



**AGENDA**  
**COMMISSION ON THE ENVIRONMENT**  
**WORKSHOP**  
**WEDNESDAY, AUGUST 26, 2015**  
**6:00 PM**  
**COMMUNITY ROOM**  
**420 CAPITOLA AVENUE, CAPITOLA, CA 95010**

**CALL TO ORDER AND ROLL CALL**

Commissioners: Jacques Bertrand, Amie Forest, Kailash Mozumder, Peter Wilk, and Chair Kristin Sullivan

**DISCUSSION**

- a. Climate Action Plan – Implementation Strategy
- b. Commission Work Plan

**ITEMS FOR NEXT AGENDA**

**ADJOURNMENT**

The Commission Workshop is defined as a forum for more informal and in-depth discussion on a limited set of agenda topics.

**Notice:** The Commission on the Environment meets on the fourth Wednesday of each month at 6:00 PM in the Community Room located at 420 Capitola Avenue, Capitola.

**Agenda and Agenda Packet Materials:** The Commission on the Environment Agenda is available on the City's website: [www.cityofcapitola.org/](http://www.cityofcapitola.org/) on Friday prior to the Wednesday meeting. If you need additional information please contact the Public Works Department at (831) 475-7300.

**Americans with Disabilities Act:** Disability-related aids or services are available to enable persons with a disability to participate in this meeting consistent with the Federal Americans with Disabilities Act of 1990. Assisted listening devices are available for individuals with hearing impairments at the meeting in the City Council Chambers. Should you require special accommodations to participate in the meeting due to a disability, please contact the City Clerk's office at least 24-hours in advance of the meeting at 831-475-7300. In an effort to accommodate individuals with environmental sensitivities, attendees are requested to refrain from wearing perfumes and other scented products.

**CITY OF CAPITOLA  
COMMISSION ON THE ENVIRONMENT**

**Meeting Date: August 26, 2015**

**Subject: Draft Climate Action Plan**

---

**BACKGROUND:** The City of Capitola is in the process of developing a Climate Action Plan (CAP) to meet State greenhouse gas (GHG) reduction goals pursuant to Assembly Bill 32 and Senate Bill 375. The CAP will establish goals, principles, and strategies to reduce the City's GHG emissions, conserve energy and natural resources, and to prepare the community for the expected effects of global warming.

Implementation of the CAP will advance sustainability policies in the adopted General Plan Update and will promote community values, including protecting our water and air resources; reducing waste; improving energy efficiency; encouraging alternative transportation options and reducing automobile dependency; and creating a healthy and livable community.

The draft CAP was circulated for public review between June 15, 2015 and July 17, 2015. Staff has incorporated COE requested revisions into the CAP which will be considered for adoption by the Planning Commission and City Council in fall 2015.

**DISCUSSION:** The COE previously requested that staff develop a more detailed implementation plan and to review CAPs adopted by Berkeley, Palo Alto, and Santa Cruz for examples.

Staff reviewed the CAPs adopted by Berkeley, Palo Alto, and Santa Cruz and found their plans had comparable or less implementation details than the draft Capitola plan. Based on staff's research and discussions with other environmental planning professionals, CAPs typically provide general timelines and costs in their implementation chapters due to the long-term nature of CAPs, evolving regulations, and uncertainties regarding future resource availability. As such, CAPs typically provide short-term, mid-term, and long-term implementation timelines, as opposed to Capitola's plan which provides more specific time horizons.

Nonetheless, staff recognizes the importance of charting a course to implement the various CAP goals and objectives. Accordingly, staff has prepared the attached draft CAP Implementation Strategy. The Implementation Strategy would be a stand-alone document which could be modified as necessary without the need to process a CAP amendment. The purpose of the Implementation Strategy would be to provide an easy to access list of all GHG reduction measures, assist with prioritizing actions and resource identification, and to track the City's progress toward implementation.

The draft Implementation Strategy would be presented to the Planning Commission and City Council during adoption hearings for the CAP. Staff will continue to work with the COE to refine the Implementation Strategy and to carry out action items following CAP adoption.

**Recommendation:** Receive the draft Implementation Strategy and provide comments and suggestions.



## CLIMATE ACTION PLAN IMPLEMENTATION STRATEGY

---

The proposed Climate Action Plan (CAP) will require City investment to implement, including but not limited to: capital improvement funds to construct new and enhanced bicycle and pedestrian infrastructure, funding for education and awareness efforts, staff resources to administer various GHG reduction initiatives, and funding for incentive programs. The City has some current funding available through general fund allocations to administer CAP programs and Green Building funds which can be used to finance education, outreach, incentives, and climate action planning and water conservation initiatives.

Implementation of the CAP will be a shared responsibility among Capitola's elected and appointed officials, residents, business owners, non-profits, and community groups. City staff, under direction from the City Council and Planning Commission, will be responsible for implementing measures aimed at reducing municipal emission sources, creating incentives, and conducting education and awareness initiatives. City staff will coordinate efforts with the Commission on the Environment and will seek their support to implement measures as appropriate.

Due to the long-term nature of the CAP, funding for implementation is expected to span several budget cycles. It is anticipated that higher cost action items, such as those requiring capital improvement funds, will be incrementally financed and implemented based on funding availability and City priorities. Because implementation of the CAP is projected to significantly exceed the State's near-term GHG reduction requirements, the City is not required to implement each and every measure and has flexibility to select from a menu of action items presented in the CAP to achieve its reduction targets.

Action items which are considered cost-effective and provide substantial GHG reduction potential without significant City investment will be implemented in the near-term. For example, measures intended to educate and increase public awareness, streamline City processes, and promote City sponsored and third-party green energy programs will be prioritized.

A comprehensive matrix of proposed GHG reduction measures with implementation strategies and approximate timelines is attached to this document. Reduction measures which have been completed or are in progress as of 2015 are further described below.

### **REDUCTION MEASURES COMPLETED OR IN-PROGRESS**

Some of the GHG reduction measures identified in the CAP are programs that have been completed or are already underway. If such a program began or expanded its implementation after 2010 (the baseline inventory year), then the program is included in this chapter so that the City can "take credit" for it in calculating emissions reductions.

The following measures have been completed, are in-progress, or are expected to be initiated in the near future. Each measure is directly or indirectly referenced in the CAP as sub-measures and is accounted for in the emission reduction projections.

## **Measures Completed**

- Adopted a Green Energy Incentive Program which provides over-the-counter permitting and waives all City permit fees for private solar installations, solar hot water heaters, and electric vehicle charging stations;
- Adopted a Solar Streamlining Ordinance to standardize and simplify permitting procedures for residential rooftop solar systems;
- Enrolled Capitola in the Solar Roadmap program which offers participating agencies with free services to promote solar energy in their community;
- Enrolled in the Home Energy Renovation Opportunity (HERO) program. HERO is a Property Assessed Clean Energy Program (PACE) which enables property owners to finance renewable energy, water efficiency improvements, and electric vehicle charging systems through annual property assessments;
- Initiated a pilot program to provide discounted rain barrels to Capitola residents;
- Adopted an In-Lieu Parking Fee Program to allow specified projects to purchase parking outside of, but within walking distance of the central Village;
- Committed to removing areas of irrigated lawn in City parks;
- Amended the Green Building Fund to allow funds to be used for climate action planning and water efficiency activities;
- Secured a CDBG grant to reinstate its Housing Rehabilitation Program which offers funding assistance to low income households to provide energy efficiency improvements;
- Achieved and maintained a Green business certification;
- Added hybrid and electric vehicles to its municipal fleet;
- Ongoing participation in Santa Cruz County Climate Action Compact;
- Ongoing participation in the Monterey Bay Community Choice Aggregation (CCA) Project Development Advisory Committee;
- Continued enforcement of the City's plastic bag ban;
- Ongoing participation in regional transportation and planning efforts including: AMBAG, RTC, Monterey Bay Sanctuary Scenic Trail, Santa Cruz County Passenger Rail study, Sustainable Communities Strategy;
- Continued investments in pedestrian and bicycle improvement projects through its annual CIP allocation;
- Ongoing car free events in the Village;
- Continued participation in the Santa Cruz County Comprehensive Economic Development Strategy Plan (CEDS) to retain and attract high paying jobs to reduce long-distance commutes;
- Continued support of water efficiency requirements of local water districts;
- Continued mandatory recycling and green waste collection requirements.

## **Measures In-Progress**

- As part of the Solar Roadmap program, staff is currently investigating participation in the SEED Fund program which provides public agencies with an opportunity to install solar projects at reduced costs through collaborative procurement and by deferring upfront costs through power purchase agreements;
- Staff is currently drafting amended Green Building Guidelines based on proposed action items in the draft CAP. The Guidelines will be presented for City Council consideration shortly after the CAP is adopted;

- Staff has begun investigating potential sites for a community garden or “food forest” and has identified potential private partners to implement a project;
- Staff has begun outlining the design and content for a “sustainability” page on its website to serve as a repository for information about climate action planning, water and energy conservation, green building practices, available programs and incentives, and links to local organizations, events, and resources;
- Staff is preparing a Solar Ready Ordinance for City Council consideration to require new and substantial remodel projects to pre-install wiring for solar systems;
- Staff has begun developing new and updated applications, forms, inspection checklists, and informational handouts related to green energy projects (solar, electric vehicle charging stations, grey water systems, etc). All materials will be posted on the City website;
- The City is currently reviewing parking standards as part of the Zoning Code update;
- The City is collaborating with the Soquel Union School District to complete a Safe Routes to Schools study;
- The City is actively working with GreenWaste and regional partners to reduce the volume of waste going to landfills.

### **Education and Awareness**

An overarching theme of the CAP is to educate and heighten the community’s awareness of climate change with the goal of affecting positive behavioral changes. Education and awareness will be a critical component of successful CAP implementation and will require an ongoing commitment from the City. Consequently, staff intends to develop and implement a comprehensive education and awareness program in 2016-2017 which may include the following components:

- Development of a sustainability page on the City website;
- Providing information via City newsletters and the City scroll;
- Creation of promotional materials, brochures, etc. to publicize how residents and businesses can reduce their carbon footprint, the benefits of sustainable practices, available financing resources, etc;
- Dissemination of promotional/educational materials to regular City outlets (City Hall, library, community center) as well as direct contacts with multi-family property owners, business owners, chamber of commerce, and hospitality operators;
- Partnerships with other local and regional agency outreach efforts including the Climate Action Compact (City of Santa Cruz, County of Santa Cruz, City of Watsonville, UCSC), Soquel Creek and Santa Cruz Water Districts, and AMBAG efforts;
- Hosting and promoting sustainability events to highlight options to improve energy efficiency, water conservation, waste reduction, etc. Invite guest speakers with expertise in sustainable practices, PG&E, GreenWaste, Soquel Creek and Santa Cruz Water Districts, contractors, lenders, local leaders, non-profit groups, etc.
- Promoting existing Capitola Green Businesses and encouraging new business participation;
- Development of a sustainability “infomercial” for broadcast on public access television;
- Participation in programs such as Solar Roadmap, HERO, Energy Sage, etc.

### **CAP Monitoring and Reporting**

Successful implementation of the CAP will require the City to monitor its progress toward reducing GHG emissions and the effectiveness of various GHG reduction measures. Accordingly, staff will review and update the CAP at minimum five year intervals. Staff will rely on the resources provided by the International

Council for Local Environmental Initiatives (ICLEI) Statewide Energy Efficiency Collaborative (SEEC). ICLEI/SEEC provides a free software platform, called ClearPath, which is available to local agencies to track implementation of CAP measures, the resulting energy savings, emissions reductions and other indicators. Monitoring records connect with measures in the CAP, allowing a comparison of actual emissions reductions over time with projected reductions. Reports also allow comparison of emissions by sector across multiple inventories. City staff will provide reports to the Commission on the Environment, Planning Commission, and City Council following each update and will provide information to the public via the City website.

DRAFT

MEASURE ID	MEASURE DESCRIPTION	REDUCTION MEASURE ACTIONS	SCHEDULE	IMPLEMENTATION STRATEGY AND TIMING
VMT-1	Ride Sharing and Car Sharing	Develop and implement local incentives for car sharing	Ongoing	Draft and implement business and commuter incentives. Identify potential incentive funding sources, including grants, green building funds, or other sources. Develop promotional materials, post to website, publicize through education and awareness efforts. Anticipated implementation: 2016-2019, depending on funding availability.
		Continue to support the <i>Rideshare Week Program</i> . As part of this effort, consider a resident survey of commuters to identify potential carpool companions.		Promote the Rideshare Week Program sponsored by AMBAG and Santa Cruz RTC on City website sustainability page. Anticipated implementation: 2016-2017 and ongoing.
VMT-2	Increase Bus Ridership	Develop a Transportation Demand Management Plan (TDM) for City and local employees. A TDM Program would offer incentives to encourage the use of alternative modes of transportation by City and local employees (e.g. in the Village, Bay Ave, and 41st Ave areas). Free bus passes, reimbursement for not using a parking space, emergency cab services, etc. will help reduce parking demand and reduce greenhouse gas emissions through reduced commuter traffic.	Ongoing	Develop TDM plan and identify potential incentive funding sources, including grants, green building funds, or other sources. Anticipated implementation: 2017-2019.
		Work with METRO to explore additional opportunities for discount bus ticket programs such as the Eco Pass program offered in Santa Clara County.		Discuss opportunities with METRO staff/METRO board. Anticipated implementation: 2016-2019, depending on availability and funding.
		Work with regional agencies to establish baseline values for vehicle trip makeup (origin/destination) for residents, businesses, and municipalities, and create baseline transportation numbers for in-town trips.		Continue to participate in regional transportation planning efforts through AMBAG, RTC, etc. Anticipated implementation: Present and ongoing.
		Continue to work with county and regional transportation leaders to explore options for additional funding sources on regional level to support multi-modal transportation infrastructure and expanded transportation alternatives such as bus rapid transit (BRT).		Continue to participate in regional transportation planning efforts through AMBAG, RTC, etc. and actively seek grant opportunities. Anticipated implementation: Present and ongoing.
		Coordinate with the University of California Santa Cruz and Cabrillo Community College to evaluate opportunities to increase student bus ridership.		Engage UCSC and Cabrillo administrators to identify opportunities for increased student bus ridership. Anticipated implementation: 2016-2019
VMT-3	Increase Bicycle Ridership	Provide periodic status reports on 2011 Bicycle Transportation Plan implementation to the City Council.	Phase I: 2015-2024; Phase II: 2025-2035	Update the Bicycle Transportation Plan and provide regular reports to the City Council. Anticipated implementation: 2017-2019
		Complete a Quality Index assessment for Bicycle routes throughout the City and set targets to upgrade sections of key corridors to meet "Reasonable" or "Ideal" condition levels by 2020.		Complete a quality index assessment during the next update to the Bicycle Transportation Plan. Identify funding to complete targeted improvements. Anticipated implementation: Update Plan in 2017-2019, improve key bicycle segments as funding becomes available.
		Continue to implement the proposed projects defined in the 2011 Bicycle Transportation Plan to close gaps in the bicycle networks and connect major destinations and activity centers by 2020.		Continue to include bicycle facility improvement projects in the City's CIP list. Anticipated implementation: 2015-ongoing.
		Work with the County to design safe bike infrastructure across jurisdictional boundaries		Coordinate with the County to comprehensively plan facility improvements which cross jurisdictional boundaries during bicycle plan update. Anticipated implementation: 2017-2019
		Install bike route signs including directions and mileage indicators to common destinations.		Identify where signage is needed in next bicycle plan update. Identify funding to implement. Anticipated implementation: bicycle plan update in 2017-2019, sign installation as funding becomes available.
		Install high-quality bicycle-parking facilities in the Village in centralized, safe, and secure areas.		Identify where bicycle parking facilities are needed in next bicycle plan update. Identify funding to implement. Anticipated implementation: bicycle plan update in 2017-2019, facility installation as funding becomes available.

MEASURE ID	MEASURE DESCRIPTION	REDUCTION MEASURE ACTIONS	SCHEDULE	IMPLEMENTATION STRATEGY AND TIMING
		Require bicycle parking facilities and on-site showers in major non-residential development and redevelopment projects. Major development projects include buildings that would accommodate more than 50 employees, whether in a single business or multiple tenants; major redevelopment project include projects that change 50 percent or more of the square footage or wall space.		Requirement to be added in updated zoning code. Anticipated implementation: 2016
		Encourage businesses to provide bikes, electric bikes, and scooters for employees for lunch time and work time errands.		Engage local businesses to promote alternative transportation options through education and awareness efforts. Anticipated implementation: 2016-2017 and ongoing.
		Encourage and support non-profit or volunteer organizations in creating a bicycle-sharing program.		Identify potential non-profit partners and funding sources. Engage non-profits during education and awareness efforts. Anticipated implementation: 2016-2017 and ongoing.
VMT-4	Educate and Engage the Public About Alternative Transportation Modes	Work with community groups to encourage pedestrian and bike events.	2018-2024	Continue to support bike and walking events and activities. Engage community groups during education and awareness efforts. Anticipated implementation: 2016-2017 and ongoing.
		Allow car-free weekends or special events within the Village if it reduces single occupancy vehicle driving and is financially feasible.		Continue to consider and support Village events which close the Esplanade to vehicular traffic. Anticipated implementation: present and ongoing.
		Continue to investigate and modify parking requirements and parking fees for new development.		Parking standards will be reviewed during the Zoning Code update process. Continue to investigate and support alternative parking programs, such as beach shuttle service, in-lieu parking fees, valet services, etc. Anticipated implementation: 2016.
		Consider implementing a "Park Once" campaign for Capitola Village which includes education, outreach, and signage, as appropriate.		Investigate if a park once campaign would be effective and desirable for Capitola. Anticipated implementation: 2017-2019
VMT-5	Support Local Uptake of Electric Vehicles	Provide incentives, such as giving priority in plan review, processing, and field inspection services, for new and existing commercial and residential projects that provide parking spaces reserved for electric vehicles and have a charging connection.	2020-2034; potentially ongoing	Expand green energy incentive program to include incentives for projects which incorporate EV charging stations. Anticipated implementation: 2016-ongoing.
		Continue to work with the Monterey Bay Electrical Vehicle Alliance and others to assess needs and develop future municipal and private charging infrastructure to increase public access to EV charging stations.		Participate in efforts led by Monterey Bay Electrical Vehicle Alliance to increase availability of EV charging stations. Anticipated implementation: Needs assessment in 2017-2019; installation of infrastructure as funding becomes available.
		Consider providing free parking spaces for electric vehicles in the Village and Beach parking lots.		Present to City Council in conjunction with expanded green energy incentive program. Anticipated implementation: 2016-2017
VMT-6	Support Rail as a Commute Option	Work with local partners and regional transportation planning groups to support the use of the Santa Cruz Branch Line corridor as a supplemental regional commute option.	2020-2034, subject to change; potentially ongoing	Continue to participate in the RTC led efforts to study the feasibility of passenger rail. Anticipated implementation: present and ongoing.
VMT-7	Support Implementation of the Regional Transportation Plan and Sustainable Communities Strategy	Continue to implement intelligent transportation systems, roundabouts, signal timing and synchronization, and other efficiency methods that decrease idling time and congestion.	2016-2035; potentially ongoing	Consider roundabouts at key City intersections, such as Bay Ave/Capitola Ave; monitor and calibrate traffic signals, and implement measures to improve traffic flow. Anticipated implementation: traffic signal monitoring/calibration present and ongoing; construction of improvements as funding becomes available.
		Encourage the Metro Center to become a multi-modal facility with amenities and integration with a possible future shuttle system in Capitola.		Retain funding set aside to relocate the Mall transit center. If/when relocated, encourage bicycle facilities and consider the possibility of providing shuttle services to/from the Village. Anticipated implementation: unknown, depends on mall owner's cooperation.



MEASURE ID	MEASURE DESCRIPTION	REDUCTION MEASURE ACTIONS	SCHEDULE	IMPLEMENTATION STRATEGY AND TIMING
		Support local and regional ride sharing programs.		Promote the Rideshare Week Program sponsored by AMBAG and Santa Cruz RTC on City website sustainability page and through education and awareness efforts. Anticipated implementation: 2016-2017 and ongoing.
		Encourage local employers to develop tools and methods to decrease emissions from work commutes, including work at home, ride-sharing, and vanpools.		Engage local businesses to promote alternative transportation options through education and awareness efforts. Promote alternative transportation options on City sustainability website. Anticipated implementation: 2016-2018.
		Continue to work with school districts and solicit input from elementary, middle, and high school parents to identify opportunities to decrease emissions from school commutes:		Implement safe routes to schools plan. Conduct education and outreach with local schools, including administrators, educators, parents, and students. Anticipated implementation 2016-2018.
		☐Support school busing, carpooling, biking, and walking options as alternatives to individual parent pick-up and drop-off.		Implement safe routes to schools plan. Conduct education and outreach with local schools, including administrators, educators, parents, and students. Anticipated implementation 2016-2018.
		☐Support development of more "safe routes to school" for students to walk and ride to school and home, and continue to explore additional funding for projects that enhance bike and walk to school opportunities.		Implement safe routes to schools plan. Conduct education and outreach with local schools, including administrators, educators, parents, and students. Anticipated implementation: education and awareness efforts 2016-2017; construction of improvements as funding becomes available.
		Evaluate opportunities for new residential subdivisions and major commercial redevelopment projects to include a pedestrian or bicycle through-connection in any new cul-de-sacs.		Add standard in Zoning Code update. Review discretionary project applications to identify opportunities for improved connectivity. Anticipated implementation: Zoning Code update in 2016.
		Promote the ability of all residents to safely walk and bicycle to public parks. Identify improvements needed to address any deficiencies and incorporate these improvements into the City's CIP.		Review bicycle access to public parks during bicycle plan update. Examine pedestrian access to parks, identify needed improvements, and include in City's CIP. Anticipated implementation: bicycle plan in 2017-2019; construction of improvements as funding becomes available.
		Maintain an environment within the Village and Capitola Mall that prioritizes the safety and convenience of pedestrians and bicyclists.		Continue to promote and enhance pedestrian and bicycle safety and facilities. Anticipated implementation: present and ongoing.
		Consider adopting a Transportation Impact Fee (TIF) Program to mitigate for transportation impacts resulting from development projects. Allocate portions of the TIF budget to bicycle and pedestrian facility projects.		Evaluate whether a TIF program is appropriate for Capitola. If so, develop ordinance, establish fees, create TIF fund, and identify transportation improvement projects. Anticipated implementation: 2018-2020
		Investigate and consider implementing additional parking strategies, including: developing a parking structure within walking distance of the Village, expansion of the in-lieu parking fee program, implementation of a parking management program, formation of a parking assessment district, and using "smart pricing" for metered parking spaces.		Continue to explore opportunities to develop a parking structure in Beach and Village Parking Lot #1. Consider expanding the in-lieu parking fee program, creating a Village parking district, and modifying meter prices to encourage visitors to use parking spaces outside of the central Village. Anticipated implementation: consideration of parking alternatives present and ongoing. Construction of improvements and program implementation as funding becomes available.
		Require new major non-residential development to include designated or preferred parking for vanpools, carpools, and electric vehicles.		Include standard in updated Zoning Code. Anticipated implementation: 2016
		☐Encourage land use intensity with connectivity near retail, employment, and transit centers.		Consider allowing bonus FAR as provided in the General Plan for qualifying projects on 41st Avenue. Anticipated implementation: present and ongoing
		☐Support well-designed infill development on vacant and underutilized sites that enhances Capitola's quality of life.		Continue to require design review for infill projects to promote design excellence. Anticipated implementation: present and ongoing.
		☐Encourage development of affordable housing, retail services and employment in areas of Capitola best served by current or expanded alternative transportation options.		Continue to identify grant and other funding opportunities for affordable housing; continue to encourage retail businesses in the City's commercial areas. Anticipated implementation: present and ongoing.

MEASURE ID	MEASURE DESCRIPTION	REDUCTION MEASURE ACTIONS	SCHEDULE	IMPLEMENTATION STRATEGY AND TIMING
		☐ Encourage appropriate mixed-use development in the Mixed-Use and Commercial zoning districts.		Include standards which encourage mixed-use developments in the updated zoning code. Anticipated implementation: 2016
		☐ Amend the Zoning Code to encourage new development or significant redevelopment in the Village Mixed-Use zoning district to be vertical mixed-use (i.e., residential or office above ground-floor retail).		Include standards which encourage mixed-use developments in the updated zoning code. Anticipated implementation: 2016
		☐ Amend the Zoning Code and other City regulations as needed to encourage and/or remove barriers to establishing "co-working" collaborative work spaces in Capitola.		Define co-working uses in the updated zoning code, identify appropriate zone, and set reasonable development standards. Anticipated implementation: 2016
		☐ Evaluate secondary dwelling unit standards in the Zoning Code and revise as appropriate to encourage additional secondary dwelling units development.		Development standards for 2nd units will be considered as part of the zoning code update. Anticipated implementation: 2016
		☐ Amend the Zoning Code to encourage new major developments to provide for safe and convenient pedestrian and bicycle connections between residential and commercial areas provided it does not result in spillover parking in adjacent residential neighborhoods.		Add standards in Zoning Code update. Review discretionary project applications to identify opportunities for improved connectivity. Anticipated implementation: 2016-ongoing
		☐ Revise development standards to promote a pedestrian-oriented environment in non-residential areas through reduced setbacks, principal entries that face a public street, and window and storefront requirements along the ground floor.		Standards to be revised during zoning code update. Anticipated implementation: 2016
		☐ Consider a telecommuting program for City employees.		Consider program and implement if it can be done without impacting service delivery to residents and customers. Anticipated implementation: 2017-2019 and potentially ongoing
		Implement Economic Development policies that help support local shopping and jobs, and reduce "over the hill" trips:		Continue to participate in CEDS and other regional economic efforts. Anticipated implementation: present and ongoing
		☐ Evaluate local sales leakage and work with Santa Cruz County and other jurisdictions to provide necessary services within the county to reduce "over the hill" shopping.		Continue to participate in CEDS and other regional economic efforts. Anticipated implementation: present and ongoing
		☐ Support efforts to attract resident-serving commercial uses along 41st Avenue south of Capitola Road.		Encourage resident serving commercial uses in Community Commercial designations. Anticipated implementation: present and ongoing
		☐ Identify locations in the City's commercial districts where ground-floor commercial uses are necessary to maintain a concentrated and functional business district, and amend the Zoning Code to require ground-floor commercial uses in these locations.		Develop standards to promote retail and active commercial uses in the updated zoning code. Anticipated implementation: 2016
		☐ Support regional efforts to recruit and retain businesses that provide high-wage jobs.		Continue to participate in CEDS and other regional economic efforts. Anticipated implementation: present and ongoing
		☐ Support regional efforts to retain and create jobs within Santa Cruz County to reduce the number of "over the hill" commute trips.		Continue to participate in CEDS and other regional economic efforts. Anticipated implementation: present and ongoing
		☐ Actively participate in and be aware of the activities of regional workforce development organizations, such as the Comprehensive Economic Development Strategy Committee, Workforce Investment Board, and the Santa Cruz County Business Council, and publicize these efforts locally through the City's website and brochures.		Continue to participate in CEDS and other regional economic efforts. Provide info, links, and content on City website. Anticipated implementation: present and ongoing
		☐ Build on existing outreach and regular events to inform business owners and entrepreneurs of available workforce development resources.		Continue to participate in CEDS, the chamber of commerce, and other regional and local economic efforts. Anticipated implementation: present and ongoing
		☐ Support regional small business assistance programs, particularly for those with an environmental focus, and publicize the availability of this assistance via local partners, the City's website, and other economic development outlets. Coordinate and promote green building programs and pursue grant funding applications.		Work with local and regional partners to promote small business programs. Include info, links, and content about green businesses and sustainability programs on City sustainability webpage. Anticipated implementation: 2016-2017 and ongoing
		☐ Pursue and support collaborations with local business initiatives/attractions to draw customers and visitors.		Continue to participate in CEDS, the chamber of commerce, and other regional and local economic efforts. Anticipated implementation: present and ongoing

MEASURE ID	MEASURE DESCRIPTION	REDUCTION MEASURE ACTIONS	SCHEDULE	IMPLEMENTATION STRATEGY AND TIMING
		In collaboration with the Capitola-Soquel Chamber of Commerce and the Capitola Village Business Improvement Area, conduct regular surveys of merchants to assess the needs and issues of locally-owned and independent businesses.		Work with Chamber and BIA to identify how the City can better assist locally-owned and independent businesses. Anticipated implementation: present and ongoing
		Partner with the City's Commission on the Environment to develop implementation plans for actions contained in the <i>Capitola Green Economy - Job Creation and a Sustainable Future</i> report which advance CAP goals and present to the City Council for consideration.		Work with the COE to identify actions, develop implementation plan(s), and present to City Council. Anticipated implementation: 2016-2018
ENRG-1	Solar Energy	Require residential projects of six units or more to participate in the California Energy Commission's New Solar Homes Partnership, which provides rebates to developers of six units or more who offer solar power in 50% of new units and is a component of the California Solar Initiative, or a similar program with solar power requirements equal to or greater than those of the California Energy Commission's New Solar Homes Partnership.	2015-2034, subject to change, potentially ongoing	Standards to be included in updated zoning code and/or green building guidelines. Anticipated implementation: 2016
		Amend the Zoning Code to promote solar and wind access in new and existing development.		Standards to be included in updated zoning code. Anticipated implementation: 2016
		Amend the Tree Protection Ordinance to allow removal of non-heritage trees necessary to provide solar access in new and existing development.		Amend the tree ordinance accordingly. Anticipated implementation: 2018-2020
		Amend the Zoning Code to remove regulatory barriers to the establishment of on-site energy generation.		Standards to be included in updated zoning code. Anticipated implementation: 2016
		Amend the Green Building Ordinance to require all new buildings be constructed to allow for easy, cost-effective installation of future solar energy systems, where feasible. "Solar ready" features should include: proper solar orientation (i.e. south-facing roof area sloped at 20° to 55° from the horizontal); clear access on the south sloped roof (i.e. no chimneys, heating vents, or plumbing vents); electrical conduit installed for solar electric system wiring; plumbing installed for solar hot water systems; and space provided for a solar hot water storage tank.		Standards to be included in the amended green building ordinance/guidelines. Anticipated implementation: 2016
		Amend the Zoning Code to require new or major rehabilitations of commercial, office, or industrial development to incorporate solar or other renewable energy generation to provide 15% or more of the project's energy needs.		Standards to be included in updated zoning code. Anticipated implementation: 2016
		Complete a renewable energy feasibility study of City buildings and facilities.		Evaluate opportunities for renewable energy for municipal facilities through the SEED program or other means. Anticipated implementation: SEED program evaluation 2015-2016; feasibility study in 2017-2019
		Incorporate the use of solar panels and solar hot water heaters in future City facilities.	Include solar in new City facilities when financially and logistically feasible. Anticipated implementation: TBD as facilities are updated and as funding becomes available	
ENRG-2	Energy Upgrade California and Residential Energy Efficiency	Encourage PG&E to develop and distribute energy use report cards for their residential customers in Capitola.	2015-2024; potentially ongoing	Coordinate with PG&E to provide residential report cards. Anticipated implementation: 2016-2017
		Provide incentives, such as rebates offered by the "Bright Lights" program, for multi-family housing buildings to retrofit inefficient lighting fixture with new, more efficient fixtures.		Work with AMBAG to promote program in Capitola. Conduct education and awareness with multi-family owners/managers. Anticipated implementation: 2016-2017 and ongoing
		Encourage passive solar design, in which window placement and building materials help to collect and maintain solar heat in the winter and reflect solar heat in the summer.		Standards to be included in updated zoning code and/or green building guidelines. Anticipated implementation: 2016
		Require large homes over 3,000 square-feet to provide greater efficiency than required of smaller homes to compensate for the increased energy requirements of larger homes.		Standards to be included in updated zoning code and/or green building guidelines. Anticipated implementation: 2016
		Encourage projects to incorporate cool roofs and cool pavement into their designs.		Standards to be included in updated zoning code and/or green building guidelines. Anticipated implementation: 2016

MEASURE ID	MEASURE DESCRIPTION	REDUCTION MEASURE ACTIONS	SCHEDULE	IMPLEMENTATION STRATEGY AND TIMING
		Partner with knowledgeable organizations to publicize the availability of grants, loans, and tax incentive options for various resource efficiency upgrades via the State or federal government, utility providers, and other sources. Work with Santa Cruz County and other regional government entities to ensure that Capitola is included in energy efficiency programs.		Identify potential partners, grant, and loan opportunities. Publicize through education/outreach efforts and website content. Anticipated implementation: 2016-2017 and ongoing
		Provide outreach support for existing programs that provide energy efficiency retro-commissioning, audits, and retrofits for housing, including rental housing, businesses, non-profit organizations, and government, special district, and school district customers (e.g. PG&E, AMBAG, Central Coast Energy Services, Ecology Action, Energy Upgrade California)		Identify potential partners and programs. Publicize through education/outreach efforts and on City sustainability website. Anticipated implementation: 2016-2017 and ongoing
		Expand City and partner programs that enhance education regarding energy efficiency, resource conservation, and climate change programs and policies. As part of this process, engage local architects, planners, and engineers to help educate residents.		Identify potential partners and programs. Publicize through education/outreach efforts and on City sustainability website. Anticipated implementation: 2016-2017 and ongoing
		Consider holding a "star nights" event whereby residents would voluntarily turn off interior and exterior lights to appreciate dark skies and star gazing opportunities.		Staff and/or the Commission on the Environment to develop a program proposal for City Council consideration. Anticipated implementation: 2017-2019
<b>ENRG-3</b>	Residential Weatherization	Participate in Weatherization Assistance Programs to improve the insulation and energy efficiency of the homes of low-income households.	2015-2025; potentially ongoing	Participate in the federal Weatherization Assistance Program, Central Coast Energy Services, and the PG&E Energy Savings Assistance Program. Publicize through education/outreach and website. Consider adopting local funded incentive program. Anticipated implementation: 2016-2017 and ongoing
<b>ENRG-4</b>	Renewable Energy Sources and Community Choice Aggregation	In partnership with PG&E and local alternative energy companies, develop an Alternative Energy Development Plan that includes citywide measurable goals and identifies the allowable and appropriate alternative energy facility types within the City, such as solar photovoltaics (PV) on urban residential and commercial roofs and low-scale wind power facilities. As part of this plan:	2020-2034; potentially ongoing	Work with PG&E to develop the Alternative Energy Development Plan. As part of this process, the City will identify which types of alternative energy facilities are appropriate in Capitola and where, identify means to address potential land use compatibility conflicts, and establish a development review process for new alternative energy projects. Anticipated implementation: 2018-2020
		Propose phasing and timing of alternative energy facility and infrastructure development.		Include timing/phasing info in Alternative Energy Development Plan. Anticipated implementation: 2018-2020
		Conduct a review of City policies and ordinances and establish a streamlined development review process for new alternative energy projects that ensures noise, aesthetic, and other potential land use compatibility conflicts are avoided.		Standards to be included in updated zoning code. Anticipated implementation: 2016
		Develop a renewable energy expansion plan for the City.		Identify goals for expanding renewable energy use in Alternative Energy Development Plan. Anticipated implementation: 2018-2020
		Consider reducing permit fees or other incentives for alternative energy development.		Expand green energy incentive program to include other forms of renewable energy and sustainable practices. Anticipated implementation: 2015-2016 and ongoing
		Provide incentives for electric car charging stations which use solar and other renewable energy generation.		Continue the City's green energy incentive program, which offers free permitting for EV charging stations. Anticipated implementation: present and ongoing
<b>ENRG-5</b>	Non-Residential Energy Efficiency	Partner with PG&E to promote individualized energy management planning and related services for large energy users.	2015-2034; potentially ongoing	Coordinate with PG&E to assist large energy consumers reduce their consumption. Anticipated implementation: 2016-2018
		Join regional partners in advocating for the continuation and expansion of utility provider incentive programs to improve energy efficiency, and advocating for sustainable practices by the providers themselves.		Work with AMBAG and other regional partners to advocate for energy efficiency and sustainable practices. Anticipated implementation: present and ongoing
		Require new development and major renovations to use energy-efficient appliances that meet ENERGY STAR standards and energy-efficient lighting techniques that meet or exceed Title 24 standards.		Standards to be included in amended green building guidelines. Anticipated implementation: 2016



MEASURE ID	MEASURE DESCRIPTION	REDUCTION MEASURE ACTIONS	SCHEDULE	IMPLEMENTATION STRATEGY AND TIMING
		Require the installation of programmable thermostats in new buildings and as part of additions or renovations to existing buildings.		Standards to be included in amended green building guidelines. Anticipated implementation: 2016
		Require outdoor lighting fixtures in new development to be energy efficient. Require parking lot light fixtures and light fixtures on buildings to be on full cut-off fixtures, except emergency exit or safety lighting, and all permanently installed exterior lighting shall be controlled by either a photocell or an astronomical time switch. Prohibit continuous all night outdoor lighting in construction sites unless required for security reasons.		Standards to be included in amended green building guidelines. Anticipated Implementation: 2016
		Periodically review, and if needed, amend Capitola's Green Building Ordinance to ensure effectiveness of the regulations relative to Title 24 standards.		Conduct reviews/updates of green building regulations every 3-5 years as part of regular building code updates. Anticipated Implementation: first review by 2016, subsequent reviews every 3-5 years.
		Provide an expedited entitlement process and/or waiver of select permit fees for exemplary projects that greatly exceed requirements and that are "LEED®-Ready."		Standards to be included in amended green building guidelines. Anticipated Implementation: 2016
		Incorporate green building techniques into the City's commercial and residential design guidelines.		techniques. Anticipated Implementation: design guidelines - 2017-2019; green building program - 2016
		Train all plan review and building inspection staff on green building materials, techniques, and practices.		Enroll applicable staff in trainings to stay up to date with green building practices. Anticipated Implementation: present and ongoing
		Identify and remove regulatory or procedural barriers to implementing green building practices in the City by updating codes, guidelines, and zoning.		Barriers will be removed during zoning code update. Anticipated Implementation: 2016
		Periodically review, and as needed, update City development codes and regulations to promote innovative energy-efficient technologies.		Review zoning code and green building standards every 3-5 years to ensure standards are effective and up to date. Anticipated Implementation: first review by 2016, subsequent reviews every 3-5 years.
		Provide incentives, such as streamlined permitting and inspection processes or reduced permitting fees, for retail and hospitality establishments that utilize energy-efficient equipment.		Expand green energy incentive program to include energy efficient hospitality establishments. Anticipated Implementation: 2016-2017
		Promote LEED-certified or similar projects by providing maps and/or coordinated tours of such facilities.		Inventory existing LEED-certified projects, develop map and information, and publicize on City sustainability website. Anticipated Implementation: 2016-2017
<b>ENRG-6</b>	Right Lights Energy Efficiency Program	Publicize and encourage participation in the Right Lights Energy Efficiency Program, which offers no-obligation lighting audits and helps facilitate replacement of existing lighting with high-efficiency fixtures.	2015-2023; potentially ongoing	Engage in outreach and education efforts to inform business owners about the Right Lights program. Publicize on City sustainability website. Anticipated Implementation: 2016-2017
<b>ENRG-7</b>	Green Business Program	Promote the Monterey Bay Area Green Business Program and publicize businesses in Capitola which have been certified. Over time, consider whether it will be advantageous to develop a program specific to Capitola. Consider whether to support the program via contributions to technical assistance and marketing, and consider implementation of the following supportive measures:		Inventory existing Green Businesses, develop promotional materials, and publicize on City sustainability website. Anticipated Implementation: 2016-2017
		Prioritize green business practices and local businesses in City purchases.		Continue City policies which establish a preference for local purchases. As applicable, amend City policies accordingly. Anticipated Implementation: present and ongoing
		Promote the use of reusable, returnable, recyclable, and repairable goods.		Conduct education/outreach, include info on City sustainability website. Anticipated Implementation: 2016-2017
		Encourage the use of locally grown and prepared foods at City events.	2015-2021; potentially ongoing	Encourage vendors at City events to use locally grown and prepared foods. Consider incentives and amend policies as appropriate. Anticipated Implementation: 2017-2019
		Establish a Green Village campaign to encourage participation of Village businesses and property owners in resource efficiency programs. Recognize these businesses on the City's website and other outlets.		Identify existing resource efficiency efforts, encourage additional resource efficiency efforts, and work with Village Business owners to develop promotional materials. Anticipated Implementation: 2018-2020

MEASURE ID	MEASURE DESCRIPTION	REDUCTION MEASURE ACTIONS	SCHEDULE	IMPLEMENTATION STRATEGY AND TIMING
		Support the Buy Local campaign as a GHG reduction tool.		Identify how residents and businesses can increase local purchases, conduct education/outreach, and publicize via City sustainability website. Anticipated Implementation: 2017-2019
		Expand City and partner programs that enhance education regarding energy efficiency, resource conservation, and climate change programs and policies.		Develop education/outreach plan to better inform citizens and businesses of the benefits of energy efficiency and resource conservation. Anticipated Implementation: 2016-2017 and ongoing
ENRG-8	Municipal Energy Use	Continue to make energy improvements to City facilities to maintain Capitola's certification from the Monterey Bay Green Business Program.	2015-2023; potentially ongoing	Evaluate opportunities to improve the City's energy efficiency and conservation during substantial remodel projects and construction of new City facilities. Continue to make necessary improvements to maintain Capitola's Green Business certification. Anticipated Implementation: present and ongoing
		Ensure that all City development projects serve as models of energy-efficient building design.		Evaluate opportunities to improve the City's energy efficiency and conservation during substantial remodel projects and construction of new City facilities. Anticipated Implementation: present and ongoing
		Conduct periodic energy audits of City facilities and include any feasible energy cost reduction measures in the annual budget.		Perform energy audits every 5-10 years and include necessary upgrades in the CIP budget. Anticipated Implementation: 2017-2018 and ongoing
		Prioritize the purchase of ENERGY STAR-rated appliances and computer equipment as new purchases become necessary.		Continue City practices to purchase low energy appliances and equipment. Anticipated Implementation: present and ongoing
WW-1	Water Conservation	Amend the Green Building Ordinance to require water use and efficiency measures identified as voluntary in the California Green Building Standards Code for new development and substantial remodels.	2015-2023	Standards to be included in amended green building guidelines. Anticipated Implementation: 2016
		Amend the Green Building Ordinance to promote water conservation through standards for water-efficient fixtures and offsetting demand so that there is no net increase in imported water use. Include clear parameters for integrating water conservations infrastructure and technologies, including low-flush toilets and low-flow showerheads. As appropriate, partner with local water conservation companies on the development and implementation of this measure.		Standards to be included in amended green building guidelines. Anticipated Implementation: 2016
		Develop a water efficiency retrofit ordinance to require water efficiency upgrades as a condition of issuing permits for renovations or additions. Work with local water purveyors to achieve consistent standards and review and approval procedures for implementation.		Standards to be included in amended green building guidelines. Anticipated Implementation: 2016
		Continue to require water efficiency retrofits at point of sale for residential, commercial, and industrial properties.		Standards to be included in amended green building guidelines. Anticipated Implementation: 2016
		Collaborate with the Soquel Creek Water District and Santa Cruz Water Department to enact conservation programs for commercial, industrial, and institutional (CII) accounts.		Partner with water districts to identify additional conservation programs and implement as appropriate. Anticipated Implementation: 2016-2018 and ongoing
		Partner with Central Coast Energy Services to integrate low-flow toilet and showerhead replacement services into their low-income housing retrofit services, and promote these services to homeowners.		Work with Central Coast Energy Services to provide program in Capitola. Conduct education/outreach, publicize through website and other outreach efforts. Anticipated Implementation: 2016-2018 and ongoing
		In collaboration with the Soquel Creek Water District and Santa Cruz Water Department, promote water audit programs that offer free water audits to residential and commercial customers.		Include water conservation info and programs on City website sustainability page. Anticipated Implementation: 2016-2017
		Conduct marketing and outreach to promote water conservation rebates provided by the Soquel Creek Water District and Santa Cruz Water Department.		Include water conservation info and programs on City website sustainability page. Anticipated Implementation: 2016-2017
		Amend the Green Building Ordinance to promote water conservation through standards for watering timing and water-efficient irrigation equipment. As appropriate, partner with local water conservation companies on the development and implementation of this measure.		Standards to be included in amended green building guidelines. Anticipated Implementation: 2016

MEASURE ID	MEASURE DESCRIPTION	REDUCTION MEASURE ACTIONS	SCHEDULE	IMPLEMENTATION STRATEGY AND TIMING
		Review and update the City's Water-Efficient Landscaping Ordinance with improved conservation programs and incentives for non-residential customers that are consistent with the Tier 1 water conservation standards of Title 24.		Water-efficient landscaping ordinance to be updated in conjunction with zoning code update. Standards to be included in zoning code and/or green building guidelines. Anticipated Implementation: 2016
		Implement incentives for the use of drought-tolerant landscaping and recycled water for landscape irrigation		Continue free permitting incentives for grey water systems and continue to require/encourage drought-tolerant plantings. Anticipated Implementation: present and ongoing
WW-2	Water Recycling and Rainwater Catchment	Investigate the feasibility of adding new California grey water building/plumbing codes into the Green Building Ordinance.	2015-2034; potentially ongoing	Standards to be included in amended green building guidelines. Anticipated Implementation: 2016
		Adopt a residential rainwater collection policy and update the Zoning Code as needed to support permitting and regulation of residential rainwater systems.		Standards to be included in the zoning code update. Anticipated Implementation: 2016
		Investigate emerging technologies that reuse water within residential and commercial buildings and make that information available to the public via the City's website and/or brochures.		Research new technologies, conduct education/outreach, and promote via City's website sustainability page. Anticipated Implementation: 2016-2017 and ongoing
		Pursue funding sources to provide rebates and reduce permit fees for cisterns.		Identify potential funding sources, including grants, green building funds, etc. Anticipated Implementation: 2018-2020
		Provide outreach support for water-efficient landscaping programs, classes, and businesses.		Develop and implement a comprehensive sustainability education/outreach initiative. Anticipated Implementation: 2016-2017
WW-3	Municipal Water Use	Establish an ultra-low water use policy for City buildings and operations, and provide mechanisms to achieve policy goals.	2015-2034; potentially ongoing	Develop policy for City Council consideration. Anticipated Implementation: 2017-2019
		Work with water service providers to develop and implement a reclaimed (recycled) water distribution system (purple pipe) for landscaping and other non-potable water uses for domestic, commercial, and industrial consumers.		Support efforts to develop recycled water infrastructure. Anticipated Implementation: TBD depending on service provider plans and funding.

MEASURE ID	MEASURE DESCRIPTION	REDUCTION MEASURE ACTIONS	SCHEDULE	IMPLEMENTATION STRATEGY AND TIMING
SW-1	Community-Wide Solid Waste Diversion and Recycling	Work with Green Waste Recovery to reduce community per capita solid waste disposal by 75 percent by 2020. Implement the following sub-measures in support of this goal:	2015-2020; potentially ongoing	Continue to work with Green Waste to identify ways to comply with State mandates for 75% solid waste reduction goals. Anticipated Implementation: 2020
		Conduct a study to consider providing financial incentives to households and businesses to reduce the volume of solid waste sent to the landfill. Based on the results of this study, undertake such incentives, as appropriate.		Coordinate with Green Waste to determine if additional information would be beneficial. If so, partner with Green Waste and other local jurisdictions to develop and complete a study. Anticipated Implementation: 2018-2020
		Partner with PG&E to establish an end-of-life requirement for appliance disposal. Establish a protocol per US EPA's Responsible Appliance Disposal Program.		Work with PG&E to develop and implement program. Anticipated Implementation: 2018-2020
		Revise the Recycling Ordinance to require at least 50 percent diversion of non-hazardous construction waste from disposal, as required by the California Green Building Code.		Standards to be included in amended green building guidelines or municipal code. Anticipated Implementation: 2016-2018
		Amend the Green Building Ordinance to encourage building designs that minimize waste and consumption in construction projects.		Standards to be included in amended green building guidelines. Anticipated Implementation: 2016
		Retain Zoning Code requirements for all new and significant redevelopments/remodels of existing multi-family developments, including those with fewer than five units, to provide recycling areas for their residents.		Requirement to be retaining in updated zoning code. Anticipated Implementation: 2016
		Work with Green Waste Recovery to improve recycling collection services in the Village and in commercial areas.		Continue to encourage Green Waste to improve recycling collection services. Anticipated Implementation: present and ongoing.
		Amend the Municipal Code to require recycling at all public events that require a City permit.		Prepare draft ordinance amendment for City Council consideration. Anticipated Implementation: 2017-2019
		Encourage the use of recycled asphalt pavement (RAP) for commercial and community parking lots.		Standards to be included in amended green building guidelines or municipal code. Anticipated Implementation: 2016-2018
		Encourage the use of reusable, returnable, recyclable, and repairable goods through incentives, educational displays, and activities.		Provide information about opportunities and benefits on City website sustainability page. Consider incentive program(s) and identify funding sources. Anticipated Implementation: 2017-2019
Encourage the reduction of waste and consumption from household and business activities in Capitola through public outreach and education activities.	Include in sustainability education/outreach initiatives. Anticipated Implementation: 2016-2017			
Support recycling and compost efforts at City schools by providing information and educational materials.	Conduct education/outreach efforts with City schools, including administrators, educators, and parents. Anticipated Implementation: 2016-2017			
SW-2	Community-Wide Food Waste Reduction	Continue the City's Food Waste Reduction Program and policies related to green waste diversion to keep food and green waste out of the landfill.	2015-2020; potentially ongoing	Continue to promote food waste reduction efforts. Work with GreenWaste to explore options to provide curbside food waste collection, composter rebates and/or giveaways. Explore opportunities with landfill operators to develop a food waste to energy (e.g., anaerobic digestion) system. Anticipated Implementation: present and ongoing work with Green Waste and landfill operators.
OS-1	Community Gardens and Locally-Sourced Food	Identify and inventory potential community garden and urban farm sites on parks, public easements, PG&E easements, and rights-of-way, and develop a program to establish community gardens in appropriate locations.	2015-2020; potentially ongoing	Identify and inventory candidate sites and potential partners to develop community gardens and food forests. Anticipated Implementation: 2016-2018
		Encourage significant new residential developments over 50 units to include space that can be used to grow food.		Standards to be included in updated zoning code. Anticipated Implementation: 2016
		Establish a process through which a neighborhood can propose and adopt a site as a community garden.		Develop standards for residents to establish a community garden. Consider a City policy to codify standards. Anticipated Implementation: 2016-2018
		Work with schools to develop opportunities for creating additional community gardens on their campuses.		Identify and inventory candidate sites and potential partners to develop community gardens and food forests. Anticipated Implementation: 2016-2018



MEASURE ID	MEASURE DESCRIPTION	REDUCTION MEASURE ACTIONS	SCHEDULE	IMPLEMENTATION STRATEGY AND TIMING
		As part of the Zoning Ordinance Update, identify and address barriers to urban farming and produce sales directly from farmers to consumers.		Standards to be included in updated zoning code. Anticipated Implementation: 2016
		Promote food grown locally in Capitola through marketing, outreach, and by providing locally grown and prepared food at City events, helping to reduce the transportation needs for food distribution while boosting the local economy.		Encourage vendors at City events to provide locally grown and prepared food. Consider incentives for vendors who provide locally grown/prepared food. Promote businesses through City website and other materials disseminated through education/outreach activities. Anticipated Implementation: 2016-2018
		Encourage neighborhood grocery stores, farmers markets, and food assistance programs to increase their use of locally-grown and prepared goods.		Engage in education/outreach with grocery stores. Encourage reestablishment of a farmer's market. Anticipated Implementation: 2016-2018
		Encourage institutions, such as schools, government agencies, and businesses to serve foods produced locally and in the region.		Include in education and awareness initiatives. Anticipated Implementation: 2016-2017
<b>OS-2</b>	Urban Forests	Increase and enhance open space and urban forests and support community tree plantings	2015-2020; potentially ongoing	Identify and inventory candidate sites and potential partners to develop community gardens, food forests, and community tree plantings. Anticipated Implementation: 2016-2018
<b>IMP-1</b>	Comprehensive Climate Change Efforts	Participate fully in local, regional, State, and federal efforts to reduce GHG emissions and mitigate the impacts resulting from climate change, including through the following sub-measures:	2015-2035; potentially ongoing	Community Development Department staff to actively engage in climate change initiatives. Anticipated Implementation: present and ongoing
		Support ongoing public efforts to increase climate change awareness, action, and advocacy.		Community Development Department staff to monitor local climate change efforts, partner with other agencies, and actively pursue new and innovative strategies to increase sustainability. Anticipated Implementation: present and ongoing
		Support the coordination and promotion of films, events, speakers, and forums related to climate change.		Consider hosting events and forums intended to educate the public about climate change. Anticipated Implementation: 2016-2018 and ongoing
		Advocate for effective State and federal policies and lead by example through reporting of local reduction success.		Prepare progress reports during regular 5-year updates and support legislation which addresses climate change. Anticipated Implementation: 2020 and every 5 years thereafter.
		Explore opportunities to engage high school students in reducing their personal GHG emissions as well as becoming leaders in communitywide GHG reductions.		Conduct education/outreach efforts with City schools, including administrators, educators, and parents. Anticipated Implementation: 2016-2017
		Partner with regional municipalities to establish funding to support GHG reduction efforts.		Continue participation in the Santa Cruz County Climate Action Compact and coordinate with the Center for Ocean Solutions to support efforts to obtain funding for local and regional initiatives. Anticipated Implementation: present and ongoing
<b>IMP-2</b>	Climate Action Plan Implementation and Maintenance	Coordinate implementation and ongoing implementation of the Climate Action Plan through 2035, including through the following sub-measures:	2020-2035; potentially ongoing	Implement the Climate Action Plan. Anticipated Implementation: 2015 and ongoing
		Conduct periodic reviews and revisions of the Climate Action Plan.		Complete regular updates of the CAP every 5 years. Anticipated Implementation: 2020 and every 5 years thereafter.
		Conduct GHG emissions inventories at least every five years, in partnership with regional municipalities, AMBAG, and PG&E.		Coordinate with AMBAG to complete emissions inventories. Anticipated Implementation: 2020 and every 5 years thereafter.
		Establish a process for reporting on GHG emissions within appropriate Council reports to evaluate and analyze how actions support or are consistent with the City's GHG reduction goals.		reports, budget reports, city website, or other effective means. Anticipated Implementation: 2020 and every 5 years thereafter.
		Integrate City departments' operational implementation of the Climate Action Plan through coordination with staff of all relevant City programs and by assigning a staff person to serve as the City's Climate Action Coordinator.		Community Development staff will lead City coordination efforts. Anticipated Implementation: 2015 and ongoing
		Quantify and report on the effectiveness of the implementation of the Climate Action Plan and make the information available to City Council, all City departments, partners, and the public.		Provide reports with regular CAP updates. Report progress through General Plan reports, budget reports, city website, or other effective means. Anticipated Implementation: 2020 and every 5 years thereafter.

**COMMISSION ON THE ENVIRONMENT  
PROJECT WORK PLAN**

**DATE:** 22 July 2015

**PROJECT TITLE:** Soquel Creek

---

**PURPOSE AND DESCRIPTION OF PROJECT:**

Improve education, care and maintenance of Soquel Creek to reach adjacent property owners and occupants, neighbors, locals, and visitors.

**IDENTIFIED ISSUES AND LIMITATIONS:**

Water quality and riparian protection problems

**INTENDED RESULTS:**

Increased awareness of the natural habitat and ways to protect and enhance it

**PROJECT PRIORITY:**

Determined by COE

**COST OF EFFORT:**

TBD

**RESOURCES AVAILABLE:**

Soquel Creek Streamside Care Guide 1992

Soquel Creek Lagoon Management Enhancement Plan 1990 & 2004

Soquel Lagoon Monitoring Reports 2006-2014

Coastal Watershed Council Annual Reports for First Flush and Urban Watch

**RESPONSIBLE DEPARTMENT AND STAFF/TEAM:**

Public Works

# COMMISSION ON THE ENVIRONMENT PROJECT WORK PLAN

**DATE:** 22 July 2015

**PROJECT TITLE:** Website Development

---

**PURPOSE AND DESCRIPTION OF PROJECT:**

Assist in the development of a sustainability section on the city's website for access to current programs, funding assistance, and resources.

**IDENTIFIED ISSUES AND LIMITATIONS:**

Existing website design platform is somewhat restrictive in design and is difficult to locate information.

**INTENDED RESULTS**

Make recommendations for sustainability information, including documents and links to be provided.

**PROJECT PRIORITY:**

Determined by COE

**COST OF EFFORT:**

TBD

**RESOURCES AVAILABLE:**

Soquel Creek/Lagoon

Soquel Creek Streamside Care Guide

Soquel Creek Lagoon Management Enhancement Plan 1990 & 2004

Soquel Lagoon Monitoring Reports 2006-2014

Link to current water quality:

County Environmental Health

<http://sccch.com/Home/Programs/WaterResources/WaterResourcesDocumentsLinks/CurrentWaterQualityInformation.aspx>

Surfrider Foundation

<http://www.surfrider.org/blue-water-task-force/chapter/33>

Green Business

<http://www.montereybaygreenbusiness.org/AboutUsSC.html>

Green Building

<http://www.cityofcapitola.org/building/page/green-building-information>

HERO Program: <https://www.heroprogram.com/capitola>

Energy Sage: <http://www.energysage.com/p/city-of-capitola/>

Stormwater

<http://www.cityofcapitola.org/publicworks/page/post-construction-requirements>

[http://www.cityofcapitola.org/sites/default/files/fileattachments/public\\_works/page/3878/10.c.\\_irwm\\_attachment\\_3\\_full\\_report.pdf](http://www.cityofcapitola.org/sites/default/files/fileattachments/public_works/page/3878/10.c._irwm_attachment_3_full_report.pdf)

**COMMISSION ON THE ENVIRONMENT  
PROJECT WORK PLAN**

**DATE:** 7 July 2015

**PROJECT TITLE:** Climate Action Plan Assistance

---

**PURPOSE AND DESCRIPTION OF PROJECT:**

Assist in the completion of the Climate Action Plan Implementation Strategy as a tool to implementing the greenhouse gas reduction measures in the Climate Action Plan.

**IDENTIFIED ISSUES AND LIMITATIONS:**

Meeting statewide greenhouse gas emissions targets by 2020 and beyond.

**INTENDED RESULTS:**

Implementation of the greenhouse gas reduction measures adopted Climate Action Plan

**PROJECT PRIORITY:**

Determined by COE

**COST OF EFFORT:**

TBD

**RESOURCES AVAILABLE:**

Draft Climate Action Plan

**RESPONSIBLE DEPARTMENT AND STAFF/TEAM:**

Community Development

**COMMISSION ON THE ENVIRONMENT  
PROJECT WORK PLAN**

**DATE:** 22 July 2015

**PROJECT TITLE:** Safe Routes and Alternative Transportation

---

**PURPOSE AND DESCRIPTION OF PROJECT:**

To assist others in encouraging the use of alternative transportation to school.

**IDENTIFIED ISSUES AND LIMITATIONS:**

See various reports identified below

**INTENDED RESULTS:**

Increase awareness of options for driving to school and prioritize programs and projects to reduce impediments.

**PROJECT PRIORITY:**

Determined by COE

**COST OF EFFORT:**

TBD

**RESOURCES AVAILABLE:**

Main Street Elementary Safety Audit & Survey  
New Brighton Middle School Safety Audit & Survey  
Soquel Elementary Safety Audit & Survey

**RESPONSIBLE DEPARTMENT AND STAFF/TEAM:**

Public Works

**COMMISSION ON THE ENVIRONMENT  
PROJECT WORK PLAN**

**DATE:** 7 July 2015

**PROJECT TITLE:** Residential Energy Audit

---

**PURPOSE AND DESCRIPTION OF PROJECT:**

Assist with development of energy audit reporting at time of sale

**IDENTIFIED ISSUES AND LIMITATIONS:**

COE to determine

**INTENDED RESULTS:**

COE to determine

**PROJECT PRIORITY:**

COE to determine

**COST OF EFFORT:**

TBD

**RESOURCES AVAILABLE:**

AMBAG Residential Programs

<http://www.ambag.org/programs-services/energy-watch/residential-program>

**RESPONSIBLE DEPARTMENT AND STAFF/TEAM:**

Community Development

**COMMISSION ON THE ENVIRONMENT  
PROJECT WORK PLAN**

**DATE:** 22 July 2015

**PROJECT TITLE:** Energy – Solar Promotion & Education

---

**PURPOSE AND DESCRIPTION OF PROJECT:**

Assist City in developing public outreach information and educational materials to promote the HERO and Capitola Energy Sage solar programs.

**IDENTIFIED ISSUES AND LIMITATIONS:**

Currently the HERO Program has very few local contractors participating in the program. Work toward promoting HERO Program to local contractors to encourage local participation.

Increase awareness of Capitola Energy Sage program.

**INTENDED RESULTS:**

Increased awareness of solar program options for city residents and businesses

**PROJECT PRIORITY:**

COE to determine

**COST OF EFFORT:**

TBD

**RESOURCES AVAILABLE:**

HERO Program: <https://www.heroprogram.com/capitola>

HERO Contractor Workshop: July 21 & 22

Energy Sage: <http://www.energysage.com/p/city-of-capitola/>

Capitola has partnered with Energy Sage. Community Development is working with the City of Santa Cruz to create a larger community based site.

Brochures

**RESPONSIBLE DEPARTMENT AND STAFF/TEAM:**

Public Works

Community Development

Rain Barrel Program

**RESPONSIBLE DEPARTMENT AND STAFF/TEAM:**

Public Works

Community Development



**COMMISSION ON THE ENVIRONMENT  
PROJECT WORK PLAN**

**DATE:** 22 July 2015

**PROJECT TITLE:** City Procurement

---

**PURPOSE AND DESCRIPTION OF PROJECT:**

Review city's procurement policies and purchasing to determine if changes can be incorporated to address environmentally sensitive issues/purchases

**INTENDED RESULTS:**

Evaluation of purchasing policy with recommendations

**PROJECT PRIORITY:**

Determined by COE

**COST OF EFFORT:**

TBD

**RESOURCES AVAILABLE:**

City Administrative Procedure Order III-4

**RESPONSIBLE DEPARTMENT AND STAFF/TEAM:**

Finance



## ADMINISTRATIVE POLICY

Number: III-4

Issued: August 29, 2002

Revised: 3/9/06

7/26/12

Jurisdiction: City Council

### PURCHASING & PROCUREMENT POLICY

#### **PURPOSE**

To establish policies and procedures to meet the City's requirements which provide an economic and efficient process for the purchase of materials, supplies, services and equipment for the City consistent with the City's Municipal Code, and State and Federal laws, rules and regulations.

#### **POLICY**

It is the policy of the City of Capitola to comply with all purchasing rules and regulations established by the City, the State of California and the Federal Government. Within this context, it is the City's goal to establish efficient procedures for the purchase of supplies, equipment and general services at the lowest cost commensurate with quality needed, to exercise positive financial control over purchases, to clearly define authority for the purchasing function, and to assure the quality of purchases.

#### **AUTHORITY**

The City's purchasing ordinance delegates purchasing authority to the City Manager, as well as any other representatives designated by the City Manager. The maximum purchasing authority level of the City Manager is defined in Section 3.16.050 of the Capitola Municipal Code as \$25,000; with the exception of single capital equipment purchases that do not exceed \$50,000 and are approved in the budget.

Each year, the City Manager will approve purchasing authority levels on an Expenditure Authorization Form (Exhibit A). The recommended purchasing levels are presented in Exhibit A; however they may be adjusted based on operational needs or economic changes. The delegated purchasing levels shall not exceed the City Manager's purchasing authority.

The City Manager also has the authority to approve individual changes orders up to \$7,500; with cumulative totals not to exceed \$25,000. If cumulative change orders exceed \$25,000, they must be approved by City Council.

#### **RESPONSIBILITY**

The City maintains a decentralized purchasing system; and Department Heads are responsible for distributing, advertising, collecting and evaluating all procurement activities conducted within their Departments. Additional purchasing responsibilities are outlined in the chart presented below:

**Purchasing System Responsibilities**

**City Council**

**Purchasing Policies and Ordinance**

- Adopts Purchasing Ordinance
- Approves Purchasing and Procurement Policy
- Approves invitation for Bids/RFP's over \$25,000
- Delegates authority to award contracts to the City Manager
- Awards contracts if they exceed the budgeted amount

**City Manager**

**Purchasing Policies, Ordinances, and Resolutions**

- Implements purchasing policies
- Delegates purchasing authority
- Awards major contracts
- Approves Bids/RFP's up to \$25,000
- Approves single Capital Equipment purchases up to \$50,000  
(Contingent upon Council approval in the budget)

**Finance Department**

**Administrative Policies and Procedures**

- Develops and implements purchasing guidelines
- Monitors and evaluates system performance
- Sets payment schedule
- Approves authorized purchase orders up to \$25,000
- Assists departments with purchasing needs

**Department Heads**

**Organization Wide Procedures**

- Develops and implements departmental purchasing procedures
- Delegates department purchasing authority
- Approves major departmental purchases

**Authorized Employees**

**Department Procedures**

- Purchases, receives, and pays for goods and services in accordance with the City and departmental guidelines
- Prepares necessary bid documents
- Maintains required purchasing records
- Manages department inventories

### **PURCHASING STANDARDS OF CONDUCT**

Every employee or official engaged in purchasing activities on behalf of the City is required to employ the following standards of conduct:

- Consider the interests of the City first, in all transactions
- Carry-out established policies of the City
- Seek to obtain the maximum value for each expenditure of public funds
- Inspect materials, supplies and equipment delivered to determine their conformance with the specifications set forth in the order or contract
- Maintain confidentiality of information furnished by vendors and/or contractors regarding price, terms, performance specifications, or other data prior to a bid opening. All information that is presented during the public bid opening will be made available after the award.

The following practices are specifically prohibited in performing purchasing activities on behalf of the City:

- Having a financial or personal beneficial interest (directly or indirectly) in any contract or purchase.
- Accepting or receiving (directly or indirectly) from any person, firm, or corporation to whom any contract or purchase order may be awarded any money or anything of value, or promise or obligation or contract for future reward or compensation. Inexpensive advertising items bearing the name of the firm - such as pencils, pens, paperweights, or calendars - are not considered articles of value or gifts in relation to the policy
- Using position or status in the City to solicit (directly or indirectly) business of any kind; or to purchase products at special discounts or upon special concessions for private use from any person or firm who sells or solicits sales to the City.
- Dividing purchases with the intent to circumvent the purchasing authority levels

### **LOCAL VENDOR PREFERENCE**

Departments are encouraged to do business with Capitola-based businesses due to the benefit to the community and the advantages in timing and availability. This preference should be given whenever it is legal, economical, and results in competitive product or service. Purchasers will actively seek to identify local vendors interested and able to conduct business with the City of Capitola. It is important that purchasers include in their inquiry or invitation to bid, the opportunity

for vendors to identify themselves as local and to provide necessary supporting evidence (see definition of local vendor).

Bids, quotes, or offers submitted by Capitola-based vendors will be credited with the current local (City) sales tax and local (City) transactions & use tax in effect. This net bid will be used to compare bids. In the event of a tie, bids submitted by Capitola vendors will be given preference.

### **ALTERNATIVE FUEL VEHICLES**

Vehicles powered by clean alternative fuels as defined by the Energy Policy Act of 1992 and other energy efficient advanced technology vehicles shall be given consideration when purchasing new and replacement fleet vehicles

### **TERMINOLOGY**

Best Value (Lowest Responsible Bidder): Best value is largely based on cost; however the following factors could be considered in awarding a contract: Skills of the contractor, ability to provide supplies or services; timely processing; and compliance with governing statutes. The complete definition of best value is provided in Section 3.16.040 (A) of the Municipal Code.

Bid: Formal process to obtain lowest responsive responsible bidder or price for materials, supplies and services, and equipment

Consultant or Professional Services: Services of an attorney, engineer, doctor, financial consultant, planning or environmental consultant, investment advisor, bank or trustee office, or other professional

Contract: A written agreement between two or more persons setting forth a matter of performance and compensation or consideration given for the performance. The term contract includes, but is not limited to; purchase orders, contract for services, an addendum or change order or a letter agreement.

Formal Purchases – Purchases over \$25,000 which are subject to formal bid requirements and Council approval. Different levels of purchasing requirements may be imposed on whether the purchase is for general services, supplies, materials, and equipment or a public project

Local Business (Local vendor/Capitola-based business): Any business which has a retail outlet within city limits of the City of Capitola and holds the required licenses and permits for conducting its business within the City.

Maintenance: Routine, recurring, and usual work for the preservation or protection of any publicly owned or publicly operated facility for its intended purposes. It also includes minor painting, resurfacing of streets less than one inch; and landscape maintenance. This definition is provided in Section 22002 (c) of the Public Contract Code and should be contrasted with Public Project.

Open Market Purchases: Purchases of supplies, equipment, and general services from \$5,000 - \$25,000.

Over the Counter or Informal Purchases: Purchases under \$5,000 made by authorized personnel.

Petty Cash: Cash used to reimburse authorized purchases up to \$80. All reimbursements must be accompanied by a receipt.

Public Project: Construction, reconstruction, erection, alteration, renovation, improvement, demolition, and repair work involving any publicly owned, leased, or operated facility. This can also include the painting or repainting of publicly owned, leased, or operated facility. This definition is provided in Section 22002 (c) of the Public Contract Code and should be contrasted with the definition of Maintenance.

Purchase Order: A document used to acknowledge acceptance of a bid quotation or offer, and a contractual relationship is established upon its issuance and acceptance by the vendor.

Request for Proposal (RFP): An offer in to provide materials, supplies or services where the City selects vendor/consultant usually based upon criteria specified in Request for Proposal such as competence, qualifications and expertise in the field. Price is not the sole basis for selection, but may be considered in the criteria for evaluating proposals. Typically used for consultant or professional service contracts.

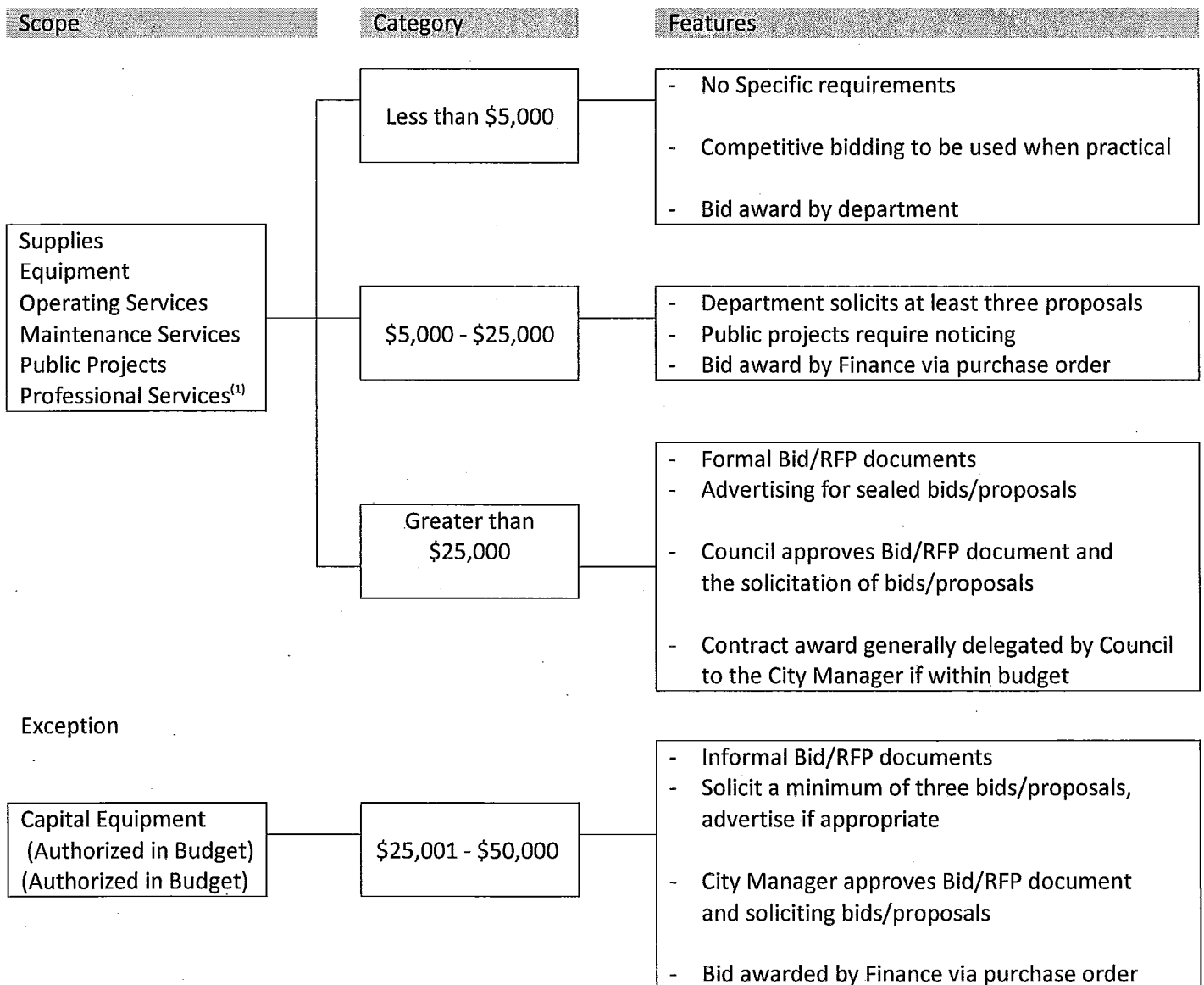
General Services: Any work performed or services rendered by an independent contractor, with or without the furnishing of materials such as a professional consultant.

Sole Source: Sole source purchases are used where no secondary source is reasonably available precluding the use of a competitive process.

**PURCHASING SYSTEM OVERVIEW**

A general overview of the City’s purchasing procedures; thresholds, and responsibilities are presented in the following charts. Detailed procedures for each Purchasing Category are provided in subsequent sections of this policy.

**Purchasing System Chart**



(1) Additional information related to Professional Services/RFP's is provided in the Supplemental Information Section.

(2) The Capitola Municipal Code and this Administrative Procedure provides additional guidelines regarding emergency situations

## **PURCHASING CATEGORIES AND PROCEDURES**

### I. Over the Counter/Informal Purchases – General Purchases under \$5,000

Purchases under \$5,000 may be made by an authorized Purchasing Authority.

- Bids/Quotations: There are no specific bidding requirements for these purchases; however competitive bidding should be used whenever practical. Quotations for these purchases may be written or verbal.
- Selection: Purchases can be awarded by the department and initiated with an invoice, purchase order, credit card, or petty cash (reimbursements up to \$80). All credit card purchases must be made in accordance with Administrative Procedure II-5 Credit Card Purchasing Program.
- Invoices: Invoices should be submitted to the Finance Department for payment. All requests for payment shall be accompanied by the appropriate electronic or manual signature authorizations and accounting information.

### II. Open Market Purchases – Purchases between \$5,000 and \$25,000.

The purchase of supplies, equipment and general services of a value from \$5,000 to \$25,000 may be made by authorized personnel. An additional bidding requirement is outlined for purchases that are defined as a Public Project.

#### A. Invitation for Bids/Requests for Proposals

##### 1. Supplies, equipment, and general services

Open-market purchases shall, whenever feasible, be based on at least three quotations. The purchasing employee shall solicit quotations by written request or telephone to prospective vendors. Telephone quotations shall be documented in writing. A "Quotation Evaluation Form" is provided for reference in Exhibit B; however departments may use an alternate form if it includes the following information:

- Date of request for quote
- Exact request for quote
- Vendor information (contact name)
- Vendor's response to the quote
- Justification for selection of the vendor

##### 2. Public Projects

Public projects between \$5,000 and \$25,000 shall be in accordance with the Uniform Cost Accounting Act. The purchasing authority should carefully review the definition of "Maintenance" and "Public Project" to determine if this section is applicable. This section is only required if the purchase meets the definition of Public Project.



Procedures include:

- Sending notices inviting bids to a list of qualified contractors at least ten calendar days before the bids are due.
- Mailing notices within ten calendar days before the bids are due to all construction trade journals. If the City does not have a qualified list of contractors for the particular type of work to be performed, notices inviting bids will only be sent to the construction trade journals as required by the Uniform Public Construction Cost Accounting Act.

If the product or service is proprietary in nature and can only be obtained from a certain contractor or contractors, notices inviting bids will only be mailed to such contractor or contractors.

B. Rejection of Bids

The purchasing authority may reject bids or invite new quotations for any reason.

C. Award of Contract

Once a purchasing authority has determined that a quotation is the best value to the City, a contract will be awarded by the Finance Department via a purchase order. The process for issuing a purchase order is listed below:

Departments

- Initiate a purchase order in the financial software system
- Forward the Quotation Evaluation Form to the Finance Department
- Notify the vendor of the award

Finance

- Approves contract based on purchasing authorization and supporting documents
- Maintains copies of Quotation Evaluation Forms for a period of one year

D. Bids for Public Projects – In Excess of Limit

In the event that all bids received for a public project are more than \$25,000, and bids were invited pursuant to this section, the Council may adopt a resolution by a four-fifths of a vote to award the contract based on best value. If Council rejects the bids and the City chooses to pursue the project, the purchasing authority should follow procedures outlined in Section III – Formal Purchase.

E. Exceptions

1. Cooperative Purchasing Agreements with Governmental Entities

The quotation procedure under this section may be dispensed with for purchases between \$5,000 and \$25,000 where supplies and equipment are purchased through cooperative purchasing arrangements with the State or other group of multiple governmental entities.

2. Sole source purchases

III. Formal Purchases - General, services, supplies, and equipment greater than \$25,000

A. Notice inviting bids/RFPs shall include, but not be limited to, the following:

1. A general description of the item(s) or services to be purchased, or the public work to be constructed or improved;
2. The location where bid blanks and specifications may be secured;
3. The time and place assigned for the opening of sealed bids;
4. The type and character of bidder's security required, if any; and
5. The location and deadline for submission of bid

B. Notices inviting bids/RFP's shall be made as follows:

1. For supplies, services, and equipment, notices inviting bids shall be published at least once in the official newspaper of the city, with the first publication occurring at least ten calendar days before the date of opening the bids.
2. For public projects greater than \$25,000, notices inviting bids distinctly describing the project be published at least once in the official newspaper of the City, with the first publication at least fourteen calendar days before the date of the opening bids. Notices inviting bids distinctly describing the project shall also be mailed at least thirty calendar days before the date of opening bids to all construction journals as required by the Commission.
3. The City may also give such other notice as it deems appropriate

C. Security requirement on Bids/RFP's

Bidder's security may be required when deemed necessary by the purchasing authority. When required, the security form, amount and conditions, will be included in the bid documents. Bidders shall be entitled to return of bid security. However, a successful bidder shall forfeit his bid security upon refusal or failure to execute a contract within fifteen days after notice of award of that contract, unless the City is responsible for the delay. The contract may be awarded to the next lowest responsible bidder upon the refusal or failure of the successful bidder to execute the contract within the time herein prescribed.

D. Opening and Retention of Bids/RFP's

Sealed bids shall be submitted to the purchasing authority and shall be identified as bids on the envelope. Bids shall be opened in a public and read aloud at the time and place stated in the public notice. A tabulation of all bids received shall be available for public inspection during regular business hours for a period not less than thirty (30) calendar days after the bid opening

E. Rejection of Bids/RFP's

The purchasing authority may reject:

1. Any bid that fails to meet the bidding requirements in any respect

2. All bids, for any reason whatsoever, and may readvertise for new bids or abandon the purchase
3. In the case of public projects, the council may, by passage of a resolution by a four-fifths vote, declare that the project can be performed more economically by employees of the City and may have the project done by force account

F. Bids/RFP's - None Received

If no bids are received the purchase may be made through negotiated contract or other process approved by the Finance Director, including, in the case of public projects, performing the work by employees of the City by force account.

G. Contract Award

Subject to the approval of the City Manager, contracts shall be awarded by the purchasing authority to the bid which represents the best value to the City as defined in Section 3.16.040, except as follows:

1. If at the time of bid opening, two or more bids received are for the same total amount or unit price, quality and service being equal, and if the discretion of the purchasing authority the public interest will not permit the delay of readvertising for bids, then the purchasing authority may accept the one he or she chooses or the lowest bid obtained through subsequent negotiation with tied bidders.
2. Sellers, vendors, suppliers and contractors who maintain places of business located within the limit of the City shall be given preference, if quality, price, service, and all other factors are equal.

The basis upon which the award is made shall be in writing.

H. Requiring Bond of Successful Bidder

The purchasing authority may require as a condition to executing a contract on behalf of the City, a performance bond or a labor and material bond, or both, in such amounts as the purchasing authority shall determine appropriate to protect the best interests of the City. The form and amounts of such bond(s) shall be described in the notice inviting bids.

I. Insurance

Insurance requirements will be provided via Purchase Order terms and conditions, or Request for Proposal terms and conditions information, or City contract

IV. Capital Equipment Purchases between \$25,001 - \$50,000

Section 3.16.050 (A)(2) of the Municipal Code provides the City Manager with the authority to approve contracts for single equipment purchases based on the following criteria:

- Single equipment purchases are not greater than \$50,000
- The equipment was clearly identified and described in the budget

- City Council approves the capital equipment purchase in the budget
- The equipment description listed in the budget is consistent with the item purchased
- The final cost does not exceed the amount approved in the budget

The purchasing authority shall follow the procedures listed for Open Market Purchases; however the City Manager must approve any specifications prior to the solicitation of bids. If there is a change to the equipment description or if the quotations exceed the budget, the purchase becomes subject the Formal Procedures outlined in Section III.

V. Emergency Procedures

An emergency is defined as an unexpected occurrence or threatened occurrence that poses a danger, requiring immediate action to prevent or mitigate the loss or impairment of life, health, property, or essential public services, or any emergency proclaimed pursuant to Municipal Code 8.08.060.

Upon approval of the City Manager or Finance Director, authorized purchasing authorities may exceed the purchasing limits of \$25,000. The following procedures are applicable to emergency purchases:

- Documentation. It will be the responsibility of the requesting department to attach a copy of the written justification of the emergency signed by the City Manager to any invoices at the time the invoice is submitted to accounts payable for payment.
- Reporting. All emergency purchases of goods and services over \$25,000 will be immediately reported by the department responsible for the purchase to the City Clerk for inclusion as an information item on the Agenda for the next scheduled meeting of the City Council.

In accordance with Chapter 2.5, Section 22050(a) of the Public Contract Code, the information on emergency purchase action shall be presented to the City Council for review and determination, by a four-fifths vote, that there is a need to continue the emergency action. This must occur within seven days after the action, or at the City Council's next regularly scheduled meeting if that meeting will occur within 14 days after the action. The emergency purchase action shall be presented to the City Council at least at every subsequent regularly scheduled meeting until the action is terminated. The City Council must determine, by a four-fifth vote, that there is a need to continue the emergency action.

**SUPPLEMENTAL PURCHASING INFORMATION**

I. Requests for Proposals (RFP)

Request for Proposal (RFP) are typically associated with general or professional service contracts over \$5,000. This document requests a firm to submit a proposal to perform the scope of work associated with a specific project. Cost is not the sole basis for selection in an RFP, other criteria such as experience, turn-around time, and approach to work are determining factors when

such as experience, turn-around time, and approach to work are determining factors when evaluating a proposal. Based on the estimated cost of service, the corresponding Open Market and Formal bid procedures are applicable.

Additional information related to the development and criteria of RFP's is listed below:

A. RFP Requirements

The RFP will be specific to the project and preparation will require some general knowledge of the project. However, preparation of the RFP should not involve any work for which the proposer would normally be compensated during the project. For example, on engineering projects, free preliminary engineering in the RFP should be discouraged. The RFP should address the following:

- 1) Required Information: In the RFP, the consultant shall be advised of the following requirements:
  - a. Standard contract requirements
  - b. Selection criteria.
  - c. Date and time proposal is due.
  - d. The name and telephone number of the staff member responsible for the project.
  
- 2) Selection & Evaluation Criteria. Proposals will be evaluated on the basis of the evaluation factors listed in the Request for Proposal. Respondents should be ranked based on the selection criteria. As a minimum, the following criteria will be used to evaluate the RFP.
  - a. Firm experience (including work and project-related references).
  - b. Specific staff experience and availability (including work and project-related references).
  - c. Approved methods to accomplish the work.
  - d. Scope of work and schedule
  
- 3) Price Considerations. Although price is always a consideration in recommending awarding the final selection, prices will not be a mandatory consideration in the initial evaluation process. At the discretion of the department, a department may opt to adopt an RFP procedure with price information in a separate sealed envelope. The envelopes shall not be opened until the highest rated firm is identified based upon demonstrated competence and professional qualifications. At that time, the price information will be compared to professional qualification to ensure that the price is fair and reasonable. If a major discrepancy between highest rated firm and the others exist, that discrepancy shall be evaluated and explained before award of the work. If not satisfactorily resolved, the department may to negotiate with the next-highest-ranked firm.

## II. Sole Source

### 1. Materials, Supplies & Equipment:

a. Definition. Sole source purchases are used where no secondary source is reasonably available precluding the use of a competitive process. The following are examples of circumstances, which could necessitate sole source procurements:

- 1) Where compatibility of equipment, accessories or replacement parts is an important consideration;
- 2) Where public utility services are to be procured;
- 3) Where a sole supplier's item is needed for trial use or testing;
- 4) Where a used item is offered at a bargain price and subject to prior sale;
- 5) Where a cooperative purchasing agreement has been developed with another public agency that used a competitive selection process.
- 6) Where supply proximity is an important consideration.

### 2. Consultant or General Services:

a. In the case where a consulting firm has satisfactorily performed the previous stage of a project (e.g. a pre-design), or has acquired extensive background and working knowledge, the firm may be selected for follow-up work without solicitations from other firm upon written justification and recommendation of the department head and approval by the City Manager or designee.

b. If a firm is a highly recognized authority in a field or specialty, or has unique specific knowledge regarding the project, then the firm may be selected without other solicitations for contracts and upon written justification and recommendation of the department head and approval by the City Manager or designee.

c. Upon those infrequent occasions when confidence in the consultant and quality of service are important.

3. Documentation: It is the responsibility of the requesting department to maintain in their files a complete, written justification of the sole source purchase approved by the City Manager.

4. Authorization & Reporting: All sole source purchases of more than \$25,000 are authorized by the City Council and fully disclosed in the staff agenda report. Sole source purchases between \$5,000 and \$25,000 are authorized by the City Manager. Sole source purchases less than \$5,000 are authorized by the Department Heads.

### III. Multiple Year Contracts

1. Applicability. When it is in the best interest of the City, multiple year contracts will be allowed. High vendor "startup costs" or the need for continuity may make a multiple year contract financially or operationally advantageous to the City. Under no circumstances should a multiple year contract be used to avoid competitive procurement procedures.
2. Termination Due to Lack of Funds. All multiple year contracts should contain a clause allowing the City to terminate the contract in thirty (30) days or subsequent fiscal years due to a lack of budgeted funds.
3. Term. The term of a multiple year contract should be clearly delineated. "Open end" contracts will not be used.
4. Authority. Multiple year contracts are subject to the same authority levels detailed above.
5. Changes. Changes to multiple year contracts are covered under "Change Orders" below.
6. Extension. Extension of contracts requires the approval of the City Manager via City contract amendment form.
7. Addendum. Increase in dollar amounts on an agreement, which results in an aggregate total in excess of \$25,000 requires approval from the City Council.

### IV. Purchasing Policy Waiver

If the Finance staff receives an invoice for payment in excess of \$5,000 and it appears that this policy was not followed (i.e., three bids are not documented or copy of purchase order is not attached to the invoice), the invoice will be stamped with the "Purchasing Policy Waived" stamp and submitted to the City Manager or Finance Director for payment approval.

This policy was approved and authorized by the City Council on July 26, 2012:

  
\_\_\_\_\_  
Jamie Goldstein  
City Manager

**DEPARTMENT EXPENDITURE AUTHORIZATION FORM  
FISCAL YEAR 2011-2012**

Description	Dept Head	City Manager	City Council	PO Required	# of Quotes	Telephone Quote <sup>(2)</sup>
Contract or Agreement		= or < \$25,000	> \$25,000	Yes	3	< \$25,000
Change Order (CO)		= or < \$7,500	> \$7,500	Yes	1	< \$25,000
Cumulative Change Order		= or < \$25,000	> \$25,000	Yes	1	< \$25,000
Equipment	= or < \$10,000			No	Invoice	N/A
Consultant or Professional Services	= or < \$10,000			No	Invoice	N/A
General (contract) Services	= or < \$10,000			No	Invoice	N/A
All purchase types			> \$25,000	Yes	3	No
Capital Asset		= or < \$25,000	> \$25,000	Yes	3	< \$25,000
Capital Equipment (Approved in Budget)		= or < \$50,000			3	

AUTHORIZED EMPLOYEE	VENDOR INVOICES	MILEAGE CLAIMS	EMPLOYEE REIMBURSEMENT	DEPT. PO	LIMIT	COMMENTS	SIGNATURE
Director <sup>(1)</sup>	yes	yes	yes	yes	\$10,000		_____
Supervisor	yes	yes	yes	no	\$2,000		_____

(1) Department Heads cannot authorize reimbursement or mileage claims to themselves, ONLY to employees in their department. Department Heads will present completed and signed requests for themselves to the City Manager or his designated personnel for approval. All purchase Orders will be prepared in New World by the Departments.

(2) All quotes should be documented on a Quotation Evaluation Form, vendor provided documents, or a departmental form with the required fields.

City Manager's Approval \_\_\_\_\_  
 Jamie Goldstein

Contracts are selected, approved, and administered in accordance with the City Purchasing Policy, which is summarized in the above chart. After the contract is properly authorized, the corresponding invoices are approved by the department head or contract manager.

Date Approved \_\_\_\_\_



**City of Capitola  
Quotation Evaluation Form**

Staff Contact : \_\_\_\_\_ Extension: \_\_\_\_\_

**#1**

Date: \_\_\_\_\_ Vendor Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_ Phone # \_\_\_\_\_

	QUANTITY	UNIT	UNIT COST	DESCRIPTION	SALES TAX		Phone #	TOTAL
(1)			-		\$	-	\$	-
(2)			-		\$	-	\$	-
(3)			-		\$	-	\$	-
(4)			-		\$	-	\$	-
(5)			-		\$	-	\$	-
				Freight - if applicable	\$	-	\$	-
<b>TOTAL BID</b>								\$ -

**#2**

Date: \_\_\_\_\_ Vendor Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_ Phone # \_\_\_\_\_

	QUANTITY	UNIT	UNIT COST	DESCRIPTION	SALES TAX		Phone #	TOTAL
(1)			-		\$	-	\$	-
(2)			-		\$	-	\$	-
(3)			-		\$	-	\$	-
(4)			-		\$	-	\$	-
(5)			-		\$	-	\$	-
				Freight - if applicable	\$	-	\$	-
<b>TOTAL BID</b>								\$ -

**#3**

Date: \_\_\_\_\_ Vendor Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_ Phone # \_\_\_\_\_

	QUANTITY	UNIT	UNIT COST	DESCRIPTION	SALES TAX		Phone #	TOTAL
(1)			-		\$	-	\$	-
(2)			-		\$	-	\$	-
(3)			-		\$	-	\$	-
(4)			-		\$	-	\$	-
(5)			-		\$	-	\$	-
				Freight - if applicable	\$	-	\$	-
<b>TOTAL BID</b>								\$ -

**Procedures:**

The Departments are responsible for obtaining and documenting quotes  
 Circle the number of the bid that you are awarding  
 Telephone Quotes are submitted with request for Purchase Order (PO) - When entering data, please copy and save this form on your computer  
 Sales Tax - in the "SALES" column enter either yes or no  
 Freight is entered in the far right column  
 If the department is not recommending the lowest bidder have the City Manager, initial and date his approval by the bid # selected



**DRAFT MINUTES**  
**COMMISSION ON THE ENVIRONMENT**  
**REGULAR MEETING**  
**WEDNESDAY, JULY 22 2015**  
**6:00 PM**  
**COMMUNITY ROOM**  
**420 CAPITOLA AVENUE, CAPITOLA, CA 95010**

Peter Wilk called the meeting to order at 6:00 p.m.

**CALL TO ORDER AND ROLL CALL**

Commissioners Present: Amie Forest, Kailash Mozumder, and Vice-Chair Peter Wilk,  
Commissioners Absent: Jacques Bertrand, Kristin Sullivan  
City Staff Present: Steve Jesberg, Danielle Uharriet  
Community Members Present: None

**ORAL COMMUNICATIONS**

None

**APPROVAL OF MINUTES**

Amie Forest made a motion to approve the April 22, 2015 meeting minutes. Peter Wilk seconded the motion. Motion passed 2-0, Kailash Mozumder abstained.  
Amie Forest made a motion to approve the May 27, 2015 meeting minutes. Kailash Mozumder seconded the motion. Motion passed 3-0.

**OTHER BUSINESS**

**a. Review, Prioritize, Approve the Work Plan**

The Commission previously developed a list of seven work items. Staff organized the work items into a format for the COE to review and prioritize prior to approving the overall work plan.

Soquel Creek: All concurred with the proposed purpose and description. Peter Wilk suggested composing a draft letter that would accompany the distribution of the Soquel Creek Guide to property owners adjacent to the creek. Peter will contact Don Alley, fisheries biologist, and George McMenamain, riparian restoration expert, to gain an understanding of the creek and adjacent lands. Peter also raised concern about the ivy invasion along the banks of the creek. Kailash Mozumder suggested the COE consider a similar educational effort regarding the overall watershed. He offered his expertise to develop or review any brochures or information currently available.

Website Development: The Community Development Department is currently creating a sustainability page for the City's website. Overall comments were that information is very difficult to find on the city's website. Amy Forest offered to review the website and make suggestions on how to better organize and search the information. The website will be an ongoing project.

Climate Action Plan: The COE will continue to work with the Community Development Department on reviewing the CAP implementation plan.

Safe Routes and Alternative Transportation: Kailash Mozumder will obtain information on bike lockers at bus stops. The COE will review the resources available, such as the New Brighton Middle School Safety Audit and Survey, and the Soquel Union Elementary School District website for possible ways to promote safe routes.

Residential Energy Audit: Using the product/service list offered by the HERO Program, the COE will develop a checklist for homeowners to review and consider green building opportunities utilizing the HERO Program.

Energy – Solar Promotion and Education: Refer to the resources in the city's website.

City Procurement: The COE will review with the full Commission. Amy Forest suggested the city avoid purchasing individual plastic water bottles for events.

**ITEMS FOR NEXT AGENDA**

Continued discussion of the Work Plan.

**ADJOURNMENT**: The Commission adjourned to a Workshop Meeting on August 26, 2015.

Approved at the meeting of September 23, 2015

---

Danielle Uharriet  
Environmental Projects Manager

**From:** [sully@cruzio.com](mailto:sully@cruzio.com)  
**To:** [Sullivan, Kristin \(sully@cruzio.com\)](mailto:Sullivan,Kristin@sully@cruzio.com)  
**Cc:** [Uharriet, Danielle \(duharriet@ci.capitola.ca.us\)](mailto:Uharriet,Danielle@ci.capitola.ca.us); [Sullivan, Kristin \(sully@cruzio.com\)](mailto:Sullivan,Kristin@sully@cruzio.com); [Forest, Amie \(amie.forest@gmail.com\)](mailto:Forest,Amie@amie.forest@gmail.com); [Wilk, Peter](mailto:Wilk,Peter); [Mozumder, Kailash](mailto:Mozumder,Kailash); ["Bertrand, Jacques \(ijjbertrand@gmail.com\)"](mailto:Bertrand,Jacques@ijjbertrand@gmail.com)  
**Subject:** Project Document: For COE Meeting on Wed. 8/26  
**Date:** Monday, August 17, 2015 10:24:40 AM  
**Attachments:** [COE New Topics May 2015.docx](#)

---

Hello Danielle and All,

Attached is my compilation of our work, some additions, and edits for our voted on COE project order from May. Since we did not meet in June and I was out of the country for our July meeting, I thought that this would be important to discuss at our upcoming August meeting.

I look forward to seeing all of you next week.

Kindly,

Kristin

## Projects- Final Order After COE Commissioners Vote- May 2015

votes	topic
5	<b>3. Website - assessing site and see how to make it easier to find info on Solar and other educational materials about environmental issues</b>
4	<b>1. Solar - HERO - inventory at sale to start and then possibly get more aggressive with public discussion</b>
4	<b>16. Energy Audit at Home Sale</b>
3	<b>5. Walk/ride/skateboard to school encouragement program “Safe Routes to School”</b>
3	<b>8. Parking Management - Steve’s idea of “How much parking is where”</b>
3	<b>10. City Procurement</b>
3	<b>14. Educating creekside homeowners</b>
3	<b>18. Climate Action Plan further analysis and assistance</b>
2	2. Green Building - assist in working through this ordinance
2	13. Restoring/protecting Riparian Habitat
1	9. EV Parking
1	12. Environmental partnerships
1	11. Don Alley
	4. VMT Bus rideship
	6. Carpools/ride matching
	7. Close the Esplanade often
	15. Investigate bringing back the Farmers Market
	17. Affordable housing and affordable businesses
	19. Water conservation

### Categories:

- Climate Change- Solar, Green Buildings, etc. (1\*\*, 2, 16\*\*)
- Climate Change- Transportation (4, 5\*, 6, 7, 8\*, 9)
- Climate Change- CAP (18\*)
- Green Procurement- (10\*)
- Water (11, 13, 14\*, 19)
- Food (15)
- Other, Website, Education, Partnerships, etc. (3\*\*, 12, 17)

\*\*= COE is currently working on- top three choices- complete first

\*= COE is currently working on

**Our List with bold #'s being the COE selected ones:**

- 1 **\*\*Solar** - HERO - inventory at sale to start and then possibly get more aggressive with public discussion
- 2 Green Building - assist in working through this ordinance
- 3 **\*\*Website** - assessing site and see how to make it easier to find info on Solar and other educational materials about environmental issues
- 4 VMT Bus rideship
- 5 **\*Walk/ride/skateboard** to school encouragement program "Safe Routes to School"
- 6 Carpools/ride matching
- 7 Close the Esplanade often
- 8 **\*Parking Management** - Steve's idea of "How much parking is where"
- 9 EV Parking
- 10 **\*City Procurement**
- 11 Don Alley
- 12 Environmental partnerships
- 13 Restoring/protecting Riparian Habitat
- 14 **\*Educating** creekside homeowners
- 15 Investigate bringing back the Farmers Market
- 16 **\*\*Energy Audit at Home Sale**
- 17 Affordable housing and affordable businesses
- 18 **\*Climate Action Plan** further analysis and assistance
- 19 Water conservation

-- Above document compiled, additions, and edits by Kristin Jensen Sullivan on 8/17/15

## **Soquel Creek**

I contacted Don Alley. He had no suggestions as to further activity we might pursue regarding fish habitat in the creek. George McMenamin however encouraged us to pursue a series of creek habitat improvements:

- I will meet him on August 11 at 9:00 A.M. at Peet's coffee and do a creek walk to assess the possible creek projects. Feel free to join us.
- The north side of the creek is in pretty good shape due to the activities of the Friends of Soquel Creek activity a few years back. The south side however never really got addressed at that time due to the drying up of project lead volunteers from the Resource Conservation District (of Santa Cruz County). He suggested that Perry Park is a good target project. It will require coordination with Red Tree properties.
- I suggested that the COE could take over project coordination activities and get volunteers perhaps from local high schools. He responded that last time they got a great high school response and he still has a lot of gloves and other left over equipment we could use.
- I will try to establish what kind of funding we may need at the August 11 meeting.

## **Residential Energy Audit**

Great minds work alike. Ryan Safty informed me that the City is already working on a green building checklist – similar to what exists in Santa Cruz. The idea is that new applicants fill out the checklist of green building activities with the idea of getting “points” for each item checked. A minimum number (TBD?) of points will be required to get project approval. I reviewed the Santa Cruz checklist and it looks pretty comprehensive.

The idea of incorporating HERO funding into the checklist may be as simple as handing out HERO pamphlets along with the checklist to inform the applicants of the low interest loans available.

I suggest that the action here is for the COE to ask permission to review and comment on the checklist when it is ready.

Peter Wilk