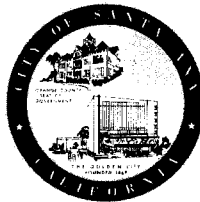


REQUEST FOR COUNCIL ACTION



CITY COUNCIL MEETING DATE:

AUGUST 1, 2011

TITLE

**REQUEST FOR PROPOSALS FOR
BASELINE GREENHOUSE GAS
EMISSIONS STUDY AND CLIMATE
ACTION PLAN**

CLERK OF COUNCIL USE ONLY:

APPROVED

- As Recommended
- As Amended
- Ordinance on 1st Reading
- Ordinance on 2nd Reading
- Implementing Resolution
- Set Public Hearing For _____

CONTINUED TO _____

FILE NUMBER _____

CITY MANAGER

RECOMMENDED ACTION

Authorize the Public Works Agency to send a Request for Proposals to qualified firms to develop a governmental and community baseline Green House Gas Emissions Inventory and Climate Action Plan.

DISCUSSION

The California Public Utilities Commission (CPUC) recently made Local Government Strategic Plan funding available to those cities with an existing Energy Efficiency Partnership with Southern California Edison (SCE). The grant is to advance the goals found in the CPUC's Long-Term Energy Efficiency Strategic Plan.

At the June 20, 2011 meeting, Council approved an agreement with Southern California Edison to receive a maximum of \$729,928 to implement specific energy efficiency strategic plan activities.

Two activities funded with Strategic Plan monies are: (1) development of a governmental and community baseline study of greenhouse gas emissions in Santa Ana, and (2) development of an energy action plan, a significant component of a climate action plan (CAP). The remaining components of the CAP will need to be funded with City funds. Strategic Plan funding includes the use of technical consultants to complete these activities.

Previously the Council authorized Requests for Proposals to hire an Environmental and Sustainability Consultant to take the lead in managing the activities in the Strategic Plan funding. The selection of an environmental consultant is in process.

This is a request to begin the selection process for a technical consultant to prepare the baseline analysis and the CAP. Due to delays in finalizing the agreement with SCE, and the limited time remaining in the funding period, selecting the technical consultant needs to be expedited. The

expected term of the contract selected will extend through November 2012, a more limited time than is optimum for preparation of a comprehensive baseline study and climate action plan. The proposed scope of services for this Request for Proposals (RFP) is attached (Exhibit 1).

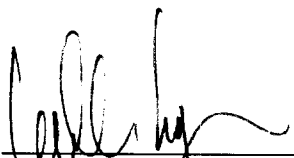
The total amount funded by the Strategic Plan agreement will be a maximum of \$181,378. In addition, SCE has allocated an additional \$68,622 funding from the current 2010-2012 Santa Ana Energy Leader Partnership, for a total not-to-exceed amount of \$250,000 to prepare the greenhouse gas (GHG) study and energy chapter of a CAP. Any additional money needed to complete the CAP will need to be either funded by the City or reduced from the scope of service. The funding requirements for the various components will be identified as part of the RFP process.

ENVIRONMENTAL IMPACT

There is no environmental impact associated with this action. However, preparing a baseline study and developing a climate action plan will provide a road map to reduce greenhouse gas emissions and ultimately enhance our environment by improving air quality, reducing pollution, and conserving natural resources.

FISCAL IMPACT

There is no fiscal impact associated with sending out a Request for Proposals. The Strategic Plan agreement and the Santa Ana Energy Leader Partnership have set aside funding in an amount not to exceed \$250,000 to complete these activities. Any needed funding required of the City will be identified as part of the RFP process.



Raul Godinez II
Executive Director
Public Works Agency

RG/CK

Exhibit: Request for Proposals

REQUEST FOR PROPOSALS

SANTA ANA 2011 CLIMATE ACTION PLAN

I. Background

The City of Santa Ana is located 33 miles southeast of Los Angeles, and serves as the county seat. With a population of over 324,500 and a land area of approximately 27 square miles, Santa Ana is the second most densely populated city in California. Santa Ana is located in the heart of Orange County with City, County, State, and Federal government agencies headquartered near the historic downtown.

The City provides traditional municipal services. The City has 11 departments/agencies and a City workforce of 1510 full-time employees. Some of the departmental operations are not housed in the City Hall buildings and are, instead, located at sites throughout the downtown area and the city. The City's FY 2011-12 total budget is approximately \$459 million. The City has a council/manager form of government, with six elected Council members and one elected Mayor.

Santa Ana is the eleventh largest city in California, and is committed to promoting energy efficiency and carbon footprint reduction. Currently the City has a number of programs promoting positive environmental practices, including:

- Climate Protection Initiative
- Tree Program (Tree City USA)
- Hybrid and Alternative Fuel Vehicle Program (Green Vehicles)
- Water Conservation Initiative
- Recycling Programs
- Build Green Initiatives
- Energy Efficiency Partnership with SCE

In 2006, Assembly Bill AB 32, the Global Warming Solutions Act, was signed by Governor Schwarzenegger. This bill requires the reduction of Greenhouse Gas (GHG) emissions to 1990 levels by 2020, a reduction of about 25 percent, and an 80 percent reduction below 1990 levels by 2050. AB

32 requires the California Air Resources Board (CARB) to prepare a Scoping Plan to achieve reductions in greenhouse gas (GHG) emissions in California. The Scoping Plan document was approved by the CARB Board in December 2008. The AB 32 Scoping Plan contains the main strategies California will use to reduce the greenhouse gases (GHG) that cause climate change. The Scoping Plan has a range of GHG reduction actions which include direct regulations, alternative compliance mechanisms, monetary and non-monetary incentives, voluntary actions, and market-based mechanisms such as a cap-and-trade system.

In October 2007, the California Public Utilities Commission (CPUC) created a framework to make energy efficiency a way of life in California by refocusing ratepayer-funded energy efficiency programs on achieving long-term savings through structural changes in the way Californians use energy. In 2008, the Commission prepared and adopted the long-term strategic plan for California energy efficiency through 2020 and beyond. This *Energy Efficiency Strategic Plan* sets forth a roadmap for energy efficiency in California. It articulates a long-term vision and goals for each economic sector and identifies specific near-term, mid-term and long-term strategies to assist in achieving those goals.

In 2008, SB 375 was enacted to focus on the reduction of greenhouse gas (GHG) from automobiles and light trucks, through better integration of transportation, land use, and environmental planning. Orange County communities worked together to develop the 2011 Orange County Sustainable Communities Strategy (OC SCS) - identifying local policies, plans and best management practices that promote reduction of GHG emissions in Orange County. This sub-regional OC SCS will be incorporated into the Southern California Association of Governments (SCAG) Sustainability Plan and SCAG Regional Transportation Plan, as required by SB 375.

Santa Ana has implemented a number of environmental programs including energy conservation, water conservation, recycling, alternative fuel vehicles, and climate protection. A Tree City USA since 1998, Santa Ana continues to develop new programs to fulfill its strategic environmental goals, and has launched its Santa Ana Green website filled with extensive educational material and programs in which citizens and business are involved to help protect the environment. Presently, these programs are not fully integrated and not part of a formalized strategic plan.

The City lies in the heart of Orange County, where residents, a vibrant commercial sector and federal, state and county government staff live or work. Santa Ana has one of the highest densities in the state with an average of 4.37 people living in each residential unit. In addition, Santa Ana has a Hispanic population of approximately 78.2 percent and an Asian population of 10.4 percent, including many who do not speak English. Many of the City's residents are economically disadvantaged with 19.8% of the population living below the poverty line: the demand for energy savings and energy cost reduction measures has never been higher.

To meet this demand, and to address its unique demographics, the City is seeking an experienced consultant to develop a baseline greenhouse gas emissions (GHG) inventory for both the Community and Municipal Operations and a Climate Action Plan (CAP) for the City. Santa Ana is interested in developing a strategy which will achieve needed energy savings and reduce current and future GHG emissions to help combat the effects of climate change. The projected accomplishments of the strategic plan are to achieve energy savings, reduce GHG emissions, educate and engage the community, and contribute value from energy efficiency and emissions reduction to the overall quality of life in Santa Ana. As part of continuing this policy and responding to AB32 and the scoping plan, the City has identified the need to create a strategic plan that provides cost effective, sustainable and relevant solutions to reduce the City's environmental footprint.

II. Purpose

The City is seeking to develop a baseline greenhouse gas emissions (GHG) inventory for both the Community and Municipal Operations and a Climate Action Plan (CAP) focusing on energy efficiency, transportation and land use, planning/building standards water, waste, carbon footprint reduction and positive environmental practices. The CAP will address a course of action for governmental facilities and energy usage, as well as a community vision/strategy for facilities/activities in the city, which while not under the direct control of the City, can be influenced and encouraged to support the Santa Ana strategic initiative. Compliance with, and support of all appropriate State guidelines and regulations, including AB 32, the California Long Term Energy Efficiency Strategic Plan, and the California Air Resources Board (CARB) Climate Change Scoping Plan must be a part of the CAP.

III. Funding

The City of Santa Ana is an existing local government partner with Southern California Edison (SCE). Santa Ana's Energy Leader Partnership program with SCE targets residences, businesses and city facilities to create long-term energy savings, reduce peak loads, and expand energy efficiency measures in innovative ways throughout the City. The Partnership has committed \$68,622 in funding toward the GHG inventory and an energy component in the CAP.

Additional funds were made available to SCE partnership entities through the California Energy Efficiency Strategic Implementation Agreement. The City received approval to fund three specific tasks, two of which include development of baseline greenhouse gas emissions (GHG) inventory for both the Community and Municipal Operations, and the development of an energy component in a Climate Action Plan. This funding includes \$181,378 for these two tasks.

Funding for the remainder of the components to complete the Climate Action Plan will be the responsibility of the City. With the City's reduced budget this poses a funding challenge. These components may or may not ultimately be included in the final plan/scope of this project.

Scope of Work

The City is seeking a consultant to develop a comprehensive GHG inventory and Climate Action Plan for the City related to energy and environmental impacts. The respondent should propose an action plan and associated costs including anticipated return on investments, which will reduce the City's energy usage and environmental impact. The CAP should include priorities from the most cost-effective to the least cost-effective. The CAP should also include "no cost" recommendations, such as behavioral changes, etc. The City will want to consider all reasonable means of reducing future environmental impacts.

The successful respondent will provide a strategy and methodology to:

- analyze and inventory the current energy consumption and emissions from Community and Municipal operations;

- identify a baseline year;
- forecast future trends on energy use and emissions;
- identify opportunities for emission reductions;
- develop an emissions inventory report;
- analyze and recommend an emissions reduction target;
- analyze the impact of emissions reductions measures;
- work with the public, city council, committees and staff on public education and consensus building;
- provide an implementation strategy that includes a list of actions, cost estimates and implementation timetable;
- develop an annual data gathering and tracking methodology and annual reporting template to monitor and present progress in meeting climate change commitments; and
- develop the Climate Action Plan

The City's CAP will be a five to ten year plan that will address energy, transportation and land use, water and solid waste, etc. Specific areas to be addressed include:

Energy Efficiency and Conservation

As indicated above, the City is an existing local government partner with Southern California Edison. The Partnership targets residences, business and city facilities to create long-term energy savings, reduce peak loads, and expand energy efficiency measures in innovative ways throughout the City. The Santa Ana Green newsletter consistently delivers information to residents about energy efficiency programs and practices.

The City has been a proponent of increased energy efficiency in its municipal facilities and has demonstrated this commitment through recurring energy efficiency capital improvements. Most recently, the City completed installation of \$3.2 million dollars in energy efficient upgrades and retrofits that were funded through the American Recovery and Reinvestment Act of 2009 (ARRA). Staff is currently evaluating LED street lighting for a portion of the City-owned street lights.

In addition to improving municipal facilities, the City also assists the public through the Build Green Initiatives. Included is a No-Fee Solar permit program that provides a two-year permit fee waiver for solar projects that convert sunlight to energy or to heat water. Engineering reviews for plans associated with solar energy projects and solar building inspections are also provided at no cost to the customer.

The CAP should:

- Take inventory of the activities already taking place related to energy efficiency and conservation and the reduction in GHG
- Determine efficient ways to deliver conservation messages to the community
- Determine what the City can do to increase energy conservation
- Determine new energy cost savings measures in City facilities, such as
 - ✓ New energy saving equipment, (e.g. light timers at ball fields)
 - ✓ Energy saving retrofits
 - ✓ Energy saving purchase policies
- Explore opportunities for promoting alternative energy and green energy in City facilities and the Community
- Explore opportunities for implementing energy performance contracts with outside providers
- Evaluate the efficiency of street/traffic lights and suggest cost effective opportunities for increasing energy efficiency
- Determine additional energy related opportunities for the City
- Include other changes suggested by the consultant

Transportation and Land Use

The City already has a progressive transportation/City fleet program and has demonstrated a commitment to the reduction in greenhouse gas emissions and the environmental impact of the City with its policy to acquire alternative fuel vehicles, the installation of compressed natural gas (CNG) and hydrogen fueling stations, and implementation of a ride share program for its employees.

The City has the highest transit ridership in Orange County. To support the expansion of Metrolink services, the cities of Santa Ana and Garden Grove have partnered to create a Transit Vision and Go

Local Project Concept that provides a comprehensive strategy for transit planning and project development within the Cities. The first phase of the Transit Vision consists of a modern streetcar connecting the Santa Ana Regional Transportation Center with the Santa Ana Civic Center Downtown area and the planned 28-mile Brea-to-Irvine Bristol Street Bus Rapid Transit line. This phase would also expand the existing intermodal Transportation Center to a regional hub in central Orange County and be a model for transit oriented development in the City of Santa Ana. The second phase of the Go Local Project Concept would extend the streetcar track and operations west from Bristol Street onto the PE right-of-way to a terminal at Harbor Boulevard in the City of Garden Grove.

The City of Santa Ana is a leader in sustainable land use planning that supports the development of transit and the reduction of greenhouse gas emissions. The City's policies regarding transit-supportive land use have been included in such plans as the Metro East Overlay Zone, the Transit Zoning Code, and the Housing Element. The Transit Zoning Code, which covers 400 acres within the City's core, was developed to support the City's efforts to construct a fixed-guideway transit line. The Housing Element identified vacant and underutilized land adjacent to potential transit corridors as future opportunities for transit-supportive, mixed-use development in order to further the aims of legislation such as AB 32 and SB 375. In addition, the City is currently beginning an update to the General Plan Circulation Element that will enable the City to be fully compliant with the Complete Streets Act. On a more regional level, the City of Santa Ana is a participant agency in the Orange County Council of Governments (OCCOG) and assisted in the drafting of the recently-adopted Sustainable Communities Strategy (SCS). The SCS will enable the City to comply with Senate Bill 375 (SB 375), which was enacted to reduce greenhouse gas emissions from automobiles and light trucks through integrated transportation, land use, housing and environmental planning.

The CAP should:

- Take inventory of the activities already taking place related to transportation, fleet management and the reduction in GHG
- Determine additional opportunities for the City to encourage clean transportation opportunities for City staff and the community
- Consider additional changes to the policy related to transportation and/or the city fleet, such as:
 - ✓ Vehicle sizing

- ✓ Additional consideration for alternate fuels and vehicle types
- ✓ Opportunities for electric charging stations
 - Parking garage
 - Mall
 - Parking meters
- ✓ Fleet demand management
- ✓ Determine alternative sources for funding
- Review and provide an analysis of the City's existing policy plans and documents in order to ensure that they are compatible with, and are included into, the final CAP.
- Provide implementation measures that assist the City in complying with the SCS.
- Provide additional recommendations regarding the City's land use and transportation policies to further more sustainable development practices.
- Include other changes suggested by the consultant

Planning/Building Standards

The Planning and Building Agency plays a critical role in achieving the City Council's goals for the physical development of the community. While the City encourages building standards and planning practices that are as green as possible, added construction costs to implement these practices may impact development activity, particularly affordable housing opportunities. Therefore, any proposed changes to City standards must take into consideration the financial impact to the community.

The CAP should:

- Explore possible incentives for stimulating construction, in particular addressing:
 - ✓ Long term cost savings by incorporating Green concepts into development, particularly affordable housing
 - ✓ How to off-set costs to the community
 - ✓ Available funding sources for implementing green construction practices
- Consider options for providing a rebuilding subsidy for green buildings, addressing:
 - ✓ Feasibility

- ✓ Program design
- ✓ Options
- ✓ Costs
- Explore options for encouraging affordable housing,
 - ✓ Rehabilitation of existing buildings
 - City can easily get LEED certification due to infill opportunities
 - ✓ Encourage energy efficiency
 - ✓ Potential community or building industry partners
 - Green construction demonstration building
 - ✓ Potential costs and benefits
- Address standards for code changes
 - ✓ What is the most effective route to establish green buildings in the City?
 - ✓ Should the City pursue green **planning** vs. green **buildings**?
 - Green planning is infill, mixed use less area car storage
 - Green building is codes, materials, etc.
 - ✓ How to implement code changes?
 - Voluntary
 - Mandatory
 - Incentives
- Develop design standards for future civic facilities
 - ✓ Recycled-content and sustainable building products
 - ✓ LEED Green Building rating system
- Include other changes suggested by the consultant

Water

The City is working to reduce the water use in the City and ensure efficient delivery of water to the community. As part of the partnership with SCE, the City has an ongoing program in place to improve the efficiency of its water pumps. In addition, the high efficiency clothes washer, weather based irrigation controller and rotating nozzle rebate programs have been very successful in the City. The average water consumption per capita is one of the lowest in California.

The CAP should:

- Take inventory of the water conservation activities already taking place in City facilities and identify areas where additional efforts could be made
 - ✓ In particular in the parks and other maintenance areas
 - ✓ Some options may be:
 - Reduce water in common areas – eliminate turf in some areas?
 - Improve irrigation controls
 - Medians (water options, smart controllers/adaptors)
 - Synthetic ground cover options
 - Medians
 - Ball parks
 - Linear parks
- Determine additional opportunities for the City to encourage water conservation in commercial and industrial facilities
- Determine additional opportunities for City use of recycled water
- Determine alternative sources for funding of additional water conservation/efficiency programs or infrastructure changes to conserve water
- Include other changes suggested by the consultant

Waste

The City's recycling and waste diversion programming has been in existence for more than twenty years. To achieve AB939 goals, the City has implemented a comprehensive list of recycling and waste diversion programs:

- Residential 3-cart refuse/recyclables/green waste collection
- Limited multi-family recycling
- Curbside used oil and filter collection
- Curbside universal waste collection
- Commercial recycling options
- Construction and Demolition recycling
- Certified recycling centers for bottles and cans recycling

- City employee battery recycling
- Composting workshops
- Household hazardous waste collection events
- Sharps/needles recycling

The City is presently diverting 69% of waste from landfills through program implementation supported by ongoing community education.

The CAP should:

- Take inventory of the activities already taking place related to refuse/recycling and the reduction in GHG
- Determine additional opportunities for the City to encourage enhanced source reduction, recycling, composting, and special waste diversion by City staff and the community
- Include other changes suggested by the consultant

IV. Proposal Format and Content

Consultants responding to the request for proposals (RFP) shall make their proposal brief, concise, but complete enough to allow for a thorough evaluation. To be considered, all proposals shall be completely responsive to the RFP. The proposal must include the following information at a minimum:

- **Introduction.** Submit an introduction that clearly outlines your understanding of the City's objective, the work to be done, and your firm's overall ability and experience in this area.
- **Qualifications.** Submit a description of the firm's background, experience with similar projects and complete resumes of the firm's principals and staff members who will be assigned to the project. Additionally, provide the names and qualifications of all subcontractors who may be assigned to the project and identify which portion of the project they will handle.

- **Project Methodology.** Present a recommended work plan for each of the components outlined in the section titled “Scope of Work”. Include a comprehensive description of how and by whom each component will be handled. Provide a specific description of the City’s responsibility and the consultant’s. Should any subcontractors be used, please identify their individual responsibility. Identify a specific project manager and any potential conflicts of interest relative to the City of Santa Ana and any individual or firm involved in the project.
- **Schedule.** Specify a schedule that outlines the expected timelines for completion of each project component. All work to be completed no later than October 15, 2012.
- **Cost.** Identify the total cost of the project, with a “not-to-exceed” breakdown by task. The cost for the complete baseline GHG inventory and the Climate Action Plan for energy efficiency and conservation is to be detailed separately. The Climate Action Plan components for Transportation and Land Use, Planning/Building Standards, Water, and Waste, are to be detailed separately as these will be direct costs to the City. See Attachment 1. Cost Proposal.
- **References.** Please list present and former clients for whom similar services have been rendered. Include the agency's name, the mailing address, and telephone number of the appropriate contact person. Include a brief description of the type of service performed, and the status of the project.
- **Inquiries/Clarifications.** No oral clarifications will be made to any firm or individual regarding the meaning of the scope of services or any other contract documents. Every request for such an interpretation must be sent in writing via email to Christy Kindig at ckindig@santa-ana.org and shall be received by the City not less than three (3) calendar days prior to the date set for opening of proposals. Significant interpretations or clarifications will be made by an addendum to the contract documents, which will be sent as promptly as is practicable to all persons who have provided proper notice of their intent to respond. (Refer to V. Submittal of Proposal). Such addendums may become part of the contract documents.

V. Submittal of Proposal

If, upon review, you are interested and capable of providing these, complete and submit your proposal as directed. Please provide proper notice of interest in responding to the RFP. (An email to ckindig@santa-ana.org notifying the City of your intent to respond is considered proper notice.) This RFP is not in any way to be construed as an agreement, obligation, or contract between the City of Santa Ana and any party submitting a proposal, nor will the City pay for any costs associated with the preparation of the proposal.

Submit one original and 5 copies of your proposal in a sealed envelope bearing the firm's name and address, and clearly marked "GHG Inventory and Climate Action Plan PROPOSAL." Place one cost proposal in a separate, sealed envelope bearing the firm's name and address, and clearly marked "GHG Inventory and Climate Action Plan COST PROPOSAL." All proposals should be delivered or mailed to:

Raul Godinez II
Executive Director, Public Works Agency
City of Santa Ana
20 Civic Center Plaza, Ross Annex, M-21
Santa Ana, CA 92701

Proposals received after the date and time specific will be returned to the consultants unopened.

The City of Santa Ana shall reserve the right to negotiate any term and condition of received proposal(s) with the final candidate(s) prior to acceptance of said proposal(s).

Submittal Date: All proposals must be received by 2 p.m. on September 7, 2011.

Questions regarding this invitation may be directed to Christy Kindig at ckindig@santa-ana.org. Questions and responses will be sent to all firms that are provided with the RFP.

VI. Selection Process

The selection process will include a review of the proposals by a City review team. The top consultants will be required to participate in an interview. Selection will be based on appropriate experience, the degree to which the proposal meets the stated objectives, successful completion of other similar projects, and the proposed cost.

All proposals may be rejected at the option of the City. An individual proposal may be rejected if it is conditional, incomplete, or deviates from the specifications in this request. The City also reserves the right to modify or reduce the scope of services herein described, should the proposed costs for such services prove to be prohibitive in the opinion of the City. The City reserves the right to postpone opening for its own convenience, to negotiate with other than the selected Consultant should negotiations with the selected Consultant be terminated, to negotiate with more than one Consultant simultaneously, or to cancel all or part of the RFP. However, negotiations may or may not be conducted with Consultants; therefore, the proposal submitted should contain the Consultant's most favorable terms and conditions. The City also reserves the right to apportion the award among two or more Consultants. The City reserves the right to waive, at its sole discretion, any procedural irregularity, immaterial defects, or other impropriety which the City deems reasonably correctable or otherwise not warranting rejection of the proposal. Any waiver will not excuse a proponent from full compliance if awarded a contract.

Following a review of the proposals and interviews by a City review team, the City will make a recommendation to the City Council regarding selection of a consultant.

ATTACHMENT 1

COST PROPOSAL

Phase I: Develop GHG Emissions Inventory and Forecast

Municipal Operations Inventory	_____
Community Inventory	_____
Total Phase I	_____

Phase II: A. Develop Emissions Reduction Target and Climate Action Plan for Energy Efficiency and Conservation (to be performed simultaneously with Phase II B.)

Municipal Operations	
Quantify Existing Programs and Develop Target	_____
Conduct meetings with Council	_____
Identify, Analyze, and Quantify Measures and Develop Climate Action Plan	_____
Community	
Quantify Existing Programs and Develop Target	_____
Conduct meetings with Council and community groups	_____
Identify, Analyze, and Quantify Measures and Develop Climate Action Plan	_____
Total Phase II A.	_____

Phase II: B. Develop Climate Action Plan for Remaining Components (to be performed simultaneously with Phase II A.)

Municipal Operations	
Identify, Analyze, and Quantify Measures and Develop Climate Action Plan for Transportation and Land Use, Planning/Building Standards, Water and Waste	_____
Community	
Identify, Analyze, and Quantify Measures and Develop Climate Action Plan for Transportation and Land Use, Planning/Building Standards, Water and Waste	_____
Total Phase II B.	_____

Total Cost Proposal =====

