

Appendix D: Warehouse of Ideas

During the preparation of our Climate Change Action Plan, members of the Green Teams and Green Ribbon Committee considered hundreds of ideas for ways to reduce greenhouse gas emissions and to reduce resource consumption. The following is a compilation of ideas which were not prioritized by the Green Ribbon Committee for pursuit in the near term. However, responding to the California goal of reducing GHG emissions by 80% from 1990 levels by the year 2050 will require continuous efforts to implement and try new ideas. The following list of ideas should be considered during periodic updates of our Climate Change Action Plan.

Objective: Decrease miles travelled in single-occupant vehicles.

- Discourage casual car use in higher density residential developments by allowing remote parking and allowing evening and weekend parking in city garages.
- Work with Marin Transit and TAM to create high frequency transit centers and corridors (e.g. Northgate/Civic Center, Fourth St., Miracle Mile).
- Create an east/west Class II bike route in central San Rafael (possibly on Fifth Avenue).
- Update bicycle parking regulations and consider shower requirements in larger commercial developments.
- Implement/facilitate a car share program, including leasing provision of parking spaces in City garages.
- Implement/facilitate a downtown shuttle (possibly from parking revenues).
- Increase parking for the Downtown Transit Center.
- Encourage Marin Transit to provide free local bus service for transfers to commuter transit.
- Encourage local employers to offer transit and carpool incentives to their employees, including alternate work schedules and telecommuting opportunities.
- Provide a program for carpool matching through the City's website.
- Close City facilities (non-essential services only) one day per week.

Objective: Promote energy savings from transportation.

- Educate the public on the GHG reduction benefits of reduced vehicle speeds and other driving tips.
- Promote plug-in hybrids and electrical vehicles to the public through community education and provision of needed facilities.
- Encourage ownership of plug-in electric vehicles by encouraging charging stations in newly constructed private parking lots and garages.
- Increase the proportion of plug-in electric vehicles in the City fleet, with solar charging stations, and consider optimal fleet mix of electric, biodiesel and potential compressed gas vehicles. Consider additional Segways and bicycles for City staff use.
- Adopt a policy to limit City vehicle idling; evaluate equipping trucks with an auxiliary electrical system for illumination and warning signs.

- Purchase carbon offsets for City employee business air travel.
- Encourage and facilitate the use of alternative fuels by commercial vehicles.
- Provide parking for motorcycles and scooters in public and private parking lots (in unused areas).
- Reduce permit fees and offer other incentives (e.g., zoning allowances) for construction that incorporates green building.
- Require permeable paving surfaces where appropriate (parking lots, etc.).

Objective: Reduce material consumption and increase resource re-use.

- Establish a “Pay as You Save Resource Efficiency Retrofit Program.” Use 30-year municipal bonds to establish a self-sustaining revolving fund.
- Work with state and regional legislators to adopt extended producer responsibility legislation.
- Join the California Product Stewardship Council.
- Partner with the Sustainable Packaging Association to work with large retailers to minimize packaging waste.
- *Encourage a “retail take-back program” inviting local retailers to participate. Examples would include coordination and set-up of CRV “redemption centers” at grocery stores, locations for electronics, CFL’s, etc.*
- *Establish mandatory recycling for commercial and multifamily. (Outreach more to commercial and multifamily.)*
- Encourage large employers to adopt green purchasing programs. Encourage Kaiser Hospital and other large employers to adopt green purchasing programs.
- Develop a “Material Intensity Index” (MII) to measure and monitor per capita material consumption and disposal. (This index divides the total weight of specific indicator materials collected and processed by San Rafael’s waste and recycling businesses by the number of people living in San Rafael. These indicators will be tracked over time to measure progress in reducing GHG.)
- Fast-track permitting for re-use facilities.
- Assist in setting up infrastructure services. Ensure the following infrastructure services are set up and operational: refilling stations, repair shops, C&D yard, resource recovery park(s), composting
- Create a city-wide computerized waste exchange “warehouse.”
- Undertake Waste Characterization Study to provide policy makers and residents with validated information on the amount and monetary value of all recycled materials, types and weight of material disposed to landfill and quantification of other materials diverted from disposal. Establish Baseline Indicators to measure changes in resource recovery rates by specific material type by sector (residential, commercial, municipal).
- Require recycling at all public events; place more recycling bins in public areas; and ensure that every City building has easily identifiable

recycling bins.

- Require all food establishments to provide food compost bins.
- Eliminate free public waste disposal bins.
- Use a landfill tipping fee to support the Master Compost Program and provide subsidies for worm and compost systems.
- Undertake Waste Characterization Study to provide policy makers and residents with validated information on the amount and monetary value of all recycled materials, types and weight of material disposed to landfill and quantification of other materials diverted from disposal. Establish Baseline Indicators to measure changes in resource recovery rates by specific material type by sector (residential, commercial, municipal).
- As part of the Zero Waste Operational Strategic Plan:
 - Identify community education techniques, marketing to promote “Elegant Consumption.”
 - Identify community partnership opportunities (such as with environmental organizations, businesses, schools, neighborhood groups, Marin Sanitary, Sustainable San Rafael, other local governments, Bay Area regional Zero Waste Councils, etc.).
 - Identify sector based opportunities for recycling. Identify opportunities to support and market re-use infrastructure.
 - Encourage businesses and institutions to enact waste minimization plans.
 - Provide technical assistance to schools and other public organization to set-up zero waste demonstration projects.

Objective: Increase the supply of renewable energy sources.

- Review zoning landscaping standards to protect solar access.
- Ensure that land use decisions do not preclude future development of tidal power.
- Survey public and private lands for wind and solar potential.
- Promote district combined heat & power systems/ co –generation.
- Create a demonstration site for solar and wind power.

Objective: Reduce dependency on non-renewable resources.

- Hire a municipal Sustainability Energy Manager to address all GHG reduction efforts and serve as liaison to the County Energy Management Team.
- Create an interdepartmental management team that would meet periodically to oversee implementation of the energy programs.
- Develop facility energy efficiency protocols for employees that provide guidelines and instructions for efficient use of City facilities.

- Replace incandescent and mercury vapor street and parking lot lights with energy efficient LED lights (including timers and monitoring).
- Require energy efficiency audits in multifamily residential structures through the apartment inspection program. Include in 2009-2012 a required audit and provide discounts for improvements.
- Support organizations to provide no-cost weatherization services and energy education to all low-income households.
- Promote incentive programs for energy efficient appliances.
- Create a marketing plan (PSAs to promote local green businesses, booth at Farmers Market, neighborhood outreach, Snapshot newsletter, bill inserts).
- Pursue federal energy efficiency block grants when they become available to fund energy programs.
- Form an energy enterprise agency to generate power as a source of revenue for the City. The agency could lease a hybrid vehicle fleet to the public.
- Institute a utility user tax.