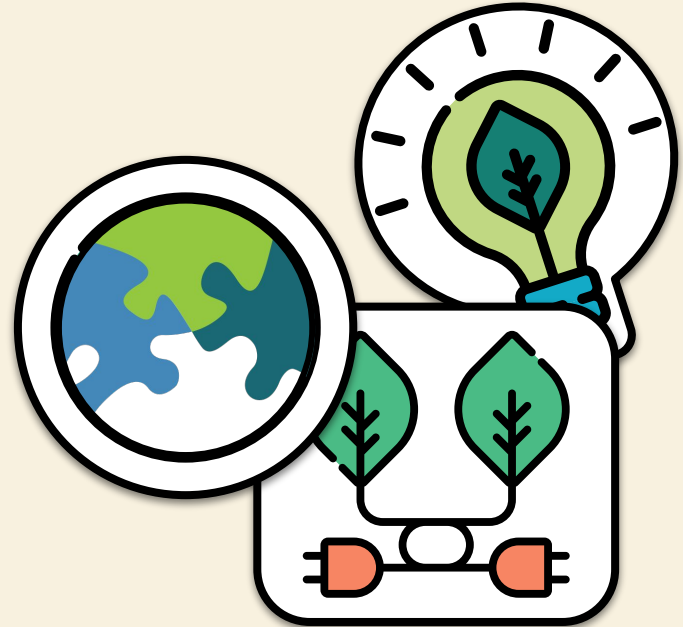
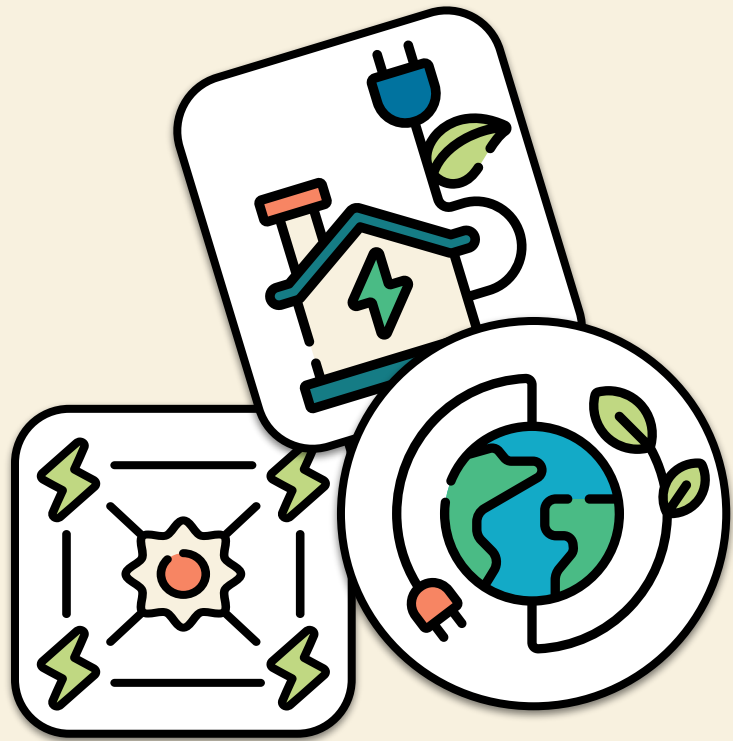


# SUSTAINABLE San Mateo County

—  
San Mateo County C/CAG  
Resource Management and  
Climate Protection Committee  
May 15, 2024





# Why We're Here

## Mission

A sustainable future for everyone  
in San Mateo County

---

## Vision

To stimulate action to make  
San Mateo County more sustainable  
on **economic**, **environmental** and **social equity** issues  
through empowering information and advocacy.

# What We Do - the “3 Es”

## Environment

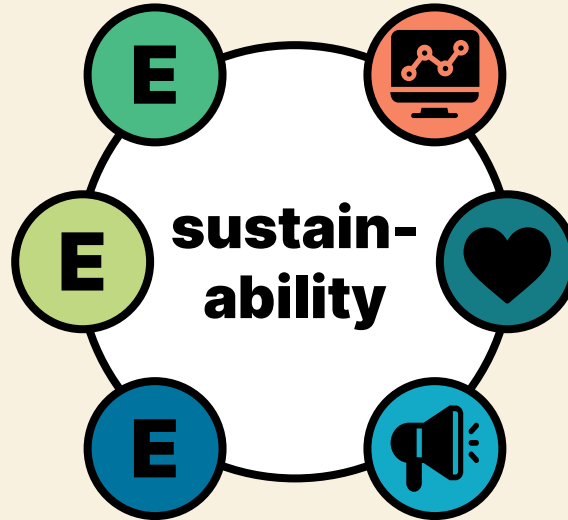
GHGs; Biodiversity; Land Use;  
Water; Air

## Economy

Decarbonization; Housing;  
Transportation; Economic &  
Food Security

## Social Equity

Everyone in San Mateo County



## Inform

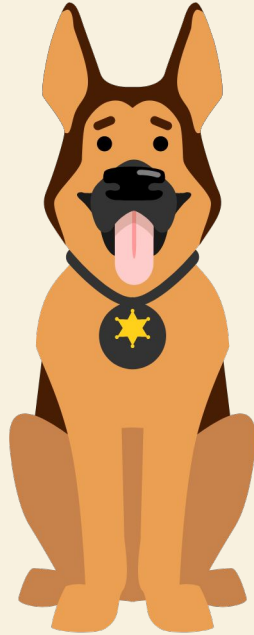
Metrics and Data;  
Indicators; Policy Solutions

## Empower

Sustainability &  
Green Building Awards

## Advocate

Webinars, Roundtables,  
Other Communications



**Watchdog**

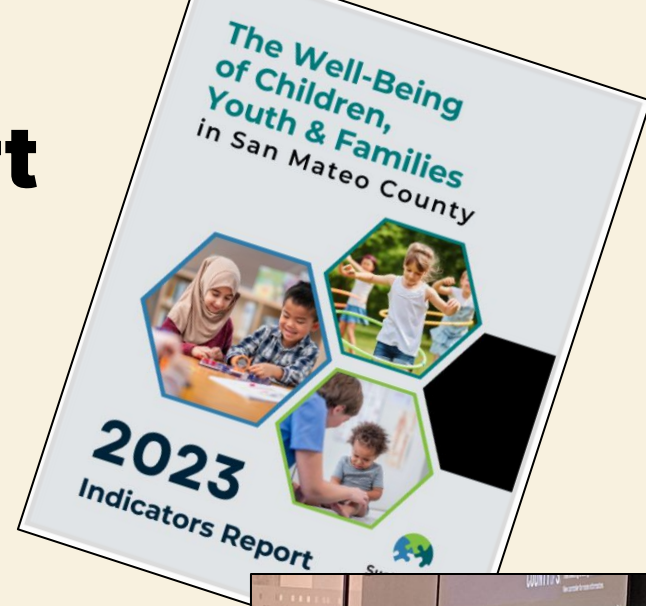


**Cheerleader**



# Info: Indicators Report & Launch Event

- Annual since 1997
- Provides fact-based information on sustainability indicators and local trends impacting San Mateo County's economy, environment and social equity
- Offers case studies of local governments and businesses, as well as data-driven insights and resources that help sustainability practitioners make sound decisions for the benefit of future generations



# 2024 Indicators Report: EV Charging Infrastructure



# ♥ Empower: Sustainability & Green Building Awards

2024 Awards Event is 25th Annual!  
NEW! Youth Sustainability Award  
Recognize Innovation & Impact



# 2024 Sustainability Awardees



Byrd's Filling Station



Youth Climate Ambassadors  
Leadership Program (YCA)



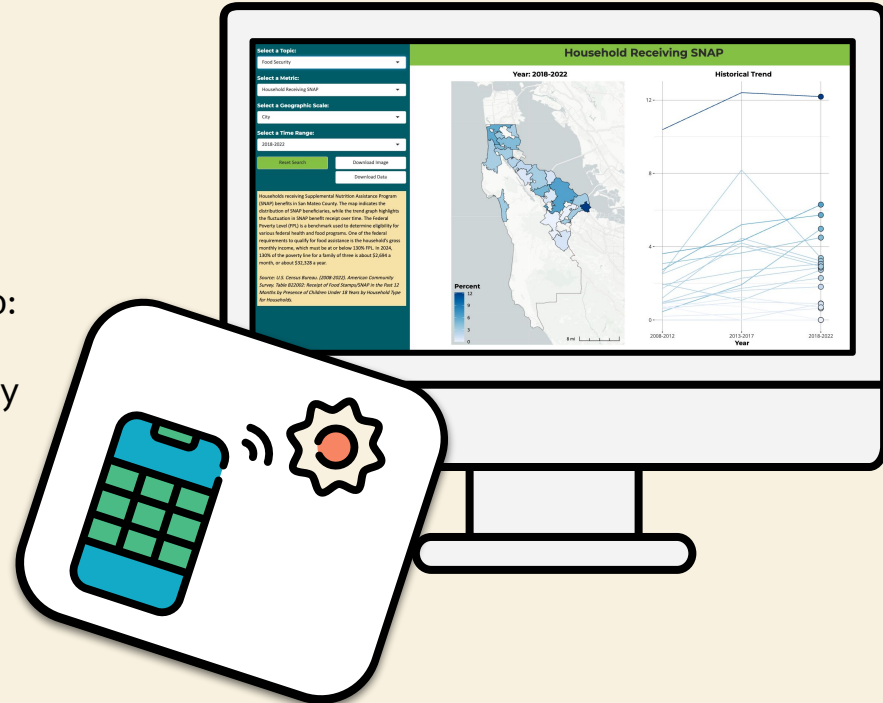
Kayla Ling (Youth Award)  
& Sam Herzberg



# Info: Sustainability Dashboard

The Sustainability Dashboard empowers local governments, community organizations, residents and media with comprehensive sustainability metrics for each of San Mateo County's 20 cities and unincorporated areas. Use the dashboard to:

- Get the latest data on sustainability by city
- Monitor progress and identify where more work is needed
- Compare performance across cities
- Identify trends across time



# 12 Topics / 80+ Metrics

**Demographics**

**Climate Action  
& Adaptation**

**Economy**

**Food Security**

**Water**

**Child Care**

**Energy**

**Health**

**Housing**

**Natural  
Environment**

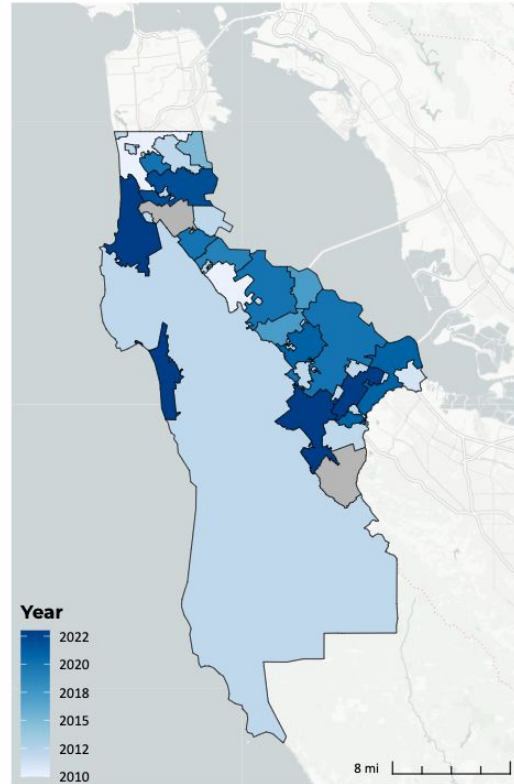
**Transportation**

**Waste  
Management**

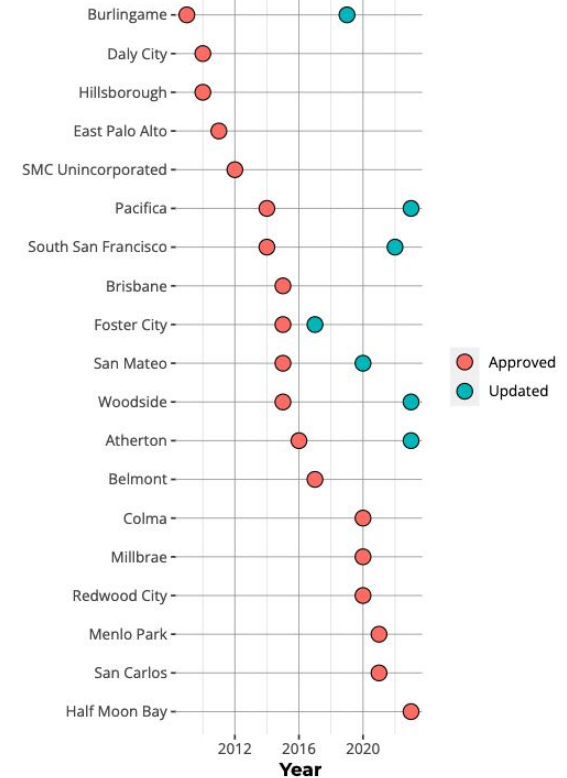


# Last Date Climate Action Plan Approved and Updated

## Last Date Updated or Approved



## Timeline



Select a Topic:

Climate Action

Select a Metric:

Last Date Climate Action Plan Approved and Updated

Select a Geographic Scale:

Select a Time Range:

Reset Search

Download Image

Download Data

Update and approval timeline of Climate Action Plan (CAP) in San Mateo County. This visualization tracks the latest dates on which CAPs were updated and approved across different jurisdictions within the county. The timeline reflects the progress in policy revisions and implementations aimed at combating climate change.

Source: Official websites of individual jurisdictions and county of San Mateo

Select a Topic:

Demographics

Select a Metric:

Household Income less than 30% County Median

Select a Geographic Scale:

City

Select a Time Range:

2018-2022

Reset Search

Download Image

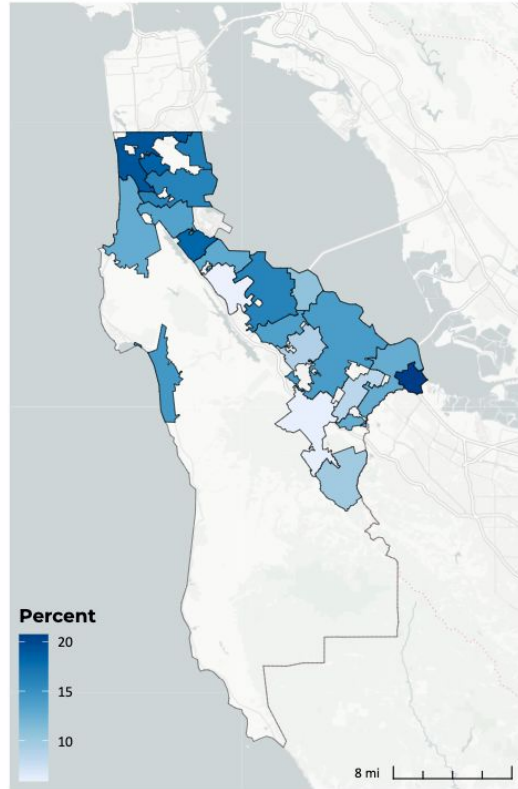
Download Data

Percentage of households earning less than \$45,000 in annual income: \$44,972 represents 30% of \$149,907, which was the median household income (adjusted for 2022 dollars) in San Mateo County from 2018 to 2022.

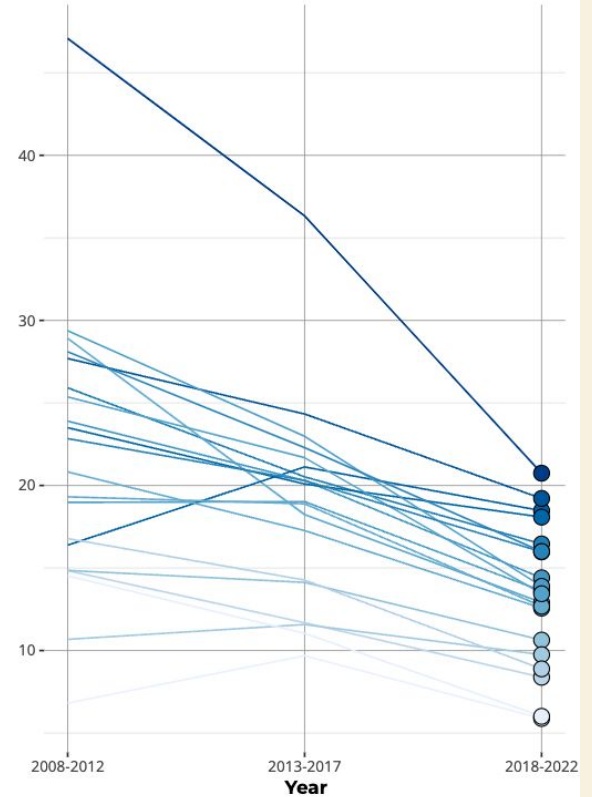
Source: U.S. Census Bureau. (2008-2022). American Community Survey. Table B19001: Household Income in the Past 12 Months (in Inflation-Adjusted Dollars).

# Household Income less than 30% County Median

Year: 2018-2022

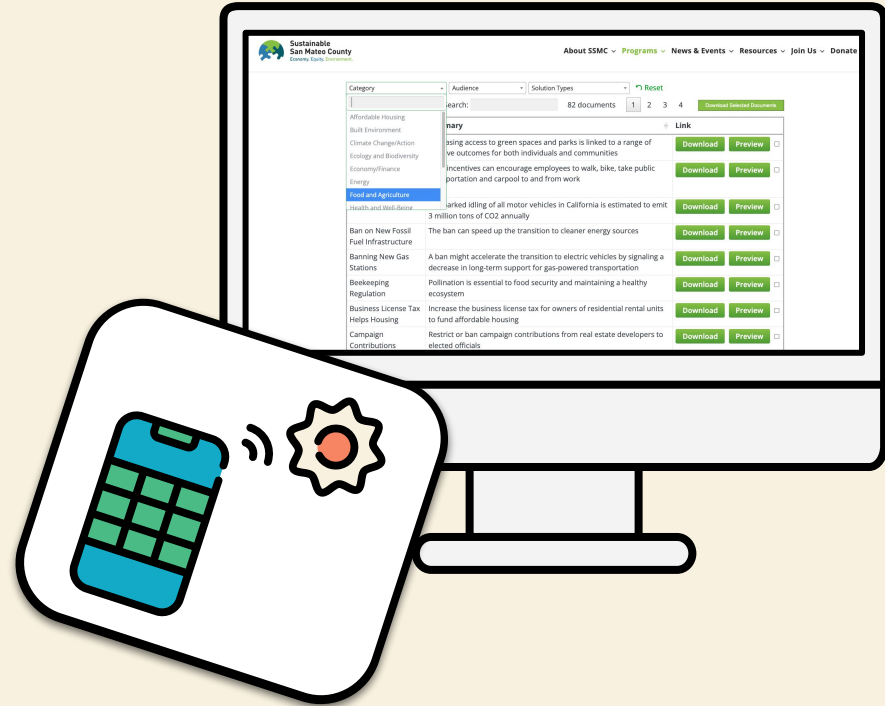


Historical Trend



# Info: Sustainability Ideas Bank

SSMC's Sustainability Ideas Bank gives government and community leaders access to successfully implemented solutions to quickly advance their sustainability goals. Find policies and programs relevant to the needs of cities in San Mateo County, all carefully researched and vetted.



Category ▾

Audience ▾

Solution Types ▾

↻ Reset

Search:

80 documents

1

2

3

4

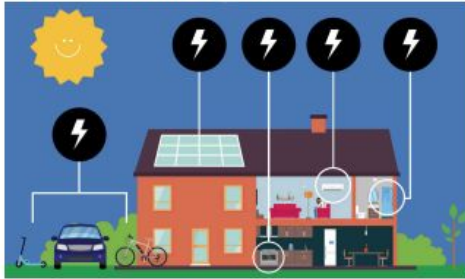
Download Selected Documents

Title	Summary	Link
Alternative Transportation Incentives	Cash incentives can encourage employees to walk, bike, take public transportation and carpool to and from work	<a href="#">Download</a> <a href="#">Preview</a> <input type="checkbox"/>
Anti-Idling Ordinance	The parked idling of all motor vehicles in California is estimated to emit 3 million tons of CO2 annually	<a href="#">Download</a> <a href="#">Preview</a> <input type="checkbox"/>
Ban on New Fossil Fuel Infrastructure	The ban can speed up the transition to cleaner energy sources	<a href="#">Download</a> <a href="#">Preview</a> <input type="checkbox"/>
Banning New Gas Stations	A ban might accelerate the transition to electric vehicles by signaling a decrease in long-term support for gas-powered transportation	<a href="#">Download</a> <a href="#">Preview</a> <input type="checkbox"/>
Beekeeping Regulation	Pollination is essential to food security and maintaining a healthy ecosystem	<a href="#">Download</a> <a href="#">Preview</a> <input type="checkbox"/>
Business License Tax Helps Housing	Increase the business license tax for owners of residential rental units to fund affordable housing	<a href="#">Download</a> <a href="#">Preview</a> <input type="checkbox"/>
Campaign Contributions	Restrict or ban campaign contributions from real estate developers to elected officials	<a href="#">Download</a> <a href="#">Preview</a> <input type="checkbox"/>

# IDEAS BANK KEY COMPONENTS

## Direct Install Electrification

Organizations are incentivizing the transition from gas to electricity by helping homeowners through the process



(Photo courtesy of Patch)

### The Impact

One of the best ways homeowners can reduce their carbon footprint is by replacing their gas appliances with electric ones. However, the process of transitioning to energy-efficient electrification is complex, encompassing initial planning, selecting contractors, obtaining permits, and completing the installation of electric appliances. By providing direct install electrification services — also called “turnkey electrification” — to homeowners, cities and organizations can make clean electrification easier and motivate more people to convert. These programs can spur homeowners to make energy-saving home improvements. As of June of 2023, Peninsula Clean Energy (PCE) had helped 185 lower-income households with energy-efficient and electrification projects, with 40 more ongoing projects.

### Description

To encourage homeowners to change from natural gas to electricity, cities, utility companies and community organizations are offering help with the process. That help ranges from providing financial aid and lists of resources to supervising the entire installation process. Some direct install programs do most of the work required to implement green energy changes in a home. They typically assist with planning, procurement of contractors and acquiring the necessary permits that allow renovations to begin, thus easing the burden on the homeowner. Many programs provide rebates as well, which

**IMPACT**

What will implementing this Idea accomplish?

**IMPLEMENTATION**

Where has this been successfully implemented?

**SUCCESS FACTORS**

What conditions are essential for success?

**KEY OBSTACLES**

What might slow or stop progress?

**REFS & RESOURCES**

Where can I find help and support?

# **Advocacy: Sustainability Dashboard + Ideas Bank** --- **= PROGRESS**

- SSMC staff provides Dashboard report to city leaders
  - Mayor, Vice Mayor, Sustainability Manager, Planning Department Manager, and other related staff
- Hold meetings with city staff to
  - highlight accomplishments,
  - discuss progress, and
  - identify strategies to address issues





# 📣 Advocacy: Panel Discussions & Roundtables



**Youth for Climate Policy**

A Free Virtual Event  
[bit.ly/2024Youth4Climate](https://bit.ly/2024Youth4Climate)

Learn how you can effectively influence local government in taking climate action

April 30 5 - 6pm

Sustainable San Mateo County  
 Economy. Equity. Environment.

**Kayla Ling**  
 2024 YOUTH SUSTAINABILITY AWARD WINNER

**Kirsten Keith**  
 FORMER MAYOR OF MENLO PARK

**Georgi Laberge**  
 FORMER MAYOR OF REDWOOD CITY

**Mark Olbert**  
 FORMER MAYOR OF SAN CARLOS

**Terry Nagel**  
 FORMER MAYOR OF BURLINGAME

SAN MATEO COUNTY Sustainability Department

Citizens' Climate Lobby San Mateo County Chapter

PENINSULA CLEAN ENERGY


SILICON VALLEY YOUTH CLIMATE ACTION

SAN MATEO COUNTY OFFICE OF EDUCATION

Acterra ACTION FOR A HEALTHY PLANET

350 SILICON VALLEY CLIMATE JUSTICE NOW

citizens environmental council



Jill Reed

Sarah Hubbard

Terry Nagel

Simona Vallone

XTRIM Bollywood

Joanna

patricia

Elisabeth Gillette Lorenc

Valerie Fox Carlos

Mollie Carter

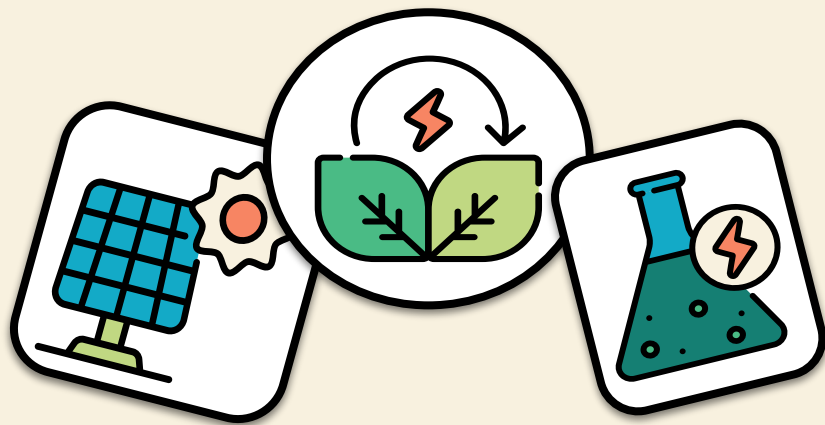
Nellie Ling

Afsoon Shahrdar

Laura Larkin (she, her)

Mark Moulton

Sarah Prescott



# Who We Are

---



Sarah Hubbard  
Executive Director



Simona Vallone  
Program Manager



Mollie Carter  
Communications &  
Outreach Lead



Jill Reed  
Executive Assistant



Terry Nagel  
Board Chair



Sarah Hubbard  
Executive Director  
Sustainable San Mateo County  
[shubbard@sustainablesanmateo.org](mailto:shubbard@sustainablesanmateo.org)  
[linkedin.com/in/sarahjhhubbard](https://www.linkedin.com/in/sarahjhhubbard)

**[www.sustainablesanmateo.org](http://www.sustainablesanmateo.org)**

