

May 26th, 2010 – Community Meeting**LAND USE & TRANSPORTATION****Land Use****Measure Concept 1. Transportation Demand Management****Group 1**

1. Car-share in senior communities
2. Car-share combined w/rideshare
3. Add Shuttle System for major employees
4. Add Park + Ride lot where BART near major Thoroughfares
5. Need for Coordinator to organize rideshare
6. Small fee to pay for staff – concern if

Group 2

1. Unfunded mandate – concern
2. Need statistic regarding the number of city employees who live in city
3. Bus system not serving public
4. Where do residents shop
5. Bus service historically was more convenient

Group 3

1. Impacted by regional decisions - % of housing versus TODs
2. Mandate more TODs in TOD-high density office buildings – need to attract businesses
3. In support of mandatory parking cashout
4. Transit options may not be possible
5. Target businesses wanting to be green to locate near BART
6. Free transit pass – maybe try one day to gauge interest

Measure Concept 2. Neighborhood District**Group 1**

1. Concern that retail could be 7-11/convenience market
2. Would like to balance uses + bike to work
3. Look into redeveloping pioneer school (being closed) into mixed use neighborhood commercial center.

Group 2

1. Enhancing existing commercial corridors
2. Upzoning Decoto Road across from intermodal for mixed-use
3. Enhanced ped crossing
4. Redevelop mobile home park and Union Landing

Group 3

1. Mixed-use too expensive to accommodate low retail rents
2. May be hard to make mixed use work in Union City
3. Making commercial areas more attractive
4. Need vision for vibrant neighborhood centers

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Measure Concept 3. Development Standards

Group 2

1. What does community want? Use community support to understand-engage community – visioning process
2. Standards for alternatives to trees + turf-edible landscapes
3. Revise land use map in certain areas (ie., Decoto Road) to accommodate additional mixed-use neighborhood serving uses.
4. VMT target not relevant for Union City

Group 3

1. City commercial areas possibly over parked , except Union Landing
2. Alternative transportation to commercial areas
3. What is needed is a defined vision for mixed-use pedestrian friendly neighborhood centers and development
4. Design guidelines for mixed-use pedestrian friendly development



Transportation

Measure Concept 4. Bike + Pedestrian

Group 1

1. Safety – concern over safety of individual/students/children
2. Bigger issue than just providing bike lanes
3. Personal security is issue
4. Better if separated bike lane
5. Comparison between GHG reduction + cost – not enough bang for your buck
6. Education is needed to encourage ridership
7. Union City land use is not ideally set up for bike infrastructure

Group 2

1. Implementation of Ped + bike masterplan
2. Low % of bike riders in Union City
3. Concern - bike lockers
4. Safety – uneven sidewalks, large trucks, bicyclists on sidewalk
5. Possibly focus on save routes to school – capture youth contingent
6. Not enough funding – increase funding source SAT State and Regional levels

Group 3

1. Spending additional funds to build-out bike + ped plan may not result in additional bike + ped trips
2. Very expensive
3. Safety – walking at night is dangerous
4. Wider sidewalks in neighborhood centers – at least 15'
5. Quality of life – needs to be integrated into neighborhood design – land is expensive *results in on-street bike lanes
6. Need to redevelop streets to accommodate wider sidewalks and active pedestrian-oriented centers (i.e., Castro Street in Mountain View)
7. Need to have designated areas to walk or bike off - street paths

May 26th, 2010 – Community Meeting**BUILDINGS & ENERGY****Measure Concept 5. Voluntary Energy Efficiency Retrofit**

- Why low GHG reduction potential rating? – Perhaps the participation assumption is too low – strong belief that people want to do the right thing, so the issue is connecting them with resources and information
- Concern about how energy costs keep rising - PG&E keeps hiking energy prices
- Certain programs already exist – It would be beneficial to use more audit and installation people
- The checklist approach would be useful for homeowners who are interested in educating themselves about energy conservation opportunities in the home
- More clear information about grants and other incentive programs would encourage more participation
- Promote audits – to lead to retrofits, as appropriate (PG&E program)
- Promote smart thermostat web-based/phone, “smartplug” & blueline meter – good for new construction too
- Proponents of public outreach and education - need to get word out, different w/ voluntary for people to know
- Energy bills may be too low in order for people to want to bother to improve energy efficiency – support for voluntary over mandatory energy efficiency retrofit policy option
- Volunteer program

Measure Concept 6. Mandatory Energy Conservation Ordinance

- Already difficult to sell homes – additional hurdles will only inhibit potential buyers and sellers
- Could work if home-buyer pays for the upgrade cost
- Owners of older homes may not be able to afford upgrades before sale goes through
- Success of ordinance will depend on cost - \$1K-2K not too bad
- Commercial should be mandatory, but could impact business/jobs
- The ordinance should be developed such that there are savings over time
- Mandatory (at the time property is sold or renovated)
 - When would owners find out about the RECO? Need for very good outreach?
 - Berkeley example = +\$2K to home – what about foreclosures?
 - Is it really high GHG?
 - Concern about cost of implementation – enforcement cost could be high. Staffing limitations would make it very hard to implement in a timely manner
 - However – not all legwork has to be done by City, as exemplified through the Berkeley example, in which a non-profit has taken on the role of conducting audits and inspections for a fee
 - Are there weatherization opportunities beyond low-income? Primarily Department of Energy sponsored weatherization grant opportunities
- Commercial buildings are a different story and should meet a minimum Energy Star rating – for instance for all buildings over 100,000 square feet
- Thermostats and other low-cost technology could achieve energy savings effectively, if included in the standard - More emphasis of demand response systems
 - Need for information on the hierarchy of energy efficiency measures in terms of cost effectiveness – i.e. how cost effective are new windows?

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- Partnering with Real Estate industry/company to certify house for marketing could be one approach to creating a market for certified green housing
- Preference for renovation policy, as opposed to at point-of-sale – make use of the points at which an interaction between the Building Department and a homeowner already occur – no new burdens
- PG&E / ACWD could address leakages/issues in buildings – important to identify the most cost-effective and realistic energy solutions building-by-building
- Interest in low cost to no costs audits for homeowners – could support the implementation of either the voluntary energy efficiency retrofit program or the mandatory energy conservation ordinance

Measure Concept 7. Strengthen Energy Efficiency Standards in Green Building Ordinance

- Additions to buildings should be green – and should be held to the green building ordinance standard
- Concern about costs and associated energy reductions – support for development of easily digestible information on the tradeoffs
- A lot of opportunity in new construction – standards should be high
- The amount of energy efficiency above baseline stipulated by the ordinance could be tied to the value of the project, in order to make sure that the biggest and most expensive projects meet high standards

Measure Concept 8. Solar power districts (commercial & industrial)

- Dublin/Pleasanton may provide a good example of a solar power district
- Thermal storage unit (district heating & cooling) – share returns amongst community
- Parking lot structured solar PV may be feasible in some areas, though there is concern about the financial viability of this approach
- Convening a commercial advisory board of local businesses may be an effective way to generate interest in such a program
- Industrial Park owners will be a key contact group to facilitate solar development
- Education about rebates and incentives will be critical information
- Split incentives between building owners and tenants must be addressed – building owners may be able to generate some return on an investment in a solar system, if tenant agreements are appropriately structured
- Concern about the viability of solar in Union City – there is, however, plenty of sun and solar access in Union City to make solar PV viable for many home and building owners
- 1 block off grid (<http://1bog.org/>) – interesting model of aggregating demand for solar in residential communities – potential avenue to reduce cost

Comments Cards:

Point-of-sale retrofits are ineffective and will not achieve GHG reduction goals. They are costly to homeowners especially in a market dominated by foreclosed and short sale properties. Voluntary and incentive-based programs are a superior approach to increasing energy efficiency in residential buildings. Ignore the Berkeley examples and develop a strategy that's appropriate and effective for Union City.

dauids@bayeast.org

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WATER CONSERVATION & WASTE REDUCTION



General

- Neighborhood support groups and neighborhood team captains can help spread the word/organize
- Use the Rental Homeowners Association to reach people

Voluntary vs. Mandated Measures

- Voluntary measures are not enough
- Our motto should be: “We want to be the Greenest community in Alameda County!”
- Don’t penalize – Help us do what we want to do anyway.
- How do we enforce mandatory measures?



Waste Reduction and Diversion

Waste diversion by 75% achieved in 2010 – Good/Bad News: 40,000 tons of waste are still going to the landfill. What about a setting a new goal of 90%? - Group is supportive if it is an achievable goal. 13% of households use food scraps carts. How do we increase participation? How do we get people w/ green carts to use them?

Measure Concept 1. Ideas for Increased Outreach and Voluntary Measures

Communication & Graphics

- Educate people; more commercials; more publicity
- Promote common sense and decency – tell people
- Keep outreach up constantly; keep reminding people; educate more than once. Need for continual education about recycling /composting, etc. Reinforcement for measures.
- Create a Brand and a communication program to make this effort recognizable
- Make it visual like an airplane emergency card
- Make graphically visual; label the carts & add better pictures
- Make it easy like Costco in Fremont – they have bins w/pictures
- Single stream recycling?
 - Create a lesser list for TriCed - a list with items that they actually accept
- Make it easier, more convenient: provide 2 cans in the home (one small one for the kitchen/front and one for outside)

Incentives & Corporate Partnerships

- Corporate sponsorships – work with local businesses to advertise Reducing, Reusing and Recycling/ Composting efforts– create a win-win
 - Use Friday nights @ movies to educate people. Team with local businesses to advertise there about how to recycle and compost in Union City.
 - For example they could win a dinner at a local restaurant that encourages green bin use, etc.
 - Pick “winners” who use their green carts
- Response: What about me? I don’t put out my cans till they are full

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- Run announcements at the movie theatre - promote w/ local businesses – you have a captive audience
- Work w/ small businesses (e.g., pizza parlors - pizza boxes are easily compostable, it could say so on the boxes, the businesses could help communicate it.)

Target specific Demographics

- Look at demographics – get creative in bringing it to the community. Make it specific for different groups. For example bring it into churches, create a bilingual and culturally applicable program for the Latino/Filipino neighborhoods
- Serve low-income populations; [Don from Social Service Organization] would like to provide classes & programs - non profit
- Connect w/ other Social Services
- Use compost in community garden on Mission next to Teen Center
- Target specific groups

Promote in Public Places and Schools

- Bring it to public places/schools
- Facilitate a Recycling week in school w/ incentives; Plan education on R³ & composting
- Start w/ schools; Art department of high school – have a best poster contest
- Follow up on existing schemes – Roberto noted that the city bought recycling bins for each school but has never followed up to see how they are being used.
 - Roberto to visit schools to check on and communicate efforts
- Water bottles – the City and Council members should set an example in city council meetings by not using water bottles; and by using jugs and glasses of water instead

Pricing

- Should Union City change the way we bill? For example provide a senior discount? 35 gallon cart could be reduced – an option would be the 20 gallon insert – and to change the pricing accordingly. Currently all Union City residents pay the same.
- Yes, but start education w/ kids at school
- City could provide incentives

Commercial

- How much commercial composting/ recycling are we doing?
Response: Union City just started green bins for commercial businesses in 2009 – just signed up 23 restaurants. This can make a huge difference. Also, if commercial customers recycle, they pay less
- Need to get multi-family complexes to recycle & compost
- New Avalon Bay has recycling chutes
- What about Mgmt? – Should they all (all tenants) pay for it?
- 4-6 family complexes plus
- Provide Certification for rental complexes – create competition between complexes in town

Measure Concept 2. Mandatory Measures

- Could implement pay for what you throw away – pay less for smaller size bins

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- Why are we still allowing retailers to use plastics?
 - How about “Garbage cops”?
Group was divided. Some were enthusiastic: “Let’s go for it!” – Others suggested giving reduction incentives /rewards instead or first and asked for more information of success stories in other cities
 - If people get a speeding ticket – give them the option to make up by doing community service to support recycling and composting effort
 - Ban plastic bags in Union City; Ban products that can’t be recycled or composted - Fremont just passed that ban
 - Need to have advance notice for important city meetings on this topic
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Measure Concept 1. Ideas for Increased Outreach and Voluntary Measures

- What about people who wash their cars? Can we increase communication about how bad that is?
- Educate about other water uses
- Capture rainwater
- Subsidize grey-water containers
- Use Facebook to promote this effort (www.unioncity.org - click on “Greening Union City” for the survey and Facebook links)
- Educate people about lawn watering
- People need to realize lawns are ugly!
- Would like more people to implement Bay friendly Landscaping
- Promote drought tolerant landscaping
- Aggressive public outreach campaign

Measure Concept 2. Mandatory Measures

- Point of sale requirements (20% efficiency) – hard w/ this economy
- Examine the economic feasibility of point-of-sale requirements; this would be hard to mandate and enforce
- Any point of sale requirement completely ineffective
- But provide outreach/ education materials to realtor clients – how to save \$
- Need to focus on making all homes more efficient