

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

### **A. INSTITUTIONALIZING CLIMATE ACTION**

The preceding chapters illustrate where Berkeley’s GHG emissions come from and set forth a series of policies 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**.

Although significant GHG reduction policies and programs are already in place, the actions proposed in this plan, by necessity, far surpass the scale of existing efforts. Implementing the plan and ensuring that it results in real, additional GHG emissions reductions necessitates new and sustained resources, increased coordination across sectors, and a system for evaluating and reporting progress. In short, it requires institutionalizing climate protection efforts throughout the community.

This chapter outlines the main components of the process for turning this plan into action and identifies policies from earlier chapters that City staff recommends for short-term implementation, i.e., by the end of 2010.

The main components of the implementation process are summarized here and described in more detail immediately below:

1. Establish an implementation timeline for actions included in the Climate Action Plan
2. Establish, monitor, and report on indicators that enable the community to gauge progress toward the goals outlined in the Climate Action Plan and to continuously evaluate implementation priorities
3. Continue to identify funding opportunities and develop sustained revenue streams to support climate protection initiatives
4. Establish a stakeholder “infrastructure” that facilitates the efficient distribution of information to multiple community stakeholders and also enables community members to effectively report climate protection actions

#### *1. Establish an implementation timeline for actions included in the Climate Action Plan*

The Climate Action Plan reflects the City’s current implementation priorities. It does so by including an “implementation timeframe” for every implementing action included in the plan. The implementation timeframe designates each action for short, medium or long-term implementation (See Appendix A).

City staff generated the “package” of policies recommended for short-term implementation (see table at the end of this chapter for the list of short-term policy priorities) on the basis of several factors, including:

- Estimated volume of GHG reductions that could be achieved from a given strategy.

- The likelihood of a given policy's success: Staff gauged the likelihood of success of a given policy by considering factors such as level of community support and consistency with the City's or relevant community agencies' priorities and readiness to implement.
- The estimated cost.
- The availability of funding (see more on estimated implementation costs and funding sources in the next section below).
- Expected benefits of implementation other than GHG emissions reductions, such as reduced local air pollutants due to less driving; cost savings associated with increased energy efficiency in buildings; the potential for creating local, green jobs; public health benefits; and consistency with efforts to prepare the community for Peak Oil; among others.

Actions not included in the list of short-term measures are targeted for implementation in either the medium (2010 – 2015) or long-term (2015 – 2020). As circumstances change and as implementation of the plan moves forward, there may be cases where medium or long-term strategies become short-term priorities and vice-versa.

Several of the recommendations in the plan require Council approval separate from adoption of the Climate Action Plan and also require additional funding in order to be implemented. Implementation priorities will be reviewed annually by the City Council.

## **2. *Establish, monitor, and report on progress indicators***

For each goal outlined in the Climate Action Plan, the City is working to define, monitor and report on measurable indicators that assist the community in determining to what extent a given goal is being achieved. Regular, transparent reporting on community progress toward achieving the goals outlined in this plan serves to:

- increase accountability for implementing agencies, including the City government;
- assist the City and its partners to evaluate the effectiveness of the policies and actions associated with each goal; and
- enable the City and the community as a whole to continuously evaluate implementation priorities and revise and build upon them as necessary.

City staff is currently working to do additional modeling of the relative contribution each strategy or group of strategies could make toward achieving the Measure G targets. The models are based on assumptions derived from a series of data points, such as past performance of a given program or set of programs, expected level of community participation and behavior change that may be associated with implementing a given program or set of programs, and peer-reviewed studies on the effects of various sustainability policies. This analysis will be used to do a more robust assessment of cost-effectiveness and to refine how the plan will be implemented over time.

Given the range of assumptions that can be made when modeling the emissions impact of a given strategy, it is often difficult to estimate with precision the GHG reductions that will occur upon implementation of the actions in this plan. There is considerable ongoing research by many organizations and research institutions into measuring the impacts of different GHG reduction strategies. City staff has made its best effort to make determinations regarding the strategies proposed in this plan based on the state of current information, but these estimates will need to be refined over time.

What is clear from initial analysis is that while the City of Berkeley can do a great deal on its own to reduce GHG emissions, the 2020 emissions reduction target will only be achieved with help from the

state and federal levels. Examples of external policies that could help Berkeley achieve the local target include the Renewable Portfolio Standard, a standard set at the state-level that is designed to gradually increase the portion of electricity produced or purchased by PG&E and other utilities from renewable energy sources; vehicle fuel efficiency standards; low-carbon fuel standards; and Senate Bill 375 (Steinberg, 2008), which requires the California Air Resources Board to establish regional targets for reduction of GHG emissions due to transportation and land use and for regional Metropolitan Planning Organizations to develop plans for achieving those targets. The City will join with other stakeholders and local public agencies throughout the State to work with legislators at all levels of government to put such policies in place and to ensure their implementation.

Because of the difficulty associated with modeling *potential* emissions reductions with precision, it is especially important to monitor and report *actual* reductions over time, as well as other indicators, as part of the implementation process. A number of tools and practices exist that can enable the City and its community partners to track and report progress toward achieving the goals outlined in this plan. Steps the City and its partners will take to ensure transparent, sustained evaluation and continuous improvement of GHG reduction strategies include:

- ❖ Provide annual reports to City Council in order to receive guidance on implementation priorities and resource allocation and to report progress made on specific indicators and metrics to be used for tracking the implementation 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 to implementation
- ❖ Launch and maintain a web-based portal that enables the City to effectively and transparently communicate the goals outlined in the Climate Action Plan and progress toward achieving those goals
- ❖ Track community-wide aggregate emissions by conducting greenhouse gas emissions inventories at least every other year

### ***3. Continue to identify funding opportunities and develop sustained revenue streams to support climate protection initiatives***

Implementing the Climate Action Plan requires significant investment. *However, a concerted effort to reduce GHG emissions will result in cost savings over time by reducing ongoing costs associated with energy consumption. Staff estimates that measures taken to achieve our 2020 goal could save the community nearly \$500 million and that the cost of most of the measures recommended in the plan will be less than the amount saved.* Achieving a 35 percent reduction in building energy use through energy efficiency improvements and renewable energy use in the residential sector alone will result in cumulative savings that exceed costs by an estimated \$28 million. A similar cost-benefit analysis for the commercial sector results in an estimated \$75 million net savings for local businesses by 2020. See Appendix F to review staff's analysis and assumptions. These findings are consistent with a McKinsey & Company study<sup>47</sup> of U.S. greenhouse gas reduction measures, which found that significant reductions could be achieved at no net societal cost. The challenge we face is overcoming market barriers that have prevented us from achieving these savings.

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<sup>47</sup> McKinsey&Company. *Reducing U.S. Greenhouse Gas Emissions: How Much at What Cost?* December 2007. Available at <http://www.mckinsey.com/client/service/ccsi/greenhousegas.asp>.

The benefits of saving money on energy and reducing greenhouse gas emissions are in addition to other societal benefits associated with these actions, such as reduced local air pollutants, improved public health due to more active mobility modes, less reliance on fossil fuels, and an increased demand for energy services and green jobs.

The majority of the costs will be made by individuals and the private sector as homeowners and business owners improve the energy efficiency of their buildings, as individuals make different choices about mobility and their everyday access to transportation alternatives, and as companies (such as PG&E) make additional needed investments in renewable energy resources and increased energy efficiency to reduce our dependence on fossil fuels.

Implementing the plan also requires sustained, 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.

Table 8.1 below illustrates the estimated annual City government and partner agency funding associated with implementing the actions in the plan designated for short-term implementation. Part 1 of the budget includes the combination of existing funding provided by the City *and* existing funding provided to the City by non-City agencies (e.g., foundations, PG&E and state and federal government agencies) that is dedicated to programs and policies that the City is implementing that either directly or indirectly address GHG emissions. Part 2 of the budget includes additional targeted funding the City will seek, with City Council's guidance and in collaboration with community partners, from outside agencies such as PG&E; regional, state and federal government agencies; and private foundations.

Table 8.2 summarizes estimated funding for implementation of the Climate Action Plan by source.

City expenditures associated with the Solid Waste Management Division's (SWMD) operations are not included in the table below largely because it is difficult to isolate the staffing and other expenditures that are associated with the GHG reduction aspects of solid waste programs. The SWMD houses about 33 staff positions between residential and commercial recycling programs and Transfer Station personnel. In addition, as part of the implementation of the Climate Action Plan the SWMD plans to expand its capacity for community outreach and education.

In addition to maintaining City resources for implementation of the Climate Action Plan and seeking new sources of outside funding, this report also outlines various strategies that would be designed to both create disincentives for practices that are energy intensive (e.g., driving) and build sustained revenue for services and programs that help the City achieve its emissions reduction goal along with other important co-benefits. Such strategies include:

- Redesigning the Residential Preferential Parking (RPP) Program so as to apply it citywide. Properly structured, the RPP could discourage multiple vehicle ownership and help fund alternative modes of transportation.
- Instituting a "Transportation Services Fee" (TSF) for new development. A TSF would help fund projects and programs that mitigate the impacts of new development on transportation services and infrastructure.
- Establishing an "Open Space Fee" on new development, or similar mechanism for the creation and enhancement of streetscapes, parks and other public open space. Increased amenities in the

community make it more attractive for current residents and encourage appropriate transit-oriented development.

See more on the above strategies in Chapter 3.

The City is also evaluating the feasibility, benefits, and drawbacks of initiating a “carbon tax” on residential, commercial and industrial electricity and natural gas consumption. The tax would be designed to fund GHG reduction strategies in Berkeley such as subsidized energy audits and energy efficiency upgrades for residents and businesses. Exemptions would be provided for special needs and low-income households. Instituting a “carbon tax” would require a two-thirds vote of the people.

Each of these strategies requires further vetting and development, especially to ensure social equity in any fee mechanisms or services. These strategies have the potential be innovative tools for generating *sustained* revenue for implementation of climate protection policies and actions. Sustained revenue is often the difference between a plan that gets implemented and a plan that does not.

**TABLE 8.1**

<b>Estimated Budget for Actions Designated for Short-Term (FY 2009-2010) Implementation</b>		
	<b>FY 2009</b>	<b>FY 2010</b>
<b>Part 1: Budgeted and projected budgeted funding for measures that contribute to achieving Berkeley's climate protection goals<sup>48</sup></b>		
Building energy efficiency, renewable energy use and green workforce development measures (Chapter 4)	1,959,000	1,324,000
Sustainable transportation and land use measures (Ch. 3)	790,000	1,856,000
Coordination, monitoring, outreach and reporting on implementation of Climate Action Plan	269,000	269,000
<b>Subtotal</b>	<b>3,018,000</b>	<b>3,449,000</b>
<b>Part 2: Additional new targeted funding for climate plan implementation</b>		
Building energy efficiency, renewable energy use and green workforce development measures	--	3,075,000
Sustainable transportation and land use measures	--	65,000
Coordination, monitoring, outreach and reporting on implementation of Climate Action Plan	--	30,000
<b>Subtotal</b>	<b>3,018,000</b>	<b>3,170,000</b>
<b>TOTAL</b>	<b>3,018,000</b>	<b>6,619,000</b>

<sup>48</sup> Part 1 of the budget includes the combination of existing funding provided by the City *and* existing funding provided to the City by non-City agencies (e.g., foundations, PG&E and state and federal government agencies) that is dedicated to programs and policies that the City is implementing that either directly or indirectly address GHG emissions.

**TABLE 8.2**

<b>Estimated Sources of Revenue for Implementation of Short-Term (FY 2009-2010) Actions</b>		
<b>REVENUE SOURCE</b>	<b>FY 2009</b>	<b>FY 2010</b>
City of Berkeley General Fund	570,000	464,000
City fees & taxes	1,341,000	1,480,000
Existing grants*	1,107,000	1,505,000
Targeted grants*	--	2,886,000
American Recovery and Reinvestment Act stimulus funding (Energy Efficiency and Conservation Block Grant)**	--	284,000
<b>TOTAL</b>	<b>\$3,018,000</b>	<b>\$6,619,000</b>

\*Included in the “Grants” and “Targeted Grants” rows are grants to the City and to non-City agencies (e.g., East Bay Energy Watch) that have a direct role in implementing the Climate Action Plan.

\*\*The total Energy Efficiency and Conservation Block Grant is \$1,015,500 over three years.

**4. *Establish a stakeholder infrastructure for mobilizing the community and turning the plan into action***

As is also emphasized in the Community Outreach & Empowerment chapter, 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 building a movement that achieves sustained action and coordination across stakeholders and sectors.

Building sustained coordination across a range of community entities requires developing a strong “stakeholder infrastructure,” or network, that enables the City and other agencies to more efficiently and effectively distribute information and resources to a wide range of partners. To build and leverage such a network, the City is working with community partners to:

- ❖ *Design a climate action “stakeholder database” that identifies the many stakeholders that are playing or will play a role in implementing local climate protection strategies.* The database will enable the efficient distribution of information and resources to a wide range of entities. It will be searchable and include given stakeholders' contact information and areas of focus or expertise (e.g., green jobs development, energy services, recycling, economic development, etc.).
- ❖ *Establish community working groups that take ownership for mobilizing a given group of individuals or sector of the community or for promoting a given climate protection program.* One example is a “Low Carbon Diet” working group, composed of various community members that take responsibility for building participation in the Low Carbon Diet (LCD) program. The Low Carbon Diet is a program based on a workbook that walks groups of neighbors or colleagues through simple steps for reducing household GHG emissions.

## B. CLIMATE PROTECTION POLICIES RECOMMENDED FOR SHORT-TERM IMPLEMENTATION

The table below represents the package of policies City staff recommends be targeted for short-term implementation (prior to the end of calendar year 2010). The table includes policies recommended on the basis of the factors already outlined above. While the table illustrates current short-term priorities, note that priorities can and do shift based on funding availability, advances in technology, new and better ideas, and others. Several actions associated with the policies in the table below can be implemented with funding budgeted by the City for fiscal years 2009-2010. However, implementation of some of the actions associated with the policies listed below is pending Council’s approval of continuing the actions beyond the end of fiscal year 2010 (fiscal year ends June 30th). Staff will review policy priorities and resource allocations with City Council on an annual basis.

See corresponding chapters for additional details and background information regarding each of the policies included below. Note that each policy has one or more “implementing actions” associated with it. If a policy is included in the table below, then at least one of its associated implementing actions is targeted for short-term implementation. Refer to Appendix A for the list of more specific implementing actions associated with each policy.

**TABLE 8.3: Recommended Short-Term Policy Priorities for Calendar Years 2009-2010**

	<b>GHG Reduction Policy</b>	<b>Discussion</b>
<b>Ch. 3: TRANSPORTATION &amp; LAND USE</b>		
1.	<i>Continue to expand and improve Berkeley's bicycle and pedestrian infrastructure</i>	The community expressed widespread support for more resources to be devoted to enhancing the safety, convenience and quality of Berkeley’s bicycle and pedestrian infrastructure. The City’s first Pedestrian Plan is nearing completion, and the Bicycle Plan will be updated in 2010.
2.	<i>Encourage development of housing (including affordable housing), retail services, and employment centers in areas of Berkeley best served by transit</i>	The City is currently working with community stakeholders to update the Downtown Area Plan, and the Southside Plan, and to provide zoning flexibility within the West Berkeley Plan. Land use policy that prioritizes access to transit and enhanced green and open spaces and promotes cycling and walking reduces VMT and creates several additional co-benefits.
3.	<i>Make car sharing convenient and available to all Berkeley residents by providing additional incentives and by removing disincentives to car sharing</i>	A dense network of car share vehicles has the potential to help reduce vehicle ownership and VMT while providing access to a motor vehicle when needed. There is significant community support for additional car share pods placed in strategic locations throughout the city. The first discounted car share program for affordable housing residents is being established at the Oxford Plaza in 2009.

	<b>GHG Reduction Policy</b>	<b>Discussion</b>
4.	<i>Partner with AC Transit to expand and enhance AC Transit bus service in Berkeley</i>	Increasing the frequency, reliability, and safety of local bus service is a key component of providing an alternative to the private vehicle. Support for enhanced bus service was a consistent theme of public comments associated with this plan.
5.	<i>Create additional strategic fees/taxes in order to build revenue for transportation demand management (TDM) efforts and to further discourage driving</i>	This policy includes a local Transportation Services Fee (TSF) as an implementing action. The TSF has the potential to create revenue for services such as an improved bicycle and pedestrian infrastructure and an expanded network of car sharing pods. The fee would include incentives for developments that take steps to reduce vehicle trips. Other mechanisms include an increase to the City’s current 10 percent parking tax on off-street parking (requires voter approval), and parking price increases.
6.	<i>Partner with AC Transit, BART, and other employers to provide subsidized transit passes and fare-free zones</i>	Cost and convenience are important factors in people’s choice to ride transit. The provision of subsidized transit passes (e.g., Easy Pass) and commuter benefits has the potential to significantly improve the mode share of buses and BART. There is significant community support for this policy and several employers already provide subsidized transit passes for their employees.
7.	<i>Design and implement parking strategies to create disincentives for driving - especially single-occupancy commuting and, where possible, to build revenue for alternative transportation</i>	Research is emerging that establishes parking pricing strategies as having a significant impact on travel mode choice. Some parking strategies can also generate revenue for local sustainable mobility projects, such as expanding car share pods and improving the bicycle and pedestrian infrastructure. Successful implementation of this policy requires coordination with UC Berkeley and others.
8.	<i>Increase access to healthy and affordable foods for the community by supporting efforts to build more complete and sustainable local food production and distribution systems</i>	Community members and agencies expressed significant support for integrating local food issues into the climate plan. Growing, processing, and distributing food locally reduces GHG emissions by minimizing transport miles and also offers a host of additional health, social and economic benefits.
<b>Ch. 4: BUILDING ENERGY USE</b>		
1.	<i>Establish a standard for energy audits and energy improvements that provides thorough guidance on achieving deep, sustained energy savings in existing residential and nonresidential buildings</i>	City staff in the Office of Energy & Sustainable Development is already in the process of developing robust local standards for energy audits and upgrades. In combination with increased services and financial incentives, these standards will result in reduced energy consumption, substantial cost savings, improved building comfort, and increased demand for green jobs. New standards are subject to Council approval.

	<b>GHG Reduction Policy</b>	<b>Discussion</b>
2.	<i>Improve local energy and green building standards for remodeling and new construction</i>	City staff in the Office of Energy & Sustainable Development is already in the process of developing energy standards for new construction and remodels that go beyond what is required by the State of California. New standards are subject to Council approval.
3.	<i>Develop and provide comprehensive energy services for local residents and businesses</i>	The City is currently developing increased services related to building energy use for residents and businesses. These services include financing assistance for energy improvements and personalized energy consultations for residents and businesses.
4.	<i>Simplify project review and permit approval process to encourage innovative green building measures</i>	The City strives to continually improve the service it provides to those seeking building permits. Planned service improvements include dedicating a building inspector to assist with green building questions and providing education materials related to green building.
5.	<i>Implement targeted assistance and outreach to increase decentralized solar installations in homes and businesses</i>	The City's Office of Energy & Sustainable Development is implementing or developing several services related to this policy. These services include financing assistance for energy improvements, personalized energy consultations for residents and businesses and an on-line solar map that estimates solar energy potential for homes and businesses.
6.	<i>Prepare and promote our local workforce for local and regional green jobs that offer stable employment, career growth and living wages</i>	Enhancing local demand for services such as energy retrofits and solar installations results in increased demand for skilled labor that can do the work. Through youth development and job training and placement programs, the City and its community partners seek to match local residents with high-quality green jobs.
7.	<i>Expand and better integrate programs for low-income households</i>	The goal of this policy is to provide an integrated and expanded suite of low-income programs that results in increased potential for energy and cost savings and health-related benefits as well as more cost-effective program delivery.
8.	<i>Identify and capture opportunities for energy and water savings in renter-occupied/leased units (residential and nonresidential)</i>	Several community members emphasized the need for this policy during the climate plan's public comment period. In the short-term the City will work with the Rent Board and other partners to implement strategies that enable both the building owner/landlord and the tenant to benefit from building improvements.

	<b>GHG Reduction Policy</b>	<b>Discussion</b>
9.	<i>Continue to identify and implement opportunities for increased energy and water efficiency and utilization of renewable energy systems in public buildings</i>	Energy efficiency improvements and solar installations on schools and City buildings set an important example for the community. The City is working with the School District and other community partners to identify additional opportunities for energy and cost savings in public buildings.
<b>Ch. 5: WASTE REDUCTION &amp; RECYCLING</b>		
1.	<i>Target expanded recycling outreach and services to multi-family residential buildings</i>	In the short-term, the City plans expanded outreach and assistance for multi-family building managers. Eventually the City will require building managers to provide tenants with the opportunity to recycle.
2.	<i>Enhance recycling and composting outreach and assistance to single-family homes</i>	The main action associated with this policy in the short-term is to initiate a ‘split-cart’ program to increase convenience of recycling for single-family homes.
3.	<i>Enhance recycling and composting outreach and assistance to local businesses</i>	This policy can result in not only less waste being sent to landfills, but also cost savings due to lower refuse bills for local businesses.
4.	<i>Encourage the use of reusable bags at local retail locations</i>	The main implementation action associated with this policy is instituting a ban on single-use plastic bags and a fee on paper bags at Berkeley retail locations.
5.	<i>Make recycling and composting mandatory at public events and provide more public recycling containers</i>	The City already provides recycling and composting services at public events. The City is also working to provide more recycling containers along commercial corridors and in parks and other public spaces.
6.	<i>Expand the types of materials that can be recycled locally and identify local markets for recycled products</i>	The effort to expand the types of materials that can be recycled curbside or dropped off at the Transfer Station is ongoing and the feasibility of expanding the program is dependent upon the market for recyclable goods.
7.	<i>Increase producer responsibility for product waste and packaging</i>	“Extended Producer Responsibility” (EPR) is a strategy that holds manufacturers accountable for their products and packaging through their entire lifecycle. Implementing this policy requires the City to identify opportunities for extending producer responsibility for product waste at the state and local levels.
8.	<i>Enhance construction &amp; demolition debris recycling outreach and assistance to improve enforcement of existing ordinance and convenience of compliance for local builders</i>	Construction waste diversion began in July 2008 and in that year the City recovered 6,851 tons of construction waste from the Transfer Station. To achieve additional diversion the City is developing outreach materials and conducting consultations with builders.

	<b>GHG Reduction Policy</b>	<b>Discussion</b>
9.	<i>Reduce yard and garden waste produced by residents and businesses</i>	The main action associated with this low-cost policy is promoting participation in StopWaste.Org’s Bay-Friendly Landscaping program through written and web-based outreach materials.
10.	<i>Update solid waste disposal rates to cover costs of providing basic refuse, recycling and composting service to the community</i>	The City is currently updating its solid waste disposal rates. As it considers restructuring these finances, the City will endeavor to maintain and expand incentives and programs to increase recycling and composting while also maintaining necessary operating revenue in an environment of increased waste diversion.
11.	<i>Maximize waste reduction and recycling and composting at all City buildings, including leased buildings, and at all City events</i>	Action to reduce waste and increase waste diversion in municipal buildings and in schools demonstrates important leadership for the community.
<b>Ch. 6: ADAPTING TO A CHANGING CLIMATE</b>		
1.	<i>In preparation for more extreme heat events, partner with local, regional and state agencies to increase urban tree cover</i>	Trees sequester carbon dioxide as well as provide a range of additional health and quality of life benefits to the community. Several community members voiced support for this policy during the plan’s public comment period.
2.	<i>In preparation for the impacts of climate change on the region’s water resources, partner with local, regional and state agencies to encourage water conservation and efficiency and expand and diversify the water supply</i>	Rising temperatures and droughts are having significant impacts on the availability of water supplies throughout the state. The community can and must prepare for increasingly constrained water resources through water conservation, recycling, and other methods.
3.	<i>In preparation for increasing sea-levels and more severe storms, partner with local, regional and state agencies to reduce the property damage associated with flooding and coastal erosion</i>	Impacts of warming temperatures include a rising sea level and increasingly severe winter storms. As a coastal city, Berkeley must increase its capacity to manage stormwater and coastal floods.
<b>Ch. 7: COMMUNITY OUTREACH &amp; EMPOWERMENT</b>		
1.	<i>Establish an implementation framework that enables the City to more efficiently and effectively distribute information and resources to a wide range of community partners and to report progress on achieving the goals outlined in this plan</i>	The City is already working with several community partners to turn the climate plan into climate action. This includes the development of community “working groups” formed to mobilize around a specific component of this plan. The City is also launching a website to report on progress on achieving the goals of this plan.
2.	<i>Continue to showcase existing climate protection efforts in our schools and to expand the</i>	Representatives from the City, the Berkeley Unified School District, UC Berkeley, Lawrence Berkeley National Labs, and local museums, among others, should identify

	<b>GHG Reduction Policy</b>	<b>Discussion</b>
	<i>opportunities students have to learn about and take action on climate change</i>	opportunities for sharing resources that will help to build on existing climate awareness and education in local K – 12 schools.
3.	<i>Launch a coordinated outreach and education campaign, utilizing a range of tools, programs and partnerships, to mobilize residents</i>	A climate action outreach and education campaign must effectively communicate the urgency of addressing the climate crisis while also empowering individuals, businesses, and institutions to be a part of the solution.
4.	<i>Continue to showcase effective climate protection efforts in the business community and to engage additional businesses in the local climate protection effort</i>	Several local businesses are already leaders in the effort to integrate ecological consciousness into their business practices. The City is working with local businesses and business associations to support and showcase such efforts.
5.	<i>Launch a sustained effort to increase awareness in the City government regarding the climate issue and to provide training on increasing sustainability at home and in the workplace</i>	Although the City government accounts for a very small portion of the total community emissions, climate action at the City government is a policy tool in and of itself. Such action demonstrates leadership that extends beyond actual emissions reduced.