



Item No. 12 Town of Atherton

CITY COUNCIL STAFF REPORT – CONSENT AGENDA

TO: HONORABLE MAYOR AND CITY COUNCIL

THROUGH: GEORGE RODERICKS, CITY MANAGER

FROM: STEPHANIE B. DAVIS, AICP SENIOR PLANNER

DATE: APRIL 19, 2017

SUBJECT: PARTICIPATION IN THE INSTITUTE FOR LOCAL GOVERNMENT’S BEACON AWARD PROGRAM

RECOMMENDATION

It is recommended that the City Council adopt the attached Resolution approving the Town’s participation in the Institute for Local Government’s Beacon Program.

BACKGROUND

The Beacon Program is a statewide program sponsored by the Institute for Local Government (ILG)¹ and the Statewide Energy Efficiency Collaborative that provides support and recognition to California cities and counties that are working to reduce greenhouse gas emissions (GHG), save energy and adopt policies and programs that promote sustainability. The program honors sustainability efforts by local governments and provides a framework to share best practices that create healthier, more vibrant and sustainable communities. Additionally, the ILC provides resources and technical support to participants in the Program.

Existing GHG inventories and reports from electricity providers determine a municipality’s ability to qualify for either a “Silver”, “Gold” or “Platinum” level spotlight award. If a municipality achieves a spotlight award in all five areas of accomplishment, it is awarded a full Beacon Award. The award criteria is achieved through a tiered scale as detailed in Attachment 2.

Based off PG&E’s Municipal Energy Efficiency Savings Report, Atherton already qualifies for a Platinum level spotlight award for energy savings, as the Town experienced a 25% reduction in GHG emissions from the years 2010-2015. Eligibility for additional awards would be determined once the Town completes an updated GHG reduction inventory for the year 2015, a process already underway through the existing Regionally Integrated Climate Action Planning Suite (RICAPS) program.

¹ ILG is the non-profit research and education affiliate of the League of California Cities and the California State Association of Counties.

Much of the data required to apply for the award has already been gathered as part of the effort in adoption of the Town's Climate Action Plan (CAP). Participation in the Beacon Award Program, involves:

- Adoption of a resolution stating the Town's participation in the program (Attachment 1).
- Designation of a lead staff person as a point of contact.
- Preparation of a baseline GHG emissions inventory for the Town.
- Preparation of a CAP.
- Achieving measurable GHG reductions and energy savings in agency facilities and promote energy conservation activities in the community.

ANALYSIS

The Town's adopted CAP establishes a framework designed to enhance the Town's sustainability footprint. Participating in the Beacon Award program will increase the Town's visibility within our region and statewide, and potentially make the Town eligible for future regional and/or state grant funding. It is an opportunity for the Town to showcase its existing efforts to promote sustainability and save energy.

As noted, the Town already qualifies for a "Platinum" level award under existing conditions. There is no deadline or timeline for meeting award level criteria and awards will be distributed on an ongoing basis. The Town may be asked to provide periodic information about efforts to reduce GHG emissions, CAP program implementation, and other sustainability activities.

By joining the Beacon Award program, Atherton would have the opportunity to receive formal recognition for sustainability milestones by the League of California Cities and California State Association of Counties. In addition to receiving formal awards for successful sustainability efforts, Atherton would gain access to supporting resources including, but not limited to:

- An individual marketing and recognition plan.
- Technical assistance in collecting, reporting, and tracking sustainability best practices energy savings and greenhouse gas reductions.
- Access to peer networking and educational events.
- Invitations to showcase sustainability leadership,

More detailed information about the additional benefits of joining the Beacon Award Program can be found in Attachment 2.

Thirteen (13) of the twenty one municipalities in San Mateo County are currently Beacon Award Program Participants, making Atherton one of eight municipalities that has yet to join the program (see Attachment 3).

POLICY FOCUS

The adopted CAP identifies a Town-wide reduction in GHG emissions to 17% below 2005 emission levels by the year 2020. By joining the Beacon Award Program, Atherton would further its commitment to implementing the Town's CAP and raise sustainability awareness in the community.

FISCAL IMPACT

Minimal staff resources are needed to complete the required application and would be covered through the existing Planning Department budget. Participating in the program may increase the Town's competitiveness for future state or other grant funding. Implementation of any related sustainability efforts would be through the adopted Climate Action Plan. Future updates to the Town's GHG inventory will be prepared through the Town's existing RICAPS membership.

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the project is also disseminated via the Town's electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town's electronic News Flash publications. Subscribers include residents as well as stakeholders – to include, but be not limited to, media outlets, school districts, Menlo Park Fire District, service providers (water, power, and sewer), and regional elected officials.

ATTACHMENTS

1. Resolution Approving Participation in the Beacon Award Program
2. Beacon Award Program Brochure
3. Table of Beacon Award Participants in San Mateo County

RESOLUTION NO. 17-__

A RESOLUTION OF THE TOWN OF ATHERTON APPROVING PARTICIPATION IN THE INSTITUTE FOR LOCAL GOVERNMENT'S RECOGNITION PROGRAM, THE BEACON PROGRAM.

WHEREAS, the Town of Atherton is undertaking policies, programs and activities to reduce greenhouse gas emissions and save energy; and

WHEREAS, these policies, programs and activities conserve natural resources, save energy and money, and promote sustainable land use and transportation planning in the community; and

WHEREAS, cities and counties statewide are leading by example by adopting innovative sustainability programs and policies, including working with community residents, business groups and others; and

WHEREAS, the Town of Atherton is committed to implementing its Climate Action Plan, promoting sustainability throughout the Town and is continue to participate in the C/CAG RICAPS multi-jurisdictional working group; and

WHEREAS, the Town of Atherton wishes to share its experiences with other communities, and be recognized for its accomplishments; and

WHEREAS, the Beacon Program is a voluntary program of the Institute for Local Government, the non-profit research and education affiliate of the California State Association of Counties and the League of California Cities; and

WHEREAS, the Beacon Program recognizes and celebrates achievements of cities and counties that reduce greenhouse gas emissions and save energy; and

WHEREAS, participating in the Beacon Program is an opportunity for the Town of Atherton to be recognized for its efforts to promote sustainability, reduce greenhouse gas emissions and save energy;

NOW, THEREFORE BE IT RESOLVED that the City Council of the Town of Atherton agrees to participate in the Beacon Program; and be it further

RESOLVED, that the Town of Atherton will work towards achieving the Silver, Gold and/or Platinum Beacon Award levels.

PASSED AND ADOPTED at a meeting of the City Council of the Town of Atherton held on the 19th day of April, by the following vote:

AYES: *COUNCILMEMBERS:*
NOES: *COUNCILMEMBERS:*
ABSENT: *COUNCILMEMBERS:*
ABSTAIN: *COUNCILMEMBERS:*

Michael Lempres, Mayor
Town of Atherton

ATTEST:

Theresa DellaSanta, City Clerk

APPROVED AS TO FORM:

William B. Conners, City Attorney

Benefits of Participation

Beacon participants receive valuable support and encouragement from the Institute for Local Government (ILG) staff and its nonprofit and utility partners. The team helps local governments apply sustainability best practices and collect and organize data to advance participants' achievements within the program.

Beacon participants receive:



An individualized marketing and recognition plan tailored to meet the agency's needs. Past activities have included special video presentations, targeted media outreach, case stories and features in *Western City Magazine*.



Technical assistance in collecting, reporting and tracking sustainability best practices, energy savings and greenhouse gas reductions.



Access to peer to peer networking and educational events including webinars, conference sessions and informal information exchanges.



Invitations to showcase sustainability leadership and agency achievements to a statewide audience.

The Beacon Program welcomes cities and counties in all stages of climate action planning and implementation. The data and stories collected through the program provide valuable information about what local governments are doing to meet aggressive state goals related to climate change. This narrative is important to developing policies that align with the unique opportunities of individual agencies throughout the state so that, together, we all can create a better California.



www.californiaseec.org



www.ca-ilg.org

The Beacon Program is developed by the Institute for Local Government and sponsored by the Statewide Energy Efficiency Collaborative (SEEC). SEEC is an alliance between The Institute for Local Government, The Local Government Commission and ICLEI Local Governments for Sustainability and California's four investor owned utilities. The program is funded by California utility customers and administered by Pacific Gas & Electric Company, San Diego Gas & Electric Company, Southern California Edison and Southern California Gas Company under the auspices of the California Public Utilities Commission.



Leading the Way to a Sustainable California



Join Beacon

The Beacon Program provides a framework for local governments to share best practices that create healthier, more efficient, vibrant communities. The program honors voluntary efforts by local governments to reduce greenhouse gas emissions, save energy and adopt policies and programs that promote sustainability.

▶ To learn more about the Beacon Program, visit www.ca-ilg.org/BeaconProgram.

Achieve Results

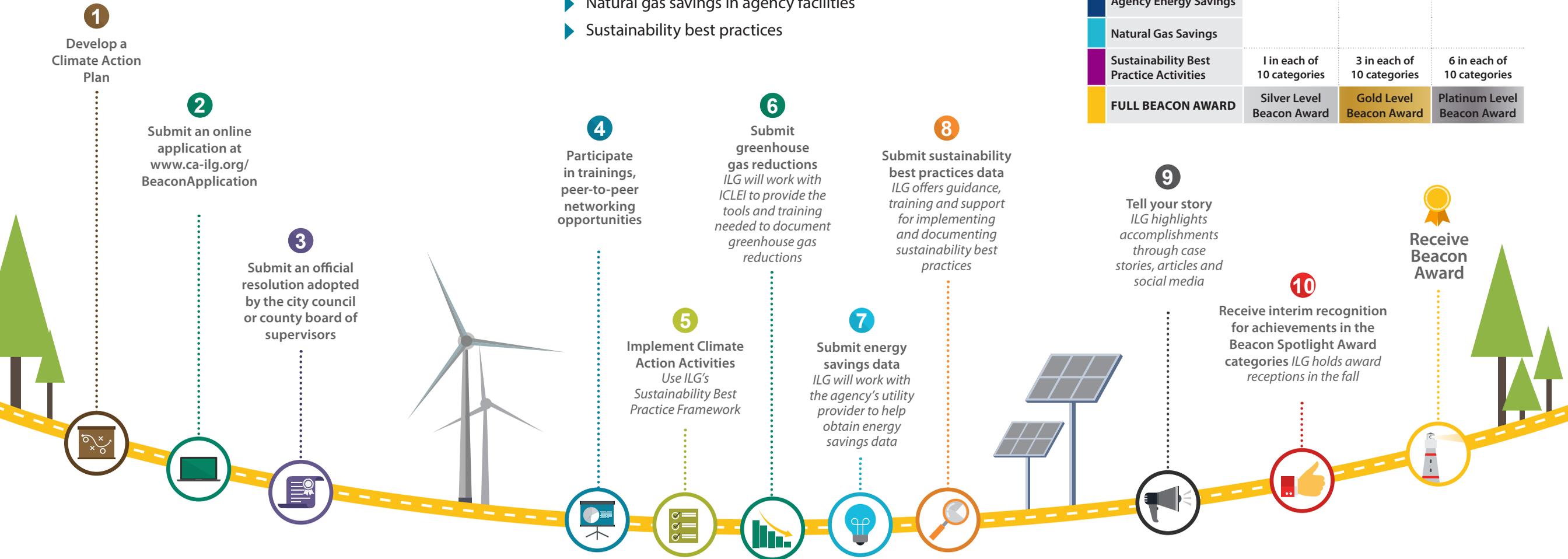
The Institute for Local Government provides resources and technical support to assist participants in their journey through the Beacon Program. Through our partnerships within the SEEC collaborative, we are able to help participants obtain and record achievements in five areas of accomplishment.

- ▶ Reducing agency greenhouse gas emissions
- ▶ Reducing community greenhouse gas emissions
- ▶ Electricity savings in agencies facilities
- ▶ Natural gas savings in agency facilities
- ▶ Sustainability best practices

Celebrate Success

Within each area, a participant can earn Beacon Spotlight Awards-silver, gold and platinum- based on level of achievement. To win a full Beacon Award, participants are required to demonstrate achievement in all five areas.

SPOTLIGHT AWARD Areas of Accomplishment	SILVER LEVEL	GOLD LEVEL	PLATINUM LEVEL
Agency GHG Reductions	5% Reduction	10% Reduction	20% Reduction
Community GHG Reductions			
Agency Energy Savings			
Natural Gas Savings			
Sustainability Best Practice Activities	1 in each of 10 categories	3 in each of 10 categories	6 in each of 10 categories
FULL BEACON AWARD	Silver Level Beacon Award	Gold Level Beacon Award	Platinum Level Beacon Award



Spotlight Awards and Full Beacon Award – San Mateo County

Jurisdiction	Agency GHG Reduction			Community GHG Reduction			Agency Energy Savings (kWh)			Natural Gas Savings (Therms)			Sustainability Best Practice Activities			Full Beacon Award		
	Silver	Gold	Platinum	Silver	Gold	Platinum	Silver	Gold	Platinum	Silver	Gold	Platinum	Silver	Gold	Platinum	Silver	Gold	Platinum
Town of Atherton																		
City of Belmont																		
City of Brisbane		2015			2015			2015				2015		2015	2016		2015	
City of Burlingame	2015			2015				2015						2015				
Town of Colma			2016		2015				2015			2015			2015		2016	
Half Moon Bay																		
Daly City				2015									2015					
East Palo Alto																		
Foster City				2015					2015		2015			2015				
Hillsborough																		
Menlo Park				2015					2015			2015		2015				
Millbrae		2016		2015					2015						2015			
Pacifica																		
Portola Valley			2015						2015			2015						
Redwood City			2015	2015			2015	2016		2015					2015	2015		
San Bruno																		
San Carlos		2015			2013			2015							2014			

South San Francisco								2016					2016					
City of San Mateo				2015										2016				
Town of Woodside																		
County of San Mateo (unincorporated)	2015			2015				2015		2015				2015	2016		2015	