Financing Sustainability Webinar Series: Accessing State Funding, Resources and Tools

October 18, 2011
10:00 a.m. to 11:15 a.m.

Please note:
• Questions and comments may be submitted using the on-screen webinar tools.
• For live assistance during the webinar, please call 916-682-8208.
Using GoToWebinar

Instructions

• How to Choose a Listening Mode
• How to Submit Questions

1. If you do not see the **Control Panel** (A), click the arrows on the **Grab Tab** (B) to expand the viewing area.

2. Next, choose your preferred listening mode using the options in the **Audio Pane** (C).

3. To submit questions or comments to the panelists, type text into the box provided in the **Questions Pane** (D) and click the **Send** (E) button.

www.ca-ilg.org/webinarbasics
Today’s Agenda

• Steve Sanders, Program Director, Land Use & Environment, Institute for Local Government
  – Welcome and Introductions

• Dana Papke Waters, Climate Action and Research Planning, California Air Resources Board
  – Demonstration of CoolCalifornia.org Funding Wizard

• Heather Fargo, Executive Policy Officer, Strategic Growth Council
  – Sustainable Communities Planning Grant Solicitation

• Wendy Hartman, Planning Director, Yuba County Community Development & Services Agency
  – Unified Development Code and Climate Action Plan

• Questions and Discussion
About the Institute

Who:
• Founded 1955
• 501(c)(3) Research and Education Arm of:
  – League of California Cities
  – California State Association of Counties

Mission:
• Promoting good government at the local level
ILG Program Areas

- Sustainability
- Ethics
- Public Engagement
- Local Government 101
- Healthy Communities

www.ca-ilg.org
Climate Action Best Practice Areas

- Land Use and Community Design
- Efficient Transportation
- Energy Efficiency and Conservation
- Waste Reduction and Recycling
- Green Building
- Climate-Friendly Purchasing
- Open Space and Offsetting Carbon Emissions
- Renewable Energy and Low-Carbon Fuels
- Water and Wastewater Systems

www.ca-ilg.org
The Statewide Energy Efficiency Collaborative (SEEC) is a new alliance to help cities and counties reduce greenhouse gas emissions and save energy. SEEC is a collaboration between three statewide non-profit organizations and California’s four Investor Owned Utilities.
The Beacon Award

• Recognizes cities and counties that:
  – Reduce greenhouse gas emissions
  – Save energy
  – Adopt policies and programs that promote sustainability

• Silver, Gold and Platinum Beacon Awards to recognize and celebrate local agency achievements
Announcing the Sustainable Communities Learning Network (SCLN)

• Help local officials, staff, and others share information and resources to support the development of communities that are economically, socially, and environmentally sustainable.

• Provide tools and support to local officials who are working to incorporate sustainability into their day-to-day operations.
Next SCLN Webinar -- Save the Date and Be Sure to Register!

Financing Energy at the Local Level
December 6, 2011- 10:00 a.m. to 11:15 a.m.

Registration available at:
http://www.ca-ilg.org/FinancingSustainabilityWebinars
Funding Wizard
Project Partners

- Natural Resources Agency
  CERES Program
- UC Davis
- The Strategic Growth Council
- CPUC and Engage 360
- California Workforce Investment Board Green Collar Jobs Council
- Office of Planning and Research
Funding Wizard
Public Clearinghouse of Financial Incentives

• Searchable database to locate funding
  – Reduce the impacts of climate change
  – Support sustainable communities
• Prototype released in June 2011
• Initial focus on state and federal grants
Funding Wizard
Online Demonstration

Welcome to the CoolCalifornia Funding Wizard!

Locate Grants and Incentives for Sustainable Projects
Search this tool for grants, rebates, tax credits, and other financial assistance to assist you with clean air vehicle purchases/retrofits, recycling and waste prevention, water recycling, and many other environmental projects.

Start exploring these funding incentives today!
Here’s two ways to get started.

Advanced Search  See All

www.coolcalifornia.org/funding-wizard-home
Funding Wizard
Importing Data

- Real Simple Syndication (RSS) Feeds
- California Workforce Investment Board (CWIB) Business Resource Catalog
- Spreadsheet Entries
  - SGC State Agencies
- Online Grant Entry Form
  - Portal for grant managers
  - Available in December 2011
2011-2012 Expansion
Grant Entry Form

- Upload Grant Opportunities
- Add sample applications or templates
- List upcoming workshops
Funding Wizard

2011-2012 Expansion

• Inclusion of additional funding opportunities
  – Partnering with Engage 360 to add in rebates
• Online calendar
  – Features upcoming grant deadlines and workshops
• E-Blast sign-up and automated distribution
  – Announcements based on favorite categories
• Information sharing feature
  – Fostering public/private partnerships
Funding Wizard

Future Plans for Expansion

• Enhanced User Interface
  – Field testing with target audiences
  – Upgrade with suggestions to improve functionality
• Expand Topics to Cover SGC Objectives
• Integrate Funding Wizard into All CoolCalifornia.org Tools
  – Match funding opportunities with customized climate action plans
• Incorporate Air District Financial Incentives
• Continuous Web Hosting through 2015
Next Steps
Funding Wizard

• Your comments are essential!
• Please fill-out online feedback form.
  – www.surveymonkey.com/s/FundingWizard
• Let us know what you think.
• For more information:

Dana Papke Waters
Climate Action and Research Planning
California Air Resources Board
dpapke@arb.ca.gov
(916) 324-9615
Sustainable Community Planning Grants and Incentives Program

October 18, 2011
Approximately $20M for local and regional governments to conduct **sustainable planning**

For example:
- Specific Plans / Infill Plans / Zoning Ordinances
- Climate Action Plans
- Targeted General Plan Updates or Elements
- Community Basic Infrastructure Plans
- Local Coastal Plan
- Blueprint Plans
- Multi-Jurisdictional Corridor Plans
- Transit Oriented Development Plans
- Targeted General Plan Updates
- Sustainable Community Strategies
- Alternative Planning Strategies
- Natural Communities Conservation Plans
- Regional Greenprint Plans
- County-Wide Climate Action Plans
- Regional Cap and Trade Plans
- Rural Blueprint Plans
- Interregional Plans

Focus on **multiple benefits** and **collaboration**
Apply to one of the following

**Focus Area 1: Local Sustainable Planning**
- Cities & Counties
- Economically Disadvantaged Communities 20% set aside

**Focus Area 2: Regional SB 375+**
- Metropolitan Planning Organizations

**Focus Area 3: Regional Planning Activities with Multiple Partners**
- Cities, Counties, RTPAs, JPAs, and COGs
- Requires joint work plan
Round 1 (2010) Numbers

- 188 applications received
- 50 applications received funding
- Approximately $24 million funded
Changes from Round 1 (2010)

- Added a fourth threshold requirement
  - “Plan for Sea Level Rise, where appropriate, consistent with Ocean Protection Council Resolution on Sea Level Rise and related guidance.”

- Economically Disadvantaged Community set aside is now a part of Focus Area 1

- The application process will be online
Timeline

- Stay tuned for the Round 2 solicitation (Fall 2011)
- The application window will be more than 90 days
- Until then, review the guidelines and successful Round 1 applicants at [http://sgc.ca.gov/selected_apps_2010.html](http://sgc.ca.gov/selected_apps_2010.html)
For More Information

- **Guidelines and past applications:** [http://sgc.ca.gov/planning_grants.html](http://sgc.ca.gov/planning_grants.html)

- **Listserv:** [http://sgc.ca.gov](http://sgc.ca.gov)

- **Contact:** Sustainable Communities Planning Grants Program  
  c/o Department of Conservation  
  Division of Land Resource Protection  
  801 K Street, MS Floor 18-01  
  Sacramento, CA 95814

  Phone: (916) 322-3439  
  Email: [SGCSustainableCommunities@conservation.ca.gov](mailto:SGCSustainableCommunities@conservation.ca.gov)
Yuba County
Development Code Update
and
Resource Efficiency Plan

Strategic Growth Council
Prop 84 Planning Grant
Overview

I. Project Summary

II. Grant Application Obstacles

III. How to prepare a winning grant application

IV. SGC Priority Considerations
1. Improve Air and Water Quality;
2. Promote Public Health;
3. Promote Equity;
4. Increase Housing Affordability;
5. Promote Infill and Compact Development;
6. Revitalize Urban and Community Centers;
7. Protect Natural Resources and Agricultural Lands;
8. Reduce Automobile Usage and Fuel Consumption;
9. Improve Infrastructure Systems;
10. Promote Water Conservation;
11. Promote Energy Efficiency and Conservation; and
12. Strengthen the Economy.
SGC Priority Considerations

The following areas were identified as priorities in awarding grants:

1. Demonstrates collaboration and involvement of the community.
2. Addresses climate change impacts.
3. Demonstrates strategies or outcomes that can serve as best practices.
4. Leverages additional resources.
5. Serves an economically disadvantaged community.
Yuba County Grant Project

- Comprehensive Update of Zoning Ordinance & Development Codes (DC)
- Creation of a Resource Efficiency Plan (REP) ↔ Climate Action Plan (CAP)

<table>
<thead>
<tr>
<th></th>
<th>Grant</th>
<th>Local Match</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>DC</td>
<td>214,000</td>
<td>43,500</td>
<td>257,500</td>
</tr>
<tr>
<td>REP</td>
<td>164,000</td>
<td>13,500</td>
<td>177,500</td>
</tr>
<tr>
<td>Grand Total</td>
<td>$378,000</td>
<td>$57,000</td>
<td>$435,000</td>
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</table>
Resource Efficiency Plan

A Strategy to Reduce Energy Costs, Improve Resource Efficiency, and Create Jobs in Yuba County

- LOWER ELECTRICITY BILLS
- MORE TREES
- INCREASED BUILDING COMFORT
- LOWER HEATING COSTS
- CONSERVED WATER
- IMPROVED PEDESTRIAN ACCESS
- IMPROVED TRANSIT
- REDUCED EMISSIONS
- IMPROVED AIR QUALITY
- INCREASED ENERGY INDEPENDENCE
- REDUCED FUEL COSTS
Grant Application Obstacles

- **Time Constraints**: Grants typically have a very short time-frame from announcement to submittal.
- **Staff Resources**
- **Collaboration**
- **Administration**: Once a grant is awarded
Preparing a Winning Application

- Thoroughly review application requirements
- Create a Submittal Checklist
- Identify key goals of the grant program
  - Utilize “buzz words”
  - Demonstrate how project will further these goals
- Follow ALL directions
- Ensure application is Complete
  - Outside Proof Reader
  - Double check submittal checklist
SGC Priority Considerations

The following areas were identified as priorities in awarding grants:

1. Addresses climate change impacts.
2. Serves an economically disadvantaged community.
3. Demonstrates strategies or outcomes that can serve as best practices.
4. Demonstrates collaboration and involvement of the community.
5. Leverages additional resources.
Support Letters

➢ Authorization from Board/Council
➢ State & Regional Representatives
➢ Local Organizations, Business Owners, & Residents
Leverage

- Build off of past projects & success stories
- Public Input comes in various forms

<table>
<thead>
<tr>
<th>Project</th>
<th>Total Cost</th>
<th>Secured Funding</th>
<th>Project Status</th>
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<tbody>
<tr>
<td>2030 General Plan</td>
<td>~$1.2 million</td>
<td>$1.2 million</td>
<td>90% complete: anticipated adoption date December 2010</td>
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<tr>
<td>N. Beale Corridor</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Visioning Plan</td>
<td>$102,970</td>
<td>$102,970</td>
<td>Adopted December 2009</td>
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<tr>
<td>Engineering Plans</td>
<td>$1.2 million</td>
<td>$1 million</td>
<td>Awarded not yet started</td>
</tr>
<tr>
<td>Phase 1 improvements</td>
<td>$1 million</td>
<td>$900,000</td>
<td>Awarded not yet started</td>
</tr>
<tr>
<td>East Linda Revitalization Plan</td>
<td>$115,314</td>
<td>103,782</td>
<td>~ 25% complete</td>
</tr>
<tr>
<td>Olivehurst (OSCER) Plan</td>
<td>~$217,000</td>
<td>$217,000</td>
<td>Awarded not yet started</td>
</tr>
<tr>
<td>UDC &amp; CAP</td>
<td>$445,000</td>
<td>$35,000</td>
<td>0% complete</td>
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<tr>
<td>Mitigated Neg. Declaration for UDC/CAP</td>
<td>$5,000</td>
<td>$5,000</td>
<td>Will begin once General Plan EIR is certified</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$44.2 million +</strong></td>
<td><strong>$3.55 million +</strong></td>
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QUESTIONS
Questions?

Visit [www.ca-ilg.org/FinancingSustainabilityWebinars/1](http://www.ca-ilg.org/FinancingSustainabilityWebinars/1) to read responses to questions that we are unable to answer on today’s webinar and join the discussion!
Resources to Learn More

• Sustainable Communities Learning Network
  – [www.ca-ilg.org/SCLN](http://www.ca-ilg.org/SCLN)

• Beacon Award
  – [www.ca-ilg.org/BeaconAward](http://www.ca-ilg.org/BeaconAward)

• Sustainability & Climate Action Best Practice Framework
  – [www.ca-ilg.org/ClimatePractices](http://www.ca-ilg.org/ClimatePractices)

• Air Resources Board

• Strategic Growth Council Planning Grants
  – [www.sgc.ca.gov/planning_grants.html](http://www.sgc.ca.gov/planning_grants.html)
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