



CITY OF OCEANSIDE

ENERGY CLIMATE ACTION ELEMENT

QUICK REFERENCE GUIDE

PURPOSE/THEMES

The City of Oceanside has prepared an Energy and Climate Action Element (ECAE) to address energy consumption and other activities within the City that are contributing to adverse environmental impacts, with particular emphasis on those activities associated with human-induced climate change. This Quick Reference Guide to Oceanside's ECAE outlines goals and policies meant to incorporate the concept of sustainability into the City's decision-making process, including its long-range planning projects, development review protocols, community engagement efforts, and capital improvement programs. This Quick Reference Guide specifically helps to establish priorities for department-level budgeting and program development, while promoting a multi-disciplinary approach to sustainability that utilizes the City's fiscal and human resources in an efficient and cost-effective manner.

The following sustainable practices have been employed as organizing themes in the ECAE, providing a cogent framework for the element's goals, policies, and implementing actions. These themes also structure the City's Climate Action Plan (CAP), which outlines the specific measures the City will take to reduce local GHG emissions.

energy efficiency and renewable energy

The City will pursue a renewable energy portfolio to meet the City's future electricity needs while encouraging residents and the business community to invest in energy efficiency.

smart growth and multimodal transportation

The City will ensure that land use policy and zoning regulations facilitate efficient land use to accommodate future population, housing, and employment growth. The City will promote a wholesale transition from combustion engines to zero-emission vehicles by enabling the expansion of charging/fueling infrastructure and offering a variety of incentives to car buyers.

zero waste

The City will continue to reduce the percentage of solid waste deposited in landfills by reducing overall waste generation, increasing recycling, and diverting organics and other green waste back to the land to serve agriculture and other productive and community-enriching activities.

water conservation

The City will continue to reduce per-capita water consumption and increase the percentage of water sourced locally.

urban greening

The City will facilitate the expansion of the urban forest, both within the public realm and on private property.

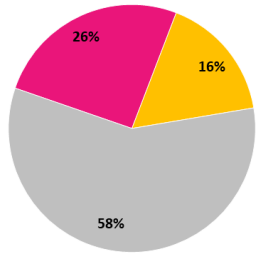
local agriculture

The City will encourage the preservation of existing agricultural land, expansion of urban agriculture, and soil management methods that sequester carbon in the ground.

sustainable consumption

The City will promote community awareness of the environmental impacts of consumer choices and encourage the business community to implement sustainable purchasing practices.

CAP EMISSION REDUCTION MEASURES



ENERGY AND BUILDINGS:

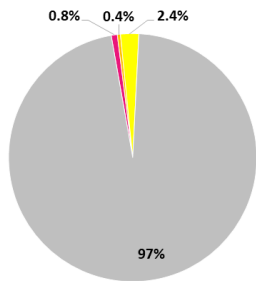
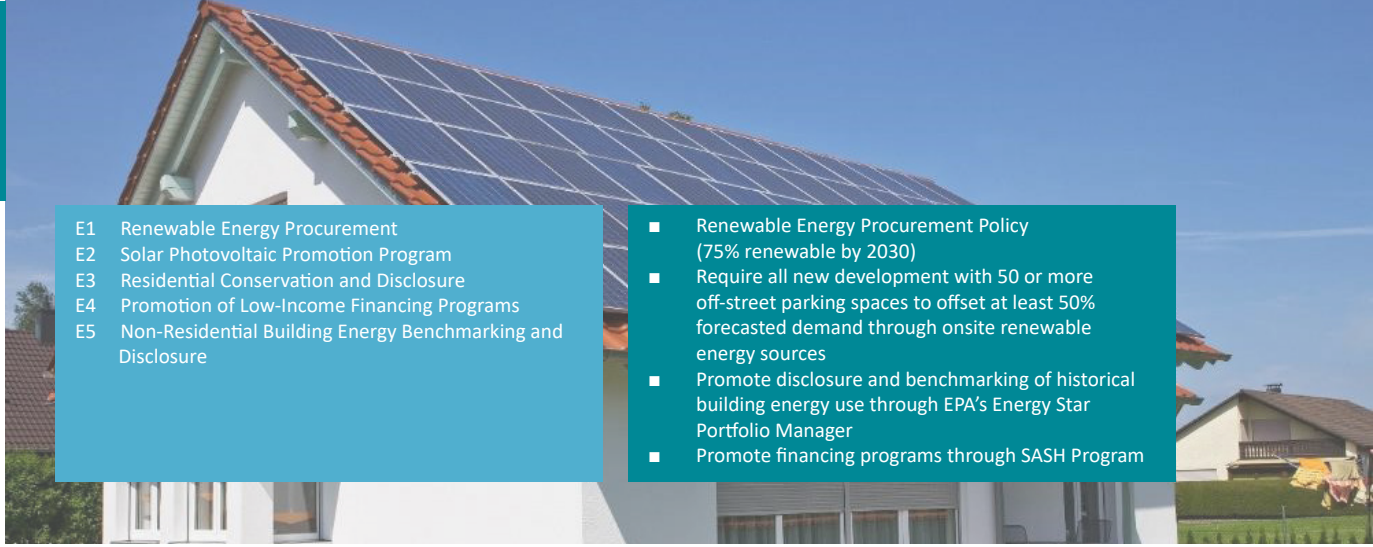
26% ELECTRICITY

16% NATURAL GAS

58% OTHER SECTORS

- E1 Renewable Energy Procurement
- E2 Solar Photovoltaic Promotion Program
- E3 Residential Conservation and Disclosure
- E4 Promotion of Low-Income Financing Programs
- E5 Non-Residential Building Energy Benchmarking and Disclosure

- Renewable Energy Procurement Policy (75% renewable by 2030)
- Require all new development with 50 or more off-street parking spaces to offset at least 50% forecasted demand through onsite renewable energy sources
- Promote disclosure and benchmarking of historical building energy use through EPA's Energy Star Portfolio Manager
- Promote financing programs through SASH Program



WATER AND WASTEWATER:

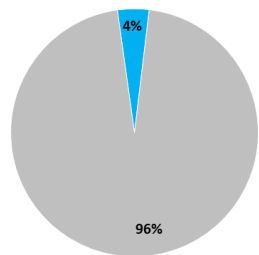
0.4% MUNICIPAL WASTEWATER TREATMENT

2.4% WATER IMPORT

97% OTHER SECTORS

- W1 Implementation of the Water Conservation Master Plan
- W2 Non-Residential Water Use Benchmarking and Disclosure
- W3 Local Water Supply Development

- Indoor and outdoor water surveys for single-family residential customers
- Promote water consumption disclosure benchmarking through EPA's Energy Star Portfolio Manager
- Identify and implement capital improvements to the San Luis Rey Water Reclamation Facility that increase the capacity for recycled water



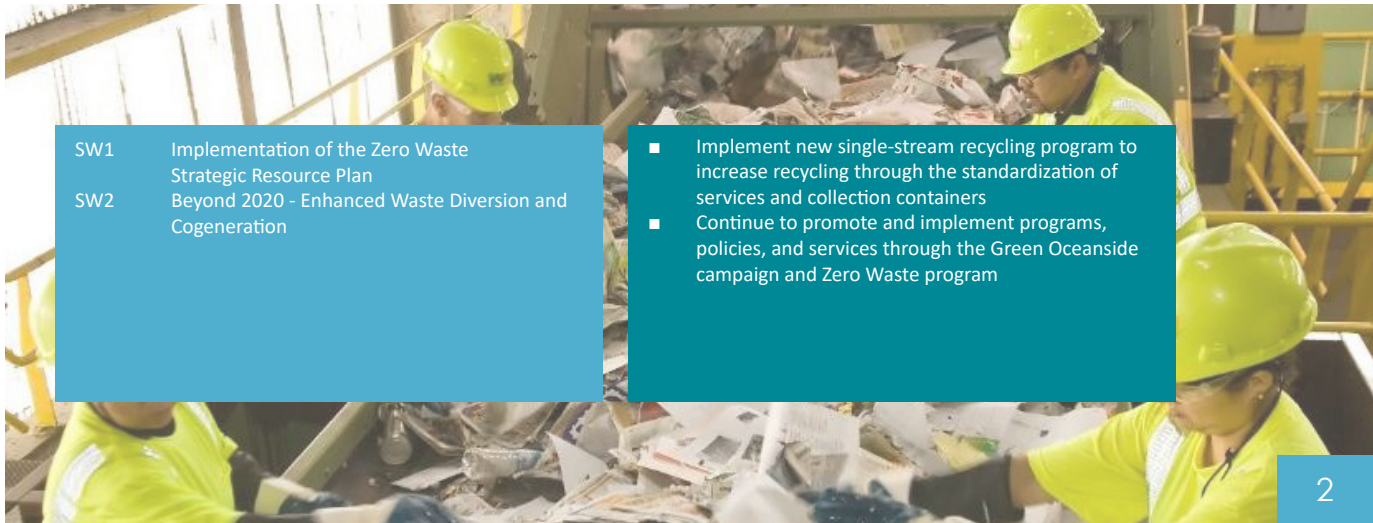
SOLID WASTE:

4% SOLID WASTE

96% OTHER SECTORS

- SW1 Implementation of the Zero Waste Strategic Resource Plan
- SW2 Beyond 2020 - Enhanced Waste Diversion and Cogeneration

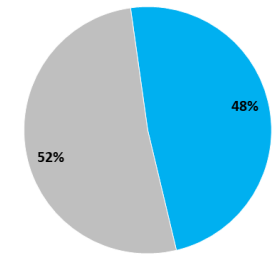
- Implement new single-stream recycling program to increase recycling through the standardization of services and collection containers
- Continue to promote and implement programs, policies, and services through the Green Oceanside campaign and Zero Waste program



CAP EMISSION REDUCTION MEASURES

- TL1 Smart Growth Policies
- TL2 Electric Vehicle Promotion
- TL3 Preferential Parking Spaces for Clean Air Vehicles
- TL4 Expand Complete Streets Programs
- TL5 Transportation Demand Management (TDM) Plans

- Locate new housing and employment generating land uses within existing and potential Smart Growth Opportunity Areas (SGOAs)
- Require new single-family residential developments to support EV charging stations
- Require commercial and industrial developments to incorporate 12 percent designated parking for clean air vehicles
- Identify opportunities for off-street multiuse pathways along transportation corridors
- Adopt a TDM Ordinance



TRANSPORTATION AND LAND USE:
48% TRANSPORTATION
52% OTHER SECTORS



- W1 Urban Forestry Program
- AF2 Urban Agriculture and Community Gardens
- AF3 South Morro Hills Agricultural Lands Conservation Program
- AF4 Carbon Farming Program

- Compile a street tree inventory identifying all trees in public rights-of-way
- Green Streets Ordinance
- Establish a green streets criteria for CIP
- Provide streamlined development review for projects that incorporate additional tree installation
- Provide incentives through Green Oceanside Business Network

AGRICULTURE AND FORESTRY:

	Air Quality Improvement		Energy Demand Reduction		Sustainability/ Climate Action Education
	Infrastructure and Service Efficiency Improvement		Land Use/ Community Design Enhancement		Local Energy Generation
	Non-motorized Transportation Increases		Public Health Improvement		Increased Resiliency
	Resource Conservation		Zero Waste		Water Conservation

Co-benefits for each reduction measure are indicated by the icons to the left. Please refer to the CAP for further details.

GOAL/POLICY FRAMEWORK

RENEWABLE ENERGY AND ENERGY EFFICIENCY

GOAL ECAE-1a:	THE OCEANSIDE COMMUNITY WILL SIGNIFICANTLY REDUCE ITS DEPENDENCE ON FOSSIL FUELS.	
Policy ECAE-1a-1:	Incentivize the installation of solar photovoltaic systems in existing development, through community outreach and education, permit streamlining, and support of creative financing programs.	Ongoing New Staffing Commitment
Policy ECAE-1a-2:	Require that new development supply a portion of its energy demand through renewable sources, to the extent practical and financially feasible.	Initial New Staffing Commitment
Policy ECAE-1a-3:	Continue to pursue the expansion of solar photo-voltaic systems in municipal facilities, to both reduce the carbon footprint of municipal operations and achieve long-term cost savings.	Current Staffing Commitment
Policy ECAE-1a-4:	Continue to explore Community Choice Aggregation (CCA) as a means of sourcing utility-scale renewable energy.	Current Staffing Commitment
Policy ECAE-1a-5:	Explore opportunities for district heating/energy facilities, including cogeneration systems, central solar heating, and the use of local biomass as a fuel source.	Aspirational/Opportunistic
Policy ECAE-1a-6:	Collaborate with MCB Camp Pendleton to identify opportunities for utility-scale renewable energy facilities.	Aspirational/Opportunistic
Policy ECAE-1a-7:	Allow for renewable energy storage facilities in appropriate locations, as technological advances and market conditions enhance the viability of renewable energy storage.	Initial New Staffing Commitment
Policy ECAE-1a-8:	Continue to oppose offshore petroleum extraction and related onshore facilities.	Current Staffing Commitment
Policy ECAE-1a-9:	Ensure that land use and development standards allow for wind energy generation facilities while protecting aesthetic resources, neighborhood character, and the City's overall visual quality.	Initial New Staffing Commitment
Policy ECAE-1a-10:	Remain open to sourcing energy from biomass, hydropower, hydrogen, nuclear fission and other alternatives to fossil fuel, while advocating for the responsible use, containment, reprocessing, and disposal of waste material.	Aspirational/Opportunistic
Policy ECAE-1a-11:	Remain open to tidal and wave energy harvesting as a potential clean energy source, while being mindful of potential impacts on marine biology, aesthetic resources, and maritime navigation.	Aspirational/Opportunistic
Policy ECAE-1a-12:	Participate in state and regional efforts to promote alternative fuels (e.g., biodiesel, bioalcohol, chemically stored electricity, biomass), to the extent practical and financially feasible.	Aspirational/Opportunistic
GOAL ECAE-1b:	THE CITY WILL ENCOURAGE EFFICIENCY AND CONSERVATION IN EXISTING DEVELOPMENT.	
Policy ECAE-1b-1:	Incentivize energy efficiency retrofitting of existing development through community outreach and education, disclosure and benchmarking requirements, permit streamlining, creative financing programs, and regional partnerships.	Ongoing New Staffing Commitment
Policy ECAE-1b-2:	Utilize data gathered through energy use disclosure and benchmarking to inform outreach efforts and incentive programs.	Ongoing New Staffing Commitment

GOAL/POLICY FRAMEWORK

Policy ECAE-1b-3:	In dedicating resources to energy efficiency and conservation in the residential sector, prioritize lower-income households that may lack the financial means to invest in retrofitting and/or other means of reducing energy use.	Ongoing New Staffing Commitment
Policy ECAE-1b-4:	Assist lower-income households in accessing financial incentives for energy efficiency and renewable power upgrades.	Ongoing New Staffing Commitment
Policy ECAE-1b-5:	Prepare outreach and educational materials for homeowners, business owners, and construction professionals that highlight opportunities for energy efficiency and conservation in conjunction with the renovation and expansion of existing development.	Ongoing New Staffing Commitment
Policy ECAE-1b-6:	Encourage cogeneration/trigeneration in large-scale industrial facilities, to the extent practical and financially feasible.	Aspirational/Opportunistic
GOAL ECAE-1c:	THE CITY WILL ENCOURAGE ENERGY EFFICIENCY AND CONSERVATION IN NEW DEVELOPMENT.	
Policy ECAE-1c-1:	Explore possible incentives for LEED-certified and zero net energy (ZNE) development, including permit streamlining and fee reductions or waivers.	Initial New Staffing Commitment
Policy ECAE-1c-2:	Encourage passive solar building design in new development.	Initial New Staffing Commitment
Policy ECAE-1c-3:	Develop outreach and educational materials promoting energy efficiency and conservation that can be distributed to new homeowners and new businesses at point of sale.	Ongoing New Staffing Commitment
Policy ECAE-1c-4:	Establish an ongoing dialogue with commercial and industrial brokers and property management entities to promote the benefits of energy efficiency and conservation.	Ongoing New Staffing Commitment
Policy ECAE-1c-5:	Explore the possibility of establishing “reach” codes that promote energy efficiency beyond the requirements of the CALGreen Building Code.	Aspirational/Opportunistic
Policy ECAE-1c-6:	Provide forums through which LEED-certified and Zero Net Energy (ZNE) development can be acknowledged and celebrated.	Ongoing New Staffing Commitment
Policy ECAE-1c-7:	As an alternative to natural gas, encourage building electrification, including electric heat pump appliances, space heaters, and water heaters.	Aspirational/Opportunistic
Policy ECAE-1c-8:	Encourage the development community to pursue financial incentives for energy efficiency offered by San Diego Gas and Electric (SDG&E).	Ongoing New Staffing Commitment
GOAL ECAE-1d:	THE CITY WILL PROMOTE AWARENESS OF THE EMBODIED ENERGY IN CONSTRUCTION MATERIALS AND ENCOURAGE THE USE OF MATERIALS WITH LOWER EMBODIED ENERGY.	
Policy ECAE-1d-1:	Support state and/or federal efforts to develop life cycle carbon accounting frameworks for analyzing carbon emissions from building construction.	Aspirational/Opportunistic
Policy ECAE-1d-2:	Prepare outreach and educational materials for homeowners, business owners, and construction professionals that identify the embodied energy in commonly-used construction materials.	Initial New Staffing Commitment
Policy ECAE-1d-3:	Encourage the use of locally-produced construction materials, including salvaged lumber.	Aspirational/Opportunistic

GOAL/POLICY FRAMEWORK

GOAL ECAE-1e:	THE CITY WILL BE A WELCOMING AND SUPPORTIVE ENVIRONMENT FOR GREEN BUSINESS.	
Policy ECAE-1e-1:	Recruit businesses in “cleantech” and other green sectors, with emphasis on new firms that can supply and service Oceanside homeowners and businesses.	Current Staffing Commitment
Policy ECAE-1e-2:	To encourage domestic production of consumer goods, amend land use policies and zoning standards to allow for small-scale, low-intensity manufacturing in commercial zoning districts.	Initial New Staffing Commitment
Policy ECAE-1e-3:	Work with MCB Camp Pendleton to identify opportunities for utility-scale renewable energy facilities.	Aspirational/Opportunistic
Policy ECAE-1e-4:	Consider ways to brand Oceanside as a green community.	Current Staffing Commitment
Policy ECAE-1e-5:	Participate in regional efforts to develop renewable energy storage facilities.	Aspirational/Opportunistic

SMART GROWTH AND MULTIMODAL TRANSPORTATION

GOAL ECAE-2a:	THE CITY WILL ACCOMMODATE FUTURE POPULATION, EMPLOYMENT, AND HOUSING GROWTH WITHIN ALREADY URBANIZED AREAS.	
Policy ECAE-2a-1:	In areas served by transit, promote land use intensities that increase transit ridership and, in turn, the quality and frequency of transit service.	Aspirational/Opportunistic
Policy ECAE-2a-2:	In the City’s commercial corridors, promote a mix of land uses that contributes to a sense of place, creates synergies between local businesses, and affords residents the opportunity to live, work, and play within a walkable radius.	Aspirational/Opportunistic
Policy ECAE-2a-3:	Develop parking standards and programs that ensure the efficient use of both public and private parking facilities.	Initial New Staffing Commitment
Policy ECAE-2a-4:	Streamline the review and approval process for transit-oriented development within the City’s designated Smart Growth Opportunity Areas.	Initial New Staffing Commitment
Policy ECAE-2a-5:	Explore opportunities to implement “mobility hub” features within Smart Growth Opportunity Areas and other areas amenable to active transportation and shared mobility options.	Ongoing New Staffing Commitment
Policy ECAE-2a-6:	Work with the development community to identify new sources of financing for mixed-use and other forms of urbanized development, including the implementation of the El Corazon Specific Plan.	Aspirational/Opportunistic
Policy ECAE-2a-7:	Where appropriate, encourage the repurposing of declining strip commercial centers into mixed-use communities or other uses that continue to provide essential commercial goods and services while affording new housing options for current and future residents.	Aspirational/Opportunistic
Policy ECAE-2a-8:	Prioritize capital improvements in areas suitable for mixed-use development.	Ongoing New Staffing Commitment
Policy ECAE-2a-9:	Pursue regional, state, and federal grant funding that incentivizes mixed use development.	Aspirational/Opportunistic

GOAL/POLICY FRAMEWORK

GOAL ECAE-2b:	THE CITY WILL PRESERVE AND ENHANCE NATURAL HABITAT, PARKLAND, AND OTHER OPEN SPACE THAT CONTRIBUTES TO ENVIRONMENTAL HEALTH AND QUALITY OF LIFE.	
Policy ECAE-2b-1:	Update the Environmental Resources Management Element to incorporate economically feasible habitat conservation policies and actions consistent with the goals and objectives of the North County Multiple Habitat Conservation Program (MHCP).	Initial New Staffing Commitment
Policy ECAE-2b-2:	In conjunction with infill and redevelopment projects, pursue opportunities to integrate public open space into the City's urbanized corridors.	Aspirational/Opportunistic
Policy ECAE-2b-3:	Maintain the health and visual quality of the City's watersheds and support the siting of public amenities and gathering spaces in proximity to these important natural resources.	Current Staffing Commitment
GOAL ECAE-2c:	THE CITY WILL CONTINUE TO EXPAND ITS ACTIVE TRANSPORTATION NETWORK.	
Policy ECAE-2c-1:	Pursue grant funding and other resources for implementation of the priority projects identified in the City's Pedestrian Master Plan and Bicycle Master Plan.	Current Staffing Commitment
Policy ECAE-2c-2:	Continue to prioritize and pursue grant funding for Safe Routes to School.	Current Staffing Commitment
Policy ECAE-2c-3:	Support SANDAG's efforts to implement the Inland Rail Trail.	Aspirational/Opportunistic
Policy ECAE-2c-4:	Ensure that capital improvements are consistent with the City's Complete Streets policies, as articulated in the Circulation Element.	Current Staffing Commitment
Policy ECAE-2c-5:	Implement the right-of-way improvements recommended in the Coast Highway Vision and Strategic Plan.	Current Staffing Commitment
Policy ECAE-2c-6:	Where appropriate, implement "complete street" right-of-way improvements such as those recommended in the Coast Highway Vision and Strategic Plan.	Current Staffing Commitment
GOAL ECAE-2d:	THE CITY WILL ACTIVELY SEEK REGIONAL TRANSPORTATION FUNDING FOR PROJECTS THAT EXPAND MOBILITY OPTIONS FOR THE OCEANSIDE COMMUNITY.	
Policy ECAE-2d-1:	Participate actively in the development of the Regional Transportation Improvement Plan (RTIP).	Current Staffing Commitment
Policy ECAE-2d-2:	Pursue TransNet funding for active transportation infrastructure.	Current Staffing Commitment
Policy ECAE-2d-3:	Consider partnerships with NCTD and adjacent cities to enhance eligibility for grant funding.	Aspirational/Opportunistic
GOAL ECAE-2e:	BY 2035, AT LEAST TEN PERCENT OF OCEANSIDE RESIDENTS WILL COMMUTE TO WORK BY PUBLIC TRANSIT.	
Policy ECAE-2e-1:	Collaborate with the North County Transit District (NCTD) to address "first mile/last mile" challenges faced by prospective transit users.	Ongoing New Staffing Commitment

GOAL/POLICY FRAMEWORK

Policy ECAE-2e-2:	Actively support efforts to double-track the entire Los Angeles-San DiegoSan Luis Obispo (LOSSAN) rail corridor.	Aspirational/Opportunistic
Policy ECAE-2e-3:	Encourage the electrification of the Sprinter line.	Aspirational/Opportunistic
Policy ECAE-2e-4:	Through TDM programs and other means, encourage employers to participate in regional rideshare programs, including SANDAG's iCommute.	Initial New Staffing Commitment
Policy ECAE-2e-5:	Collaborate with NCTD to identify areas with the greatest demand for expanded bus service.	Aspirational/Opportunistic
GOAL ECAE-2f:	BY 2035, ZERO EMISSION VEHICLES (ZEVs) WILL COMPRISE AT LEAST 20 PERCENT OF AUTOMOBILES OWNED AND OPERATED BY OCEANSIDE RESIDENTS.	
Policy ECAE-2f-1:	Promote the installation of public electric vehicle charging facilities at convenient locations throughout the City.	Ongoing New Staffing Commitment
Policy ECAE-2f-2:	Explore incentives for electric vehicle charging facilities in multi-family developments.	Ongoing New Staffing Commitment
Policy ECAE-2f-3:	In partnership with the local business community, San Diego Gas and Electric, and other stakeholders, explore ways to reduce the cost of electric and other zero emission vehicles to Oceanside residents, specifically low-income households in proximity to air quality hotspots near I-5 and state highways.	Ongoing New Staffing Commitment
Policy ECAE-2f-4:	Conduct public outreach and education on the benefits of electric and other zero emission vehicles.	Ongoing New Staffing Commitment
Policy ECAE-2f-5:	Recruit and support businesses advancing ZEV technology and rendering ZEVs more accessible to Oceanside residents.	Ongoing New Staffing Commitment
Policy ECAE-2f-6:	Continue to streamline the permit review and approval process for electric vehicle charging facilities on private property.	Current Staffing Commitment
Policy ECAE-2f-7:	Transition the municipal vehicle fleet to electric and other zero emission vehicles, to the extent feasible.	Current Staffing Commitment
Policy ECAE-2f-8:	Consider ways to reduce vehicle idling, particularly in proximity to schools and other sensitive receptors.	Aspirational/Opportunistic
ZERO WASTE		
GOAL ECAE-3a:	THE CITY WILL ACHIEVE A 75 PERCENT TO 90 PERCENT WASTE DIVERSION BY 2020.	
Policy ECAE-3a-1:	Reaffirm the City's commitment to its 2010 Zero Waste Resolution by reintroducing the resolution to the City Council and identifying new opportunities for, as well as new constraints upon, the City's waste reduction and diversion efforts since the resolution's adoption.	Initial New Staffing Commitment
Policy ECAE-3a-2:	Continue to enhance organics waste recycling opportunities for both the commercial and residential sector in accordance with the City's Zero Waste goals, and State Organics mandates.	Current Staffing Commitment

GOAL/POLICY FRAMEWORK

Policy ECAE-3a-3:	Continue to support and expand community composting programs including but not limited to backyard composting, community garden composting, school on-site composting, and multi-family composting initiatives.	Current Staffing Commitment
Policy ECAE-3a-4:	Reduce residential agricultural food waste by developing and implementing community gleaning initiatives to capture and repurpose surplus food for food insecure communities.	Current Staffing Commitment
Policy ECAE-3a-5:	Continue to develop the City's Organics Waste-to-Energy Biosolids Masterplan and implement programs, infrastructure, and services that will help the City maximize the potential of beneficial reuse and renewable energy generation from organic waste.	Current Staffing Commitment
Policy ECAE-3a-6:	Continue to support community zero waste programs that manage resources for their highest and best use through source reduction, reuse, recycling, composting, and redesign.	Current Staffing Commitment
Policy ECAE-3a-7:	Adopt an Extended Producer Responsibility (EPR) resolution to guide product stewardship and EPR policies and programs for difficult to recycle materials.	Initial New Staffing Commitment
Policy ECAE-3a-8:	Continue to expand the Green Oceanside Business Network and the number of local businesses completing the City's Sustainability Scorecard.	Current Staffing Commitment
Policy ECAE-3a-9:	Continue to expand the City's Green Oceanside educational sustainability initiative to include additional interactive opportunities through the Green Oceanside mobile app, through expanded staffing of the Green Oceanside booth and other avenues.	Current Staffing Commitment
Policy ECAE-3a-10:	Continue to support the City's Green Oceanside Unified Environmental Compliance Inspection Team and its efforts to provide service evaluations, technical assistance, and other resources to local businesses.	Current Staffing Commitment
Policy ECAE-3a-11:	Coordinate with the City's waste management contractor to ensure that rate structures, waste cart options, and other policies and programs are promoting waste reduction and recycling to the fullest extent possible.	Current Staffing Commitment
Policy ECAE-3a-12:	Continue to develop and disseminate outreach and educational materials that assist residents and business owners in understanding the scope of California's Single-Use Carryout Bag Ban (SB 270) and what more they can do to reduce disposable plastics waste.	Current Staffing Commitment
Policy ECAE-3a-13:	Engage local dry cleaning operations to explore alternatives to disposable plastic sheeting as a means of protecting dry cleaned materials.	Initial New Staffing Commitment
Policy ECAE-3a-14:	Improve monitoring and enforcement of the City's construction waste diversion requirements.	Ongoing New Staffing Commitment
GOAL ECAE-3b:	THE CITY WILL COMPLY WITH THE STATE'S GOALS FOR REDUCTION IN DISPOSED ORGANIC WASTE (50 PERCENT BY 2020 AND 75 PERCENT BY 2025).	
Policy ECAE-3b-1:	Ensure compliance with SB 1383 and associated requirements for organics recycling in all sectors.	Current Staffing Commitment
Policy ECAE-3b-2:	Implement food recovery programs to meet the State's goal of 20% edible food waste reduction by 2025.	Current Staffing Commitment

GOAL/POLICY FRAMEWORK

Policy ECAE-3b-3:	Continue to develop and disseminate outreach and educational materials and provide educational public presentations that provide residents and business owners with strategies to reduce food waste through better menu planning, purchasing habits, zero waste culinary training, and inventory control.	Current Staffing Commitment
Policy ECAE-3b-4:	Continue to develop and enhance opportunities for food donation and food recovery to feed food insecure populations through partnerships and service opportunities between government agencies, and private and non-profit partners, as a means to minimize edible food waste.	Current Staffing Commitment
Policy ECAE-3b-5:	Continue to develop and enhance opportunities for animal feed programs to ensure the highest and best use of resources prior to food waste recycling or landfilling.	Current Staffing Commitment
Policy ECAE-3b-6:	Promote “farm-to-table-to-farm” practices that encourage local food sourcing and containment of the local organic waste stream.	Current Staffing Commitment
Policy ECAE-3b-7:	Continue to develop the El Corazon Food Recovery and Culinary Arts Training Facility. Facility operations, culinary arts training program, and meal/catering food product will be developed and implemented with the focus on sustainability, zero waste, and food recovery.	Current Staffing Commitment
GOAL ECAE-3c:	IN LIGHT OF LIMITATIONS ON THE AMOUNT OF RECYCLABLE MATERIAL THAT CAN BE EXPORTED FOR PROCESSING, THE CITY WILL CONTINUE TO PROMOTE A CULTURE OF SUSTAINABLE MATERIALS MANAGEMENT AMONG RESIDENTS, BUSINESS OWNERS, AND OTHER LOCAL STAKEHOLDERS.	
Policy ECAE-3c-1:	To reduce contamination of recyclable waste, continue to develop and disseminate outreach and educational materials about to how to properly sort and separate commingled recyclables from organics recyclables, household hazardous waste and landfill materials, to ensure resources maintain value are properly managed.	Current Staffing Commitment
Policy ECAE-3c-2:	Continue to implement the District Wide Zero Waste School’s Initiative, working with the Oceanside Unified School District to achieve their 75% recycling goals by 2020, and supporting the establishment of higher recycling/zero waste goals post 2020.	Current Staffing Commitment
Policy ECAE-3c-3:	Educate residents and business owners on ways to reduce the amount of junk mail and/or excess packaging they receive.	Ongoing New Staffing Commitment
Policy ECAE-3c-4:	Advocate for statewide policy for sustainable packaging materials management.	Aspirational/Opportunistic
Policy ECAE-3c-5:	Prohibit the use of polystyrene and other single-use plastics in local restaurant food packaging, and pursue a straws-upon-request campaign or policy.	Initial New Staffing Commitment
Policy ECAE-3c-6:	Continue to support and expand reuse collaboratives and partnerships through the City’s Curb Up program, and enhance existing services to provide curbside textile, small and large item donation services to residents.	Current Staffing Commitment

GOAL/POLICY FRAMEWORK

WATER CONSERVATION

GOAL ECAE-4a:	THE CITY WILL BE AMONG THE MOST WATER EFFICIENT LOCAL JURISDICTIONS IN THE SAN DIEGO REGION.	
Policy ECAE-4a-1:	Continue to support WaterSmart Analytics and other programs that assist residents and business owners in conserving water.	Current Staffing Commitment
Policy ECAE-4a-2:	Continue to work with the State to shape the framework for long-term water use efficiency through Executive Order B-37-16, which calls for eliminating water waste, achieving drought resilience, increasing efficiency in agricultural water use, and establishing water use and water loss targets.	Current Staffing Commitment
Policy ECAE-4a-3:	Enforce mandatory water use efficiency measures and State prohibitions on wasteful water use practices.	Current Staffing Commitment
Policy ECAE-4a-4:	Encourage a watershed approach to low water use and sustainable landscaping practices through education on climate, soil, plants, water efficiency, irrigation, and design.	Ongoing New Staffing Commitment
Policy ECAE-4a-5:	Further reinforce water efficiency through market-based rebates, results oriented programs, contests designed to reinforce and promote water efficient lifestyles, and other incentives designed to encourage and empower residents and businesses to reduce their water footprint.	Current Staffing Commitment
Policy ECAE-4a-6:	Continue to leverage funding from the San Diego County Water Authority, Metropolitan Water District, San Diego Gas and Electric, and other state and regional agencies to subsidize local water conservation efforts.	Current Staffing Commitment
Policy ECAE-4a-7:	Leverage the collective buying power of the Oceanside community to pursue discounts for local residents and businesses on water efficiency products, low-water landscaping, water use audits, and other goods and services that promote water conservation.	Ongoing New Staffing Commitment
Policy ECAE-4a-8:	Seek out partnerships with industry leaders as well as local businesses to participate in cost-share ventures that might include water efficiency services, products, installations, and training.	Aspirational/Opportunistic
Policy ECAE-4a-9:	Maintain a water rate structure that promotes water use efficiency.	Current Staffing Commitment
Policy ECAE-4a-10:	Promote the expansion of the City's tree canopy, on both private property and within the public right-of-way, as means of reducing stormwater runoff, evapotranspiration, heat gain, and other phenomena that impact water supply and demand.	Aspirational/Opportunistic
Policy ECAE-4a-11:	Develop a Pure Water Oceanside advanced water treatment system to create a new, local source of high-quality, drought-proof, and environmentally sound. Pure Water Oceanside will increase local, sustainable water supplies, improve groundwater quality, and enhance resiliency through drought and climate change, producing enough water to serve one fourth of Oceanside's residential customers each day.	Aspirational/Opportunistic
GOAL ECAE-4b:	THE CITY WILL LOCALLY SOURCE 50 PERCENT OF ITS TOTAL POTABLE WATER DEMAND BY 2050.	
Policy ECAE-4b-1:	Continue to expand the harvesting of local groundwater, with emphasis on renewable energy sources to power groundwater recovery and treatment.	Current Staffing Commitment

GOAL/POLICY FRAMEWORK

Policy ECAE-4b-2:	Facilitate groundwater recharge through an IPR project.	Current Staffing Commitment
Policy ECAE-4b-3:	Continue to explore opportunities for cost-effective, low-impact harvesting and processing of seawater for potable use.	Current Staffing Commitment

URBAN GREENING

GOAL ECAE-5a:	BY 2035, THE CITY WILL EXPAND ITS TREE CANOPY TO AT LEAST 25 PERCENT COVERAGE CITYWIDE.	
Policy ECAE-5a-1:	Prepare an urban forestry plan that includes a complete inventory of the City's street trees.	Ongoing New Staffing Commitment
Policy ECAE-5a-2:	Update the City's Street Tree Ordinance to require one-to-one replacement of trees removed from the public right-of-way, parkways, and other public spaces.	Initial New Staffing Commitment
Policy ECAE-5a-3:	Collaborate with local and regional tree advocacy groups to sponsor awareness campaigns and stewardship efforts.	Aspirational/Opportunistic
Policy ECAE-5a-4:	Consider a tree replacement requirement and/or an in-lieu fee to mitigate for mature trees lost to new development.	Initial New Staffing Commitment
Policy ECAE-5a-5:	Pursue opportunities to increase the tree canopy on City-owned properties, including parks.	Aspirational/Opportunistic
Policy ECAE-5a-6:	Prioritize street tree planting in lower-income neighborhoods.	Ongoing New Staffing Commitment
Policy ECAE-5a-7:	Encourage new development to incorporate shade trees, to the extent practical and financially feasible.	Initial New Staffing Commitment
GOAL ECAE-5b:	THE CITY WILL INCREASE PERMEABLE AND PLANTED SURFACE WITHIN DEVELOPED AREAS.	
Policy ECAE-5b-1:	Integrate green infrastructure (i.e., natural areas that provide habitat, flood protection, stormwater filtration, and improved air quality) into capital improvement projects, to the extent feasible and appropriate.	Ongoing New Staffing Commitment
Policy ECAE-5b-2:	Replace concrete and asphalt surfaces in the public right-of-way with permeable paving, to the extent feasible and appropriate.	Ongoing New Staffing Commitment
Policy ECAE-5b-3:	In coordination with adjacent private property owners, identify hardscaped spaces within the public right-of-way that can be rendered permeable and plantable.	Ongoing New Staffing Commitment
GOAL ECAE-5c:	IN THE DEVELOPMENT REVIEW PROCESS, THE CITY WILL CONTINUE TO RECOGNIZE LANDSCAPE AS AN INTEGRAL COMPONENT OF SITE DESIGN.	
Policy ECAE-5c-1:	Ensure that what qualifies as "landscape" in the City's governing documents includes plantable area and plant material capable of sequestering atmospheric carbon.	Initial New Staffing Commitment
Policy ECAE-5c-2:	Develop a policy and/or zoning standards that clarify the review and approval process for modifications to approved landscape plans.	Initial New Staffing Commitment

GOAL/POLICY FRAMEWORK

AGRICULTURE		
GOAL ECAE-6a:	THE CITY WILL PRESERVE LOCAL AGRICULTURE AS A MEANS OF ENCOURAGING EFFICIENT LAND USE PATTERNS, LIMITING TRANSPORTATION-RELATED GHG EMISSIONS, SUPPORTING LOCAL FOOD SOURCING, AND MAINTAINING ECOLOGICAL BALANCE.	
Policy ECAE-6a-1:	Collaborate with local farmers to prepare agricultural easement grant applications to the Sustainable Agricultural Lands Conservation Program (SALC).	Aspirational/Opportunistic
Policy ECAE-6a-2:	Support agritourism as an additional means of revenue generation for local farmers, thereby enhancing the economic sustainability of local agriculture.	Initial New Staffing Commitment
Policy ECAE-6a-3:	Direct future housing and employment growth to the City's urban areas.	Current Staffing Commitment
Policy ECAE-6a-4:	Provide recycled water for irrigation in South Morro Hills.	Ongoing New Staffing Commitment
Policy ECAE-6a-5:	Explore ways to reduce the cost of water for agricultural use.	Aspirational/Opportunistic
Policy ECAE-6a-6:	Evaluate agricultural zoning standards to ensure an expeditious review and approval process for farming operations and related facilities.	Initial New Staffing Commitment
GOAL ECAE-6b:	THE CITY WILL BE A FRIENDLY ENVIRONMENT FOR URBAN AGRICULTURE.	
Policy ECAE-6b-1:	Adopt an Urban Agriculture Incentive Zone (UAIZ) that would encourage farming as an interim use on vacant residential and commercial properties.	Initial New Staffing Commitment
Policy ECAE-6b-2:	Amend home occupation standards to allow for non-resident workers in support of horticultural operations in residential zoning districts.	Initial New Staffing Commitment
Policy ECAE-6b-3:	Prioritize community gardens and urban agriculture operations in areas with limited access to fresh food.	Ongoing New Staffing Commitment
GOAL ECAE-6c:	THE CITY'S AGRICULTURAL COMMUNITY WILL REDUCE FARMING-RELATED GHG EMISSIONS THROUGH IMPROVED SOIL MANAGEMENT.	
Policy ECAE-6c-1:	Encourage soil management practices that sequester atmospheric carbon (i.e., carbon farming).	Aspirational/Opportunistic
Policy ECAE-6c-2:	Consider opportunities to mitigate GHG emissions associated with new development through agricultural soil management programs.	Aspirational/Opportunistic
SUSTAINABLE CONSUMPTION		
GOAL ECAE-7a:	THE OCEANSIDE COMMUNITY WILL BECOME INCREASINGLY AWARE OF THE ROLE CONSUMER CHOICE PLAYS IN CLIMATE CHANGE AND OTHER ENVIRONMENTAL IMPACTS.	
Policy ECAE-7a-1:	Raise awareness of sustainable goods and services through Green Oceanside and other outreach and education programs.	Current Staffing Commitment

GOAL/POLICY FRAMEWORK

Policy ECAE-7a-2:	Conduct “shop local” and “shop small” campaigns that educate local consumers on the environmental benefits of patronizing local businesses.	Current Staffing Commitment
Policy ECAE-7a-3:	Develop marketing programs and materials that encourage residents, business owners, workers, and visitors to purchase locally-produced food.	Current Staffing Commitment
Policy ECAE-7a-4:	Develop marketing programs and materials that encourage residents, business owners, workers, and visitors to utilize reusable, recyclable, and/or compostable packaging.	Current Staffing Commitment
GOAL ECAE-7b:	THE OCEANSIDE COMMUNITY WILL BECOME INCREASINGLY AWARE OF THE LINKAGE BETWEEN SUSTAINABLE CONSUMPTION AND PUBLIC HEALTH.	
Policy ECAE-7b-1:	In collaboration with local schools and community groups, develop marketing programs and materials that highlight the health benefits of fresh, plant-based, minimally-processed food.	Ongoing New Staffing Commitment
Policy ECAE-7b-2:	Showcase local businesses that provide healthy food options.	Ongoing New Staffing Commitment
GOAL ECAE-7c:	THE OCEANSIDE COMMUNITY WILL HAVE INCREASINGLY GREATER ACCESS TO SUSTAINABLE GOODS AND SERVICES.	
Policy ECAE-7c-1:	Utilize SANDAG’s Healthy Communities Assessment Tool or a similar protocol to evaluate the availability of healthy food options across the City and report findings to decision-makers.	Ongoing New Staffing Commitment
Policy ECAE-7c-2:	Encourage local businesses to provide healthy food and other sustainable goods and services through the Oceanside Green Business Network and other programs.	Current Staffing Commitment
Policy ECAE-7c-3:	As part of the business licensing process, query local retailers and service providers on their efforts to procure and market sustainable goods and services.	Ongoing New Staffing Commitment
Policy ECAE-7c-4:	Recruit businesses that provide healthy food and other sustainable goods and services.	Current Staffing Commitment
Policy ECAE-7c-5:	Promote symbiotic relationships between the local agricultural community, local food processing operations, and local retailers.	Ongoing New Staffing Commitment
GOAL ECAE-7d:	IN MUNICIPAL OPERATIONS, THE CITY WILL EXEMPLIFY SUSTAINABLE PURCHASING PRACTICES.	
Policy ECAE-7d-1:	Continue to observe Administrative Directive AD-57, which calls for the purchase of environmentally preferred products and services whenever possible.	Current Staffing Commitment
Policy ECAE-7d-2:	Continue to pursue grant funding for energy efficiency and renewable energy retrofitting of municipal facilities.	Current Staffing Commitment
Policy ECAE-7d-3:	Continue to observe Administrative Directive AD-36, which calls for a 100 percent clean-and-green vehicle fleet.	Current Staffing Commitment

IMPLEMENTATION:

ASPIRATIONAL/ OPPORTUNISTIC	Policy 1a-5	Policy 1c-5	Policy 2a-1	Policy 2c-3	Policy 3c-4	Policy 6a-1	
	Policy 1a-6	Policy 1c-7	Policy 2a-2	Policy 2d-3	Policy 4a-8	Policy 6a-5	
	Policy 1a-10	Policy 1d-1	Policy 2a-6	Policy 2e-2	Policy 4a-10	Policy 6c-1	
	Policy 1a-11	Policy 1d-3	Policy 2a-7	Policy 2e-3	Policy 4a-11	Policy 6c-2	
	Policy 1a-12	Policy 1e-3	Policy 2a-9	Policy 2e-5	Policy 5a-3		
	Policy 1b-6	Policy 1e-5	Policy 2b-2	Policy 2f-8	Policy 5a-5		
CURRENT STAFFING COMMITMENT	Policy 1a-3	Policy 2c-1	Policy 2d-2	Policy 3a-5	Policy 3a-12	Policy 3b-6	Policy 4a-1
	Policy 1a-4	Policy 2c-2	Policy 2f-6	Policy 3a-6	Policy 3b-1	Policy 3b-7	Policy 4a-2
	Policy 1a-8	Policy 2c-4	Policy 2f-7	Policy 3a-8	Policy 3b-2	Policy 3a-8	Policy 4a-3
	Policy 1e-1	Policy 2c-5	Policy 3a-2	Policy 3a-9	Policy 3b-3	Policy 3c-1	Policy 4a-5
	Policy 1e-4	Policy 2c-6	Policy 3a-3	Policy 3a-10	Policy 3b-4	Policy 3c-2	Policy 4a-6
	Policy 2b-3	Policy 2d-1	Policy 3a-4	Policy 3a-11	Policy 3b-5	Policy 3c-6	Policy 4a-9
INITIAL NEW STAFFING COMMITMENT	Policy 1a-2	Policy 1e-2	Policy 3a-1	Policy 5a-4	Policy 6a-6		
	Policy 1a-7	Policy 2a-3	Policy 3a-7	Policy 5a-7	Policy 6b-1		
	Policy 1a-9	Policy 2a-4	Policy 3a-13	Policy 5c-1	Policy 7c-1		
	Policy 1c-1	Policy 2b-1	Policy 3c-5	Policy 5c-2			
	Policy 1d-2	Policy 2e-4	Policy 5a-2	Policy 6a-2			
ONGOING NEW STAFFING COMMITMENT	Policy 1a-5	Policy 1b-6	Policy 1e-3	Policy 2a-7			
	Policy 1a-6	Policy 1c-5	Policy 1e-5	Policy 2a-9			
	Policy 1a-10	Policy 1c-7	Policy 2a-1	Policy 2b-2			
	Policy 1a-11	Policy 1d-1	Policy 2a-2				
	Policy 1a-12	Policy 1d-3	Policy 2a-6				

GPU IMPLEMENTATION COMMITTEE

A General Plan Update (GPU) Implementation Committee comprised of staff from responsible City disciplines will function as an advisory board and monitor the implementation status of the GPU. The Committee will meet on at least a quarterly basis.

