

BEACON
SPOTLIGHT
AWARD
WINNER
BEST PRACTICE
ACTIVITIES



City of West Hollywood

Sustainability Best Practice Activities







ILG INSTITUTE FOR
LOCAL GOVERNMENTSM
Promoting Good Government at the Local Level

City of West Hollywood

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

Areas of Accomplishment		SILVER LEVEL	GOLD LEVEL	PLATINUM LEVEL
	Agency GHG Reductions			
	Community GHG Reductions		2018 (14%)	
	Agency Energy Savings		2018 (13%)	
	Natural Gas Savings			
	Sustainability Best Practice Activities	2017		2018
	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. In 2016, the city expanded the number of PACE programs available in the city. West Hollywood now participates in four PACE programs.

Gold

2. In 2017, the City of West Hollywood passed a resolution to join the West Side Energy Partnership, a Local Government Partnership that includes Southern California Edison, SoCalGas, the Energy Coalition, and five other LA County cities. Through involvement in the partnership, the city will receive enhanced utility incentives and rebates and will gain assistance in determining and tracking energy efficiency projects in city facilities.
3. The City of West Hollywood enrolled in the Southern California Regional Energy Network for Public Agencies (SoCalREN) in 2017. This program is administered by Los Angeles County and created by the California Public Utilities Commission to help public agencies in Southern California implement projects that save energy and money. The SoCalREN identifies measures and works side by side with agency staff from design through construction to help accomplish energy efficiency. The city is provided turnkey solutions and a range of technical services to fit specific project needs.

Platinum

4. The City of West Hollywood joined the Clean Power Alliance (CPA) of Southern California in 2017. The alliance is a coalition of cities that have come together to purchase electricity in the wholesale power market, and sell it to their residents and businesses at competitive rates. The CPA intends to purchase cleaner and more renewable electricity and offer it to customers at a cost that is less than Southern California Edison.
5. The city will be visited by the SCE and SoCalGas Direct Install Program, which provides no cost energy efficiency retrofits to Local Government Partnership city facilities. The retrofits are provided by a third party who will visit city facilities to complete an energy assessment to evaluate and identify energy savings opportunities and then schedule an appointment to install the eligible equipment.
6. Through the West Side Partnership, the city will be completing an Energy Benchmarking Project. Through this project, all of the city's facility data will be uploaded into ENERGY STAR Portfolio Manager to gain insight into facility energy consumption, identify energy & cost saving opportunities, and prepare for future compliance with state mandate AB 802.





Water & Wastewater Systems Activities

Silver

1. In March 2017, the city in conjunction with West Basin Municipal Water District completed an ocean-friendly drought tolerant demonstration garden in the median of Santa Monica Blvd. The 14,685 sf. garden was designed using xeriscaping principles and efficient irrigation systems.

Gold

2. Since 2000, the City of West Hollywood has been installing pet waste collection stations at city parks and busy areas of town to prevent pet waste from polluting stormwater. The city currently maintains 84 stations.
3. In 2016 the city transitioned its irrigation system to CalSense irrigation controllers. It now has nine stations throughout the city. The CalSense water management system has allowed the city to realize landscape water savings of 20-40% a year on average.

Platinum

4. In 2009, the city installed dual flush toilets in the restrooms throughout city hall as well as other city facilities.
5. The city has promoted West Basin Municipal Water District water efficiency device rebates to residents through its active water conservation campaign.
6. The city is in compliance with its National Pollutant Discharge Elimination System (NPDES) permit as part of the Ballona Watershed Group and is offering educational resources to the community, such as discharge inspections, smart gardening information, and pet waste collection stations to control stormwater pollution.





Green Building Activities

Silver

1. In 2007, the city implemented its pioneering Green Building Program. Due to its high level of success in pushing other cities and the state to make their building requirements more robust, the city is reimagining its Green Building Program in 2017 to continue its leadership in this topic area.

Gold

2. Beginning in 2017, the city requests that a Sustainable Design Questionnaire be completed and returned with each building permit application to encourage the city's development community to go beyond mandatory 2016 municipal and CALGreen Code requirements. It asks questions to provoke thought regarding voluntary sustainable design measures.
3. West Hollywood streamlined its solar permitting process in 2014 to make it easier for residents to install simple PV arrays, solar water heating, and solar pool heating systems. As part of this process, the city developed a series of guides to assist with the expedited approval process. These checklists help to determine if a project qualifies for expedited permitting, the types of permits and approvals needed, and to provide information that will help with plan submittal, fees, and inspections.

Platinum

4. Completed in 2016, the automated parking garage at city hall is an innovative solution to parking needs. The garage provides 200 parking spaces and reduces tailpipe emissions by eliminating vehicle idling and circling for parking. The reduction in carbon emissions from the project is the equivalent of taking 92 cars off the road or planting 67,000 trees.
5. In March 2018, city council passed a directive regarding ZNE/carbon neutrality in existing, new and future city facilities. This directive will propel the examination of city facilities to determine energy efficiency upgrades, establish policy to meet or exceed the state's ZNE goals, and develop a long term strategic plan for city facilities to reach ZNE or carbon neutrality by 2050.
6. The City of West Hollywood has a Green Building Resource Center located on the second floor at city hall. This provides a sample of building materials and practices that increase energy efficiency, indoor air quality and water conservation. The display provides information and outreach to homeowners, renters, business and developers to aid in making each project in West Hollywood more sustainable.





Waste Reduction and Recycling Activities

Silver

1. West Hollywood has partnered with Athens Services, the city's waste hauler, to implement a Commercial Food Waste Recycling Program, which helps businesses divert organics from landfill and into compost.

Gold

2. In August 2012, city council approved a single-use plastic bag ban from all pharmacy, grocery, and retail stores, as well as required stores to charge 10 cents per paper bag, which encourages customers to bring their own bags.
3. The city provides a free Sharps Disposal by Mail Program to all residents. The kit stores used sharps to be mailed to a facility where they are properly disposed of as biohazardous waste. There are also five available sharps drop-off locations throughout the city.

Platinum

4. The city hosts annual free e-waste recycling events. This year the city is partnering with Homeboy Recycling to collect and properly dispose of all types of electronics.
5. The city's 2008 Climate Action Plan set a target to reduce waste generation rate to 4.0 pounds per person per day in West Hollywood for residents and businesses in the city. This target has since been achieved and as of 2016, the citywide waste generation rate was 3.3 pounds per day, down from 5.0 pounds per person per day in 2008.
6. In February 2018, city council showed their support of AB1884, a law that would mandate dine-in only restaurants in California to adopt a straws-upon-request policy. The city passed a resolution supporting the creation and implementation of a public education campaign encouraging businesses to institute straws-upon-request, educate the community on the environmental impact of plastic straws, and provide support to businesses in the transition to alternative straw types.





Climate-friendly Purchasing Activities

Silver

1. The city purchases 30% post-consumer content paper.

Gold

2. In 2012, the city stopped purchasing bottled water for city hall and instead started providing filtered water for employees.
3. The city resells or donates used office supplies and equipment. Items are first offered to local social service agencies, if they do not accept, items are then put up for auction, and any items that are not sold are then donated to Out of the Closet.

Platinum

4. In June 2017, the city council authorized the purchase of five new CityLine and CityLineX shuttle bus vehicles. These new vehicles will be “clean air” and fueled by propane gas. They will also be bike-friendly and equipped with bike racks to facilitate multi-modal transit within the city and surrounding region.
5. The city prioritizes the hiring of local artists when completing city-commissioned public art in order to better support the community. It also maintains a registry of local artists.
6. The city gives preference to local contractors in formal bidding processes to promote a vital local economy, as well as decrease greenhouse gas emissions through proximity to work.





Renewable Energy and Low-Carbon Fuels Activities

Silver

1. In 2014, the City of West Hollywood installed eight EV charging stations in municipal parking garages throughout the city. It plans on installing several more curbside charging stations in the next 12-18 months.

Gold

2. Adopted in April 2017, the city now provides a two hour parking validation credit for electric vehicles while charging at the city's charging stations located in municipal parking garages.
3. Completed in June 2016, the City of West Hollywood partnered with a UCLA Luskin School of Public Affairs Masters student to conduct a curbside EV charging study for the city entitled Charged Up West Hollywood! This study identified nearly 60 potential installation locations for curbside EV chargers based on community characteristics, power sources, and existing chargers.

Platinum

4. Completed in 2016, the municipally owned automated parking garage at city hall includes a 52.7 kW PV array that has generated over 101,000 kWh since January 2016, saving 72 tons of carbon emissions.
5. In June 2017, the city kicked off its Solar Technical Assistance Program to assist interested commercial and multi-family properties with the installation of solar arrays by providing technical advice and facilitating a matchmaking in the solar marketplace.
6. In 2016, West Hollywood received SolSmart Bronze recognition. SolSmart is a national designation program recognizing communities that have made significant effort to address barriers to solar energy and foster growth of local solar markets.





Efficient Transportation Activities

Silver

1. The city's Cityline local transportation system provides free mini bus rides around the city operating between 9am and 6pm daily. CitylineX also serves as a free connector to the Hollywood and Highland Metro Red Line station during morning and evening rush hour.

Gold

2. In 2013, West Hollywood introduced the PickUp Line, a free late-night entertainment shuttle on weekends and special holidays. This line enhances the walkability of the city, reduces congestion, and emissions.
3. West Hollywood's bike share program, WeHo Pedals, launched in August 2016. It currently offers 150 smart bikes at 28 stations throughout the city and has reduced carbon emissions by over 12,750 lbs. Through the bike share's expanded system area and partnership with the Westside Regional Bike Share Program, riders can access regional destinations and over 1,000 bikes.

Platinum

4. Since 2016, the city has continued to install bike racks throughout the city to make cycling in West Hollywood more feasible and secure. The city has now installed 270 bike racks.
5. In May 2016, city council issued a directive to promote electric vehicle charging readiness within the city. This directive initiated the creation of 8 publicly accessible EV charging stations in municipal parking garages and lots throughout the city, as well as conduct a curbside charging pilot program. Plans to install more public charging stations are in place.
6. In April 2018, the city passed an Electric Vehicle Readiness Requirements ordinance for new construction in both multi-family and nonresidential buildings. Builders will be required to provide levels of plug-in electric vehicle infrastructure in all new construction multi-family (10 units or more) and nonresidential buildings, including design for compliance with state accessibility requirements for EV infrastructure. The new requirements are designed to accelerate the installation of EV stations in West Hollywood to avoid costly future retrofits and address the growing demand.





Land Use and Community Design Activities

Silver

1. In 2011, the city adopted the West Hollywood General Plan 2035. This plan provides a roadmap for the city to continue building on its success. It outlines long-term strategies that address the unique characteristics and needs of West Hollywood over the next 25 years. It also includes the West Hollywood Climate Action Plan adopted as an implementation measure of the General Plan 2035.

Gold

2. Adopted in 2017, the city's community-generated Pedestrian and Bicycle Mobility Plan provides a vision and set or prioritized strategies and tools to enhance the city's streets to be more comfortable, safe, and inviting to pedestrians and cyclists using a "complete network approach."
3. The city launched a micro-park pilot program beginning in 2016. The three micro-parks activate underutilized space, create additional recreational space, display public art, and foster opportunities for communal engagement and recreation.

Platinum

4. Adopted in 2016, the Aging in Place, Aging in Community Five-year Strategic Plan is designed with a community-based approach to wellness. The goal of this plan is to identify and address needs through innovation, policy and programs, community connectivity, and city partnerships with support organizations.
5. The Eastside Community Plan, adopted in 2017, is an implementation plan that provides specific recommendations including physical improvements, policy changes, and programs to improve quality of life in the neighborhood. The plan prioritizes the following topics: housing, urban design, economic development, mobility, arts and events, and sustainability and greening.
6. The West Hollywood Design District Streetscape Master Plan, adopted in 2014, provides guidelines for streetscape improvements in the city's Design District. The Design District extends north of Beverly Boulevard, west of La Cienega Boulevard, south of Santa Monica Boulevard, and west of Doheny Drive. The Master Plan provides for more street trees and median landscaping along some of the city's most iconic streets, including Melrose Avenue, Robertson Boulevard, and Beverly Boulevard. The city is currently moving forward with the engineering efforts for this streetscape and has construction funds in place.





Open Space and Offsetting Carbon Emission Activities

Silver

1. The city launched its Edible Parkways Program in 2015. This program encourages residents to plant edible gardens in their parkways by providing resources and inspiration. A city designed brochure provides design guidelines and a sample plant list.

Gold

2. The city started the Community Garden Program in the early 1990s. The city leases vacant lots from owners until they are developed. At the height of the program, the city had three gardens with 125 plots. Community members are able to lease plots from the city to plant edible gardens. Unfortunately, the final garden will close this year.
3. With the goal of offsetting carbon emissions, the city's 2008 Climate Action Plan established a goal of planting 500 trees. As of 2016, the city has planted 466 trees and is quickly approaching their goal of 500.

Platinum

4. Phase II of implementation of the city's West Hollywood Park Master Plan began in January 2017 and is expected to be completed over three years by mid-2020. This renovation will add a net 3.37 acres of uninterrupted green space, including playgrounds and tree-lined promenades to the park.
5. On January 16, 2018 city council approved the citywide Parklet Program. Parklets are extensions of the sidewalk, repurposing on-street parking spaces for the creation of new, publicly accessible open space. Parklets can incorporate elements of seating, greenery and bike racks and accommodate unmet demand for public space on neighborhood retail streets or commercial areas. The program launched in early 2018 with a Request for Parklet Proposals. The city will select up to seven proposals to move forward with the design, permitting and construction of the parklet. The city anticipates the installation of the first parklet by fall of 2018.
6. April 2, 2018, city council issued a directive to update the city's Parkway Design Ordinance to promote sustainability, public safety, and neighborhood beautification. West Hollywood property owners are encouraged to use low-water use plants, and incorporate elements of stormwater capture into the parkway design.





Promoting Community and Individual Action Activities

Silver

1. In 2016, the city launched a water conservation public awareness campaign that included an Emmy Award winning PSA entitled “Winter Is Coming! But the Drought is Far From Over,” which spoofed HBO’s *Game of Thrones* and depicted what a fictional West Hollywood might look like if the drought continued; and the city’s Keep it Dirty campaign aimed at encouraging residents and businesses to make adjustments to their daily routines to help save water.

Gold

2. In 2016, the city partnered with West Basin Municipal Water District and Beverly Hills water to host residential California-friendly landscaping and turf removal classes. The city plans to host additional workshops in 2017.
3. The city tables at various community events throughout the year. This year, environmental information was distributed at Kids Fair 2017.

Platinum

4. In 2016, the city published the *WeHo to Go* guidebook to help visitors and residents navigate West Hollywood car free. The guidebook highlights the many ways people can get around the city without a car including on foot, by bike, or using public transportation. The guide suggests walking tours, provides maps, and other car free resources.
5. The city published its Go Green website in 2010. It connects West Hollywood residents and businesses to city sustainability programs, information, and resources. This access to knowledge empowers people make easy environmentally conscious choices as part of their daily lives.
6. The city provides WeHo Arts Grants and Opportunities, which allow artists and community members to make an impact in their city. Funded projects help create a sense of place and enrich the identity of West Hollywood. Grant funding is awarded for various types of projects including: a cultural resource development grant, community enrichment grant, HATCH digital incubation program, WeHo Little Free Library, and transgender arts initiative grant.





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