



DATE: March 13, 2023

TO: Council Sustainability Committee

FROM: Director of Public Works

SUBJECT: Climate Action Plan – Draft Survey with Proposed Policies and Programs – Information and Discussion

RECOMMENDATION

That the Council Sustainability Committee (CSC) reviews and comments on this report and provides direction to staff on the survey on the draft Climate Action Plan measures and actions.

SUMMARY

The City is in the process of updating its Climate Action Plan (CAP) to establish policies and programs needed to meet greenhouse gas (GHG) reduction targets adopted by Council. The CAP, part of the Hayward 2040 General Plan, is being updated along with revisions to the Housing and Hazards Elements and a new Environmental Justice Element of the General Plan. This report provides an update on the project, draft measures, and next steps. Staff is working with Rincon Consultants to develop a list of draft measures that will help reduce community-wide emissions and seeking community feedback. The measures, to be included in the updated CAP, are intended to enable the Hayward community to meet its 2030 goal of reducing emissions by 55% below 2005 levels. This goal will not be easy to achieve. To be successful, the entire community will need to participate by making investments and reducing emissions in all sectors of the local economy.

On October 6, 2022, staff presented a long list of draft measures and actions under consideration for the updated CAP. The CSC requested that a survey be prepared so that the full Council can weigh in on the measures and actions. Staff is seeking direction and comments from the CSC regarding the draft survey to be sent to the full Council.

BACKGROUND

In July 2009, Hayward adopted its first CAP, which included aggressive goals for reducing GHG emissions. The CAP was amended and incorporated into the General Plan¹ in 2014 and includes actions necessary to meet Hayward's 2020 GHG reduction target (20% below

¹https://www.hayward-ca.gov/sites/default/files/documents/General_Plan_FINAL.pdf

2005 levels by 2020). This target was achieved two years early, with Hayward's 2018 emissions inventory showing that community-wide emissions were reduced by 21.6% from 2005 to 2018. In January 2021, staff presented to the CSC Hayward's 2019 GHG inventory² showing that emissions had been reduced by 25.7% since 2005.

On June 16, 2020³, Council introduced and on June 23, 2020⁴, Council adopted an ordinance amending Hayward's Climate Action Plan and General Plan to include the following goals:

- reduce emissions by 30% below 2005 levels by 2025
- reduce emissions by 55% below 2005 levels by 2030
- work with the community to develop a plan that may result in the reduction of community based GHG emissions to achieve carbon neutrality by 2045.

On July 20, 2021⁵, Council adopted a resolution authorizing the City Manager to execute an agreement with Rincon Consultants to prepare General Plan amendments related to the Housing Element, Climate Action Plan, Environmental Justice Element, and the Hazard Element.

On May 24, 2022⁶, Council held a work session to review the GHG emission gap analysis, which identified the total GHG emissions needed to meet the 2030 and 2045 goals, and initial feedback from staff's public outreach efforts.

On October 6, 2022⁷, staff presented to the CSC a draft list of CAP measures and actions and the CSC offered comments including the following:

- The significant community outreach – especially the surveys completed by students is appreciated.
- More information on the timing of each recommended action would be helpful.
- Prioritize the actions that will have the largest impact on GHG emissions.
- Resiliency policies suggested by Save the Bay should be addressed.
- We need to have more schools involved.
- The full list is overwhelming.
- Buy-in from the full Council is needed. A survey may be appropriate.

DISCUSSION

The CAP update is needed to identify the policies and programs necessary to achieve the Council-adopted 2030 GHG reduction target (aligned with the State's 2030 goal, per SB 32) and put Hayward on a path to achieve carbon neutrality by 2045. Hayward's current General Plan identifies goals, policies and programs. For the updated CAP, *measures* and

² <https://hayward.legistar.com/LegislationDetail.aspx?ID=4747797&GUID=2B1F0C6F-B961-4AA3-9553-240ACE74B4B1&Options=&Search=>

³ Amending the 2040 General Plan and Adoption of Ordinance to Comply with State Law Changes to Establish Vehicle Miles Traveled (VMT) Thresholds & Updates Greenhouse Gas Emissions (GHG) Reduction Targets. June 16, 2020 City Council Meeting.

⁴ Second Reading of VMT Thresholds and GHG Emission Reduction Targets Ordinance. June 23, 2020 City Council Meeting.

⁵ <https://hayward.legistar.com/LegislationDetail.aspx?ID=4576651&GUID=4E2F5527-D216-4472-BB79-5D9A37A41AE8&Options=&Search=>

⁶ <https://hayward.legistar.com/LegislationDetail.aspx?ID=5034289&GUID=A1DD2D35-7B4A-42C8-9284-7DEB78AAD470&Options=&Search=>

⁷ <https://hayward.legistar.com/LegislationDetail.aspx?ID=5659884&GUID=5AF582D6-E7A0-4DB1-95EB-2F51C8FE0B50&Options=&Search=>

⁸ <https://hayward.legistar.com/LegislationDetail.aspx?ID=5860957&GUID=64D86CA2-B9AA-4EBB-8236-1D2362C48DB6&Options=&Search=>

actions are identified. A measure identifies a specific, quantifiable goal (i.e. increase active transportation mode share to 15% by 2030). Each measure has several supporting actions intended to help ensure the measure is accomplished. Many actions may be policies or programs.

Once the City has identified the measures with which to move forward, the consultant will conduct an analysis of GHG emission reduction quantification of such strategies and policies. This will be used to prepare a “qualified CAP”, meaning that it can be used for future GHG emissions analysis streamlining related to the California Environmental Quality Act. To be a qualified CAP, the measures identified must be aligned with SB32 and meet a 55% reduction by 2030.

Draft Measures

The draft measures cover five sectors:

- Building Energy
- Transportation
- Waste
- Water and Wastewater
- Carbon Sequestration

The measures focus on sectors that have quantifiable GHG reductions associated with them. Therefore, measures and actions related to embodied carbon or consumption have been excluded. Additionally, the CAP focuses on mitigation measures, not adaptation and resiliency. Adaptation and resiliency measures will be incorporated into the Hazards Element update. Many measures will be challenging to accomplish and will require expanding current regional collaborations as well as outside funding from state and federal sources.

In response to CSC comments made during the meeting on October 6, 2022, staff prepared a survey to solicit Council feedback on the draft measures and actions. The draft survey (Attachment II) has nineteen questions while the full list of draft measures and 186 actions can be found in Attachment III. Staff paired down the list to create the survey to get feedback from Council in preparation for a work session tentatively scheduled for May. The 19 actions selected all require structural change, meaning a new program or ordinance, and result in significant GHG emissions reductions. Actions not included in this survey are supporting actions and include partnerships, community engagement, and educational programs, which will all be imperative for successful implantation.

Most, if not all, the actions identified in Attachment III will be necessary to reach the City’s 2030 goal. Staff recognizes that reaching the 2030 goal will be difficult, which is why many measures include feasibility studies as the first step of implementation. With feasibility studies, staff will be better equipped to minimize unintended consequences, especially to our most vulnerable communities, and create policies, programs, and ordinances that are best suited for Hayward. Staff seeks the CSC’s direction at this time before finalizing the survey. After survey results are collected, staff will further refine the list of measures and actions in preparation for the Council work session.

ECONOMIC IMPACT

Climate change is expected to negatively impact national and local economies. The updated CAP will seek to help make Hayward's economy more resilient to climate change. Many of the programs identified above would create increased costs for Hayward community members and businesses, but also have the potential co-benefits such as better health outcomes and job creation. As the measures are refined, staff will review each for potential economic impacts such as job creation/job retention and Hayward's desirability for developers and businesses to locate in Hayward. Once the measures list is revised per CSC and community input, the consultant team will create a funding and financing strategy to implement four key measures.

FISCAL IMPACT

Council approved a total budget of \$720,000 for the General Plan updates. Preparing the updates will not impact the City's General Fund. The project is funded by a Local Early Action Planning (LEAP) Grant from the California Department of Housing and Community Development (HCD), the Development Services Department's Planning Policy Fund, and the Public Works and Utilities Department's Recycling, Water, and Sewer Funds. Several of the proposed CAP actions would have a significant fiscal impact and would require an increase in staff resources. A more detailed assessment of the fiscal impacts associated with implementing the new CAP will be determined and will be presented to the CSC in a future report.

STRATEGIC ROADMAP

This agenda item supports the Strategic Priority to Confront Climate Crisis & Champion Environmental Justice. Specifically, this item is related to implementation of the following project:

Project C5: Adopt & Implement 2030 GHG Goal and Roadmap along with other General Plan Elements

SUSTAINABILITY FEATURES

Meeting GHG reduction goals is the primary objective of the City's CAP. Meeting the goals will require reducing emissions in every sector of Hayward's economy and will entail improving energy efficiency in buildings, decarbonizing existing buildings, increasing the use of renewable energy, and reducing vehicle-related emissions. All these actions will result in cleaner air for Hayward residents and for the region.

PUBLIC CONTACT

Equitable Outreach Plan

There is considerable overlap between the issues addressed in the Climate Action Plan, Housing Element and Environmental Justice Element. As a result, staff is conducting public outreach for all three projects simultaneously, with an emphasis on equity and extensive community involvement.

Prior to the Environmental Justice and CAP community workshops, staff reached out to over 100 community-based organizations and groups in Hayward to gauge interest in collaborating on the General Plan updates. Staff members have also visited various locations around Hayward (grocery stores, laundromats, farmers market, BART stations, etc.) to pass out flyers with information on the General Plan Updates and how residents can be involved. Collectively, Environmental Services and Planning staff visited 19 different locations across the City. Housing outreach has included standard surveys and interviews and an interactive housing simulation that allows people to identify sites and areas for future development.

Additionally, staff organized a Gallery Walk Event, featuring large poster boards with information on the Climate Action Plan, Housing Element, Environmental Justice Element, Hazards Element, and the History of Hayward. The posters were printed in both English and Spanish and were displayed in City Hall, the Downtown Hayward Library, BART, the Farmers Market and at Chabot and Hayward NAACP Branch offices in conjunction with outreach events. Additionally, staff offered the posters to various organizations and Alameda County Transit Authority requested the posters to display in their Hayward facility where approximately 400 Hayward residents are employed. Community members were invited to learn about the General Plan updates by walking through the gallery and engage with the posters through QR codes.

Another avenue of community engagement has been through surveys and interviews conducted by college students in Hayward. Chabot College students have helped the City by surveying residents about parks, housing, and climate action. In Spring 2021, Chabot College students interviewed 252 residents about their experience, concerns, and ideas for parks in Hayward. Chabot students also interviewed approximately 550 residents online in Fall 2021 and Spring 2022 about housing, discrimination, pollution, and community amenities. In Summer 2022, Chabot students interviewed approximately 350 residents about their experience, concerns, and thoughts on initiatives regarding general climate change and climate action. A summary of the responses will be provided during the CSC meeting. Chabot students will continue to interview residents regarding climate change and climate action during the Fall 2022 semester. Additionally, students in a public health capstone class at California State University East Bay (CSUEB) are conducting surveys, receiving over 250 responses, around park access, pollution, access to healthy food, and safe and sanitary housing.

Staff has been hosting various focus group and meetings with stakeholders since the May CSC meeting. The City hosted a focus group with members from Tennyson High School's Green Team – eight students and two teachers participated. In July, staff hosted four focus groups with Eden Housing tenants at Alta Mira, Tennyson Gardens, Montgomery Plaza, and Hayward Senior, with 48 participants total. Staff also met with Eden Housing staff, Save the Bay staff, the Sierra Club, and the Starr King Unitarian Universalist Church. Staff has been in communication with the Bay East Association of Realtors, who have informed staff they will oppose any requirements that are triggered by the sale of a home. Staff tabled at the Hayward Community Family Fair on June 17, the Juneteenth Wellness Festival on June 18, and the Downtown Street Party on August 18. Staff hosted a second community public workshop on July 19, where residents had the opportunity to discuss and provide input on the draft measures.

In October 2022, Council received a letter from non-profit organization Save the Bay, urging the City to incorporate policies centered on equitable climate resilience to the General Plan Update. The letter and staff's responses with the proposed policies from the draft Hazards Element and Climate Action Plan corresponding to their comments are included with the Hazards Element report, which is part of this meeting packet.

NEXT STEPS

Upon direction from the CSC, staff will make any necessary revisions to the survey and then send the survey to the full Council. Staff will review survey results and refine the draft measures and actions for a Council work session tentatively scheduled for May. Based on community input, Council direction, and analysis by the consultant team, staff will finalize a list of measures. The consultant team will then quantify the emissions associated with each measure. Staff will continue to engage with the Hayward community to ensure that the CAP responds to community needs and does so in an equitable way.

Prepared by: Nicole Grucky, Sustainability Specialist
Erik Pearson, Environmental Services Manager

Recommended by: Alex Ameri, Director of Public Works

Approved by:



Kelly McAdoo, City Manager