

APPENDIX J

Business-Related Recommended Actions

With the Merced Climate Action Plan, there are no new requirements on local businesses, no new fees, assessments or other charges, and it demands no monitoring or tracking of emissions or reductions thereof. These parameters apply to new and existing businesses alike. Rather, the CAP offers a list of recommended business-friendly actions primarily based on incentives, improved communication, and encouragement. Of the total 156 recommended actions in the Merced CAP, 73 are business-related, with most of these based on incentives, improved communication, and encouragement. Appendix J views the recommended actions from the perspective of a local business owner and sorts the recommended actions into various types, including: incentives, improved communication, encouragement, state mandates and studies. These types are defined below.

KEY

Incentive-Based Actions

Incentive-based actions are supportive of businesses and may include efforts to provide funding, infrastructure, advertising, relief from development standards, and formation of “win-win” community partnerships.

Improved Communication

Improved communication-based actions are intended to: 1) add certainty to the City’s development review and permit processes; 2) reduce subjective reviews and decisions (create a level playing field); and, 3) present current code requirements in user-friendly guidelines.

Encouragement

Encouragement of action may be attained through educational and promotional materials.

State Mandates

State Mandates are actions required by the State of California, and are listed as recommended action items in the City’s CAP under respective categories, for example “Waste Reduction,” “Water Conservation,” etc.

Studies

Some recommended actions identify a need to prepare studies to determine whether or not potential subsequent programs are worthy to implement.

Not Applicable (NA)

Many action items of the Climate Action Plan do not pertain to businesses.

Goal 1. Enhance Mobility of All Transportation Modes (EM)

Strategies and Actions	Incentives	Communication	Encouraged	Mandates	Studies	NA
STRATEGY EM 1.1: SITE DESIGN PLANNING:						
EM 1.1.1 Mobility Design Standards		×				
EM 1.1.2 Mobility Design Guidelines		×				
STRATEGY EM 1.2: TRANSIT PLANNING:						
EM 1.2.1 M / Bellevue Transitway						×
EM 1.2.2 Mobility Access at Transit Stations						×
EM 1.2.3 Downtown Mobility Connections						×
EM 1.2.4 Transit Connection between jobs and housing						×
STRATEGY EM 1.3: BICYCLE PLANNING AND PROJECTS:						
EM 1.3.1 Trails along Urban Streams						×
EM 1.3.2 Coordination with Merced County Facilities						×
EM 1.3.3 South Merced Facilities						×
EM 1.3.4 20 miles of bike lanes						×
EM 1.3.5 Continuous Bike Connections with Land Uses						×
EM 1.3.6 Plan Updates						×
EM 1.3.7 Encourage Destination Amenities	×					
EM 1.3.8 Expanded Bike Realm in Streets						×
EM 1.3.9 Update City Design Standards		×				
STRATEGY EM 1.4: PEDESTRIAN PLANNING AND PROJECTS:						
EM 1.4.1 Pedestrian Master Plan		×				
EM 1.4.2 Safe Routes to School						×
EM 1.4.3 Shared Streets						×
EM 1.4.4 Green Streets						×
EM 1.4.5 Redeveloped Pedestrian Environs		×				

Goal 2. Sustainable Community Design (SC)

Strategies and Actions	Incentives	Communication	Encouraged	Mandates	Studies	NA
STRATEGY SC 2.1: COMPACT URBAN FORM / INFILL:						
SC 2.1.1 Focus Development Downtown			×			
SC 2.1.2 Encourage Cleanup/Development of Brownfields			×			
SC 2.1.3 Encouragement to Develop Infill Sites	×					
SC 2.1.4 Limit Rural Residential Expansions						×
SC 2.1.5 Work to annex Rural Residential Areas						×
SC 2.1.6 Identify Suitable Multi-family Development Sites						×
SC 2.1.7 Identify and Encourage Dev. of Vacant Infill Sites	×					
STRATEGY SC 2.2: MIXED-USE / TRANSIT ORIENTED DEV.						
SC 2.2.1 Encourage Mixed Use Developments			×			
SC 2.2.2 Create Neighborhood Activity nodes			×			
SC 2.2.3 Expand Employment Base	×		×			
SC 2.2.4 Industrial Dev.Workforce Housing Nexus study						×
SC 2.2.5 Create a work-live ordinance	×					
SC 2.2.6 Codify Village Core Land Uses		×				
SC 2.2.7 Create Business Park Zone		×				
SC 2.2.8 Create Mixed Use Industrial Zone	×					
SC 2.2.9 Craft the Bellevue Corridor Community Plan						×
STRATEGY SC 2.3: GROWTH MANAGEMENT PLANNING:						
SC 2.3.1 Maintain Reduced fees in Infill Area	×					
SC 2.3.2 Infrastructure Encouragement Zones		×				
SC 2.3.3 Encourage High-Performance Designs	×					
STRATEGY SC 2.4: COMMUNITY APPEARANCE:						
SC 2.4.1 Gateway Design Standards in County and City		×				
SC 2.4.2 Expand program to underground utilities						×
SC 2.4.3 Support Commercial Design Improvement Projects	×					
SC 2.4.4 Support Downtown Beautification Efforts	×					
SC 2.4.5 Revitalize Existing Urban Villages						×

Goal 3. Water Conservation and Technology (WC)

Strategies and Actions	Incentives	Communication	Encouraged	Mandates	Studies	NA
STRATEGY WC 3.1: WATER CONSERVATION AND TECHNOLOGY:						
WC 3.1.1 Enforce existing water shortage regulations						×
WC 3.1.2 Implement voluntary residential water audit program						×
WC 3.1.3 Enhance Residential Retrofit Program						×
WC 3.1.4 Implement voluntary Washing Machine Rebate Prgm.						×
WC 3.1.5 Implement voluntary Conservation Program			×			
WC 3.1.6 Consider a tiered water rate structure					×	
WC 3.1.7 Implement voluntary <i>Low-Flush Toilet Program</i>						×
WC 3.1.8 Implement the <i>Large Landscape Conservation Program</i>						×
WC 3.1.9 Enhance the existing <i>Water Metering Program</i>						×
STRATEGY WC 3.2: REDUCE GROUNDWATER PUMPING:						
WC 3.2.1 Pursue Demand-Reduction programs for potable water			×			
WC 3.2.2 Perform a <i>System Water Audit</i>						×
WC 3.2.3 Reach a long-water term transfer agreement with MID						×
WC 3.2.4 Preserve and enhance MID surface water system						×
WC 3.2.5 Explore use of MID surface water for other than Ag..						×
WC 3.2.6 Consider Use of Reclaimed Water					×	
WC 3.2.7 Increase water storage capacity						×
WC 3.2.8 Upgrade energy efficiency of water systems						×
STRATEGY WC 3.3: WATER EFFICIENT LANDSCAPES:						
WC 3.3.1 Landscape audits for large commercial customers					×	
WC 3.3.2 Convert industrial & irrigation demands to recycled H ₂ O					×	

Goal 4. Protect Air Resources (AR)

Strategies and Actions	Incentives	Communication	Encouraged	Mandates	Studies	NA
STRATEGY AR 4.1: REDUCED VEHICLE TRIPS:						
AR 4.1.1 Support employer-based trip reduction programs			×			
AR 4.1.2 Encourage development of communication infrastructure			×			
AR 4.1.3 Implement “Complete Streets” policies						×
AR 4.1.4 Enable Transfer Between Mobility Options						×
AR 4.1.5 Increasing Use of Ridesharing						×
AR 4.1.6 Complete network of bicycle and pedestrian routes						×
AR 4.1.7 Local car-share program						×
AR 4.1.8 Narrow Streets for reduced speeds and traffic						×
AR 4.1.9 Construct park-and-ride lots						×
AR 4.1.10 Encourage Community Based Farms and gardens						×
STRATEGY AR 4.2: CLEAN TRIPS – CLEAN VEHICLES:						
AR 4.2.1 Expand Green Fleet			×			
AR 4.2.2 Adopt a City-fleet fuel-efficiency standard						×
AR 4.2.3 Improved Traffic Signal Coordination						×
AR 4.2.4 Reduce Idling					×	
AR 4.2.5 Establish City Design Standards for traffic roundabouts						×
AR 4.2.6 Purchase fuel efficient vehicles / alternative fuel vehicles						×
AR 4.2.7 Retire or sell old and underutilized vehicles						
AR 4.2.7 Explore Neighborhood Electric Vehicle Networks						×
AR 4.2.8: Explore methods to rReduce heavy-duty diesel emissions					×	
STRATEGY AR 4.3: REDUCE NON-VEHICULAR EMISSIONS:						
AR 4.3.1 Participate in the Clean Green Yard Machine Program						×

Goal 5. Waste Reduction (WR)

Strategies and Actions	Incentives	Communication	Encouraged	Mandates	Studies	NA
STRATEGY WR 5.1: REDUCE, REUSE, AND RECYCLE:						
WR 5.1.1 Reuse construction materials	X					
WR 5.1.2 Recycling / hazardous-waste facility	X					
WR 5.1.3 Develop a volunteer "Master Recycler" program						X
WR 5.1.4 Establish a Business and Resident reuse campaign			X			
WR 5.1.5 Implement State Commercial recycling requirements				X		
WR 5.1.6 Implement Green Code				X		
WR 5.1.7 Provide recycling opportunities at special events						X
WR 5.1.8 Form waste-reduction programs w/schools and business			X			
WR 5.1.9 Develop and implement a waste audit program			X			
WR 5.1.10 Consider establishing recycling incentives						X
WR 5.1.11 Consider program to evaluate major waste generators			X			
WR 5.1.12 Waste Diversion and Recycling Program						X
WR 5.1.13 Consider implementing food waste segregation	X					

Goal 6. Increase the use of Renewable Energy Sources (RE)

Strategies and Actions	Incentives	Communication	Encouraged	Mandates	Studies	NA
STRATEGY RE 6.1: RENEWABLE ENERGY SYSTEMS:						
RE 6.1.1 Encourage installation of solar energy systems	×					
RE 6.1.2 Implement solar hot water & space heating program	×					
RE 6.1.3 Encourage on-site renewable energy systems			×			
RE 6.1.4 Incentivize siting of solar hot water systems for new pools	×					
RE 6.1.5 Install methane-powered electric generators at WWTP						×
RE 6.1.6 Enable B20 Biodiesel to fuel City Fleet						×
RE 6.1.7 Adopt code allowances for renewable energy generators	×					
RE 6.1.8 Community financing of renewable systems			×			
RE 6.1.9 Establish AB 811 energy financing districts	×					
RE 6.1.10 Revolving loan fund for renewable energy						×
RE 6.1.11 Peaker Plant Regulation					×	
RE 6.1.12 Geothermal and grey-water plumbing options	×					

Goal 7. Building Energy Conservation (BE)

Strategies and Actions	Incentives	Communication	Encouraged	Mandates	Studies	NA
STRATEGY BE 7.1: GREEN CITY FACILITIES AND INFRASTRUCTURE:						
BE 7.1.1 Complete Phase I of the City Energy Retrofit Project						×
BE 7.1.2 Construct City buildings to exceed Title 24 by 15%.						×
BE 7.1.3 Renewable energy systems on City-owned facilities						×
BE 7.1.4 Daylight janitorial services						×
BE 7.1.5 Energy efficient standard procurement policy						×
BE 7.1.6 Energy efficiency upgrade when replacing equipment						×
BE 7.1.7 Lighten colors of rooftops and street paving						×
BE 7.1.8 Recover food waste						×
STRATEGY BE 7.2: ENERGY EFFICIENCY IN NEW DEVELOPMENT: D						
BE 7.2.1: Implement the minimum CALGreen standards				×		
BE 7.2.2: Promote enhanced energy conservation standards			×			
BE 7.2.3: Update the City's Public Infrastructure Design Standards						×
BE 7.2.4: Energy Efficiency Performance Code	×					
STRATEGY BE 7.3: RESIDENTIAL ENERGY EFFICIENCY:						
BE 7.3.1 Assessment district bond financing program	×					
BE 7.3.2 Public Information on Energy Conservation			×			
BE 7.3.3 Low-income homeowners and renters energy audits						×
BE 7.3.4 Low/moderate income family weatherization program						×
BE 7.3.5 Promote point-of-sale energy audits and retrofits						×
BE 7.3.6 Encourage energy audits at time of remodels						×
BE 7.3.7 Explore financing tool for residential energy retrofits						×
BE 7.3.8 Promote Energy Upgrade California						×
BE 7.3.9 Residential Rental energy efficiency strategies						×

Strategies and Actions	Incentives	Communication	Encouraged	Mandates	Studies	NA
STRATEGY BE 7.4: COMMERCIAL AND INDUSTRIAL ENERGY PERFORMANCE:						
BE 7.4.1 Implement a “Green Building” Incentive Program	×					
BE 7.4.2 Free Resource and Energy Business Evaluation			×			
BE 7.4.3 Energy Efficiency Rebate Programs			×			
BE 7.4.4 Establish PACE (AB 811) program	×					
BE 7.4.5 Revolving loan fund for industrial Energy Projects	×					
BE 7.4.6 Green building standards for remodeled buildings						
STRATEGY BE 7.5: URBAN FORESTRY / HEAT ISLAND EFFECT:						
BE 7.5.1 Community Planting Program						×
BE 7.5.2 Heat-Island Effect Guidelines		×				
BE 7.5.3 Merced Tree Planting Initiative						×
BE 7.5.4 Protect and Conserve Tree-Cover Areas						×
BE 7.5.5 Regulate removal and replacement of trees						×

Goal 8. Public Outreach and Involvement (PO)

Strategies and Actions	Incentives	Communication	Encouraged	Mandates	Studies	NA
STRATEGY PO 8.1: COMMUNITY RESOURCE:						
PO 8.1.1 Form Partnership with local energy utilities	×					
PO 8.1.2 Coordinate Bike Plan Efforts with County and UCM						×
PO 8.1.3 Coordinate waste reduction efforts with State						×
PO 8.1.4 Implement an Energy Program Website			×			
PO 8.1.5 DoRight Leadership Corps			×			
PO 8.1.6 Work with Community Action Agency weatherization						×
PO 8.1.7 Cool Roofs and Pavement Campaign			×			
PO 8.1.8 Support the San Joaquin Valley Blueprint						×
STRATEGY PO 8.2: SUPPORT A GREEN ECONOMY:						
PO 8.2.1 Create a Green Business Challenge			×			
PO 8.2.2 Encourage efforts of REACON team						×
PO 8.2.3 Partnerships with area employers	×		×			
PO 8.2.4 Green Business Program			×			
STRATEGY PO 8.3: SUPPORT SUSTAINABLE NEIGHBORHOODS:						
PO 8.3.1 LEED Neighborhood Planning						×
PO 8.3.2 Community-Climate Action Challenge Program						×
PO 8.3.3 Development of the Sustainable Community Strategy				×		
PO 8.3.4 Revitalized Urban Villages						×