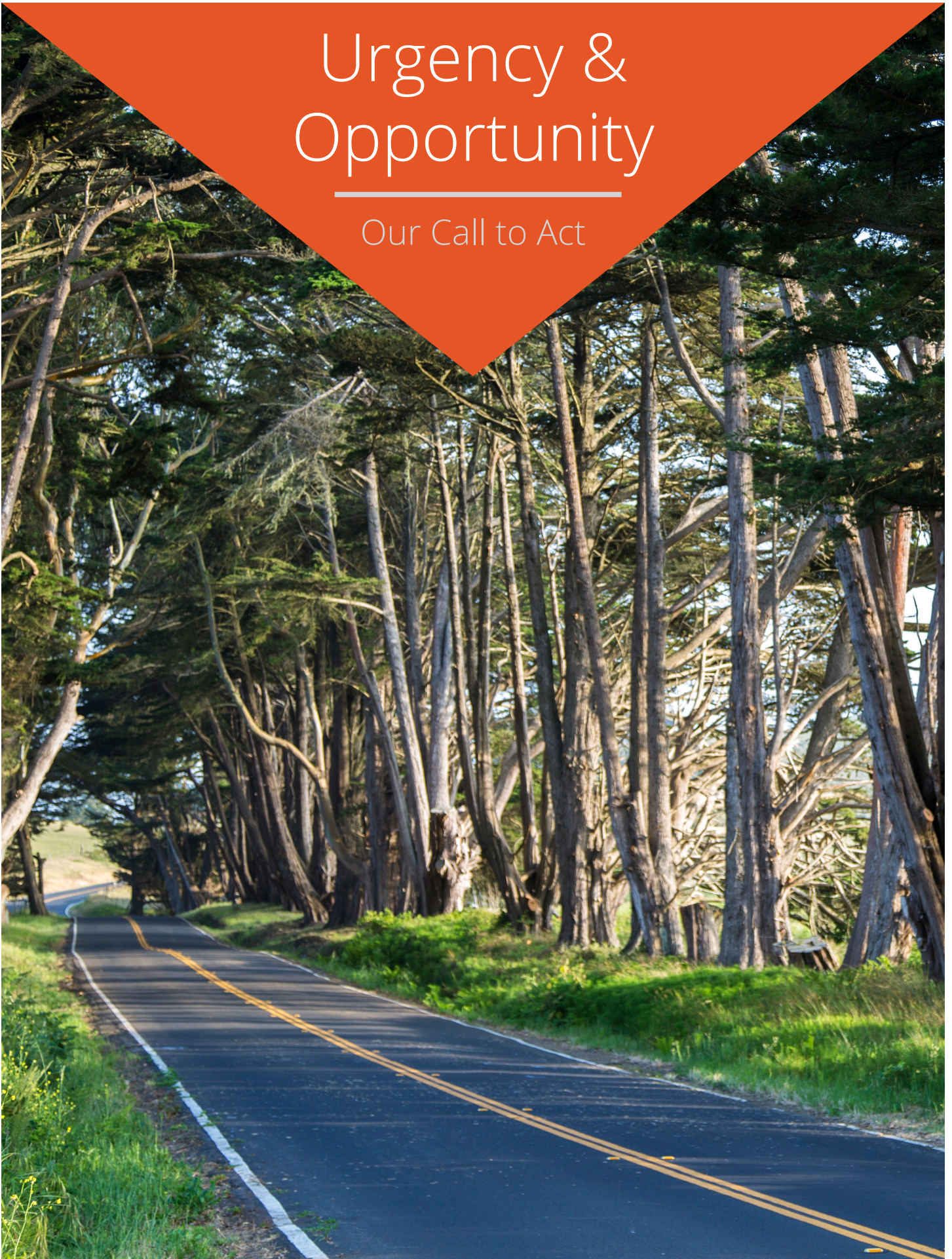


RCPA Strategic Plan 2025



Urgency & Opportunity

Our Call to Act



5,643 structures destroyed in Tubbs Fire
1/4 of Sonoma Valley



87% county emissions - energy use



Buildings & Transportation

1 MMT increased local CO2 emissions by 2050



with continued business as usual

1,150 permits for new homes



801 under construction

\$2.3M+ energy efficiency incentives



965 BayREN Home Upgrades

9th in California for EV adoption



200 households committed to reduce 500 tons CO2 by 2019



Addressing climate change is not an option, it's an imperative. In recent years, Sonoma County has seen adverse impacts from the increasing occurrence of **fires and extended droughts**, along with pressures from **rising** housing costs, increased traffic, and uneven economic development.

Many of the climate actions we need to take — reducing energy use, conserving water, and transitioning away from fossil fuels — will also create opportunities for Sonoma County to achieve multiple community goals such as providing access to affordable, transit-oriented housing.

We know that Sonoma County must significantly reduce greenhouse gas emissions in order to change course and reach our 2030 GHG reduction goal. The increased recognition that we are facing a climate crisis among our members, partners and the larger community, will spur us to act boldly and decisively.

The RCPA was created to enable local action to have a greater impact through coordinated regional efforts. It is our challenge, in our current context, to **come together to** refocus and reimagine what we can accomplish.

Sonoma County **needs a regional approach** that is customized for rural communities and a growing metropolitan area. By connecting the urgency of climate change to the urgency of local priorities, we can advance equitable actions that meet current needs and set us on a path to decarbonize and improve quality of life for our communities.

RCPA's Role

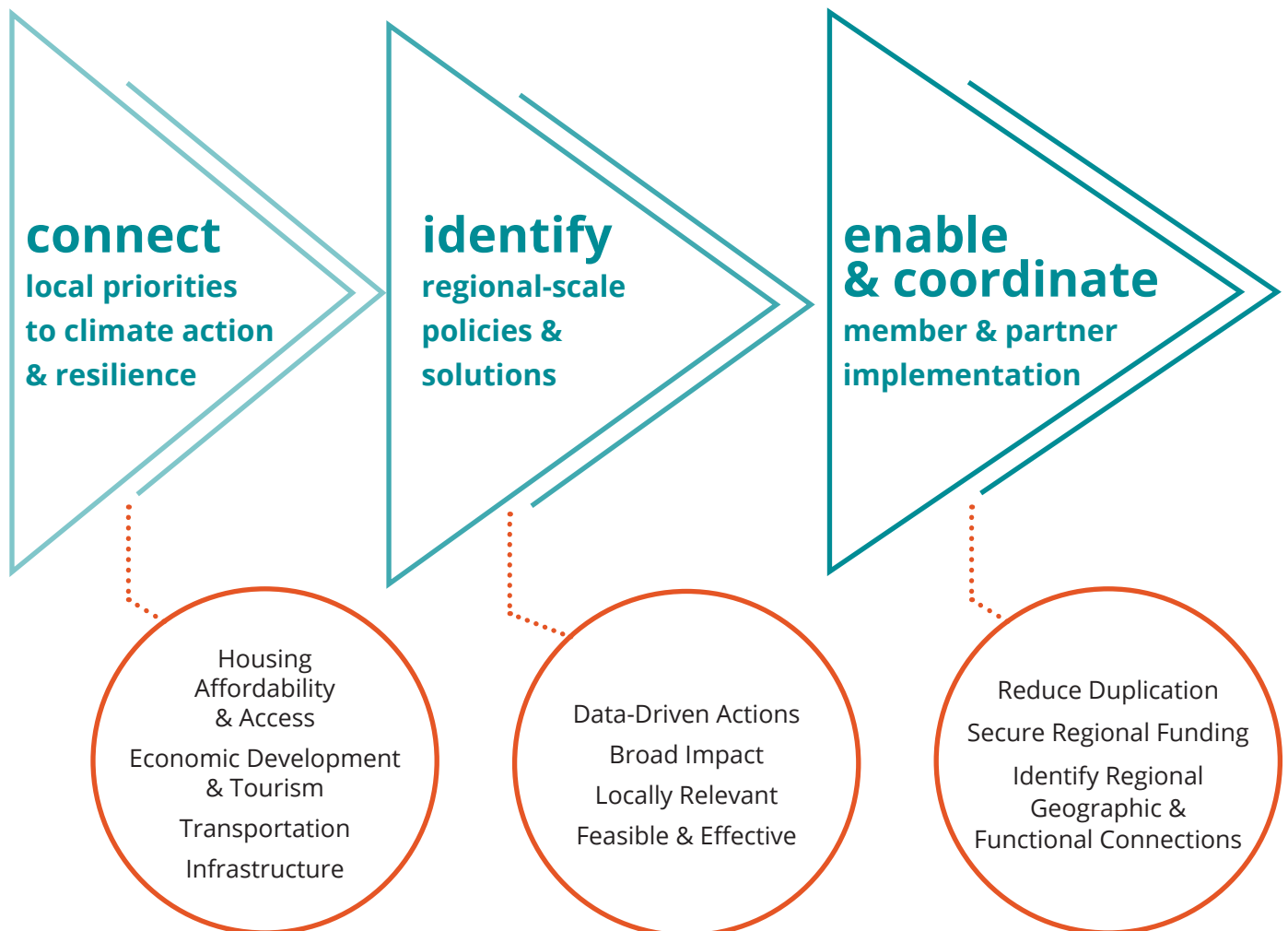
Connecting
the Region



Sonoma County is home to multiple successful county agencies, organizations, and non-profits focused on sectors impacted by climate change. However, RCPA is the only agency dedicated to addressing the entire spectrum of climate change issues, particularly as they relate to the region as a whole.

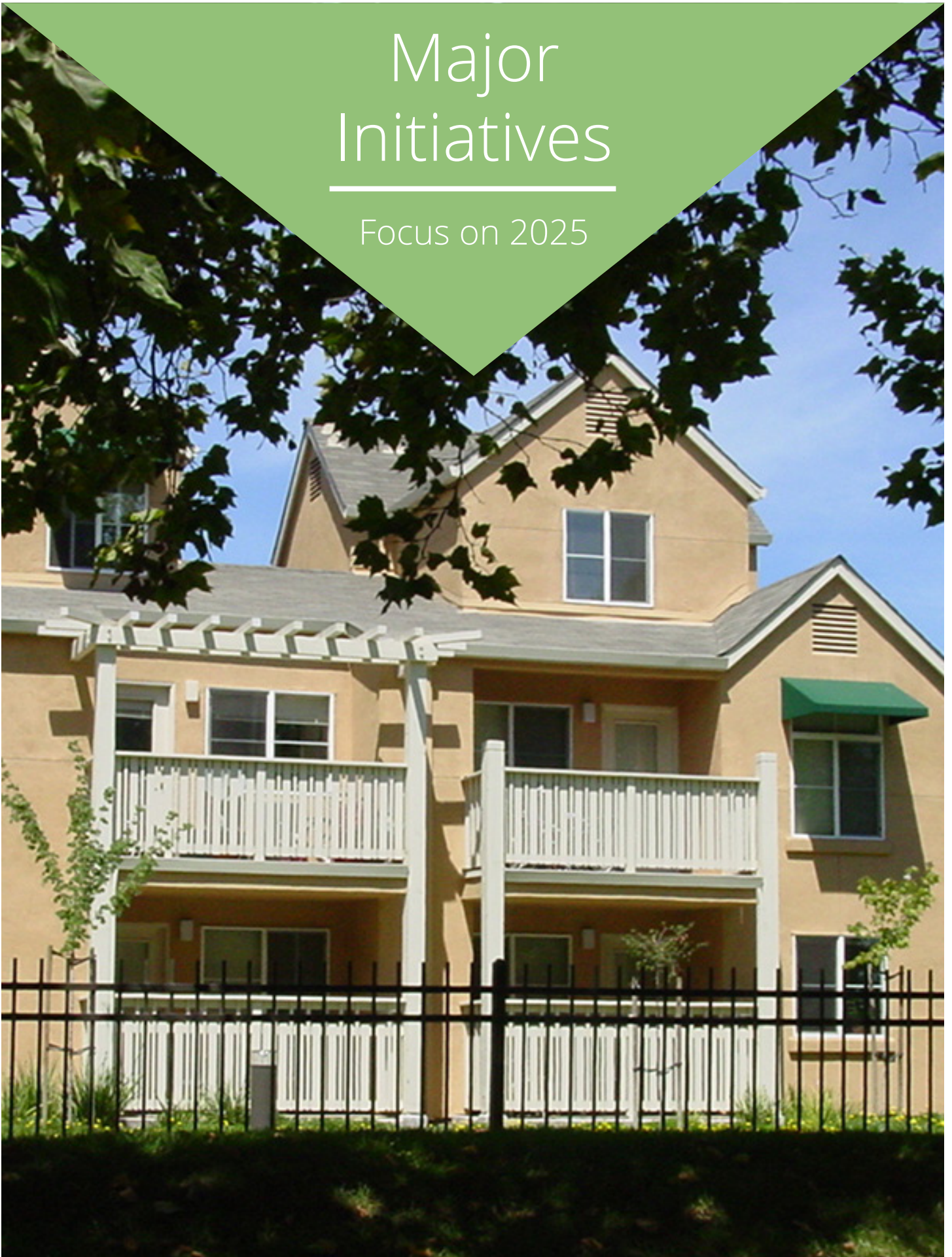
As such, RCPA's role is that of a conductor, orchestrating regional climate action by connecting local government's most critical needs to regional-scale solutions. RCPA provides critical regional context that enables strategic implementation by partners and members. We do this by:

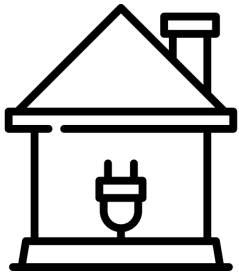
- Developing and enabling the adoption of new **policies and programs**
- Sharing **information**, best practices, and tools
- **Convening** partners and local governments
- Communicating and building **regional support** for actions
- Securing regional-scale climate and adaptation **grants**



Major Initiatives

Focus on 2025

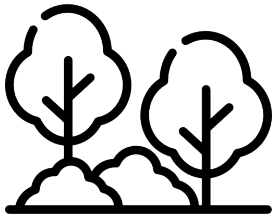




Decarbonization Target Greenhouse Gas Emission Reductions

Building & Transportation Emissions

- Collaborate with BayREN to develop locally tailored policies and programs to reduce emissions and fossil fuel use in existing buildings
- Support reach code development to discourage fossil fuel use in new buildings and encourage electrification
- Target critical policy and funding gaps and enable county-wide electric vehicles (EV) adoption



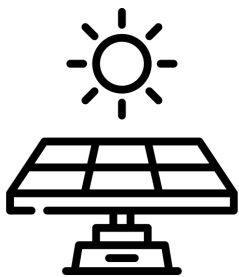
Carbon Sequestration Increase Carbon Sinks

Foster Ecosystems Services* & Smart Land Use Policies

Connect countywide partners to identify and focus Sonoma County's carbon sequestration capability within urban and suburban areas through:

- Land use and zoning
- Storm water management
- Green infrastructure
- Parks and open space
- Urban forests

**Benefits people obtain from ecosystems. These include provisioning services such as food and water; regulating services such as regulation of floods, drought, land degradation, and disease; supporting services such as soil formation and nutrient cycling; and cultural services such as recreational, and other non-material benefits.
(Source: Millennium Ecosystem Assessment)*



Resilience Reduce risk & vulnerability & increase ability to recover

Support Energy & Water Independence

- Improve energy assurance and related hazard mitigation planning
- Expand local government vegetation management and fire-scaping capabilities
- Leverage BayREN's Water Bill Savings program to provide equitable access to energy and water savings

Strategic Framework

5-year plan



Mission

RCPA leads a local government coalition to mobilize regional climate action in Sonoma County.

Vision

Sonoma County is united in taking bold action to fight the climate crisis.

Goals



1. FOCUS

Focus initiatives on regional decarbonization, carbon sequestration, and resilience to directly reduce greenhouse gases and improve quality of life.



2. ENGAGE

Engage and support local governments to meet Sonoma County's climate and resilience goals.



3. SUSTAIN

Ensure RCPA grows revenues to achieve operational sustainability within the next 5 years and is able to expand services to fulfill its mission.

Objectives

Leverage RCPA's regional role to accelerate climate action in focused areas.

Directly assist local government members to address a range of climate and resilience needs.

Increase the capacity of RCPA to provide additional benefits to members and partners through focused growth.

Outcomes

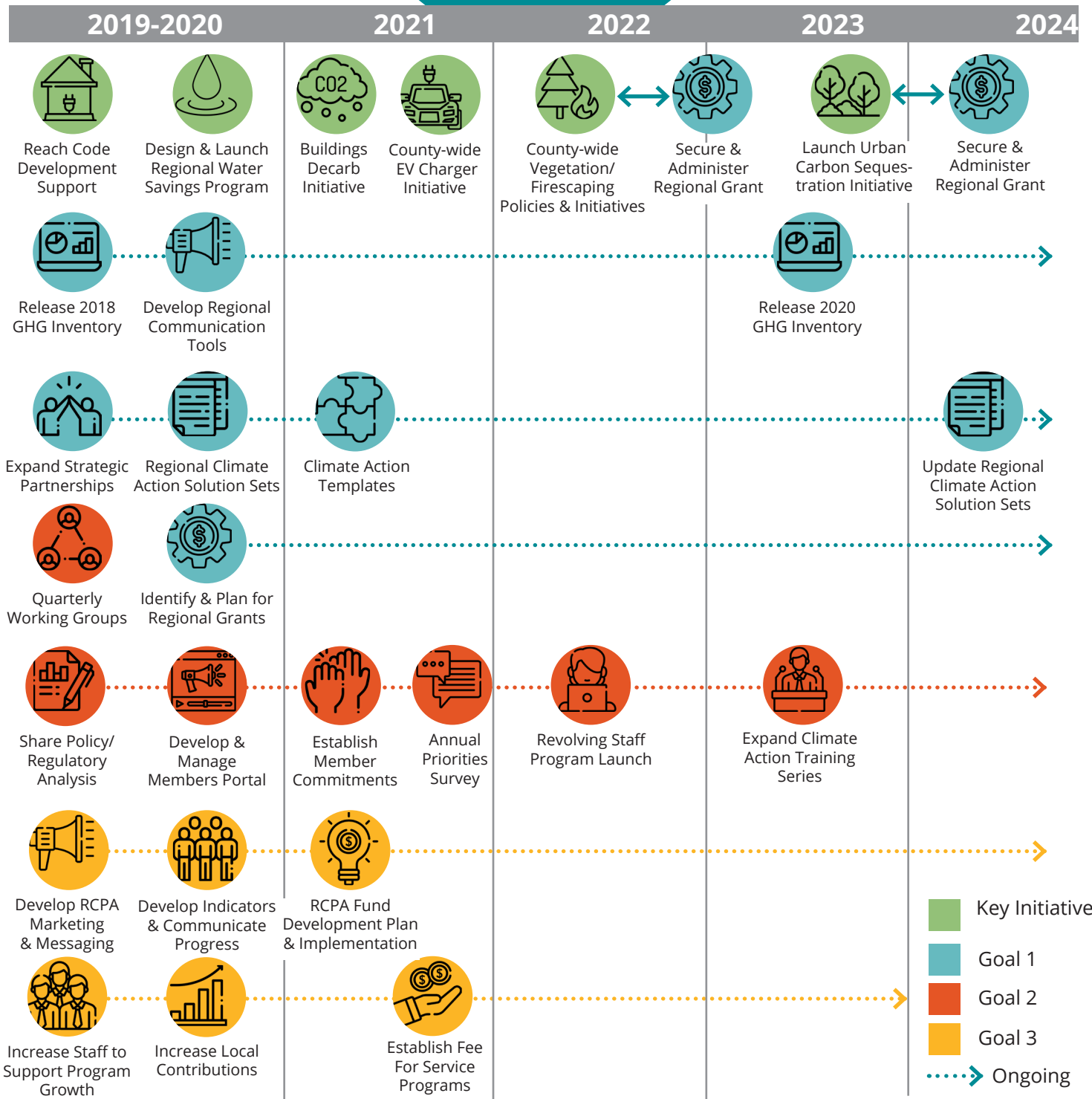
Members and partners prioritize and implement local climate actions that generate tangible, regional impact.

Greater participation and capacity of local government members to direct and implement local climate action.

Members and partners are supported and empowered to meet Sonoma County's ambitious climate goals.

Key Milestones

5-year plan



-  Key Initiative
-  Goal 1
-  Goal 2
-  Goal 3
-  Ongoing

1. FOCUS



Focus initiatives on regional decarbonization, carbon sequestration, and resilience to directly reduce greenhouse gases and improve quality of life.

Objective Leverage RCPA's regional role to accelerate climate action in focused areas.

Outcome Members and partners prioritize and implement local climate actions that generate tangible, regional impact.

S1.1 Establish solution sets for local governments that cascade positive climate impacts regionally.

Develop strategies to support regional decarbonization, sequestration, and resilience and collaboratively identify partners and local government roles.

Consider menu of strategies and associated impact based on 2030 GHG reduction goals and present to members and partners for input.

Establish regional climate action work plan templates to address locally relevant priorities.

S1.2 Pursue high impact regional-scale grants and funding to enable local government climate action implementation.

Identify, develop and secure grants, partnerships or other funding sources for each action outlined in the solution sets.

Work with BayREN and regional partners to pilot building decarbonization initiative.

Continue to build strategic long-term relationships with BayREN, SCP, Air Districts, SCTA, and other key partners to implement solutions and to pursue grant opportunities.

S1.3 Highlight and communicate the connection between local priorities and needs and climate action goals.

Update GHG inventory methodology to be in line with state best practices for the 2020 reporting cycle.

Develop communication tools focused on key audiences: e.g., videos, talking points, presentations to personalize these connections for cities and decision makers.

Work with members and partners to develop indicators to communicate Sonoma County's progress towards climate and resilience goals annually.

2. ENGAGE



Engage and support local governments to meet Sonoma County's climate and resilience goals.

Objective Directly assist local government members to address a range of climate and resilience needs.

Outcome Greater participation and capacity of local government members to direct and implement local climate action.

S2.1 Streamline information sharing between local government agencies and partners.

Work with members and partners to identify effective communication and data sharing tools and develop a schedule for ongoing communications and information sharing.

Establish a members portal, with contributions from partners, to share best practices, resources, and data.

Share locally relevant state and regional policy, and regulatory analysis with members based on specific priorities.

S2.2 Increase capacity for local members and partners to successfully engage and participate in climate action.

Survey members and partners regarding critical needs, interests, and priorities.

Create an option in local contribution scale to provide access to temporary/revolving staff to assist in the development of climate action strategy implementation.

As part of baseline membership, offer initial trainings to increase local government knowledge and skills related to climate action and expand trainings to meet evolving needs.

S2.3 Convene local government members and partners related to specific priority initiatives to reduce duplication and leverage resources.

Establish, convene and facilitate quarterly working groups to support specific initiatives.

Work with city managers and county staff to establish primary RCPA point of contact for each member agency.

Develop member commitment to clearly outline member role and leverage available regional resources.

3. SUSTAIN



Ensure RCPA grows revenues to achieve operational sustainability within the next 5 years and is able to expand services to fulfill its mission.

Objective Increase the capacity of RCPA to provide additional benefits to members and partners through focused growth.

Outcome Members and partners are supported and empowered to meet Sonoma County's ambitious climate goals.

S3.1 Position RCPA as a regional leader in climate action with clear roles and measurable goals.

Develop messaging and communications materials to highlight RCPA's value proposition to members, partners, and decision-makers.

Present RCPA progress to member's decision-making bodies on an annual basis.

Expand RCPA's staff to support expanded programs and services.

S3.2 Diversify and grow revenue sources through the development of operational grants, innovative fee for service programs, trainings, resources, and strategic partnerships.

Secure funding to implement strategic plan.

Work with members and partners to establish increase in local contributions consistent with desired RCPA capacity.

Establish and implement a 3 to 5 year fund and revenue development plan.

Develop a suite of fee for service programs for local governments to enable RCPA to secure sustained focused funding for specific projects.

Members & Partners

Our Strength



9 + 1
Cities



+ County

504k residents
254k employees
189k households

8



Sonoma
County Partner
Agencies &
Divisions

\$1M +



Grant funding
leveraged in
2019 for county
climate efforts

Our members and partners are innovative, hard-working, and dedicated to serving their communities. Their engagement, support, and desire to tackle climate change are critical to RCPA's success and future and have been central to the development of this strategic plan.

Beginning in late 2018, RCPA conducted a needs assessment to inform our strategic planning. Online surveys, planning workshops, and over 45 interviews with staff, members, partners, board members, and key stakeholders provided insights and input to guide our work. These conversations highlighted key gaps in information, capacity, and staffing resources as well as a lack of funding that stymie local action. The goals and objectives outlined in this strategic plan speak directly to these needs and opportunities. This initial needs assessment will be updated annually going forward to ensure that RCPA can evolve as a member driven coalition addressing key barriers and challenges to support bold action.

While local action and engagement are key to developing effective solutions, no one entity or agency can move at the scale and speed required to mitigate climate change impacts on their own. Reducing emissions and building community resilience requires a deep understanding of how jurisdictional responsibilities can both inhibit and support much needed collective action.

The RCPA Strategic Plan 2025 reflects how we will continue to work with our members and partners to support, fund, and strengthen local action through regional cross-sector and cross-agency engagement.



About RCPA

Board of Directors

The RCPA is governed by a twelve member Board of Directors comprised of representatives from the Sonoma County Board of Supervisors and Council Members from each of the nine cities.

Cloverdale: Melanie Bagby

Cotati: Mark Landman, Chair

Healdsburg: Joe Naujokas

Petaluma: Kathy Miller

Rohnert Park: Joe Callinan

Santa Rosa: Chris Rogers

Sebastopol: Sarah Gurney

Sonoma: Logan Harvey

Windsor: Sam Salmon

Sonoma County:

Susan Gorin, Vice Chair,
First District

David Rabbitt, Second District

Shirlee Zane, Third District

In 2009, Sonoma County became the first in the nation to create a Regional Climate Protection Authority (RCPA), a move that recognized both the magnitude and the cross-jurisdictional nature of the climate crisis. In 2019, the RCPA remains the only special district in California dedicated to addressing climate change at the county level. As a coordination agency, the RCPA provides a regional-scale forum for local elected officials to engage in county-wide issues in the context of climate change. By fostering collaboration, setting goals, pooling resources, and formalizing partnerships, RCPA enables our members and partners to work across silos to increase our efficacy and impact.

The RCPA builds on the Sonoma County Transportation Authority's capacity to collaborate on long-term planning and oversee major capital projects, and provides a framework to pool and align resources. By enabling small actions to become collective, the RCPA coordinates regional policy in a way that would be impossible for local governments alone. We work together to create local solutions to complement State, Federal, and private sector actions – all showing that a better future with lower emissions is possible.

REGIONAL CLIMATE PROTECTION AUTHORITY

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