

GOLD LEVEL AWARD WINNER



BEACON
SPOTLIGHT
AWARD
WINNER
BEST PRACTICE
ACTIVITIES



City of Menlo Park

Sustainability Best Practices Activities



ILG INSTITUTE FOR
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Promoting Good Government at the Local Level

About This Document

This document tracks and shares local agency best practice activities completed and counted as part of a city or county's participation in the climate change and sustainability recognition program, the Beacon Program. The Beacon Program is a statewide program recognizing cities and counties that are working to reduce greenhouse gas emissions, save energy and adopt policies and programs that promote sustainability.

The Beacon Program is sponsored by the Institute for Local Government and the Statewide Energy Efficiency Collaborative. The Statewide Energy Efficiency Collaborative (SEEC) provides support to cities and counties to help them reduce greenhouse gas emissions and save energy. SEEC is an alliance between three statewide non-profit organizations and California's four Investor-Owned Utilities. It builds upon the unique resources, expertise and local agency relationships of each partner.



Supporting California local governments

The Beacon Program is funded by California utility customers and administered by Pacific Gas and Electric Company, San Diego Gas and Electric Company, Southern California Edison and Southern California Gas Company under the auspices of the California Public Utilities Commission.



SPOTLIGHT AWARD

Areas of Accomplishment

	SILVER LEVEL	GOLD LEVEL	PLATINUM LEVEL
Agency GHG Reductions			
Community GHG Reductions	6% Reductions		
Agency Energy Savings			20% Savings
Natural Gas Savings			27% Savings
Sustainability Best Practice Activities		3 in each of 10 categories	





Energy Efficiency and Conservation Activity

Level	Energy Efficiency and Conservation Activity	Reported
Silver	1. Menlo Park markets the statewide Energy Upgrade Program which provides \$1,000-\$4,000 rebates to residents for making energy-efficient home improvements.	2015
Level	Energy Efficiency and Conservation Activities	Reported
Gold	1. The city is partnering with San Mateo County and the Energy Watch Program to provide targeted outreach to small businesses regarding free commercial energy audits and rebates available for energy saving retrofits. 2. Menlo Park is hosted a Homeowner Workshop on April 16, 2015 in the Belle Haven Neighborhood Community Center in partnership with Energy Upgrade and BayRen.	2015
Level	Energy Efficiency & Conservation Activities	Reported
Platinum	1. The city retrofitted 476 streetlights with light-emitting diode (LED) lights in February 2012. 2. The city offers a \$300 Energy Assessment Rebate for residents participating in the Energy Upgrade program. An energy assessment is where an energy auditor conducts an in depth evaluation of a home's energy consumption, checks the operation of its heating and cooling system and determines measures that can be taken to improve efficiency. 3. The city participates in two Property Assessed Clean Energy (PACE) financing options: Home Energy Renovation Opportunity (HERO) and California 1st.	2015





Water & Wastewater Systems Activity

Level	Water & Wastewater Systems Activity	Reported
Silver	1. The city offers a High-Efficiency Toilet Rebate Program, in which residents and businesses are eligible for a rebate of up to \$100 for purchasing a qualifying high-efficiency toilet (HET).	2015

Level	Water & Wastewater Systems Activity	Reported
Gold	<p>1. The city offers the Lawn Be Gone Program, in which residential and commercial customers are eligible to receive a rebate of up to \$2 per square foot for replacing their lawns with a water-efficient landscape, with no limit the on the total amount. The City of Menlo Park has allocated \$145,000 in the fiscal year 2014-15 for these rebates. The city has increased its support for this program each drought year.</p> <p>2. The city's newest water conservation program, the Conserve-A-Scape Program is now available. Conserve-A-Scape Program is a landscape assistance program designed to aid residents and participants of Lawn Be Gone with minimal knowledge in landscape design. Residents can apply to receive a professional landscape consultation, design plan, and plant list for \$50; a \$4000 value in which the City pays the \$350 remainder of design fee.</p>	2015

Level	Water & Wastewater Systems Activity	Reported
Platinum	<p>1. The city offers a free Landscape Analysis Program to commercial and multi-family customers (valued at \$1,400) in which an irrigation expert conducts a landscape irrigation audit and provides a detailed report on how to improve water-efficiency and save on water costs.</p> <p>2. The city provides free Water-Use Analysis Reports which are distributed on a monthly-basis providing each irrigation customer with their historical water consumption, recommended water-budget (based on sq. footage of irrigated landscape), and estimates on the amount of money that can be saved with proper watering. All city "irrigation" accounts have been placed in the Free Water-Budget Report Program. The city also began a water-budget pilot for ten single-family residents.</p> <p>3. The city removed sections of turf to replace it with drought tolerant plants and layers of mulch. Three to four inches of wood chips were added to all city trees planted last year and this mulching is included specifications for all new city planted trees.</p>	2015





Water & Wastewater Systems Activity

Level	Water and Wastewater Systems Activities	Reported
Platinum	<ol style="list-style-type: none"> 4. The city-approved Tree Species has been revised to emphasize drought tolerant species, utilizing 20% of current fiscal year tree-planting budget, with plans to increase to 40% of next fiscal year budget to purchase trees from a nursery that utilizes reclaimed water to cultivate container grown trees. 5. The city provides free water-conservation items to residents including kitchen aerators, bathroom aerators, low-flow shower heads, low-flow hose nozzles, toilet leak detection tablets, and a water-efficient landscaping CD. 6. The city offers a Washing Machine Rebate Program in which residents and businesses are eligible for a rebate of up to \$125 for purchasing a qualifying energy-efficient/water-efficient washing machine. 7. The city has teamed up with Bay Area Water Supply and Conservation Agency (BAWSCA) to offer free Water-Efficient Landscape Education Classes, providing the public with seasonal landscape education classes. Past topics include growing drought-tolerant edible-herbs, creating a habitat garden with California Natives, and learning about lawn replacement. 	2015





Green Building Activity

Level	Green Building Activity	Reported
Silver	1. The City Council of Menlo Park adopted the development of a Sustainable Building Program as one of the council's priorities in fiscal year 2008-09. The city has since implemented a phased approach to the program. Phase one was implemented in July 2008, making the submittal of the LEED checklist for all new non-residential projects over 10,000 square feet in size a voluntary measure. Phase two expanded the scope of projects to include all mixed-use projects and new residential projects of more than five dwelling units in the voluntary program. Phase three made the submittal of the checklists mandatory as of February 2009 for the types of projects noted above.	2015

Level	Green Building Activities	Reported
Gold	<p>1. The city has installed a green building interactive display in the building counter lobby.</p> <p>2. In 2010, the city joined the CaliforniaFIRST program and the Association of Bay Area Governments (ABAG) "Retrofit Bay Area" program. Both programs successfully competed for grant funding through the California Energy Commission and initiated kickoff meetings in February 2010. CaliforniaFIRST will enable property owners in over 100 cities and counties throughout California to apply for loans to complete energy- and water-efficiency upgrades to their properties and to repay the loans via assessments on their annual property tax bills. Retrofit Bay Area will supplement the CaliforniaFIRST program by providing customer and contractor resources and program materials and by paying the Bay Area cities' and counties' startup costs. In 2014, Menlo Park added the Home Energy Renovation Opportunity (HERO) program to allow two Property Assessed Clean Energy (PACE) financing options.</p>	2015





Waste Reduction and Recycling Activity

Level	Waste Reduction Activity	Reported
Silver	1. In 2015, the city adopted the green halo system, used to track construction and demolition projects, estimate debris and process refunds that meet the city's 60% debris diversion rate.	2015
Level	Waste Reduction Activities	Reported
Gold	<ol style="list-style-type: none"> 1. The city's current construction and demolition required diversion rate is at 60%, 35% of which can consist of inert waste (which will not decompose); this requirement was adopted by ordinance and construction projects over a certain size must make a financial deposit to ensure they meet the requirement. 2. The city has implemented a Reusable Bag Ordinance that bans plastic bags and charges a fee paper bags at checkout to encourage customers to reduce waste by bringing their own bag. This was done on Earth Day in 2013. 	2015
Level	Waste Reduction Activities	Reported
Platinum	<ol style="list-style-type: none"> 1. The city began implementing a Polystyrene Ordinance in November 2012 which prohibits food vendors, (including restaurants, delis, cafes, markets, fast-food establishments), vendors at fairs and food trucks from dispensing prepared food in polystyrene and styrofoam containers labeled as number six. 2. The city offers a free organics recycling program for single-family customers which allows residents to recycle yard trimmings, food scraps (such as meat, cheese, eggs, vegetables) and contaminated paper (such as napkins, pizza boxes, and paper cups) in their green cart. 3. The city facility recycling efforts include providing a recycling bin and trash bin in every cubicle and tri-bins (recycling, trash, and compost) provided city-wide with signage and clear labelling made visible. 	2015





Waste Reduction and Recycling Activity

Level	Waste Reduction Activities	Reported
Platinum	<ol style="list-style-type: none"> <li data-bbox="342 506 1268 898">4. The city is a member of the South Bayside Waste Management Authority (SBWMA), also known as RethinkWaste. The Shoreway Center, located in San Carlos is currently constructing improvements to its capacity to handle and sort large volumes of recyclable materials. Beginning in spring 2011, the facility resumed full operations and features a new, state of the art materials recovery for sorting single stream recyclables, an expanded transfer station for more recycling and customer convenience, green building features such as solar panels and use of natural light and a new environmental education center and demonstration gardens. A new recyclable and solid waste collection contractor (Recology) began operations in Menlo Park and throughout the SBWMA service area in January 2011. The new service includes single-stream recycling and collection of compostables. <li data-bbox="342 932 1268 1115">5. The city offers monthly compost giveaways held at Bedwell Bayfront Park, located at the intersection of Bayfront Expressway and Marsh Road, on the first Saturday of every month except December and January starting at 7:00 am. Menlo Park residents are also welcome to pick up free compost daily and year-round at the Shoreway Environmental Center, located at 333 Shoreway Road in San Carlos. <li data-bbox="342 1148 1268 1203">6. The City of Menlo Park provides a door-to-door hazardous waste collection service to Menlo Park residents. 	2015





Climate-friendly Purchasing Activity

Level	Climate-Friendly Activity	Reported
Silver	1. The city adopted an Environmental Purchasing Policy that was implemented July 1, 2014.	2015
Level	Climate-Friendly Activities	Reported
Gold	1. The city's integrated Pest Management Policy (IPM) has been implemented to reduce purchase and use of toxic pesticides and has resulted in improved practices, noticing, and lower amount of pesticides used in all city facilities, particularly parks and child care facilities. IPM implementation of note includes bringing in goats to remove ivy from city hall and to remove grasses from hillside natural areas.	2015





Renewable Energy and Low-Carbon Fuels Activity

Level	Renewable Energy and Low Carbon Fuels Activity	Reported
Silver	1. The city plans to install solar photovoltaic (PV) panels on five city facilities in 2015, as a result of actively participating in the Regional Renewable Energy Procurement Project.	2015

Level	Renewable Energy and Low Carbon Fuels Activity	Reported
Gold	<ol style="list-style-type: none"> 1. The city eliminated solar permitting fees in 2007. 2. The city established a water waste reporting hotline and sends a uniformed code enforcement officer to investigate and provide water conservation education to reported property owners. 	2015

Level	1. Renewable Energy and Low Carbon Fuels Activity	Reported
Platinum	<ol style="list-style-type: none"> 1. The city provides annual funding to Acterra's San Francisquito Creek Watershed Program, a nonprofit organization that helps educate residents to become stewards of the creek through restoration days and litter removal events conducted throughout the year. Every September, the city's environmental programs division coordinates and organizes a Creek Cleanup Day event in the San Francisquito Creek. 2. The Menlo Park City Council has adopted a non-binding resolution of support for a San Mateo County community choice aggregation (CCA) to bring additional renewable power to the community. 3. Approximately 20 electric vehicle (EV) chargers were installed on private property in FY 2014-15, and four public use EV chargers will be installed in public parking lots in Menlo Park in 2015. 	2015





Efficient Transportation Activity

Level	Efficient Transportation Activity	Reported
Silver	1. City employees that choose to take public transit to work currently receive a \$50 subsidy if they purchase a monthly pass from a transit agency (Caltrain, SamTrans, VTA, Bart, etc).	2015

Level	Efficient Transportation Activities	Reported
Gold	<ol style="list-style-type: none"> 1. City employees will receive \$1.50 per day if they choose to carpool, ride their bicycles or walk to work. The program is limited to \$30 a month per employee. 2. The city currently manages four shuttle routes: the Mid-day Shuttle, Willow Road Shuttle, Marsh Shuttle and the Shoppers' Shuttle. More information available on the city's website: http://menlopark.org/156/Shuttle-Services 	2015

Level	Efficient Transportation Activities	Reported
Platinum	<ol style="list-style-type: none"> 1. Adopted Bicycle Development Plan in 2004. Also, please refer (below) for list specific projects. http://www.menlopark.org/161/Comprehensive-Bicycle-Development-Plan. 2. The City of Menlo Park recently added shared-lane markings on Menlo Avenue and University Drive adjacent to downtown Menlo Park. The city also added green bicycle lane marking along Willow Road providing a clear East-West cross town route. 3. The city installed a bicycle box on Middlefield Road at Willow Road. 4. The city has adopted the El Camino/Downtown Specific Plan and is spurring transit-oriented development projects in the plan area. 5. The city has received grants to install green bicycle lanes, buffered bicycle lanes, shared-lane markings, close sidewalk gaps, install audible pedestrian signals at traffic signals and install in-roadway warning lighted crosswalks in 2014-2015 and 2015-2016. 6. The Streetline Parker mobile app is available, which provide maps of the city's public parking plazas. 	2015





Land Use and Community Design Activity

Level	Land Use and Community Activity	Reported
Silver	1. The city's specific plan's efforts include improvements to walkability, for buildings to achieve LEED silver, and for the zoning ordinance amendment to allow higher densities in the R-3 (apartment) zone near downtown.	2015

Level	Land Use and Community Activities	Reported
Gold	1. The city's housing element update added the high density residential R-4-S district (high-density special district) and relaxed the regulations for secondary units.	2015





Open Space and Offsetting Carbon Emission Activity

Level	Open Space Offsetting Carbon Emission Activities	Reported
Silver	1. The city adopted a climate action plan in 2009, in 2011 added green house gas reduction target of 27% less than 2005 levels.	2015
Level	Open Space Offsetting Carbon Emission Activities	Reported
Gold	<ol style="list-style-type: none"> 1. The city offers monthly compost giveaways held at Bedwell Bayfront Park, located at the intersection of Bayfront Expressway and Marsh Road, on the first Saturday of every month except December and January starting at 7:00 am. Menlo Park residents are also welcome to pick up free compost daily and year-round at the Shoreway Environmental Center, located at 333 Shoreway Road in San Carlos. 2. The City of Menlo Park and the County of San Mateo host bi-annual household hazardous waste drop-off events, free of charge by appointment. The last event was held at the City of Menlo Park Corporation Yard on Saturday, April 11, 2015. 	2015
Level	Open Space Offsetting Carbon Emission Activities	Reported
Platinum	<ol style="list-style-type: none"> 1. The City of Menlo Park and Peninsula Volunteers, Inc. have partnered up to place a pharmaceutical drop box at Little House Activity Center located in Nealon Park. Residents can place any unused or unwanted legal drug into the receptacle, and it will be properly disposed of. 2. The City of Menlo Park provides a bi-annual shredding and electronics waste recycling events to residents and businesses. The last event was held at the City of Menlo Park Corporation Yard on Saturday, May 2, 2015. 3. Menlo Park is a Tree City USA Growth City, earned by planting more city trees than the city removes. 	2015





Promoting Community and Individual Action Activity

Level	Promoting Community and Individual Action Activities	Reported
Silver	1. The city of Menlo Park holds a farmers' market every Sunday morning in a parking plaza in downtown Menlo Park	2015

Level	Promoting Community and Individual Action Activities	Reported
Gold	1. The city provides free reusable bags and "Got Your Bags?" reminder window decals to residents. 2. The city provides free buckets to residents to promote household water conservation.	5-2014

Level	Promoting Community and Individual Action Activities	Reported
Platinum	1. Active community volunteers have started a new non-profit called MenloSpark to make Menlo Park climate neutral. In FY 2014-15 MenloSpark received a significant grant from the Hewlett Foundation to implement its plan and raise additional funds from private donors for local climate action. 2. Menlo Park residents are key organizers in San Mateo Community Choice, an NGO supporting community-wide procurement of renewable energy via Community Choice Aggregation (CCA) http://sanmateocommunitychoice.org/ 3. The City of Menlo Park sponsors the Annual Coats for Kids Program where residents can recycle gently used coats at select city facilities or through the curbside recycling program. 4. The city promotes and participates in the annual "Bike to Work" Day event. 5. The city hosts an annual community tree planting for Arbor Day. 6. The city sponsors local non-profit Acterra to coordinate volunteers to conduct: two creek clean up events annually, litter removal as needed, and installation and maintenance of a rain garden on city property. 7. The city council and the environmental quality commission have awarded 49 proclamations to date recognizing individuals' community action benefiting the environment. 8. The city established a water waste hotline and a light duty code enforcement officer has responded with educational materials to 32 reports of water waste.	5-2014





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