



MEMO

To: James Caruso
COUNTY OF SAN LUIS OBISPO

From: Nora De Cuir

Cc: Tammy Seale

Date: September 7, 2010

Re: Climate Action Plan, Business and Energy Stakeholder Discussion Summary from August 23, 2010

Discussion Summary

The Business and Energy Stakeholder Discussion began with an overview of the County's Climate Action Plan initiative from James Caruso, the County's project manager. Consultant project manager, Tammy Seale, presented an overview of a climate action plan's contents and additional details on how reduction measures are developed and how they related to existing policy and programs. Following these presentations, participants were asked to informally discuss the opportunities for reduction measures that were provided to them in their meeting packets. Participants discussed a broad variety of topics related to local, small business and energy. However, the following key issues were prominent features of the discussion:

- Partnerships with the business community: notably PG&E and tourism interests
- Education and promotion of efforts that will result in reduced GHG emissions
- Need for energy efficiency first, before alternative generation
- Build on existing local programs
- Transportation alternatives that work for tourists--car share, bikes

Participants focused much of their discussion on the need to work with existing programs and new and existing partners to expand efforts. Education and marketing of cost savings was emphasized. A more detailed record of the discussion is provided below. The Discussion Notes section provides the summary of the discussion as recorded from the facilitator's perspective. The section does not provide responses to or analysis of the stakeholders' comments. PMC's next step will be to use the stakeholder comments to inform the selection and refinement of draft GHG reduction measures.

Discussion Notes

Facilitator Question: What's missing? What needs to be taken a step further?

- How do we measure what we're doing now?
 - Check back in
- How does that relate to energy used in production?

- Are tourist miles separate from other?
 - No – origin & destination is best we can do
 - Just fuel/VMT
- Railroad safety trails from one end to another
 - Cuesta College – Cal Poly
- Mandatory participation in green construction program
- Zero net energy buildings to net + buildings (10%)
- Existing buildings – energy efficiency
 - Upgrade
 - Smart meters
 - Track personal use
 - Plan ahead
 - Training
 - Energy ordinance
 - Point of sale audits
- Time of sale
 - Mandatory or?
 - Possibly but hard to do
 - Funding
 - Training available
- Vanpool
 - Subsidy for them
 - Low cost
- Incentive system so that these programs have broad appeal
- Space for foundational measures
- State and federal requirements
 - Advocacy
- Showing cost of energy with mortgage calculations
- “Green Team”
 - Realtors
- Other partnerships
 - Tourism
- Increase rail service
- City of Los Angeles example
 - Advisory council of locals + city staff, split responsibilities
- How does that translate to me
- Market and educate
- Profile leaders in community
- Connect with green building ordinance
- Promote cost savings
- Commercial retrofit
 - Coordinate with PG&E
- Energy watch
 - Incorporate incentives/programs
 - PG&E capturing data on these efforts

- Connect people with local government and elected
- Incorporate into other local plans
- How to fund programs that are losing funding
- Increase human capital
 - People on the ground
- Energy watch
 - Changed out lighting at business
- Ecotourism!
 - “green” areas
 - Target areas for a green destination
- Collaboration and coordination
- What is already offered?
 - Already done – local government partners
- Alternative generation gets lots of press, but change fan motors
- Spend more on retrofits and efficiency, less on alternative generation
- Some folks just like PV
- Decals for folks who are energy efficient
- Tourism group can make big impact with small group of business people
- Innovative programs from other areas
- Local programs more effective than statewide
- Case studies from green building ordinance training
- Vacation rentals – 20 companies
 - Effect change there
 - Business license required – opportunity for change and marketing cost savings
- PACE program
 - Audit (official)
- Expensive building permits for PV
- Getting density/infill past folks who are resistant
- Work with urban areas
- Incentivize or de-incentivize for density
- Cost of alternative transportation is high, time is costly too
- Vanpool is more flexible than buses
- Biking
 - What about bikes at hotels?
 - Legal and insurance issues
 - Other private sponsors
 - Banks
- Cost of time for train travel
- How do you get around?
 - Fun ride
 - Bikes
 - Vans
- Car sharing
 - 78/hour
- Vouchers/incentives easy to administer ones

- Subsidize transit options with more ridership
- Subsidize privately run and public service? E.g. vanpool?
- Land use
 - Park & Ride opportunities
 - County employees
 - Incentives
 - Translate broadly
- Charge tolls during peak periods
 - Congestion pricing
- What does the CAP mean for private land owners?
- Local
 - We get there with food
 - How do we transfer to hard goods
 - Define this and incentivize it
 - Polls well
- Talk to largest employers
 - Hotel owners
 - How can it translate down
 - Competitions/incentives
- Helps acceptance in future
- Local certification for promotion
- Green business certification
 - E.g. Santa Barbara
 - Checklists
 - Waste
 - Commute
- Retrofit waste
 - Copper...no incentive to recycle if cost is down
 - Program to recycle
 - IWMA – examples about incentives
- Local food and composting – engages people, e.g. Sunset Savor composting
- Green waste collection
- Energy used pumping water is significant
- Composting opportunities everywhere to close the loop (K – 12 education)
- Change to zero waste
- Take the basic conservation ideas and translate them
- Bag ban
- Infrastructure for alternative fuel
- Coordination with Resco
- Need large scale renewable for the renewable portfolio standard
 - Need compo large/small
- Incentives for large solar, wind R&D or production of hard goods
- Green jobs in EVC strategy
- Incentives are great, but are they sustainable
 - Have investment of own money

- Per capita quantification
 - Local opportunities for investment policies

Attendees

Stakeholders

Cheryl Cuming, SLO County CBID
John Ewan, Chamber of Commerce
Jim Dunning
Christine Rogers, SLO Energy Watch Partnership
Mark Schaffer, Ride On/Fun ride
Eric Veiu, SLO RESCO
Matt Cechcko, Portland Energy

Long Range Planning Staff

James Caruso

PMC staff

Tammy Seale
Nora De Cuir