bay watershed and that they can contribute to its health if designed and maintained using sustainable practices.

Landscape for Less to the Landfill; means that we should reduce waste by choosing the right plants, avoiding invasive plant species, using recycled and salvaged products in the landscape, and by composting, mulching, and grasscycling plant debris.

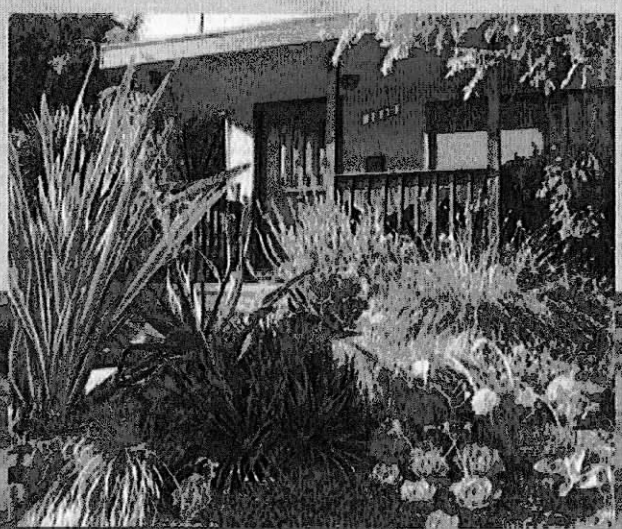
Nurture the Soil; soils are living ecosystems and when landscape practices allow the soil food web to thrive, it can filter pollution, store water, provide plant nutrients, and help plants resist pests naturally.

Conserve Water, means using a holistic approach of creating drought resistant soils with compost and mulch, selecting plants naturally adapted to summer-dry climates, using stormwater, graywater, and recycled water in the landscape as much as possible, and using efficient irrigation systems that include self adjusting, weather-based controllers.

Conserve Energy; by reducing the need for mowing and shearing, by shading buildings and paved areas, using efficient outdoor lighting, and buying local landscape products.

Protect Water & Air Quality; through maximizing permeable surfaces and minimizing stormwater runoff, using integrated pest management, minimizing the use of synthetic pesticides and avoiding overuse of fertilizers, reducing fossil fuel consumption, and planting trees to remove CO2 and absorb air pollutants.

Create & Protect Wildlife Habitat; recognizes that biodiversity is crucial to the health of natural ecosystems and that by using native plants and increasing the diversity of plant palettes, our built landscape can provide food, water, shelter for birds, butterflies, beneficial insects, and other creatures.



What are people saying about Bay-Friendly?

"Our team has completed a comprehensive review of sustainable landscaping programs across the U.S. and the Bay-Friendly Landscaping and Gardening program was one of the most developed and comprehensive. It is a wonderful model for regional landscaping programs.

— Heather L. Venhaus, Program Manager of the Sustainable Sites Initiative, Lady Bird Johnson Wildflower Center

"I have to say you have forced me outside of my usual box and I see Bay-Friendly Landscaping as not only good for the environment but probably the only way I can economically continue to do civic landscape maintenance."

— Dan Nagel, Maintenance Supervisor, City of Hayward, Bay-Friendly Qualified Landscape Professional

"I manage 140 acres and I revised my long range plan from the inspiration I received today. I see the new world and what to do."

— Landscape Maintenance Professional comments, evaluation form, 2008 Bay-Friendly Landscaping & Gardening Conference

"Many thanks. This was a delight. I loved it. And I like the variety of approaches to what constitutes Bay-Friendly"

— Home Gardener comments, evaluation form, 2008 Bay-Friendly Garden Tour

BAY-FRIENDLY

LANDSCAPING & GARDENING

Bay-Friendly Landscaping and Gardening Coalition
Info@BayFriendlyCoalition.org
2140 Shattuck Ave., #2100
Berkeley, CA 94704

www.BayFriendlyCoalition.org

Bay-Friendly Landscaping and Gardening

7 Principles Charter

WHEREAS, public agencies set forth goals for preserving and improving the natural and built environment, protecting the health of residents and visitors, and conserving natural resources; and

WHEREAS, a sustainable landscape can have a significant positive effect on energy, water and resource efficiency, waste and pollution generation, wildlife habitat, and the human health over the life of the landscape; and

WHEREAS, Bay-Friendly landscape design, construction, operation, and maintenance contributes to a reduction in greenhouse gas emissions, improves air quality and enhances quality of life; and

WHEREAS, California's water supply is limited and under increasing pressure, and Bay-Friendly landscaping and gardening conserves water; and
WHEREAS, Bay-Friendly landscape and gardening practices support and enhance green building practices by extending them beyond the building and into the landscape, and recognizing that landscapes are a vital part of our built environment; and

WHEREAS, in recent years, sustainable landscape design, construction, and operational techniques have become increasingly widespread in the Bay Area and California, with many homeowners, commercial property owners and landscape professionals voluntarily seeking to incorporate sustainable landscaping techniques into their projects; and

WHEREAS, it is critical to both the economic and environmental health of the greater Bay Area that local officials provide leadership in the area of sustainable landscaping;

NOW THEREFORE, be it resolved this [enter date] at [enter Agency name and location] the [enter title of official body – board, council, etc...] are Charter Signatories to the 7 Principles of Bay-Friendly Landscaping & Gardening as a model approach to sustainable landscaping:

_____

(name and title)

7 Principles Declaration Signers

	AGENCY	REGION	SIGNATORY	DATE SIGNED
1	California Invasive Plant Council	Statewide	Doug Johnson, Executive Director	January 8, 2008
2	Alameda County Source Reduction and Recycling Board	Alameda County	Jean Quan, Chair	January 15, 2008
3	Alameda Countywide Clean Water Program	Alameda County	Kathy Cote, Chair	December 11, 2007
4	Alameda County Waste Management Authority	Alameda County	Dennis Waspi, President	January 15, 2008
5	American Society of Landscape Architects, Northern California Chapter	Northern California	Ive Haugeland, President	December 10, 2007
6	East Bay Municipal Utility District	East Bay	Dennis Diemer, General Manager	February 26, 2008
7	Ecology Center	Berkeley	Martin Bourque, Executive Director	January 11, 2008
8	City of El Cerrito	El Cerrito	William Jones III, Mayor	February 19, 2008
9	City of Palo Alto	Palo Alto	Emily Harrison, Asst. City Manager	January 22, 2008
10	City of San Pablo	San Pablo	Sharon Brown, Mayor	January 22, 2008
11	LifeGarden	Walnut Creek	Judith Adler, Board President	January 12, 2008
12	Marin Municipal Water District	Marin County	Larry Russell, Board President	January 16, 2008
13	North Marin Water District	North Marin County	Rick Fraites, Board President	December 18, 2007
14	Mauby All Natural	Santa Clara County	Brian Debasitis, Founder	February 15, 2008
15	City and County of San Francisco, Department of the Environment	San Francisco County	Jared Blumenfeld, Director	January 8, 2008
16	San Francisco Public Utilities Commission	San Francisco County	Anthony Irons, Deputy General Manager	February 29, 2008
17	San Francisco Estuary Project	Bay Area	Thomas Mumely, Chair	February 1, 2008
18	Sustainable Conservation	Statewide	Ashley Boren, Executive Director	February 13, 2008
19	The Watershed Project	Bay Area	Briggs Nisbet, Board Chair	February 25, 2008
20	University of California Agriculture and Natural Resources Department	Statewide	Richard Standiford, Associate Vice President	January 30, 2008
21	University of California Cooperative Extension Urban Horticulture Dept.	Contra Costa County	Bethallyn Black, Program Manager	January 22, 2008
22	Zone 7 Alameda County Flood Control and Water Conservation District	Alameda County	Dick Quigley, Board Vice President	February 20, 2008
23	City of San Jose	Santa Clara County	John Stufflebean, Director, Environmental Sciences	January 28, 2008
24	Santa Clara County	Santa Clara County	Board of Supervisors	March 2009
25	Association of Bay Area Governments	Bay Area	Rose Jacobs Gibson, Board Pres.	May 2009
26	California Academy of Sciences	Statewide	Alison Brown, CFO	August 2009

CITY OF MOUNTAIN VIEW
MEMORANDUM

DATE: September 14, 2009

TO: Council Environmental Sustainability Committee

FROM: Linda Forsberg, Business and Internal Services Manager

SUBJECT: GREENING THE LIBRARY

The City Council approved a number of new environmental sustainability-related projects as part of the FY 2009-10 Capital Improvement Program (CIP), including Project 10-34, Greening the Library ($140,000).

Provided below is an overview of the activities staff will undertake during FY 2009-10 to implement additional energy-efficiency, water conservation and solid waste diversion improvements at the Mountain View Public Library.

These actions were identified by staff and/or through recently completed audits by PG&E and the Santa Clara Valley Water District as opportunities for additional energy and water conservation at the facility.

- Water-Efficient Landscape Modifications—Installation of a separate water meter for landscaping so that outdoor/landscaping water use can be tracked separately from indoor water use. Renovation of the existing landscaping and irrigation installations in planting beds between Pioneer Park and the Library to include more low-maintenance and water use California and Mediterranean species and a retrofitted irrigation system. Installation of one or two interpretive signs to educate visitors regarding low-water use plants and other features.

- Energy-Efficient Lighting—Replacement of existing T-8 lighting fixtures with more energy-efficient LED lighting. Staff will work with PG&E to secure any incentive (i.e., rebate) amounts available to offset a portion of the purchase and installation costs.

- Window Treatments to Reduce Solar Heat Gain—Staff is investigating options for modifications to the windows facing Pioneer Park (e.g., window tinting, shades, etc.) to reduce solar heat gain.

- Solid Waste Diversion—Solid Waste Section staff is currently refreshing the City's recycling program across all City facilities and will focus its initial efforts at the Library in support of Project 10-34. Hardback book and electronic media (DVDs, videotapes, CDs, etc.) recycling has recently been added at the Library. Solid Waste Section staff will evaluate Library operations and programs to identify opportunities for additional improvements.

Staff will return to the Committee with updates and more specific information regarding each of these efforts, along with cost estimates and estimates for water and energy savings that will be generated from the improvements.

Prepared by:

Linda Forsberg
Business and Internal Services Manager

Approved by:

Cathy R. Lazarus
Public Works Director

Nadine P. Levin
Assistant City Manager

LF/9/PSD
701-08-28-09M-E^

cc: CM, PWD, CSD, LSD, TPM, BISM, SWPM, POSM, ESC