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Local Leadership Toward
Solving Climate Change

City of Pleasanton

Beacon Award

Accomplishments to Date and Best Practice Activities

Accomplishments to Date

(As of 01/30/12)

CRITERIA	AWARD LEVELS		
	SILVER	GOLD	PLATINUM
Agency Facilities			
GHG Reductions	-	-	-
Electricity Savings	-	-	-
Natural Gas Savings	-	-	-
Community			
GHG Reductions	-	-	-
Activity Promoting Energy Efficiency	-	-	-
Best Practice Areas			
Completed Activities in Each Area	1	3	-



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1. Energy Efficiency & Conservation

Level	Completed Activities	Reported
Silver	1. Partnered with PG&E to develop an outreach program targeted at business owners. The efforts included obtaining the endorsements from the City Mayor and the local Chamber of Commerce (used in collateral materials) to promote the program.	07-2011
Gold	1. Through the above described program, business owners were offered free energy audits, written recommendations and payback analyses for those recommendations, and information on available rebates and incentives for implementing the recommended energy-saving measures. As a result, energy demand in the local business community was reduced by over 1 MW.	07-2011
	2. The City piloted the Energy Technology Assistance Program (ETAP) program recently launched through PG&E. Our project was selected to reduce lighting demand at the Pleasanton Public Library by capturing "daylighting" opportunities, installing sensors, and implementing an energy management system to control and monitor the lighting activities (remotely) at the Library. Projected energy savings are roughly \$22,000 annually.	07-2011
Platinum	1. <i>TBD</i> 2. <i>TBD</i> 3. <i>TBD</i>	



2. Water & Wastewater Systems

Level	Completed Activities	Reported
Silver	1. The City takes its responsibility to conserve water seriously and actively supports State policies aimed at reducing water use, such as the California Urban Water Management Planning Act (UWMP Act) and the Water Conservation Bill of 2009 (SBX7-7). The City recently updated its UWMP, which outlines strategies to meet the 20% reduction goal of SBX7-7 while aligning with the City's water conservation and management policies as described in the General Plan 2005-2025. In 2010, the City met its 10% interim reduction target well ahead of the 2015 target date.	07-2011
Gold	1. Provides free faucet aerators and water-efficient shower heads to residents since 2008. 2. Hired a Water Conservation Specialist.	07-2011 07-2011
Platinum	1. City's Water Conservation Specialist implements community outreach activities, as well as providing water-related services to local residents and commercial water customers (free irrigation audits, irrigation controller programming, etc.). 2. City parks feature weather-based irrigation controllers, and we use only non-toxic fertilizers and pest management practices. 3. The City is expanding its program of providing smart water meters to track the effectiveness of water conservation programs over time.	07-2011 07-2011 07-2011



3. Green Building

Level	Completed Activities	Reported
Silver	1. Participating in the Large-Scale Residential Energy Efficiency program this year, sponsored by the CEC.	07-2011
Gold	<p>1. The City is subsidizing California Youth Energy Services (CYES) for a summer program in Pleasanton. CYES is an organization that recruits and trains local youth to perform free residential energy assessments and provide free energy saving equipment. The youth teams perform green house calls to replace incandescent lights with CFLs, install aerators and low-flow shower heads, provide power strips and retractable clothes lines, and check faucets and toilets for leaks. This service is available to renters and homeowners. CYES expects to complete at least 250 home assessments over the summer. This program helps increase awareness of energy and water conservation efforts, creates local green jobs, saves residents money, and reduces the community's carbon footprint.</p> <p>2. Pleasanton is one of three cities selected by the CEC for a targeted marketing campaign for the Energy Upgrade California Program. The City is offering additional incentives for homeowners who participate in the program (\$500 for the basic package, and \$1,000 for the advanced package). The City is providing similar incentives to businesses.</p>	<p>07-2011</p> <p>07-2011</p>
Platinum	<p>1. <i>TBD</i></p> <p>2. <i>TBD</i></p> <p>3. <i>TBD</i></p>	

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	2. <i>TBD</i> 3. <i>TBD</i>	
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Platinum	<ol style="list-style-type: none">1. <i>TBD</i>2. <i>TBD</i>3. <i>TBD</i>	
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7. Efficient Transportation

Level	Completed Activities	Reported
Silver	1. In January, the City partnered with the Livermore-Amador Valley Transportation Authority to launch its new bus service, RAPID, which quickly connects riders to busy employment and shopping centers and mass transit. This limited stop service includes innovative technology like bus signal priority, so it won't get held up at every light, making trips faster and reducing idling. The RAPID is environmentally friendly; it is powered by low-emission, electric hybrid technology. This new service helps get more cars off the road, reduces the community's GHG emissions, and reduces dependency on foreign oil.	07-2011
Gold	1. Pleasanton is the first city in the nation to use microwave technology to protect cyclists. This technology is being used in addition to video detection and street-embedded sensors. 2. The City recently adopted an Anti-Idling Policy to reduce carbon emissions from municipal activities.	07-2011
Platinum	1. <i>TBD</i> 2. <i>TBD</i> 3. <i>TBD</i>	



8. Land Use & Community Design

Level	Completed Activities	Reported
Silver	1. Rezoning to locate dense mixed-use development in near proximity to transit stops, particularly at fixed rail or dedicated bus and rapid transit stations.	07-2011
Gold	1. Developed and is implementing a Pedestrian and Bicycle Master Plan to reduce vehicle miles traveled (VMTs) throughout the community.	07-2011
	2. Initiating a Complete Streets program.	07-2011
Platinum	1. Developing and implementing a public transit system master plan, responsive to resident and employee travel patterns and needs.	07-2011
	2. Creating incentives for people to walk, bike, or take public transit, and reduce the need to rely on individual motor vehicles by expanding transportation demand management programs, expanding alternatives for commuting and local travel, charging for motor vehicle parking, and providing secure bike parking and related amenities.	07-2011
	3. Decarbonizing transportation by promoting the use of hybrid and non-petroleum-fueled vehicles, and incentivizing their use through alternative fuel infrastructure and parking preference programs.	07-2011



9. Open Space & Offsetting Carbon Emissions

Level	Completed Activities	Reported
Silver	1. The City proudly features and maintains 42 community parks and 24 miles of trails.	07-2011
Gold	1. The City of Pleasanton has a formal urban forest management plan, and currently maintains about 24,900 trees. It also enforces an ordinance for removing/replacing heritage trees.	01-2012
	2. The City sponsors a year-round farmers market (and has for many years) to promote locally grown, organic/sustainably produced food. In August, the City hosted a large community event, "Food for Thought" featuring local experts who discussed or demonstrated the value in going on a "carbon diet". The event showcased community supported agriculture (CSAs), the City's first certified organic local farm, a certified nutritionist, a local celebrity author and food anthropologist, local master gardeners and nurserymen. Topics included organic food home delivery and local purchasing options (co-ops), community gardens, growing your own food in backyard or container gardens, preparing your own (nutritious) food, composting food scraps, and integrated (organic) pest management tips.	01-2012
Platinum	1. The City passed and is implementing Measure PP, known as the "Save our Hills" measure. It added a new policy to the General Plan prohibit placing housing units and structures, and prohibit grading to construct residential or commercial structures, on properties with slopes greater than 25% or within 100 vertical feet of a ridgeline.	01-2012

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	<p>2. The City has partnered with East Bay Regional Park District to set aside 232 acres on the Pleasanton Ridge. This is just one example of the many cooperative projects we work on with the Park District. Others include expansion of the Iron Horse Trail and additional land dedicated as open space in perpetuity.</p> <p>3. <i>TBD</i></p>	01-2012
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	<p>distribution at public events. It's called, Take It Personally - Small Steps to a Big Solution. This guide is made available at various City functions and outreach events (local green teams, business groups, and schools), and is also available on-line at www.PleasantonGreenScene.org under Resources.</p>	
Platinum	<p>1. The City continues to meet with various local groups (Chamber of Commerce, Rotary, Pleasanton Unified School District, corporate green teams, Bay East Association of Realtors, Contra Costa County Climate Leaders, etc.) to provide information and to solicit input on our draft Climate Action Plan and opportunities for private/public partnerships to leverage our efforts within the community.</p>	07-2011
	<p>2. The City partnered with Hosted the City's first Green Fair (October 2010), featuring over 85 exhibitors, and attracting more than 750 attendees. The event was a huge success, and we're in the planning stages for this year's event. This year's fair will be much larger, based on the responses we received from the public and prospective exhibitors.</p>	07-2011
	<p>3. Developed multiple public service announcements related to sustainability. One PSA, featuring the Livermore-Pleasanton Fire Chief, reinforces the reasons for saying no to paper and plastic and choosing reusable bags instead. Another PSA discusses the merits of bringing your own cup to reduce waste and conserve natural resources. Another, longer PSA features City staff and local experts discussing "what is a Climate Action Plan" and "why do we need one?". These PSAs were aired on local cable channels and played before feature films at our summer Movies in the Park</p>	07-2011

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	series. The Climate Action Plan PSA is available on our website: www.PleasantonGreenScene.org .	
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