

I. GENERAL INFORMATION & SCHEDULE

This Request for Proposals (RFP), issued by the City of Capitola (City), invites responses from qualified, experienced professional consulting firms or individuals to develop and revise the City's Climate Action Plan in alignment with the City's current sustainability goals and best practices.

Questions concerning this RFP must be submitted via email per the schedule outlined below. Responses to all submitted questions will be posted at <https://www.cityofcapitola.org/rfps>.

Issue date:	Wednesday, December 17, 2025
Questions due:	Friday, January 16, 2026 at 5:00 PM PST
Submittals due:	Friday, January 30, 2026 at 5:00 PM PST
Inquiries/submissions to:	Erika Senyk Environmental Projects Manager City of Capitola 420 Capitola Avenue, Capitola, CA 95010 esenyk@ci.capitola.ca.us (831) 475-7300

II. BACKGROUND

The City of Capitola is committed to reducing its carbon footprint and addressing climate change through the implementation of a comprehensive Climate Action Plan (CAP). The City's current CAP was adopted on October 22, 2015 and requires revision and updating to align with the latest climate science, sustainable practices, and the City's evolving sustainability goals.

In 2023, the City's Commission on the Environment met to discuss and provide feedback on each sector of the CAP and their associated measures. Based on the Commission's feedback, City staff has compiled a list of recommended actions for updating the CAP, which are to be taken into consideration by City Council, City staff, and the selected consultant conducting the CAP revisions (Attachment 1).

III. PROJECT SCOPE

The City of Capitola is seeking to hire a qualified consultant or firm to provide professional services for revising and updating the City's CAP. The consultant shall conduct a thorough review of the current plan, incorporate the feedback provided by the Commission on the Environment, identify additional areas for improvement, and propose updated strategies, initiatives, and targets to further the City's sustainability objectives.

Key components of the project include:

1. GHG Inventory:

Conduct a comprehensive greenhouse gas inventory to establish a baseline for emissions. This inventory will help identify key emission sources and inform future target-setting.

2. New Targets:

Establish updated greenhouse gas reduction targets and targets for clean water that align with state and regional goals. The targets should be realistic, measurable, and aimed at fostering long-term sustainability. Establish and track success of environmental goals as addressed in item 6: Action and Implementation.

3. Public Outreach:

Develop an inclusive public outreach strategy to engage community members and stakeholders in the CAP update process. Outreach methods may include:

- Surveys and questionnaires to gather community input.
- Workshops and focus groups to facilitate discussions on climate action priorities.
- Public meetings to present findings and solicit feedback.
- Online platforms (e.g., social media, city website) to provide updates and gather comments.

4. Collaboration:

The consultant shall work closely with City staff, City advisory groups, and stakeholders to gather input, develop innovative solutions, and ensure that the revised CAP is comprehensive, inclusive, and achievable. The consultant shall also provide recommendations for monitoring, evaluating, and reporting progress on the plan's implementation.

5. Key Areas of Focus:

The revised CAP should address key areas such as renewable energy, energy efficiency, transportation, waste management, community engagement, and the corresponding state and regional requirements. 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. The consultant is to consider each of the existing sectors listed below, while also identifying new areas that are underrepresented in the current CAP:

Current CAP Sectors:

VMT and Transportation

Residential and Non-Residential Energy

Water and Wastewater

Solid Waste

Parks, Open Space, and Agriculture

Action and Implementation

6. Action and Implementation

The consultant shall deliver a final, comprehensive plan, that is also aligned with the City's strategic plan, and includes specific actions, timelines, responsible parties, and performance metrics for tracking success of CAP implementation. Recommendations for monitoring, evaluating, and reporting progress on the plan's implementation should also be included.

The City anticipates that the revised Climate Action Plan will serve as a roadmap for achieving the City's climate goals over the next 10 years.

III. BUDGET

The City has allocated \$50,000 for this project. Applicants are invited to submit cost proposals detailing their fees, expenses, and anticipated project timeline. Proposals should include a breakdown of costs for each phase of the project, including research, stakeholder engagement, plan development, and reporting.

Interested firms or individuals are encouraged to submit proposals that demonstrate their expertise in sustainability planning, climate action, stakeholder engagement, and project management.

**City of Capitola's Commission on the Environment
Climate Action Plan (CAP) Feedback and Recommended
Actions for Updates to the 2015 CAP**

Prepared in August - November 2023

Bold = Changes to CAP

Overarching Feedback for Incorporation into Plan

Theme	COE Feedback	Recommended Action
CAP Development and Review	Increase level of City Staff involvement in development and review of the newly proposed CAP to minimize consultant fees.	Clarify in the Action and Implementation sector and address during the process of updating the CAP.
CAP Implementation	Assign action items to specific departments and identify who is responsible for their implementation and tracking.	Specify which City departments will serve as the responsible party for each action item of the CAP.

VMT and Transportation

Measure	COE Feedback	Recommended Action
VMT-1 Ridesharing and Car Sharing	Promote ride-sharing options to the public and increase signage to encourage carpooling.	Add feedback as a new action item. Proposed action language: Promote ride-sharing options to the public and increase signage to encourage carpooling.
VMT-2 Increase Bus Ridership	Include bus accessibility as an item in the Planning Department's review process for larger multi-family residential projects.	Add feedback as a new action item. Proposed action language: Incorporate 'bus accessibility' into the Planning Department's review process for larger multi-family residential projects.
	Provide discounted bus passes for youth and seniors to encourage bus ridership.	Add feedback as a new action item. Proposed action language: Provide incentives (e.g., discounted bus passes) to youth and seniors to encourage bus ridership.
	Suggest onsite improvements to improve public accessibility to Santa Cruz Metro bus stops.	Add feedback as a new action item. Proposed action language: Coordinate with Santa Cruz Metro for onsite improvements to increase public accessibility to Metro bus stops.

VMT-3 Increase Bicycle Ridership	Continue to designate resources towards improving bicycle infrastructure and painted bike lanes on City roads.	Revise action language to: Seek funding and designate resources to improve bicycle infrastructure and painted bike lanes on City roads.
	Public Works Department to update the Bicycle Transportation Plan (Adopted February 10, 2011), complete the relevant projects outlined in the Plan, and have clearly defined short- and long-term goals for funding and implementing bike infrastructure improvements.	Add feedback as a new action item. Proposed action language: Update the Bicycle Transportation Plan (Adopted February 10, 2011), complete the relevant projects outlined in the Plan, and have clearly defined short- and long-term goals for funding and implementing bike infrastructure improvements.
VMT-4 Educate and Engage the Public About Alternative Modes	Continue to maintain resources to educate the public on ways to reduce our carbon footprints, such as supporting the Resilient Capitola Campaign.	Add feedback as a new action item. Proposed action language: Maintain resources to educate the public on methods to reduce carbon footprints, such as supporting the Resilient Capitola Campaign.
VMT-5 Support Local Uptake of Electric Vehicles	Invest in infrastructure that would give residents more efficient and accessible EV charging opportunities and aim to use pre-existing parking lot footprints for installation locations.	Add feedback as a new action item. Proposed action language: Seek funding and designate resources towards infrastructure that would provide residents with more efficient and accessible EV charging opportunities. Aim to use pre-existing parking lot footprints for installation locations.
VMT-6 Support Rail as a Commute Option	Invest in infrastructure that would give residents efficient access to the Rail on- and off-boarding locations.	Add feedback as a new action item. Proposed action language: Seek funding and designate resources towards infrastructure that would give residents efficient access to the Rail on- and off-boarding locations.
VMT-7 Support Implementation of Regional Transportation Plan (RTP) and Sustainable Communities Strategy (SCS)	Continue to support regional transportation efforts by working with regional partners and collaborating with local and regional transit agencies.	No change to CAP. Feedback addressed in current action items for this measure.
	Review ability to make roads and sidewalks reflective (to yield lower surface temperatures) and permeable (to reduce stormwater runoff).	Add feedback as a new action item. Proposed action language: Review feasibility of making roads and sidewalks reflective (to yield lower surface temperatures) and

		permeable (to reduce stormwater runoff).
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Residential and Non-Residential Energy

Measure	COE Feedback	Recommended Action
ENRG-1 Solar Energy	Prioritize assessing renewable (e.g., solar) energy as a way to power EV infrastructure within the City, given the limitations of Pacific Gas and Electric infrastructure for residential and non-residential areas in Capitola.	Add feedback as a new action item. Proposed action language: Research and assess renewable (e.g., solar) energy by means of powering EV charging infrastructure.
	Prioritize identifying locations for solar farms within the City, which can help to inform permitting and municipal planning processes.	Add feedback as a new action item. Proposed action language: Coordinate internally, as well as with PG&E and other regional partners to identify locations for installation of solar farms.
ENRG-2 Energy Upgrade California and Residential Energy Efficiency	Prioritize researching energy saving materials and avenues through which the City can provide those materials to residents (e.g., energy-efficient light bulb giveaway event, white roofs, etc.).	Add feedback as a new action item. Proposed action language: Pursue programs through which the City can provide energy saving materials to residents (e.g., energy-efficient light bulb giveaway event, white roofs, etc.).
ENRG-3 Residential Weatherization	No comment.	No change to CAP.
ENRG-4 Renewable Energy Sources and Community Choice Aggregation	No comment.	No change to CAP.
ENRG-5 Non-Residential Energy Efficiency	No comment.	No change to CAP.
ENRG-6 Right Lights Energy Efficiency Program	Research whether the Right Lights Energy Efficiency Program is still current and who is responsible for implementation. New Climate Action Plan should include an updated scope of relevant programs.	Revise action language to: Research whether the Right Lights Energy Efficiency Program is still current and identify responsible department(s) for implementation;

		provide an updated scope of relevant programs.
ENRG-7 Green Business Certification Program	Remove ENRG-7 Green Business Certification Program and replace with a new ENRG-7 measure that enforces Capitola businesses to adopt practices that comply with current environmental regulations.	Remove “Green Business Certification Program” language from ENRG-7 and replace with a new measure and actions that enforce Capitola businesses to adopt practices that comply with current environmental regulations.
ENRG-8 Municipal Energy Use	Amend the City’s teleconferencing for Brown Act meetings policy to allow for remote teleconferencing for the Commission on the Environment regular meetings.	Add feedback as a new action item. Proposed action language: Amend Administrative Policy Number I-46 to allow hybrid meetings for City advisory bodies.

Water and Wastewater

Measure	COE Feedback	Recommended Action
WW-1 Water Conservation	Prioritize improving this sector for the new Climate Action Plan and incorporate topics such as saltwater intrusion, wastewater infrastructure, and impacts on water resources.	Integrate into action implementation plan.
	Encourage the Planning Department and the Planning Commission to review landscaping plans with drought tolerant plants in mind.	Add feedback as new action item. Proposed action language: Encourage use of drought-tolerant landscaping for new development and remodel projects during the Community Development Department’s and Planning Commission’s plan review process.
	Update City building codes to include water and wastewater requirements beyond the state’s Green Building Codes and in collaboration with the City’s two water providers.	Revise action language to: Update the Green Building Ordinance to include water and wastewater requirements in excess of state regulations and in collaboration with Soquel Creek Water District and the Santa Cruz Water Department.

Solid Waste

Measure	COE Feedback	Recommended Action
SW-1 Communitywide Solid Waste Diversion and Recycling	Pursue funding opportunities in support of enforcing state requirements.	Add feedback as new action item. Proposed action language: Seek funding and designate resources to support enforcement of state waste reduction and recycling requirements.
SW-2 Communitywide Food Waste Diversion	Review feasibility of designating a food waste or mulching center within the City.	Add feedback as a new action item. Proposed action language: Review feasibility of designating a new location within City limits as a food waste or mulching center.
	Conduct educational outreach to residents regarding state requirements for organics recycling and the resulting environmental benefits.	Revise action language to: Continue the City's educational and outreach programs about state requirements for food waste reduction, organics recycling, and the environmental benefits.
	Conduct outreach to Multi Family Dwellings regarding organics recycling opportunities.	Add feedback as new action item. Proposed action language: Conduct outreach to Multi Family Dwellings regarding organics recycling opportunities.
	Pursue funding opportunities in support of enforcing state requirements.	Add feedback as a new action item. Proposed action language: Seek funding and designate resources to support enforcement of state requirements for food and green waste diversion from landfills.
SW-3 Elimination of Single-Use plastics.	Create an implementation plan for the City to meet SB 54 requirements and eliminate single use plastics.	Add as a new measure (SW-3) to the Solid Waste Sector of the Climate Action Plan.

Parks, Open Space, and Agriculture

Measure	COE Feedback	Recommended Action
OS-1 Community Gardens and Locally-Sourced Food	Identify funding sources to maintain community gardens.	Add feedback as a new action item. Proposed action language: Seek funding and designate resources to create and maintain community gardens.

OS-2 Urban Forests	Require that native plants be used for planting projects by the City's Public Works Department.	Add feedback as a new action item. Proposed action language: Source native plants for all City planting projects by the Public Works Department.
	Review canopy cover requirements within the municipal zoning code with the goal of increasing canopy coverage percentages from current levels.	Add feedback as a new action item. Proposed action language: Review canopy cover requirements within the Zoning Ordinance and increase canopy coverage percentages from current levels.
Other	Leverage programs (e.g., Save The Waves) to maintain the surf breaks within City limits.	Consider incorporating as an action item under a new measure. Proposed action language: Pursue programs (e.g., Save The Waves) to maintain surf breaks within City limits.
	Encourage designated funding to improve and maintain parks and waterways, specifically long-term funding for restoration and maintenance of our riparian watershed.	Consider incorporating as an action item under a new measure. Proposed action language: Seek long-term funding and designate resources to restore and maintain parks, waterways, and the riparian watershed.
	Account for how public parks and open spaces directly relate to measurable carbon emission reductions.	Address during the process of updating the Climate Action Plan.
	Review the necessity of open space in commercial or mixed-use development projects.	Consider incorporating as an action item under a new measure. Proposed action language: Review necessity of maintaining open space in proposed commercial or mixed-use development projects.

Action and Implementation

Measure	COE Feedback	Recommended Action
IMP-1 Comprehensive Climate Change Efforts	Clearly articulate which City department(s) is/are responsible for each action item within the Climate Action Plan.	Address during the process of updating the Climate Action Plan.
IMP-2 Climate Action Plan Implementation	Assign the Commission on the Environment to support the review of the newly proposed Climate Action Plan,	Consider appointing the Commission on the Environment to support the review of the newly updated Climate Action Plan, including evaluating

and Maintenance	including targets, goals, and action items.	progress of CAP goals and action items.
	Track new Climate Action Plan goals through quarterly Commission on the Environment review of action items and progress evaluations.	Add feedback as a new action item. Proposed action language: Conduct reviews of the Climate Action Plan and GHG reduction measures at quarterly Commission on the Environment regularly scheduled meetings.