

**CHAPTER 8:**  
**IMPLEMENTATION, MONITORING & REPORTING**

The preceding chapters illustrate where Berkeley’s GHG emissions come from and propose a series of strategies and actions for achieving the community’s aggressive emissions reduction targets. Extensive community and expert input went into developing the content of these chapters, but the component of Berkeley’s climate action effort that matters most still lies ahead: **Implementation**.

Because the actions proposed in this plan surpass the scale of existing efforts, implementing the plan will necessitate additional resources and sustained coordination across sectors. Securing additional resources and sustained coordination will require that the community work together to establish an institutionalized, structured, facilitated process for implementation. The process should be designed to guide the allocation and prioritization of resources, assignment of responsibilities, and ongoing monitoring and evaluation of community-wide GHG emissions reduction efforts. Initially through the support of secured grant funding from the Bay Area Air Quality Management District, the City proposes to partner with a diverse range of public and private stakeholders to launch, maintain, and document such a process.

The main steps that the Climate Action Plan implementation effort should entail are listed in the table below:

<b>Proposed Plan Implementation Steps</b>
1. Establish implementation priorities based on a further assessment of costs and benefits of proposed actions
2. Identify financing opportunities
3. Identify roles and responsibilities among sectors and stakeholders
4. Continuously monitor, evaluate and report on GHG reduction strategies and timelines
5. Update the Climate Action Plan at least every 3-5 years

By following through on these steps, the Berkeley community can succeed in ensuring that a critical mass of stakeholders understands their role in achieving a community-wide goal. Note that parts of each of these steps can be taken simultaneously.

***1. Establish implementation priorities based on a further assessment of costs and benefits of proposed actions***

This plan proposes many actions that have the potential to contribute greenhouse gas emissions reductions and achieve other important co-benefits for the community. An important next step in the implementation process is to evaluate the cost and benefits of the proposed actions. Cost/benefit analyses will enable the City and other community stakeholders to identify short-, medium-, and long-term timeframes for implementation. For example, many actions proposed in this plan are consistent with existing City or community-led efforts and are therefore already being implemented or can be implemented in the short-term. Other of the proposed actions will require greater

resources or longer gestation periods and so can be targeted for implementation in a more long-term timeframe. For each strategy in the plan, the City and its community partners will develop an implementation plan for consideration by City Council that identifies resources, responsibilities and timeframes for implementation.

## **2. *Identify financing opportunities***

Implementing the Climate Action Plan will require significant investment. The majority of the costs will be borne by the private sector as homeowners and business owners invest in improving the energy efficiency of their buildings, as individuals make choices about mobility and their everyday access to transportation alternatives, and as companies (such as PG&E) make further investment in renewable energy resources to reduce our dependence on fossil fuels.

However, implementing the plan also requires strategic public investment by the City, by regional government agencies, and by the state and federal governments. Public funding will play an important role in helping to provide the education and outreach, services, incentives and capital projects that are needed to achieve the plan's goals.

Given the many competing demands for both private and public resources, securing the necessary financing to implement this plan will require a sustained, collaborative effort among many different community stakeholders. The City can and will provide leadership and support whenever appropriate, but it cannot shoulder the burden of identifying and providing the necessary financing to implement this plan alone. Assistance will be required from other levels of government, foundations, corporations, local non-profits and private individuals. As is noted throughout this plan, many of these entities have already begun to step up.

## **3. *Identify roles and responsibilities among sectors and stakeholders***

No one entity in the community – not the City government, not industry or small businesses, and not residents – can achieve the GHG reduction targets alone. The targets will only be achieved through sustained coordination across stakeholders and sectors.

As such, implementing the plan requires that the City and a wide range of community stakeholders identify and assign the necessary roles and responsibilities for turning the plan into action. Every entity in the community has a role to play, including private businesses, non-profits, public agencies, and private residents. Implementing the plan requires that each entity understands their role and has resources to follow through.

To achieve increased participation and coordination in implementing the plan, the City can work with community partners to:

- Establish a climate action database that identifies the variety of stakeholders and their roles in implementing specific aspects of the Climate Action Plan. Emphasis should be placed on ensuring that representatives from traditionally underserved communities are included.
- Establish community stakeholder working groups to evaluate and prioritize the strategies in the plan and to identify additional action where necessary.

**4. *Continuously monitor, evaluate and report on GHG reduction strategies and timelines***

In order for any plan to achieve its goals, it is essential that there be regular and sustained evaluation, monitoring and reporting on progress towards those goals. A number of tools and practices exist that can enable the community to track its progress toward Measure G targets and, when necessary, to quickly improve ongoing efforts so as to make them more efficient and effective. Examples of steps the City and its partners can take to ensure sustained evaluation and continuous improvement of GHG reduction strategies include:

- Provide City Council annual reports on progress made on specific indicators and metrics to be used for tracking the results of actions in the plan, including:
  - Estimated GHG reductions
  - Implementation costs
  - Costs savings and payback for given strategies
  - Other co-benefits of implementation
  - Ongoing barriers of implementation
- Track community-wide aggregate emissions by conducting greenhouse gas emissions inventories at least every other year

**5. *Update the Climate Action Plan at least every 3-5 years***

This Climate Action Plan is based on what we know today. It should be regularly updated based on advances in science and technology, new ideas, an enhancement of our ability to measure and track community-level GHG emissions, and the results of the regular monitoring, evaluation, and reporting outlined above. The City should consider establishing a steering committee made up of a diverse set of community stakeholders in order to effectively monitor plan implementation and contribute to updating the plan on a regular basis.