

TO: TOWN COUNCIL
FROM: TOWN MANAGER 
RE: PLACER SUSTAIN SUBSIDY REQUEST

ISSUE

Jeff Bordelon asked for time on tonight's agenda to explain Placer Sustain and request a subsidy for the group.

RECOMMENDATION

Hear presentation and determine if the group should be supported as they request. If so, direct that Staff determine the extent to which AB 939 funds can be used to pay for the approximate \$3,420 subsidy.

CEQA

There are no CEQA issues at present.

MONEY

The request is for \$500.00 paid up front for general support as a Sponsor of Placer Sustain plus free use of the Depot for meetings (approximate yearly value at the rate of one meeting per month for 12 months at \$35/per meeting = \$420.00) plus an additional amount up to \$2,500 to be used if directed by the Town. There is no General Fund money available for this unless Council authorizes further use of reserves. Use of reserves for an operations purpose would not be a prudent use of those funds. There is however AB 939 money (\$150,000 as of 4/30/11) that could possibly be used and it would be recommended to look into that as a source of money if the Council wishes to provide a subsidy for this group. It is not recommended to give free use of the Depot. The Depot already runs a deficit in the many uses by various groups all of which have legitimate needs and all of which seem to have no money except that which the Town provides. If AB 939 money can be used for such expense then those funds should reimburse the General Fund because any free Depot use ultimately gets paid from that Fund and as previously noted that means, in this economic climate, more use of reserves.

DISCUSSION

At the May meeting Jeff Bordelon asked the Council, and Council allowed, for time on tonight's agenda to discuss Placer Sustain activities (see attached information that includes a request for a subsidy).

Council Member Liss is an official on the Board of Placer Sustain.

PlacerSustain, Inc.
Report
Town of Loomis Activities Summary
May 13, 2011

This report is a summary of activities conducted by PlacerSustain in and for the Town of Loomis during the preceding twelve months.

I. Activities

1. *Participation in Loomis Green Ribbon Task Force (GRTF).* PlacerSustain (PS) members participated in the Loomis Green Ribbon Task Force. PlacerSustain provided a mailing list of potential candidates that was used to obtain expert Advisors to enhance the work of the Green Ribbon Task Force.
2. *Preparation of recommendations for consideration in the Loomis Green Ribbon Task Force Report to Council.* A copy of the recommendations is attached for reference.
3. *Promotion of Loomis Green Ribbon Task Force Materials and Meeting Notices.* Materials generated by the Task Force were published on the PlacerSustain website. (<http://placersustain.org>)
4. *Development of a Discussion Forum and Publication Group for Sustainable Loomis Participants.* A custom Sustainable Loomis Discussion Forum has been created on the PS website. A custom Group was established which allows all those interested in Loomis materials to publish and receive communications directed to the Group.
5. *Facilitation and Grant Preparation for Sierra Business Council, Leadership Institute Energy Conservation Pilot Program for Town of Loomis.* PS brought together a project team consisting of the Town, the California Conservation Corps, the Sierra College Center for Applied Competitive Technologies, and PG&E to formulate an Energy Conservation/Alternative Energy pilot project for the Town of Loomis. A proposal was submitted and accepted by the Sierra Business Council leadership and project planning program. A copy of the proposal is attached for reference. It is intended that this pilot project will result in the actual conduct of energy conservation work on specific residences and commercial structures in Loomis. The Team will participate in a one week leadership and project planning training in Auburn conducted and funded by SBC. The effort implements one of the GRTF recommendations approved by the Town Council.
6. *Organization of Green Building Code / Green Building Public Forum in Loomis.* PS will be holding a Community Discussion Forum in Loomis on the issue of the Green Building Code and Green Building generally. The effort implements one of the GRTF recommendations approved by the Town Council.
7. *Joint PlacerSustain and Sustainable Loomis Public Meeting Forums.* PS has and will conduct co-hosted Sustainable Loomis and PlacerSustain meetings in the Town of Loomis on a quarterly basis.
8. *Development of Placer County Economic Development / Green Commerce and BuyLocal Campaigns and Directories that may include the Town of Loomis.* PS is

working with the Placer County Economic Development Board staff to create a working collaborative of economic development interests that may consider a coordinated BuyLocal campaign and online directory, and a Green Commerce online directory. The effort implements one of the GRTF recommendations approved by the Town Council.

9. *Facilitation of establishing a Demonstration/Teaching Garden in Loomis at the Shepherd of the Sierra Church.* A collaborative group has been meeting that includes the Master Gardeners, the Placer County Resource Conservation District, community members, PlacerSustain, Sierra College, and Shepherd of the Sierra Church to explore establishing a teaching garden in the Town.

II. Value of Loomis Related PlacerSustain Contributions. PS adds value to Loomis' sustainability related effort by the devotion of time and professional expertise by PlacerSustain members and supporters as volunteers. The value of this in-kind contribution probably exceeds \$5,000. The SBC Energy Conservation project development effort will add a significant time commitment by PS leaders and members.

III. Proposed FY 2011-12 Town of Loomis Support. In the current fiscal year the Town of Loomis made a \$500.00 contribution as a PlacerSustain Sponsor. The Town has also provided occasional use of Town meeting facilities for PlacerSustain/Loomis meetings. It is our request that the Town continue providing facility use without charge for the upcoming fiscal year, and an annual general support Sponsor contribution of \$500.

We also propose to provide professional services to the Town to assist it in responding to sustainability issues as needed, at the direction of the Town Council and Town Manager. Such services may be related to the implementation of GRTF Recommendations adopted by the Town Council, the Loomis Energy Conservation / Retrofit Program, preparing applications for sustainability related grants, or such other matters as directed by the Town. The recommended initial contract amount is \$2,500 for FY 2011-2012. A simple services agreement itself would include charge rates and the method of authorizing the expenditure of time. A budget allocation at this time allows the Town and PS to proceed and work out the details of such a services agreement. Actual fund expenditure would be at the direction and discretion of the Town on an as needed basis.

Exhibit A

PlacerSustain Recommendations to Loomis Green Ribbon Task Force

I. ECONOMIC DEVELOPMENT

1. **General Framework.** Consider Loomis as a Sustainable Economic Development Zone and explore, as part of your continuing sustainability efforts:

A. Policy/Political Consensus on Public Interest in Sustainable Development in the Town.

B. Infrastructure Financing Tools, including for natural resource amenities.

C. Opportunities for Expedited Land Use and Environmental Review

D. Programmatic Environmental Mitigation Standards in the form of resource conservation programs that implement or further sustainability objectives. (i.e. less ad hoc, more effective, address long term cumulative impact issues.)

E. Explicit Natural Resource Objectives, including long term conservation/management interests, e.g. open space, riparian, oak woodland, etc.

F. Direct policy and financial links between economic development and sustainable resource interests.

G. Identification of Local Business and Market Development Goals, Objectives, linked to public / private investment in on-going economic, social, and natural infrastructure.

H. Emphasis on continuing management processes and less dependence on fixed land use type plans. Flexible configuration, clear standards and goals that are subject to periodic review and update.

I. Explicit on-going agency and citizen collaboration mechanism, building community around sustainable economic interests.

J. Provide incentives and other support for innovative community design approaches; sustainable design, low impact development techniques, green building, natural amenities, mixed use, etc.

2. **Local to Local and Local to Regional Market Development.** Coordinate with PlacerSustain for the inclusion of Loomis businesses that provide “green goods and services” to be included in a “Green Commerce Directory” and a Buy Local Directory. Use of all media, but especially focused on internet tools for connecting local and regional consumers with local goods and services vendors. Businesses with BERCC certifications would be specially promoted.

3. Multi-Purpose Community Market Centers. Continue Downtown Plan development and implementation to create one or more connected Market Centers (Building on the Blue Goose, Train Station, and High Hand Facilities)—private and publically owned facilities may be included these centers, e.g. performing arts venues, open air market facilities, etc. These centers should bring together food preparation, art, produce, locally manufactured goods, entertainment, culture (theater, etc.), and provide an access point for the collection and dissemination of information related to sustainability, including energy conservation and economic opportunities. These centers could be very important to the development of relationships between local vendors and consumers, e.g. participation in Community Supported Ag, Coops, Local Manufacturers, etc.

4. Sustainable Development Education and Training Center/Institute. Work with other stakeholders, including PlacerSustain and Sierra College, to promote a local (affiliated with Sierra College) center for sustainability related education and professional training, that could include sustainability related career and job center.

5. Food/Nutrition/Health Initiative Campaign. Work with other stakeholders, including PlacerSustain, to participate in a "Healthy Placer" Initiative—a local sustainable health initiative. Bring together schools, health providers, medical insurers, restaurants, community organizations, nutrition training, and citizens in a health collaboration with access to locally grown food and restaurants that are interested in meeting Healthy Placer standards. This initiative directly stimulates local growers, local distribution and marketing, restaurants, and related businesses. Work with the PlacerSustain network to create a publically available network of health resources that would include local businesses and services, and be available to Loomis residents. Consider the future adoption of Loomis Health Initiative Goals and Objectives.

6. Energy Independence Collaborative. Work with stakeholders, including PlacerSustain, to create an energy independence collaborative that provides access to information, public and private energy conservation programs, sustainable energy vendors, rehab contractors, and service providers, educational resources; and that is open to Loomis residents. Consider adopting Loomis Energy Goals and Objectives related to conservation, rehab, carbon emission reduction, etc. as targets to stimulate public interest.

7. Economic Development Collaborative. Work with the Placer County Economic Development Board and PlacerSustain to participate in the Board's recently recommended Economic Development Professionals Stakeholders Network that would include the Business Community and interested local citizens.

8. Sustainable Economic Development Grants Network. Work with the Placer County Economic Development Board and PlacerSustain to participate in the creation of a grants networking group with web collaboration tools: grant opportunities blog, discussion forum, news feed, grant resources information, grant applications library, periodic meetings. Bring together grant expertise from governmental, non-profit sources, and community sources.

9. **New Business Friendly Climate.** Work with other stakeholders, including PlacerSustain to develop social/educational/training/housing/cultural “infrastructure” strategies to create the type of “climate” that would support new business location in the Loomis Area.

10. **Local Food Market Development.** Work with growers, local stakeholders, and other interested parties to assess the local food market potential in Loomis; and develop specific strategies for developing this market—e.g. expanded Blue Goose open air market, food buyer’s cooperative, central distribution and marketing (up to and including a Food Coop), etc.

II. **Task Force Implementation and On-going Program Development.**

1. **Sustainability Plans.** Support the efforts of local organizations and individuals to formulate their own individual sustainability action plans as an implementation feature of the on-going Green Ribbon Task Force effort.

2. **Inventory of Local Resources.** Working with PlacerSustain, conduct an inventory of existing organizations and individuals that are interested and involved in communities affairs as a starting point for a pool of potential human resources and leaders to get involved in creating a sustainable future for Loomis.

3. **Governmental Working Group.** Working with other governmental stakeholders, pursue creating a working relationship on sustainability matters of mutual interest, and pursue opportunities for collaboration, resource sharing (grants network is an example of this).

4. **Tell the Story.** Work with PlacerSustain to help tell the story of what people and businesses in Loomis are doing to take on a sustainable future.

5. **On-going Sustainability Campaign.** Explore “branding” an on-going Loomis Sustainability Initiative and Implementation Network, of which the Green Ribbon Task Force would be a part, e.g. “LoomisSustain.” Integrate with overall county-wide campaign working with PlacerSustain. An element of this would be the creation of a Loomis “Community Network.” The Community Network (perhaps a sub-network of PlacerSustain), is the ongoing update and implementation mechanism for the ongoing campaign.

6. **Eco-Village.** Explore the Opportunities for a public/private partnership to create an “Eco-Village” in Loomis or its environs that would include Green Building Practices and Design, Housing (including workforce housing), Food Production, Workspace, Product/Service Sales, etc.

Exhibit B

PlacerSustain Energy Conservation Working Group Response to Request for Information Sierra Leadership Institute – Energy and Climate Program

I. **Team Name:** PlacerSustain Energy Conservation Working Group

II. **Team Background:**

- A. Team Members - The following are project leaders for their respective organizations who will have overall supervision responsibility for project implementation. Staff members or other designated representatives may actually participate in the Leadership Training.
1. *PlacerSustain, Inc.*—Jeffrey F. Bordelon, President
 2. *Town of Loomis* -- Matt Lopez, Associate Planner, and Gary Liss, Town Councilperson.
 3. *Sierra College Center for Applied Competitive Technologies*—Carol Pepper-Kittredge, Director.
 4. *California Conservation Corps, Placer County*—Rod Thornhill, Director.
 5. *PG&E*—Darrell Johnson, Sacramento/Foothills Area Manager..
- B. Potential Additional or Alternate Team Members That May Participate in Training.
1. CACT Energy Training Graduate Intern.
 2. CCC Workforce member.
 3. Loomis Green Ribbon Task Force Energy Private Participants, e.g. Gary Hayworth--Solar Universe or Quincy McCourt, The Green Tool Belt.
 4. Placer mPower Staff Member. (yet to be invited)
- C. Background and Motivation.
- PlacerSustain, Inc. is a California Non-Profit dedicated to connecting people and organizations to inspire collaborative action to create a sustainable future in Placer County. Our goal includes building the social capital, information, relationship, communication, and collaboration resources, that empower local individuals, businesses, organizations, and communities to undertake needed action. PlacerSustain is stewarding the development of a community sustainability network, a network to directly support local capacity to implement sustainability projects, including energy conservation.

PlacerSustain has had an ongoing relationship with the above team members. The organization has been active in energy matters, including Energy Initiative Discussions with County Supervisors, Department Heads, and other Agency Staff; the creation of an AB811 working group, discussion forums related to energy independence, and proposals for the formation of an Energy Independence Initiative in Placer County. PlacerSustain is dedicated to maintaining long term working relationships with the above team members, and to expanding the

energy related network to include all interested parties, including individuals, private businesses, local community organizations, and local government.

A Green Ribbon Task Force was created in the Town of Loomis for the purpose of submitting action recommendations to the Town Council for approval. The Town Council approved recommendations included two energy conservation related projects: 1) the conduct of residential and commercial structure energy audits for the purpose of encouraging the installation of PV systems and energy conservation rehab practices by local citizens and businesses; and 2) exploration of the feasibility of the construction of PV systems in the downtown park to offset electrical usage in the Park and Town facilities.

The Sierra College CACT provides customized training and technical assistance to manufacturing and technology companies (www.sierracollegelearning.com); works with Placer & Nevada County middle and high schools to strengthen technical education programs in three career pathways: manufacturing & product development, and engineering and design, and energy and utilities (www.sierraschoolworks.com); and partners with the California Conservation Corps, Placer Energy Center, to develop the Technical Education in Energy Efficiency and Construction (TEC) program which will train Corps Members for entry-level jobs and apprenticeships. We're also partnering with PG&E, Placer County Office of Economic Development, Golden Sierra JTA, Sierra Economic Development Corp, City of Lincoln Economic Development, and other industry experts to focus on improving energy efficiency for commercial and industrial clients.

The Placer County CCC workforce performs energy conservation related services to local governments, including PV installation. The CCC is interested in exploring the expansion of its technical expertise to include energy audits and assessments.

PG&E has a clear continuing interest in energy conservation and alternative energy supply in Placer County. PG&E has been working closely with the Town of Loomis, and has been a participant in PlacerSustain energy related collaboration.

D. Team Member Bios

1. *Jeffrey F. Bordelon* is an attorney licensed to practice in California with a background in land use, environmental, and resource conservation planning. He is one of the founding members of PlacerSustain, Inc, and the current President. Jeffrey F. Bordelon will be the Team Leader and contact person.

2. *Gary Liss* is a member of the Loomis Town Council and was the organizer of the Loomis Green Ribbon Task Force. He is also the Chairman of the PlacerSustain, Inc. Board of Directors. His expertise and professional background is in Zero Waste (see www.garyliss.com).
3. *Carol Pepper-Kittredge* is the Director of the Sierra College CACT and a member of the PlacerSustain, Inc. Board of Directors. [individual bio]
4. *Rod Thornhill* is the Director of the Placer County CCC organization. [Individual Bio]
5. *Darrell Johnson* is the PG&E Sacramento/Foothills Area Manager, and has been an active participant in Loomis Green Ribbon Task Force and PlacerSustain. [Individual Bio]
6. *Matt Lopez*. Commenced work for the Town of Loomis Planning Department as an intern in July 2006 and is now the Associate Planner. He serves as staff assistant to the Planning Commission and the Parks, Recreation, and Open Space Committee.

III. Project Conceptualization and Design

A. Project Concept.

The Project consists of building the public/private partnerships necessary to improve the capacity of local communities to implement renewable energy and energy conservation projects by assembling a Project Team that designs and implements specific projects. At this conceptual stage the primary project consists of implementing the Town of Loomis renewable energy and energy conservation objectives recommended by the Green Ribbon Task force and approved by the Loomis Town Council: namely, the promotion of residential and non-residential energy assessments and audits to identify specific energy conservation opportunities for residents and businesses in the Town of Loomis, to design an approach to implementing such measures that builds on existing services offered by the private sector and nonprofit organizations, and to secure the needed technical assistance, funding, and financing necessary to actually conduct the conservation related work on specific residential and commercial facilities and structures; the installation of energy conservation measures in the Loomis Town facilities; and the installation of PV panels in the Loomis Downtown Park. One or more additional projects may be identified by the Project Team during the design process.

We anticipate that PG&E, CACT, the CCC, and the Town of Loomis will work together during the project design and implementation phase to direct or conduct the energy assessment and audit work in the Town of Loomis, to identify PV and conservation needs, and to design and implement a program of working with Town residents and business to actually perform the necessary PV and energy conservation work. The actual number of residential and business structures involved in the program will depend on interest, the level of technical assistance resources, and the availability of funding and financing support. PG&E, and perhaps the CCC, will work with the Town

of Loomis on the Town facility energy conservation measures and the PV installation in the Town.

Over time it is the intention of PlacerSustain to build upon the initial core Project Team to add participants and form an Energy Conservation Working Group that may flexibly configure future project teams to undertake additional energy projects in Loomis and other local communities. Thus, this initial Project is leverageable and replicable. Placer Sustain will explore the interest of other other Placer County communities in participating in this project and obtaining the training between April and June, so there may be additional project participants as well by the time of training (e.g., a representative from Roseville's Utility Exploration Center and representatives from Lincoln, Rocklin, Auburn and Placer County will be invited to participate).

Core Team Members each contribute vital assets as part of their primary missions. PlacerSustain, Inc. is committed to facilitating the relationship building, communication, and collaborative processes of community stakeholders to undertake needed sustainability related action, including energy conservation measures. The Town of Loomis has demonstrated a long term interest in creating a "Sustainable Loomis," and represents a cooperative local government at the leading edge of sustainability practice. The Sierra College CACT, with its Sierra College partnership, has expertise in PV and energy conservation training and ongoing working relationships with the CCC, PG&E, the Town of Loomis, and PlacerSustain. The CCC is committed to workforce development, PV and energy conservation related training, and brings the workforce resources to actually implement energy practices as part of its ongoing mission. PG&E has a continuing commitment to energy conservation and alternative energy practices in general, and in particular, in the Town of Loomis. With the exception of the Town of Loomis, whose geographical interests are limited, all the above team members have potential interests in the expansion and replication of this type of program to other areas of the County.

B. Engagement of the Community, Including Under-Represented Groups. All of the Project activity will be made available to the public through the publication of ongoing information by PlacerSustain. The residents and businesses in the Town of Loomis that may be involved in the Renewable Energy and Energy Conservation measures will include a diverse range of social, ethnic, and economic participants. Effort will be made to include CACT training graduates and CCC workforce members from diverse socio-economic backgrounds in project design and implementation.

C. Building Partnerships With and Beyond our Community. As mentioned above, the core Project Team has county-wide jurisdictional interests. It our intention to maintain and expand the Project Team to include all interested stakeholders in an ongoing Working Group that may take on projects in other communities.

D. Leveraging Existing and New Networking Systems. The Project Team builds upon the existing PlacerSustain network relationships, and it is the intention of PlacerSustain to leverage this Project to expand an alternative energy and energy conservation network in Placer County.

E. Building Foundation and Commitment for Long-Term Energy and Climate Action. The Project Team and its expansion and development over time is a framework to building commitments and capacities to address long term energy and climate action related needs.

F. Community Energy and Cost Savings. The pilot project work in Loomis will result in specific and measureable energy conservation and cost savings.

IV. Signature Page. [See the attached signature pages taken from the Sierra Leadership Institute RFI, and signed in counterpart by Team Members.]

[3/29/11 4:00pm modifications re: Matt Lopez and Loomis project description per P. Beck]
[Updated 3/31/11 To add D. Johnson Title]
[Updated 4/1/11 with Gary Liss Comments]
AG Sustain----08-0015

PlacerSustain Non-Profit----10-0029