THE "ORANGE GOES GREEN" PROGRAM FRAMEWORK



The "Orange Goes Green" program outlines fundamental policies and actions aimed at guiding the City of Orange toward more resource efficient, environmentally responsible development and operations. This program demonstrates the City's commitment to sustaining and enhancing our long-term economic viability, environmental health, community identity and quality of life through conservation of scarce resources, environmental stewardship, and reduced City operating costs over time.

This program addresses five environmental issue areas:

- Energy Efficiency;
- Water Conservation;
- Waste Reduction;
- Air Quality; and
- Sustainability and Community Health.

These issue areas are addressed through: I) Public Information and Outreach; II) City Planning and Development Policy; III) City Facilities and Operations; and IV) Private Development Incentives.

Program implementation will occur as staffing and fiscal resources allow, and is subject to specific priorities and direction from the City Council. The Community Development Department is the lead department responsible for oversight of this program, but individual City departments will be engaged to participate in specific implementation actions (as appropriate). Follow through on program actions will be prioritized, specific costs identified, staff resources allocated and funding requested (if necessary) as part of the City's annual budget and work plan process. Implementation of some aspects of the program may require subsequent City Council actions, for example, for adoption of an implementation ordinance or for allocation of funds toward a specific program (if requested outside of the budgeting process).

As implementation occurs, progress updates (as needed) will be presented to the City Council. In addition, this program will be periodically reviewed, and recommendations for revisions/modifications (as needed) will be brought before the City Council for consideration.

I. PUBLIC INFORMATION AND OUTREACH

<u>Policy</u>: It is the policy of the City of Orange to promote resource-efficient, environmentally responsible practices and sustainable building concepts and technologies through the dissemination of information to Orange residents and the development community at large.

Action 1.0: The City will develop an online "green resources" hub through the City's website that will function as a clearinghouse for information and programs specific to Orange. The online hub will provide an informational backdrop for resource efficiency and sustainability policy in Orange, and focus on providing helpful tips, programs, and resources for implementing "green" practices that make a difference in the community. The website will also function to provide developers with information regarding green building concepts and practices (including the siting, site planning, design, construction and operations of green buildings). It will also highlight City of Orange "green" incentives, offered to encourage the development community to build "green" in Orange.

Action 2.0: The City will complete and make available written materials, such as a developer and community information pamphlet and focused issue handouts, when appropriate, to communicate information about green building concepts and practices promoted by the City. Written materials may also highlight City policy, programs, and incentives intended to encourage green development in Orange. Written materials will be distributed at City Hall, workshops, City events, and at City libraries.

Action 3.0: The City will periodically conduct instructional workshops aimed at advising developers, planning and design professionals, and the Orange community at large of green programs, practices, and incentives, and green building concepts, requirements, design strategies and technologies.

Action 4.0: To aid developers who wish to pursue green buildings or retrofits within the City, an interdepartmental "Green Team" will be available to advise on green building programs, concepts, and technologies, as well as City incentive programs.

Action 5.0: The City will coordinate with local utilities such as Southern California Edison (SCE), and agencies such as the Municipal Water District of Orange County, and promote utility, agency, and other government incentives such as rebates and tax credits through the City's online resource hub, written materials, and workshops.

II. <u>CITY PLANNING AND DEVELOPMENT POLICY</u>

<u>Policy</u>: It is the policy of the City of Orange to ensure the City's planning and development guidance documents and regulations adequately reflect the City's desire to support and promote sustainable and environmentally responsible growth.

Action 6.0: The City will evaluate and update the General Plan and zoning code (as necessary) to ensure that land use patterns and development standards incorporate sustainability concepts, strategies and technologies. For example, planning to accommodate growth in already developed areas with employment, services and access to transportation options nearby (for example, mixed use development in appropriate areas) avoids the environmental impacts associated with construction in previously undisturbed areas and reduces vehicle miles traveled avoiding traffic and air quality impacts. Along the same lines, development standards that require adequate parking (without over-parking) limit

impervious surfaces and generation of urban runoff pollutants, while required landscaping can ensure adequate shading, reduced or treated water runoff, and reduced air quality impacts.

III. <u>CITY FACILITIES AND OPERATIONS</u>

<u>Policy</u>: It is the policy of the City of Orange to develop, maintain and operate City facilities in a manner that is resource efficient, avoids environmental impacts, maintains community identity and quality of life and provides City employees and customers with a healthy working and service environment to the greatest extent possible, while balancing the reasonable and fiscally responsible use of taxpayer dollars.

Action 7.0: The City hereby adopts a policy that all new City buildings greater than 10,000 square feet in size will meet the requirements for green building certification under a program such as the Leadership in Energy and Environmental Design (LEED) program or a comparable program, provided that meeting the requirements are feasible and cost effective, taking into consideration up-front costs and long-term cost savings and rate of return. This policy shall apply to City projects that begin design after the adoption of this program.

Action 8.0: All retrofits and upgrades of City buildings, or construction of City buildings that are less than 10,000 square feet in size shall incorporate green building concepts, strategies and technologies to the greatest extent possible, provided that such strategies are feasible and cost effective, balancing cost with the environmental and community benefit derived.

Action 9.0: The City shall evaluate its facility operations and maintenance policies, practices and programs and incorporate specific resource efficient, environmentally friendly concepts, strategies and technologies to the greatest extent possible, provided such strategies are feasible and cost effective. The following general policies are hereby adopted as guidance:

- <u>Fleet Vehicles</u>- At the time of vehicle replacement or purchase of new non-emergency response
 vehicles, the City should purchase alternative fuel, hybrid or other low-emission vehicles, so long
 as the replacement vehicles are reasonably cost effective considering functionality, up-front
 costs and long-term cost savings.
- <u>Purchasing</u>- The City should use products made of recycled materials, reusable products or recyclable products, environmentally friendly cleaning products, and purchase energy efficient electronic equipment whenever operationally effective and reasonably cost effective.
- Parks Maintenance- When replacing or purchasing new irrigation systems, the City should purchase water and energy efficient weather based irrigation systems. When replacing landscaping, low water use, low maintenance species (California native if feasible) and mulch in planters should be used to reduce water and energy consumption, air emissions, and runoff pollutants associated with landscape maintenance. If fertilizers and other chemicals are used, care should be taken to select lower toxicity products whenever operationally effective and

reasonably cost effective. Without compromising aesthetics and function, use of traditional turf should be minimized in those park settings deemed appropriate.

• <u>Building Maintenance</u>- When remodeling or maintaining existing City buildings, the City should use low-emission adhesives, carpet, paint, sealants, flooring and furniture to improve indoor air quality for City workers. When replacing or purchasing new plumbing fixtures or appliances, the City should use water efficient plumbing fixtures and energy efficient appliances. When the design of electrical fixtures allow, the City should replace incandescent light bulbs with Compact Fluorescent Lights (CFL's) and ensure the CFL's are disposed of properly at the end of their life cycle. As traffic signal lights are replaced and new traffic lights installed, the City should continue to use Light Emitting Diode (LED) lights. The City may also coordinate with SCE to conduct an energy audit of City facilities to further evaluate operations and identify feasible ways of reducing energy consumption.

Action 10.0: The City shall allocate staff resources to pursue grant opportunities to assist in funding implementation of this program, to the greatest extent possible.

IV. PRIVATE DEVELOPMENT INCENTIVES

<u>Policy</u>: It is the policy of the City of Orange to encourage private sector developers to plan, design, and construct green buildings within the City for the purpose of reducing resource consumption, sustaining environmental health, and providing employees and customers with a healthy working and service environment, by providing a supportive environment that allows the private sector to more easily respond to market trends and consumer demand for greener development.

Action 11.0: The City will establish and implement incentives to encourage private developers to construct third-party certified green buildings within the City of Orange. Typically, commercial, institutional, or high density residential developments will rely on the LEED rating system and certification program, while low and medium density residential developments may rely on such programs as LEED for Homes, Build It Green (Green Point Rated), or the CA Greenbuilder rating system. In an effort to promote green building while affording developers the desired flexibility in program participation decisions, the City's support and incentives will apply to any third-party certified green building. Direct financial incentives, planning and building permit fee waivers or deferrals, impact fee deferrals, and priority processing should be evaluated for feasibility. Implementation of specific incentives will require subsequent implementation actions (such as allocation of funding to a specific program and adoption of an implementation ordinance) and will be presented to the Council for consideration separately.

Action 12.0: The City will establish and implement incentives to encourage private developers who are upgrading, modifying or retrofitting existing buildings (but do not meet the definition of a "major renovation" for which LEED certification or comparable program could be sought) to incorporate

resource efficient and environmentally responsible strategies and technologies. A "Green Upgrades Eligibility List" will be established as a list of improvements eligible to receive City incentives. Some examples include installation of solar panels, skylights, cool roofs, grey water systems, and upgrade of electrical, mechanical or plumbing systems such as electrical wiring or panels, high efficiency HVAC, tankless water heaters, or high efficient pool pumps. Direct financial incentives, planning and building permit fee waivers or deferrals, and priority processing should be evaluated for feasibility. Implementation of specific incentives will require subsequent implementation actions (such as allocation of funding to a specific program and adoption of an implementation ordinance) and will be presented to the Council for consideration separately.

Action 13.0: The City will implement a Local Recognition Program for developers, businesses and individuals who participate in the City's "Orange Goes Green" incentive program and/or otherwise construct third party-certified green buildings or install major "green upgrades" in existing buildings resulting in substantial environmental benefit. The project will be featured on the City's "Orange Goes Green" website and in the quarterly "Orange Progress" community newsletter. The City Council may recognize program participants via adoption of a Resolution and presentation of a Certificate of Recognition at a regularly scheduled, locally televised Council meeting. In addition, the Mayor and/or Council members may recognize the project at key events such as the ground breaking, or grand opening as applicable.