

CAP RFP Updates Q&A

Budget and Timeline

1. What is the anticipated timeline for the project?

City staff anticipates a project duration of approximately 6–9 months from Notice to Proceed, depending on consultant approach, data availability, and community engagement scope. The final schedule will be refined collaboratively with the selected consultant.

2. Is the City open to proposals that exceed \$50,000?

The City has currently allocated up to \$50,000 for this project. Proposers should submit a base scope and fee that can be delivered within the \$50,000 budget. Proposers may also include optional additive scope elements and associated costs that exceed \$50,000 for the City's consideration.

Current CAP and City Sustainability Goals

1. The introduction to the RFP mentions "the City's current sustainability goals". Has the City adopted additional sustainability goals beyond those referenced in the existing CAP?

The City's current CAP contains the most comprehensive citywide sustainability goals. In addition, the City is part of the Resilient Central Coast Campaign, operated by Ecology Action, and has additional sustainability goals outlined on the City's "Resilient Capitola" page: <https://resilientsantacruzcounty.org/capitola>

2. How does the City currently track and report progress on the existing CAP?
 - a. Do departments submit data to a central team?
No, data is not currently submitted to a central team. The City's Commission on the Environment performs routine review of CAP implementation progress and will be included in the CAP Updates project. One of the goals of the CAP update is to improve data tracking and designate City departments for each existing and new measure.
 - b. Is there an internal shared database or system used for tracking?
No. The City does not currently maintain an internal centralized tracking system. The City is part of the Resilient Central Coast Campaign, where individual households record and track their progress.

- c. Are progress updates published in annual reports or other public documents?

The City contracts with the Resilient Central Coast Campaign, led by Ecology Action, who submits annual progress reports to the City.

City Personnel Involvement

1. Within the budget indicated in the RFP, it may be hard to accomplish all of the City's goals without support from City staff. Is the City open to taking on some elements of the stated scope, such as inventory data collection or engagement activities? If so, which specific elements would the City be comfortable supporting?

City staff will provide support in organizing and facilitating engagement activities with the community (e.g., workshops, surveys). Two City staff members are available to help provide project support, guidance, and review.

2. Which City staff or departments will the consultant be expected to engage with throughout the project?

The consultant will primarily correspond with two staff members from the City's Public Works Department and the City's Commission on the Environment, comprised of five members appointed by the City Council. City staff may also coordinate engagement with other departments as needed to support project implementation.

3. Are multilingual outreach materials necessary (eg English + Spanish)? If so, does the City have translation services available or is the consultant team expected to provide their own?

The City's final CAP update document is not expected to be translated to Spanish. Outreach materials, however, should be translated as appropriate. The City has bilingual staff who can assist with translations.

Community Engagement/Outreach

1. The RFP notes development of an engagement strategy; is the consultant responsible for implementing the strategy, or will the City be leading implementation of engagement activities?

The expectation is that the consultant to be the primary lead on community engagement activities during the CAP development process, with support from City Staff. Opportunities may exist to coordinate outreach with other concurrent City projects.

2. With respect to public outreach and engagement, does the City anticipate that outreach activities will be conducted as part of this project, or should the consultant focus on developing the outreach strategy while implementation is led by the City?

Outreach activities will be conducted as part of this project to allow the community an opportunity to ask questions and provide feedback. The expectation is that the selected consultant to be the lead on outreach development and implementation, with support from City Staff. The City's goal is to conduct at least one community workshop and gather feedback from at least one public survey, as budget allows.

3. What cadence of community engagement does the City consider ideal (e.g., monthly workshops, quarterly touchpoints, bi-annual public reports)?

The City's preference is to host at least one public workshop for this effort in combination with monitoring results from one public survey.

Project Scope

1. Regarding the greenhouse gas (GHG) emissions assessment, should the analysis focus solely on City-operated emissions, or is the intent to include a community-wide (citywide) inventory?

The intention is to include a community-wide inventory of GHG emissions that also incorporates GHG emission reduction goals for City operations.

2. The RFP references 'targets for clean water'. Could the City please clarify what types of clean-water targets it envisions? Would the City like enforceable performance metrics (e.g., potable-water demand per capita, infiltration/green-infrastructure outputs, wastewater energy intensity) embedded alongside GHG targets, or presented as a coordinated but parallel target set?

The City is interested in updating targets for potable-water demand per capita (e.g., limiting potable water usage across the community) and defining how these new targets contribute to the City's overall GHG reduction goals. Please note that the City has two water providers: City of Santa Cruz and the Soquel Creek Water District.

In addition, the City remains committed to protecting the cleanliness of stormwater runoff and advancing water quality improvements in Soquel Creek, Noble Gulch, and nearshore areas of the Monterey Bay National Marine Sanctuary.

3. Does the City envision 2030/2035/2040/2045 targets aligned explicitly to State-mandated GHG reduction targets, or a Capitola-specific pathway that blends state

alignment with locally feasible pacing (e.g., earlier action in building decarbonization vs. later in VMT)?

The preference is for a City-specific pathway that aligns with State targets while reflecting feasible local implementation.

4. Does the City prefer that updated targets be set as absolute reductions from a specified baseline, per capita intensity, or sectoral sub-targets (buildings, transportation, solid waste, water/wastewater) - and are separate municipal-operations targets preferred in addition to community-wide?

The City is open to recommendations from the selected consultant on which target types would be most appropriate for the updated CAP.

5. Does the City envision the CAP to be documented to CEQA-qualified CAP standards so the updated CAP can serve as a CEQA streamlining tool for future projects?

The City would consider pursuing CEQA-qualified CAP standards if feasible within project budget; however, this was not a requirement of the current scope.

6. Is the City open to expanding the CAP to include additional socioeconomic indicators, such as equity, just transition, and economic development metrics?

Yes, the City is open to adding other factors outside of the existing sectors/measures.

7. Does the City have any interest in aligning the updated CAP with C40 Cities frameworks or have a preference for other leading climate-planning standards?

The City does not have a preference at this time and will discuss these options with the selected consultant.

8. Are there specific methodologies or tools (e.g. ICLEI ClearPath) for the GHG inventory that the City expects, or is it up to the consultant?

The City anticipates discussing these options with the selected consultant.

9. Is the City looking for any additional GHG analyses beyond community-wide emissions, such as government operations?

Yes, the City would like to incorporate GHG emissions from government operations.

10. The RFP states that “The CAP should also consider the unique challenges that Capitola faces as a coastal city, such as following best practices for climate

adaptation and resiliency.” Is this CAP intended to include climate risk analysis and adaptation and resiliency actions, or is that reserved for a separate project?

The CAP is also intended to include climate risk analysis and adaptation and resiliency actions. This information will be used to help inform sea level rise adaptation and other planning documents.

11. Should climate actions and strategies be modeled / estimated for either GHG reduction impacts, cost, or both; and if so, should modeling be done on a qualitative basis (more/less) or is a quantitative approach (specific values/ranges) expected?

The City will discuss these options with the selected consultant and work within the confines of the project budget.

Additional Materials

1. Can the City share the evaluation rubric they will be using to score proposals?

A copy of the draft scoring rubric has now been uploaded to the CAP Updates RFP page on the City’s website. Please note the rubric may be subject to minor revisions prior to proposal review.

2. Are there proposal requirements (content, length, disclosures, etc) or other submittal guidelines that can be provided?

There are no specific requirements on proposal content, length, or disclosures.

3. Is there a sample contract / Professional Services Agreement that can be provided?

Yes, the City’s draft Professional Services Agreement has been added to the CAP Update RFP page on the City’s website.