

**CITY OF MERCED**  
**Development Services**

TO: Climate Action Plan Ad-Hoc Advisory Committee  
FROM: Bill King, AICP, Principal Planner  
DATE: April 6, 2011  
SUBJECT: Table of Contents and Biographies

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ACTION REQUIRED: Information.

DISCUSSION

Table of Contents

Based on Committee comments from the prior meeting, I have adjusted the Table of Contents. If you have any thoughts or ideas about it, please raise them in our discussion of Agenda items "G" and "H".

Biographies

It takes realism, imagination, and organization to create a master plan, but in the end, the test of its value will be whether or not it is used by staff and the community as a guiding document to implement its measures to attain the goal. Therefore, the essential ingredient is people.

The Climate Action Plan Ad-Hoc Advisory Committee was selected not only to represent viewpoints of varying sectors of the community, but for their leadership potential in implementing the CAP and for the potential partnerships that may arise from working together on this project. There is no coincidence that your professional skills align with the GHG Reduction *Opportunity Areas* (Buildings, Transportation, Waste, Land Use, and Water Conservation). Therefore, it is important to recognize our Committee Members in the CAP and for Committee Members to give consideration as to their implementation role after the plan is adopted.

Please review the draft biographies to get to know your fellow Committee Members. For those Committee Members that have not yet provided biographical information to Staff, please take a moment to do so.

# CONTENTS

Introduction

## **PART 1: OVERVIEW**

Executive Summary

Plan Structure and Topics

Public Involvement

Planning Process

## **PART 2: CONTEXT OF CLIMATE ACTION PLANNING**

### **Introduction**

#### **Challenge**

Climate Change

An Agent of Change

#### **City of Merced Responds**

Parameters, Targets and Approaches

Phasing Plan

#### **Merced – Staged for Sustainability**

UC Merced

High Speed Rail

San Joaquin Valley Blueprint

Transitioning City

Bellevue Corridor Community Plan

#### **Merced's 2008 Emission Inventory and Forecast**

Overview of Merced's GHG Emissions

Merced's Emission Forecast

#### **Merced's Sustainability Accomplishments**

Key City GHG Reduction Programs

Merced Vision 2015 General Plan

Up and Coming Programs

#### **State of California Greenhouse Gas Reduction Drivers**

Initiatives under State Control

Initiatives under Local Control

## **Co-Benefits**

## **Climate Adaption**

# **PART 3: GHG REDUCTION OBJECTIVES, MEASURES AND STEPS**

## **Chapter Purpose and Structure**

### **Reduction Measure Selection Methodology**

Overview

Assessment Teams

Determining CAP Objectives

Selection of GHG Reduction Measures

Defining Implementation Steps

### **Opportunity Areas**

Buildings and Energy

Transportation and Land Use

Waste Reduction

Water Conservation and Green Infrastructure

GHG Reduction Potential of Opportunity Areas

### **Climate Action Plan Objectives**

Residential Buildings and Energy Objectives

Commercial Buildings and Energy Objectives

Transportation and Land Use Objectives

Waste Reduction Objectives

Green Infrastructure Objectives

Water Conservation Objectives

### **Climate Action Plan Measures and Steps**

Definition, Identification, and Selection of GHG Reduction Measures

GHG Reduction Measure Datasheets

GHG Reduction Potentials

### **Community Challenge**

## **PART 4: IMPLEMENTATION**

Next Steps

Implementation Timeline

City of Merced “Local Government” Steps to Implement

City of Merced “Community” Steps to Implement

Partners

Monitoring, Evaluations, and Updates

## **PART 5: APPENDICES**

Acronyms/Glossary

Public Outreach Materials

Estimated Emissions Reductions

References / Works Cited

Warehouse of Ideas

## Introduction

(Committee Group Picture Here)

### **Christina Alley**

Chief Executive Officer  
Central Valley Coalition for Affordable Housing

### **Brett Baker**

Brett Baker Construction, Inc. doing business as (dba) G.J. Gardner Homes

### **Lyndsey Baladad**

Golden Valley Health Centers and Merced/Mariposa County Asthma Coalition

### **Michael Belluomini**

Facility Manager, Merced Union High School District

**Kahri Boykin** Kahri Boykin is a renewable energy project developer for Castle Solar. His job duties include site analysis, energy audits, feasibility studies and project management for turn-key energy solutions. Mr. Boykin has ten years experience working the in power generation, power distribution and construction industry. In addition to his interests in the energy industry, Mr. Boykin has a passion for teaching, and is a state credentialed instructor in the industry sector of energy & utilities and provide instruction in support of Merced County Office of Education's "Green Jobs Training Corps."

**Wayne Eisenhart** Wayne Eisenhart is retired from being the Public Defender of Merced County. He grew up in Fullerton, California, where he graduated from high school. He attended Santa Clara University and the University of California Hastings College of the Law. He practiced law in Merced for over 30 years, mostly as a public defender. Wayne has a lifelong interest in community planning and transportation issues. He served for eight years on the City of Merced Planning Commission.

**Matt Fell** Matt Fell is a Senior Planner with the Merced County Association of Governments (MCAG), which is an association of city and county governments, with members who meet to solve regional problems such as transportation, solid waste, and air quality. Mr. Fell has 15 years experience in regional transportation planning, project financing, traffic modeling, and air

quality. Recently, he has worked extensively responding to the State of California's Greenhouse Gas initiatives, especially Senate Bill 375.

**Jim Genes** Jim Genes serves as Special Assistant to the Administrative Vice Chancellor at the University of California, Merced. Mr. Genes has over 25 years of start-up experience with the University of California System successfully creating new academic and administrative enterprises for three UC campuses—UC Merced, UC Santa Cruz and UC Davis. He co-chairs the UCM Chancellor's Advisory Committee on Sustainability and serves as the water stakeholder. He was a significant contributor to UCM's inaugural Sustainability Strategic Plan; as well as a contributor to the Campus Climate Action Plan and the UCM *Triple Zero Commitment*—zero net energy, zero waste and zero net emissions by 2020. Jim received his BS from UC Davis and MBA from California State University, Fresno.

**Rod Ghearing** Rod Ghearing is the Transit Manager for the Transit Joint Powers Authority for Merced County, the operator of Merced County Transit "TheBus." Mr. Ghearing has worked in the transit industry for almost 35 years, starting his transit life as a bus operator for the Indiana University transit system in 1972. He attended graduate school at Indiana University getting his MBA in Urban Transportation Management in 1977. Mr. Ghearing has worked in various management positions in transit systems in Virginia, Alabama, Michigan, New York, Colorado, Connecticut and now in Merced.

**Lisa Kayser-Grant** Lisa Kayser-Grant is a community advocate for sustainable development, participating and taking leadership roles in a variety of venues, notably the following activities: (a) to influence legislation to reduce emission of air pollutants at the regional and state level through lobbying, attending conferences, giving presentations to the public, attending hearings, and participating in press conferences; (b) to promote general plan policies that reduce vehicle miles traveled, support bicycling, expand mass transit, conserve water, improve energy efficiency, and replace existing energy sources with sustainable sources such as solar thermal; (c) mobilizing youth to learn about sustainable lifestyles and choices and providing them opportunities to participate in public hearings and lobbying on these issue. Her commitment to the livability of Merced is also manifested in her role as a commissioner on the City's Bicycle Advisory Committee.

**Matthew Hirota**

Owner of "Recycle Merced"

**Vanessa Lara**

Merced Irrigation District  
Public Benefits and Major Accounts Manager

**Lane Puckett**

Account Executive  
Pacific Gas and Electric Company  
Energy Solutions and Service

**Jim Marks** Jim Marks is the General Manager of The Cirrus Company, a real estate services company based in Merced California, and the General Manager of Heritage Management Group, a property management company managing both residential and commercial/retail properties, also based in Merced. Mr. Marks has an interest in affordable and cost-effective climate change initiatives that can be supported by property owners, developers and management companies. He has twenty-five years experience in management positions in building materials companies, property and real estate services companies, and has served on the Merced City School District Board of Trustees and numerous business strategy committees for companies that he has worked for. Jim is married and has three adult children. He enjoys golf, hiking, and reading.

**Kraig Magnussen** Kraig Magnussen is the Chief Operations Officer for the Merced City School District. He holds a MBA and a BS in Business Administration with a concentration in finance from California State University Stanislaus. He manages, directs, and leads duties for various divisions at the District including: Facilities Department, Maintenance and Operations Department, Transportation Department, Nutrition Services, and Warehouse, as well as being responsible for department's efficient operation & community relations. Mr. Magnussen is a member of California Association of School Business Officials (CASBO), and is the Chair of the Board of Directors Central Section/Transportation Research and Development of the CASBO.

**Nellie Muniz Smith**

Executive Director, Merced County Hispanic Chamber of Commerce

**Kevin Rico** Kevin Rico is the CEO and co-founder of SunTherm Energy, Inc., based in Merced California. His company works with customers interested in greening their organization from multiple aspects, notably [REDACTED]. SunTherm Energy, Inc. is experienced with renewable energy both in electricity and in thermal energy. Though young to the emerging field, Mr. Rico is becoming an expert of energy and can speak on the issues related energy conservation, urban energy planning and renewable energy.

**John Wiersma** John Wiersma is a Planning Analyst with the Merced Irrigation District, and has experience managing and administrating heavy civil construction projects. As an analyst with MID, Mr. Wiersma tracks regulations of the California Air Resources Board, and works with other small utilities to represent common interests in the State of California "Cap and Trade" program, and, prepares MID for changes forthcoming due to these regulations.