

## STRATEGY - LAND USE AND COMMUNITY DESIGN

### Land Use - General

GHG Reduction Estimate: 100 - 1,000 MTCO<sub>2</sub>e

Cost Effectiveness Estimate: High

Number	Reduction Measure	Costs
LU-1	Encourage land use intensity with connectivity near retail, employment, and transit centers.	Low. GP Update included higher intensity near retail, employment, & transit. Complementary changes to Zoning Code will also be proposed. Applicant impacts not anticipated.
LU-2	Support well-designed infill development on vacant and underutilized sites that enhances Capitola's quality of life.	
LU-3	Encourage development of affordable housing, retail services and employment in areas of Capitola best served by current or expanded alternative transportation options.	

### Land Use and Community Design - Mixed-Use

GHG Reduction Estimate: 100 - 1,000 MTCO<sub>2</sub>e

Cost Effectiveness Estimate: High

Number	Reduction Measure	Costs
LU-4	Encourage appropriate mixed-use development in the Mixed-Use and Commercial zoning districts.	Low. Measures consistent with GP Update and can be incorporated into Zoning Code update. Applicant impacts not anticipated.
LU-5	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).	

### Land Use and Community Design - Shared Uses

GHG Reduction Estimate: 10 - 100 MTCO<sub>2</sub>e

Cost Effectiveness Estimate: High

Number	Reduction Measure	Costs
LU-6	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.	Low. Amendments can be incorporated into Zoning Code update. Applicant impacts not anticipated.

### Land Use and Community Design - Secondary Dwellings

GHG Reduction Estimate: 10 - 100 MTCO<sub>2</sub>e

Cost Effectiveness Estimate: High

Number	Reduction Measure	Costs
LU-7	Evaluate secondary dwelling unit standards in the Zoning Code and revise as appropriate to encourage additional secondary dwelling units development.	Low. Amendments can be incorporated into Zoning Code update. Applicant impacts not anticipated.

Land Use and Community Design - Pedestrian/Bike Access		
GHG Reduction Estimate: 100 - 1,000 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: High		
Number	Reduction Measure	Costs
LU-8	Amend the Zoning Code to require new major developments to provide for safe and convenient pedestrian and bicycle connections between residential and commercial areas.	Low-Medium. Amendments can be incorporated into Zoning Code update. Proposed development standards may result in increased design and construction costs and may not meet developer objectives.
LU-9	Revise development standards to promote a pedestrian-oriented environment in non-residential areas through reduced setbacks, principle entries that face a public street, and window and storefront requirements along the ground floor.	

Land Use and Community Design - Municipal		
GHG Reduction Estimate: 10 - 100 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: High		
Number	Reduction Measure	Costs
LU-10	Allow and promote telecommuting among City employees.	Low-Medium. May require additional/expanded IT services and employee monitoring. No additional applicant costs anticipated.

STRATEGY - ECONOMIC DEVELOPMENT		
Retail		
GHG Reduction Estimate: 10 - 100 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Moderate to High		
Number	Reduction Measure	Costs
ED-1	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.	Low. City staff will continue to participate in regional economic development collaborations.
ED-2	Support efforts to attract resident-serving commercial uses in the area south of Capitola Road.	
ED-3	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.	Prohibitions on office, professional, or medical uses in commercial areas would limit property owner options.

Economic Development - Jobs		
GHG Reduction Estimate: 10 - 100 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Low to Moderate		
Number	Reduction Measure	Costs
ED-4	Support regional efforts to recruit and retain businesses that provide high-wage jobs.	
ED-5	Support regional efforts to retain and create jobs within Santa Cruz County to reduce the number of "over the hill" commute trips.	Low - Medium. Staff will continue to participate in regional economic development collaboratives; some additional education/outreach will be necessary. No additional applicant costs anticipated.
ED-6	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.	
ED-7	Build on existing outreach and regular events to inform business owners and entrepreneurs of available workforce development resources.	

Economic Development - Local/Small Business		
GHG Reduction Estimate: 10 - 100 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Moderate to High		
Number	Reduction Measure	Costs
ED-8	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.	Low - Medium. City resources needed for additional education/outreach efforts. No additional applicant costs anticipated.
ED-9	Pursue and support collaborations with local business initiatives/attractions to draw customers and visitors.	
ED-10	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.	

STRATEGY - TRANSPORTATION		
General		
GHG Reduction Estimate: 1000 - 10,000 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: High		
Number	Reduction Measure	Costs
TR-1	Continue to implement intelligent transportation systems, roundabouts, signal timing and synchronization, and other efficiency methods that decrease idling time and congestion.	Medium. Staff would continue to participate in regional transportation initiatives. Additional funding and staff time needed to develop improvement plans and install/construct improvements. No additional applicant costs expected.
TR-2	Actively participate in County and regional transportation planning working groups to reduce regional trips and congestion.	
TR-3	Work with AMBAG to implement the Metropolitan Transportation Plan/Sustainable Community Strategy (MTP/SCS) to reduce GHG emissions generated from transportation in the region.	

Transportation - Parking		
GHG Reduction Estimate: 100 - 1000 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: High		
Number	Reduction Measure	Costs
TR-4	Consider implementing a "Park Once" campaign for Capitola Village which includes education, outreach, and signage, as appropriate.	Medium-High. Potentially significant City costs to provide additional parking, conduct education/outreach. Dedicated vanpool, EV vehicle parking would be a new requirement, but is not expected to be a substantial impact to applicants.
TR-5	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.	
TR-6	Require new major non-residential development to include designated or preferred parking for vanpools, carpools, and electric vehicles.	

Transportation - Transit		
GHG Reduction Estimate: 1000 - 10,000 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Moderate		
Number	Reduction Measure	Costs
TR-7	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	Low. Staff would continue to collaborate with regional partners to improve transportation options. No additional applicant costs anticipated.
TR-8	Support regional efforts to develop the Santa Cruz County Passenger Rail Project.	
TR-9	Advocate for transit that supports sustainable growth within the county.	
TR-10	Work with local and regional transportation partners to develop, fund, and implement transit options to create a convenient, integrated, and accessible transit system for within town, cross county, and Monterey Bay Area commutes.	
TR-11	Encourage the Metro Center to become a multi-modal facility with amenities and integration with a possible future shuttle system in Capitola.	

Transportation - Trip Reduction		
GHG Reduction Estimate: 1000 - 10,000 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Moderate to High		
Number	Reduction Measure	Costs
TR-12	Reduce within-town car trips by 10% by 2020 through the following measures:	Medium-High. Measures would collectively require City education/outreach efforts; studies and analyses, funding for incentives and disincentives, and possibly re-prioritizing CIP projects. Measures could reduce parking requirements for applicants, but could in-turn result in additional fees. Businesses participating in alternative transportation programs would incur costs to provide incentives and administer programs.
TR-12.1	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.	
TR-12.2	Continue to investigate and modify parking requirements and parking fees for new development.	
TR-12.3	Encourage the use of ridesharing and car sharing as an alternative to single occupancy driving through business and commuter incentives, such as participation in the Rideshare Week Program administered by SCCRTC & AMBAG, and parking disincentives.	
TR-12.4	Support sustainable transportation education programs.	
TR-12.5	Work with community groups to encourage pedestrian and bike events.	
TR-12.6	Investigate partnership with programs such as Zipcar to support use of energy efficient or electric vehicles for City residents.	
TR-12.7	Allow car-free weekends or special events within the Village if it reduces single occupancy vehicle driving and is financially feasible.	
TR-13	Reduce regional workforce single occupancy vehicle commutes 10% by 2020 through the following measures:	
TR-13.1	Work with local partners and regional transportation planning groups to support the use of the rail corridor as a supplemental regional commute option.	
TR-13.2	Support local and regional ride sharing programs.	
TR-13.3	Encourage local employers to develop tools and methods to decrease emissions from work commutes, including work at home, ride-sharing, and vanpools.	
TR-14	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.	
TR-15	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:	
TR-15.1	Support school busing, carpooling, biking, and walking options as alternatives to individual parent pick-up and drop-off.	
TR-15.2	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.	

Transportation - Bicycling and Walking		
GHG Reduction Estimate: 100 - 1,000 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Moderate to High		
Number	Reduction Measure	Costs
TR-16	Increase bike ridership in Capitola Through the following measures:	
TR-16.1	Provide periodic status reports on 2011 Bicycle Transportation Plan implementation to the City Council.	
TR-16.2	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.	
TR-16.3	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.	
TR-16.4	Work with the County to design safe bike infrastructure across jurisdictional boundaries.	
TR-16.5	Install bike route signs including directions and mileage indicators to common destinations.	Medium-High. City resources will be required for education/outreach, to complete studies and analyses and develop programs, to fund sidewalk and bicycle infrastructure improvements, purchase and install signs. Re-prioritizing CIP program may also be necessary. Applicant costs would increase as a result of requirements for bike parking facilities, providing bikes and scooters, and TIF payments.
TR-16.6	Install high-quality bicycle-parking facilities in the Village in centralized, safe, and secure areas.	
TR-16.7	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.	
TR-16.8	Encourage businesses to provide bikes, electric bikes, and scooters for employees for lunch time and work time errands.	
TR-16.9	Encourage and support non-profit or volunteer organizations in creating a bicycle-sharing program.	
TR-17	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.	
TR-18	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.	
TR-19	Maintain an environment within the Village and Capitola Mall that prioritizes the safety and convenience of pedestrians and bicyclists.	
TR-20	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.	

Transportation - Electric Vehicles		
GHG Reduction Estimate: 100 - 1,000 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Moderate to High		
Number	Reduction Measure	Costs
TR-21	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.	Medium. City funding would be needed for incentives, administration, needs assessment, and to purchase/install charging stations. Applicants processing projects without EV infrastructure may experience processing delays.
TR-22	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.	

STRATEGY - GREEN BUILDING AND ENERGY EFFICIENCY		
General		
GHG Reduction Estimate: 100 - 1,000 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Moderate to High		
Number	Reduction Measure	Costs
GB-1	Incorporate green building techniques into the City's commercial and residential design guidelines.	Medium. City resources needed for periodic code updates and to fund incentives. Applicants may incur additional upfront costs resulting from energy efficiency improvements, but will likely save on energy costs in long-term. Applicants processing other projects may be delayed due to priority projects being moved to "front of the line".
GB-2	Train all plan review and building inspection staff on green building materials, techniques, and practices.	
GB-3	Identify and remove regulatory or procedural barriers to implementing green building practices in the City by updating codes, guidelines, and zoning.	
GB-4	Periodically review, and as needed, update City development codes and regulations to promote innovative energy-efficient technologies.	
GB-5	Provide incentives, such as streamlined permitting and inspection processes or reduced permitting fees, for retail and hospitality establishments that utilize energy-efficient equipment.	

Green Building and Energy Efficiency - Green Building Ordinance		
GHG Reduction Estimate: 1,000 - 10,000 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: High		
Number	Reduction Measure	Costs
GB-6	Periodically review, and if needed, amend Capitola's Green Building Ordinance to ensure effectiveness of the regulations relative to Title 24 standards.	
GB-7	Revise the Green Building Ordinance as follows:	
GB-7.1	Provide an expedited entitlement process and/or waiver of select permit fees for exemplary projects that greatly exceed requirements and that are "LEED®-Ready.	
GB-7.2	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.	Medium. City resources needed to complete code updates and for monitoring/enforcement. City funds needed for incentives. Applicants would incur costs resulting from new requirements for energy efficiency, but will realize energy savings over the long-term. Priority processing of green projects may delay applicants with other projects.
GB-7.3	Require large homes over 3,000 square-feet provide greater efficiency than required of smaller homes to compensate for the increased energy requirements of larger homes.	
GB-7.4	Require new development and major renovations to use energy-efficient appliances that meet ENERGY STAR standards and energy-efficient lighting techniques that exceed Title 24 standards by 30%.	
GB-7.5	Require the installation of programmable thermostats in new buildings and as part of additions or renovations to existing buildings.	
GB-7.6	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.	
GB-7.7	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.	

Green Building and Energy Efficiency - Energy Efficient Site Design		
GHG Reduction Estimate: 100 - 1,000 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Moderate to High		
Number	Reduction Measure	Costs
GB-8	Amend the Zoning Code to require new development and major renovations to incorporate measures that reduce energy use through solar orientation by taking advantage of shade, prevailing winds, landscaping, and sunscreens.	Medium. City resources needed to amend ordinances. Applicants would incur additional costs to design and construct improvements.
GB-9	Incorporate requirements for cool roofs, cool pavements, and strategically placed shade trees into the Zoning Code and other appropriate City regulations.	
GB-10	Amend the Tree Protection Ordinance to allow passive solar design in new and existing development.	



Green Building and Energy Efficiency - Outreach		
GHG Reduction Estimate: 100 - 1,000 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Moderate to High		
Number	Reduction Measure	Costs
GB-11	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.	Low. Some City resources needed for coordination/promotion efforts. No affect on applicants anticipated.
GB-12	Encourage PG&E to develop and distribute energy use report cards for their residential customers in Capitola.	
GB-13	Partner with PG&E to promote individualized energy management planning and related services for large energy users.	
GB-14	Promote LEED-certified or similar projects by providing maps and/or coordinated tours of such facilities.	

Green Building and Energy Efficiency - Energy Efficiency Audits and Upgrades		
GHG Reduction Estimate: 100 - 1,000 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Moderate to High		
Number	Reduction Measure	Costs
GB-15	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.	Medium. City resources needed for coordination, education, and outreach efforts. No impact to applicants provided programs are voluntary.
GB-16	Consider participation in the CaliforniaFIRST program and other Property Assessed Clean Energy (PACE) financing programs, which provides innovative, low-interest financing for energy efficiency projects for commercial, industrial, and multi-family properties.	
GB-17	Partner with Energy Upgrade California to increase participation by Capitola residents in energy efficiency home improvement projects.	
GB-18	Partner with Central Coast Energy Services to increase participation in energy efficiency retrofits for low-income housing in Capitola.	
GB-19	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).	
GB-20	Partner with realtors to promote energy efficiency audits and upgrades when residential and commercial buildings are sold.	

Green Building and Energy Efficiency - Municipal		
GHG Reduction Estimate: 10 - 100 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Moderate		
Number	Reduction Measure	Costs
GB-21	Continue to make energy improvements to City facilities to maintain Capitola's certification from the Monterey Bay Green Business Program.	Medium-High. City resources required for audits, plan/design improvements. City funding needed to purchase/install improvements. No applicant impact anticipated.
GB-22	Ensure that all City development projects serve as models of energy-efficient building design.	
GB-23	Conduct periodic energy audits of City facilities and include any feasible energy cost reduction measures in the annual budget.	

STRATEGY - RENEWABLE ENERGY		
On-Site Energy Generation		
GHG Reduction Estimate: 100 - 1,000 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Moderate to High		
Number	Reduction Measure	Costs
RE-1	Amend the Zoning Code to remove regulatory barriers to the establishment of on-site energy generation.	Medium. City resources needed to update ordinances and to review energy analyses prepared for each project subject to requirements. Requirements would add design/construction costs to applicants.
RE-2	Amend the Zoning Code to require new or major rehabilitations of commercial, office, or industrial development incorporate solar or other renewable energy generation to provide 15% or more of the project's energy needs.	
RE-3	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.	
RE-4	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.	
RE-5	Amend the Zoning Code to promote solar and wind access in new and existing development.	
RE-6	Amend the Tree Protection Ordinance to allow removal of non-heritage trees necessary to provide solar access in new and existing development.	

Renewable Energy - Renewable Energy Development and Use		
GHG Reduction Estimate: 10 - 100 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Moderate		
Number	Reduction Measure	Costs

RE-7	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:	
RE-7.1	Propose phasing and timing of alternative energy facility and infrastructure development.	Medium. City resources, including consultant support, needed to complete alternative energy plan. Funding needed for incentives. No applicant impact anticipated.
RE-7.2	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.	
RE-7.3	Develop a renewable energy expansion plan for the City.	
RE-7.4	Consider reducing permit fees or other incentives for alternative energy development.	
RE-8	Continue to support the County's investigation into implementation of Community Choice Aggregation, a program which the local government purchases power from selected local, renewable sources, and the local utility provider handles transmission and billing.	
RE-9	Provide incentives for electric car charging stations which use solar and other renewable energy generation.	

Renewable Energy - Municipal		
GHG Reduction Estimate: < 10 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Moderate		
Number	Reduction Measure	Costs

RE-10	Complete a renewable energy feasibility study of City buildings and facilities.	Medium-High. City resources needed to complete study. Funding needed for consultant support. Study could produce additional action items. Requirements for solar systems on City facilities would require funding. No applicant impacts anticipated.
RE-11	Incorporate the use of solar panels and solar hot water heaters in future City facilities.	

## STRATEGY - WATER AND WASTEWATER

### Water Conservation - General

GHG Reduction Estimate: 100 - 1,000 MTCO<sub>2</sub>e

Cost Effectiveness Estimate: Moderate to High

Number	Reduction Measure	Costs
WW-1	Amend the Green Building Ordinance to require all water use and efficiency measures identified as voluntary in the California Green Building Standards Code for new development	
WW-2	Amend the Green Building Ordinance to promote water conservation through standards for watering timing, water-efficient irrigation equipment, 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.	
WW-3	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.	Medium. City resources needed for education/outreach and to amend ordinances and coordinate with water districts. Incentives will require funding. New requirements and programs will increase applicant costs.
WW-4	Continue to require water efficiency retrofits at point of sale for residential, commercial, and industrial properties.	
WW-5	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.	
WW-6	Implement incentives for the use of drought-tolerant landscaping and recycled water for landscape irrigation.	
WW-7	Collaborate with the Soquel Creek Water District and Santa Cruz Water Department to enact conservation programs for commercial, industrial, and institutional (CII) accounts.	
WW-8	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.	

### Water and Wastewater - Information and Outreach

GHG Reduction Estimate: 10 - 100 MTCO<sub>2</sub>e

Cost Effectiveness Estimate: Moderate

Number	Reduction Measure	Costs
WW-9	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.	Low. Some City resources needed for coordination, education, and outreach.
WW-10	Conduct marketing and outreach to promote water conservation rebates provided by the Soquel Creek Water District and Santa Cruz Water Department.	No applicant impacts anticipated.

Water and Wastewater - Alternative Water Systems		
GHG Reduction Estimate: 10 - 100 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Low to Moderate		
Number	Reduction Measure	Costs
WW-11	Encourage grey water use and rainwater catchment systems where their use could accomplish water conservation objectives through the following measures:	Medium. City resources needed for research, policy preparation, and education/outreach. New requirements could add costs to applicants.
WW-11.1	Investigate the feasibility of adding new California grey water building/plumbing codes into the Green Building Ordinance.	
WW-11.2	Adopt a residential rainwater collection policy and update the Zoning Code as needed to support permitting and regulation of residential rainwater systems.	
WW-11.3	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.	
WW-11.4	Pursue funding sources to provide rebates and reduce permit fees for cisterns.	
WW-11.5	Provide outreach support for water-efficient landscaping programs, classes, and businesses.	

Water and Wastewater - Municipal		
GHG Reduction Estimate: 10 - 100 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Low to Moderate		
Number	Reduction Measure	Costs
WW-12	Establish an ultra-low water use policy for City buildings and operations, and provide mechanisms to achieve policy goals.	Medium. City resources needed to develop and implement policy. Costs associated with upgraded systems/equipment. No applicant impacts anticipated.
WW-13	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.	

STRATEGY - SOLID WASTE		
Solid Waste Diversion - General		
GHG Reduction Estimate: 100 - 1,000 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Moderate to High		
Number	Reduction Measure	Costs
SW-1	Work with Green Waste Recovery to reduce community per capita solid waste disposal by 75% by 2020	Medium. City resources needed for coordination, to develop strategies and protocols, and potentially for long-term monitoring and enforcement. No applicant impacts anticipated.
SW-2	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.	
SW-3	SW-3 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.	

Solid Waste - Construction Waste		
GHG Reduction Estimate: 100 - 1,000 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Moderate to High		
Number	Reduction Measure	Costs
SW-4	SW-4 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.	Low-Medium. City resources needed to amend ordinance. New or more strict standards could result in increased applicant costs.
SW-5	Amend the Green Building Ordinance to encourage building designs that minimize waste and consumption in construction projects.	

Solid Waste - Green and Food Waste		
GHG Reduction Estimate: 100 - 1,000 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Moderate		
Number	Reduction Measure	Costs
SW-6	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.	Low. No impacts anticipated from retaining existing program.

Solid Waste - Recycling		
GHG Reduction Estimate: 10 - 100 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Low to Moderate		
Number	Reduction Measure	Costs
SW-7	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.	Low-Medium. City resources needed to complete ordinance amendment. Measures could result in additional costs to event applicants and increased construction costs for parking lot development.
SW-8	Work with Green Waste Recovery to improve recycling collection services in the Village and in commercial areas.	
SW-9	Amend the Municipal Code to require recycling at all public events that require a City permit.	
SW-10	Encourage the use of recycled asphalt pavement (RAP) for commercial and community parking lots.	

Solid Waste - Outreach		
GHG Reduction Estimate: 10 - 100 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Low to Moderate		
Number	Reduction Measure	Costs
SW-11	Encourage the use of reusable, returnable, recyclable, and repairable goods through incentives, educational displays, and activities.	Low-Medium. City has several existing programs in place. Expanded programs would require City resources. No applicant impacts anticipated.
SW-12	Encourage the reduction of waste and consumption from household and business activities in Capitola through public outreach and education activities.	
SW-13	Support recycling and compost efforts at City schools by providing information and educational materials.	

Solid Waste - Municipal		
GHG Reduction Estimate: < 10 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Moderate		
Number	Reduction Measure	Costs
SW-14	Increase the City government waste diversion rate to 75% through the following measures:	Low-Medium. City has several existing programs in place. Additional resources needed if programs expanded and for IT improvements. No applicant impacts anticipated.
SW-14.1	Expand reduction, recycling, and composting programs.	
SW-14.2	Practice Reuse.	
SW-14.3	Conduct waste audits of municipal buildings.	
SW-14.4	Promote the purchase of environmentally-friendly office products.	
SW-14.5	Implement practices to reduce paper use in City operations.	
SW-14.6	Implement digital permitting and plan check procedures.	

STRATEGY - OPEN SPACE AND FOOD SYSTEMS		
Urban Agriculture		
GHG Reduction Estimate: 10 - 100 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Low to Moderate		
Number	Reduction Measure	Costs
OS-1	Increase the number of community gardens through the following measures:	Medium. City resources needed for education/outreach and to develop and implement programs. Requirements to set aside space for food production could affect applicant's designs.
OS-1.1	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.	
OS-1.2	Encourage significant new residential developments over 50 units to include space that can be used to grow food.	
OS-1.3	Establish a process through which a neighborhood can propose and adopt a site as a community garden.	
OS-1.4	Work with schools to develop opportunities for creating additional community gardens on their campuses.	
OS-2	As part of the Zoning Ordinance Update, identify and address barriers to urban farming and produce sales directly from farmers to consumers.	

Open Space and Food Systems - Local Food		
GHG Reduction Estimate: 10 - 100 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Low to Moderate		
Number	Reduction Measure	Costs
OS-3	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.	Medium. City resources needed for coordination, education, and outreach. No applicant impacts anticipated.
OS-4	Encourage neighborhood grocery stores, farmers markets, and food assistance programs to increase their use of locally-grown and -prepared goods.	
OS-5	Encourage institutions, such as schools, government agencies, and businesses to serve foods produced locally and in the region.	

Open Space and Food Systems - Trees and Open Space		
GHG Reduction Estimate: 100 - 1,000 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: High		
Number	Reduction Measure	Costs
OS-6	Support community tree plantings and open space enhancements.	Medium. City resources needed to develop plans, manage urban forest projects, and to purchase, install, and maintain trees.
OS-7	Increase and enhance urban forests.	

STRATEGY - PURCHASING		
General		
GHG Reduction Estimate: 10 - 100 MTCO <sub>2</sub> e		
Cost Effectiveness Estimate: Low to Moderate		
Number	Reduction Measure	Costs
P-1	Review City purchasing and procurement policies and amend them as needed to do the following, and ensure adherence to these policies:	Medium. City resources needed to develop policy/ordinance and to coordinate with local food outlets.
P-1.1	Prioritize green business practices and local businesses.	
P-1.2	Require the use of locally-grown and –prepared foods at City events.	
P-1.3	Promote the use of reusable, returnable, recyclable, and repairable goods.	
P-1.4	Prioritize the purchase of ENERGY STAR-rated appliances and computer equipment as new purchases become necessary.	



## STRATEGY - COMMUNITY ACTION

### General

GHG Reduction Estimate: Cannot be Determined

Cost Effectiveness Estimate: Cannot be Determined

Number	Reduction Measure	Costs
CA-1	Participate fully in regional, State, and federal efforts to reduce GHG emissions and mitigate the impacts resulting from climate change.	Low. Some City resources needed for coordination and participation.

### Community Action - Green Business

GHG Reduction Estimate: Cannot be Determined

Cost Effectiveness Estimate: Cannot be Determined

Number	Reduction Measure	Costs
CA-2	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.	Medium. City resources needed for promotion, education, and outreach. Program development and technical assistance would require additional staff time and funding. No applicant impacts anticipated.
CA-3	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.	
CA-4	Support the Buy Local campaign as a GHG reduction tool.	

### Community Action - Education and Outreach

GHG Reduction Estimate: Cannot be Determined

Cost Effectiveness Estimate: Cannot be Determined

Number	Reduction Measure	Costs
CA-5	Support ongoing public efforts to increase climate change awareness, action, and advocacy.	
CA-6	Support the coordination and promotion of films, events, speakers, and forums related to climate change.	Medium. City resources needed to conduct education/outreach, to develop local events, and to expand programs.
CA-7	Expand City and partner programs that enhance education regarding energy efficiency, resource conservation, and climate change programs and policies.	No applicant impacts anticipated.
CA-8	Explore opportunities to engage high school students in reducing their personal GHG emissions as well as becoming leaders in communitywide GHG reductions.	

Community Action - Municipal		
GHG Reduction Estimate: Cannot be Determined		
Cost Effectiveness Estimate: Cannot be Determined		
Number	Reduction Measure	Costs
CA-9	Coordinate implementation and completion of the Climate Action Plan by 2020.	
CA-10	Conduct periodic reviews and revisions of the Climate Action Plan.	
CA-11	Conduct GHG emissions inventories at least every five years, in partnership with regional municipalities, AMBAG, and PG&E.	
CA-12	Advocate for effective State and federal policies and lead by example through reporting of local reduction success.	Medium-High. City resources needed to complete CAP updates, including consultant support and ongoing inter-city coordination. Maintaining City's certification may require additional, unknown investments. No direct applicant impacts anticipated.
CA-13	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.	
CA-14	Integrate City departments' operational implementation of the Climate Action Plan through coordination with staff of all relevant City programs and by establishing a Climate Action Coordinator position.	
CA-15	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.	
CA-16	Partner with regional municipalities to establish funding to support GHG reduction efforts.	
CA-17	Create suggestion e-box for City staff energy efficiency and resource conservation ideas.	