

Integrated Planning to Leverage Limited Resources and Maximize Results

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Everyone is different.

Get creative:

“He has a knack for finding workarounds.”

“He’s not your typical public agency employee.”



Everyone brings something.

Be a bit feisty:

“He has a knack for finding workarounds.”

“He’s not your typical public agency employee.”

Look at the big picture and the details:

“One of his strong points is that he has a global picture but also figures out how the pieces fit in. He comes up with solutions that are refreshing and innovative and then he follows through.”



Overview

- County Office of Sustainability
- Sorting out program offerings and customers
- Finding the missing pieces
- Cross pollinating programs
- Best practices



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SUSTAINABILITY
COUNTY OF SAN MATEO



County Office of Sustainability

(big picture)

Livable Communities

- Housing
- Active Transportation
- Living Wage

Solid Waste

- Recycling
- Composting
- Reuse

Climate

- Adaptation
- Mitigation

Energy – Water

- Stormwater
- Groundwater
- Energy Efficiency and ZNE

Program Offerings

(drilling down)

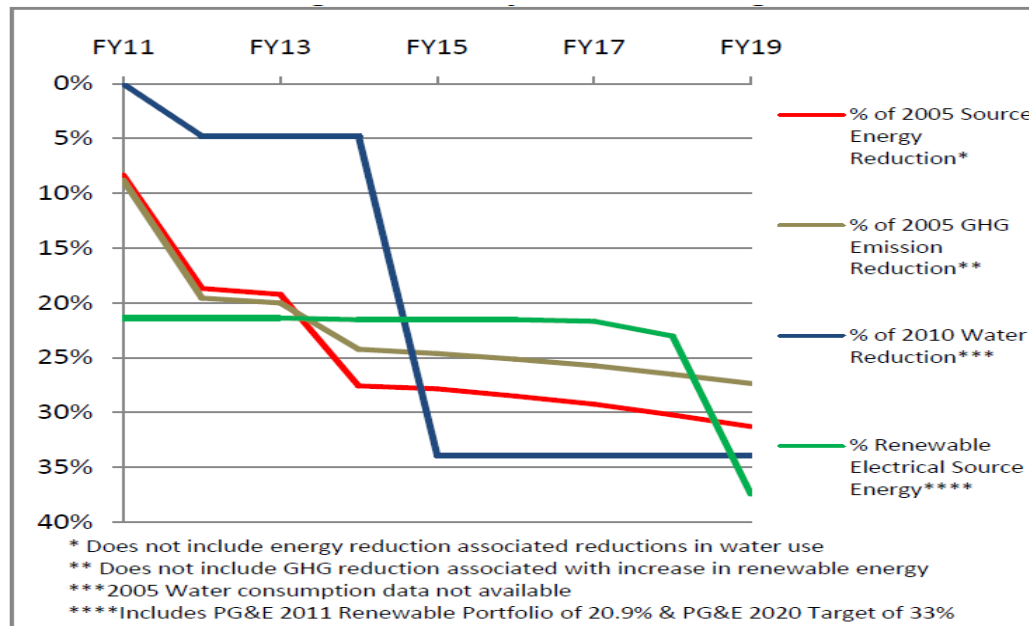
Program/Project	Resource Conservatoin Sectors	Target Sectors				Government Boundaries			Activities		
		Municipal	Residential	Commercial	Schools	Countywide	Unincorporated	Gov. Ops.	Planning/Reporting	Outreach	Implementation
Community Choice Aggregation	Energy	X	X	X	X	X	X				X
BayREN	Energy		X			X	X			X	
SMCEW-Energy	Energy	X		X	X	X	X	X		X	X
SMCEW-Water	Water	X		X	X	X	X	X		X	X
Stormwater	Water	X	X	X			X		X		
Groundwater TMDL	Water	X	X	X		X	X		X		
Uninc Water Conservation	Water		X	X	X	X	X			X	
Unincorporated Diversion	Solid Waste		X	X	X		X		X		X
County Facilities	Solid Waste	X		X				X			X
Construction & Demolition	Solid Waste	X	X	X			X				X
Solid Waste Planning/Reporting	Solid Waste	X	X	X		X	X	X	X		
Illegal Dumping	Solid Waste, P2		X		X		X			X	X
RecycleWorks Outreach	Solid Waste, Energy, Water	X	X	X	X	X	X	X		X	
Green Star Schools	Solid Waste, Energy, Water, Transp.				X	X	X			X	X
Climate Action Planning	Solid Waste, Energy, Water, Transp.	X	X	X			X	X	X		
Green Business	Solid Waste, Energy, Water, Transp., P2	X		X		X	X	X			X
SLR-Adaptation	Solid Waste, Energy, Water, Transp., P2	X	X	X		X	X	X	X		
RW Volunteer Academy	Solid Waste, Energy, Water, Transp., P2	X	X	X	X	X	X	X		X	X
Commute Alternatives Program	Transp.	X						X		X	X
Active Transportation	Transp.	X	X	X	X	X	X			X	

Strategic Energy Master Plan (SEMP)

(big picture on gov. ops. energy)

Established specific and measurable **goals** to:

- **reduce source energy consumption,**
- **reduce water consumption,**
- **reduce greenhouse gas emissions,**
- **increase the proportion of renewable energy consumption**



Energy efficiency is an investment, which requires going above the capital and operational budget levels, to the place where they meet.

Missing Pieces (details)

Leased

Gov. Ops. Facilities:

	Building/Sites					
	COB 1	COB 2	HOJ	HSA - MF	HSA - Quarry	ect....
Strategic Energy Master Plan	X	X	X	X		
Water Conservation	X	X	X			
Employee Commute	X	X	X	X	X	
County Vehicles	X	X	X	X	X	
Purchasing	X	X	X	X	X	
Real Property					X	
Information Technology	X	X	X	X	X	
Surplus Property	X	X	X	X	X	
Facility Maintenance	X	X	X	X		
Landscaping	X	X	X	X		
County Policies	X	X	X	X	X	



Policy Examples:

- paperless
- charging stations
- new construction

Cross Pollinating

BayREN

Water Conservation

SMCEW

Peninsula Clean Energy (CCE)

Waste Reduction

Green Business

Green Star Schools

Sustainability Academy

Active Transportation

Commute Alternatives

Climate Adaptation

Illegal Dumping

Stormwater

Groundwater



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Best Practices

Think about the big picture and the details – all day long.

- how do programs fit together for mutual benefit?
- why are we doing things the way we are (5 whys)?
- what would Einstein or Jobs do?

Build community relationships to multiply your efforts.

- who are the local leaders in your target audience?
- develop your (everybody's) workforce
- find community programs with synergy
- integrate energy and climate education into people's lives
- capture the interest of large businesses

Be a convener and sit *at* the table, instead of being the central hub.

- Make connections that get efforts launched that self-sustain
- Collaborate on grants and informational meetings
- Share tasks, policy documents, studies, etc.



Contact Information



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