



**AGENDA**  
**COMMISSION ON THE ENVIRONMENT**  
**Wednesday, May 18, 2022**  
**6:00 PM – Remote Access Only**

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**CALL TO ORDER AND ROLL CALL**

Commissioners: Michelle Beritzhoff-Law, Chair, Bryce Ebrahimian, Margaux Keiser, Meredith Keet, Jason Shepardson, Peter Wilk

**WRITTEN COMMUNICATIONS** *(No action may be taken)*

*All correspondence received prior to 12 NOON on the day of the meeting will be distributed to the Commissioners to review. The Committee Members may not discuss Written Communications to any significant degree but may request issues raised be placed on a future agenda.*

**APPROVAL OF MINUTES – April 20, 2022**

**OTHER BUSINESS**

1. 2022 Work Plan Items
  - A. Compostable and Biodegradable Take Out Materials Restaurant Guide
  - B. Climate Action Plan Reduction Measures and Implementation

**ITEMS FOR FUTURE AGENDAS**

**ADJOURNMENT** to June 15, 2022

**Notice:** The Commission on the Environment meets monthly 6:00 PM. Meetings are Remote Access Only.

**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.

## **NOTICE OF REMOTE ACCESS ONLY**

In accordance with the current Santa Cruz County Health Order outlining social distancing requirements and Executive Order N-29-20 from the Executive Department of the State of California, the Commission on the Environment meeting is not physically open to the public and in person attendance cannot be accommodated.

### **Join Zoom Meeting**

<https://us02web.zoom.us/j/85004749373?pwd=cfYil60tEbjY6RnSg1AFyNccYt4BFV.1>

Meeting ID: 850 0474 9373

Passcode: 858754

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+1 301 715 8592 US (Washington DC) Meeting ID: 850 0474 9373 Find your local number:

<https://us02web.zoom.us/u/kbFr8eObd>

### **Comment via email:**

Comments and additional material may be sent to the Commission via [CapitolaDPW@ci.capitola.ca.us](mailto:CapitolaDPW@ci.capitola.ca.us) by 12NOON on the day of the meeting for distribution to Commission members.

**DRAFT MINUTES**  
**Commission on the Environment**  
**Regular Meeting**  
**April 20, 2022**

**CALL TO ORDER**

Commissioners Present: Michelle Beritzhoff-Law - Chair, Meredith Keet, Jason Shepardson, Peter Wilk  
Commissioners Absent: Margaux Keiser, Bryce Ebrahimian  
City Staff Present: Steve Jesberg, Danielle Uharriet

Chairperson Beritzhoff-Law called the meeting to order at 6:00 pm

**WRITTEN & ORAL COMMUNICATIONS** – None

**APPROVAL OF MINUTES** – February 16, 2022 minutes were approved (Keet/Wilk)

**OTHER BUSINESS**

1. Introduction of new commissioner Jason Shepardson

Jason Shepardson commented that he is a local physical therapist with a local private practice. Mr. Shepardson has an interest in local politics and civic engagement by serving on the Commission on the Environment.

2. Report from City Council goal setting meeting 3/1/22

Steve Jesberg gave a brief overview noting the City Council supported additional EV stations, Climate Action Plan implementation, bike and pedestrian safety projects but did not fund the enforcement of compostable take-out materials ordinance for food services.

3. 2022 Work Plan

**#1 Compostable and Biodegradable Take Out Materials Restaurant Guide**

Peter Wilk commented the problem is ordinance enforcement of corporate businesses such as McDonald's and Burger King, not local businesses.

Michelle Beritzhoff-Law suggested compiling businesses that breach the ordinance, raise the issue to the City Council. She supported utilizing and/or combining resources with the City and County of Santa Cruz, as previously suggested by Meredith Keet, to address an educational effort; and to continue the guide as a work item.

Jason Shepardson suggested a more positive approach by highlighting and recognizing businesses that are complying with the ordinance in the city's newsletter and website.

The Commission agreed recognizing the businesses is a way to promote the regulations and that continued progress on the guide is a beneficial work item.

**#2 Soquel Creek**

The Commission requested meeting with Don Alley, consulting fisheries biologist and George McMenamin, consulting riparian restoration specialist, to initiate a conversation about potential projects for improving Soquel Creek water quality and riparian environment.

**#3 Climate Action Plan (CAP)**

Jason Shepardson inquired about the Building Code/Green Building incentives for light/white roofs.

The Commission requested information regarding the adopted Climate Action Plan, Reduction Measures and Implementation for review.

#### **#4 Environmental Education**

The Commission discussed initially identifying opportunities for interpretive signage at Rispin Park and other areas along Soquel Creek. Staff suggested the signage in Peery Park and at Stockton Bridge be assessed, redesigned and updated.

Peter Wilk suggested the previous COE efforts to create the Environmentally Sustainable Living webpage be reviewed and updated.

#### **ITEMS FOR FUTURE AGENDAS**

Review of Draft Compostable and Biodegradable Take Out Materials Restaurant Guide.

Review and update the Environmentally Sustainable Living webpage

Staff to email: current COE members, links to Climate Action Plan, 3CE bike grants and environmentally sustainable living webpage, CAP Reduction Measures and Implementation.

**ADJOURNMENT** to May 18, 2022

Minutes Approved at the meeting of May 18, 2022

**CITY OF CAPITOLA  
COMMISSION ON THE ENVIRONMENT  
Agenda Report**

**Meeting Date: May 18, 2022**

**Agenda Item: 1A**

**Subject: Compostable and Biodegradable Take Out Materials Restaurant Guide**

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The Commission agreed to continue working on a design of a 2-sided compostable and biodegradable take out materials restaurant guide with quick, easy and clear information about the city's ordinance, resources for cost-effective food packaging options and proper disposal of containers. The guide will be an educational tool for food service businesses by increasing awareness of the ordinance regulations and provide product resources.

Attached is a copy of the current city distributed flyer and a proposed revised flyer. Chair Beritzhoff-Law previously created a draft design, to be distributed before the meeting for further discussion.



# Rules for Restaurants in Capitola

To protect the environment, reduce plastics and to encourage the recycling and composting of food service waste, all disposable service ware provided to customers in the City of Capitola must be compostable or biodegradable.

## This includes:



- No plastic straws (paper is acceptable)
- No plastic stir sticks (wood is fine)
- All cups (hot or cold) must be compostable.
- All disposable cutlery must be compostable.
- No Styrofoam
- No #6 polystyrene products (including hot cup lids).
- All disposable containers must be compostable



**These rules apply to restaurants, grocery stores, food trucks, special events, and any other business or event where food is sold.**

Talk to your food service supplier about available products. Many suitable products are available from major distributors. To be sure a product meets the requirements, check the web site of the Biodegradable Products Institute, [www.bpiworld.org](http://www.bpiworld.org).

For more information, contact the City of Capitola at (831) 475-7300 or go to the City web site at [www.cityofcapitola.org](http://www.cityofcapitola.org).





A Guide for the City of Capitola  
Environmentally Acceptable Packaging Materials  
Chapter 8.36



Use environmentally acceptable food service ware, products, and packaging.  
Good for business and good for the creek and Bay

- All disposable service ware: containers, bowls, plates, trays, cartons, cups, utensils, straws are biodegradable\* or compostable\*\*

\*Biodegradable: entire product or package will completely break down and return to nature, i.e., decompose into elements found in nature within a reasonably short period of time after customary disposal

\*\*Compostable: all materials in the product or package will break down into, or otherwise become part of, usable compost (e.g., soil-conditioning material, mulch) in a safe and timely manner in an appropriate composting program or facility, or in a home compost pile or device

Surfrider Foundation Ocean-Friendly Foodware Guide:

<https://drive.google.com/file/d/1V14s9afy3M-9a8VT8EjCXyplCIYjLOsj/view>

Facts about  
Acceptable Packaging

*Insert a Q and A section*

**Enforcement:** The ordinance will be enforced through citizen complaints received about violators. All food service providers must comply, including restaurants, grocery stores, food trucks, special events

**Exemptions:** There are no exemptions that allow for the use of polystyrene/plastic foam disposable food service ware. The Director of Public Works, or the Director's designee, may exempt a food vendor from the requirement set forth in section 8.36.040 of this ordinance upon the food vendor submitting an application, including documentation showing factual support for the claimed exemption.

The Single-Use Bag Reduction Ordinance Stipulates:

- ◆ Businesses in the City of Capitola are restricted from distributing plastic carry-out bags at the point of sale. Businesses must place a 25¢ charge on paper carry-out bags.
- ◆ The ordinance does not apply to restaurants at this time. A restaurant is defined as an establishment whose principal business is the sale of prepared food for consumption either on or off-premises

Enforcement: The ordinance will be enforced through citizen complaints received about violators. All retail establishments must comply, including all sales outlets, stores, shops

Exemptions: There are no exemptions that allow for the use of polystyrene plastic bags. The Director of Public Works, or the Director's designee, may exempt a retail establishment from the requirement set forth in section 8.36.040 of this ordinance for a one-year period upon the retail establishment showing, in writing, that this ordinance would create an undue hardship or practical difficulty not generally applicable to other persons in similar circumstances.

These ordinances are mandatory.

Fines will be levied for non-compliance.

Copies of the full ordinances are available at [www.cityofcapitola.org](http://www.cityofcapitola.org)

Help Protect the Bay,  
**Become a Certified Green Business**



Certified Green Businesses conserve energy and water,  
reduce waste and help prevent air and water pollution.

[montereybaygreenbusiness.org](http://montereybaygreenbusiness.org)



**CITY OF CAPITOLA  
COMMISSION ON THE ENVIRONMENT**

**Meeting Date: May 18, 2022**

**Subject: Draft Climate Action Plan Reduction Measures and Implementation**

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The City Council adopted the first Climate Action Plan (CAP) on October 22, 2015, to meet State greenhouse gas (GHG) reduction goals pursuant to Assembly Bill 32 and Senate Bill 375 and Executive Order S-3-05. The CAP established 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 attached draft CAP Implementation Strategy has been prepared to implement the various CAP goals and objectives. 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.

Review the draft Implementation Strategy and provide comments and suggestions. The highlighted reduction measure actions were previously reviewed COE suggestions provided by the Community Development Department.

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
ENRG-3	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
ENRG-4	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
ENRG-5	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
ENRG-6	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
ENRG-7	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
OS-2	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
IMP-1	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
IMP-2	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.