



**COUNCIL ENVIRONMENTAL
SUSTAINABILITY COMMITTEE**

AGENDA

REGULAR MEETING - THURSDAY, OCTOBER 18, 2012
ATRIUM CONFERENCE ROOM AT CITY HALL - 500 CASTRO STREET
6:30 P.M.

1. **CALL TO ORDER**

2. **ROLL CALL**

Committee Members: Margaret Abe-Koga, Jac Siegel, and Chair Ronit Bryant.

3. **MINUTES APPROVAL**

Minutes for the February 29, 2012 meeting have been delivered to Committee members and copies posted on the City Hall bulletin board. If there are no corrections or additions, a motion is in order to approve these minutes.

4. **ORAL COMMUNICATIONS FROM THE PUBLIC**

This portion of the meeting is reserved for persons wishing to address the Committee on any matter not on the agenda. Speakers are limited to three minutes. State law prohibits the Committee from acting on nonagenda items.

5. **UNFINISHED BUSINESS** – None.

6. **NEW BUSINESS**

6.1 **UTILITY BILL DESIGN**

Overview:

Staff will provide an overview of the design of the City's utility bill, and the Committee will have an opportunity to comment on potential modifications/enhancements.

Recommendation:

Comment on potential modifications/enhancements to the design of the City's utility water bill.

6.2 WILDLIFE PROTECTION TRAINING WITHIN SHORELINE AT MOUNTAIN VIEW

Overview:

Staff will make a presentation on the wildlife protection training opportunities provided to City employees and contractors who work within Shoreline at Mountain View.

Recommendation:

None.

6.3 INTEGRATED PEST MANAGEMENT PROGRAM UPDATE

Overview:

Staff will provide an update on implementation of the City's Integrated Pest Management (IPM) plan.

Recommendation:

None.

6.4 SUSTAINABILITY OUTREACH PROGRAM

Overview:

Staff will present the framework of a proposed sustainability outreach program, as specified in Environmental Sustainability Action Plan 2. Staff seeks Committee comments on potential new elements to be considered for inclusion in a new sustainability outreach program.

Recommendation:

Comment on proposed sustainability outreach program elements.

6.5 COMMERCIAL PACE FINANCING PROGRAM

Overview:

Staff will review how the City will work with the Mountain View Chamber of Commerce to inform Mountain View businesses about the availability of low-cost Property Assessed Clean Energy (PACE) financing for energy efficiency, renewable energy, and water conservation improvements through the CaliforniaFIRST program.

Recommendation:

None.

7. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

No action will be taken on any questions raised by the Committee at this time.

8. ADJOURNMENT

SA/2/PWK
916-10-18-12A-E

AGENDAS FOR BOARDS, COMMISSIONS, AND COMMITTEES

- The specific location of each meeting is noted on the notice and agenda for each meeting which is posted at least 72 hours in advance of the meeting. Special meetings may be called as necessary by the Committee Chair and noticed at least 24 hours in advance of the meeting.
- Questions and comments regarding the agenda may be directed to the Transportation and Business Services Division of the Public Works Department at (650) 903-6311.
- Interested persons may review the agenda and staff reports at the Public Works Department counter beginning at 4:00 p.m. the Friday evening before each regular meeting. A copy can be mailed to you upon request. Staff reports are also available during each meeting.
- **SPECIAL NOTICE—Reference: Americans with Disabilities Act, 1990**
Anyone who is planning to attend a meeting who is visually or hearing-impaired or has any disability that needs special assistance should call the Public Works Department at (650) 903-6311 48 hours in advance of the meeting to arrange for assistance. Upon request by a person with a disability, agendas and writings distributed during the meeting that are public records will be made available in the appropriate alternative format.
- The Board, Commission, or Committee may take action on any matter noticed herein in any manner deemed appropriate by the Board, Commission, or Committee. Their consideration of the matters noticed herein is not limited by the recommendations indicated herein.
- **SPECIAL NOTICE—**Any writings or documents provided to a majority of the Council Environmental Sustainability Committee regarding any item on this agenda will be made available for public inspection in the Public Works Department, located at 500 Castro Street, during normal business hours and at the meeting location noted on the agenda during the meeting.

ADDRESSING THE BOARD, COMMISSION, OR COMMITTEE

- Interested persons are entitled to speak on any item on the agenda and should make their interest known to the Chair.
- Anyone wishing to address the Board, Commission, or Committee on a nonagenda item may do so during the "Oral Communications" part of the agenda.

REGULAR MEETING – WEDNESDAY, FEBRUARY 29, 2012
PLAZA CONFERENCE ROOM AT CITY HALL – 500 CASTRO STREET
7:30 P.M.

1. **CALL TO ORDER**

The meeting was called to order at 7:30 p.m. by Chair Bryant.

2. **ROLL CALL**

Committee Members: Margaret Abe-Koga and Chair Ronit Bryant were present.

Committee member Jac Siegel was absent.

City Staff: Linda Forsberg, Transportation and Business Manager; and Steve Attinger, Environmental Sustainability Coordinator.

3. **ORAL COMMUNICATIONS FROM THE PUBLIC**

Rebecca Feind expressed concern about the use of chemical rodenticides and the potential additional toxins introduced into the environment through their use. She cited new Environmental Protection Agency measures to reduce risks associated with 10 rodenticides, pointed to campaigns to reduce the use of these products in San Francisco and Palo Alto, and encouraged the City to incorporate such measures in its integrated pest management program.

4. **MINUTES APPROVAL**

Motion—M/S Abe-Koga/Bryant—Carried 2-0—Approve the minutes of the December 1, 2011 meeting.

5. **NEW BUSINESS**

5.1 **ENVIRONMENTAL SUSTAINABILITY ACTION PLAN UPDATE**

Environmental Sustainability Coordinator Attinger presented an oral staff report, and he and Transportation and Business Manager Forsberg responded to the Committee's questions.

Speaking from the floor in support of the new environmental sustainability action plan and/or expressing concerns:

- Bruce England
- Shani Kleinhaus
- John Carpenter
- Julie Lovins
- David Paradise

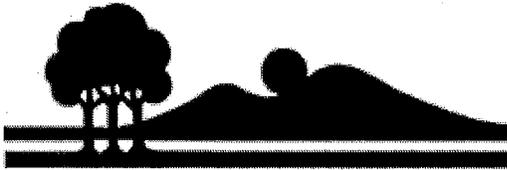
Motion—M/S Abe-Koga/Bryant—Carried 2-0—To add the Fiscal Year 2011-12 actions back into the proposed Environmental Sustainability Action Plan 2 (ESAP-2), with the rest of the staff-recommended changes being acceptable.

6. **COMMITTEE/STAFF COMMENTS, QUESTIONS AND REPORTS**—None.

7. **ADJOURNMENT**

The meeting was adjourned at 8:40 p.m.

SA/2/PWK
916-02-29-12mn-E



CITY OF MOUNTAIN VIEW

MEMORANDUM

Public Works Department

DATE: October 18, 2012

TO: Council Environmental Sustainability Committee

FROM: Steve Attinger, Environmental Sustainability Coordinator
Linda Forsberg, Transportation and Business Manager
Michael A. Fuller, Public Works Director

SUBJECT: Utility Bill Design

PURPOSE

The Council Environmental Sustainability Committee (CESC) will hear a brief presentation from Public Works Department staff regarding the design of the City's utility bill and have an opportunity to comment on potential modifications/enhancements.

BACKGROUND AND ANALYSIS

During prior meetings, CESC members expressed a desire to have the design of the City's utility bill changed to improve readability and to encourage water conservation, particularly among multi-family and commercial customers.

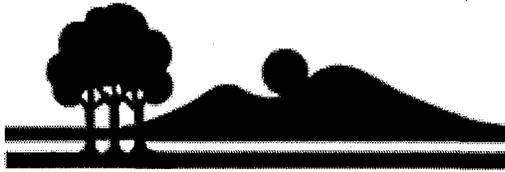
CONCLUSION

A discussion on the design of the utility bill will provide the CESC with an opportunity to suggest possible enhancements to improve readability and encourage water conservation.

SA-LF-MAF/9/PWK
916-10-08-12M-E-1

Attachment: 1. Sample City Utility Bill

cc: APWD – Hosfeldt, AFASD, WCC, SAA – Le



CITY OF MOUNTAIN VIEW

MEMORANDUM

CSD/Shoreline Division

DATE: October 18, 2012

TO: Council Environmental Sustainability Committee

FROM: John Marchant, Parks Section Manager
J.P. de la Montaigne, Community Services Director

SUBJECT: Wildlife Protection Training Within Shoreline at Mountain View

PURPOSE

The purpose of this memo is to update the Council Environmental Sustainability Committee (CESC) regarding the wildlife protection training opportunities provided to City employees and contractors who work within Shoreline at Mountain View.

BACKGROUND

The City employs a part-time Burrowing Owl Specialist and a Wildlife Biologist to ensure all Federal and State regulations are being followed within Shoreline at Mountain View relating to wildlife management.

Shoreline Division and Public Works staff have been working to update the 1998 Burrowing Owl Management Plan to create a new burrowing owl preservation plan. Through this process, it was determined that additional wildlife training would be beneficial for City staff and contractors who work within Shoreline at Mountain View. This training includes information about burrowing owls, including their habitat needs, dietary needs, ecological requirements, why they are classified as a "species of special concern," and when a project evaluation form needs to be submitted to the biologists for review. In addition, the training goes beyond the burrowing owls and reviews the Federal and State regulations regarding other wildlife found within Shoreline.

Wildlife Protection Trainings

During Fiscal Year 2011-12, there were two general wildlife protection trainings offered to staff from the following divisions located at Shoreline: Landfill, Parks, Golf, and Shoreline administrative staff. These two trainings included a presentation from members of the Santa Clara Valley Audubon Society, who stated their appreciation for

the steps staff continue to take to protect the wildlife and why they are supportive of such trainings. Approximately 50 maintenance staff attended these two trainings. Additional trainings were provided to the Shoreline Environmental Youth Corps, golf course administrative staff, City department heads, and the City's contracted Rangers. The trainings this past fiscal year were well received by staff and good questions were raised about what to look for and how to communicate concerns within the organization.

Contractors entering burrowing owl habitat received wildlife training during a preproject walk-through with the Burrowing Owl Specialist. This year, two dirt hauling contractors, a mowing contractor, and a contractor completing the installation of a new microturbine on-site received training. The Burrowing Owl Specialist walked the project site with the contractor, marked the project area, and identified sensitive areas to not disturb. The contractors were able to understand why such measures were necessary according to Department of Fish and Game regulations during this meeting. The Burrowing Owl Specialist also visits the project sites during the project to ensure contractors follow the agreed-upon project limits.

To further communicate with staff, three educational memos were created by Shoreline biologists and distributed to maintenance staff within the last year. One memo provided information about the start of the swallow nesting season. This is important due to the locations of these nests and to ensure staff could identify the nests within project areas and not disturb. A second memo was created regarding grey and red foxes. Grey foxes are native; however, red foxes are not and staff was educated about the differences and the steps to take if a red fox was seen. The third memo was about nesting killdeer and how to identify where an active nest may be located. This bird species nests in open areas of the golf course and this information allows staff to identify and protect the nests and report locations to biologists. These memos have been successful in providing ongoing wildlife protection training.

Future Trainings

Wildlife protection trainings will continue to be scheduled for staff and contractors into the 2012-13 fiscal year. The goal is to have Shoreline maintenance workers attend the training annually to stay updated with wildlife regulations. As new staff is hired, additional trainings will be scheduled as necessary.

Contractors entering the burrowing owl habitat will be required to either be accompanied by trained staff or to complete the training to receive permission to enter unaccompanied. City staff has started working with the contractor who will complete

the sewer lining project within Shoreline to educate the crews. This type of training will continue as projects are approved.

The biologists will also provide training at City Hall for more City staff to learn about the sensitive habitat and wildlife within Shoreline this fall. This will be helpful, particularly to those staff who permit projects in the North Bayshore Area to understand the project evaluation process and to be proactive regarding wildlife concerns with applicants.

CONCLUSION

In an effort to ensure all Federal and State regulations relating to wildlife management are being followed within Shoreline at Mountain View, wildlife protection trainings have been implemented. Training is an important tool to ensure staff and contractors understand the most updated regulations and to limit the impacts projects have on wildlife within Shoreline.

Shoreline maintenance staff has received training, including golf, parks, landfill, and others. Training will continue on an annual basis and on an as-needed basis for new staff. Contractors working within burrowing owl habitat will also receive training if they would like to work unaccompanied by City staff. Additional trainings will be scheduled with the goal of more City staff receiving the training, including those that permit projects in the North Bayshore Area.

JM-JPDLM/SPA/9/PWK
916-10-04-12M-E



CITY OF MOUNTAIN VIEW

MEMORANDUM

Fire Department

DATE: October 18, 2012

TO: Council Environmental Sustainability Committee

FROM: Eric Anderson, Urban Runoff Coordinator
Bradley C. Wardle, Fire Chief

SUBJECT: Integrated Pest Management Program Update

PURPOSE

The purpose of this memo is to provide an update on implementation of the City's Integrated Pest Management (IPM) Plan. This memo includes:

1. Background of the IPM Policy and Plan.
2. A discussion of IPM practices that are implemented.
3. An evaluation of the pesticide use data tracking results.
4. An IPM Program evaluation.

BACKGROUND AND ANALYSIS

IPM is an ecosystem-based strategy with a goal of long-term control of pests and related damage through a combination of techniques such as biological control, habitat manipulation, modification of cultural practices, and the use of resistant plant varieties. Examples of pests include weeds, fungus, insects, rodents, and other animals. Pesticides are used when pest monitoring indicates they are needed, and treatments are applied with the goal of removing only the target organism. Pest control products are selected and applied in a manner that minimizes risks to human health, beneficial and nontarget organisms, and the environment (Flint, University of California, 2001).

A National Pollutant Discharge Elimination System (NPDES) Municipal Stormwater Permit issued by the State of California, San Francisco Regional Water Quality Control, required the City to adopt and implement an IPM Policy (Attachment 1). The Mountain View City Council adopted an IPM Policy on September 10, 2002, which requires

implementation of IPM practices during pest management operations at City facilities. IPM implementation strategies are outlined in the City's IPM Plan, which was completed in June 2002.

IPM Program Implementation

The IPM Policy and Plan outline practices to reduce the necessity for chemical pesticide applications at City facilities. These practices include: using no controls (tolerating pest populations); use of pest-resistant plants; maintenance of healthy landscapes through proper fertilization, watering, pruning, and aeration; physical controls such as hand or mechanical removal, traps, or barriers; biological controls such as the use of predator species, parasites, or grazing; cultural controls such as mulching and mowing; and less toxic products such as soaps and natural oils.

For pest incidents where chemical controls are needed, products are selected using a reduced-risk selection process. Pesticide products are categorized based on acute toxicity levels. Category 1 products are highly toxic with a "Danger" label, Category 2 products are moderately toxic with a "Warning" label, and Category 3 products are slightly toxic with a "Caution" label. Using the reduced-risk selection process, Category 3 products are the priority products that can be used. Category 1 and 2 products are only to be used with a recommendation from a pest control advisor in situations where a pest outbreak poses a threat to public health or significant economic loss will result if the banned pesticide is not applied.

Additionally, the IPM program establishes a procedure for tracking pesticide use at City facilities. Pesticide use by City employees and contractors is collected and tracked. An evaluation and summary of pesticide use is reported annually to the San Francisco Bay Regional Water Quality Control Board as required in the City's NPDES Stormwater Permit.

IPM Pesticide Use Data

City staff has tracked and reported pesticide use since Fiscal Year 2002-03, shown in Tables 1, 2, and 3 (Attachment 2). Table 1 summarizes the number of different pesticides, separated by their category, that were used at City facilities during the reporting year. Table 2 summarizes the total quantities of pesticides, separated by their category, that were used and compares Fiscal Year 2011-12 usage to the previous year and the previous nine-year average. Table 3 summarizes the total quantities of active ingredients, separated by their category, and compares Fiscal Year 2011-12 usage to the previous year and the previous nine-year average.

The IPM Policy and Plan directs the use of lower toxicity, Category III products or exempted products, and limits the use of higher toxicity, Category I and II products, to cases where those products are needed to prevent unacceptable health risks or economic loss. Implementation of the reduced-risk pesticide selection practice resulted in City staff and contractors using a larger variety of products to achieve desired pest control results. As shown in Table 1, the trend over the past few years has been an increase in the number of different products used since Fiscal Year 2003-04; however, the City used fewer different types of products during Fiscal Year 2009-10 and Fiscal Year 2010-11.

Table 2 provides an evaluation of historic pesticide use data since Fiscal Year 2002-03, and shows that City staff and contractors have increased the use of lower toxicity, Category III and exempt products, and reduced the use of higher toxicity, Category I and Category II products at City facilities. As shown in Table 2, the trend over the past few years has been an increase in the total amount of pesticide use at City facilities. Additionally, since 2003 the City has increased areas that require maintenance (parks by 7.8 acres, trails by 26 acres, and medians by 2.6 acres), which also contributes to the increase in total pesticide usage. Despite the upward historical trend in total pesticide use, the City reduced its total pesticide use during Fiscal Year 2010-11 and Fiscal Year 2011-12. Factors related to the reduction in the amount of pesticides that were used during Fiscal Year 2010-11 and Fiscal Year 2011-12 include: winter rain patterns that did not include intermittent periods of warm weather to promote winter weed growth; mild spring and summer weather; and reliance on new backpack application equipment which was used to apply most of the products instead of the truck sprayer. The truck equipment had been used more in past years and the truck delivers more product, whereas the backpack can deliver product more directly and at a reduced rate, which reduces the total amount used. In addition, reduced staffing levels that changed one full-time applicator position to half-time applicator duties and a higher tolerance for weeds in parks and median strips has also resulted in less pesticide use.

Table 3 provides an evaluation of historic active ingredient application since Fiscal Year 2002-03 and shows that City staff and contractors have decreased the application of active ingredients from Category I, Category II, and Category III products at City facilities and increased the application of active ingredients from exempt products. Table 3 also shows a decrease in the total application of active ingredients since Fiscal Year 2002-03. The overall decrease in active ingredient application is most likely due to increased use of lower toxicity, Category III products. The trend of reduced active-ingredient application continued in Fiscal Year 2011-12.

While the Fiscal Year 2011-12 data shows decreased total pesticide use and active ingredient use for the reporting year, the data does not necessarily mean that this

decrease is a trend. Future weather patterns, increased areas that will need to be maintained, and possible pest infestations may demand increased use of pesticides.

IPM Program Evaluation—Comparison to Other Agencies

While the City of Mountain View's pesticide selection criteria is based on acute toxicity categories, other local agencies evaluate pesticide selection based on additional environmental and health criteria. For example, the City of Palo Alto has a process for selecting pesticide products that considers not only acute toxicity, but other factors such as eco-toxicity and carcinogenicity. In Palo Alto, pesticides are evaluated for multiple factors and the products are included in different selection tiers which applicators use to select products. Product evaluation is conducted by city staff and, in some cases, an IPM consultant.

The County of Santa Clara's IPM Program also takes multiple evaluation criteria into account to develop an "approved" list of products. The County has a process for evaluating new products which is administered by the County's IPM Coordinator. The County's approved list does not include an evaluation of all the products that could potentially be used at City facilities.

CONCLUSION

The City continues to implement its IPM Policy and Plan with existing staff resources. While the trend for total product applications has increased since Fiscal Year 2002-03, the amount of lower toxicity, Category III products, has increased; the amount of active ingredient applied has decreased; and the amount of exempted (least toxic) products has increased. Since Fiscal Year 2002-03, the City has increased public landscape areas requiring additional maintenance by 36.4 acres, including new parks, trails, and median strips. City staff will continue to implement practices to improve conditions for healthy turf and plants, which will reduce the necessity for pesticides. Staff will evaluate IPM practices that may reduce the necessity for pesticides, including sharing information with other agencies that are implementing similar IPM programs. City staff will also continue to implement a reduced-risk pesticide selection process.

EA-BCW/SA/9/PWK/916-10-08-12M-E-2

- Attachments: 1. Integrated Pest Management Policy
2. City Pesticide Usage—2002 to 2012

cc: POSM, TBM, ESC

CITY COUNCIL POLICY

REVISED: _____

Effective Date: September 20, 2002

SUBJECT: INTEGRATED PEST MANAGEMENTNO: C-1

PURPOSE:

To develop and implement an Integrated Pest Management (IPM) Program designed to minimize pesticide use at City-maintained facilities, train appropriate employees regarding the City's IPM Program, enhance the existing method for tracking and reporting pesticide use at City facilities and inform the community about IPM strategies and techniques.

POLICY:

City of Mountain View employees and City contractors will perform pest management operations at City-maintained facilities in a manner that reduces or eliminates chemical pesticide use to the maximum extent feasible and practical. Chemical pesticides will only be used in the following situations: (1) the use of chemical pesticides is needed to prevent unacceptable health risks or economic loss; (2) the use of chemical pesticides is needed to prevent the development of unsafe conditions; or (3) where nonchemical IPM techniques have proven to be ineffective at controlling the target pest. In these cases, the City will employ a reduced-risk chemical pesticide strategy, which means lower toxicity pesticides will be used first followed by more potent pesticides, if needed. This Policy applies to pesticide use on property that is maintained by the City of Mountain View and the City's contractors.

INTEGRATED PEST MANAGEMENT:

Integrated Pest Management (IPM) is an ecosystem-based strategy that focuses on long-term prevention of pests or their damage through a combination of techniques, such as biological control, habitat manipulation, modification of cultural practices and use of resistant varieties. Pesticides are used after monitoring indicates they are needed according to established guidelines, and treatments are made with the goal of removing only the target organism. Pest control materials are selected and applied in a manner that minimizes risks to human health, beneficial and nontarget organisms and the environment. (Source: University of California State-wide Integrated Pest Management Project)

Examples of the IPM techniques that will be used are:

- No controls (e.g., tolerating pest populations, use of pest-resistant plants or allowing plants to die naturally);
- Maintenance of healthy landscapes through proper fertilization, watering, pruning and aeration;
- Physical controls, such as hand or mechanical removal, traps and barriers;
- Biological controls, such as the use of predator species, parasites or grazing;
- Cultural controls, such as mulching and mowing;
- Less toxic controls, such as soaps and oils; and
- Monitoring pest populations, accurate identification and utilizing knowledge of pest life cycles.

OUTREACH AND EDUCATION:

Training and education are important components of the IPM Policy. City personnel who apply pesticides or supervise and provide advice about pesticide application will be trained periodically on recommended IPM strategies and techniques, as well as pollution prevention practices. City contractors will also be required to complete training regarding the concepts that are included in this Policy. Furthermore, the City will provide information to the public about its efforts to reduce pesticide use, as well as residential and commercial IPM practices.

PESTICIDE USE TRACKING:

Appropriate City departments will continue to track pesticide use for reporting purposes. City contractors will also be required to track pesticide use and report the data to the City regularly. City-wide pesticide use data will be reported annually to the

CITY COUNCIL POLICY

REVISED: _____

Effective Date: September 20, 2002

SUBJECT: INTEGRATED PEST MANAGEMENT

NO: C-1

Regional Water Quality Control Board, as required in the City's NPDES Storm Water Discharge Permit. The annual report, including the pesticide use data, will be a public record.

COMPLIANCE WITH FEDERAL OR STATE LAWS:

Nothing in this Policy is intended to apply to pesticide applications that are required to comply with Federal or State laws or regulations. Nothing in this Policy is intended to conflict with Federal or State laws or regulations governing the storage, use or disposal of pesticides.

IMPLEMENTATION OF THE INTEGRATED PEST MANAGEMENT PLAN:

To achieve the goals of the IPM Policy and to comply with the State-issued NPDES Storm Water Discharge Permit, the City will develop and implement an Integrated Pest Management Plan for use in all City-maintained areas. This plan will include Best Management Practices (BMPs), Standard Operating Procedures (SOPs) and an implementation strategy. The plan will provide a process for responding to pest problems at City-maintained facilities at the local level. Additionally, the plan will include mechanisms to discourage pesticide use at new development sites, as well as coordination with County-wide household hazardous waste collection efforts.

BAN ON USE OF TOXICITY CATEGORY I PESTICIDE PRODUCTS:

City of Mountain View employees and City contractors are prohibited from using chemical pesticides that are classified as Toxicity Category I by the United States Environmental Protection Agency. Exemptions to this ban may be granted in emergency cases where a pest outbreak poses an immediate threat to public health or significant economic loss will result if the banned pesticide is not applied. Exemptions will only be granted in situations where a Pest Control Advisor recommends the use of such a pesticide, and the Category I pesticide application is approved by the department head or designee.

LIMITED USE OF TOXICITY CATEGORY II PESTICIDE PRODUCTS:

City of Mountain View employees and City contractors will be limited in their use of chemical pesticides that are classified as Toxicity Category II by the United States Environmental Protection Agency. Category II pesticides will only be used in situations where a Pest Control Advisor recommends the use of these pesticides after Category III alternatives have been exhausted or where needed to prevent a pest outbreak that poses an immediate threat to public health or significant economic loss.

WATER QUALITY COMMITMENT:

With the adoption of this Policy, the City commits, where possible, to: (1) comply with the State-issued NPDES Storm Water Discharge Permit by eliminating use of pesticides that cause impairment of surface waters, including retention ponds; and (2) reduce use of organophosphate pesticides. Pesticides that are currently listed as causing impairment in local urban streams include diazinon, chlorpyrifos, chlordane, dieldrin and DDT. The City does not use these listed chemicals. Pesticides achieving this rating in the future will also be phased out. All chemical pesticide applications at City-maintained facilities will be implemented using BMPs for water quality protection.

PESTICIDE PURCHASING POLICY:

City of Mountain View employees are not permitted to obtain over-the-counter pesticide products for use on City property.

DEFINITIONS:

Whenever used in this Policy, the following terms shall have the meanings set forth below:

1. "Contractor" means a person, firm, corporation or other entity, including a governmental entity, that enters into a contract with the City to provide landscape maintenance or related activities.

2. "Integrated Pest Management" means a decision-making process for managing pests that uses monitoring to determine pest injury levels and combines biological, cultural, physical and chemical tools to minimize health, environmental and financial risks. The method uses knowledge of the target pests' life cycles, environmental requirements and natural enemies to facilitate natural control of the pests. This method incorporates natural methods of pest control, then proceeds to the least-toxic pesticides if the natural methods are not effective.
3. "NPDES Permit" is a regulatory document issued by the State of California to control the discharge of pollutants into waterways. NPDES is an acronym for National Pollutant Discharge Elimination System.
4. "Pest Control Advisor" means someone who is licensed by the California Department of Pesticide Regulations in accordance with California Code of Regulations, Title 3, Article 5. Only a licensed Pest Control Advisor who is registered with the County Agricultural Commissioner may provide written pest control recommendations for areas such as parks, golf courses and public right-of-ways.
5. "Pesticide" means pesticide as defined in Section 12753 of the California Food and Agricultural Code, including, but not limited to, herbicides, insecticides and fungicides.
6. "Toxicity Category I Pesticide" means any pesticide product that meets United States Environmental Protection Agency criteria for Toxicity Category I under Section 156.10 of Part 156 of Title 40 of the Code of Federal Regulations.
7. "Toxicity Category II Pesticide" means any pesticide product that meets United States Environmental Protection Agency criteria for Toxicity Category II under Section 156.10 of Part 156 of Title 40 of the Code of Federal Regulations.
8. "Toxicity Category III Pesticide" means any pesticide product that meets United States Environmental Protection Agency criteria for Toxicity Category III under Section 156.10 of Part 156 of Title 40 of the Code of Federal Regulations.

CNL POL-1
C01-CP^

City Pesticide Usage – 2002 to 2012

Table 1

| Pesticide Category | Number of Different Pesticides Used | | | | | | | | |
|--------------------|-------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | FY 03-04 | FY 04-05 | FY 05-06 | FY 06-07 | FY 07-08 | FY 08-09 | FY 09-10 | FY 10-11 | FY 11-12 |
| I | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 |
| II | 8 | 6 | 5 | 7 | 5 | 5 | 3 | 1 | 4 |
| III | 22 | 22 | 25 | 29 | 35 | 38 | 27 | 33 | 34 |
| None | 0 | 0 | 0 | 1 | 1 | 2 | 2 | 2 | 1 |
| Total | 30 | 28 | 31 | 37 | 41 | 45 | 32 | 36 | 40 |

Note: "None" indicates a pesticide used that is exempt from pesticide registration requirements.

Table 2

| Pesticide Category | Quantity of Pesticides Applied (lbs.) and Percent Change | | | | | | | | | | | | |
|--------------------|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|----------------|--------------|---------------------------|----------------------------|
| | Comparing FY 11-12 Results to Previous Year and 9-Year Average | | | | | | | | | | | | |
| | FY 02-03 | FY 03-04 | FY 04-05 | FY 05-06 | FY 06-07 | FY 07-08 | FY 08-09 | FY 09-10 | FY 10-11 | 9-Year Average | FY 11-12 | % Change to Previous Year | % Change to 9-Year Average |
| I | 144 | 0 | 0 | 340 | 0 | 0 | 0 | 0 | 0 | 54 | 93 | *** >100% | 74% |
| II | 556 | 512 | 265 | 373 | 452 | 147 | 284 | 297 | 9 | 322 | 103 | 1,040% | -68% |
| III | 1,777 | 2,155 | 3,310 | 5,420 | 3,287 | 3,658 | 3,946 | 3,738 | 3,075 | 3,374 | 2,190 | -29% | -35% |
| None | 0 | 0 | 0 | 0 | 47 | 136 | 198 | 345 | 213 | 104 | 178 | -16% | 71% |
| Total 1 * | 2,477 | 2,667 | 3,575 | 6,133 | 3,786 | 3,941 | 4,428 | 4,380 | 3,297 | 3,854 | 2,564 | -22% | -33% |
| Total 2 ** | 2,477 | 2,667 | 3,575 | 6,133 | 3,739 | 3,805 | 4,230 | 4,035 | 3,084 | 3,749 | 2,386 | -23% | -36% |

* Total 1 includes use of non-regulated, exempt Clove Oil product.

** Total 2 evaluates use not including non-regulated, exempt Clove Oil product.

*** This percentage cannot be calculated since the comparison year is "0," so percentage is shown as ">100."

Table 3

| Pesticide Category | Quantity of Active Ingredients Applied (lbs.) and Percent Change Comparing FY 11-12 Results to Previous Year and 9-Year Average | | | | | | | | | | | | |
|---|--|------------|--------------|--------------|------------|--------------|--------------|--------------|------------|----------------|------------|---------------------------|----------------------------|
| | FY 02-03 | FY 03-04 | FY 04-05 | FY 05-06 | FY 06-07 | FY 07-08 | FY 08-09 | FY 09-10 | FY 10-11 | 9-Year Average | FY 11-12 | % Change to Previous Year | % Change to 9-Year Average |
| I | 88 | - | - | 29 | - | - | - | - | - | 13 | 1 | *** >100% | -93% |
| II | 235 | 222 | 87 | 244 | 140 | 48 | 92 | 51 | 4 | 125 | 25 | 518% | -80% |
| III | 853 | 694 | 970 | 1,088 | 799 | 1,101 | 1,281 | 953 | 783 | 947 | 548 | -30% | -42% |
| None | - | - | - | - | 3 | 8 | 12 | 11 | 12 | 5 | 11 | -8% | 115% |
| Total 1 * | 1,176 | 916 | 1,057 | 1,361 | 942 | 1,157 | 1,385 | 1,015 | 799 | 1,090 | 584 | -27% | -46% |
| Total 2 ** | 1,176 | 916 | 1,057 | 1,361 | 939 | 1,149 | 1,373 | 1,004 | 787 | 1,085 | 573 | -27% | -47% |
| * Total 1 includes use of non-regulated, exempt Clove Oil product. | | | | | | | | | | | | | |
| ** Total 2 evaluates use not including non-regulated, exempt Clove Oil product. | | | | | | | | | | | | | |
| *** This percentage cannot be calculated since the comparison year is "0," so the percentage is shown as ">100." | | | | | | | | | | | | | |
| Note: Active ingredient applications for two products were discovered to have been over-reported from FY '03-04 through FY '10-11. The over-reporting of active ingredient occurred because the dilution factor was not taken into account. Amounts reflect previous Annual Reports have been revised on this version of Table 3. | | | | | | | | | | | | | |



CITY OF MOUNTAIN VIEW

MEMORANDUM

Public Works Department

DATE: October 18, 2012

TO: Council Environmental Sustainability Committee

FROM: Steve Attinger, Environmental Sustainability Coordinator
Linda Forsberg, Transportation and Business Manager
Michael A. Fuller, Public Works Director

SUBJECT: Sustainability Outreach Program

PURPOSE

Staff seeks Council Environmental Sustainability Committee (CESC) comments regarding potential new elements to be considered for inclusion in a new sustainability outreach program.

BACKGROUND AND ANALYSIS

CESC members have previously commented that the City should do more to educate the community regarding sustainability and the City's sustainability-related accomplishments. The City's Environmental Sustainability Action Plan-2 (ESAP-2) includes a Fiscal Year 2012-13 task to develop a proposal for a community sustainability outreach program.

Proposed Sustainability Outreach Program

Based on CESC and public comments, staff proposes a sustainability outreach program with the following objectives, audience, and possible program elements.

Key Objectives

Key objectives of the outreach program would be to:

1. Clarify the definition of "sustainability" as encompassing financial, environmental, and social elements (i.e., sustainability is about building a healthier, more economically resilient, environmentally sensitive community over the long term).

2. Increase awareness about the concept and definition of sustainability across the entire community, with the ultimate goal of driving behavior change.
3. Improve publicity of the City's operational sustainability activities and achievements.
4. Report on the City's community-wide sustainability progress.
5. Highlight financial and nonfinancial incentives that encourage the community to take positive steps, such as reducing their greenhouse gas, energy, water, and transportation footprints.

Audience

The outreach program would target three primary audience groups: residents, businesses, and government employees. Customized outreach/marketing materials would be created for each group.

Outreach Program Options

The City may wish to undertake a modest outreach program requiring no additional funding or more robust efforts can be undertaken requiring varying levels of one-time and/or ongoing expenses.

Option 1 – No Additional Cost Option

A sustainability outreach program with the following elements could be implemented at no additional cost to the City.

1. **Sustainability Web Site Update**

An update to the City sustainability web site done in conjunction with the City's current comprehensive web site redesign project. This level of effort assumes that there would be no new branding or graphic elements, such as the development of a sustainability program logo, tag line, or name. The web site will be enhanced to:

- Highlight the City's sustainability activities and achievements.
- Highlight incentives for residents and businesses to take concrete actions.

- Enable "opt-in" sign-ups for the community to receive periodic City sustainability e-mail updates to make it easier for the community to stay informed.

2. E-Mail Campaign

A one- to two-page quarterly e-mail (formatted text, but no graphics/logo) sent to interested individuals, covering topics such as:

- Upcoming sustainability-related City meetings or discussions.
- Sustainable City operations.
- Easy sustainability actions residents and businesses can take, and available incentives.

Option 2 – Outreach Elements Requiring Additional Funding

The following outreach elements would require additional one-time and, possibly, ongoing funding. Cost estimates will be further refined for those activities the CESC identifies as the most worthy for recommendation to the City Council for funding and implementation. Additional details regarding each of these enhancement strategies are provided in Attachment 1.

3. Metrics Definition and Measurement (\$10,000 to \$40,000 one-time expense)

This effort would fund the development of measureable outreach program objectives, including metrics to evaluate the success of the outreach program prior to its implementation.

More specifically, create a baseline of the community's and employees' understanding of, interest in, and commitment to, sustainability by administering preoutreach and postoutreach surveys (\$10,000 for an on-line survey, \$40,000 for a telephone survey) and analyzing the results.

The outreach program and its components would be developed based on the City-defined objectives and success criteria, and community survey.

4. Program Branding and Materials (\$10,000 to \$15,000 one-time expense)

Development of a "brand" for the City's environmental sustainability program, including: (a) a logo and tagline; (b) an e-mail campaign template; (c) a flyer template; (d) a design for any program signs and stickers that would be installed on City buildings, in parks, or on vehicles to highlight what the City is doing to be sustainable; and (e) the production of a two- or three-page City Sustainability Program overview flyer.

5. E-Mail and Social Media Campaigns (\$15,000 to \$25,000 one-time expense)

This would include:

- Creation of a campaign kit, including background, talking points, social media policy, outreach calendar, list of media contacts (including "key influencers"), and subscriber distribution lists.
- Design and implementation of an ongoing e-mail campaign by sending out a one- to two-page quarterly e-mail covering relevant upcoming meetings, sustainable City operations, easy "green" actions to take, available incentives, and stories of general interest. E-mails to "key influencers" would be customized.
- Establishing a process for updating existing Facebook and Twitter sites or the creation of new sites as needed.
- Analyzing statistics for the e-mail campaign and social media sites (e.g., number of web site hits, number of e-mails opened, etc.).

Estimated annual ongoing costs are \$5,000 to \$15,000.

6. City Signs and Stickers (\$8,000 to \$15,000 one-time expense)

Design and placement of signs or stickers at City facilities (buildings and parks) or on vehicles and equipment educating the public regarding the City's sustainability efforts (e.g., announcing the solar panels at the 850 California Street parking structure, identification of hybrid/electric/flex fuel vehicles, energy- and water-efficient equipment in use at City facilities, energy/water use data for facilities, etc.).

7. Outreach/Education Events (\$2,000 to \$5,000 one-time expense)

Conducting annual sustainability-themed displays at the Mountain View Public Library and/or other City facilities, and/or sponsoring events, possibly with speakers, on topics relating to sustainability.

Estimated annual ongoing costs are \$2,000 to \$5,000.

8. Sustainability Affinity Groups (\$10,000 to \$50,000 one-time expense)

Create and implement a program to conduct up to five community affinity groups per year studying personal sustainability, similar to the City of Morgan Hill's Carbon Diet Club, including outreach to attract participants, purchasing study materials, attending some of the group meetings, compiling the savings results for each group, and providing a summary report.

Estimated annual ongoing costs are \$10,000 to \$50,000.

CONCLUSION

Staff requests input from the CESC regarding which of the two outreach program options described above should be pursued for possible implementation.

If the CESC endorses Option 2, additional direction is requested regarding which elements proposed under that option are of the most interest to the CESC to pursue for additional funding and implementation.

SA-LF-MAF/9/PWK
916-10-08-12M-E

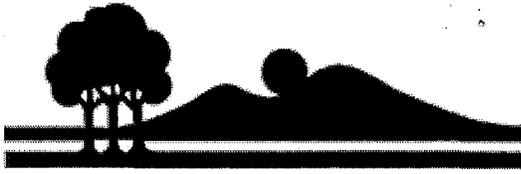
Attachment: 1. Option 2— Detailed Scope of Program Elements

cc: DCM, ATCM

Detailed Scope of Sustainability Outreach Program Elements Requiring Budget

| Program Element | Year 1 Cost (Low) | Year 1 Cost (High) | Year 2+ Cost (Range) |
|--|--|---|----------------------------|
| <p>1. Program Metrics Definition and Measurement</p> <ul style="list-style-type: none"> a. Define measureable objectives/metrics to evaluate “success” of program. b. Create a baseline of the community’s and employees’ understanding of, and commitment to, sustainability by: <ul style="list-style-type: none"> i. Designing and creating pre-program and post-program surveys using an online tool(s), or to get a more representative sample, a telephone survey. ii. Implementing the pre-program and post-program surveys iii. Analyzing the data and generating a report. c. Decide which elements to include in the outreach program based on objectives, success criteria, and survey results. | \$10,000 (use of online survey) | \$40,000 (use of phone survey) | N/A |
| <p>2. Program Branding and Materials</p> <ul style="list-style-type: none"> a. Create a “brand” for the program, including: <ul style="list-style-type: none"> i. A logo and tagline and/or program name, with <i>user-testing optional</i>. ii. An email campaign template that incorporates the branding. iii. A Word flyer template that incorporates the branding iv. A design for signs and stickers that we put up on City buildings, in parks, or on vehicles to highlight what the City is doing to be sustainable. b. Produce a polished “<i>City Sustainability Program Overview</i>” flyer. (2-3 pages) | \$10,000 | \$15,000 | N/A |
| <p>3. Email and Social Media Campaigns</p> <ul style="list-style-type: none"> a. Create a campaign kit, including backgrounder, talking points, social media policy and process, editorial calendar, and list of media contacts, including “<i>key influencers</i>” b. Create and manage subscriber distribution lists. c. Design and produce an on-going email campaign by sending out a 1-2 page quarterly email covering: <ul style="list-style-type: none"> i. Upcoming City meetings where sustainability-related items are being discussed. ii. What the City is doing in its operations to be sustainable. iii. Easy sustainability actions residents and businesses can take, and available incentives. iv. Sustainability stories of general interest, covering sustainability actions being taken by MV residents, businesses, employees, and others. d. Send customized emails to key influencers. e. Establish process for updating existing Facebook and Twitter sites, <i>or create new sites as needed</i>. f. Monitor and analyze email campaign and social media metrics, e.g. # of web site hits, # of emails opened, etc. | \$15,000 | \$25,000 | \$5,000 to \$15,000 |

| Program Element | Year 1 Cost (Low) | Year 1 Cost (High) | Year 2+ Cost (Range) |
|---|-------------------------|--------------------------|-----------------------------|
| <p>4. City Signs and Stickers</p> <ul style="list-style-type: none"> a. Identify City property (e.g. buildings, parks, vehicles) that exemplifies the City's commitment to sustainability, e.g. the California/Bryant parking garage with rooftop solar panels. b. Design and produce signs and stickers. c. Install signs and stickers on City property (buildings, parks, vehicles), e.g. signs on the California/Bryant parking garage indicating that the power for the building is coming from the rooftop solar panels, or stickers on City hybrid and electric vehicles indicating that they are "Clean Air Friendly." | \$8,000 | \$15,000 | N/A |
| <p>5. Outreach/Education Events</p> <ul style="list-style-type: none"> a. Have an annual sustainability-themed display at the Library. b. Hold evening events, possibly with speakers, to educate residents, businesses, and employees about why and how to live more sustainably. | \$2,000 | \$5,000 | \$2,000 to \$5,000 |
| <p>6. Residential Affinity Groups</p> <ul style="list-style-type: none"> a. Create framework and tools to run up to 5 "affinity groups" per year studying personal sustainability, e.g. <i>Carbon Diet Club</i> in Morgan Hill. <ul style="list-style-type: none"> i. Survey the available online "group" tools/sites. ii. Create an online site for participants to get program details, post articles, and share lessons learned throughout the process. iii. Purchase off-the-shelf study materials and giveaways to encourage participation. b. Recruit participants through outreach via web site, utility bill, emails, newspaper ads, neighborhood association newsletters, faith groups, etc. <ul style="list-style-type: none"> i. Manage participant registrations. c. Attend first and last meetings of each group. <ul style="list-style-type: none"> i. Assist participants between meetings, as needed. d. Compile aggregated results for each group and all groups, e.g. amount of electricity and water saved, number of miles not driven, etc. e. Produce summary report and participant certificates of completion. | \$10,000 | \$50,000 | \$10,000 to \$50,000 |
| TOTAL | \$55,000 | \$150,000 | \$17,000 to \$70,000 |



CITY OF MOUNTAIN VIEW

MEMORANDUM

Public Works Department

DATE: October 18, 2012

TO: Council Environmental Sustainability Committee

FROM: Steve Attinger, Environmental Sustainability Coordinator
Linda Forsberg, Transportation and Business Manager
Michael A. Fuller, Public Works Director

SUBJECT: Commercial PACE Financing Program

PURPOSE

This memorandum describes how City staff, working cooperatively with the Mountain View Chamber of Commerce, will make Mountain View businesses aware of the availability of low-cost Property Assessed Clean Energy (PACE) financing for energy efficiency, renewable energy, and water conservation improvements through the CaliforniaFIRST program.

BACKGROUND AND ANALYSIS

On January 12, 2010, the City Council adopted a resolution to join CaliforniaFIRST, a State-wide program that allows residential and commercial property owners in participating jurisdictions to make renewable energy and energy- and water-efficiency improvements on their properties through financing that is repaid as an assessment on their property tax bills. CaliforniaFIRST financing for residential retrofits was halted in July 2010 as a result of legal challenges and Federal agency objections. However, CaliforniaFIRST financing for commercial property improvements became available for participating jurisdictions as of September 18, 2012.

CaliforniaFIRST offers low-cost, long-term financing for commercial energy efficiency, renewable energy, and water conservation upgrades that are permanently affixed to the property. Property owners agree to repay the cost of improvements through a line item on their property tax bill (i.e., the financing becomes a tax lien against the property). Eligible nonresidential properties include multi-family buildings with five or more units, industrial, retail, agricultural, and office space properties. Eligible upgrades include energy-efficient lighting, windows and doors, insulation, heating and cooling (HVAC) equipment, solar photovoltaic (PV) and hot water systems, cool roofs, electric

vehicle charging stations, low-flow toilets, urinals, showerheads, and grey water systems. The minimum financing amount is \$50,000, and the maximum financing amount is dependent on the property value.

The Public Works Department and Community Development Department staff will be working cooperatively with the Mountain View Chamber of Commerce (Chamber) to provide information to Mountain View businesses regarding the CaliforniaFIRST program to encourage their participation. These efforts will include:

- Posting a link to, and information about, the CaliforniaFIRST program on the City and Chamber web sites.
- Distribution of CaliforniaFIRST program materials at the public counters at the Community Development and Public Works Departments.
- Notifying local commercial property owners, contractors, developers, business license holders, and Chamber members about the CaliforniaFIRST program through City and Chamber e-mails, information provided during the City business license renewal process, Chamber membership renewals, information provided in City utility bills, announcements at Chamber mixers, a Chamber YouTube video, and information that will be posted on the Chamber's Facebook/Twitter/LinkedIn sites.
- Information about the CaliforniaFIRST program published in one or more future issues of the City's newsletter, *The View*.
- Contacts with the *Mountain View Voice*, *Mountain View Patch*, and other relevant media to encourage them to publicize the CaliforniaFIRST program and the availability of PACE financing for energy efficiency, water efficiency, and renewable energy improvements on commercial properties.

Neither the City of Mountain View nor Chamber of Commerce will have any role in administering the CaliforniaFIRST program for Mountain View businesses. Instead, City and Chamber staff will focus their efforts on making local businesses aware of the program and the low-cost financing alternative CaliforniaFIRST can provide to commercial property owners.

CONCLUSION

The lack of affordable financing options has made it difficult for some commercial property owners in Mountain View and elsewhere in California to afford energy and

water efficiency and renewable energy property upgrades at their properties. City and Chamber of Commerce efforts to notify local businesses about the availability of low-cost commercial PACE financing through the CaliforniaFIRST program may help some of these commercial property owners overcome this financing hurdle and make it easier for them to install energy efficiency, renewable energy, and water conservation improvements at their properties.

SPA/5/PWK
916-10-05-12M-E

Attachments: 1. CaliforniaFIRST—Overview
2. CaliforniaFIRST—Authorized Property Improvements
3. CaliforniaFIRST—Terms Summary

cc: DCM, ACM, CDD, ACDD/EDM, CBO, PP, AP—Downing

California**FIRST**

Commercial Financing for Clean Energy and Water Conservation



IMPROVEMENTS FOR COMMERCIAL PROPERTIES

PROGRAM DESCRIPTION

CaliforniaFIRST is a financing program that uses an innovative framework called Property Assessed Clean Energy (PACE) to connect property owners to low cost capital. Property owners often enjoy the following program benefits:

- Lower interest rate
- Longer payback period (up to 20 years)
- Property qualified financing; not credit-based
- Repayment obligation stays with property if property is sold or transferred
- Flexible and negotiated financing transaction

CaliforniaFIRST financing is available to commercial and multifamily properties in participating communities. The Program is offered by the California Statewide Communities Development Authority (CSCDA), a statewide joint powers authority sponsored by the California State Association of Counties and League of California Cities.

HOW THE ASSESSMENT/FINANCING WORKS

Under CaliforniaFIRST, property owners enter into an assessment contract with CSCDA to finance the installation of eligible clean energy projects. In the assessment contract, the property owner agrees to repay the cost of the improvements through a line item on their property tax bill. The line item obligation (called a "contractual assessment") receives seniority over private liens and, consequently, secures the low cost financing.

CHOOSE YOUR OWN CONTRACTOR AND FINANCING PARTNER

CaliforniaFIRST allows property owners to form their own project installation team. Property owners may work with any properly licensed contractor and any qualified financing partner. If you do not have a financing partner, the program can help you find one from our list of capital providers.

The program encourages property owners to evaluate financing terms from multiple finance providers. Key elements such as interest rates and payback term may vary from one provider to another.

FOUR SIMPLE STEPS TO COMPLETION

1. CHOOSE YOUR PROJECT.

Work with energy auditor and/or licensed contractor to identify project(s) that are eligible for financing and that result in energy and/or water savings.

2. APPLY FOR FINANCING.

The application is simple and will allow program customer service professionals to help you, including securing a financing partner. The application doesn't obligate you to complete the work; it also doesn't affect your credit rating.

3. INSTALL PROJECTS AND GET FUNDING.

Once your application is approved, you will execute financing documents that will result in a lien placed on your property for the amount to be financed. At this point, you may begin installation and draw upon the funding.

4. MAKE PAYMENTS.

You will repay the financed amount as a line item on your property taxes over the course of up to 20 years. If you sell the property, the new owner will assume the property tax payments.

For additional information, please visit www.californiaFIRST.org or call 510.692.9995.

ELIGIBLE PROPERTIES

Only commercial properties located within participating communities are eligible to participate. There are currently 14 counties and more than 120 cities participating in the program. Visit www.californiaFIRST.org to see if your community is in CaliforniaFIRST.

Commercial properties include all non-residential properties, including multifamily buildings with 5 or more units, industrial, retail, agricultural and office space properties.

Other property eligibility criteria include:

- Consent of all property owners of title
- Mortgage lender affirmative acknowledgement of property's CaliforniaFIRST participation

The combined lien-to-property value (CLTV) cannot exceed 100%, meaning a property owner may not finance more than their equity in the property.

Because the property secures the financing, no credit evaluation of the property owners is needed. However, the property must be current with its property tax obligations, free of any title disputes, and clear of any involuntary liens or judgments.

ELIGIBLE PROJECTS

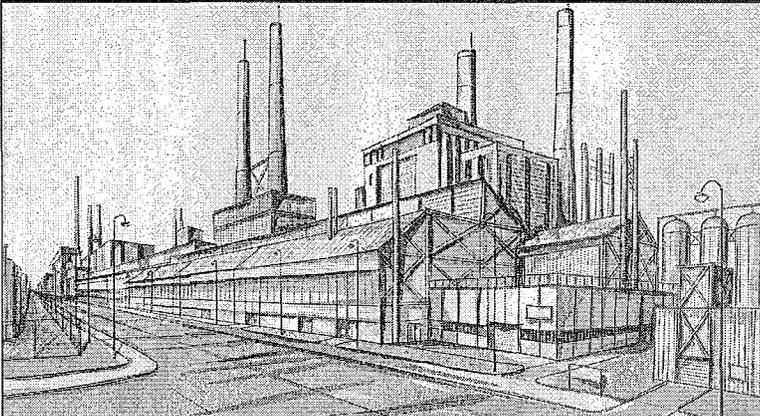
Most clean energy retrofit installations are eligible for CaliforniaFIRST financing. Common energy efficiency, renewable energy or water conservation projects include:

- Windows and doors
- Electric vehicle charging stations
- Lighting
- Refrigeration
- Bathrooms
- Solar photovoltaic (PV)
- Solar water
- Insulation
- HVAC
- Cool roofs

Property owners will also be permitted to install custom measures that can demonstrate an energy or water savings benefit.

HOW TO APPLY

The application process begins with an Initial Application, which is an easy-to-complete form that provides a broad sketch of the property and proposed projects. The Initial Application has two purposes: (1) to provide property owners feedback on the eligibility of their project prior to the investment of a lot of time and resources in project development and (2) bring the property owner into the program's robust customer service platform. No obligation arises from the submittal of the Initial Application. The Program strongly encourages property owners to review the Program Handbook prior to beginning the application process. The Program Handbook can be downloaded at www.californiaFIRST.org.



CaliforniaFIRST

a program of



For additional information, please visit www.californiaFIRST.org or call 510.692.9995.

Initial List of Authorized Improvements

| | Category | Measures |
|------------------------------|--|--------------------------------------|
| Energy Efficiency | Air Sealing and Ventilation | Air Filtration |
| | | Air Sealing |
| | | Air Barriers |
| | | Bathroom fan |
| | | Ceiling fan |
| | | Crawlspace Sealing |
| | | Duct Sealing |
| | | Whole House Fan |
| | Insulation | Roof |
| | | Attic |
| | | Duct |
| | | Floor |
| | | Hot Water System |
| | | Wall |
| | Space Heating and Cooling | Cogeneration furnace |
| | | Demand Recirculation Pump |
| | | Duct Replacement |
| | | Ducted Heat Pump |
| | | Evaporative coolers |
| | | Exhaust Fan |
| | | Geothermal Heat Pump |
| | | Heat Recovery Ventilation System |
| | | High Efficiency Air Conditioner |
| | | High Efficiency Furnace |
| | | Radiant Barrier Installation |
| | | Solar Space Heating |
| | | Thermostat Installation |
| | Weatherization | |
| Water Heating | High Efficiency Hot Water Boiler | |
| | High Efficiency Water Heater | |
| | Tankless Water Heater | |
| | On demand Recirculation Pump | |
| Lighting | High Efficiency Lighting Retrofit | |
| | Lighting (hard wired) | |
| | Lighting controls, including occupancy sensors | |
| Windows, Doors and Skylights | Skylight | |
| | Window Replacement | |
| | Window Film | |
| Reflective Roof | White Roofing | |
| Renewable Energy | Solar | Solar Thermal Installation |
| | | Solar Photovoltaics |
| | Wind | Wind Turbine Power System |
| Fuel Cell | Fuel Cell Power System | |
| Water Efficiency | Fixtures | Low Flow Showerheads |
| | | Low flow showers |
| | | Toilets: flush a 1.28 gpf or less |
| | | Urinals: flushing at 0.5 gpf or less |
| | | Showerheads: flow at 1.5 gpm or less |
| | Aerators: flow at 1.0 gpm or less | |
| | Landscaping | Grey water systems |
| Other | Other measures such as potable water offsets, efficiency improvements, irrigation measures, process improvements and storm water management improvements shall be considered on a case-by-case basis in consultation with the CaliforniaFIRST program. | |

CaliforniaFIRST Non-Residential PACE Program Terms Summary

Getting Started

Program Basics

| | |
|-------------------------|--|
| Minimum Financing | The minimum financing amount is \$50,000. |
| Maximum Financing | The maximum financing amount is dependent on the property value. Current outstanding debt plus CaliforniaFIRST financing amount plus other special assessment liens and special tax debt must be less than the property value plus the value of the financed projects. |
| Application Fee | There is no application fee. |
| Contractors | Contractors must be licensed by the State and acquire all appropriate permits for the installation of the project(s). |
| Authorized Improvements | Financed measures must be permanently attached to the property and provide energy and/or water savings. |
| Project Lender | Property owner(s) works directly with its selected project lender to negotiate additional terms of financing. |
| Rebates and Incentives | Property owners are encouraged to participate in applicable rebate and incentive programs to reduce the project's installation cost. |
| Audit | ASHRAE 2 or comparable audit is required. |

Underwriting Criteria

| | |
|--------------------------|--|
| Lender Acknowledgement | The existing mortgage or loan holder(s) must provide affirmative acknowledgement of property participation in CaliforniaFIRST. |
| Property Taxes and Liens | Property owner must be current and have no involuntary liens on the property. |
| Mortgage | Property owner must be current and have no notices of default in the last 5 years. |

Costs and Fees

Program Costs

| | |
|----------------------|--|
| Interest Rate | The interest rate depends on the cost of capital provided by each project lender and on-going program fees. |
| Closing Fees | Closing fees include program management, project underwriting, lien recordation, bond document preparation and funding disbursement. |
| Capitalized Interest | Depending on when the financing closes (there is a county-imposed deadline to place assessment installments on the property tax bill for a tax year), it may be necessary to finance the first year's assessment installments. |

Municipal Fee

| | |
|-----------------------|---|
| Annual Collection Fee | The county tax collection fee covers the expense of placing the assessment on the tax roll, collecting funds, and distributing funds to the CaliforniaFIRST program. Fees range from \$0.10 per parcel to 2% per payment depending on the county. |
|-----------------------|---|

More Information

Detailed information is available for property owners, contractors and lenders. Contact us to request the complete Program Handbook or for assistance in getting started.

Web: CaliforniaFIRST.org
Email: info@CaliforniaFIRST.org
Phone: (510) 692-9995