



BEACON  
SPOTLIGHT  
AWARD  
WINNER  
BEST PRACTICE  
ACTIVITIES



# City of Pleasanton

## Sustainability Best Practice Activities



**ILG** INSTITUTE FOR LOCAL GOVERNMENT<sup>SM</sup>  
*Promoting Good Government at the Local Level*



# City of Pleasanton

California communities are leading the fight against climate change. From small projects to large-scale programs, cities and counties are making great strides to create healthy, sustainable and economically prosperous communities. Participants in ILG's Beacon Program serve as leaders in this effort, making measureable contributions to reducing energy and greenhouse gas emissions, and sharing their sustainability best practices.

This document represents a collection of activities your agency has completed in 10 areas of sustainability. While local governments have a wide range of choices available to address climate change, these activities represent the unique opportunities and values in your community. These voluntary actions are essential to achieving California's goals to save energy, reduce greenhouse gas (GHG) emissions and create more sustainable communities.

## SPOTLIGHT AWARD

SPOTLIGHT AWARD		SILVER LEVEL	GOLD LEVEL	PLATINUM LEVEL
Areas of Accomplishment				
	Agency GHG Reductions			
	Community GHG Reductions			
	Agency Energy Savings			
	Natural Gas Savings			
	Sustainability Best Practice Activities			2013
	Beacon Award			

Cities and counties throughout the Golden State should be proud of the accomplishments made through the hard work, innovation and collective community action. The Institute for Local Government applauds your achievements and thanks you for your continued participation in the Beacon Program.

The Beacon Program is sponsored by the Institute for Local Government and the Statewide Energy Efficiency Collaborative (SEEC). SEEC is an alliance between three statewide non-profit organizations and California's four Investor-Owned Utilities. The Beacon Program is funded by California utility ratepayers 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.





# Energy Efficiency and Conservation Activities

## Silver

1. The city 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 to promote the program.

## Gold

2. 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.
3. The city piloted the Energy Technology Assistance Program (ETAP) 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.

## Platinum

4. The city established a \$250,000 rebate fund for residents and businesses that implement energy efficiency upgrades or solar installations. In the last 10 months, Pleasanton has issued \$190,000 in rebates. Furthermore, the city working with Alameda County to host homeowner forums and roll out the new Flex Packages Program.
5. The city conducted investment grade energy audits of municipal facilities and developed a plan to install more efficient HVAC systems and building and lighting controls.
6. The city participates in the Alameda County Green Business Program. Our fleet facilities are certified "green" and the city plans to certify all city operations through the program this year.
7. The city is implementing an energy and water efficiency program specifically for mobile homes. The offerings (all free) include free HVAC tune-ups, duct repair/replacement, weatherization, new windows, energy and water efficient equipment or replacement (including refrigerators and water heaters) and installation of high-efficiency toilets.





# Water & Wastewater Systems Activities

## 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.

## Gold

2. The city has provided free faucet aerators and water-efficient shower heads to residents since 2008.
3. The city hired a Water Conservation Specialist.

## Platinum

4. The city's Water Conservation Specialist implements community outreach activities, as well as providing water-related services to local residents and commercial water customers, such as free irrigation audits, irrigation controller programming, etc.
5. City parks feature weather-based irrigation controllers. We use only non-toxic fertilizers and pest management practices.
6. The city is expanding its program of providing smart water meters to track the effectiveness of water conservation programs over time.





# Green Building Activities

## Silver

1. The city is participating in the Large-Scale Residential Energy Efficiency Program, sponsored by the CEC.

## Gold

2. 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.
3. 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 and is providing similar incentives to businesses.

## Platinum

4. The city adopted a Green Building Ordinance that went into effect in 2006, requiring that new projects and renovations over 2,000 square feet meet LEED certification requirements or achieve minimum standards on the green building rating system.
5. The city requires that all new residential units must be pre-wired for solar.
6. The city adopted a Landscape Ordinance that not only incorporates Bay-friendly basics, but it is far more stringent than the State's Model Water Efficient Landscape Ordinance. This ordinance applies to new and rehabilitated landscapes for all new and existing public and private development with equal to or greater than 2,500 square feet and is designed to conserve and promote the efficient use of water, and prevent the waste of this important resource. The ordinance establishes a structure for the planning, designing, installing, maintaining and managing of the landscape of new and rehabilitated projects. It also establishes provisions for existing landscapes for water management practices and water waste prevention.







# Waste Reduction and Recycling Activities

## Silver

1. Pleasanton has made great strides in waste diversion in recent years. Waste sent to landfills across all sectors of the community has decreased substantially even though the population has increased. The city reduced its annual waste sent to landfill by 27% from 2000 to 2008, and the citywide diversion rate increased from 53% in 2005 to 71% in 2009.

## Gold

2. The city has set a target of achieving zero waste and is well positioned to do so. In its Climate Action Plan, the city has set zero waste goals for the community (2025), as well as the municipality (2020). Strategies for achieving these goals include improving recycling and composting programs and increasing participation.
3. The city intends to work toward addressing the portion of the waste stream that cannot be recycled or composted. It actively supports consumer and producer responsibility legislation, and is working closely with suppliers to minimize packaging and promote recyclable packaging.

## Platinum

4. Twice a year, the city hosts free e-waste and pharmaceutical drop off events for residents to keep these items out of landfills. Each event typically nets 700 pounds of pharmaceuticals and 49,000 pounds of e-waste.
5. The city actively supported a countywide ordinance to ban single-use plastic bags. The ordinance was passed and goes into effect January 1, 2013, with vendor reporting requirements beginning 7/1/12. The city is currently working on implementing a polystyrene ban.
6. The city provides free battery recycling centers throughout the community. These centrally located collection centers accept all types of household batteries. About 9 tons of batteries annually are collected and recycled annually.







# Climate-friendly Purchasing Activities

## Silver

1. For many years, the city has employed environmentally-preferable purchasing practices. The city recently adopted a citywide policy to show its commitment to sustainable procurement.

## Gold

2. An integral part of the city's green purchasing efforts focuses on procuring locally manufactured products, as well as local labor, to help stimulate the local economy and job market. Preference is given to local vendors and businesses whose products include use of recyclable materials, minimal packaging and "take it back" options for non-recyclable parts and packaging.
3. The mayor is the signatory for the city in adopting the "Think Outside the Bottle" pledge and sponsoring pro-public water resolution at the U.S. Conference of Mayors summit. The city issued a policy to promote use of public water over bottled water in our municipal operations.

## Platinum

4. The city issued a mandate prohibiting the use of plastic water bottles at city-sponsored functions. This will reduce the waste stream and put more focus on maintaining the city's water infrastructure, which continues to provide safe, clean water at a fraction of the cost of bottled water.
5. The city composts all of its tree trimmings to create mulch, which is used throughout the city's park and trails system. It also procures black compost (climate-friendly alternative to chemical fertilizers) from a local vendor, which is used in city-maintained green spaces.
6. The Streets Division purchases only recycled base-rock to decrease mining activities and impact to virgin resources. On average, the city uses about 300 tons of recycled base-rock annually and 100% of the concrete and asphalt removed is recycled.





# Renewable Energy and Low-Carbon Fuels Activities

## Silver

1. The city installed solar PV systems on four municipal buildings, including the Operations Service Center, the Pleasanton Police Department, the Firehouse Arts Center and Fire Station #4, for a total of 424kW.

## Gold

2. Through a grant, the city recently was awarded five electric vehicle charging stations to be located strategically throughout Pleasanton.
3. The city council approved a \$250,000 investment to develop an incentive program for residents and businesses to implement energy efficiency measures. The city now offers \$1,000 rebates to residents or businesses that install solar.

## Platinum

4. The city streamlined the solar permitting process and initiated a campaign to educate contractors, solar vendors, architects, engineers and designers about the city's green goals and support for solar, including myriad rebate programs.
5. The city entered into an agreement to install an additional 1.027 MW of solar at five municipal locations.
6. The city partnered with the Bay Area Rapid Transit district to assess the feasibility of installing new electric vehicle charging stations at its two Pleasanton stations.





# Efficient Transportation Activities

## 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, as it is powered by low-emission, electric hybrid technology.

## Gold

2. 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.
3. The city recently adopted an Anti-Idling Policy to reduce carbon emissions from municipal activities.

## Platinum

4. The city administers a Commendable Commutes Program, which is a partnership between the city and local employers (with 75 or more employees) to help reduce peak hour traffic and air pollution through the promotion of transportation alternatives and commuter benefits.
5. The city sponsors multiple outreach and educational programs to encourage commute alternatives, including "Walk and Roll" (to school), and Bike to Work.
6. The city partnered with East Bay Regional Parks District to complete the Iron Horse Trail, which will connect bike and pedestrian walkways between mass transit and residential and local business areas.
7. Traffic signal timing has been optimized improve traffic flow (reduce delays) and decrease vehicle emissions.





# Land Use and Community Design Activities

## 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.

## Gold

2. The city developed and is now implementing a Pedestrian and Bicycle Master Plan to reduce vehicle miles traveled throughout the community.
3. The city is initiating a Complete Streets Program.

## Platinum

4. The city is developing and implementing a Public Transit System Master Plan, responsive to resident and employee travel patterns and needs.
5. The city is 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.
6. The city is 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.





# Open Space and Offsetting Carbon Emission Activities

## Silver

1. The city proudly features and maintains 42 community parks and 24 miles of trails.

## Gold

2. The city has a formal Urban Forest Management Plan and currently maintains about 24,900 trees. It also enforces an ordinance for removing/replacing heritage trees.
3. The city sponsors a year-round farmers market to promote locally grown, organic/sustainably produced food.

## Platinum

4. The city passed and is implementing Measure PP, known as the “Save our Hills” measure. It added a new policy to the General Plan to 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.
5. 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.
6. The Callippe Preserve Golf Course, owned and maintained by the city, is an Audubon Sanctuary-certified golf course. Many areas are designated for native and riparian habitats or preservations areas to protect endangered and threatened species. 176 acres on and around the course have been designated as permanent natural habitat or preserve. 17 of these acres lie within the golf course in the form of native channels. Over 3,000 native plants were planted in the channel and are monitored regularly.





# Promoting Community and Individual Action Activities

## Silver

1. In April, the city hosted a "Family Earth Festival" with dozens of booths promoting "greener living" and activities for kids. A city naturalist displayed live animals and promoted outdoor education and "leave no trace" principles. Outside agencies, volunteers, and local businesses were on hand to provide information and kid-friendly games and demonstrations on water conservation, composting, trash reduction and recycling, art from recycled materials, planting activities, and more.

## Gold

2. The City of Pleasanton, along with other corporate sponsors, presented a free community event featuring Dr. L. Hunter Lovins, author of Natural Capitalism and Climate Capitalism, and named Time Magazine's "Hero of the Planet" in 2009. Dr. Lovins talked about world climate issues, and how people can save (or make) money by implementing changes now.
3. The city developed an easy-to-use green guide for distribution at public events, 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.

## Platinum

4. The city continues to meet with various local groups 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.
5. The city hosted its 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.
6. The city 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 series.









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