



AGENDA

CITY OF SEASIDE
ENVIRONMENTAL
COMMISSION

VIRTUAL MEETING
Tuesday, February 8, 2022
5:30 PM

Pursuant to California Government Code section 54953(e)(1)(A) and (C) and the Seaside City Council's resolution authorizing virtual participation in public meetings given the COVID-19 pandemic; meetings of the Seaside City Council and its Boards, Commissions and Committees are being conducted with a hybrid format providing both in person and virtual (electronic) participation in order to promote social distancing and protect the health and safety of attendees.

PUBLIC COMMENTS: To make a public comment, the following options are available:

- Before the Meeting via Email: Written comments can be emailed to CityClerk@ci.seaside.ca.us Include the following subject line: "Public Comment Item #" (insert the agenda item number relevant to your comment). Written comments are due at least two (2) hours prior to the start of the scheduled meeting time. All submitted comments are provided to the Commission for consideration.
- During the meeting via Public Comment: When the Chair calls for public comment, attendees can queue to speak with the "Raise Hand" feature. On the Zoom application, click the "Raise Hand" button. On the phone, press *9. The Clerk will call speaker names and unmute speaker microphones. You will have up to 3 minutes to provide your comments, with time set by the discretion of the Chair.

VIRTUAL MEETING ACCESS

This meeting can be watched via the City of Seaside You Tube channel

<https://bit.ly/SeasideYouTube>

Or by joining the Zoom webinar link: <https://us02web.zoom.us/j/87169429120>

Or call in phone number: 669-900-9128

Webinar ID: 871 6942 9120

1. CALL TO ORDER

2. ROLL CALL - ESTABLISHMENT OF QUORUM

Lacey Raak	Chair
Kristin Molle	Vice Chair
Laura Murphy	Commissioner
Mariana Del Val Prieto Cervantes	Commissioner
Chelsea Tu	Commissioner
Michelle Overmeyer	Commissioner
Timothy Randazzo	Student Representative

3. ENVIRONMENTAL COMMITTEE

4. REVIEW OF AGENDA

If there are any items that arose after the 72-hour posting deadline, this is the point in the meeting where a vote may be taken to add the item to the agenda. (A 2/3-majority vote is required).

5. PUBLIC COMMENT

Members of the public wishing to address the City Council on matters within the jurisdiction of the City of Seaside, but not on this agenda, may do so during the Public Comment period for up to three (3) minutes. Public Comments for "Presentations" on this agenda are also taken at this time; comments on specific agenda items are heard under that item. For the public record, please state your name.

6. APPROVAL OF MINUTES

A. APPROVE MINUTES OF JANUARY 11, 2022

7. BUSINESS ITEMS

A. PRESENTATION ON THE CENTRAL COAST COMMUNITY ACTION CAMPAIGN BY KIRSTEN LISKE AND TATIANA BRENNAN

B. GRANT PROPOSAL DISCUSSION

RECOMMENDATION: PROVIDE INPUT REGARDING SPECIFIC GRANT APPLICATIONS OF INTEREST TO THE CITY/ENVIRONMENTAL COMMISSION.

C. RECEIVE AN UPDATE ON PROGRESS MADE WITH ENVIRONMENTAL INNOVATIONS, CONSULTANT, REGARDING ASSISTING BUSINESSES TRANSITION FROM SINGLE-USE PLASTICS TO COMPOSTABLES TO COMPLY WITH THE COUNCIL APPROVED CODE AMENDMENTS THAT BECOME EFFECTIVE MARCH 1, 2022.

RECOMMENDATION: RECEIVE AN UPDATE ON THE WORK COMPLETED BY THE CONSULTANT AND NEXT STEPS

8. REPORTS FROM COMMISSIONERS

9. REPORTS FROM STAFF

10. ADJOURNMENT

Next Regularly Scheduled Meeting:
TBD

The City of Seaside is committed to providing accessible facilities and accommodating people with disabilities in all of its services programs and activities. If special considerations are needed by any person to fully participate in this meeting, contact the City Clerk at 899-6707 no fewer than two business days prior to the meeting to allow reasonable arrangements. The City Council chamber is equipped with a portable microphone and assisted listening devices are available at all meetings. City Council Meetings that are held in the City Council Chambers are broadcast live to all Seaside residents on Comcast Channel 25 and U-verse Channel 99. Live streamed meeting videos as well as videos of past meetings are available on the City's website at: <http://www.ci.seaside.ca.us/129/City-Council-Committee-Agendas>

Agenda-related writings or documents provided during public meetings are available for public inspection during the meeting or from the office of the City Clerk. This agenda is posted in compliance with California Government Code Section 54954.2(a) or Section 54956.



DRAFT MINUTES
CITY OF SEASIDE
ENVIRONMENTAL COMMITTEE

SPECIAL MEETING
Council Chamber
Tuesday, January 11, 2022
5:30 PM

1. CALL TO ORDER

5:30PM

2. ROLL CALL - ESTABLISHMENT OF QUORUM

PRESENT: Raak, Randazzo, Murphy, Molle, Overmeyer

ABSENT: Del Valle

EXCUSED: Tu

3. REVIEW OF AGENDA

4. PUBLIC COMMENT

5. APPROVAL OF MINUTES

Motion to approve: Molle, Second: Murphy; unanimous approval.

6. BUSINESS ITEMS

A. DISCUSS STUDY SESSION WITH CITY COUNCIL REGARDING A CLIMATE ACTION PLAN OR SUSTAINABILITY PLAN, INVITING LOCAL AREA EXPERTS TO PRESENT OPTIONS AND BENEFITS OF EACH TYPE OF PLAN DOCUMENT. THE STUDY SESSION WILL INFORM THE CONTENTS OF THE RFP.

Chair Raak provided an overview of the difference between a Climate Action Plan and Sustainability Plan, discussed goals of the council study session. Molle and Randazzo share opinions and ideas regarding the options.

Public Comment: None

B. RECEIVE AN UPDATE ON PROGRESS MADE WITH ENVIRONMENTAL INNOVATIONS, CONSULTANT, REGARDING ASSISTING BUSINESSES TRANSITION FROM SINGLE-USE PLASTICS TO COMPOSTABLES TO COMPLY WITH THE COUNCIL APPROVED CODE AMENDMENTS THAT BECOME EFFECTIVE MARCH 1, 2022.

Chair Raak provided and update on the consultants progress, the strategy for outreach and product recommendations, and shared that the trash pickup and balloon elements would likely be lead by volunteer groups for budgetary reasons.

Murphy asked if the city/businesses/community was ready for a cultural shift associated with the idea of emphasizing resusables. Randazzo, Overmeyer, and Molle contributed to the conversation and posed questions about options. Murphy clarified a question asked by Overmeyer regarding the city's contracted wastehauler, on the topic that they won't be accepting compostable products but only food waste, and clarified that the issue isn't with the wastehauler, but with the composting hauler. Murphy shared her thoughts that paper-type compostable products vs those that mimic plastic types are preferred and offer the most comprehensive approach as they can be home composted. Raak talked about businesses that currently accept reusables and how the consultant can identify them during outreach, as well as EC members sharing their knowledge about local businesses.

Public Comment: None

7. REPORTS FROM COMMISSIONERS

Murphy provided an update on park work days and the next Blue Zones cleanup collaboration: 1.15.22

8. REPORTS FROM STAFF

None.

9. ADJOURNMENT

6:40PM

CENTRAL COAST COMMUNITY ACTION CAMPAIGN

DRAWDOWN – RESILIENCE – EQUITY

SUMMARY

This document summarizes the Central Coast Community Action Campaign, which aims to achieve drawdown, resiliency and equity through provision of clear call-to-action resources and activating citizen leadership to enroll their social networks. Where funding is available, the Campaign will roll out bilingual online resources this fiscal year to provide immediate support to community information needs while developing a more robust deep engagement campaign that will include active enrollment, training and leader support, as well as compensation for equity groups to contribute to development and implementation of the campaign. Many local agencies have pledged funding to launch the campaign but we are still short of our funding needs, outlined herein.

UPDATED November 2021



BACKGROUND

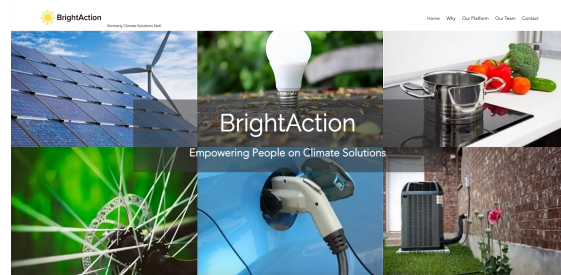
The Community Action Campaign is a high-tech, high-touch campaign that will achieve measurable progress towards reducing the 40% of US emissions coming from five activities we do at home every day (home heating/cooling and energy use, transportation, our food choices and what we put into the landfill). By activating micro-community leaders (think block leaders, co-worker and [church groups](#), Girl Scout troop leaders, civic clubs, and [university groups](#).) the campaign will also increase resiliency and achieve equity gains by driving engagement on priority actions using community building, training and [BrightAction](#), a central online organizing platform. The campaign will be delivered locally in up to six central coast counties from Ventura to Santa Cruz with central online tools, training resources and marketing.

The concept was sparked by the City of Santa Cruz and Ecology Action in 2018. These groups identified absence of clear direction or comprehensive resources for city residents interested in responding to the climate emergency. In the subsequent years the team led discovery processes with nonprofits and agencies throughout the Central Coast which led to formation of a campaign work group that is now launching the Community Action Campaign. The Campaign is now being led by the County of Santa Barbara, Ecology Action, Community Environmental Council, and SLO Climate Microcommunity Collaborative. The campaign seeks to solve the lack of central agency citizen action resources regionally and comprehensively, maximizing outreach efforts, creating traction through cohesive branding, and minimizing staff time. It benefits local agencies by providing a central accessible, bilingual (Spanish) online resource with the information residents need to take action to prepare for climate change and disasters and reduce their carbon emissions. As such it meets agency goals for climate adaptation and climate action plan community outreach, while tracking measurable outcomes such as actions taken and their resulting GHG reductions using a UC Berkeley approved carbon calculator based on EPA metrics.

TIMELINE

The Campaign will be rolled out in two phases:

- **Phase 1** of the campaign (2021/2022) will launch the central online organizing tools including a regional campaign landing page with engagement resources that will drive residents to a BrightAction online platform ([BrightAction.com](#)) for each participating county. (See 'Climate Solutions' PDF for details.)



Phase 1 will contain emissions reductions and resiliency action sets in English and Spanish launching March 2022. This supports public agencies currently conducting climate action/adaptation outreach and community members who want to self-organize and take action individually or as teams. Phase 1 would include light branding to tie in the county platforms, a central landing page and a simple central online/social media Earth Day 2022 campaign.

- **Phase 2** (2022 onward) will include expanding sponsors and funders to support paid community organizers to enroll volunteer micro-community leaders. BrightAction provides a 10 meeting training series and monthly support calls our region can take advantage of. We have submitted grants to fund equity groups to screen BrightAction action sets and build JEDI actions to add in as well as activate their communities and encourage participation with the online platform. The program will be fully branded and more robust centralized marketing support would be provided for program partners.

PHASE 1 CENTRAL COAST CAMPAIGN COSTS AND DELIVERABLES

The Campaign requires \$141,000 to launch Phase 1 across the Central Coast. The Costs for the program are distributed amongst our public agencies on a population basis.

The \$141,000 in Phase 1 funding provides:

- **A BrightAction platform action site for each County** with two customizable City landing pages included in the site for cities that join in with meaningful funding support.
- **Central Coast Campaign Marketing Support** through June 2022
 - Develop light branding to connect the regional effort
 - Establish a central campaign landing page to house leadership tools, roll up collective impact, and be a central marketing landing page with strong search engine optimization.
 - Provide 6 months of social media templates for Earth Day 2022 (or other) campaign each agency can customize and use.
- **Customization, coordination and enrollment assistance from campaign staff** to include:
 - Lead on BrightAction site customization with each county/city as well as development of central landing page. (Ecology Action/SLO Climate/Community Environmental Council)
 - Research and conduct initial enrollment of community/equity groups to promote Phase 1 and partner in developing Deep Engagement Campaign. (EA/SLO Climate/CEC)

FUNDRAISING FOR PHASE 2

By December 2022 we will have submitted or joined in on three grant proposals to fund staff or students to organize community with BrightAction.

EPA Environmental Education Grant: \$100,000

CCCE Electrification Ed Grant: TBD, Guidelines out December 9

CAforAll Student Fellowship Grant: \$1.1M/participating campus to fund \$7K Fellowships for 100 students

JOIN IN!

For more information or to offer support, please contact:

Ashley Watkins, Sustainability Division Chief, Santa Barbara County, awatkins@countyofsb.org

Kirsten Liske, VP Community Programs, Ecology Action kliske@ecoact.org or 831.331.3619





CITY OF SEASIDE STAFF REPORT

Item No.: 7.B.

TO: Environmental Committee

BY: Beth Rocha, Senior Planner

DATE: February 8, 2022

SUBJECT: GRANT PROPOSAL DISCUSSION

PURPOSE & RECOMMENDATION

PROVIDE INPUT REGARDING SPECIFIC GRANT APPLICATIONS OF INTEREST TO THE CITY/ENVIRONMENTAL COMMISSION.

BACKGROUND

On February 3, 2022, the City Council adopted a resolution to execute a professional services agreement with California Consulting for grant writing services.

Excerpt from 2.3.22 staff report:

The City has historically relied on more common grant finding and grant writing activities to seek appropriate grant funding for its projects/activities, with each department researching and/or learning about grants that are available through their own operational and association contacts.

In October of 2021, the City posted a request for a proposal (Proposal) for grant writing services, which included a scope of work for a needs assessment, access to a regularly updated database of grant opportunities, and assistance in writing grants when the City requested. Staff closed the Proposal at the end of November and a committee was formed to begin ranking the proposals. In December, staff short listed the top three vendors, California Consulting, Harris and Associates, and Kalbacher. After extensive reference checks, California Consulting was selected as the recommended vendor of choice with the highest total score.

California Consulting was highlighted as a firm specializing in grant related government affairs in California. The firm practices a full service approach to working with its clients, starting with a needs assessment, and then bringing grant opportunities to the City for

review. When potentially helpful, they arrange for their clients to meet directly with grantors, to both establish relations between the City and the grantors, and to help identify which grant programs are best suited to their client's needs. The firm provides grant writing and submission services (assisted by City Staff), and when grants are awarded, they assist in administering the grant, as well as in post-grant administration work. Consultant fees are covered by grant awards in as many instances as possible. Taking an active role through the entire process is intended to not only find, win and properly administer grants, but to also ensure the client develops a good working relationship with the grantor, and that the grantor is encouraged to consider the City for future grants.

California Consulting's business model is one where, for a fixed monthly fee, there are no limits on the number of grants they'll pursue, lobby, and help administer for the City; and they have offered the City an open-ended month-to-month contract, giving us the opportunity to work with them without a long-term commitment.

ATTACHMENTS

None



CITY OF SEASIDE STAFF REPORT

Item No.: 7.C.

TO: Environmental Committee

BY: Beth Rocha, Senior Planner

DATE: February 8, 2022

SUBJECT: RECEIVE AN UPDATE ON PROGRESS MADE WITH ENVIRONMENTAL INNOVATIONS, CONSULTANT, REGARDING ASSISTING BUSINESSES TRANSITION FROM SINGLE-USE PLASTICS TO COMPOSTABLES TO COMPLY WITH THE COUNCIL APPROVED CODE AMENDMENTS THAT BECOME EFFECTIVE MARCH 1, 2022.

PURPOSE & RECOMMENDATION

RECEIVE AN UPDATE ON THE WORK COMPLETED BY THE CONSULTANT AND NEXT STEPS

BACKGROUND

ENVIRONMENTAL INNOVATIONS WAS BROUGHT ON AS THE CONSULTANT TO ASSIST THE CITY WITH BUSINESS OUTREACH AND TRANSITION RELATED TO PHASING OUT OF SINGLE-USE PLASTICS TO COMPOSTABLE AND RESUABLE GOODS

ATTACHMENTS

None
