

## I. GENERAL INFORMATION & SCHEDULE

This Request for Proposals (RFP), issued by the City of Capitola (City), invites responses from qualified, experienced professional consulting firms or individuals to develop and revise the City's Climate Action Plan in alignment with the City's current sustainability goals and best practices.

Questions concerning this RFP must be submitted via email per the schedule outlined below. Responses to all submitted questions will be posted at <https://www.cityofcapitola.org/rfps>.

Issue date: TBD  
Questions due: TBD  
Submittals due: TBD

Inquiries/submissions to: Erika Senyk  
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## II. BACKGROUND

The City of Capitola is committed to reducing its carbon footprint and addressing climate change through the implementation of a comprehensive Climate Action Plan (CAP). The City's current CAP was adopted on October 22, 2015 and requires revision and updating to align with the latest climate science, sustainable practices, and the City's evolving sustainability goals.

In 2023, the City's Commission on the Environment met to discuss and provide feedback on each sector of the CAP and their associated measures. Based on the Commission's feedback, City staff has compiled a list of recommended actions for updating the CAP, which are to be taken into consideration by City Council, City staff, and the selected consultant conducting the CAP revisions (Attachment 1).

## III. PROJECT SCOPE

The City of Capitola is seeking to hire a qualified consultant or firm to provide professional services for revising and updating the City's CAP. The consultant shall conduct a thorough review of the current plan, incorporate the feedback provided by the Commission on the Environment, identify additional areas for improvement, and propose updated strategies, initiatives, and targets to further the City's sustainability objectives.

### Key components of the project include:

- GHG Inventory:**  
Conduct a comprehensive greenhouse gas inventory to establish a baseline for emissions. This inventory will help identify key emission sources and inform future target-setting.

**2. New Targets:**

Establish updated greenhouse gas reduction targets and targets for clean water that align with state and regional goals. The targets should be realistic, measurable, and aimed at fostering long-term sustainability. Establish and track success of environmental goals as addressed in item 6: Action and Implementation.

**3. Public Outreach:**

Develop an inclusive public outreach strategy to engage community members and stakeholders in the CAP update process. Outreach methods may include:

- Surveys and questionnaires to gather community input.
- Workshops and focus groups to facilitate discussions on climate action priorities.
- Public meetings to present findings and solicit feedback.
- Online platforms (e.g., social media, city website) to provide updates and gather comments.

**4. Collaboration:**

The consultant shall work closely with City staff, City advisory groups, and stakeholders to gather input, develop innovative solutions, and ensure that the revised CAP is comprehensive, inclusive, and achievable. The consultant shall also provide recommendations for monitoring, evaluating, and reporting progress on the plan's implementation.

**5. Key Areas of Focus:**

The revised CAP should address key areas such as renewable energy, energy efficiency, transportation, waste management, community engagement, and the corresponding state and regional requirements. The CAP should also consider the unique challenges that Capitola faces as a coastal city, such as following best practices for climate adaptation and resiliency. The consultant is to consider each of the existing sectors listed below, while also identifying new areas that are underrepresented in the current CAP:

Current CAP Sectors:

VMT and Transportation  
Residential and Non-Residential Energy  
Water and Wastewater  
Solid Waste  
Parks, Open Space, and Agriculture  
Action and Implementation

**6. Action and Implementation**

The consultant shall deliver a final, comprehensive plan, that is also aligned with the City's strategic plan, and includes specific actions, timelines, responsible parties, and performance metrics for tracking success of CAP implementation. Recommendations for monitoring, evaluating, and reporting progress on the plan's implementation should also be included.

The City anticipates that the revised Climate Action Plan will serve as a roadmap for achieving the City's climate goals over the next 10 years.

### **III. BUDGET**

The City has allocated \$50,000 for this project. Applicants are invited to submit cost proposals detailing their fees, expenses, and anticipated project timeline. Proposals should include a breakdown of costs for each phase of the project, including research, stakeholder engagement, plan development, and reporting.

Interested firms or individuals are encouraged to submit proposals that demonstrate their expertise in sustainability planning, climate action, stakeholder engagement, and project management.