

TO: Joint Policy Committee
FROM: Bruce Riordan, JPC Climate Consultant
RE: JPC Climate Priorities for 2009
DATE: January 8, 2009

At the January 16th meeting, we seek your input on priorities for JPC climate action in 2009. This memo outlines 3 possible 2009 strategies, based on recent discussions with agency staff and key stakeholders. While all three strategies have merit, we want your assistance in prioritizing them for the coming year.

1. Which of these three approaches—A, B, or C—should be #1 for the JPC in 2009? Where can we have the greatest impact and provide strong regional leadership?
2. In what order would you put the other 2 approaches?
3. Are there any obvious omissions?

After we get your input on the 16th, we will select specific actions within each strategy (listed as “examples” in this memo) and bring those to you for discussion at the March JPC meeting.

Strategy #A

Push for regional adoption of a basic set of 4-6 high impact climate strategies.

Focus the region on a limited number of high impact strategies. These strategies should (a) be appropriate for the 2009 economic crisis, and (b) clearly and directly support the AB 32 Scoping Plan. Where local implementation is necessary, provide incentives, rewards and technical assistance to help cities and counties to adopt these top strategies.

Examples:

- Berkeley FIRST (solar and energy efficiency financing)
- Strong green building ordinance (e.g. San Francisco or Palo Alto)
- Parking pricing and management
- Indirect Source Review
- Green jobs/regional residential energy retrofit program
- Bay Area: Electric Vehicle Capital of the World
- Safe Routes to School
- CEQA reform to support focused growth

Strategy #B

Shake up the regional climate discussion.

Get agreement among key stakeholders on the need to make significant changes, not marginal improvements. Increase understanding of the scale of task ahead and the need to move NOW. Push Bay Area climate thinking into a much higher gear. Create a positive vision of our future that will be attractive and inspiring.

Examples:

- Targeted opinion leaders campaign
- Youth Leadership Initiative (bring our 2030 leaders into decision-making now)
- Vision/messages to re-frame the climate discussion around “building a better Bay Area”

Strategy #C

Provide a regional climate structure.

Provide a regional climate framework that will strongly support local climate efforts and make it easier for our Bay Area public/private partners to move forward.

Examples:

- Regional indicators scorecard
- Adaptation coordination (with BCDC)
- Funding for major local performance-based model projects
- “Extension agent” technical assistance
- Formal climate goals/regional plan
- Spare the Air Every Day/Flex Your Power public information campaign
- Carbon tax or other game-changing financing mechanisms
- Direct links to Sacramento and D.C. climate funding/strategies
- Peer-to-peer networks for cities