



DATE: January 13, 2020

TO: Council Sustainability Committee

FROM: Director of Public Works

SUBJECT: Review and Comment on the Proposed Sustainability Goals to be Included in the Draft Three-Year Strategic Roadmap

RECOMMENDATION

That the Council Sustainability Committee reviews and comments on this report, provides direction to staff regarding the proposed sustainability goals, and recommends to Council that they be included in the Draft Three-Year Strategic Roadmap.

SUMMARY

Staff seeks the Committee's direction on the proposed sustainability-related goals to be included in the Draft Three-Year Strategic Roadmap for Council consideration.

BACKGROUND

On September 17, 2019¹, staff presented to the Committee a range of sustainability topics for which goals may be developed. The Committee expressed a desire to collect input from the rest of the Council and to have the goals adopted in the first half of calendar year 2020. The Committee also suggested prioritizing goals by those that are most effective in reducing greenhouse gas (GHG) emissions.

On October 7, 2019², a Council and Executive Team Joint Strategic Planning work session was held to discuss the vision, priorities, and projects for the City over the next three years, which is being called the Strategic Roadmap. During the work session, "Combat Climate Change" was an agreed-upon priority and the following projects were identified to support the priority:

¹ <https://hayward.legistar.com/LegislationDetail.aspx?ID=4135838&GUID=65F6D449-A3CC-41EA-99BC-BAD8654FA2ED&Options=&Search=>

² <https://hayward.legistar.com/MeetingDetail.aspx?ID=723878&GUID=63FC68FC-4836-4730-AC3C-E0B0F0A14506&Options=&Search=>

- Ban single use plastics (2020)
- Create 2030 GHG goal and roadmap (2020)
- Plant 1000 trees a year (2021)
- Ban natural gas in new buildings (2022)
- Transition city operations to 100% renewable energy (2022)
- Transition 15% of city fleet to electric (2022)
- Complete Shoreline Master Plan & EIR (2022)

On December 17, 2019³, Council held a work session to review a revised draft of the Strategic Roadmap. Council members made the following comments regarding the projects listed under the “Combat Climate Change” priority:

- Some of the timelines are listed as four-year tasks, but should take less time)
- Some specific tasks were changed into non-specific tasks
- The title “Combat Climate Change” doesn’t encompass the larger idea of protecting the environment
- Chabot College is starting work on a climate action plan; California State University East Bay (CSUEB) has been working on one for a while; and Hayward Unified School District is installing solar. The City should be partnering with these institutions.

DISCUSSION

Attachment II to this report is a table showing how many of the sustainability topics presented to the Committee on September 17, 2019, have been incorporated into the draft Strategic Roadmap. Only the projects related to sustainability are included. Some topics presented to the Committee in September are not included in the Strategic Roadmap and goals for those topics will be established separately. For the projects that are listed in the Roadmap, some have goals identified for 2025 and 2030. Projects with cells highlighted in yellow are those that staff intends to develop goals identified for 2025 and 2030. Staff is seeking the Committee’s comments on the revised projects included in the draft Roadmap as well as considerations for setting goals for 2025 and 2030 for each of the projects.

In response to Council comments made on December 17, 2019, staff has reviewed the timeframe for each project in Attachment II and feels that they are realistic. In some cases, specific tasks or projects have been grouped under more general headings. Regarding the title “Combat Climate Change”, staff suggests changing to “Promote Sustainable Practices and Protect the Environment”. Staff has been partnering with Hayward’s education institutions and intends to build upon those partnerships.

One of the priority projects identified in the Strategic Roadmap is to develop a roadmap to meet the 2030 GHG reduction target. This will entail an update to the City’s Climate Action

³ <https://hayward.legistar.com/MeetingDetail.aspx?ID=749675&GUID=C8E0E807-654B-4C0B-BC89-FD602C9BB8D5&Options=&Search=>

Plan/General Plan, including the Implementation Programs in the General Plan. This update will provide an opportunity to develop additional goals and programs beyond those identified in the Strategic Roadmap.

ECONOMIC IMPACT

Climate Change is expected to negatively impact national and local economies. Updating Hayward's climate action and sustainability goals and programs could help make Hayward's economy somewhat more resilient to climate change.

FISCAL IMPACT

Staff time necessary to work on the development of new sustainability goals and the Strategic Roadmap is being absorbed by budgeted staff positions. Updating the City's Climate Action Plan and General Plan, scheduled to begin in 2020, will require additional staff resources and funding.

STRATEGIC INITIATIVES

Setting new climate action goals indirectly advances all three of the current City's Strategic Initiatives and resonates with the Council's *Green* priority.

SUSTAINABILITY FEATURES

The development of new sustainability goals for 2025 and 2030 would help Hayward meet its longer term GHG reduction goals. Meeting these goals will improve energy efficiency, increase the use of renewable energy, and reduce vehicle-related emissions; all of which will result in cleaner air for Hayward residents and for the region.

PUBLIC CONTACT

Following the October 7th Council work session, staff and CivicMakers engaged the community on the components of the draft strategic roadmap, including the draft vision, strategic priorities, and initial project lists. Gallery walks were held at five City offices (City Hall, Weekes Branch Library, the Hayward Executive Airport, the Water Pollution Control Facility, and the Utilities Center). Interactive pop-ups were held throughout the City at the Weekes Branch Library, Farmer's Market, and Cal State University East Bay. Feedback from the staff and community engagement process found strong support for the draft vision, priorities and projects.

NEXT STEPS

The Strategic Roadmap is scheduled to be presented to Council in January 2020 for final approval. Metrics for the projects identified in the Roadmap will be developed in the spring of 2020. Upon direction from the Committee, staff will refine the list of projects for the final Strategic Roadmap and will develop metrics for each.

Prepared by: Erik Pearson, Environmental Services Manager

Recommended by: Alex Ameri, Director of Public Works

Approved by:

A handwritten signature in black ink, appearing to read 'K. McAdoo', written in a cursive style.

Kelly McAdoo, City Manager