



CITY OF NOVATO
CALIFORNIA

Sustainability Commission

AGENDA

Thursday, June 15, 2023 - 6:00 p.m.

Novato City Hall, 901 Sherman Avenue

Chair

Nicole Tai

Vice Chair

Chris Yalonis

Members

Tim Blofeld, Bob Brown, Zach Brownstone, Bryn Ichinaga, and Pablo Paster

Staff Liaison

Gretchen Schubeck

The Sustainability Commission welcomes your attendance at its meetings, which are held on the third Thursday of each month at 6:00 p.m. Your interest is encouraged and appreciated.

Public Participation Options

Members of the public may provide public comments and participate in Sustainability Commission meetings as follows:

- **Written Public Comments:** May be submitted via sustainability@novato.org. Written public comments received more than 3 hours before the start of the meeting will be distributed to the Commission prior to the meeting. Written public comments will not be read during the meeting.
- **In-person Public Comments:** May be made during the meetings, which are held at Novato City Hall, 901 Sherman Avenue.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk at (415) 899-8986. Notification at least 48 hours prior to the meeting will enable the City to make reasonable accommodation to help ensure accessibility to this meeting. The Sustainability Commission may discuss and/or take action on any or all of the items listed on the agenda irrespective of how the agenda items are described.

A. CALL TO ORDER AND ROLL CALL

B. APPROVAL OF FINAL AGENDA

C. PUBLIC COMMENT

There is a three-minute time limit to speak, although the Chair may shorten the time based on the number of speakers or other factors. A speaker may not yield their time to another speaker.

For issues raised during Public Comment that are not on the published agenda, except as otherwise provided under the Ralph M. Brown Act, no action can legally be taken. The Commission may direct that the item be referred to the Staff Liaison for action or may schedule the item on a subsequent agenda.

D. CONSENT ITEMS

D.1 Approve minutes of meeting held May 18, 2023

E. GENERAL BUSINESS

These items include significant and administrative actions of special interest and will usually include a presentation and discussion by the Commission. They will be enacted upon by a separate vote.

E.1 Student Commissioner Transition – Sustainability Coordinator Gretchen Schubeck

E.2 FY 2023-24 Workplan – Sustainability Coordinator Gretchen Schubeck

E.3 Annual Report – Sustainability Coordinator Gretchen Schubeck

F. CONTINUING ITEMS

This section is for items that have previously been discussed at a Commission meeting.

F.1 Ad-hoc Committee Update: Sustainability and Climate Action Analysis and Prioritization – Sustainability Coordinator Gretchen Schubeck

F.2 Ad-hoc Committee Update: Stakeholder Analysis and Community Engagement – Sustainability Coordinator Gretchen Schubeck

G. COMMISSIONER AND STAFF LIAISON REPORTS

This section is used for Commissioners and the Staff Liaison to orally report on topics that can be considered for discussion at a future meeting.

G.1 Commissioner Reports

G.2 Staff Liaison Reports

H. ADJOURNMENT

Materials that are submitted to members of the Commission after the distribution of the meeting's agenda packet will be available upon request.

AFFIDAVIT OF POSTING

I, Gretchen Schubeck, certify that on June 12, 2022, the agenda was posted on the City Community Service Board at 922 Machin Avenue and on the City's website www.novato.org.

/ Gretchen Schubeck /

Gretchen Schubeck, Sustainability Coordinator



Follow us on Facebook, Twitter, YouTube, Instagram, NextDoor & Nixle



CITY OF NOVATO
CALIFORNIA

Sustainability Commission

MINUTES

Thursday, May 18, 2023 - 6:00 pm

Novato City Hall, 901 Sherman Avenue, Novato

Chair

Nicole Tai

Vice Chair

Chris Yalonis

Members

Tim Blofeld, Bob Brown, Zach Brownstone, Bryn Ichinaga, and Pablo Paster

Staff Liaison

Gretchen Schubeck

A. CALL TO ORDER AND ROLL CALL

The Commission was called to order at 6:04pm.

Commissioners Present: Tim Blofeld, Zach Brownstone, Bryn Ichinaga, Pablo Paster, Nicole Tai, and Chris Yalonis

Staff Present: Gretchen Schubeck, Sustainability Coordinator

B. APPROVAL OF FINAL AGENDA

Upon a motion of Commissioner Blofeld and second by Commissioner Yalonis to hear items F.1 and F.2 prior to agenda item E.3, the Commission voted 6-0 to amend and approve the agenda.

AYES: BLOFELD, BROWNSTONE, ICHINAGA, PASTER, TAI, YALONIS

NOES: NONE

ABSENT: BROWN

Motion carried.

C. PUBLIC COMMENT

Silke Valentine

D. CONSENT ITEMS

Upon a motion of Commissioner Yalonis and second by Commissioner Blofeld, the Commission voted 6-0 to approve the meeting minutes of March 16, 2023.

AYES: BLOFELD, BROWNSTONE, ICHINAGA, TAI, YALONIS
NOES: NONE
ABSENT: BROWN
ABSTAIN: PÄSTER

Motion carried.

E. GENERAL BUSINESS

E.1 Introduction of Commissioner Päster

Commissioner Pablo Päster provided an overview of his background and professional experience.

E.2 FY 2023-24 Workplan Development Timeline

The FY 2023-24 Workplan (July 1, 2023 – June 30, 2024) will be discussed at the June Commission meeting and Coordinator Schubeck requested that Commissioners consider potential items to be included in the workplan for discussion at the meeting.

E.3 San Marin High School Idling Reduction Campaign

- Commissioner Brownstone and Commissioner Ichinaga presented a concept proposal for an idling education campaign to be piloted at San Marin High School during the 2023-24 school year (Attachment 1).
- Commissioner Brownstone and Commissioner Ichinaga will work with Coordinator Schubeck to research funding options and develop campaign budget.

Public Comment

Ingrid Ojeda

Upon a motion of Commissioner Yalonis and second by Commissioner Päster, the Commission voted 6-0 in support of the idling education campaign concept proposal.

AYES: BLOFELD, BROWNSTONE, ICHINAGA, PÄSTER, TAI, YALONIS
NOES: NONE
ABSENT: BROWN

F. CONTINUING ITEMS

F.1 Ad-hoc Committee Update: *Sustainability and Climate Action Analysis and Prioritization*

- Coordinator Schubeck presented an overview of the Ad-Hoc Committee's work to date (Attachment 2) and shared a handout (Attachment 3) with a draft set of sustainability and climate action priorities for discussion by the Commission.
- The Ad-Hoc Committee's work relates to executing duties 'a)' and 'h)' in the Commission's establishment resolution, as well as achieving goal #2 in the Commission's FY 2022-23 Workplan. Although the priorities will inform the Commission's FY 2022-24 Workplan, the priorities are citywide and not limited to the Commission's work.

Public Comment

Ingrid Ojeda

F.2 Community Ideation Session and Discussion

- Commissioners and members of the public reviewed and discussed the draft set of sustainability and climate action priorities developed by the Ad-Hoc Committee.
- Additional suggestions and comments (Attachment 4) will be considered as part of the development of the Commission's recommendations on priority sustainability and climate actions to the City Council
- Commissioner Tai suggested two additional categories for consideration: *Community Action & Diversity and Energy & Water Conservation Measures*
- Commissioner Yalonis suggested that workforce development and building electrification training for contractors should also be a priority.

Public Comment

Ingrid Ojeda
Silke Valentine

F.3 Ad-hoc Committee Update: Stakeholder Analysis and Community Engagement

The Stakeholder Analysis and Community Engagement Ad-Hoc Committee met on May 18, 2023, and Coordinator Schubeck will forward the revised list of Novato Stakeholders to Commissioners prior to the June meeting.

F.4 Climate Action Plan Development Timeline

Coordinator Schubeck reported that work on the Climate Action Plan update is expected to commence in June 2023.

F. COMMISSIONER AND STAFF LIAISON REPORTS

G.1 Commissioner Reports

- Commissioner Blofeld attended the Rotary Day of Service event on May 13, 2023.
- Commissioner Ichinaga attended the Tour of Novato Community Fair on May 13, 2023.
- Commissioner Tai spoke at the North Bay Zero Waste Symposium on May 11, 2023 and continues to participate in state level meetings related to recycled markets development and upcoming state waste mandates.

G.2 Staff Liaison Reports

Coordinator Schubeck reported that the Single-Use Foodware Ordinance was adopted by the City Council on May 9, 2023.

H. ADJOURNMENT

Upon a motion by Commissioner Blofeld and second by Commissioner Yalonis, the Commission voted 6-0 to adjourn the meeting at 8:04pm

AYES: BLOFELD, BROWNSTONE, ICHINAGA, PÄSTER, TAI, YALONIS

NOES: NONE

ABSENT: BROWN

Motion carried.

Idling Reduction Proposal



Sustainability Commission 5/18

Parents

- Before School (waiting with their student)
- Pickup (waiting to pick up their student)
- For air conditioning, music, phone calls

Students

- Before school (arrive early)
- During Lunch (each in car after going to get it)
- For air conditioning, music, or **ignorance**

Recommended Schedule

Ideally, an idling reduction campaign should be instituted over the entire school year, relying on proven social marketing techniques to change the behavior of parents who currently idle their vehicles at the school. Here is a recommended schedule:

Early to Mid September:

Pre-Campaign Observations:

- Conduct first set of observations **before** announcing the campaign.
- **Tools:** *How to Conduct Observations, Sample Observation Form.*

Late September:

Introduce Campaign:

- Introduce campaign to the school/PTA.
- Determine if and how students will be involved.
- Incorporate air quality and air pollution concepts into classroom teachings.
- **Tools:** *Idle Free Schools Presentation, Making it a Student Project, Clean Teachers Guide.*

October:

Get the Word Out:

- Publish and distribute idling policies.
- Distribute letters, pledge sheets, etc.
- Begin school-wide competition for which class collects the most pledges.
- Publish articles in school newsletter
- **Tools:** *Sample Idling Policies, Sample Letters, Pledge Forms, Idle Free Schools Flyer, Clean School Bus Brochure, and Sample Language for the Newsletter.*

November:

Hang No Idle Signs Around School

- **Tools:** *Hanging 'No Idle Zone' Signs*

January:

Mid-Campaign Observations:

- Optional

March:

Driver Contact Event:

- **Tools:** *How to Conduct the Driver Contact Event*

April:

Post-Campaign Observations:

- See your success!

Complete Pledge Contest:

- Determine which class collected the most pledges. If possible, provide a prize (e.g., pizza or ice cream party)

Continuing Activities (each year):

- Continue to teach students air quality and air pollution concepts.
- Include periodic reminders about the school's no idling policy.
- Hold one driver contact per year.

EPA's suggested timeline to implement idling plan at school

Approaches to Spreading Awareness/Action

- Collecting initial and final air quality data
- Introduction to many school bodies (PTA, Parents, In-class teachings)
 - Suggested - inclusion in the Mustang Roundup, meeting with the School Board, mention in the newspaper, and advertisement on Social Media (both the commissions and schools)
- Proposes policies (not in our jurisdiction)
- Issues pledges
- Distributes flyers
 - Potentially have an art competition

Incentives

*Would require financial aid (from city, school board, outside entity)

- Necessary in order to promote positive reactions
- Engagement is another more effective way to persuade
- Explaining the negative consequences haven't seemed to produce positive results or in class education (Ms. Havel)
- Suggested rewards: car stickers/magnets
 - Could also be an art competition/ commission

Potential Advertising Point

To calculate how much gasoline is used by an idling vehicle, you can use this simple formula:

$(\# \text{ of vehicles}) \times (\text{average number of minutes idling}) \times (\text{gal/min}) = \text{Gallons of Gas}$

Or for a single vehicle: $(\text{total minutes idling}) \times (\text{gal/min}) = \text{Gallons of Gas}$

To calculate how much money that gasoline costs, multiply the amount of gas by the current amount of gas per gallon. To calculate the potential yearly cost for the idling, multiply that number by 365.

A simple example:

A sedan (LDGV) is idling for 15 minutes.

$(1 \text{ LDGV}) \times (15 \text{ minutes of idling}) \times (0.0053 \text{ gal/min}) = .08 \text{ gal gas}$

$(.08 \text{ gal gas}) \times (\$3.50) \times (365) = \$102$

One car idling for just 15 minutes has wasted .08 gallons of gasoline. That doesn't seem like much, but if they idle for 15 minutes every day of the year, that's 29.2 gallons of gasoline in one year. At a price of \$3.50/gallon, that's \$102 spent in gasoline to get you nowhere.

Points for discussion:

- When to begin project and start the process (get approval and logistics together over summer for a fall school year 2023-2024 launch?)
- How to collect initial data (air district monitors)
- Acceptable incentives that positively reflect the commission and student body (stickers?)
- How to present/share with community (make it something outside of schools?)
- Duration of the active promotion of the project
- Target audience for best results (students? parents?)
- Funding

Incentives for Reduction of Idling (Copied from Research Doc)

Choosing main points from the following topics to be presented online and physically:

Financially - saving money on gas and engine maintenance

Health - idling releases NO_x which can result in respiratory issues and worsening asthma in neighborhoods around the school

Climate Change - NO_x is a greenhouse gas that worsens the effects of climate change



CITY OF NOVATO
CALIFORNIA

**SUSTAINABILITY & CLIMATE
ACTION PRIORITIZATION**

May 18, 2023

Gretchen Schubeck, Sustainability Programs Coordinator

COMMISSION DUTIES RELATED TO SUSTAINABILITY & CLIMATE ACTION PRIORITIZATION

- a) Recommending priority sustainability, sea level rise, environmental protection and other environmental issues, and climate-related policies and programs for City Operations and the community at large to the City Council for consideration.
- h) Identify priority sustainability actions to reduce greenhouse gas emissions in City operations and the Novato community to implement actions that address the challenge of our changing climate.



COMMISSION FY 2022-23 WORKPLAN GOAL #2

Identify and recommend priority sustainability and climate actions to reduce greenhouse gas emissions to the City Council for consideration.



CITY OF NOVATO
CALIFORNIA

FY 2022-23 WORKPLAN GOAL #2 – OBJECTIVES/OUTCOME

Objectives

- a) Identify and evaluate prioritization tools for sustainability and climate actions.
- b) Using confirmed tool from 2a) above, identify priority sustainability and climate actions from General Plan 2035, the 2020 Novato Greenhouse Gas Emission Inventory, and Novato Strategic Plan 2021-2023.
- c) Present and advocate for recommended priority sustainability and climate actions to City Council as part of the 2023 planning, goal setting, and budgeting processes.

Outcome

- ⦿ Priority sustainability and climate actions confirmed.

FEASIBILITY AND IMPACT CRITERIA

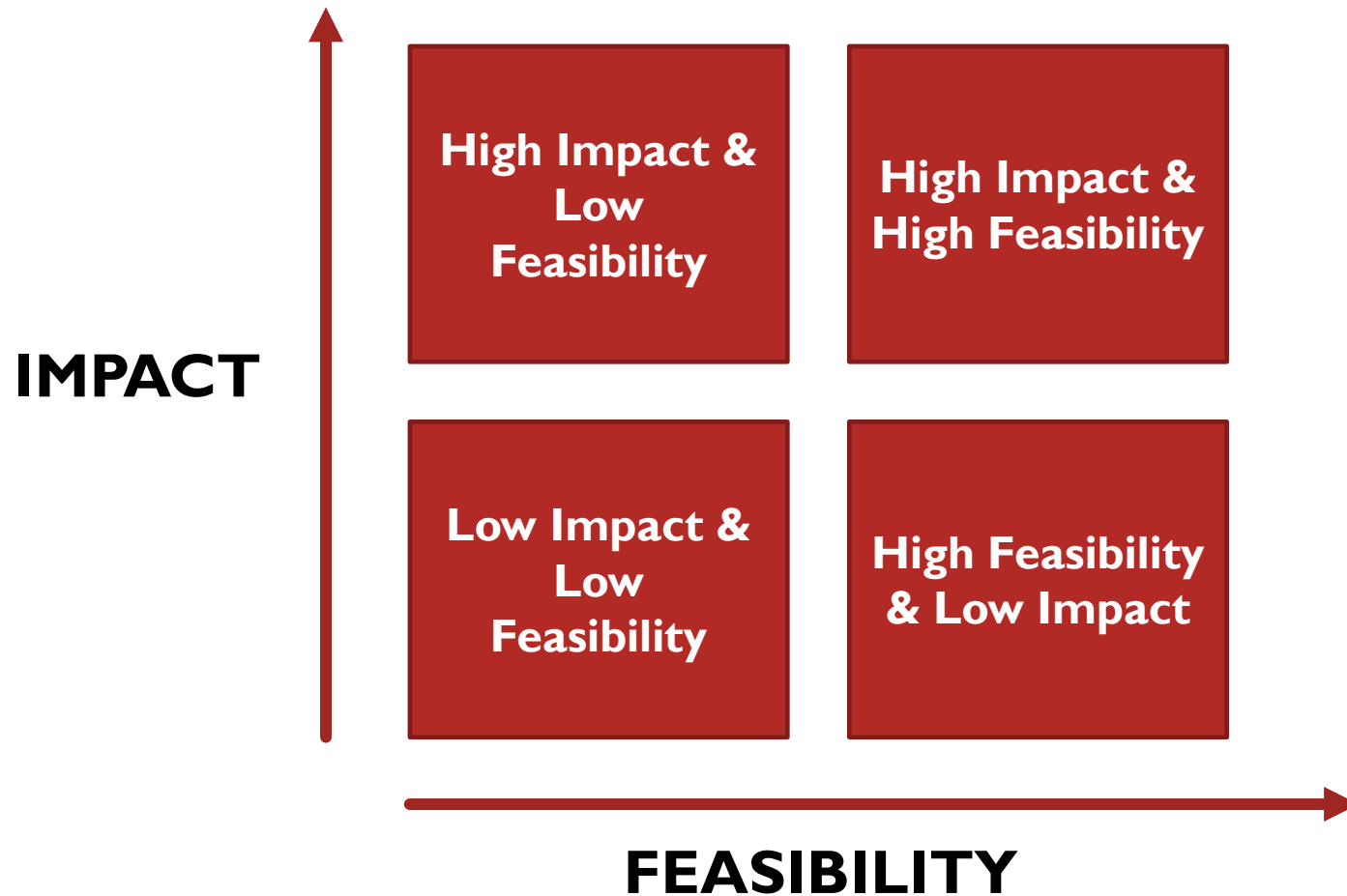
- Stakeholder Acceptability
- Technical Feasibility
- Ease of Implementation
- Financial Viability
- Mainstreaming Potential

Feasibility Criteria

-
- Effectiveness
 - Multi-Sectoral and Multi-Objective

Impact Criteria

FEASIBILITY: IMPACT MATRIX



PRIORITIZATION AD-HOC COMMITTEE BACKGROUND

- Commission established the sustainability and climate action analysis and prioritization ad-hoc committee at the February 16, 2023, meeting.
- Commissioners Brown, Gleeson, and Yalonis appointed to serve on the ad-hoc committee.
- Committee has met four times for a total of 3.5 hours



PURPOSE OF AD-HOC SUBCOMMITTEE

Create a 'shortlist' of high impact sustainability and climate actions that have a high feasibility of successful implementation for discussion by the full Commission.



CITY OF NOVATO
CALIFORNIA

WORK COMPLETED TO DATE

Developed list of 24 potential initiatives in the broad categories below:

- Waste
- Air Quality
- Renewable Electricity & Energy Efficiency
- Building Electrification
- Transportation
- Carbon Sequestration
- Equitable Economic Development

WORK COMPLETED TO DATE

- Screened potential initiatives against feasibility and impact criteria tool presented at December 2022 Commission meeting and identified 14 potential priority initiatives.
- Staff liaison refined categories, fleshed out initiatives and drafted goals and strategies for each including identifying potential partners.



NEXT STEPS

- Host *Community Ideation Session and Discussion* to obtain community and Commissioner feedback on draft priorities.
- Staff liaison creates detailed description of shortlisted initiatives and success measures, implementation costs, and partners
- Prepare recommendation for Commission endorsement at June meeting.





CITY OF NOVATO
CALIFORNIA

QUESTIONS?



ATTACHMENT 3

DRAFT FOR COMMENT

SUSTAINABILITY & CLIMATE ACTION PRIORITIES – FY 2023-24

Focus Area	Goals	Strategies	Potential Partners
<p>Waste Reduction, Reuse, & Recycling</p>	<ul style="list-style-type: none"> • Increase community understanding of the environmental impacts of single use plastics. • Increase collaboration with agency and community partners to reduce the volume of waste to landfill. 	<ul style="list-style-type: none"> • Support implementation of Single-Use Foodware Ordinance • Implement programs to comply with SB 1383 procurement requirements • Explore MOU with Novato Sanitary District and ensure compliance with state mandate 	<ul style="list-style-type: none"> • Novato Sanitary District • Zero Waste Marin • CalRecycle • County of Marin • Marin Climate & Energy Partnership
<p>Building Electrification & Energy Efficiency</p>	<ul style="list-style-type: none"> • Accelerate the transition to fossil fuel-free and energy efficient residential buildings to improve occupant health and reduce greenhouse gas emissions. • Increase community awareness of the benefits of building electrification. 	<ul style="list-style-type: none"> • Consider adoption of green building reach codes to facilitate electrification of both new construction projects and existing buildings • Participate in the development of a county-wide Building Electrification Plan • Collaborate with BayREN and Marin Climate & Energy Partnership to develop educational resources and outreach opportunities to promote building electrification and energy efficiency 	<ul style="list-style-type: none"> • MCE • PG&E • California Energy Commission • Department of Energy • Building Decarbonization Coalition • County of Marin • Marin Climate & Energy Partnership • BayREN

ATTACHMENT 3

Focus Area	Goals	Strategies	Potential Partners
Zero-Emission Vehicles, Equipment, & Mobility	<ul style="list-style-type: none"> • Increase adoption of use of zero-emission vehicles and equipment. • Increase walking, biking, scooting, and ridesharing. • Promote multi-modal transportation and trip reduction options. 	<ul style="list-style-type: none"> • Consider adoption of a Novato Electric Vehicle Strategy using the Marin EV Acceleration Strategy as a template • Consider adoption of a green building reach code to related to electric vehicle infrastructure requirements for new construction and remodels • Transition City-owned gas-powered leaf blowers to battery-powered units and continue community outreach on gas-powered leaf blower ban • Continue to transition fleet vehicles to low/zero-emission models • Partner with NUSD on pilot program to reduce idling 	<ul style="list-style-type: none"> • Transportation Authority of Marin • Safe Routes to School • Bay Area Air Quality Management District • County of Marin • Marin Climate & Energy Partnership • Novato Unified School District

ATTACHMENT 3

Focus Area	Goals	Strategies	Potential Partners
Renewable Electricity	<ul style="list-style-type: none"> • Increase solar installations at residential and commercial properties. • Increase procurement of 100% renewable electricity products available to residents and businesses for purchase. 	<ul style="list-style-type: none"> • Join the SolSmart program to receive free technical assistance, reduce barriers to solar installation, and expand local economic opportunities • Implement online, automated permitting platform for residential solar energy systems to comply with SB 379 • Develop public outreach campaign to bring awareness to 100% renewable electricity available from MCE and PG&E 	<ul style="list-style-type: none"> • MCE • PG&E • Marin Climate & Energy Partnership
Carbon Sequestration	<ul style="list-style-type: none"> • Increase community awareness of the many ecosystem services provided by trees. • Promote the preservation of the existing mature tree canopy. 	<ul style="list-style-type: none"> • Update the City of Novato ‘Approved Street Tree’ list to include species that can adapt to climate change and rapidly sequester carbon • Develop public outreach materials and update City website to include information on the benefits of mature trees, maintenance of existing trees, and planting of new trees 	<ul style="list-style-type: none"> • CALFIRE • CA Urban Forests Council • Novato Unified School District

ATTACHMENT 4

Sustainability Commission | Community Ideation Session, May 18, 2023

Additional comments from the community and Commissioners for consideration as part of the Commission's discussion on priority sustainability and climate actions to recommend to Novato City Council.

Waste Reduction, Reuse, & Recycling

- MOU with NUSD to include reusables pilot + promote zero waste in schools
- Prepare for SB 54 implementation - presentation by Plastic Free Marin? Workplan?
- Take inventory of food rescue (partner with food rescue orgs to do this)
- SB 1383 presentation to Commission workplan

Building Electrification & Energy Efficiency

- Streamline permits to incentive building electrification goals
- Better publicity about energy efficient appliances + free products/grants/ incentives

Zero-Emission Vehicles, Equipment, & Mobility

- Green building reach code
- Focus on access to EVSE at multi-family dwellings
- Education (e-bikes)
- Reduce carbon emissions by reducing speed limits within City limits. No need for speed above 20 mph!
- No Costco gas
- Promote SMART + bus (partners = SMART + Golden Gate Transit)
- MOU with NUSD to increase bike and walk days
- Grant Street walking and biking days + promotion (Parks/Rec and Chamber of Commerce)
- Build protected bikes lanes and class II/III lanes in repaving projects (consider pilot on Center Road)

Renewable Electricity

- Microgrids
- Streamline permitting
- Go Solar

Carbon Sequestration

- Begin process to become an Arbor Day 'Tree City'
- Community gardens
- Wildfire prevention
- Addition of urban plants/greenery in new developments
- Vertical gardens
- More wildlife areas
- Lower speed