

CASA Tabletop Discussion Points
Transcribed Flip Chart Pages from
Meeting on 9/17/08

Table 8

Transportation

Hold community contests

 Best ideas for reducing car trips

 Prizes, free trips to the movies

 Partner City and Schools to sponsor more frequent “walk & roll to school” days

 Promote “walking school bus” program

Ideas for alternative fuels

 Electric plug-ins

 Used restaurant oil stations

 Cleaning/selling by the City

Energy

Better support for energy conservation measures by Alameda Power & Telecom

 School programs – find sources for delivery to classrooms

City revolving fund for loans for energy efficiency projects (low or no interest)

Recognition for business or house renovation projects that achieve energy savings

Waste & Recycling

Improve school/waste management contract to encourage recycling (include possible changes of contractor)

Make recycling/reuse theme of civic events

City-sponsored public garden and green gardening program – conserve water and energy

Monthly drop offs for non-recyclables – e-waste, batteries, Styrofoam, etc.

Encourage donations of usable packing materials, paper bags, etc. (bags to food bank, etc.)

Provide disincentives for use of plastic bags & other non-compostable waste

Outreach

Have committee find a CASA representative designee in every community organization to create e-mail, telephone, program contacts master list for info “blasts” & coordination FAQ’s

More info on City website

City and City offices to be a more visible and proactive leader through CASA “Walk the Talk,” like having Public Works at farmers market

Every time businesses get a permit, they do an energy audit and are asked to submit their goals for energy reduction.

CASA to provide list of expert in various areas for community use – speakers, doers, motivators.

New Table

Transportation

- Drive less – buddy up
- Drive less – bill inserts, AP&T, radio stations
- Increase shuttles, like at Park Street fair
- Like “Emeryville go-round”– to encourage people to spend money in town
 - Berkeley-go-round
 - Kaiser shuttle
 - Dollar a month on AP&T bills
 - Nighttime for drunk drivers
- Higher visibility of bike paths and lanes – more signage
- Discourage idling type traffic
- Increase bike parking
- Valet parking for bikes
- CASA could promote these ideas
- Increase bike-to-school day
- Explore different venues available to CASA to promote biking, etc.
 - Alameda Interfaith Association
- Promote existing A.C. Transit carpool service
- Zip car or City car

Energy

- Group purchasing of solar photovoltaic systems
- Address rental issue, how can landlords be incentivized
- “Earthships” – self-sustaining residence, built with recycled materials grey water
- Adjusting building codes for Earthships
- White roofs
- CASA label for homes
- Sticker “energy efficient home”
- Award system
- Realtors – energy rating for homes being sold
- Education for residential sector on how to reduce energy use
 - Renters
 - Owners
- AP&T bill give gold star if you reduce your energy use

Waste and Recycling

- Incentivize residents/commercial to recycle more
 - More in green and blue bin
- Not clear about what goes in each bin
- Education
- Contest among schools – how much can you recycle, highest recycle rate
- More bins for batteries – recycle
- Promote freecycle website

Commercial – sticker in window for achieving high recycle rate
Business to business agreements to include green standards
More promotion in local papers – letters to the editor
Battery drop off at grocery stores and gas stations
State policies to provide more rewards for recycling

Outreach and education

Incident command system
Management/logistics/operations, planning & finance (ICS) structured
Volunteers
501.3.C. – create
Board of Directors & paid staff for outreach & education
Develop strategies for outreach to existing groups
Educate people about alternative fuel vehicles
 Plug-in electric hybrids
 EVs
 More battery charging locations
 Print messages in bills and envelopes
On energy bills, compare your use to others
Avoid making organization political
 No political appointments
Make each City department represented at CASA meetings
Are we a lobbying group who can endorse state initiatives and write letters of support

Table 4

Transportation

Bus/public transportation subsidies – “Ecopass”
Expand bike to work/school days
“Walking school bus” program
Bike sharing program
Carpool lots
Safer casual carpooling
511.org – check it out!
Helping community understand resources
Local businesses/guide people to public transit

Energy Initiatives

CFL distribution
Subsidies for energy efficiency upgrades
Educate community about existing resources
Set up website for community – EBMUD
Consistent community education at events
CASA in parade
Energy efficiency at Alameda Point Development – Essential
Pedestrian bridge to Oakland

- CASA-friendly businesses
- Solar-friendly schools, programs/other buildings
- Tree planting program on Arbor Day
- Increase green canopy
- Nurseries participate – trees for energy-use reduction
- Competition between neighborhoods, schools – who can reduce energy use the most?

Waste/Recycling

- Need more/better programs at schools (public and private)
- Getting containers at many locations
- Multi-housing buildings need recycling containers
- Time for a City-wide ordinance
- Organization at different levels within communities
- Bicycle recycling
- Recycling/drop-off points
- Community education needed for locations/convenience
- Education/understanding of what goes in recycling bins
- Reminders to make people aware
- Make it simple for people
- Cooking oil recycling for businesses
- City-specific standards for recycling/recognizing performance
- Standards Citywide for building with recycled/green materials
- More incentive programs for recycling

Community Education/Outreach

- CASA materials/clapping sticks
- Annual public meeting with Council – state of community
- Report City’s progress on Earth Day
- International Environmental Day
- Awards to high achievers
- Establish yardsticks
 - Quantitative information/data
 - Monitor progress
 - Number of solar systems installed
 - Number of LEED-rated businesses
 - Percentage of AP&T energy mix

Town book club for sustainability

Issues

- Group discussion/town gatherings
- Example “Animal, Vegetable Miracle” – Barbara Kingsolver

Chamber of Commerce

- Other organizations
- Need to have dialogue
- Need to commit to goals

CASA “wands” for good sustainable behavior
 CASA programs in schools/assemblies
 Faith groups
 Service organizations – Rotary
 Banners and signs at City gateways about CASA objectives. Organization

Table 7

Transportation

1. Map of Alameda bike paths
 Include areas that could
 Start shuttle system
 Go out for grants
 Assemble list of ways to implement programs to reduce traveled miles
 Catchy slogans that raise awareness
 Develop social networking site with special focus (carpooling in neighborhoods, with mapping systems)
2. AP&T monthly bills, online, TV open access
3. Shop local campaign and travel less
 find win-win solutions in marketing

Energy

1. Develop best practices list
 Make energy efficient part of entitlement
 Promote new form of hydroelectric sources
 CASA should pull together with AP&T a promotional marketing program (green business list, recognition list)
 CASA public outreach (powerpoint, etc) to educate businesses about ways to increase energy efficiency
 Lobby city to make best practices mandatory
 Find/establish neighborhood captains as a local/close go-to person for good tips
 Do bulk purchases for many individual businesses/residents (furnace retrofits)
 Support person-to-person communications
 Facilitate public demonstration projects (many chip in a little bit)

Waste

1. Individual volunteers to talk with businesses to do individual waste audits to increase recycling and reduce waste
 Help facilitate coordination, team up
 Go door-to-door to communicate about waste reduction
 Put together a website like freecycle for Alameda to facilitate local trade
 Lobby to locate more drop-off locations

Outreach & Education

1. Support City to make City website much more user friendly so people can find things easier
CASA: put together library of information
Identify ways how people in neighborhoods could be best helped to drive less/waste less
Have demonstration projects
Find local/neighborhood leadership/captains/watch groups
Put information online, accessible for local groups
Create vision in 10 years
Make a road map with specific goals
Develop individual groups that can dive into specific topics and provide feedback
Build on existing programs/efforts/outreach
Find the people who are doing “green” things – pull them into groups to educate others
2. Develop strong network that is flexible to break into smaller subgroups and strong enough to come back together

Group 7, “Best Ideas”

- *Audit best practices, disseminate through neighborhood groups
- *Use best practices on a pilot program on neighborhood level, or schools
- *Audit team for organizations through volunteers organized by CASA

Table 9

Transportation

Drive 15 miles less per week – use bike, need bike lanes and bike parking
Encourage communication programs to have bike events, learn how to fix/maintain bikes – cycle of change

Energy

Incentives for solar energy (solar panels)
Incentives for insulation
Incentives for using fluorescent lights
Put solar panels on schools and/or non-profits free of cost
Power purchase agreements for 501.C3
Publicize for good behavior

Waste and recycling

Introduce recycling to schools
- Help AUSD with waste management contract to include recycling
Classroom education and parent/school leadership classes
School newsletter on O-waste
City website and student’s safe/accessible blogs

Outreach

- Design events that raise awareness (have various stations with info)
- Utility bill inserts
- PSA in new movie theater
- Identify target groups such as little league, soccer clubs, etc.

New Table

Transportation

- City car loan program with electric focus
- Free shuttle bus service linked to regional transit
- Free or subsidized bus passes
- Information at transit systems
- Shared bikes
- Involve PTAs to reduce school commutes
- Bike bridge to West Oakland

Energy Emissions

- Volunteers to do home, business, health and environmental audits
- Engage landlords and community based group in energy efficiency
- Third party financing for energy retrofits
- Chamber of Commerce for “green awards”
- Activist consumers promoting green
- Carbon footprint workshops
- Simple living house parties
- Explore tidal energy
- Explore use of shade(s) to offset air conditioning
- Green rooftops
- Business association partnerships (Chamber of Commerce, PSBA, WABA)

Waste and Recycling

- A local green use facility and compost
- Subsidies for individual green waste
- Recycling and composting mentors
- Mandate or incentivize landlord participation in waste collection
- Place initial focus on multi-dwelling units for green waste
- Educate and model on reduction of what you consume (i.e. packaging)
- Multi-lingual language materials, workshops, and house parties
- Inter-City challenges and competitions

Education and Outreach

- CASA advisory relationships with City/schools
- CASA green outreach team for productions
- Some administrative structure
- City administered and funded
- Emphasis on volunteer-driven organizations

- Provide walking, biking and transit info
- Develop funding for green initiatives
- Coordinate the reinstatement of energy saving initiatives
- Promote the natural beauty and sustainable Alameda
- CASA should be a 501.d corporation – non-profit
- Develop CASA relationships with similar groups
- CASA outreach to other community institutions
- CASA act as primary agent to influence for sustainability issues in region
- CASA promote diversity of ideas and culture in region

New Table

Transportation

- Bike friendly tube to increase bike riding
- Reduce school traffic – student commute
- Walking school buses
- Encourage more AC transit – student tie-ins
- Promote family driving logs – creative incentives to reduce driving
- Promote additional means for youth to generate ideas, attitudes to reduce car use

Energy

- Publicize good and bad business energy audits
- Promote/label energy efficient mechanisms
- Quantify and promote specific energy efficient practices
- Provide energy audit bell curves with resident numbers, square footage data
- Link on CASA website providing above data
- Support billboard at City Hall with info (Kiosk)
- PSAs at Alameda Theater and other outlets

Waste and Recycling

- Get volunteers to promote increasing recycling and food scrap program participation
- More opportunities to spread the word to neighbors
- Citizen encouragement for restaurant participation
- Provide quantifications of “doing the right thing” for all to see
- Promote inter-school competition
- Improve AUSD recycling efforts
- Encourage businesses to post successes
- More awards for businesses
- “Tell” USPS to recycle (SOAR program)
- Promote means to provide stories/reports on green businesses of zero waste practices
- Provide more “responsible purchasing” info

Outreach and education

- Promote re-use legislation

Energy audit kiosk
More involvement with AUSD action
More info on AP&T/PG&E mailers on e-efficiency bell curve status
Increase water conservation nexus awareness
PSAs at Alameda Theater, cable scroll and other venues
Create neighborhood block CASA reps – disaster prep cert model
CASA: target Mastick and youth focus programs
Promote neighborhood/schools
CASA outreach to ministries/faith-based groups
User channel 15
CASA website

New Table

Transportation

1. Emeryville Emery-Go-Round
2. Zip Car/City Car
3. Shuttles for drunk drivers

Energy

1. "Earthships" sustainable homes
2. CASA label on bills "award"
3. Realtors-Energy ratings for efficient homes

Waste and recycling

1. Contest for schools and businesses
2. More battery recycling bins in more places (grocery stores and gas stations)
3. More exposure in local papers

Organization

1. Create non-political organization with volunteers, 501(3)c, no appointments

New Table

Transportation

Estuary crossing for bikes
Shuttle to BART (check with Oakland, like Emery-Go-Round)
Reduce cars backed up in traffic
Education: How to drive smarter
Get Zip Car/Car Share

Energy Efficiency

Education outside grocery stores
Door to door – home audit services
Make City businesses compare electric bills (Trader Joes vs. Safeway)
All green businesses need to be recognized and incentivized by the City

Social comparison of electric usage – to change energy consumption

Waste and recycling

Businesses need to be incentivized to recycle
Schools – PTA – Best practices
Advertise that lower garbage price is due to recycle bins
Mandate businesses to recycle
Community re-use area for freecycle
Get volunteers to put freecycle on Craigslist for seniors

Outreach and education

Fix City website to promote green education and green checklist (put ICLEI report on website)
Bulletin board at public places on conversation tips.
AP&T electric bill payment center – have green tips
Green depot for sustainability center
Local community organization needed to collaborate with a common vision
Green checklist – make downloadable from website

Table 5

Transportation

More ride share locations and publicized
West end biking to Oakland
“Green” Alameda stamps for driving less, smarter, etc.
Website info, pamphlets at public locations for educating
Award bumper sticker “My Carbon Footprint is Smaller”

Energy Efficiency

Tax break for employers to hire local employees
Municipal support in commercial and residential solar
“More efficient” public awards, tax breaks

Community Outreach

Support schools in implementing recycle programs
Coupon incentives in Island Recycling newsletter
More locations for recycling
Public recycling bins
Greater focus on organics
More businesses taking advantage of programs

CASA helping

- Outreach to schools to support/create programs
- Environmental film festival
- CASA sponsored newspaper articles
- More user-friendly City website with environmental info, programs, etc.
- Sign up for automated emails
- Multiple “green” fairs
- Community environmental seminars

Table 8

Transportation

- Contest to reduce carbon footprint – sponsored by City/schools
- Financial incentives – movie tickets, free parking
- Walk and roll to school
- Businesses to reward employees for use of alternatives to driving to work
- Collection and processing stations for used vegetable oil for bio diesel
- Commute contests

Energy

- City supported energy raters
- School programs find sources for delivery to classrooms
- Locally funded development program
- Provide no interest or low interest loans for energy reducing projects
- Public recognition for businesses

Waste recycling

- Bring AUSD
 - Improve school waste contest to improve recycling/composting (encourage)
- Establish public gardens
- Monthly drop-offs for non-curbside items
- Donations of usable packaging material – paper bags
- Provide disincentives for local use of plastic bags
- Incentives for giving away cloth bags

Outreach/education

- CASA representative in every community organization. Email/telephone master list
- City should be more aggressive
 - More events
 - Requirements and incentives for businesses to be greener
 - Business permit renewal – every audit
- Master list
- City and City officials should be more energy conscious

CASA to provide list of experts in various energy saving areas
Community contests – walking school bus
Energy initiatives – revolving fund
Waste – improve school waste management contract
CASA representatives from all service organizations
Businesses required to do an energy audit and submit goals for improvement with each license renewal