

# Sustainability Efforts

City of Roseville, CA

The City of Roseville is a full-service City providing electricity, water, wastewater, solid waste, recycled water, transit, and standard municipal services. The City Council identified sustainability as one of four Council priorities in 2009. The City has a longstanding commitment to sustainability across all departments as evidenced by a number of projects, programs, services and resource allocations. The commitment has been further demonstrated this past year through a number of initiatives.

## Roseville Green Team

The Roseville Green Team is a cross-departmental team working together to inventory existing programs and services, develop new programs, comply with legislative mandates, and implement the climate action planning of the City.

## General Plan Update

In March 2008, the Roseville City Council adopted a number of General Plan amendments to reflect existing City policies and programs that serve to either reduce greenhouse gas emissions, or assist in protecting residents from the potential adverse impacts of climate change. Additions were made to the Air Quality, Land Use, Circulation, Public Utilities, Parks and Recreation, and Open Space Elements identifying existing policies that reduce greenhouse gas emissions. Icons  were also added throughout the General Plan to identify policies that reduce greenhouse gas emissions or support sustainability.

## City Operational Climate Action Plan

The City-operations Climate Action Plan, adopted by the Council on November 4, 2009, includes a greenhouse gas emission reduction goal of 22.8% based on a list of energy conservation measures, internal rate of return on the City's investment, and net cash flow to the City (calculated over a 20 year period). The Plan was prepared to allow the City to proactively comply with state and federal requirements, address directives that might come from the California Attorney General's Office, save fuel and energy costs, and position the City for grant funding. The Plan shows a net positive cash flow in Year 4 based on the estimated fuel and energy costs for the first three years of the project. The implementation will be monitored by the City's Green Team and project funding will come from Enterprise Funds, grants, and General Funds.

## Community-wide Sustainability Action Plan

On January 20, 2010, the Roseville City Council appointed a 38-member Sustainability Action Committee to participate in the preparation of a Community-wide Sustainability Action Plan. The Plan includes a city-wide emissions inventory, measures to reduce greenhouse gases and other pollutants, and measures for community outreach. The Committee met regularly from February through September 2010 and also research potential measures in smaller work groups. The final Sustainability Action Plan will be brought to the Roseville City Council in winter 2011. The Plan is funded in large part by a grant from the Placer County Air Pollution Control District.

## Economic Development

**Economic Development Strategy:** The City Council amended the 2005 Economic Development Strategy to specifically include action items that support renewable energy and clean technology markets and companies in the City.

**Advocacy & Marketing:** City Council and staff participate in numerous advocacy and marketing efforts throughout the region. Roseville staff has co-chaired the Sacramento Metro Chamber Cap to Cap Green/Clean Tech team for four years. The Roseville Chamber sponsors a trip to Washington DC to lobby legislators regarding appropriations and issues. The efforts have resulted in numerous successes for funding appropriations, legislative support and marketing the region as a green/clean tech hub. Roseville also markets Roseville through the Sacramento Area Commerce and Trade Organization (SACTO) and prepares prospect packages for business referrals through SACTO and those that are made directly to City staff.

## Contact

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