

# City Council Memorandum

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**TO: HONORABLE MAYOR AND CITY COUNCIL**

**DATE: February 6, 2007**

**FROM: MAYOR LOVERIDGE**

**ITEM NO:**

**WARD: All Wards**

**SUBJECT: ENDORSEMENT OF SUSTAINABLE RIVERSIDE POLICY STATEMENT**

**ISSUE:**

It is time for the City of Riverside to commit itself to becoming a Clean & Green City. We have taken many separate steps – Public Utilities, Public Works, Administrative Services, and Community Development. We now have an Office of Environmental Programs. We need to join and lead other cities in the Inland Empire and in the State of California. We need to approve the Clean & Green Task Force's Sustainable Riverside Policy Statement. We need to ask the new Environmental Programs Manager to report on policies and practices, present and prospective, for Riverside's future to be that of a Clean & Green City.

**RECOMMENDATIONS:**

That the City Council:

1. Approve the Sustainable Riverside Policy Statement as framed by the Clean & Green Task Force. (See the attached Mayor's Call to Action – Appendix A.)
2. Direct the new Environmental Programs Manager to review the Clean & Green Task Force Report and report back to the Council with recommendations for implementation.
3. Direct the City Manager to prepare a report on solar steps that the City can take to become the model solar city in Southern California.
4. Support the Mayor's endorsement of the U.S. Mayors Climate Protection Agreement of 2005. (See the attached Mayor's Call to Action – Appendix A.)
5. Request the Environmental Programs Manager to present a status report to the Clean & Green Task Force in February, 2008.

**BACKGROUND:**

According to Thomas Friedman in the World is Flat, "Green is now red, white, and blue." Or to use President Reagan's metaphor, "There is a green prairie fire starting across America."

A July, 2006 Newsweek cover read, "The New Greening of America: From Politics to Lifestyles, Why Saving the Environment is Suddenly Hot."

Chicago is one of the nation's greenest cities. Mayor Richard Daley explains, "We are demonstrating that a major urban area can make protecting the environment a priority and through

this we can improve the quality of life in our city and our neighborhoods.”

In the summer of 2005, I appointed a Clean & Green Task Force. Headed by Jane Block and Bill Warkentin, the Task Force included people from a wide range of academic campuses, business interests, civic organizations, community of faith, and professions. They took their work seriously. They formed themselves into subcommittees. They took trips to gather information and expand their internal discussions.

The result of the excellent work of the Task Force was the Sustainable Riverside Policy Statement and an outstanding detailed report, with a practical emphasis on how the City could implement cleaner, greener, and more sustainable policies. (See full Task Force Report – Appendix C.)

The work of the Task Force is framed by the Sustainable Riverside Policy Statement. It includes six basic concepts: “Sustainability is a vital and necessary civic goal; city resources will be made available to explore each key area of interest; current capabilities and policy status must be assessed as a baseline for progress; new policies, guidelines and codes/ regulations should be developed using sustainable building design such as Leadership in Energy and Environmental Design (LEED) and California Green Builder standards; implementation programs should be mandated; progress toward a Sustainable Riverside should be monitored and measured.”

Directions for a Clean & Green City are many. The Task Force identified eight, summarized as follows:

“Save Water -- We must use water wisely and find effective ways to maintain water quality.

Keep It Clean --Public and private organizations must take an active role in litter prevention, waste reduction, and beautification.

Make It Solar -- We must continue to conserve energy and aggressively pursue the use of solar power.

Make It Shady --We must create a larger canopy of trees and water efficient landscaping to generate oxygen and consume carbon dioxide.

Clean the Air --The City should continue to move its fleet of vehicles to alternative energy including electric, natural gas, hybrid and hydrogen with the goal of limiting the use of gasoline powered vehicles.

Save Fuel -- The City must explore feasible ways to encourage public transit and to promote the use of such alternatives as bicycling and walking.

Make It Smart --The City should create the Office of Sustainable Action incorporated in a City department which would coordinate the City’s efforts of becoming a more sustainable community.

Build Green --The City must be a leader in expanding green building efforts to meet LEED (Leadership in Energy and Environmental Design) standards and the California Green Builder program.”

As the Task Force stressed, we have much to build on, for Riverside is not starting from GO as a Clean & Green City.

The Public Utilities Department leads all other utilities in California, public and private, in its percentage of power from renewable sources, now over 15%. It has introduced many conservation programs. It has encouraged the planting of thousands of trees. It has the largest amount of power from solar projects of any California municipal utility.

The Public Works Department has several award winning efforts. CURE stands for Clean Up Riverside's Environment. CURE promotes the value of a clean city and hosts periodic collections for hazardous materials. Our recycling percentage is among the highest in the State. The Waste Treatment Division's "Grease to Gas to Power" Program uses restaurant grease to generate methane gas, generating an average of 1.3 megawatts of power per day and saving the city more than \$1 million in energy costs per year.

The Administrative Services Department conducts and implements energy audits of all City buildings. And our Fleet Services Division leads the state in the percentage number of vehicles which use alternatives fuels.

In November, the City Manager proposed and the Council approved the position of Environmental Programs Manager, initially to be located within the City Manager's Office. The Report to the Council read as follows: "Recognized as a regional leader in promoting 'Clean and Green' technology, as well as environmentally friendly development, the City of Riverside is poised to take the next step in this important realm. Creating an Environmental Programs Manager position will coordinate related efforts among departments such as Public Works, Utilities, and Community Development. The position would initially reside in the City Manager's Office."

In 2002, the Council approved a Strategic Action Plan to Make Riverside a Model Clean Air City. And in 2005, Riverside was recognized with an annual award by the South Coast Air Quality District as a Model Clean Air Community.

Further, Keep Riverside Clean & Beautiful has won almost every possible national award. In 2006, volunteers picked up more than 8,265 pounds of trash, handed out 1,000 pocket ashtrays to stop smokers from throwing cigarette butts on the ground, and started a campaign to stop residents from dumping fast-food trash out their car windows.

Started in Riverside in 1969, Clean Air Now is the oldest and most effective volunteer advocacy group for clean air in Southern California. It publicizes the health effects of air pollution and promotes clean air strategies.

City staff is currently meeting with the BIA and several merchant builders to develop incentives to begin a Green Building Program in Riverside.

As a City, we will encourage or plant over 100,000 trees in this decade, 2000-2010. A report from the Community Services and Youth Committee should shortly be presented to the Council.

As a member of the California Air Resources Board, I proposed the Plug-In California Initiative. Plug-In Hybrid Electric Vehicles can reduce dependence on foreign oil, lower fuel costs, and decrease greenhouse gas emissions. They use the same technology as current hybrids, but have a more powerful battery that can be recharged in a standard home outlet. Once charged, the plug-in hybrids can go from 20 to 60 miles on battery charge alone. Led by City of Austin,

Riverside is also a member of a national campaign called Plug-in Partners.

Looking at the big picture, it is vital to recognize our role as stewards of our world. We can take steps to protect our environment, our economy and national security.

The evidence of global warming continues to increase. Scientific research has tracked rising temperatures and begun to identify the greenhouse gases that are causing this increase.

For 20 years, the world has used more oil than we have discovered. There is more oil out there--but such sources will be increasingly expensive to tap.

The bulk of our current and future sources of oil are located in politically unstable areas, creating national security concerns. Not only are we dependent on this oil, but we are sending millions of dollars to these countries from our treasury.

Our economic health is tied to our ability to get to work, to run our computers, and to move our products around the country and the world. The efficient use of energy is central to that health.

Sustainable Riverside maximizes energy efficiency and makes the most efficient use of resources, and minimizes negative environmental consequences. Above all, it means meeting needs of its citizens while not degrading or destroying the natural and constructed systems that will sustain future generations.

The City's policies should support good practices. Incentives can be created and modified as we learn about how to create a sustainable community. We should encourage change by finding ways to reward good behavior rather than penalize the bad. We should consider the life cycle costs of buildings and civic projects as well as their capital costs.

Mayors from more than 300 U.S. cities representing more than 45 million people have endorsed the U.S. Mayors Climate Protection Agreement of 2005, a statement that reflects a commitment to creating a Clean and Green Sustainable City. That Agreement recognizes the need to enact policies and programs to reduce U.S. dependence on fossil fuels and accelerate the development of clean, economical energy resources, and fuel-efficient technologies. (See Mayor's Call to Action--Appendix A.)

The Sustainable Riverside Policy Statement has widespread support throughout the community. (See the list of letters of organizational endorsements of the Statement--Appendix B.)

For examples:

"The BIA not only embraces the Statement but is also actively collaborating with the City to implement and realize its basic framing concepts. Consequently, we not only hear your Call to Action for a Sustainable Riverside, we are actually putting parts of the program in place by working with City Hall on the California Green Building Program." -- Borre Winckel, B.I.A. of Southern California, Inc. Executive Director.

"AIA Inland California is enthusiastic about joining the Clean & Green Task Force in endorsing

the Sustainable Riverside Policy Statement. This policy significantly improves the City's vision for enhancing and preserving a more sustainable environment." – Scott Griffith, American Institute of Architects Inland Chamber President.

"There is no more important task for each of us than working to overcome the ominous challenges to the continuation of life on this planet. The program of the Sustainable Riverside Policy Statement is an essential and significant step forward. It merits enactment and vigorous follow-through." - K. Wallace Longshore, Riverside resident.

"Altura Credit Union wishes to extend its support and endorsement of the proposed Sustainable Riverside Policy Statement to guide Riverside in becoming a Clean and Green city. As our community continues to grow and prosper we have both an opportunity and responsibility to promote and deploy the efficient use of our valuable and increasingly limited natural resources." -- Mark Hawkins, Altura Credit Union President/CEO.

"We commend the City of Riverside for its history of pursuing strategies which seek to provide a healthy and safe environment in which families may live and work. We look forward to supporting your efforts in this latest venture, and applaud your proactive efforts as responsible stewards of this planet." – Patrick Kudell, American Lung Association Executive Director.

"We have over 130 artist members. The overwhelming majority of our members live in Riverside. Artists naturally have a great interest in the environment and quality of life issues of their community. A comprehensive plan to build for a more sustainable future is an important vision. Pursuing this vision will pay great dividends for our citizens today, as well as for future generations. These dividends include a wide range of economic and cultural development, as well as major health benefits for our community." – Mark Schooley, Riverside Community Arts Association Executive Director.

"The Sustainable Riverside Policy Statement is a necessary first step toward ensuring the City of Riverside moves rapidly toward a cleaner, healthier and sustainable future. We must all be vigilant and persistent to ensure this crucial policy initiative stays on track and that its goals are fulfilled. We look forward to seeing tangible results for the benefit of the citizens of Riverside and the world." – Michael Gentile, Citizens of Riverside Climate Protection Task Force Chair.

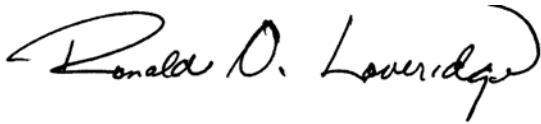
"It is with great enthusiasm that I send this letter on behalf of myself and the parish of St. Andrew Orthodox church in endorsement of and support for your leadership to make Riverside an exemplary green city... In addition to our appreciation for God's world, we are environmentally concerned because we love our children." – Rev. Josiah B. Trenham, Saint Andrew Orthodox Christian Church.

It is time for Riverside to take the lead as a Sustainable City. We can, we should become a Clean & Green City.

## **FISCAL IMPACT:**

Fiscal impact to the City to be determined.

Prepared by:

A handwritten signature in black ink, reading "Ronald O. Loveridge". The signature is fluid and cursive, with the first name "Ronald" and last name "Loveridge" clearly legible. The middle initial "O." is smaller and less distinct.

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RONALD O. LOVERIDGE  
Mayor

Attachment A: Mayor's Call to Action

Attachment B: List of letters of organizational endorsements of the Statement

Attachment C: Clean & Green Task Force Report