

CITY OF WEST HOLLYWOOD
ENVIRONMENTAL TASK FORCE

Recommendations to City Council

Final Report

January 5, 2009

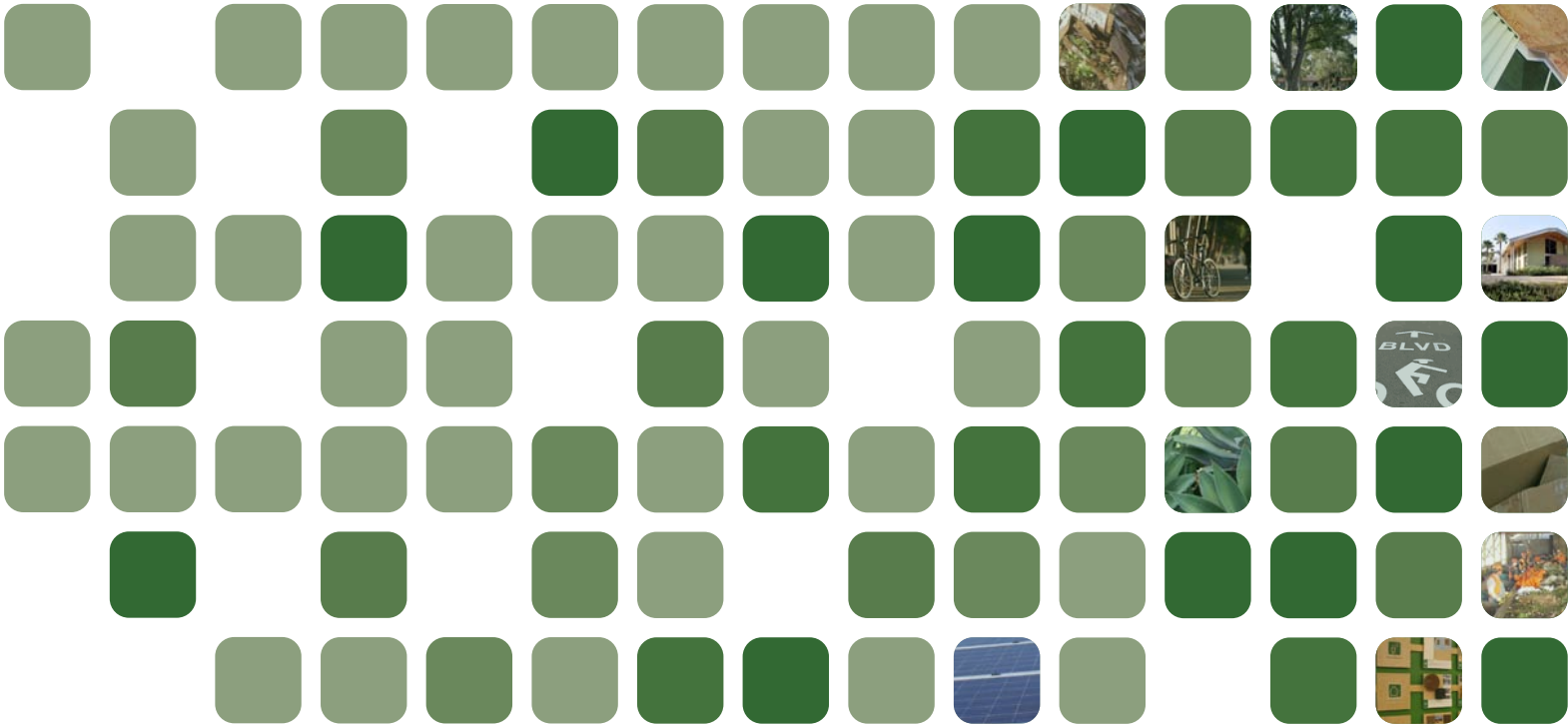




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I. Background

Since incorporation in 1984, the City of West Hollywood has been a leader in efforts to foster human rights, civil freedoms, sexual and gender equality and to care for the planet. With the aim of lessening the cumulative environmental impacts of the City and responding to the broader global challenge of climate change, the West Hollywood City Council has already implemented initiatives across a spectrum of issue areas including water quality, waste management, green building, and public education.

As environmental concerns have grown increasingly urgent, West Hollywood residents, employees, and elected officials have in turn expressed a strong desire for the City to take even more aggressive action to do its part to reduce its ecological footprint and remain a national leader in environmental and social initiatives.

On June 4, 2007, the West Hollywood City Council directed the City Manager to oversee the creation and coordination of the West Hollywood Environmental

Sustainable Development:

"...Development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

– United Nations World Commission on Environment and Development

Task Force (WHETF). The Council's perspective conveyed at the meeting was that the City of West Hollywood is nimble and engaged enough to act

as an incubator for bold policies and programs, and that success in taking on those goals can provide inspiration far beyond City limits.

With that perspective in mind, the Council charged the WHETF with examining the multitude of environmental issues facing the City and preparing a range of recommendations for the Council to consider around the issues of sustainability, community education, and reducing the City's

carbon footprint. The Task Force was directed to move quickly to focus on short-term efforts, but to also seek a more comprehensive long-term vision for the City.

Task Force recommendations are designed to work in concert with existing initiatives – such as ongoing recycling efforts and the Green Building

Program for Private Development – but moreover to connect with community members and work toward instilling a philosophy of “integrated sustainability” in the City's day-to-day operations.

Individuals came to the WHETF through a variety of mechanisms, including a press release sent to local media and published on the City's Web site. And most public participants in the WHETF were already involved in businesses or activities related to sustainability. Ultimately, Task Force members included City employees, residents, and business owners with particular expertise in environmental issues. Final Task Force member selection was completed in November, 2007.

In December of 2007, the City contracted with Global Green USA, a non-profit environmental organization headquartered in Santa Monica, to help guide what ultimately became a nine month process and draft this summary report.



More information on West Hollywood's existing environmental initiatives are described in the City's "Environmental Livability Report," which can be accessed at weho.org/environment



The first WHETF meeting was held on December 19, 2007, with the primary objectives of introducing the concept of a City-wide approach to sustainability efforts – involving a combination of considerations addressing ecology, economy, and equity – and establishing the overall objectives of the Task Force.

WHETF members also received the City's most recent environmental status report, which included information on the City's environmental policies and programs to date, along with topics for members to analyze and make recommendations upon.

A second meeting was held on February 20, 2008, at which members were given additional information on the existing conditions in the City, with the aim of better preparing members for the work ahead. At that meeting, Task Force members opted to divide the group into five sub-committees with the intent of focusing the efforts of the WHETF on specific categories of sustainability. The subcommittees are as follows:

- **Energy Use and Efficiency**
- **Green Space and Open Space**
- **Transportation and Mobility**
- **Waste Reduction and Recycling**
- **Water Use and Reduction**

Initially, the Task Force considered the creation of an "Education and Outreach" subcommittee, but members concluded that the concepts of education and outreach are so integral to success in each initiative area that they would be woven into each subcommittee's recommendations.



Each sub-committee, comprised of three to seven WHETF members, was charged with preparing a report comprised of background on the topic, top priorities, specific suggestions, and methods for measuring success in their respective fields. The results of subcommittee collaboration were presented at the third WHETF meeting on April 16, 2008, with a review of the draft version of this document conducted at a fourth meeting on July 16, 2008.

The WHETF was generally a cohesive group that shared the perspective that environmental concerns cannot be tasked to only one City department, but must be integrated into the operations of every level of the organization. That being said, Task Force members expressed a strong sentiment that success in all of the City of West Hollywood's environmental initiatives will require a balance of strong leadership and attention to detail in the day-to-day management of a comprehensive approach to sustainability.

The City Council should be able to pursue recommendations presented by the WHETF through this document and, as a result of monitoring progress over time, be armed with the tools to effectively communicate successes to the broader public.

II. Overall Goals

The first task assigned to the WHETF subcommittees was to define the overarching goals for the City in each of the respective five topics. These goals lay the groundwork for developing targeted short- and long-term strategies and methods for measuring success.

Energy Use and Efficiency

West Hollywood is served by two energy providers: Southern California Gas Company and Southern California Edison. Because the City does not own its utilities and therefore does not control the operations, rate structures, or efficiencies of their operations, the Energy Use and Efficiency subcommittee focused their recommendations on promoting alternative energy development, end use efficiency, and need reduction.

Goals established by the subcommittee:

- Reduce the amount of energy pulled from the grid through increasing the City's sustainable energy production, utilization and awareness
- Reduce the City's total annual energy-related carbon footprint
- Embrace Al Gore's 10-year, 100% renewable, carbon-free energy challenge in West Hollywood by increasing the percentage of renewable energy generation in the City
- Reduce dependence on fossil fuel, utilizing the slogan: "Fossil Free by '23"

For the City to address sustainability in a systemic, comprehensive, and realistic manner, the subcommittee also recommended the council add a Sustainability Coordinator or supervisor and appropriate staff support.

Green Space and Open Space

West Hollywood has four parks and a scattering of green space areas including street medians, a veterans memorial, and a 22-space community garden. To help the Green Space and Open Space Subcommittee refine their priorities related to these and other resources, the subcommittee defined open and green space in the City across three categories: green, recreational, and public.

According to the subcommittee, *green space* helps reduce the incidence of the local heat island effect and adds an element of beauty to the City; *recreational space* is oriented toward physical activity; and *public space* functions as a point of cultural exchange and venue for community events. The subcommittee also stated that any open space can serve the purpose of any combination of the three.

Goals established by the subcommittee:

- Sustain the existing urban forest, green space, and open space in the City
- Increase the area of green and open space in the City
- Make green and open space more accessible, cared for, and popular

The subcommittee expressed that each type of aforementioned space is valuable, and recognized the importance of programs and policies that support them, such as the Heritage Tree Program, the Greening West Hollywood Program, and the community resources offered at Plummer Park.

Because the City is fully built out, the Green Space and Open Space subcommittee stated that increasing the amount of such space in the City is a considerable challenge. Therefore, the subcommittee indicated that long term planning aimed at maximizing the value of existing and new green and open space is of paramount importance.



Transportation and Mobility

Existing efforts to reduce congestion and resident reliance on single-occupant vehicles in the City of West Hollywood include Transportation Demand Management (TDM) requirements for new developments larger than 10,000 square feet, existing bicycle lanes, and the CityLine/DayLine bus system, which is free to MTA bus pass holders (or 25 cents per ride).

The City also provides several no- or reduced-cost transportation options for senior and special-needs citizens, including taxi and bus pass subsidy programs, as well as the “Dial-a-Ride” program, which provides free transportation.

Goals established by the subcommittee:

- Increase the use of non-motorized and non-single-occupant vehicle (SOV) transportation through an emphasis on non-motorized and mass transit projects
- Identify interim transit solutions aimed at reducing the cumulative annual environmental impacts of SOV transportation by decreasing the number of miles driven annually in the City
- Secure construction of a Metro subway line along Santa Monica Blvd.

The Transportation and Mobility subcommittee's overarching goal was to stimulate a philosophical shift in how people move through the City: away from the notion of single-occupant vehicular transportation as the baseline. Bearing that in mind, subcommittee members stated it is important to recognize the need for a comprehensive transportation infrastructure that is efficient and safe.



Waste Reduction and Recycling

California Assembly Bill 939 (the Integrated Waste Management Act) establishes limits for annual landfill waste contributions from cities across California. Through aggressive action, the City has been able to meet – or come close to meeting – the annual requirements set forth in the bill.

However, according to the Environmental Livability Report, West Hollywood is in a somewhat unique position because it is a highly urbanized City with little of its baseline waste generation coming from yard waste, which is comparatively easier to recycle or compost than traditional waste. The lower ratio of green to traditional waste makes meeting reduction goals more challenging in West Hollywood than in many California cities.

The 2013 closure of the Puente Hills landfill, currently the final destination for most non-diverted waste produced in the City, frames the discussion for actions regarding West Hollywood's waste generation. The closure does not alter the fundamental goals or overall strategies, subcommittee members stated, but rather serves as a demonstration of the urgency of these measures.

Puente Hills Landfill

As of the Fall of 2007, a cumulative total of 109.1 million tons of waste had been deposited in the Puente Hills landfill since 1970, leaving a remaining capacity of 26.6 million tons.

– Los Angeles County Sanitation District, Puente Hills Landfill 2007 Annual Report

Goals established by the subcommittee:

- Reduce waste generation by expanding existing programs and implementing a Zero Waste Plan
- Emphasize reuse opportunities
- Increase recycling diversion in commercial and multifamily buildings
- Improve waste reduction practices at City Hall
- Divert a higher percentage of waste from landfills

The Waste Reduction and Recycling subcommittee's overall approach to addressing the issue of waste reduction revolved around increasing momentum in the shift toward a more waste-conscious populous; one that generates less waste per capita regardless of its end destination or the cost to get there.



Water Use and Reduction

The City of West Hollywood purchases most of its water from the Los Angeles Department of Water and Power, with the remaining amount purchased from the City of Beverly Hills.

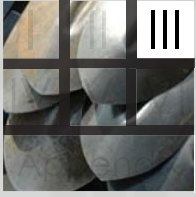
Although the City does not own its water utility, it still mandates some water conservation measures through its existing *Water Conservation Plan* (Chapter 15.52), which regulates irrigation practices, exterior washing practices, and ornamental water use, among others.

The general approach taken by the Water Use and Reduction subcommittee toward water conservation was to take existing policies and programs in the City, such as the *Water Conservation Plan* and the *Water Conservation Education Campaign*, and strengthen their presence in the community through education and enforcement.

The goal is to provide the resources for residents and business owners to become familiar with the concepts of water use reduction, as well as emphasize the need to comply with City regulations.

Goals established by the subcommittee:

- Conserve water
- Manage urban runoff and storm water
- Manage groundwater supplies



III. Short-Term Strategies

SUGGESTED SHORT-TERM ACTIONS

Subcommittee	Topic	Action
Energy Use and Efficiency	Energy Efficiency	<ul style="list-style-type: none"> • Hire City Sustainability Coordinator • Develop public energy audit / rating program • Address the City's most intensive power uses • Hold energy efficiency showcases and workshops
	Clean Energy	<ul style="list-style-type: none"> • Centralize PV system information ("One-stop" hub) • Incentivize solar power (grants, permit fee waivers, etc.) • Lobby for net metering changes
Green Space and Open Space	Green Space	<ul style="list-style-type: none"> • Develop <i>Green Link</i> system • Establish green / open space requirements
	Community Connections	<ul style="list-style-type: none"> • Strengthen "<i>Greening West Hollywood</i>" program • Provide in-person landscaping resources
Transportation and Mobility	Bicycle Infrastructure	<ul style="list-style-type: none"> • Create "<i>Bicycle Priority Streets</i>" (limit traffic flow, linked paths, bicycle parking / sharing)
	Pedestrian Access	<ul style="list-style-type: none"> • Implement weekly pedestrian street
	Mass Transit	<ul style="list-style-type: none"> • Continue lobbying for Metro extension • Educate public on, and expand, CityLine services
	Parking	<ul style="list-style-type: none"> • Maximize parking infrastructure
Waste Reduction & Recycling	Waste Reduction	<ul style="list-style-type: none"> • Mandate business recycling • Enforce polystyrene and plastic bag bans • Tailor education efforts to specific audiences
	Waste Recycling/Reuse	<ul style="list-style-type: none"> • Mandate recycling info. in multifamily buildings • Add more recycling bins to community spaces • Strengthen composting education and infrastructure
Water Use and Efficiency	Education / Outreach	<ul style="list-style-type: none"> • Conduct workshops on water use reduction • Create "Sustainable Landscape Professional" list • Outreach to multifamily building managers / owners • Establish efficient landscape demonstration sites
	Enforcement	<ul style="list-style-type: none"> • Create detailed water use enforcement plan

Energy Use and Efficiency

The goals established by the Energy Use and Efficiency Subcommittee of reducing overall energy demand, increasing the percentage of total energy consumption from off-grid renewable sources, and sourcing 100% of West Hollywood's electricity from "clean and truly renewable sources" in ten years can be approached through policy and programmatic initiatives.

The subcommittee's primary recommendation was to assist residents and business owners in understanding and tracking their energy consumption, with the aim of raising consciousness and creating a sense of responsibility about the relationship between energy use and occupant behavior.

This can be accomplished through the development of a voluntary energy audit program for residents and businesses that assesses building-specific energy efficiency, provides suggestions for increasing energy efficiency, and offers tools needed for regular monitoring of established goals.

The subcommittee recommended coupling the energy audit program with a voluntary rating system aimed at encouraging tenants and owners to further develop relationships with their daily and monthly conservation efforts and energy consumption patterns. The subcommittee recommended strengthening this effort by



working with Southern California Edison to create a pilot program to put electricity meters in easily viewable, high traffic locations in buildings, and conducting energy efficiency workshops.

The subcommittee also recommended the City do its part by identifying sources of the City's most intensive power uses and explore ways to increase efficiency and reduce demand.

Additional short-term actions recommended by the subcommittee for helping reduce energy consumption included the following:

- Evaluate efficiencies for street and sidewalk lighting to maximize the efficiency of electrical use while meeting public safety needs;
- Develop a City-wide compact fluorescent lamp (CFL) replacement program;
- Review and update City standards on night time light saturation and street lamp efficiency;
- Incentivize the use of passive solar and other sustainable architectural features;
- Install energy efficient hand driers in City-owned facilities; and,
- Showcase energy efficient model home systems and provide workshops demonstrating their successes.

After considering a comprehensive approach to reduction of overall energy demand, the subcommittee recommended the City increase its efforts to actively promote on-site generated renewable energy. The subcommittee stated the most appropriate type of such renewable energy production for the City is solar power, (i.e., photovoltaics [PV]). Specific suggestions for increasing the presence and use of photovoltaic systems in the City include:

- Create a one-stop location for information on solar systems installation, financing, etc.;
- Lobby for changes to net metering standards; and,
- Explore a utility partnership on PV system demonstration sites.



Because many factors exist that make PV systems challenging for property owners in the City to install, the subcommittee recommended the City create a program that helps remove barriers and, ideally, reduces system installation costs.

For the immediate future, the subcommittee recommended establishing a “one-stop” streamlined City program for solar power information on incentives, pricing, and contracting. So even as costs and availability of photovoltaic systems fluctuate, having one reliable source for information would help simplify the often confusing process of researching and installing such a system. The subcommittee also recommended the City provide grants and waive City solar permit fees.

Power produced by individually-owned photovoltaic systems can offset the system owner’s electricity bills, as every kilowatt of energy produced by the system effectively “rolls back” the electricity meter one kilowatt, a process known as “net metering.” However, while electricity costs can fluctuate throughout the day (they are the highest during peak usage periods), system owners are only credited the lowest value (per kW/hour) for the power they supply, until their annual bill reaches zero. Any excess generated power is not compensated.

This approach, the subcommittee stated, has adversely distorted solar economics and blocked potential contributions to the regional grid. Therefore, the subcommittee recommended both legislative and programmatic approaches to addressing the viability of solar power systems in the City.

Legislatively, the subcommittee recommended beginning efforts to lobby state officials in the legislature and at the Public Utilities Commission to revise the current approach to net metering so the value returned

to system owners is equal to the value of the power generated and includes a premium that reflects the desirability of clean, renewable power.

Programmatically, the subcommittee recommended the City initiate a program to partner directly with utility providers to fund pilot solar installation projects around the City, while also negotiating a fixed higher credit for aggregated solar contributions to the grid.

If power generated by solar power systems were credited back at higher rates and information were readily available, subcommittee members stated, more systems would likely be installed annually. Developments ideal for large PV systems would be more likely to install oversized systems, which would help compensate for developments for which PV systems are less ideal, which subcommittee members stated is desirable from both policy and economic perspectives.

Ultimately, subcommittee members stated, additional photovoltaic systems on all types of development will decrease the City’s dependence on fossil fuels, lessen its carbon footprint, and decrease the need for new and “peak period” fossil fuel-powered power plants.

Santa Monica Solar Program

The City of Santa Monica publicly launched its "Solar Santa Monica" program in January of 2007, with the aim of accelerating "the awareness and installation of energy efficient and solar technologies" throughout the City, (Environmental and Public Works Staff Report). The program works toward the goals of the City's current Sustainable City Plan, which targets sourcing 25% of the City's electricity from renewable sources by 2010, and reducing greenhouse gas emissions to 15% below 1990 levels by 2015.

The two core elements of the program are:

1. Combining energy efficiency with solar PV systems; and,
2. Simplifying the process for purchasing and installing solar PV systems for residents and local businesses.

Through the program, the City acts as a conduit between community members and information, rebates, and system installation contractors.

The City identified seven companies through an extensive Request for Proposal (RFP) process to include in its 2008 "Preferred Provider Network." In developing relationships with specific companies, the City was able to simplify the process of identifying and selecting contractors, and moreover, lock in a competitive rate for PV system installations. Building owners are

not restricted to the network, however, and regardless of the contractor, Santa Monica Solar Program representatives are available to monitor all elements of the process, including installations, inspections, permits, connections and rebates. The City established a professional services agreement with EcoMotion, an Irvine-based firm, to provide many of these services and assist in the day-to-day operations of the program.



The Process:

Interested parties first fill out a questionnaire that informs the City on the building type, roof type, average utility costs, and steps already taken to save energy. Then, the City arranges an on-site energy assessment, wherein EcoMotion representatives help identify opportunities for energy efficiency improvements and analyze the value of adding a solar system. If the building owner decides to move for-

ward with a solar system, the City assigns one of its "Preferred Providers" to verify upgrades and draft a contract. It is the provider's responsibility to initiate permitting, schedule and complete installation, arrange for inspections and permits, and invoice the client.

Background:

Solar Santa Monica is a product of the City of Santa Monica's Community Energy Independence Initiative (CEII), approved in March of 2006, with the goal of installing energy efficiency measures and solar photovoltaic or solar thermal systems in residential, commercial, and institutional buildings.

The program also falls under one category of the City's comprehensive Strategic Energy Plan adopted in 1999. Additionally, renewable energy goals are tracked annually through the City's Sustainable City Progress Report, which lists renewable energy as one of several initiatives under the broader goal of resource conservation, which includes solid waste, water use, energy use, greenhouse gas emissions, sustainable procurement, and green construction.

Sources:

Solar Santa Monica

Staff Reports, Environmental and Public Works Management (9/12/2006, 1/22/2008)

Staff Report, Office of Sustainability and the Environment (9/23/2008)



Green Space and Open Space

The subcommittee's goals of maintaining, increasing, linking, and maximizing use of green and open space in the City involves reviewing the existing portfolio of such space and finding opportunities for improvement, synergies, and innovative uses. Subcommittee members stated that the City has few available areas in which to create new large recreational spaces, so one of their primary recommendations was for the City to develop a comprehensive plan for linking the existing spaces via pedestrian-oriented green pathways, called "Green Links."

Features of these pathways could include tree canopy cover, benches, directional striping, drinking fountains, exercise stations, and other elements identified through further study. The idea builds upon the existing "Well West Hollywood" program (which connects parks via walking paths identified with stenciled designation) by tying together open spaces such as Plummer and West Hollywood Parks, and other community spaces such as memorials and community gardens.

It was suggested that it may be beneficial to define the Green Links by a system similar to that used for classifying bicycle lanes (e.g., Class I through III). Doing so would standardize some components of the links (e.g., width of traversable space, percentage of canopy cover, and distance to public restrooms), and make mapping and benchmarks for their creation easier to track.

Linking existing and new green spaces, subcommittee members said, could help encourage residents and visitors to spend more time exercising outdoors, become better connected to their neighborhood, and walk or ride bicycles for transportation.

The subcommittee also recommended strengthening the existing "Greening West Hollywood" marketing campaign, and interconnecting other existing environmental programs. Events and gatherings could be developed aimed at stimulating interest in – and use of – existing recreational and public spaces, making them more prominent hubs of community activity and interest. Additional initiatives could include a ramped up green waste recycling program, community gardening and composting education and stations, and making green waste collected by the City available for public use.

The subcommittee also addressed the value of green spaces that are not designed primarily for recreational or public use, but that contribute to overall beautification, reduced heat island effects, and improved air quality. Suggestions for maintaining and increasing the presence of green spaces of that nature include:

- Advancing the Heritage Tree program to include tree replacement requirements for removed trees;
- Encouraging native species planting through information and requirements;
- Providing an in-person resource for residents interested in upgrading landscaping;
- Promoting roof gardens and green roofs, when appropriate; and,
- Developing the aforementioned *Green Links* system.

Finally, the subcommittee recommended the City review and update its residential parkway guidelines to encourage permeable paving, native planting, increased softscape and reduced use of concrete.

Transportation and Mobility

The subcommittee's primary short-term focus was on making West Hollywood a "Bike Safe City." Several suggested initiatives aimed at accomplishing this goal were to:

- Identify through extensive study potential cardinal streets as "Bicycle Priority Streets" to stimulate non-motorized transportation;
- Coordinate with the cities of Los Angeles and Beverly Hills on linking to existing bike paths;
- Dedicate bicycle patrol officers along the "Bicycle Priority Streets" and others to enforce existing rules for bicycle and pedestrian safety;
- Establish a bicycle parking infrastructure (e.g., requiring bicycle parking at storefronts, and creating bicycle parking lots);
- Develop a City bicycle sharing program; and,
- Study opportunities for widened sidewalks, optimized canopy cover, benches and new artwork to encourage pedestrian traffic.

The subcommittee also recommended mirroring efforts of other progressive, alternative transportation-oriented cities by closing some streets to vehicular traffic for a period of time (e.g., Fountain Ave. between La Cienega Blvd. and Plummer Park) for recreational use. This model has been implemented with great success in several South American cities and is becoming a popular concept in some cities in the United States.

Such a program, subcommittee members said, could inspire a tremendous shift in resident perspectives on transportation and have the added benefits of increasing communal ties, giving the City an opportunity to connect with residents, and providing individuals and families of all income levels a venue for a free, fun weekend activity.

Considering medium-distance transportation options, subcommittee members stated a more integrated and efficient mass transit system across the entire Los Angeles metropolitan area is greatly needed. To that end, subcommittee members stated officials should engage in the earliest stage of planning as possible.

Because the planning process for the Los Angeles County Metropolitan Transportation Authority's metro system can be politically and economically challenging, the subcommittee recommended the City continue to take decisive action on advocating for a metro extension to and through West Hollywood.

The subcommittee valued existing efforts of the City, which include lobbying at the federal and local levels as well as an initiative to generate local grass roots support, and suggested City Council continue to look aggressively for opportunities to strengthen this initiative. Prioritizing this issue as a short-term goal is particularly important due to the amount of time and energy required to impact long-term planning alignment of metro station location, they stated.

To serve as interim transit solutions, the subcommittee recommended the following:

- Further educate the public on available bus routes and services;
- Expand CityLine service hours and route operations, especially to ease night time congestion connecting to Sunset Blvd.;
- Reevaluate the topic of free metered parking and/or dedicated spaces for alternative fuel vehicles;
- Develop relationships with car sharing companies (e.g., "Zip Car");
- Create a better signage, tracking, and mapping network for existing parking in the City; and,
- Reduce the minimum threshold for mandatory Transportation Demand Management (TDM) in new construction projects.

Ultimately, the subcommittee stated that a City that is largely walkable and community oriented, as well as connected to an efficient, environmentally friendly mass transit system would help fewer West Hollywood residents to feel compelled to purchase, maintain, and operate cars.



Berkeley Bicycle Boulevards

In 2000, the City of Berkeley adopted the City's current Bicycle Plan. Then, over the course of four years, the City built upon its existing bicycle infrastructure and traffic calming measures to construct a network of linked Bicycle Boulevards designed to stimulate bicycle transportation.

Bicycle Boulevards, often referred to as bicycle priority streets, are roads upon which all vehicles are allowed, but to which modifications have been made as needed to enhance bicycle safety and convenience.

Berkeley's seven Bicycle Boulevards cross the city in all cardinal directions and are designed to limit traffic volume, discourage non-local motor vehicular traffic, ease the flow of bicycle traffic, and provide a distinctive look that alerts motorists and bicyclists of the roadway as a priority route for bicyclists. The major components of Berkeley's Bicycle Boulevards are traffic calming measures and

route signage. Special signs indicate distances and give directions to local landmarks, and large stenciling (the same width as standard "STOP" stenciling before stop signs) clearly designate the routes as Bicycle Boulevards.

The informational signs on Bicycle Boulevards are colored purple, and street signs on Bicycle Boulevards are also purple (as opposed to blue, which is standard throughout the rest of the City).



Bicycle traffic is given priority on some of the boulevards far beyond vehicular traffic. Examples of this include barriers designed to grant access to bicycles but prohibit

vehicles, and roads that permit two-way bicycle traffic when only one direction of travel is permitted for cars.



The City reports having spent approximately \$330,000 on the implementation of the Bicycle Boulevard Network to date, with 90% of the funding coming from grant sources, including the Transportation Fund for Clean Air, the Transportation Development Act, and the Caltrans Safe Routes to School Funds.

Sources:
Berkeley Bicycle Boulevard Design Tools and Guidelines
City of Berkeley Office of Transportation

Waste Reduction and Recycling

The Waste Reduction and Recycling subcommittee identified several ideas for incorporating the philosophy of reducing, reusing and recycling waste into the cultural fabric of West Hollywood. Recommendations were to:

- Provide a means of composting to more residents (e.g., drop-off sites, community gardens);
- Install more recycling bins in parks and public spaces;
- Mandate the display of recycling information in multifamily buildings;
- Mandate recycling for businesses (e.g., 100% MRFing or a requirement to provide on-site separation);
- Encourage schools to sponsor Green Science Fairs and other similar events;
- Create a recycling education program with standardized signage and clear guidelines on acceptable materials (e.g., create posters of the recycling guide in the City's recycling brochure), along with information on the Puente Hills landfill closure; and,
- Create an enforcement plan for new and existing ordinances (e.g., polystyrene and plastic bag bans).



The subcommittee emphasized creating a civic environment that supports a positive attitude toward waste reduction, as opposed to attempting to achieve its goals largely through punitive action.

For example, the subcommittee stated the importance of increased oversight of the success of the polystyrene ban (15.60.020 Food Packaging Prohibitions), largely through an educational campaign outlining environmentally friendly alternatives to polystyrene targeted at business owners, with enforcement playing an important, yet secondary role. The subcommittee recommended the recently adopted plastic bag ban be implemented in a similar fashion.

The subcommittee also recommended developing specific action plans based on existing waste generation and recycling rates for various development types in the City.

For example, according to the subcommittee, residents in single family homes recycle a larger percentage of their total waste than do residents in multifamily buildings. However, residents in both development types may have different consumption patterns, so outreach programs might need to vary across different groups to achieve the maximum impact.

Subcommittee members stated that the City could also continue to lead by example by further "greening" its operational and purchasing practices and ramping up existing efforts to increase composting in restaurants and recycling in local businesses.





Water Use and Reduction

Bolstering City-wide buy-in on water conservation efforts was a primary concern of the Water Use and Reduction Subcommittee. Enforcement of existing policies was heavily emphasized, but only in tandem with extensive efforts to educate the public on the value of – and methods for – reducing water use. The subcommittee recommended further implementation of the *Water Conservation Campaign* by the Department of Public Works and Public Information Office.

The subcommittee recommended information and workshops be created and tailored to specific sectors of the West Hollywood community. For example, information disseminated to landscaping professionals could focus on proper installation and maintenance of efficient irrigation and graywater systems. The subcommittee recommended that landscapers who successfully complete a series of approved workshops on such topics be listed on a publicly available “Sustainable Landscape Professional” database.

The subcommittee also recommended a workshop program be developed for residents, with a focus on residential rebates, water conservation tips, and local requirements.

A large number of residential buildings in West Hollywood are multifamily developments, many of which have as few as one or two “master” meters for water use per building. Because units in buildings of this type are not sub-metered, residents do not pay directly for their water consumption. This removes much of the incentive for residents to strive for reduced water consumption. Alternatively, it puts all of the responsibility for water savings

on property managers. The subcommittee recommended the City outreach directly to this market, with a focus on potential water savings as a result of installing low flow fixtures and utilizing low-water landscaping techniques.

The second major component of the subcommittee’s strategy to address water consumption was the development and implementation of a detailed enforcement plan. Components of the plan could include the creation of an enforcement officer position to enforce existing and new water conservation and stormwater treatment requirements, along with the creation of a water use abuse hotline.

Specifically, the subcommittee recommended beginning increased enforcement of violations of the City’s *Water Conservation Plan* and *Green Building Ordinance* on July 1, 2009. The subcommittee also recommended simultaneously increasing enforcement of existing City municipal code requirements related to storm drainage and storm water runoff.

Revenue generated as a result of the enforcement activity, they stated, could be allocated to an interest-bearing *Water Conservation & Pollution Control Fund*, which could be used to develop and update the previously described conservation materials and workshops, and help fund the inclusion of water-saving measures in City projects.

One example of such a program is the creation of water efficient landscaping demonstration sites, which could include information on low-water irrigation strategies, graywater systems, permeable hardscape, and native planting. Privately owned homes or businesses – or City-owned sites – could be identified as demonstration sites.

IV. Long-Term Strategies

SUGGESTED LONG-TERM ACTIONS

Subcommittee	Topic	Action
Energy Use and Efficiency	Community Connections	<ul style="list-style-type: none"> Achieve renewable and “Fossil Free by ‘23” goals (e.g., via energy efficiency, PV system promotion, etc.)
Green Space and Open Space	Development Requirements	<ul style="list-style-type: none"> Implement policies requiring green / open space (e.g., canopy trees, pocket parks, vertical gardens, etc.)
	Community Resources	<ul style="list-style-type: none"> Continue funding the Green Building Resource Center Pursue opportunities for new green / open spaces (e.g., joint-use agreements, leasing, etc.)
Transportation and Mobility	Planning	<ul style="list-style-type: none"> Implement plans identified to meet long-term transportation needs
	Infrastructure Development	<ul style="list-style-type: none"> Advance infrastructure for non-motorized and mass-transit options
Waste Reduction & Recycling	Waste Reduction	<ul style="list-style-type: none"> Become a “Zero Waste City”
Water Use and Efficiency	Regulatory Changes	<ul style="list-style-type: none"> Mandate minimum water saving techniques

Energy Use and Efficiency

Long-term suggested actions for energy use and efficiency involve undertaking an ongoing educational campaign stressing the urgency of individual, business, and corporate action to reduce energy consumption and convert to a fossil-free ethic in the City. Success will mean continuing and building upon programs established as short-term actions. Some suggestions for doing so include:

- Create a team to identify and implement strategies for meeting the established renewable and “Fossil Free by ‘23” goals;
- Encourage walking as a healthy, enjoyable and viable alternative to driving;
- Work with “Google” to update mapping to options include mass- and non-motorized transportation directions for the City;
- Create City and public “footprint” contests, possibly as a part of a City-sponsored “green” science fair; and,
- Sponsor a City program aimed at honoring residents and business owners who stand out as leaders in various categories of sustainability.



Green Space and Open Space

Creating a truly integrated green and open space system in the City will require concerted efforts in the planning, implementation, and maintenance phases, subcommittee members stated. One suggestion for laying the groundwork for the network would be including language in the Open Space / Green Space element of the general plan stating a commitment to developing it. Furthermore, the City could adopt policies and support programs based on the suggestions below:

- Pocket Parks – Provide incentives for developers that include them as a part of programming for new development
- Native Planting – Encourage native plant materials
- Residential Parkways – Update design criteria for residential parkways to encourage maximized use of permeable softscape over hardscape
- “Great Streets & Alleys” – Encourage open space solutions (plazas, green spaces, etc.) on conventional streets
- “Green” Stormwater – Create opportunities for bioswales/permeable collectors
- Energy Neutral Streets & Gardens – Encourage local power generation for public open space
- Roof Garden and Vertical Gardens – Encourage roof and vertical gardens
- Green Building Resource Center funding – Secure ongoing funding for the Center

- Solar or Wind-powered Art Park/Sculpture Garden and Sustainable Public Art – Create a highly visible demonstration
- Green Business Program – Encourage local businesses to promote materials related to green and open space

Additionally, the subcommittee recommended the City pursue partnerships with developers, other cities, and the Los Angeles Unified School District to review opportunities for adding functional green space through joint use agreements, leasing, and possibly annexation.

Finally, the subcommittee recommended the eventual creation of a City-owned and operated nursery/botanical park to serve as a source for new trees and plant materials for use in the City, but also as a hub in the green space network. Resources could be provided at the nursery for residents to come to learn about more opportunities for making home landscaping more green, climate appropriate, and beautiful.

Transportation and Mobility

The Transportation and Mobility subcommittee stated that the City of West Hollywood’s transportation and mobility plans must account for the needs of residents and business owners within the City, as well as a large contingency of people who move entirely through the City. To adequately develop transportation and mobility planning goals, they stated, the City would need to review long term expectations of population and transportation need growth in the City and across the region.

In doing so, however, the subcommittee recommended the City steer the transportation and mobility needs of locals by providing infrastructure geared toward non-motorized and mass transit options.

Waste Reduction and Recycling

The overarching long-term recommendation from the Waste Reduction and Recycling Subcommittee is for West Hollywood to move toward becoming a “Zero Waste” city.

The subcommittee recommended mirroring approaches in similar communities toward zero waste. Major components of such a plan could include:

- Expanding and improving local and regional recycling and composting;
- Developing and adopting new rules and incentives to reduce waste disposal;
- Preserving land for sustainable development and green industry infrastructure;
- Advocating for manufacturer responsibility for product waste, and banning problem materials; and,
- Educating, promoting and advocating a zero waste sustainability agenda.

Water Use and Reduction

After increasing education and enforcement efforts, the Water Use and Reduction subcommittee suggested long-term goals be broken down into two categories: 1) Code changes, geared toward increasing minimum water saving techniques and preventing ground water pollution, and, 2) Revenue expenditures from

enforcement activities on more aggressive water-saving and pollution-preventing projects.

Specific code changes recommended by the subcommittee include requiring all irrigation systems installed in the City to include weather-based control systems, mandating the use of tankless hot water heaters in new projects (when appropriate), and prohibiting sump pump permits from being issued unless the pumped groundwater will be stored and reused, when feasible.

To meet the goals of managing urban runoff and stormwater, as well as groundwater supplies, the Water Use and Reduction subcommittee stated the City should:

- Increase enforcement of municipal code requirements for stormwater runoff;
- Ensure site inspections of development projects have maximum impact;
- Require all City-funded projects in public right-of-ways be designed to further control urban runoff;
- Install pet waste stations and cigarette disposal facilities in City parks and in other public open spaces; and,
- Amend the Green Building Ordinance to require reuse of sump pump water.

The subcommittee also recommended investigation into the City’s rights to the water aquifer and other underground water supplies, along with feasibility and cost analysis studies on the development of a City-owned water facility to purify and store groundwater.



V. Next Steps and Synergies

TOP FOUR SUGGESTED ACTIONS

Short-Term	Long-Term
<ul style="list-style-type: none"> • Create "Bicycle Priority Streets" (8 votes) 	<ul style="list-style-type: none"> • Advance infrastructure for non-motorized and mass-transit options (14 votes)
<ul style="list-style-type: none"> • Centralize solar power system information (6 votes) 	<ul style="list-style-type: none"> • Become a "Zero Waste City" (12 votes)
<ul style="list-style-type: none"> • Adopt Plastic Bag Ban (6 votes) <i>(City Council voted to develop an ordinance 8/18/08)</i> 	<ul style="list-style-type: none"> • Implement policies requiring green / open space (6 votes)
<ul style="list-style-type: none"> • Lobby for West Hollywood Metro extension (5 votes) <i>(in progress)</i> 	<ul style="list-style-type: none"> • Mandate minimum water savings techniques (6 votes)

Next Steps

At the final Task Force meeting, WHETF members were given the opportunity to vote on all suggestions developed by each of the Task Force subcommittees (three votes per member, for both long- and short-term suggestions).

It is notable that top suggestions in both the short- and long-term categories included initiatives across the spectrum of those considered by the Task Force – transportation, energy, waste, green/open space, and water conservation were all highly prioritized items. However, the highest votes in both categories were on transportation initiatives.

The purpose of reporting the votes was in no way to devalue recommendations that received fewer votes, but rather to offer some perspective on which actions resonated the most across the Task Force as a whole.



Synergies

Throughout the WHETF process, several initiatives presented independently by Task Force subcommittees shared similarities in approach or offered opportunities for synergistic benefits. Below are several ideas presented in whole, or in part, by more than one subcommittee.

Sustainability Coordinator

The concept of a Sustainability Coordinator was raised specifically in the Energy Use and Efficiency subcommittee, but Task Force members from all subcommittees spoke to the value of the City having one person charged with streamlining sustainability efforts in the City. The recommended role of the coordinator would be oversight of the collective implementation and monitoring of many of the goals, strategies and methods of measurement established in this document.

It is equally important to note that Task Force members stressed the underlying goal of truly folding the concept of sustainability into the perspectives of every City staff member and



operations of each program, but that having an individual tasked with broader sustainability goals and monitoring responsibilities would help ensure the City remains on track for establishing and meeting environmental benchmarks.

Extensive Education Program.

Initially, WHETF members considered creating a subcommittee focusing specifically on education. However, because Task Force members felt education would be woven so indelibly into each of the City's environmental initiatives, Task Force members decided to make education a focus of each subcommittee.

That being said, Task Force members from each subcommittee emphasized the importance of valuing and offering education on as many levels as are feasible for the City. Suggestions for specific educational initiatives are referenced throughout this document, and include workshops, brochures, and marketing campaigns, and a centralized location for environmental data in the City.

Voluntary Self-Greening Verification Program.

One program that could fall under the purview of the aforementioned Sustainability Coordinator and would help satisfy the need for extensive education expressed by subcommittee members was that of a voluntary Self-Greening Verification Program for residents and business owners.

Defining the program would require further outreach, but could include a range of options including tracking individual energy and water use, surveys on individual "greening" efforts, and feedback on the City's environmental initiatives.

The program could be designed to connect residents and business owners with their own efforts to live and work more sustainably, but also serve as a constant conduit between the City and its constituents on the effectiveness its programs.





Green Links & Bicycle Priority Streets

The theme of maximizing the City's green and open space was presented by the Transportation and Mobility and Green Space and Open Space subcommittees, but was echoed throughout the Task Force. Moreover, the entire Task Force endorsed the concept of a system that would tie together new and existing community and green spaces, as well as provide a comprehensive system for non-motorized transportation in the City.

Supported by existing or new infrastructure, *Green Link* pedestrian pathways and *Bicycle Priority Streets* could work together to accomplish this goal, with specifics deemed appropriate by extensive study. Some potential benefits of such a system include fewer necessary local vehicle trips, better resident health as a result of increased activity, and greater utilization of existing community resources.

Weekly Pedestrian Street.

One idea recommended by the Transportation and Mobility, and Open Space and Green Space committees, builds upon successes of other cities in transforming traditional roads into traffic-free, pedestrian and community spaces for a designated period time (e.g., four hours weekly on Sunday mornings). The idea is an extension of the concepts of the *Green Links* and *Bicycle Priority Streets* systems, but with a focus on physically transforming space dedicated to vehicular transportation to a community-oriented leisure space.



VI. Measuring Progress

A critical component of moving forward with actions suggested by Task Force members is identifying how to measure success, and over what duration of time success and progress can, and must, be achieved.

To that end, each subcommittee was tasked with identifying a number of ways progress could be monitored for both short- and long-term action suggestions. Task force recommended tracking the following:

SUGGESTED MEASURES OF SUCCESS

Subcommittee	Measurement
Energy Use and Efficiency	<ul style="list-style-type: none"> • Number of Participants in a voluntary, City-organized energy and sustainability tracking campaign • Sustainability milestones for public and private entities • Annual installations of photovoltaic systems (via incentives and permitting, in kWh) • Annual carbon footprint (as a result of energy consumption, by source type)
Green Space and Open Space	<ul style="list-style-type: none"> • Locations, sizes, types, features, and uses of open / green space (including statistics on locations of removed and planted trees) via maps, inventories and indexes • Total miles of each class of the <i>Green Links</i> and <i>Bicycle Priority Streets</i> • Total shaded versus unshaded hardscape • Number of Participants in the "Self-Greening" scorecard
Transportation and Mobility	<ul style="list-style-type: none"> • Vehicle miles traveled within City boundaries and public transportation ridership • Sidewalk and bicycle lane information (distance, class, width, frequency of use, etc.) • Community meeting attendance and actions pertaining to the subway extension
Waste Reduction & Recycling	<ul style="list-style-type: none"> • Use of publicly accessible composting locations throughout the City • Tonnage reports from the Puente Hills landfill • Number of restaurants and establishments that provide recyclable, compostable, or no "to-go" containers and bags
Water Use and Efficiency	<ul style="list-style-type: none"> • Enforcement activities (type, location, and severity of penalties) • Periodic feedback from residents through questions on annual water savings, choices of appliances, fixtures, and landscaping methods



Appendix A

Task Force Members

Energy Use and Efficiency

*Kathryn Krietzman
Francie Stefan
Dave Gardner
Rob Nagle
Terry Leftgoff

Open Space/Green Open Space

*Sam Baxter
Ric Abramson
Terry Leftgoff
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Transportation and Mobility

*Chris Corrao
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Francie Stefan
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Waste Reduction and Recycling

*Jan Harmon
Heather Nagle
Rob Nagle
Doug Stoutenburg
Karen Mall
Maribel Louis
Alison Regan

Water Use and Reduction

*Dave Gardner
George Leddy
Heather Nagle
Justine Block

**Staff Facilitator of subcommittee*

*** Non-Staff Chair of subcommittee*

Appendix B

Energy Use and Efficiency Subcommittee

A. BACKGROUND

I. EXISTING PROGRAMS:

STATE

- State Solar Programs
- State Solar Preservation Law (Sunshine Law)
- AB32 -the "California Global Warming Solutions Act"

CITY: PROGRAMS / POLICIES

- Green Building Resource Center
- Green Building Ordinance
- Environmental Task Force
- Vision 2020:
 - Core Value – Responsibility for the Environment – We make it our responsibility to protect and improve our natural and developed environments.
 - Ongoing Strategic Programs 2020 - Community Education, Adaptability to Future Change, Collaborative Public Safety, Actively Participate in Regional Issues and Institutional Integrity.

CITY: CARS, FUELS, PARKING

- City-designated parking spaces as incentives for purchase of hybrid and other alternative fuel vehicles.
- Six electric vehicle charging stations at 4 municipal locations including City Hall, Kings Road Parking Structure, Plummer Park and West Hollywood Park continue to be in operation. These are being adapted to provide parking for all alternative fuel/hybrid vehicles.
- The purchase and use of 9 hybrid vehicles (9 Toyota Priuses) and six bicycles for Parking Enforcement duties resulting in significant savings of fuel cost as well as a reduction in CO2 emissions. With the exception of a compact pickup truck, the entire Parking Enforcement Fleet is now hybrid vehicles.

- Parking Enforcement Officers often patrol on foot in efforts to conserve energy, and reduce emissions, congestion and vehicular traffic.
- Bike racks at the City Hall parking lot and City Parking Structure encourage employees and others to use bikes as an alternate means of transportation.
- Two Global Electric Motorcars (GEM's) are used for park maintenance and special event use.
- TRAFFIC SIGNALS: The installation of 1731 LED traffic signals has saved an estimated 1,061,653 KWH/YR (and an annual cost saving of \$122,950).
- POOL BLANKET: A thermal pool blanket is placed on the pool each evening to conserve energy and preserve heat.

II. EXISTING EVENTS:

- EARTH DAY

III. WHAT IS IN PLACE

- As a member of the California Climate Registry (resulting from AB 32), the City submits annual reports to the Registry with our greenhouse gas emissions data, including:

Number of kWh from electricity;

Terms of natural gas;

Any other gas emissions (propane etc);
and,

Amount and types of automotive fuel used by City fleet.

- Every June, staff submits the Environmental Livability Report, including kWh data and carbon dioxide emissions, to the City Council.



B. TOP PRIORITIES RELATED TO ENERGY USE & EFFICIENCY

- Reduce the amount of energy pulled from the grid on a per capita basis, through the establishment of policies, programs and educational opportunities that encourage increased energy efficiency.
- Increase the percentage of total off-grid renewable energy generation in the City by embracing Al Gore's ambitious challenge to source 100% of West Hollywood's electricity from "clean and truly renewable" sources in 10 years.
- Reduce dependence on fossil fuel utilizing the slogan "Fossil Free by '23."

C. SUGGESTIONS FOR HOW TO ADDRESS OR CREATE IMPROVEMENTS RELATED TO PRIORITY ISSUES

The subcommittee recommends the Council consider adding an Environmental Manager or Supervisor and additional staff with a broader scope of responsibilities.

SOLAR POWER

- Work to make Solar use more viable and affordable for everyone.
- Establish a City team to work with Edison and DWP on side agreements with a goal of funding and promoting increased solar power installation and generation. The most efficient and cost-effective method is to feed extra power back into the grid, pay market rates for the excess generation, add a solar premium and offer extra incentives to do so. Edison claims commitment to a 20% energy renewal as a goal. Instigate a summary report of what they offer and how the City could help fill the gaps.
- Lobby the State to improve incentives connected with net metering and require utilities to purchase excess PV solar (a major current obstacle) and other alternative power.
- Establish a simplified, one-stop, streamlined City program for solar information, incentives, pricing and contracting. (Benefit from

Santa Monica's learning curve in their Solar Programming.)

- Establish City-sponsored solar incentives/ rebates to constituents.
- Eliminate or reduce City permit fees for the installation of solar technology.
- Create interest and incentives for individual neighborhoods to work together to create solar arrays that would benefit the immediate surroundings.

ENERGY/CARBON AUDIT PROGRAM

- Provide an energy audit program to engage residents and businesses in learning how to reduce energy consumption.
- Identify the sources of the City's most intensive power uses and explore ways to increase efficiency and reduce demand.
- Provide home audits on energy usage – either for the individual parts – gas, water, electricity – or the entire Co2 footprint - through a subcontractor or by hiring more City staff for this purpose. Solutions for tweaking (retrofitting) the existing infrastructure is often more efficient on all levels than replacement.
- Provide information and educational programs to encourage walking as a healthy, enjoyable and viable alternative to driving.
- Lobby "Google" to adjust its mapping of how to get from one place to another to include methods of public transportation, as it already does in San Francisco.

POWER USE

- Hold workshops for staff and constituents demonstrating what they can do right now to reduce energy use, e.g.
 - Install awnings and/or close curtains and shades on south- and west-facing windows.
 - Install white window shades, drapes, or blinds to reflect heat away from the house.
 - Weatherize storm windows to prevent

air leakage and conduct an energy audit of your home to check for air leaks around doors, gaps along baseboard, mail chutes, cracks in brick, siding, stucco or foundation, or where any external lines (phone, cable, electric, and gas) enter the home.

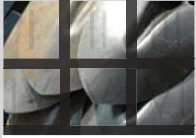
- Explore the viability of implementing visible meters in homes, rentals and businesses to create tangible proof of usage.
- Implement and fund a CFL replacement program (e.g. Canada's Thousand Porch Light Program).
- Analyze how to better power lights throughout the City, particularly with advertisers and commercial enterprises.
- Consider ways to mitigate night time light saturation. The City's existing ordinances to evaluate lighting are primarily in residential areas. New businesses are doing better, but we conduct most of our inspections during the day, so much is unknown.
- Evaluate more efficient and more effective street and sidewalk lighting to maximize the efficiency of electrical use within sufficient public safety needs. These will vary from neighborhood to neighborhood and should be adjusted accordingly.
- Install XLERATOR hand dryers in City-owned facilities: they dry hands in 10-15 seconds, use 80% less energy than other hand dryers, are GreenSpec® approved, help qualify for LEED® credits and represent a 95% cost savings vs. paper towels.

EDUCATION AND PROMOTION

- Establish a City team to focus on taking on, implementing and successfully fulfilling the Al Gore challenge to source 100% of West Hollywood's electricity from "clean and truly renewable" sources in 10 years.
- Establish a City team to focus on how to educate and enable the constituency to be "Fossil Free by '23."
- Create and provide an ongoing series of

comprehensive workshops offering a wide variety of options and individual choices.

- Offer demonstrations of xeriscape gardens with descriptive and explanatory handouts and a wide range of choices.
- Sponsor a contest through which the City honors residents in a variety of green categories, offering prizes and incentives – one of which could be parking!
- Hold contests in the schools and elsewhere on creative solutions to sustainability.
- Create a footprint contest between City Hall entities – City Hall, the Parks, the Maintenance Facility, etc. - with charts every month – who's doing best?
- Explore the feasibility of expanding the footprint contest concept to a regional inter-governmental challenge.
- Create and showcase energy-efficient model home systems.
- Create a City-sponsored Green Science Fair in all categories for the schools.
- Establishing and/or Strengthening PROGRAMS (thru Council Action)
- VOLUNTARY RATING SYSTEM: Work with businesses to develop a voluntary rating system of energy usage along the same lines as the "grades" in restaurant windows.
- The advantages of solar paneling for tenants are difficult to define and need to be articulated. With the majority of West Hollywood's constituents renting or leasing, it would be more effective to create tangible and cost-effective incentives for landlords to install solar panels, such as the utility paying the landlord for the decreased energy usage, or finding methods of bundling the utility costs with rents as a way of making back the outlay.
- Establish a program providing a way for people to dispose of their CFL lights in exchange for new ones.
- Implement the State Sunshine Law.
- Biodiesel or Hydrogen Stations are currently



Appendix

unavailable. If Lexington and La Brea becomes the new maintenance yard, it could be an excellent place to establish either or both.

- Explore the feasibility of establishing a vegetable oil recycling cooperative.
- Enhance sustainability incentives for builders and developers.
- Create sustainability incentives for landlords and tenants.

D. HOW TO MEASURE PROGRESS OVER TIME

- Annually track and report on the City's carbon footprint and its progress on meeting goals to reduce them.
- Annually track public and private conservation goals.
- Annually track amount of solar panel installation and power generation from within City limits and sources identifying reductions in carbon emissions from reduced reliance on dirty generation sources.

Appendix B

Green Space and Open Space Subcommittee

A. BACKGROUND

The City of West Hollywood has already adopted selected policies and programs to address green space and open space opportunities stemming from its General Plan and Vision 2020 initiatives.

I. EXISTING PROGRAMS:

- Heritage Tree Program
- Greening West Hollywood Program
- Street & Parkway Tree Plantings
- Park Master Plans
- Santa Monica Boulevard Master Plan
- Community Garden Program
- City Memorials
- Green Building Resource Center

II. EXISTING EVENTS:

- Kids Fair - April
- Arbor Day / Earth Day - March
- Community Tree Plantings – On going

III. WHAT IS IN PLACE

Vision 2020:

- Create the West Hollywood Park Master Plan
- Revisit existing Master Plan of Plummer Park
- Implement both Park Master Plans
- Create Open and Public spaces
- Green West Hollywood

General Plan:

- Public Open Space Urban Design Element
- Parks and Recreation Element

B. TOP PRIORITIES RELATED TO GREEN SPACE AND OPEN SPACE (GOALS):

1. Add new Green Space and Open Space whenever and wherever possible.
2. Identify long term planning commitments AND

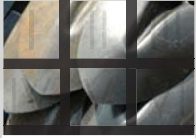
short term implementation goals for enhancing Green Space/Open Space in the City.

3. Sustain the City's existing urban forest.
4. Inter-connect and coordinate "green" Programs/Policies between various City Departments and Divisions.
5. Allocate annual funding for implementing local greening opportunities.
6. Foster Local / Regional partnerships to promote and extend greening opportunities along shared City boundaries.
7. Activate underutilized public ways (streets / alleys/ civic spaces) into greening / sustainable opportunities wherever feasible.
8. Encourage public education awareness of various greening / open space program / policies.
9. Implement Open Space / Green Space Element of the General Plan through targeted Zoning Code language.

C. SUGGESTIONS FOR HOW TO ADDRESS OR CREATE IMPROVEMENTS RELATED TO PRIORITY ISSUES (IDEAS)

ESTABLISH AND/OR STRENGTHEN POLICIES THRU GENERAL PLAN AND ZONING CODE

1. Native Planting Policy: Encourage use of native plant materials vs. traditional ornamental plant materials to reduce water usage consumption.
2. Pocket Park Policy: Adopt options for developers to create pocket parks – Offer incentives that can be examined as part of the programming for a new Project.
3. Canopy Trees Policy: Require residential / commercial developments to replace canopy trees whenever removed.
4. Residential Parkway Guidelines: Update/refresh existing design criteria for residential parkways.



Incorporate criteria to convert impermeable hardscape into permeable landscaped softscape wherever possible, including opportunities to minimize or remove the excess use of concrete.

5. "Great Streets & Alleys" Policy: – Encourage creative Open Space solutions via urban plazas, sustainable spaces, greenable spaces, pedestrian / public gathering spaces on conventional streets.

6. "Green" Stormwater Policy: Create opportunities for bio-swales and/or permeable collectors to return storm runoff water to the ground water table (in lieu of water runoff entering conventional storm drain systems).

7. Energy Neutral Streets & Gardens: Encourage local power generation for public open space / green space elements and features (i.e. power for site lighting; water feature pumps; irrigation controllers).

8. Roof Garden and Vertical Garden Policy: Encourage Roof Gardens and Vertical Gardens to lessen heat island effect; Emphasize additional tools to support implementation of Roof and Vertical Gardens.

9. Green Building Resource Center: Secure ongoing funding and / or business support to ensure that center remains a useful resource.

ESTABLISHING AND/OR STRENGTHENING PROGRAMS THRU CITY COUNCIL ACTION

1. Greening West Hollywood: Aggressively promote with an encompassing marketing campaign.

2. Urban Beautification: Reinvigorate Urban Beautification Program already in place in the Redevelopment Area and expand and implement similar programs throughout the City where appropriate.

3. Green Waste Recycling: Make green waste generated and collected in the City available for public and city use.

4. Composting Stations: Encourage composting by providing local composting places and through public education handouts.

5. City Nursery / Botanical Park: Establish a local source for new trees and plant materials for the City and public use as well as a venue for public education about local species.

6. Solar or Wind-powered Art Park/Sculpture Garden and Sustainable Public Art: Encourage cultural affairs projects that emphasize creative environmental art.


7. Green Business Program: Work through the Chamber of Commerce, BIDs and other business groups to encourage local businesses to promote selling of green space / open space related materials / supplies such as gardening tools, plants, mulch, seeds, solar garden lights, etc.

8. Recreational Green Space: Create educational walking / running circuits linking the City's Open/ Green space areas providing information at exercise stations at these areas – tie into West Hollywood Wellness Walk.

9. Public Events: Encourage public events / social gatherings (i.e. National Night Out, Neighborhood Meetings, Street Fairs, etc.) in public open spaces to simulate interest and appreciation for these spaces.

D. HOW TO MEASURE PROGRESS OVER TIME (MEASURABLES)

1. Green Space / Open Space Map: Commission an annually-updated map indicating location and areas of public green space and open space such as public parks, pocket parks, community gardens, memorials, street parkways and medians, indicating a "green" baseline. Prepare an annual report to Council indicating the amount of new permeable greenspace created that has been converted from impermeable hardscape.



2. Public Tree Map and Inventory: Produce an annually-updated inventory showing location of our Heritage Trees, Park Trees, Street Trees, Median Trees and Native Trees.

3. City Tree Index: Prepare an annual report to Council Indicating number of trees removed vs. planted each year.

4. "Green City" Awards: Establish an annual award program recognizing outstanding residents, businesses and/or Staff who have demonstrated leadership in greening the City.

5. Environmental Resources Data Base: Establish a comprehensive coordinated data base, linked to City's website, as a one stop source for environmental related information.

6. Greening Score Card: Draft a Self-evaluation Scorecard for residents and businesses to measure "how they are doing" regarding sustaining and increasing greening in our community.

7. Green Business Certification/Ratings System: Establish a rating system that would allow businesses to promote and market themselves as a West Hollywood Green Business.



Appendix B

Transportation and Mobility Subcommittee

Top Priorities:

1. Non-motorized and mass transit projects
2. Interim transit solutions
3. Lobby for subway along Santa Monica Blvd.

Non-motorized and transit projects:

- Neighborhood streetcar
- Connect transit stops to intermodal transportation hubs
- Expand CityLine service hours and route operations
- Use as connector to Sunset Blvd. to ease night/weekend congestion
- Educate public on currently available routes and services (e.g., DASH connects City Hall to Hollywood and Highland (Red Line))
- Dedicated rush hour bus lanes
- Expand and connect bike lane network
 - Provide more bike parking
 - Develop dedicated bike routes on sidestreets that allow bikers to avoid high-traffic streets/highways
- Create a bicycle sharing program
- Install pedestrian friendly features such as diagonal crosswalks, bulb outs, new walkways, improved crosswalks, pedestrian bridges, etc.
- Widen sidewalks, and install trees, benches and more artwork to encourage pedestrian traffic (use permeable surfaces where possible)
- On weekends and holidays, close Fountain Ave. to through-traffic between La Cienega and Plummer Park

Interim Transit Solutions:

- Request that Los Angeles County Metropolitan Transportation Authority (Metro) extend hours of operations for buses, including Rapid buses, through West Hollywood
- Mandatory bike parking for new development projects
- Install more angled parking
- Reduce the threshold for TDM (Transportation Demand Management)
- Dedicated parking spaces with signage placed in advance for hybrid/alternative fuel cars
- Free parking at meters for hybrid/alternative fuel cars

- Alternate fueling station located in West Hollywood
- Place more signage in advance for public parking locations
- Improve management of existing parking so space is not underutilized
 - e.g., encourage use of retail lots for nighttime use
- Zip car
- Provide incentives
- Dedicated parking/pick-up/drop-off spaces with signage placed in advance

Lobby for Subway along Santa Monica Blvd:

- Lobby Metro to select a Red Line subway extension from the Hollywood/Highland stop through West Hollywood (along Santa Monica Blvd.), for inclusion in Metro's 2008 Long-Range Transportation Plan
- Create citizen lobbying group, or consider joining with neighboring jurisdictions to form a Joint Powers Authority to lobby for the subway extension
- In coordination with the Westside Cities Council of Governments, outreach to the public about the need of train vs. bus
- Involve business community/Economic Development

Measuring Success

- Use traffic studies to measure vehicle miles travelled (VMT) through the City and within the City, to determine if VMT are being reduced
- Measure change in ridership on public transportation
- Log community meetings
- Log miles of bike lanes created
- Log miles of sidewalk widened
- Log crosswalk improvements
- Keep track of areas of public outreach

Appendix B

Waste Reduction and Recycling

A. BACKGROUND

Solid Waste and Recycling programs are driven both by the community and City Council desire for progressive environmental programs and by AB939, a state law requiring all jurisdictions to reduce their waste by 50% of the tonnage sent to landfills in 1994. For cities with large numbers of single family homes, segregating green waste alone is enough to meet or exceed the 50% diversion requirement.

For West Hollywood, with 80% renters in multifamily housing, waste reduction has been an ongoing challenge. In spite of this, the California Integrated Waste Management Board has given awards to the City for its recycling programs and has posted on its Web site the City's sharps disposal program as a model for other jurisdictions. The City received the Helen Putnam Award for its deskside recycling program and for hiring youth from Social Vocational Services to remove paper and cardboard from City Hall. The City's restaurant food recycling/composting program has received awards from EPA and the American Public Works Assn/LA.

Existing diversion programs

1. For 2006, the City reduced its waste to landfills by 56% with 37,688 tons of refuse sent to Puente Hills Landfill;
2. The City operates a unique restaurant food waste recycling program that composts 5500 tons of foodwaste a year;
3. All 1-4 residential units have mandatory recycling using a three cart system – one black cart for trash, one recycling cart and one green waste cart. Unlimited free green and blue carts are available, additional black carts are provided at an extra charge;
4. All multifamily units have mandatory recycling;
5. Businesses are offered free recycling;
6. 50% of commercial waste is MRFed (Material Recovery Facility – recycled materials removed by hand at the trash hauler's sort line);
7. All waste from special events (Book Fair, Kids Fair, Christopher Street West, Hollywood) is MRFed to remove recyclables;
8. The City sponsors 6 dropoff sites for batteries, two drop off sites for paper and cardboard, a cellphone donation site, and publicizes a recycling redemption center that currently pays out \$60,000 a month to residents;
9. The City purchases recycled paper and other office supplies; trash trucks use rerefined motor oil, paving projects use recycled rubber tire content;
10. City Hall employs youth from Social Vocational Services to recycle paper and cardboard from copyrooms and other sites;
11. Each year about 2,000 pair of tennis shoes are collected, shredded and reused as playground surfaces;
12. The City sponsors a sharps disposal program, providing containers and prepaid mailers for disposal to residents;
13. Publicizes Household Hazardous Waste donation sites at UCLA and Beverly Hills; publicizes ewaste donation sites at Goodwill, UCLA and others;
14. Provides containers for recycling of bottles and cans in health clubs and gyms;
15. Provides and services recycling containers for pedestrians on Santa Monica Blvd;
16. Newly enacted green building ordinance includes options for reuse and use of recycled building materials;
17. Construction sites presently must recycle 80% of their waste;
18. All new commercial and residential buildings



must provide a enclosure for trash and recycling;

19. Promotes “No Bag for A Day” with Heal the Bay with area grocers and retailers; and

20. Distributes canvas bags to community at all Earth Day and other events.

Current situation of waste reduction

Further waste reduction is critical for many reasons:

1. Puente Hills Landfill, the largest in the United States and where West Hollywood trash is disposed, is closing in 2013. Trash will be rail hauled to sites in Imperial County at much greater expense. At the same time, existing rail capacity will require much greater reduction of trash volume.

2. Greenhouse gas emissions must also be reduced (AB32); among other factors, each pound of waste (from product generation, transport and disposal) creates 1.5 pounds of carbon dioxide.

3. The City has a strong environmental ethic and wishes to be a leader in this and other environmental issues.

4. AB939 may be amended to require higher diversion rates since the state has met the 50% goal overall.

B. TOP PRIORITIES RELATED TO WASTE REDUCTION

- 1. Reduce waste
- 2. Reuse waste
- 3. Recycle waste

C. SUGGESTIONS FOR HOW TO ADDRESS PRIORITY ISSUES

REDUCE WASTE

1. Zero Waste Meetings

- City Meetings (Reusable cups, plates, utensils, napkins; Food scraps composted)
- Farmer’s Market event
- Info on Web site: “How to Conduct a Zero Waste Meeting”

2. Install hand dryers in all City Hall restrooms to reduce paper towel waste

3. Waste reduction in purchases and practices of City

- Buy green office supplies
- Make double-sides copies whenever possible
- Eliminate paper cups
- Deskside recycling and reusable canvas bags

4. Enforce the polystyrene ban

5. Ban plastic bags from all retail outlets using the Santa Monica model

6. Investigate Zero Waste Ordinance from Oakland, other cities

REUSE WASTE

1. Provide information about how the recycling/ reuse of materials is to be handled at construction sites 2. Promote local businesses that reuse and recycle construction materials

3. Provide means of composting for all residents (drop off sites in the parks, community gardens, other)

RECYCLE WASTE

1. Mandatory recycling for businesses (100% MRFing or requirement to provide source separation on site)

2. Place more public recycling bins in parks, public spaces

EDUCATION

1. Mandatory signage about recycling in condos, multifamily buildings
2. Educate residents and businesses about zero waste, Puente Hills Landfill closure
3. Create an education campaign to advise businesses about other products to use in place of polystyrene
4. Encourage schools to sponsor a Green Science Fair, possibly with the Book Fair or Kids Fair/Eco Village
5. Make larger posters of page 2 of the recycling brochure – distribute widely
6. Address consumption patterns – wants vs. needs

Priority activities requiring City Council Action

1. Enforce the polystyrene ban
2. Ban plastic bags from all retail outlets using the Santa Monica model
3. Investigate Zero Waste Ordinance
4. Mandatory recycling for businesses (MRFing or providing source separation on site)

Measuring progress over time

– The City receives monthly tonnage reports from Puente Hills and the City's franchise trash hauler.

– Report tonnage to Council and community on annual basis by the existing or revised Environmental Livability Report and Indicators.



Appendix B

Water Use and Reduction

A. BACKGROUND

The City of West Hollywood Municipal Code (Code) currently includes a Water Conservation Plan (Chapter 15.52). Chapter 15.52 (Sections 15.52.010- 15.52.060) of the Code regulates irrigation practices, exterior washing practices, water for ornamental or recreational uses, miscellaneous uses, and generally prohibits leaking plumbing facilities. Administrative penalties are also set forth under the Code for violations of Chapter 15.52.

The City currently prioritizes education of the Code relative to water use. On October 15, 2007, the City Council took action to direct the Department of Public Works to work with the Public Information Office to implement a water conservation information campaign utilizing the City's communication resources. Further, the City Council instructed the Environmental Task Force to study other conservation and educational options pertaining to water conservation.

Additionally, the City Council adopted a Green Building Program (Code Section 19.20.060, Green Building), effective October 1, 2007, which includes water conservation and runoff control provisions. All new and renovated residential building projects in West Hollywood with three units or more, and all commercial projects are required to meet extensive green building design and construction standards.

This program includes requirements to conserve water, minimize drainage to the storm drains, and improve water quality by: providing permeable surfaces in front, side and rear yards, installing drought tolerant landscape and water-conserving irrigation systems, installing low flow showerheads, faucets and water closets, and controlling construction debris.

B. TOP PRIORITIES

- *Water Conservation
- *Management of Urban Runoff and Stormwater
- *Management of Groundwater Supplies

C. SUGGESTIONS FOR HOW TO ADDRESS OR CREATE IMPROVEMENTS RELATED TO PRIORITY ISSUES

*Water Conservation

1) Continue implementation by the Department of Public Works and Public Information Office of the water conservation information and education campaign (Water Conservation Campaign). The Water Conservation Campaign should provide four workshops annually, with at least two workshops held during the summer months. Workshops and campaign materials should target general contractors and landscapers that own or operate businesses in the City, as well as City residents, and owners of multi-family or commercial property in the City.

- a) Workshops and materials disseminated to the general contractor and landscaper communities should include information about properly installing and operating irrigation systems, graywater systems, and drought-tolerant landscape; and should provide a list of suppliers of weather-based or other water efficient irrigation systems, graywater systems, and native plant or drought-tolerant plant nurseries. Landscapers that successfully complete these workshops would be listed on a "Sustainable Landscape Professional List," which would be disseminated to residents.
- b) Workshops and materials disseminated to residents, and owners of multi-family or commercial property, should include the following information: water conservation tips; rebates offered by local water suppliers for waterbrooms and water efficient appliances/fixtures; Water Conservation Plan requirements and a hotline phone number to report violations, benefits of installing low-flow water fixtures, water efficient appliances, and native/drought-tolerant plant landscapes.

2) Beginning July 1, 2009, increase enforcement actions for violations of the City Water Conservation Plan (Ch. 15.52, Sections 15.52.010-15.52.060) and Green Building Ordinance, particularly water saving features for new development projects, remodels and tenant

improvements to comply with applicable requirements (Section 13.12.030(i)(j)) for utilizing low-flow showerheads, faucets and water closets; as well as requirements regarding Plant Materials (Section 19.26.060), and Irrigation and Water Conservation (Section 19.26.070).

a) Commercial and Residential enforcement protocols specific to water conservation should be established.

3) In order to measure enforcement progress, the Code Compliance Division in coordination with the Environmental Division and City's stormwater enforcement contractor should issue a biannual report regarding the status of enforcement activities related to compliance with the Water Conservation and the Green Building Ordinance, including: the number of warnings and citations issued monthly and other enforcement actions; revenue collected; and describe the nature of reported and cited violations of these environmental codes.

4) A hotline should be established for people to report violations of the City's environmental codes, i.e. hosing sidewalks and walkways, irrigation systems causing water runoff onto walks and roadways, etc.

5) Any revenue generated as a result of increased enforcement actions described above should be allocated to a special, interest-bearing Water Conservation & Pollution Control Fund (Fund). Expenditures from this Fund should include but not be limited to the following activities:

- a) Implementation of water conservation information and education campaign activities;
- b) Demonstration projects for graywater systems and other water reuse and pollution prevention systems;
- c) Demonstration gardens to show the benefits of low water usage landscaping;
- d) Acquisition of additional retrofit catch basins and other filtration systems to intercept contaminants into storm drains;
- e) Installation of new sidewalks and streetscapes using permeable surfaces; and,
- f) Acquisition of native and drought-tolerant

plants and trees, and landscape services for City property, for the general purpose of creating green spaces that require infrequent irrigation, recharge groundwater supplies, and divert urban runoff from stormdrains.

6) Amend the City Municipal Code to require that all irrigation systems installed in the City after January 1, 2009, are weather-based irrigation systems or other water efficient irrigation systems approved for use by the Department of Public Works.

7) Amend the City Municipal Code to require the installation of tankless hot water heaters for new development and other projects subject to the Green Building Ordinance.

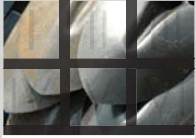
*Management of Urban Runoff and Storm Water

1) In addition to the increased enforcement activities described above, the City should increase enforcement actions of the Municipal Code related to Storm Drainage and Storm Water Runoff (Sections 19.20.190); Storm Water and Urban Runoff Pollution Control (Ch. 15.56); and Front Yard Paving (Ch. 19.36.280.B.5). Any revenue generated as a result of such increased enforcement actions should be allocated to the Water Conservation & Pollution Control Fund described above.

2) As part of enforcement activities, the City should ensure that on-site inspections of development projects are performed prior to approving requested building permits.

3) City-funded projects in public right-of-ways including parkways, sidewalks, street medians and parks, should be designed to further control urban runoff and facilitate groundwater recharge, by installing permeable surfaces, vegetated infiltration strips, detention basins, and implementing other best management practices (BMPs).

4) Concrete should be removed from City parkways, and replanted with drought-tolerant trees and vegetation; and mulch should be



Appendix

applied biannually (Fall and Spring) to parkways and street medians.

5) Additional pet waste stations should be installed in and near City parks and other green spaces.

6) Provide cigarette disposal facilities in public parks and outside City-owned buildings. Encourage restaurants to provide customers with outdoor ashtrays.

*Manage Groundwater Supplies

1) The Green Building Ordinance should be amended to require that the City not approve sump pump (dewatering) permits for development projects unless the applicant stores and reuses the pumped groundwater, where feasible.

2) Investigate City water rights to water aquifer and other underground water supplies; and feasibility and costs associated with developing a City-owned water facility to purify and store groundwater on-demand.

D. HOW TO MEASURE PROGRESS OVER TIME

Performance Measures:

a) Annual goal of 20% increase in penalty revenue associated with increased enforcement of the Water Conservation Plan and Green Building Ordinance.

b) The Water Conservation campaign should periodically follow-up with targeted participants to solicit feedback on the following goals: 1) reduced water use costs by at least 10% annually, 2) installation of at least one water efficient irrigation system, appliance, or fixture, and 3) planted any drought-tolerant/native landscaping.

c) Continue to be in compliance with National Pollution Discharge Elimination System (NPDES) permit requirements as measured by the City's annual report to the Los Angeles Water Quality Control Board.