

PLATINUM LEVEL AWARD WINNER

BEACON



SPOTLIGHT
AWARD
WINNER

BEST PRACTICE
ACTIVITIES



City of Gonzales

Sustainability Best Practices Activities

About This Document

This document tracks and shares local agency best practice activities completed and counted as part of a city or county's participation in the climate change and sustainability recognition program, the Beacon Program. The Beacon Program is a statewide program recognizing cities and counties that are working to reduce greenhouse gas emissions, save energy and adopt policies and programs that promote sustainability.

The Beacon Program is sponsored by the Institute for Local Government and the Statewide Energy Efficiency Collaborative. The Statewide Energy Efficiency Collaborative (SEEC) provides support to cities and counties to help them reduce greenhouse gas emissions and save energy. SEEC is an alliance between three statewide non-profit organizations and California's four Investor-Owned Utilities. It builds upon the unique resources, expertise and local agency relationships of each partner.








Supporting California local governments

The Beacon Program is funded by California utility ratepayers and administered by Pacific Gas and Electric Company, San Diego Gas and Electric Company, Southern California Edison and Southern California Gas Company under the auspices of the California Public Utilities Commission.



SPOTLIGHT AWARD

Areas of Accomplishment

		SILVER LEVEL	GOLD LEVEL	PLATINUM LEVEL
	Agency GHG Reductions			
	Community GHG Reductions		13%	
	Agency Energy Savings	5%		
	Natural Gas Savings			
	Sustainability Best Practice Activities			2017



City of Gonzales

Best Practice Activities

www.ca-ilg.org/BeaconAward/



Energy Efficiency and Conservation Activity

Level	Energy Efficiency and Conservation Activity	Reported
Silver	1. Completed AMBAG Energy Watch audit and retrofit of community pool, City Hall, and fire department building.	2017

Level	Energy Efficiency and Conservation Activities	Reported
Gold	<ol style="list-style-type: none"> 1. Worked with Ecology Action to access technical assistance and financial incentives such as facility audits, rebates, on-bill financing, loans, savings by design and demand management programs. 2. Participated in the PG&E Climate Smart program to track and share agency energy savings accomplishments. 	2017

Level	Energy Efficiency and Conservation Activities	Reported
Platinum	<ol style="list-style-type: none"> 1. Implemented off-peak scheduling of municipal water well pumps. 2. Installed time of day SCADA software to water well pumping systems to maximize energy savings by pumping from wells during off-peak hours. 3. Installed motion sensors and multi-level switches to control room lighting systems at City Hall, police department, and fire department. 4. Replaced incandescent lights with more energy efficient lighting such as compact fluorescents, overhead fluorescent lights or LEDs at all public buildings. 5. Increased energy efficiency by consolidating three city data servers into one central server. 6. Installed smart meters on all city buildings. 7. Converted all downtown and city park holiday and festival decorative lighting to light-emitting diodes (LEDs) including solar versions. 8. Installed energy management software to monitor real-time energy use in agency buildings to identify energy usage patterns and abnormalities, benchmark energy use of the city's public works building. 	2017





Energy Efficiency and Conservation Activity

Level	Energy Efficiency & Conservation Activities	Reported
<p>Platinum</p>	<ol style="list-style-type: none"> 9. Replaced all mercury vapor street, parking lot, park and other outdoor lights with energy efficient light-emitting diodes. 10. Set city computer to go into a low-power, screen saver mode when not actively in use. All employees are encouraged to turn off the computers at their work stations at the end of their work day. 11. Through the Ecology Action supported Right Lights Program, facilitated many business outreach efforts to encourage community businesses to conduct energy audits and implement energy efficiency retrofits through door to door visits with the Ecology Action representative. 12. The sustainability initiative project manager developed and regularly distributes a bilingual “Earth Day Every Day” 10-point outreach document for residents that highlights energy savings by turning off electric appliances when not in use along with an argument in favor of using rechargeable household batteries. 13. Mails an annual bi-lingual holiday utility insert that informs residents of ways that they can save energy during the months when holiday decorations are popular. This includes the use of LED and solar holiday lighting, placing lighting on timers, the use of non-illuminated holiday decorations, and setting water heaters on “vacation mode” when traveling. 14. Worked with Central Coast Energy Services (CCES) to do continual advertisement and outreach in the community for the no-cost energy efficiency upgrades provided to qualified low-income and senior citizen residents. 	<p>2017</p>





Water & Wastewater Systems Activity

Level	Water & Wastewater Systems Activity	Reported
Silver	1. Conducted a water pumping system audit that identified most and least efficient equipment. The audit resulted in the city shutting down its least efficient well in 2016.	2017

Level	Water & Wastewater Systems Activities	Reported
Gold	<ol style="list-style-type: none"> 1. Conducts and annual water loss program "leak audit" of all city water infrastructure. 2. Conducts regular assessment, maintenance and repair of city irrigation systems, parking lot landscaping, public restrooms, parks and other recreation facilities. 	2017

Level	Water and Wastewater Systems Activities	Reported
Platinum	<ol style="list-style-type: none"> 1. Installed 1,875 RFID meters on all residential and commercial water meters. This has reduced monthly read drive time from 1.5 days to 2 hours per month. 2. In 2015, the city worked with Constellation Wines (a local winemaking facility) and Salinas Valley Recycles (manager of the Johnson Canyon Landfill) to create a partnership that substitutes reclaimed winery wash-down water for municipal water used for dust control at the regional landfill outside of Gonzales. The reporting FY 2016 shows 592,850 gallons of reclaimed water used. 3. Annual presentations to community groups on water conservation, providing in-tank water displacement bladders, leak testing tablets and hose nozzles with shutoff handles. 4. In 2015, the city adopted an ordinance to limit watering for all residents and businesses to two days per week. 5. Installed laminated bilingual signs in public and private restrooms in city facilities reminding residents and staff that water conservation is a concern even in years where drought is not present. 6. As part of the city's storm water management plan, the city maintains a contract for educational outreach with the non-profit education group "Save the Whales." This group conducts regular outreach with their watershed model along with stormwater contamination education. They also conduct annual education outreach in elementary classrooms, at public events, and the city's Reuse, Recycle & Cleanup Days event. 7. Sustainability initiative staff coordinates annual Earth Day and fall litter abatement activities with local volunteers. The result is anywhere from 500 to 1,000 pounds of micro-trash and illegally dumped items such as tires, furniture, and used motor oil. Through participating in this community service, volunteers receive an education on the consequences of littering and illegal dumping. 	2017





Green Building Activity

Level	Green Building Activity	Reported
Silver	1. Adopted through city code sustainable landscaping standards for public agency facilities to reduce water consumption.	2017

Level	Green Building Activities	Reported
Gold	<ol style="list-style-type: none"> 1. Adopted a "Solar Ready" ordinance, requiring all new agency and residential buildings to be pre-wired and pre-plumbed for photovoltaic and solar hot water systems. 2. Enacted a construction and demolition debris recycling ordinance and monitoring program that requires 50 percent or more diversion of project waste. 	2017

Level	Green Building Activities	Reported
Platinum	<ol style="list-style-type: none"> 1. Tinted windows at City Hall and police department to reduce heating by sunlight. 2. Joined Western Riverside Council of Governments and the California First Coalition which allows our businesses and homeowners to finance energy upgrades paid for through the HERO program (a PACE program). 3. The city has adopted a policy that requires new homes, buildings or remodels to exceed the minimum requirements of California's Green Building Standards Code (also known as CalGreen). Options to exceed the standard include CALGreen's built-in tiers and/or certification under Build It Green's Green Point Rated system, LEED®, or alternative certification program. The city requires new residential and commercial construction buildings to exceed Title 24 energy efficiency standards, to extent permitted by law. 	





Waste Reduction and Recycling Activity

Level	Waste Reduction Activity	Reported
Silver	1. Default setting for all city copy machines is “two-sided.”	2017

Level	Waste Reduction Activities	Reported
Gold	<ol style="list-style-type: none"> 1. Regular city staff education on reducing consumption in the workplace. Staff is encouraged to share digital rather than print paper copies of documents. 2. Documents and records are scanned and stored in a digital database. 	2017

Level	Waste Reduction Activities	Reported
Platinum	<ol style="list-style-type: none"> 1. G3 staff works regularly with city staff to solicit their ideas for innovations that reduce consumption of materials. 2. City staff use the second side of printing mistakes and no longer needed printed papers for telephone message and note pads at city offices. 3. The sustainability initiative project manager reports annually to the Gonzales City Council on the outreach, project, and program activities of the sustainability initiative. This is coordinated with the annual waste hauler review. The reporting includes a snapshot of both recycling and disposal tonnages from the residential and commercial/business sectors of the community along with an assessment on whether the community is meeting its minimum requirements for diversion under state law. 4. The City shares “Reduce, Reuse, Recycle” messages with the community on a weekly basis through a 15-unit digital kiosk system (KICK Kiosk) and a weekly community email with 100+ community subscribers. 5. The sustainability program coordinator regularly provides RRR outreach at community events, special meetings (Rotary, American Legion, etc.), and in classrooms by invitation. 6. The city has an ongoing program to promote a special events culture that has most fundraisers throughout the community printing “bring your own containers” for take-out on their meal tickets. City staff has done extensive outreach with local service clubs and organizations promoting the city’s “Green up your Fundraiser” outreach materials. 7. In 2014, the Gonzales City Council adopted a single use, ultra-thin plastic bag ban and polystyrene to-go container ban. Paper bags or heavy gauge reusable plastic bags are charged at a rate of \$0.25 each. 8. The city allows an annual community-wide garage sale in which residents are not required to secure a garage sale permit. This sale does not count against the 2 sale per year limit. The event is scheduled two weeks prior to the “Reuse, Recycle & Cleanup Days” event so that items not sold at the sale can be donated to charity groups for reuse. 	2017





Waste Reduction and Recycling Activity

Level	Waste Reduction Activities	Reported
Platinum	<ol style="list-style-type: none"> 11. The city hosts two annual “Reuse, Recycle & Cleanup Days” events where residents can bring items for source separation by youth volunteers (including trash). These events are free and contain a “take it or leave it” area to promote reuse. Free ABOP (antifreeze, battery, oil, and paint) and special materials collection is available. An oil filter exchange and free curbside oil collection containers are provided. In the summer of 2016, the two-day event disposed of 14.4 tons of trash and recycled 15.4+ tons of metal, rigid plastics, cardboard, e-waste, paper, antifreeze, batteries, oil, paint, reusable household items, clothing items, and books, mattresses, refrigerators, freezers, appliances and tires. 12. Residential mixed recycling and yard waste recycling containers are provided as part of trash collection service at no additional charge. 13. In 2016, the contract waste hauler introduced a reduced rate, 32-gallon trash container service to further financially incentivize residential recycling. Waste hauler also established a free “bulky item” collection service for residents and businesses that allows for up to five items to be collected by appointment up to ten times per year. Many of these items are taken to locations that provide for recycling of these items. 14. Conducts recycling program outreach through public events, mailers, digital media, social media, annual information mailers, school visits, annual teacher notices, utility mailers, business visits and free waste audits. 15. Over the past three years, the Public Works Department has installed grant funded trash and recycling kiosks designed to support recycling of CRV materials in public places where single use beverages are either sold or brought to the sites for consumption during sporting and physical activity. These kiosks hold the regular curbside collection containers for trash and recycling provided by the contract waste hauler. They can be placed curbside by public works staff for easy weekly collection on the residential truck route. 16. Through additional grant funding, the city installed eight CRV collection containers in the downtown corridor (including the public transit stop). These containers were designed to the city’s specifications with gaskets that discourage scavenging and posts that mark the containers for CRV recycling. 17. All city buildings and offices have an established “recycle station” with appropriate labeling and laminated photo-intensive signage. The stations are set up as a “buddy system” with trash and recycling containers side-by-side for convenient source separation of recyclable materials. 	2017





Waste Reduction and Recycling Activity

Level	Waste Reduction Activities	Reported
<p>Platinum</p>	<p>20. The City of Gonzales was the recipient of the 2013 Governor's Environmental and Economic Leadership Award in the category of Children's Education for their summer day camp curriculum "Environmental Leadership Academy." Components of the curriculum continue to be used in classrooms at all grade levels and in the city's recreation department's summer day camp program.</p> <p>21. In 2013, the City of Gonzales was awarded a \$15,000 grant by the Foundation for Youth Investment to fund the "Environmental Leadership Academy-Outdoor Adventures" program. This program takes youth in grades 9-12 to wild places and on nature-based adventure to expose our base of rural youth to the natural world. The program is based on the assertion that it is not possible to teach young people to appreciate and care for nature in theory. They must experience the wonders of nature in order to value it and develop a desire to protect it.</p> <p>22. All grass cuttings at city parks and facilities are "grass cycled."</p> <p>23. The city works with Salinas Valley Recycles to promote composting through demonstrations at the Reuse, Recycle & Cleanup Days event.</p> <p>24. Composting and vermicomposting have been incorporated into the summer day-camp program and Environmental Leadership Academy curriculum.</p> <p>25. The city hosts summer education programs such as "Fun in the Garden" and the "Cooking Academy" which promote home composting and vermicomposting as part of the curriculum.</p> <p>26. The city secured partial funding through a grant from the Monterey Bay Unified Air Pollution Control District to assist with establishing a commercial bio-diesel card lock fueling station adjacent to the commercial industrial business park. Both regular and "off road" red biodiesel is offered. The station was intentionally located in close proximity to the comings and goings of agricultural field transport vehicles, farm tractors, and long-haul commercial carriers entering and exiting from large agribusiness shipping facilities.</p> <p>27. City fire trucks are authorized use B20 fuel which can be fueled up at this bio-diesel fueling station.</p> <p>28. The city approves of and frequently promotes the existing green-waste composting facility at the Johnson Canyon Landfill two miles outside of Gonzales. City staff regularly provide tours of the landfill to students and the public promoting "Reduce, Reuse, Recycle, and Rot" services provided at the landfill.</p> <p>29. Businesses are financially incentivized to recycle as trash collection rates are structured based on the size of the trash container and frequency of collection. Mixed recycling carts are included at no additional cost. Cardboard dumpsters are provided at no charge. Yard waste recycling is at a rate lower than trash rates. Businesses that divert materials into the recycling and composting stream pay less for their monthly service.</p>	<p>2017</p>





Waste Reduction and Recycling Activity

Level	Waste Reduction Activities	Reported
<p>Platinum</p>	<p>30. Businesses of all sizes are offered a free comprehensive audit of their facility, dumpsters and compactors including reports with “right size” recommendations, offers of free special area collection containers (provided by the waste hauler), business specific container labeling, offers of bilingual staff training at a regularly intervals to maintain program literacy through staff turnover.</p> <p>31. Many businesses have provided feedback that this outreach ends up saving them thousands of dollars in trash collection and disposal fees each year.</p> <p>32. 2013: All multi-family apartment complexes throughout the community (6 units or larger) received an initial outreach through the multi-family recycling grant obtained by the waste hauler. Each resident received two internal recycling containers (property of the complex), battery recycling containers, and bilingual outreach materials through a door-to-door operation. Additionally, the waste hauler hosted “Recycling Fiestas” where residents of larger complexes were brought together for a bilingual outreach activity. City and waste hauler staff keeps in regular contact with apartment complex managers and do periodic outreach to residents either through door-to-door or community meeting activities. The relationships established with the complex managers are one of trust and working together toward a common goal.</p> <p>33. Because residents of multi-family complexes often do not pay for individual utility billing, the city and waste hauler make a regular effort to keep them informed of cleanup and recycling events. The sustainability initiative project manager personally walks every (6+ unit) complex to place bilingual door hangers at each residence to advertise the fall recycling cleanup weekend event.</p> <p>34. City and waste hauler staff work with large manufacturers to coordinate special site cleanups. This includes coordinating large roll-off dumpsters to assist in source separation of recyclables. Staff often works with these businesses to find a new home for unwanted materials such as 55 gallon drums, agriculture “super sacks,” commercial liquid containers, and reusable commercial bins.</p> <p>35. All commercial businesses have been notified both by mail and frequent personal visits about their obligation to divert recyclable materials through state laws regarding mandatory commercial and organics recycling.</p> <p>36. Residents receive a mailer three times per year from the contract waste hauler promoting recycling, waste diversion, prevention of recycling contamination, and proper disposal of special and hazardous wastes.</p>	<p>2017</p>





Waste Reduction and Recycling Activity

Level	Waste Reduction Activities	Reported
<p>Platinum</p>	<p>37. The city worked with the waste hauler and compost facility in coordination with Salinas Valley Recycles to develop bilingual and photo intensive cart hangers and cart labels to address contamination in the green waste carts. The program incentivize drivers to identify regular contaminators. Drivers are empowered to refuse collection and/or enforce contamination fines for such residents.</p> <p>38. The city website www.ci.gonzales.ca.us has a section dedicated to waste reduction, recycling, energy savings, and composting. This also includes reference to all applicable state laws governing these activities. It additionally lists all options for reducing trash container sizes to lower monthly costs by utilizing recycling services.</p> <p>39. Information is provided on the city website outlining how to reduce unwanted mail and catalogue service.</p> <p>40. All schools within the district have a fully integrated recycling infrastructure and management plan developed by the sustainability initiative project manager.</p> <p>41. Infrastructure includes office, work space, and classroom recycling centers with partnered containers for trash and recycling along with laminated signs to guide proper management of the waste stream. In most schools, students manage the collection of recyclable materials from classrooms.</p> <p>42. At the beginning of each school year, teachers and staff member receive a flyer reminding them to keep the recycling station in place in their work area or classroom. It provides instructions on what is and what is not to be placed in the recycling containers. It encourages them to support the program for many reasons including the financial incentive to save the school district money on disposal fees.</p> <p>43. City and waste hauler staff work with schools to coordinate pallet volume recycling of surplus and obsolete electronic waste from the school district with a certified e-waste recycler.</p> <p>44. The sustainability initiative project manager makes recycling and sustainable living presentations throughout the school year upon request and by invitation. Presentations are prepared in a way that supports the curriculum segment on which students are working. This is offered at every grade level and often includes students participating in projects, surveys, math-based analysis, writing, research, and social studies activities.</p> <p>45. Annual Earth Day presentations are done by invitation at two local daycare facilities and include a visit by "Poly Styrene," guardian of the Great Pacific Garbage Patch.</p>	<p>2017</p>





Waste Reduction and Recycling Activity

Level	Waste Reduction Activities	Reported
<p>Platinum</p>	<p>46. The City of Gonzales works closely with the regional waste authority and the contract waste hauler and recycler to promote proper collection and disposal of electronic waste and hazardous materials.</p> <p>47. The Gonzales Police Department hosts a twice annual DEA sponsored drug take back event open to the entire Salinas Valley.</p> <p>48. The city regularly promotes and advertises free disposal options for special and hazardous wastes at the local landfill and transfer station.</p> <p>49. The city worked with the regional waste authority to negotiate a free sharps disposal contract at a Gonzales Pharmacy.</p> <p>50. The city worked with the regional waste authority to establish three free household battery drop off locations at local businesses.</p> <p>51. Free home-based sharps collection sites are promoted regularly through the community information kiosk system and web site. These items are also collected at the two annual cleanup events. Residents are offered free replacement sharps containers at cleanup events and the two annual DEA drug takeback events hosted by the Gonzales Police Department.</p> <p>52. Construction and demolition debris is addressed in the building permit process. City staff provides specific instructions regarding materials required to be source separated, advises builders that they must keep track of all disposal receipts and meet a minimum 50% project diversion rate in compliance with green building codes. Final sign off on building projects is not complete until this documentation is received.</p>	<p>2017</p>





Climate-friendly Purchasing Activity

Level	Climate-Friendly Activity	Reported
Silver	1. Through a grant award, the public works department procured 529,200 pounds of California recycled materials which diverted and recycled approximately 44,100 tires. The material was used in city parks and parkways as ground cover.	2017

Level	Climate-Friendly Activities	Reported
Gold	<ol style="list-style-type: none"> 1. Once per year, the city purchases a pallet of 30% recycled content office paper through a DGS supplier contract. 2. All public meeting documents are shared with city and elected officials in a digital format and are available for their viewing during meetings on notebook devices purchased in 2015. 	2017

Level	Climate-Friendly Activities	Reported
Platinum	<ol style="list-style-type: none"> 1. City sustainability and public works staff meet annually with the CalRecycle representative to review climate friendly purchasing options and opportunities. 2. City staff is regularly reminded with an outreach flyer and personal contact by the sustainability initiative project manager to actively pursue climate-friendly purchasing choices for office supplies and materials. 3. The city purchased and maintains a supply of reusable kitchen and dining supplies for daily use, staff events, and shared meals. 4. Purchased tablets for city and elected officials to view all public meeting documents in electronic form rather than having to print agendas on paper. 5. The city has made a conscious effort to purchase alternative fuel vehicles as part of its fleet. 	





Renewable Energy and Low-Carbon Fuels Activity

Level	Renewable Energy and Low Carbon Fuels Activity	Reported
Silver	1. Eliminated the need for a permit for installing home or business electric vehicle charging stations.	2017

Level	Renewable Energy and Low Carbon Fuels Activity	Reported
Gold	1. Solar & Wind Infrastructure Projects Corporation Yard Solar Array: 53.04kW Police Department Solar Array: 51.00kW Swimming Pool Solar Array: 16.32kW Well #6 Solar Array: 77.52kW City/Winery Rooftop Solar Array (Public/Private Lease of Space): 252kW Waste Water Treatment Plant Solar Array: 340kW 2. The city negotiated a partnership with a land owner in our commercial industrial business park to purchase and create two city-owned landing pads for wind turbines. One 1 MW turbine installed in 2015 for Taylor Farms by Pacific Wind Power. The City of Gonzales underwrote all costs for environmental studies. This included working closely with the Ventana Wilderness Society to ensure protections for migratory birds.	2017

Level	Renewable Energy and Low Carbon Fuels Activity	Reported
Platinum	1. Installed a solar-powered pedestrian activated LED crosswalk in front of Gonzales High School. 2. All illuminated flashing STOP signs are solar powered. 3. Used a regional purchasing option or the California Department of General Services bulk purchasing program to buy a green fleet vehicle (Nissan Leaf) from a local auto dealer. 4. Adopted an “over the counter” building permit policy for streamlined permitting, to encourage installation of photovoltaic systems on new or existing residential and commercial buildings. 5. Permitting standards for installation of electric vehicle charging stations at residential and commercial buildings are part of city code. 6. Eliminated the need for a permit for installing home or business electric vehicle charging stations.	





Efficient Transportation Activity

Level	Efficient Transportation Activity	Reported
Silver	1. Works collaboratively with AMBAG and TAMC to plan, develop and fund transportation and circulation facilities.	2017

Level	Efficient Transportation Activities	Reported
Gold	<ol style="list-style-type: none"> Evaluating use of round a bouts at Hwy 101 and Fifth Street and Herold Parkway at Fifth streets to improve traffic flow and idling. Incorporated bike lanes on Belden Street during Alta Street resurfacing project. 	2017

Level	Efficient Transportation Activities	Reported
Platinum	<ol style="list-style-type: none"> Provides real-time bus arrival and departure information to riders though text and/or application services. Routinely assess and adjust bus schedules to maximize ridership opportunities for residents on Route 23. Provided cell phones to staff and service crews to improve efficiency of routes and information sharing. 	2017





Land Use and Community Design Activity

Level	Land Use and Community Activity	Reported
Silver	1. In 2010, the City of Gonzales adopted a comprehensive General Plan update that focuses substantial future urban development to the east of Highway 101, thereby enabling preservation of the majority of the most productive agricultural soils near the city	2017

Level	Land Use and Community Activities	Reported
Gold	<ol style="list-style-type: none"> 1. In 2014, the City of Gonzales and the County of Monterey developed a Memorandum of Agreement regarding the cooperation on planning, growth and development issues. This plan is aimed at reducing costs for affordable housing and provide protection for of valuable agricultural plans. 2. In 2015. the City adopted a Comprehensive Plan to serve as the city's blueprint for long-term development. This plan, in itself, is not a regulatory document. Instead, once adopted, the plan will be used to guide city development decisions. In addition, the Planning and Zoning Commission and City Council shall consider the adopted plan before adopting or approving local laws, ordinances or regulations, as required by state law. The comprehensive plan is based on guiding principles that reflect citizens' core values. These principles were created through citizen input that informed the actions recommended in this plan. 	2017

Level	Land Use and Community Activities	Reported
Platinum	<p>Conducted an inventory of potential infill development sites and maintain a current database.</p> <p>Provide expedited application processing for development projects that meet or exceed sustainable land use policies.</p> <p>The Gonzales Commercial/Industrial Business Park is conveniently looped through Business 101 which offers convenient progress and egress from and to a major California shipping lane, Highway 101. It is also conveniently located adjacent to railroad lines if, in the future, commercial businesses decide to partner to develop a rail spur to service rail shipments to and from</p>	





Open Space and Offsetting Carbon Emission Activity

Level	Open Space Offsetting Carbon Emission Activities	Reported
Silver	1. Adopted a tree ordinance to protect urban forests, including protection for specific individual trees or tree species important to the community.	2017

Level	Open Space Offsetting Carbon Emission Activities	Reported
Gold	<ol style="list-style-type: none"> 1. Planted native trees and drought tolerant vegetation throughout the community. 2. The City of Gonzales requires a written waste management and recycling plan as part of all public events. All public spaces and public buildings have special containers designated for recycling. 	2017

Level	Open Space Offsetting Carbon Emission Activities	Reported
Platinum	<ol style="list-style-type: none"> 1. In 2012 and 2013, city staff worked with a certified farmer's market to host a weekly market focused on fresh produce. The market enabled the use of SNAP benefits to help provide healthy, local foods to lower income residents. 2. In partnership with AMBAG, conducted a greenhouse gas inventory to identify emission sources. 3. In 2016, the City Council also adopted revisions to the city's General Plan Land Use, Circulation and Conservation and Open Space Elements as a means of implementing specific planning actions described in the Memorandum of Agreement between the City of Gonzales and Monterey County regarding orderly growth and development (aka the Sphere of Influence Update Agreement). 	





Promoting Community and Individual Action Activity

Level	Promoting Community and Individual Action Activities	Reported
Silver	<ol style="list-style-type: none"> In 2009, the City of Gonzales established the “Gonzales Grows Green” (G3) community sustainability initiative to address issues and establish programs and projects that promoted Environmental Conservation and Education, Economic Development, and Social Equity within the community. An additional goal of the program was to establish Gonzales as a regional leader in these areas. The city hired a sustainability projects manager to coordinate these efforts within the community and to promote them beyond the community. Many programs that originated with G3 have been expanded through the contract waste hauler or shared with its Salinas Valley sister cities of Soledad and Greenfield. Good examples are the Reuse, Recycle & Cleanup Day event and twice yearly youth volunteer staffed litter abatement events that address litter contamination in stormwater. 	2017

Level	Promoting Community and Individual Action Activities	Reported
Gold	<ol style="list-style-type: none"> Residents, businesses, and city staff are kept informed through a Community Information Kiosk system known as KICK Kiosk. The kiosk information outreach system includes a network of six stationary kiosks placed at various locations throughout the community such as the public library, community bank, pharmacy, and all public waiting areas in city buildings. Additionally, each school and school district office site has a networked kiosk device. The city and school district web sites each have links to the kiosk content. The information is also broadcast on the community access channel. Important information from the kiosk system is posted on the city’s Facebook page and a list of 100+ community members receive a weekly e-mail update with a link to kiosk information. The KICK Kiosk system is heavy in weekly content addressing residential solar financing options, recycling, waste diversion, energy conservation, water conservation, and alternatives to illegal dumping. All outreach materials are photo-intensive and produced in both Spanish and English. 	2017

Level	Promoting Community and Individual Action Activities	Reported
Platinum	<ol style="list-style-type: none"> A portion of the city’s state CRV rebate funds are spend through with a local media coalition to addresses illegal dumping, water conservation, water pollution, and the messages of RRR. These messages are placed with local television, print, digital, and radio media outlets in both English and Spanish. Residents also receive regular notices of important things to remember in these areas through utility inserts and billing overlays. 	





Promoting Community and Individual Action Activity

Level	Promoting Community and Individual Action Activities	Reported
<p>Platinum</p>	<ol style="list-style-type: none"> <li data-bbox="342 495 1263 1430">3. In 2015, the city partnered with the school district to launch the Gonzales Youth 21st Century Success Initiative (GY21CSI). This initiative formed the Gonzales Youth Council (GYC) which is comprised of community youth representatives grades 5-12. The GYC selects two representatives annually to represent the voice of youth in the community in advisory positions to the Gonzales City Council and the school district's board of trustees. These leaders participate in a paid summer internship with the city. The internship provides an intensive opportunity to further understand how city departments and city staff conduct the day-to-day business of running the city and leading it forward through the vision of Gonzales Grows Green. Middle school youth feed into this group through representation of the youth council at their school site. This program offers a multitude of opportunities for youth to become engaged in civic life and to learn how local government works for the people it serves. They are placed firmly on the inside of the local power structure and have many opportunities, including trips into the field, to learn about things such as the inner workings of the city's public works operations, environmental issues and opportunities facing the city, and social equity projects surrounding access to healthcare, information, and education equity. The youth participate directly in projects that shape policy. Recently, the GYC wrote a "Social Hosting Ordinance" to address the issue of underage drinking at parties hosted at private residences. They worked with city and police department staff to develop the ordinance, hosted public meetings to receive public input on the proposed ordinance, and are in the final stages of preparing the ordinance to go to the Gonzales City Council for consideration as a new community ordinance. <li data-bbox="342 1440 1263 1577">4. The sustainability project manager hosts environmentally themed table-top displays at public events or recruits local agencies such as Salinas Valley Recycles, Monterey County Environmental Health, or Save the Whales to do educational outreach. <li data-bbox="342 1587 1263 1724">5. Since 2009, the city and its partners have given away thousands of recycled content reusable grocery and recycling collection bags at grocery stores, public events, public presentations, and door-to-door outreach events. <li data-bbox="342 1734 1263 1829">6. Through regular site visits, G3 staff offers to assist local businesses in participating in sustainability programs such as energy audits and rebates, waste and water conservation audits. 	





Promoting Community and Individual Action Activity

Level	Promoting Community and Individual Action Activities	Reported
<p>Platinum</p>	<p>7. The sustainability project manager regularly informs the Gonzales City Council of outreach activities, programs, and projects. Community in attendance have an opportunity to discuss issues and bring up ideas that they would like to see addressed.</p> <p>8. The G3 program maintains regular contact with businesses, schools, and residents, offering to collaborate on the Environmental, Economic, and Social Equity projects.</p> <p>9. In 2011, the City of Gonzales was awarded the Governor’s Environmental and Economic Leadership Award (GEELA) in the category of Children’s Environmental Education for its “Environmental Leadership Academy” curriculum.</p> <p>10. In 2015, the City of Gonzales began the process of identifying the common threads that permeate the culture of the community. Extensive interviews with residents, businesses, and community leaders reflected that the community member’s motivation for engaging in service to community came from a long-standing culture of service that is now reflected in the city’s outreach movement titled “The Gonzales Way.” This movement asks residents, businesses, working people, community leaders (formal and informal) to view everything they do at school, home, work, and out in the community through the lens of “Love, Care, and Connect.” The city works to provide weekly messaging ideas on how this can be accomplished through small but significant collective action. The campaign provides regular social media and a community newsletter to highlight community work being done in “The Gonzales Way.” This program offers inspiration to the community while asking all to join the movement socially, politically, and personally.</p>	





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Promoting Good Government at the Local Level

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