

2016 BEACON AWARD WINNER



Town of Colma

Sustainability Best Practices Activities



ILG INSTITUTE FOR LOCAL GOVERNMENTSM
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			22%
	Community GHG Reductions		18%	
	Agency Energy Savings			29%
	Natural Gas Savings			22%
	Sustainability Best Practice Activities			2016
	Beacon Award		2016	



Town of Colma

Best Practice Activities

www.ca-ilg.org/BeaconAward/

Energy Efficiency and Conservation Activity

Level	Energy Efficiency and Conservation Activity	Reported
<p>Silver</p>	<p>1. The town hosted a very successful workshop breakfast for auto dealers to encourage energy efficiency retrofits to save energy and reduce operating costs. Since the workshop, several dealers have received free energy assessments and upgrades. Since the workshop, over 70% over 70% of the dealerships that are participating have implemented energy assessments and energy upgrades.</p> <p>Results to date:</p> <ul style="list-style-type: none"> • Energy savings: over 614,000 kWh/year • Cost Saving: over \$104,000/year • Utility Rebates: over \$91,000 • GHG reductions 240 tons of CO₂e/year (Aggregate data) • Recognition Program– city council recognized the business leaders who completed the energy upgrades with recognition awards at the city council meeting. 	<p style="text-align: center;">2015</p>
Level	Energy Efficiency and Conservation Activities	Reported
<p>Gold</p>	<p>1. Town retrofitted 63 exterior bollard fixtures in city hall, Creekside Villas and Hillside Blvd Museum and Community Center parking lots.</p> <p>2. The town replaced 100% street, signal, park, and parking lot lighting with energy efficient.</p>	<p style="text-align: center;">2015</p>



Energy Efficiency and Conservation Activity

Level	Energy Efficiency & Conservation Activities	Reported
Platinum	<ol style="list-style-type: none"> 1. All town facilities have had a full comprehensive energy audit (beyond lighting) for HVAC, demand control, motion sensors, rooftop optimization controls, in cooperation with San Mateo County Energy Watch and PG&E etc. and are now implementing the upgrades. 2. The town is working with PG&E's Savings by Design Program to incorporate energy savings in its new town hall. 3. Colma's town council adopted a sustainability policy that requires energy conservation measures for all employees. 4. The town sustainability manager works directly with businesses to educate benefits of energy efficiency and assists as the liaison. 5. The town sustainability manager, and the town's green team (city planner and hr manager and department heads) meet monthly to incorporate energy efficiency, water conservation and waste reduction into town projects. 6. The town green team met with the largest employer (a 24/7 operation with over 600 employees) and PG&E to implement the energy assessment and phase in energy efficiency actions, starting with lighting upgrades, refrigeration and sensors. 7. The town provides energy efficiency information on a dedicated section of the town website for sustainability and meets with residents to discuss energy efficiency and water conservation option. 	2016





Water & Wastewater Systems Activity

Level	Water & Wastewater Systems Activity	Reported
Silver	1. The town staff work collaborates with San Mateo County Energy Watch, Right Lights, PG&E, Bay Area Water Supply & Conservation Agency (BAWSCA), Allied, Recology and SSF Scavenger to provide free water assessments and financial incentives to town residents.	2015
Level	Water & Wastewater Systems Activities	Reported
Gold	<ol style="list-style-type: none"> 1. Town staff provided a workshop and outreach to residents for water conservation alternatives. 2. The town actively promoted the 2014 and 2015 Mayor's Water Conservation Challenge by the Wyland Foundation and added to the website and developed banners for promotion. The town added specific incentives for residents to participate. Link: http://www.colma.ca.gov/index.php/town-departments/recreation/rec-forms/12-current-livewire-calendar-1/file 	2015
Level	Water and Wastewater Systems Activities	Reported
Platinum	<ol style="list-style-type: none"> 1. The town replaced turf with drought tolerant landscape on Lawndale Avenue and will be doing the same in other public areas of town. 2. The town's sustainability staff developed options for cemeteries for water conservation and will hold a workshop for cemeteries in fall 2015. 3. The town's sustainability staff meets with CalWater and confers with the Bay Area Water Supply and Conservation Agency (BAWSCA) to ensure the water conservation kits and programs are provided to residents and businesses. 4. The town installed water saving fixtures at town facilities. 5. Water conservation resources and specific water conserving actions are on the town website. 6. Town staff worked directly with a large retailer to obtain a water conservation grant. 	2016





Water & Wastewater Systems Activity

Level	Water and Wastewater Systems Activities	Reported
Platinum	7. The town held a sustainable landscaping workshop in collaboration with CalWater to teach residents how to create a sustainable, low-maintenance, water-conserving garden. Residents received postcards promoting the workshop. Residents learned how to reduce their lawn's water needs through strategic maintenance practices and use of drought tolerant plants. file:///C:/Users/kathleeng/Downloads/FINAL%20September%20-%20December%202014%20071212014%20(1).pdf (page 20)	2016





Green Building Activity

Level	Green Building Activity	Reported
Silver	1. Town staff added detailed information on the town's sustainability webpage regarding green building resources.	2015

Level	Green Building Activities	Reported
Gold	<ol style="list-style-type: none"> 1. The town's Sustainability Policy approved by town council includes the following regarding green building: "building materials that support green building. Purchasers of building materials for small projects will consider sustainable factors such as recycled content, local sourcing or sustainable harvesting practices. For town construction projects, the public works director shall review LEED green building practices during design and construction activities and will consider selecting building materials that meet LEED™ standards." (Further information is available at www.recycleworks.org/greenbuilding/resources/html and www.usgbc-ncc.org). 2. The town's new town hall was designed with PG&E to meet the standards of the Savings by Design Program which incorporates energy efficiency measures. 	2015

Level	Green Building Activities	Reported
Platinum	<ol style="list-style-type: none"> 1. The town offers continued education on CALGreen compliance and for staff. Staff uses the compliance tool ACE to ensure the town is complying with rigorous requirements of the CALGreen Code. 2. The town created a Construction and Demolition Ordinance in which is currently being monitored by staff. Colma's building staff monitors building projects that meet threshold requirements and C & D diversion activity. 3. The town provides energy and water conservation information at the permit desk to ensure developers have the latest sustainability information. 4. The town staff provided outreach and resources to developers to encourage them to incorporate green building features into new construction and renovation projects at commercial properties in Colma. 	2016





Waste Reduction and Recycling Activity

Level	Waste Reduction Activity	Reported
Silver	1. The town completed on site waste audits with Allied staff at all town facilities. In addition, the town increased signage to encourage recycling at the Colma Community Center, Sterling Park and town hall.	2015
Level	Waste Reduction Activities	Reported
Gold	<ol style="list-style-type: none"> 1. Sustainability staff meets regularly with the three franchised haulers to discuss methods to increase recycling and waste reduction. 2. Town staff added reporting requirements to its new franchise agreement to allow for monitoring of diversion activities and documentation of progress. 	2015
Level	Waste Reduction Activities	Reported
Platinum	<ol style="list-style-type: none"> 1. The sustainability manager met with the largest employer and hauler/recycler to begin mixed organics collection and reduce waste to landfill. 2. The town sustainability staff developed a workshop for residents and businesses to get their feedback on recycling, composting and household hazardous waste to ensure their priorities were included in the new hauler franchise agreement and RFP. 3. The sustainability manger and staff developed a new franchise agreement via RFP to require consistent and high quality commercial recycling technical assistance and require a minimum diversion. The new franchise agreement will ensure recycling is offered to all commercial businesses with onsite technical assistance, education materials and training for staff. It also provides expanded commercial and residential organics (food and yard waste commingled) collection and expands HHW proper disposal and recycling options. 4. Council approved a ban on plastic bags and polystyrene. 	2016





Climate-friendly Purchasing Activity

Level	Climate-Friendly Activity	Reported
Silver	1. The town adopted a Sustainability Policy in 2014 that addresses the purchasing of recycled content supplies, energy efficient products and green building products.	2015

Level	Climate-Friendly Activities	Reported
Gold	<ol style="list-style-type: none"> 1. The staff is now centralizing purchasing to ensure better compliance with the Sustainability Policy and the environmental preferable purchasing policies. 2. The new town fleet purchases are hybrid or fuel efficient. 	2015

Level	Climate-Friendly Activities	Reported
Platinum	<ol style="list-style-type: none"> 1. The town held a training meeting and provided easy to use resources to maximize participation in buying green products. 2. The staff provided training, online resources and tools to help staff meet the sustainability and EPPP requirements. 3. Since June 2014, town departments have purchased and tested sustainable products using the guideline that the product should not exceed 10% of the cost of the non-sustainable product. 4. The town staff meets periodically to discuss additional purchases of climate friendly products. 5. The town website provides information and resources for buying recycled content materials. 6. The town staff provides buying recycled content resources when completing green business on site meetings at Colma businesses. 7. The town requires a minimum 30% recycled content in the new collection containers for the new recycling and solid waste collection services RFP. 8. The town requires a minimum 20% recycled content for the in home and in business collection containers as part of the new recycling and solid waste collection services RFP. 	2016





Renewable Energy and Low-Carbon Fuels Activity

Level	Renewable Energy and Low Carbon Fuels Activity	Reported
Silver	1. A solar feasibility study for town facilities under development and preliminary research completed.	2015
Level	Renewable Energy and Low Carbon Fuels Activity	Reported
Gold	<ol style="list-style-type: none"> 1. The town has a sustainability policy that details new purchases of town fleet to hybrid and or more fuel-efficient models. 2. The town staff provides resources and is participating in solar outreach and education for businesses and residents. 	2015
Level	Renewable Energy and Low Carbon Fuels Activity	Reported
Platinum	<ol style="list-style-type: none"> 1. The town promotes solar programs for residents and businesses on the town sustainability webpage. 2. The town staff promotes the Property Assessed Clean Energy (PACE) Program in outreach materials and through technical assistance. 3. The town sustainability manager promotes energy efficiency and solar alternatives for businesses during on site visits or through the Colma works business newsletter. The town of Colma town council adopted a Sustainability Policy that requires energy conservation measures. 	2016





Efficient Transportation Activity

Level	Efficient Transportation Activity	Reported
Silver	1. Provided commute alternatives on the town sustainability webpage.	2015

Level	Efficient Transportation Activities	Reported
Gold	<ol style="list-style-type: none"> The town's new Town Center concept in the General Plan includes climate friendly land use and transportation scenarios. Staff dedicates work time to host break station/energy stop (providing water and snacks) during "Ride Your Bike to Work" days and during the Great Race Challenge in cooperation with Commute.org and Peninsula Traffic Congestion Relief Alliance. www.commute.org/images/E.Station%20List.pdf 	2015

Level	Efficient Transportation Activities	Reported
Platinum	<ol style="list-style-type: none"> Town green team staff reaches out to staff to encourage use of commuter benefits. The town uses the San Mateo County Bicycle Master Plan as a basic guide for implementation. The town has adopted a Complete Streets Policies for transit use, walkability and pedestrian friendly incorporation. The town added Class 2 lanes on Mission Road where the plan only called for Class 3. We have cross referenced and included the San Mateo County map in our recently updated Circulation Element, pages 23 and 24: link: The town has installed additional bike lanes on Hillsdale and Lawndale on per the recommendations in the town climate action plan. Colma expanded commute information continues on the town webpage. The town held a commuter breakfast workshop in collaboration with Commute.org Colma's sustainability green team leads by example. The human resources manager and another member were voted bike commuter of the year. Council has approved a commuter program to promote carpooling, cycling and other efficient modes of transportation, called Flex-Pass that provides pre-tax commuter benefits. 	2016





Land Use and Community Design Activity

Level	Land Use and Community Activity	Reported
Silver	1. The Colma Climate Action Plan was approved unanimously by town council and included \$33,000 in annual funding to ensure the climate action plan programs were actively implemented with sufficient resources, including land use and community design practices that are sustainable.	2015

Level	Land Use and Community Activities	Reported
Gold	<ol style="list-style-type: none"> 1. The town actively participates in the joint venture silicon valley meeting and the sustainable silicon valley to incorporate land use and community design elements. 2. The current general plan and zoning encourages smart growth, especially along Mission Road and Colma BART station. These policies will be amplified as part of the general plan update. 	2015

Level	Land Use and Community Activities	Reported
Platinum	<ol style="list-style-type: none"> 1. The town updated the general plan to include new provision for mixed use, higher density and less parking requirements. 2. The new general plan is under development and includes a “guiding principles” section that will include sustainability, preserving and enhancing existing neighborhoods, strengthen economic vitality, increase awareness of cultural heritage and increase alternative transportation etc. Each one of these will be given a symbol that will be placed next to policies that further each of these guiding principles. 3. The new general plan has a greater emphasis on sustainability and will be consistent with the Town of Colma’s Climate Action Plan. 4. Town staff continue training and conference attendance for land use and community design and share best practices. 5. Town policies include encouraging mixed use and infill development. 6. The town has completed an urban design study to focus on infill development and maximizing resources. 7. The town staff meet regularly to discuss sustainability programs that include land use and community design and other sustainability practices. 8. The new urban design study includes the concept of a town center with focus on sustainability in construction and allows a high level of pedestrian activity. This concept is part of the land use element. 	2016





Open Space and Offsetting Carbon Emission Activity

Level	Open Space Offsetting Carbon Emission Activities	Reported
Silver	1. The town requires a 1:1 tree replacement in the conditions of approval for new developments.	2015
Level	Open Space Offsetting Carbon Emission Activities	Reported
Gold	1. Town staff is conducting a tree inventory and consideration of expansion of tree canopy. 2. The town has a new project, the hillside project which was designed with tree planting; New developments will also have trees either on property in the ROW where appropriate.	2015
Level	Open Space Offsetting Carbon Emission Activities	Reported
Platinum	1. The open space and conservation element (pg. 5.04.16 – 5.04.20 details specific actions the town should undertake for open space. Link: www.colma.ca.gov/index.php/codes/general-plan/4-open-space-conservation-element-1/384-5-04-300-open-space-and-conservation-policies-1/file 2. The town hall renovation plans include electric vehicle charging station and town staff will be writing a grant for the EV Charging Station. 3. The town’s sustainability policy includes a solar feasibility study and research on participation in a regional joint purchase of solar.	2016





Promoting Community and Individual Action Activity

Level	Promoting Community and Individual Action Activities	Reported
Silver	1. The town developed a Business Greening Program provides and free on-site sustainability assessments to Colma businesses.	2015

Level	Promoting Community and Individual Action Activities	Reported
Gold	<ol style="list-style-type: none"> 1. The town provides resources and articles for inclusion in the Colma/DC chamber of commerce. 2. The town works with several partners to communicate energy and water saving information to the community, including LiveWire and the town's business newsletter, "Colma Works". 	2015

Level	Promoting Community and Individual Action Activities	Reported
Platinum	<ol style="list-style-type: none"> 1. Town staff meet regularly with residents to provide current energy or water conservation resources and assist them with implementation. 2. Town staff providing compost giveaways for residents for water conservation at the commencement of franchise agreement. 3. Town staff developed handouts for residents on energy efficiency and water conservation. Promoted sustainability materials at national night out, town picnic, and the senior luncheon. 4. Town staff reached out to a large retailer metro 280 to promote energy saving upgrades offered from the San Mateo County Energy Upgrade Program. 5. Staff made a presentation regarding Colma's success and the Town's best practices implemented to the regional RICAPS meeting where ~20 jurisdictions and staff participated to provide information how they can use our success in their city. 6. The town holds an annual town wide clean up and recycle day and measures the amount recycled and litter reduction. The last event was held on May 16, 2015. 	2016





Promoting Community and Individual Action Activity

Level	Promoting Community and Individual Action Activities	Reported
Platinum	<p>7. The town holds an annual Earth Day event and promotes resource conservation.</p> <p>8. The town staff reaches out directly to businesses via email, on site visit or by mail to promote the new Energy Watch Program for small businesses. The last outreach campaign was in June 2015. The outreach letter to businesses reads as follows: “The Town of Colma is participating in a countywide campaign to let businesses know about energy efficiency services provided by the San Mateo County Energy Watch Program. Your business was selected to receive this information since your business is likely within the program parameters to qualify and benefit from this program.”</p>	2016



Notes:









INSTITUTE FOR LOCAL GOVERNMENTSM

Promoting Good Government at the Local Level

© 2016 by Institute for Local Government
1400 K Street, Suite 205
Sacramento, CA 95814
916-658-8208
www.ca-ilg.org

