

**CITY OF MERCED
 Development Services**

TO: Climate Action Plan Ad-Hoc Advisory Committee
 FROM: Bill King, AICP, Principal Planner
 DATE: May 5, 2011
 SUBJECT: List of Objectives and Measures

The bulk of the remainder of Committee’s efforts will involve the review, selection, and amendment of GHG reduction measures. In mid-April, I mailed the Committee a list of sample objectives and measures; **please bring these with you to the May meeting.**

Committee Assessment teams have been formed to focus efforts in specific fields. While you are welcome to review all sample measures, please refer to the table below to understand your focus area. You should become very familiar with the sample objectives and measures that apply to your Assessment Team.

| City CAP Team and Committee Assessment Teams |
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| Local Government Opportunity Areas |
| Commercial Buildings and Energy: <i>Mike Stephenson</i> |
| Residential Buildings and Energy: <i>Mike Stephenson</i> |
| Transportation: <i>Dan Arnold</i> |
| Waste Reduction: <i>Stan Murdock</i> |
| Green Initiatives: <i>Frank Quintero</i> |
| Water Conservation: <i>Leah Brown</i> |
| Community Opportunity Areas |
| Commercial Buildings and Energy: <i>Kahri Boykin, Vanessa Lara, and Lane Puckett</i> |
| Residential Buildings and Energy: <i>Brett Baker, John Wiersma, and Kevin Rico</i> |
| Transportation: <i>Matt Fell, Rod Ghearing, and Lisa Kayser- Grant.</i> |
| Land Use: <i>Wayne Eisenhart, Christina Alley, and Jim Marks</i> |
| Waste Reduction: <i>Michael Belluomini, Matthew Hirota, and Nellie Muniz Smith.</i> |
| Green Initiatives: <i>Jim Genes, Kraig Magnussen, and Lyndsey Baladad</i> |
| Water Conservation: <i>Jim Genes, Kraig Magnussen, and Lyndsey Baladad</i> |

The majority of the mailed package consisted of sample GHG reduction measures. These have been gathered and sorted from adopted Climate Action Plans from California counties and cities. City Planning Staff grouped similar or related measures. For each group of measures, a draft “objective” has been provided by City Staff. The draft objective may be modified by the Assessment Teams.

Sample Measures from CAPCOA and ICLEI

Also included in the mailing were sample measures, whose GHG reduction potential can be quantified. These lists may also offer new ideas to reduce emissions. You should notice some alignment of measures between these lists and the longer more detailed “subject” lists, for example, Transportation, Land Use, etc. When selecting measures, Staff will request that you note whether or not the GHG reduction potential can be quantified.

Electronic Version of Sample GHG Reduction Measures

The lists of sample measures are posted on the Planning Department’s website.

Preparation for Meeting in May

At our May meeting, the Assessment Teams will identify measures to include in the City’s Climate Action Plan. These measures can be taken directly from the list of sample measures, some variation of it, or measures that are not on these lists. The creation of innovative ideas you may generate upon review of these lists is strongly encouraged.

Please remember to bring these lists to the May meeting.