

TO: JAMES L. APP, CITY MANAGER
FROM: RON WHISENAND, COMMUNITY DEVELOPMENT DIRECTOR
SUBJECT: ECONOMIC STRATEGY: NATURAL RESOURCE MANAGEMENT PLAN

DATE: MAY 20th, 2008

Needs: For the City Council to authorize measures to aid in the development of a Natural Resource Management Plan.

- Facts:
1. The City Council has adopted goals, policies, principles and actions in the City's General Plan and Economic Strategy designed to improve the quality of life for residents and visitors.
 2. The City has been working toward implementing many of these goals, policies, principles and actions. Accomplishment of these items may be accelerated through more cohesive, focused actions, developed and documented in a *Natural Resource Management Plan*.
 3. The Natural Resource Management Plan would be based on fundamental principles consistent with the City's General Plan and Economic Strategy including:
 - Promote local industry and agriculture;
 - Conserve energy and natural resources;
 - Maximize use of resources and infrastructure; and
 - Preserve and enhance the natural environment
 4. The Plan would include an analysis of impacts from human activity, such as a green house gas emissions inventory as mandated by State Assembly Bill 32. Development of this analysis would be assisted through use of technical information, methods and quantitative tools.
 5. An international organization known as "ICLEI" – the International Council of Local Environmental Initiatives / Local Governments for Sustainability, has expertise, a proven method and specific modeling tools for quantifying and evaluating this type of technical information to be included in the Plan.
 6. ICLEI requires agencies that would like to use their software for quantifying green house gas emissions to adopt a resolution committing to participate in the Cities for Climate Protection Campaign, and promote public awareness about climate change.

7. A multi-disciplinary team of City staff is educated and trained using ICLEI tools to conduct the necessary tasks required to prepare a Natural Resource Management Plan without outside consultant assistance.

Analysis &
Conclusions:

A central driver for this project is the City's goal of continued prosperity and economic leadership, and the desire to maintain a sustainable standard of living and high quality of life. As emphasized in the Economic Strategy, the City recognizes the economic value of natural and human capital, which embraces economic, social and environmental responsibility – also known as the “triple bottom line”.

Benefits from developing this plan include:

- Support local businesses and attract new business investment
- Reduce energy consumption and associated costs
- Preserve and enhance natural resources
- Minimize the waste of natural resources
- Reduce vehicle miles traveled
- Provide opportunities for healthier lifestyles
- Develop the means to comply with new legislation related to green house gas emissions
- Community education about natural resources and energy

The topics proposed to be incorporated into this plan to achieve the benefits noted above include:

- **Community Design:** land uses and site planning, circulation patterns, transportation accessibility and modes, public health and urban forestry practices
- **Energy:** energy efficiency and conservation, energy sources, building design, and vehicle fleets
- **Systems:** water resource availability and quality, wastewater management, storm water management, and landfill management including recycling and waste reduction

Many of these topics are interconnected. An example of combined effects of these topics could be development of buildings with increased energy efficiency through site design, architecture and energy systems. This could reduce energy costs, save natural resources (e.g. coal, oil, and water), reduce

green house gas emissions, and spur the demand for new “green collar” businesses and services.

Community participation would be a cornerstone in developing this plan. It is important for citizens to learn about local natural resources and energy use, and how these issues affect their lives and businesses. Equally important is to share information with the community about this project, and get their input on what would be effective and acceptable for Paso Robles to achieve the goals and objectives of the plan.

As noted above, the international organization known as “ICLEI” has technical information and expertise that can assist the City with this project, specifically to conduct a large scale inventory of green house gas emissions from government (City) and community facilities. The methodology for developing these inventories can be used to prepare baseline data to quantify how the City can save energy, reduce costs and reduce green house gas emissions. A software program developed by ICLEI is an accepted methodology by the State Air Resources Board. This software also has the capability to analyze the costs and effectiveness of differing energy systems, and it provides information on cost recovery should the City consider changes energy systems.

Fiscal Impacts: No direct costs; City staff time.

Options: After opening the public hearing and taking public testimony, the City Council is requested to take one of the actions listed below:

- a. Approve the attached Resolution.
- b. Amend, modify, or reject the above-listed action.
- c. Request additional information and analysis.

Staff Report prepared by: Susan DeCarli

Attachments:

1. Resolution
2. Literature and articles
3. Newspaper Notice