

Table 1. Community Metrics

Metric	Data Source	Frequency	Hayward's Goal	Source Document(s) for Goal
Primary Metrics				
GHG Emissions (metric tons)	GHG emissions inventory	Every 5 years	Reduce to 20% below 2005 levels by 2020, 61.7% by 2040, and 82.5% by 2050	GP Policy NR-2.4 Community Greenhouse Gas Reduction
Solid Waste Diversion Rate (percent)	Reports compiled from Hayward waste transfer facilities, landfills, and StopWaste	Annually	75% of all solid waste recycled, composted or source reduced, 80% by 2018	Resolution 07-041, 2015 WMAC Franchise Agreement, and GP Policy PFS-7.4 Solid Waste Diversion
Residential Electricity Use (kilowatt hours)	PG&E	Annually	10% percent reduction below 2010 levels by 2020	GP Implementation Program NR-7
Residential Natural Gas Use (therms)	PG&E	Annually	10% percent reduction below 2010 levels by 2020	GP Implementation Program NR-7
Residential Water Use (daily per capita gallons)	Bi-Monthly water meter readings	Monthly	Reduce to 8% below 2013 levels in 2015	Mandated by statewide Executive Order, GP Implementation Program PFS-2 Water Conservation Programs
Trash in the Watershed (BASMAA Visual Trash Assessment Protocol ¹)	Visual Assessments conducted by staff and interns	Bi-annually	100% reduction below 2009 levels by 2022	Mandated by Water Quality Control Board's Municipal Regional Permit
Secondary Metrics				
Households and businesses with solar photovoltaic systems (number)	Permits	Annually		Policy NR-4.6 Renewable Energy
Households and businesses with solar hot water systems (number)	Permits	Annually		Policy NR-4.6 Renewable Energy
Water efficient fixtures given away (number)	City data	Annually		Policy NR-6.9 Water Conservation
Residents who have taken landscape classes (number)	City data	Annually		Policy NR-6.15 Native Vegetation Planting
Businesses with recycling programs (percent)	Waste Management (WMAC) records	Annually	100% by July 1, 2017	Policy PFS-7.14 Commercial Recycling; 2016 Operating Budget
Businesses and multifamily properties with organics collection (percent)	Waste Management (WMAC) records	Annually	100% by July 1, 2016 where applicable	Policy PFS-7.16 Organics Collection; 2016 Operating Budget; City-wide Ordinance effective March 1, 2015
Students who participated in the poster and essay contest (number)	Entry log	Annually		Implementation Program NR-18 Environmental Education Programs

¹ http://www.scvurppp-w2k.com/pdfs/1213/Visual_Trash_Assessment_Methodology-DRAFT_050213.pdf

ATTACHMENT II

Trash removed per stormwater trash capture devices (gallons)	City data	Bi-Annually		2016 Operating Budget ; Compliance with 100% trash reduction mandated by the Municipal Regional Permit
Outdoor Air Quality Index—Fine Particulate Matter 2.5 Microns (AQI Index Value)	Bay Area Air Quality Management District	Monthly		2016 Operating Budget, Policy NR- 2.1 Ambient Air Quality Standards
KHCG event participants (number)	City data and sign in sheets	Annually		Policy HQL-7.1 Support Sustainability Practices
KHCG trash removed (cubic yards)	City data	Annually		Policy HQL-7.1 Support Sustainability Practices
Days this year that wastewater met standards before being released into the bay (percent)	City data	Annually	100% annually	Policy PFS-4.10 Wastewater Disposal
Blocks adopted (number)	City data	Annually		Policy HQL-7.1 Support Sustainability Practices
Trash collected by street sweepers (gallons)	City data	Annually		Compliance with 100% trash reduction mandated by the Municipal Regional Permit
Households with a half mile walk to transit (percent)	GIS analysis of census data	Annually		2016 Operating Budget, Policy M-5.3 Access to Transit
People who commute to work using public transportation (percent)	American Community Survey	Annually		Policy HQL-2.3 Education about Walking, Cycling, and Using Public Transit
Class 1, 2, and 3 bike lanes (miles)	City, HARD, and East Bay Regional Parks data	Annually		Policy M-6.1 Bikeway System
Parent-led walking school buses (number)	ALCO Safe Routes to Schools	Annually		Policy HQL-2.5 Safe Routes to School
Public EV charging stations (number)	Permits	Annually		Policy M-9.9 Alternative Fuel Vehicle Parking
EVs purchased by Hayward residents (number)	Data from state rebates per zip code	Annually		
Seeds planted from the seed lending library (number)	Estimate based on seed packets borrowed	Annually		Policy EDL-4.6 Library Programs
Community gardens (acres)		Annually		Policy HQL-3.5 Community Garden Target
Organic compost given away (bags)	City data	Annually		2015 Franchise Agreement with Waste Management
Residents within 1 mile of a market with fresh produce (percent)	GIS analysis of census data	Annually		Policy HQL-3.1 Access to Healthy Goods

ATTACHMENT II

New (non-replacement) trees planted this year (number)	City data	Annually		NR-4.12 Urban Forestry
Parks (square miles)	City, HARD, and East Bay Regional Parks data	Annually		Policy HQL-10.2 Parks Standard
People within a half mile of a park (percent)	GIS analysis of census data	Annually		Policy HQL-10.2 Parks Standard
Volume of Hazardous Materials Disposed Properly (gallons)	Hayward Hazardous Waste Facility	Annually		2016 Operating Budget; Policy HAZ-6.1 Hazardous Materials Program
Volume of recycled material (tons)	WMAC & Tri-CED	Monthly		2016 Operating Budget; Policy PFS-7.13 Residential Recycling

Table 2. Green Government Metrics

Metric	Data Source	Frequency	Hayward's Goal	Source Document(s) for Goal
Primary Metrics				
GHG Emissions (metric tons)	GHG emissions inventory	Every 5 years	20% reduction from 2005 levels by 2020, 61.7% by 2040, and 82.5% by 2050	Policy NR-2.5 Municipal Greenhouse Gas Reduction; 2016 Proposed Operative Budget ²
Electricity Use (kilowatt hours)	PG&E	Annually	Per the Beacon Award: 5% reduction from 2008 levels for Silver, 10% reduction from 2008 levels for Gold, and 20% reduction from 2008 levels for Platinum	Beacon Award Program ³
Natural Gas Use (therms)	PG&E	Annually	Per the Beacon Award: 5% reduction from 2008 levels for Silver, 10% reduction from 2008 levels for Gold, and 20% reduction from 2008 levels for Platinum	Beacon Award Program
Water Use (average daily gallons)	Bi-Monthly water meter readings	Monthly	Community goals are to reduce to 8% below 2013 levels in 2015. Consider alternative goal for municipal operations.	2016 Operative Budget
Solid Waste Diversion Rate (percent)	City data	Annually	75% of all solid waste recycled, composted or source reduced, 80% by 2018	Statewide and City-adopted goal, 2015 WMAC Franchise Agreement, and GP Policy PFS-7.7 Municipal Collection of Recyclables and Organics
Power from Onsite Renewable Sources (percent)	PG&E	Monthly	Pending Council direction on Zero Net Energy Policy	GP Implementation Program NR-14
Secondary Metrics				
Municipal fuel use (for fleet) (gallons)	City data	Annually		2016 Operating Budget; Policy NR-2.9 Fleet Operations
Municipal fleet efficiency (average miles per gallon)	City data	Annually		2016 Operating Budget; Policy NR-2.9 Fleet Operations
LED streetlights (percent)	City data	Annually	100% of streetlights to be LEDs	Policy PFS-2.3 Sustainable Practices
Employees using pre-tax commuter benefits (percent)	City data	Annually		Implementation Program M.18 City Commuter Benefits
Landscaping replaced with drought resistant plants at City Facilities (square feet)	City data	Annually		2016 Operating Budget; Policy NR-6.14 Native and Drought-tolerant landscaping

² http://www.hayward-ca.gov/CITY-GOVERNMENT/DEPARTMENTS/FINANCE/documents/2015/FY16_Proposed_Operating_Budget.pdf

³ <http://www.ca-ilg.org/beacon-award-program>