



Agenda Item

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DATE: July 8, 2008
 TO: Board of Supervisors
 FROM: Chairman Henry Perea and Supervisor Case
 SUBJECT: Go Green Fresno County

RECOMMENDED ACTION:

Consider and adopt Go Green Fresno County, an environmental policy package that encourages superior environmental stewardship for Fresno County and its operations.

DISCUSSION:

WHAT IS GO GREEN FRESNO COUNTY?

Go Green Fresno County is an environmental policy package that encourages superior environmental stewardship for Fresno County and its operations.

WHY GO GREEN FRESNO COUNTY?

Now is the time for Fresno County to take action to mitigate environmental degradation and leads its citizens to do the same by setting an example. By adopting polices to reduce the County's operational contributions to poor air quality, landfill space and energy consumption, and overall wear and tear on the environment, the County can do just that. Such policies also will help the County experience financial savings. The County currently does carry out some piecemeal environmentally-friendly practices. The purpose of Go Green Fresno County is to enhance those practices, wrap policy around them, and create manageable environmental policies where none exist.

WHAT IS THE GO GREEN FRESNO COUNTY BREAKDOWN?

To attain Go Green Fresno County's goals, the County must rethink its energy consumption, workforce contributions to traffic congestion purchasing and workforce practices, facilities and projects, and community outreach. Go Green Fresno County breaks these important issues into even categories:

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 BOARD ACTION: DATE _____ APPROVED AS RECOMMENDED _____ OTHER _____

UNANIMOUS _____ ANDERSON _____ CASE _____ LARSON _____ PEREA _____ WATERSTON _____

- ▯ **POWER GREEN**
- ▯ **BUILD GREEN**
- ▯ **COMMUTE GREEN**
- ▯ **PURCHASE GREEN**
- ▯ **OPERATE GREEN**
- ▯ **WORK GREEN**
- ▯ **SHARE GREEN**

POWER GREEN

Recommended Power Green Fresno County energy efficient polices include:

- Energy efficient standards shall be implemented in order to ensure the continuation of energy conservation efforts. The Department of Public Works and Planning shall consider life-cycle energy use impact as a formal criterion in construction and purchasing decisions relating to new buildings, facility space leases, and equipment that use energy.
- When retrofitting, building or acquiring facilities, it will be the goal of the County to exceed the California Title 24 Building Code energy standards for the reduction of energy consumption by at least ten percent. To accomplish this goal, the following approach will be used in construction, facility acquisitions and equipment procurement, unless the facility meets specific established exemption criteria:
 - a. Make energy efficiency expertise a criteria in selecting design consultants for building projects;
 - b. Incorporate a design goal for new facilities to exceed Title 24 energy consumption regulations, including an evaluation of solar, renewable and/or other alternative energy sources;
 - c. Conduct independent energy analysis when designing new buildings, as well as when buying or leasing buildings, and perform peer review for new building energy design;
 - d. To the extent that it is economical, the construction design for each new building will include installation of individual power meters that are compatible and can be incorporated for appropriate data collection, analysis and feedback.
- Promote certification for new county facilities by the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) Green Building Rating System, preferably at the Gold level. LEED is a third party certification program and the nationally accepted benchmark for the design, construction and operation of high performance green buildings. LEED gives building owners and operators the tools they need to have an immediate and measurable impact on their buildings' performance. LEED promotes a whole-building approach to sustainability by recognizing performance in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality.
- Promote energy efficiency in residential and commercial buildings. See Build Green

Fresno County below for details.

- Require the use of energy-conserving landscaping on County-owned properties.

BUILD GREEN

Build Green Fresno County will help foster a unified, regional approach to green design and construction and will instill consumer awareness. It is a program that will result in more efficient and healthier homes, businesses and industrial sites in the community. It will educate builders about the financial and environmental benefits of energy-efficient building. Upon approval of Go Green Fresno County, staff will work with the building industry to develop standards that will promote sustainable building.

Tree preservation and tree planting efforts will be required during the entitlement process and site plan review. Minimum tree preservation and tree planting thresholds for new development and redevelopment projects will be established. Tree Fresno and UC Cooperative Extension Master Gardeners will work with County staff to establish said thresholds.

COMMUTE GREEN

Commute Green Fresno County, a comprehensive employee commute program, is intended not only to mitigate congestion on Fresno County's roads, but also to help employees rethink the way they impact air quality. The hope is that each employee who participates will develop a new mindset when it comes to commuting to work. The goal is to convince participating employees and prospective participants that driving alone is perhaps the least desirable way to get to work.

Thanks to a two-year grant awarded to the County through the federal Congestion Mitigation Air Quality program, the County will offer vanpool subsidies, free parking for carpoolers, expansion of a pre-tax commuter cost benefit, more bike racks at County facilities, and incentives for all participants who get to work by a method other than driving alone. This transportation demand management program will reduce congestion and parking demands, promote clean air, educate participants on the benefits of ridesharing and save employees thousands of dollars on gasoline.

Travel Demand Management programs are not new to California. This office surveyed the personnel department at every county in California to see if some type of travel demand management program exists in the respective county. Many of the major counties do in fact have a program. See Attachment A for a recommended Commute Green Fresno County program overview.

PURCHASE GREEN

Purchase Green Fresno County establishes environmentally-friendly purchasing practices. Fresno County is a very large consumer of goods and services whose employees' and contractors' purchasing decisions impact the environment. Including environmental considerations in

procurement decisions will improve public health and safety, reduce pollution and conserve natural resources. The County will: institute practices that reduce waste by increasing product efficiency and effectiveness; purchase products that minimize environmental impacts, toxics, pollution, and hazards to worker and community safety; and purchase products that include recycled content, are durable and long-lasting, conserve energy and water, use agricultural fibers and residues, reduce greenhouse gas emissions, use unbleached or chlorine free manufacturing processes, and use wood from sustainable harvested forests. Recommended Purchase Green Fresno County policies include:

- When determining whether a product is environmentally preferable, the following product standards shall be considered: biobased, biodegradable, carcinogen-free, bioaccumulative toxic-free, chlorofluorocarbon-free, low volatile organic compound content, made from renewable materials, compostable, low toxicity, recycled content, reusable, reduced packaging, reduced greenhouse gas emission, and energy efficiency.
- General Services' Purchasing Division shall work with other governmental purchasing groups and agencies to determine appropriate standards for green purchasing. The California State Association of Counties has made available a wide array of information for such standards. Purchasing will evaluate various green products and provide guidance and assistance to County departmental purchasing personnel.
- General Services shall develop and implement a plan to phase in various categories of purchased goods under Go Green Fresno County. The items easiest to implement, including paper and cleaning supplies, will be phased in first.
- General Services shall maintain data and issue reports related to the County's progress in environmental purchasing.
- Fresno County's departmental staff shall evaluate short-term and long-term costs in comparing product alternatives.
- Departments shall purchase only recycled-content paper. All letterhead, envelopes and business cards will also be printed on recycled paper that includes post-consumer recycled content and state on the paper, envelopes and business cards that they contain recycled material.
- The County shall purchase remanufactured products such as toner cartridges, furniture and equipment wherever practical, but without reducing safety, quality or effectiveness.

Nothing in this policy shall be construed as requiring a purchaser or contractor to procure products that do not perform adequately for their intended use, exclude adequate competition, or are not available at a reasonable price or in a reasonable time period. When comparing product costs, however, the County shall not focus exclusively on the quoted vendor pricing, but also the costs over the life of the product, which includes the initial cost along with maintenance, operating, insurance, disposal, recycle or replacement, and potential liability costs.

Each department is responsible for ensuring their respective employees, contractors and vendors are fully aware and supportive of the County's initiative to purchase environmentally preferable goods and services.

OPERATE GREEN

Operate Green Fresno County will ensure all County operations are conducted in a manner that protects the environment, employees, and the public and conserves materials and resources. Operate Green Fresno County policies include:

- Fleet Services shall identify and give preference in its vehicle procurement to the acquisition of fuel efficient and the lowest emission vehicles available, practical, and reasonably cost competitive for a given application, or where funding is available to assure such vehicles are reasonably cost competitive. Public safety and emergency vehicles, with the exception of community service officers' vehicles, are exempt from this policy.
- All County operations shall seek opportunities to reduce waste, reuse materials and recycle waste generated by County operations.
- Recycling bins for paper shall be placed and clearly marked in every County office suite and employees shall be instructed to shred it in the department's appropriate shred bin.
- Recycling bins for plastic, glass and metal bottles and cans shall be made available in all heavily traveled public areas and in all employee break rooms. The Local Conservation Corps has agreed to provide these services free of charge to the County.
- In an effort to save water and money by enhancing operation and production costs, all County employees shall promptly report any leaks in County facilities. Employees also will be encouraged to share any innovative tips that can help conserve water at all levels.
- The Departments of General Services and Public Works & Planning shall work together to implement new practices that maximize water efficiency and conservation. Water saving methods would apply to: new and existing facilities, fixtures and appliances, and landscape techniques.

Additionally, County Counsel shall investigate the legality of instituting a voluntary measure for RFPs for all future County construction contracts, procurement contracts and contracts for professional and non-professional services and others where points are available for a company's sustainability practices.

WORK GREEN

Work Green Fresno County will encourage employees to rethink the way they operate within their own working environments. Not only will employees be encouraged to participate in Commute Green Fresno County and are required to be a part of Purchase Green Fresno County, they will be asked to add environmental stewardship into their daily routines. Wherever practicable and cost-effective, departments are responsible to institute practices that reduce waste and result in the purchase of fewer products without reducing safety or workplace quality. Work Green Fresno County Policies include:

- All departments shall establish the expectation that employees will participate in waste reduction and recycling programs as part of their regular work procedures. The

employee's efforts to enforce Go Green Fresno County will be a part of his or her annual evaluation.

- All employees shall be required to recycle paper in supplied recycle bins whenever possible.
- All employees shall be required to recycle plastic, glass and aluminum in supplied recycle bins whenever possible.
- New employee orientations and department heads shall provide training for employees on requirements for full participation in recycling programs and on their responsibility for and role in reducing the negative impact of County operations upon the environment.
- Electronic communications shall be encouraged over printed communications.
- Employees shall be encouraged not to print emails and other documents when it is not a necessity.
- Departments shall set copiers and printers to default to double-sided copies and print jobs.
- Employees shall be encouraged to use water wisely through specific water conservation tips.
- When hosting departmental and community events and meetings, employees shall do everything in their power to ensure the event is a zero waste event. A zero waste event entails careful planning so that all materials used and discarded are reusable, recyclable or compostable.

SHARE GREEN

Share Green Fresno County is the marketing and outreach component of Go Green Fresno County. This aspect is important because it will be the vehicle through which the County can provide leadership on superior environmental stewardship to its citizens, businesses and employees. Share Green Fresno County policies include:

- The Department of Personnel Services shall include an overview of Go Green Fresno County during all employee orientations.
- The County's Public Information Officer shall engage local media in Go Green Fresno County through a public service announcement campaign that educates residents and businesses about County efforts and best practices to be implemented in homes and businesses.
- Environmental outreach grants shall be pursued that further outreach efforts to schools, businesses and the community as a whole.
- Fresno County shall conduct a yearly Go Green Fresno County art contest for all Fresno County schools. Winners from three different levels, including elementary, middle and high school, will be awarded scholarships that will be donated by friends of Fresno County. Winning artwork will be displayed throughout the County.

Upon Board approval of Go Green Fresno County, staff will be directed to conduct necessary research to implement policies. Policies shall be implemented as soon as possible. Departmental progress on Go Green Fresno County shall be reported back to the Board on a quarterly basis until further notice. All departments are encouraged to look within their operations and suggest additional practices that will further enhance Go Green Fresno County.

OTHER REVIEWING AGENCIES:

Department of Personnel Services, Department of Public Works and Planning, Department of General Services

ATTACHMENT A

COMMUTE GREEN FRESNO COUNTY

A PART OF



WHAT IS COMMUTE GREEN FRESNO COUNTY?

Commute Green Fresno County, a comprehensive employee commute program, is intended not only to mitigate congestion on Fresno County's roads, but also to help employees rethink the way they impact air quality. The hope is that each employee who participates will develop a new mindset when it comes to commuting to work. The goal is to convince participating employees and prospective participants that driving alone is perhaps the least desirable way to get to work. The County will offer vanpool subsidies, free parking for carpoolers, expansion of a pre-tax commuter cost benefit, more bike racks at County facilities, and incentives for all participants who get to work by a method other than driving alone. Funding this transportation demand management program will reduce congestion and parking demands, promote clean air, educate participants on the benefits of ridesharing and save employees thousands of dollars on gasoline.

Travel Demand Management programs are not new to California. This office surveyed the personnel department at every county in California to see if some type of travel demand management program exists in the respective county. Many of the major counties do in fact have a program.

In July 2007, Supervisor Perea sent all Fresno County employees a survey designed to see how they currently commute to work and to gauge interest in an employee commute program. More than 3,000 employees responded to the survey and most expressed an interest in details of such a program. The survey results are attached for review.

The following pages detail Commute Green Fresno County's program components.

COMPREHENSIVE PROGRAM COMPONENTS

- ▯ Vanpool Subsidies
- ▯ Guaranteed Ride Home
- ▯ Expansion of Transportation Fringe Benefit
- ▯ Free Carpool Parking
- ▯ Incentives Program
- ▯ Bicycle Racks
- ▯ Alternative Work Schedules
- ▯ Marketing and Outreach
- ▯ Commute Green Fresno County Coordinator

VANPOOL SUBSIDIES

A major part of Commute Green Fresno County is vanpools. The County will subsidize vanpools at 50% for each vanpooler during his or her first year of vanpooling. Participating employees will be eligible to receive the subsidy benefit for their first year of participation in the program. Participating employees will be eligible to receive the incentive benefit for the duration of the program. Free parking will be made available to vanpools.

GUARANTEED RIDE HOME

Vanpoolers must have the option to leave the office in case of emergency. Commute Green Fresno County vanpoolers will have the ability to take up to four guaranteed rides home each year, thus ensuring that they always are able to leave work at unscheduled times in the case of emergencies or unforeseen events. This benefit gives potential participants the peace of mind essential to vanpool recruitment.

TRANSPORTATION FRINGE BENEFIT

The County currently offers a Transportation Fringe Benefit. Employees elect their pre-tax contributions and the money is then set aside from payroll for chosen accounts. Eligible expenses include transit passes and costs associated with vanpools. The Transportation Fringe Benefit program will be upgraded to become more user-friendly and convenient. It also will be marketed in Commute Green Fresno County materials as few employees currently are aware of the program.

CARPOOLS

Carpools also will be a part of Commute Green Fresno County. Currently the County offers carpoolers free parking, but there is no free parking available for new carpools. New carpoolers will be offered reduced-rate parking if they carpool with at least one person and free parking if they have three or more people in their carpools.

Some Fresno County employees interested in carpooling might not know other employees with whom to carpool. Currently there is a ride-matching service for the Central Valley available online at Valleyrides.com. It is a free service administered through Fresno State and the Fresno COG. Valleyrides.com will be marketed throughout Commute Green Fresno County messaging.

INCENTIVES PROGRAM

Incentives will be a major part of Commute Green Fresno County and a major source of attraction for would-be participants. Fresno County will model its incentives program after San Luis Obispo County's extremely popular Lucky Bucks System. In the case of Fresno County, the system will be called "Commuter Bucks". Under the "Commuter Bucks" system, points will be rewarded for each trip an employee makes to work using a method other than driving alone. One-way trips equal 0.5 Commuter Bucks and round trips equal 1.0 Commuter Bucks. Each participating employee will report his or her trips in a manner similar to the way he or she reports work hours. The maximum Commuter Bucks an employee can earn during a single month is 20 Commuter Bucks. The same incentives will be awarded to employees who switch from working regular work schedules to telecommuting or working flex schedules or compressed work weeks. Commuter Bucks may be redeemed for a variety of different prizes available at different levels of value. For example, a participant might choose to redeem 10 Commuter Bucks for a \$5 gift card to Robek's, 15 Commuter Bucks for a movie ticket, 20 Commuter Bucks for a book of stamps or 40 Commuter Bucks for a gift card to a participating restaurant. Additionally, each month all Commute Green Fresno County participants will be enrolled in a drawing for a prize worth approximately \$100.

BICYCLE RACKS

Commute Green Fresno County also encourages employees who are able to do so to ride their bikes to work. According to the County's facilities manager, the County currently has three bike racks for the sum of its facilities. Commute Green Fresno County will strategically place an additional 20 bike racks across the County's facilities.

MARKETING AND OUTREACH

A strong outreach program is vital to the success of Commute Green Fresno County and will be an integral part in changing the employee's commuting mindset. Logo design, a website on the County's intranet, monthly email newsletter communications and new employee orientation scripts all can be done in-house. Funds will be needed for posters, t-shirts, promotional swag, a kick-off event and recognition events.

COMMUTE GREEN FRESNO COUNTY COORDINATOR

One part-time Commute Green Fresno County coordinator will administer the program out of the County Administrative Office. This coordinator's duties will include but are not limited to: coordinating with the vanpool and guaranteed ride home provider; coordinating free parking for carpoolers and negotiating cost with the provider; tracking, maintaining and delivering the incentives program; marketing Commute Green Fresno County via newsletters, new employee orientations and special events; developing a reporting system; and implementing participant accountability programs. The Commute Green Fresno County coordinator will then work with each department's Commute

Green Fresno County representative who in turn will be responsible for helping with departmental recruitment efforts.

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