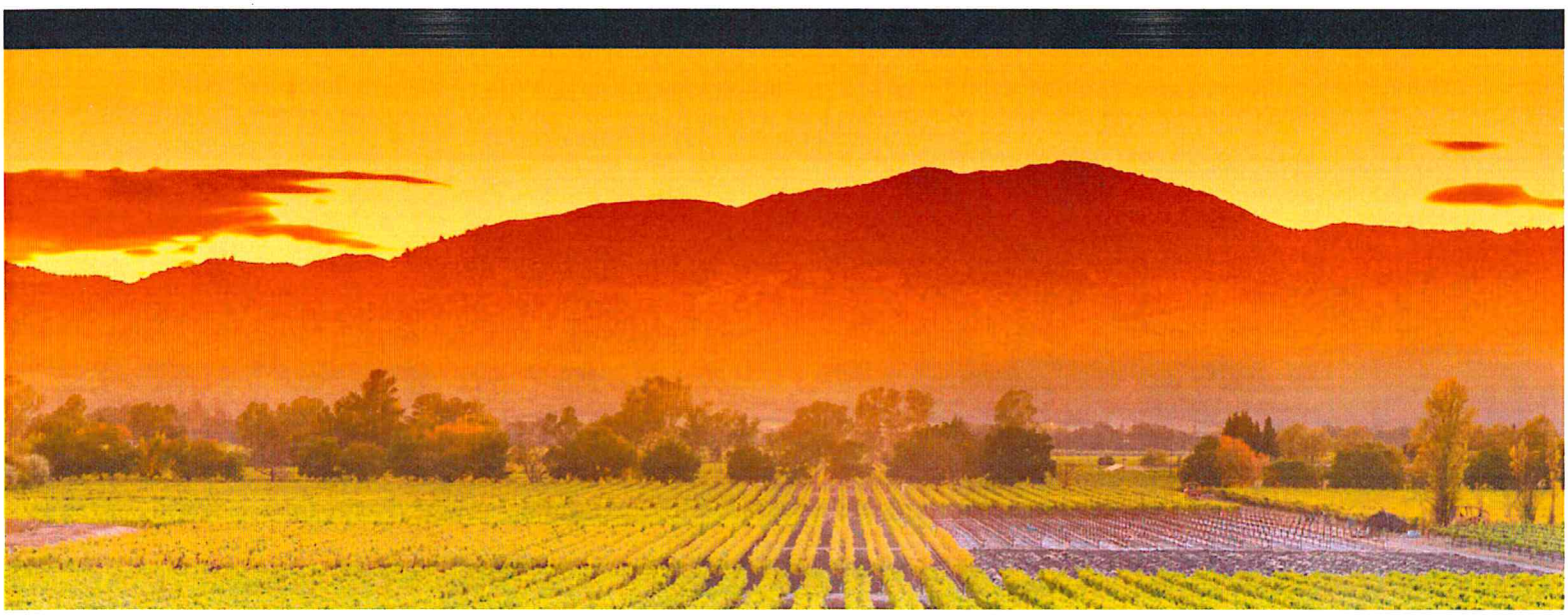
DELIVERY IN HARD COPY
4:00 PM PDT, OCTOBER 27, 2023 TO:

Napa County Planning, Building, and Environmental Services
ATTN: David Morrison, Special Projects Director
1195 Third Street, Room 210
Napa, CA 94559

RESPONSE TO RFP No. PBES092301 FOR

REGIONAL CLIMATE ACTION AND ADAPTATION PLAN CONSULTANT

PRESENTED BY: blue strike



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COVER LETTER

October 27, 2023

David Morrison, Special Projects Director
1195 Third Street, Room 210,
Napa, CA 94559

Subject: Proposal for the Napa County Regional Climate Action and Adaptation Plan

Dear Mr. Morrison,

We are excited to submit our proposal in response to the Regional Climate Action and Adaptation Plan Consultant (RFP No. PBE092301) to assist Napa County (the County) with the preparation of a Regional Climate Action and Adaptation Plan (RCAAP). We are impressed with the County and its efforts in climate-related activity thus far, and would be honored to partner with you to help reduce your environmental impact and prepare for the future effects of climate change. We are very enthusiastic about the opportunity to work with the County on a project that is of such significant importance. We understand this project's success is highly dependent on the understanding of the County's unique diversity: demographically, economically, and environmentally. For that reason, we have developed a unique vision and assembled a curated team of experts to create an exceptional program for the RCAAP.

Blue Strike Environmental is partnering with Impact Sciences for this engagement (collectively, the *Project Team*). Together, we bring a unique and comprehensive set of skills and experiences needed to create an actionable roadmap for the County. **Brett Pomeroy**, from Impact Sciences will lead the CEQA compliance component. Blue Strike has partnered with Impact Sciences on several occasions and we are confident in their ability to deliver high-quality services.

Leading the team will be **Rich Swanson**, PhD, Director of the Climate and Energy Division for Blue Strike. Mr. Swanson has managed and guided the completion of CAPS and CAP updates across the country and has over 15 years of experience in climate-related endeavors including policy formulation, cost-benefit assessments (CBA), scenario optimization, and GHG inventories and analyses. Mr. Swanson will serve as Project manager in charge of day-to-day oversight and will serve as the County's primary contact.

By submitting this proposal, our team seeks to build on the progressive work the County has already set in motion, and work closely with the County to take those efforts to the next level. We appreciate the opportunity to submit this proposal. Please reach out at any time with follow-up questions to rich@bluestrikeenvironmental.com.

Sincerely,

Rich Swanson, Director of Climate & Energy Division, Blue Strike Environmental
126 Bonifacio Pl., Ste. G, Monterey, CA 93940
(781) 439-9366 • rich@bluestrikeenvironmental.com
Woman-Owned Small Business Enterprise & Certified Green Business, California Green Business Network

COMPANY INFORMATION

A. The legal name of the company which can enter into a contract with the County and any alternate names for which the company is known (D.B.A.)
Blue Strike Environmental; Blue Strike Environmental has previously done business as EcoShift (DBA).

B. Mailing and physical address
Blue Strike Environmental
126 Bonifacio Pl., Suite G
Monterey, CA 93940

C. Remit to billing address
Blue Strike Environmental
126 Bonifacio Pl., Suite G
Monterey, CA 93940

D. Phone, fax, and website
Phone: (831) 277–0167;
Website: https://www.bluestrikeenvironmental.com

E. Organization type
S Corporation

F. Federal I.D. number
EIN 82-2686814

G. Federal Unique Entity I.D.
PA7YFV15U2C5

H. List of owners
Kristin Cushman, CEO

I. List of corporate officers with titles
Geoff Lorenz, President
Steve Lorenz, Secretary
Susan Cushman, Board Member

J. Name (first and last), title, mailing address, phone number, fax, and email of the person to receive notices and who is authorized to make decisions or represent the company with respect to this RFP
Rich Swanson, Director of Climate & Energy Division
126 Bonifacio Pl., Suite G
Monterey, CA 93940
(781) 439-9366 / rich@bluestrikeenvironmental.com

COMPANY EXPERIENCE

BLUE STRIKE'S TEAM

Rich Swanson, PhD, is Blue Strike's leader of its Climate and Energy Practice, and a senior economic and GHG analyst for energy and climate-related projects and policy. His economic experience includes extensive work in climate-related endeavors including policy formulation, cost-benefit assessments (CBA), scenario optimization, and GHG inventories and analyses. His financial experience includes project finance for renewable energy feasibility, financial modeling, and return on investment analysis. Rich has a strong technical, statistical and analytical background with a Ph.D. in Civil Systems Engineering, an M.A. in International Affairs, and a B.A. in Economics. Rich will serve as **Project Manager** and primary day-to-day point of contact. He has extensive project management experience, including managing the development of Climate Action Plans and carbon reduction strategies for California Polytechnic University, the Research Triangle Institute, the University of Colorado, and City of Fairfield, Ohio.

Brennen Jensen, MS, is Blue Strike's Engagement & Resilience Director and has over 20 years of experience in fields of zero waste, renewable energy and environmental behavior change to guide government agencies, businesses and nonprofit organizations in the design, adoption and implementation of localized and scalable climate solutions. Ms. Jensen holds a M.S. in Biomimicry from Arizona State University, a B.S. in Environmental Science Technology/B.A. in Spanish from Humboldt State University. Her work in zero waste recycling, waste reduction, and climate solutions have earned awards from the Department of Conservation, California Air Resources Board, CalRecycle, Romero Institute, and Monterey Bay Area Air Resources District. She led complex industry and stakeholder coordination to assist businesses in complying with and managing regulatory requirements, set policy goals and design program implementation for two statewide conservation programs including California Carpet Stewardship Program and Energy Upgrade California. Ms. Jensen leads Blue Srike's engagement and innovation programs with a focus on resilience, zero waste, circular economies, carbon farming and extended producer responsibility. She will serve as **Senior Stakeholder Advisor**.

Sandrine Mallet, MS is a Climate & Energy Analyst with Blue Strike, specializing in carbon management, climate and renewable energy economics, and stakeholder engagement. She holds a Master's degree in Economic Development from Northeastern University and has obtained a Circular Economy and the 2030 Agenda certification from the United Nations System Staff College. In her role, she serves as a Climate Analyst on various projects, including supporting strategy development for the City of La Canada Flintridge, CA's CAAP and Orange County, NC's CAP. Additionally, Sandrine is actively involved in stakeholder engagement efforts for the Town of Davidson, NC's CAP and Fairfield, OH's Sustainability Plan. For this project, she will act as a **Project Assistant**.

Daianne Starr, MS, is a skilled Technical Analyst specializing in climate analytics and sustainable economic development. Daianne has M.S. degrees from Texas A&M and Harvard, and is adept at using statistical models to analyze climate impacts and forecast clean energy solutions. An expert in Python, R, and MATLAB, her data-driven insights at Blue Strike have significantly aided clients in achieving carbon neutrality and implementing sustainable energy strategies, by integrating cutting-edge technologies such as machine learning and advanced optimization algorithms. For this project, she will serve as **Data and GHG Inventory Lead.**

Andrea Green, MENV, is a Climate and Energy Analyst with Blue Strike, specializing in resilience and climate mitigation. She holds a masters degree from the University of Colorado Boulder in Urban Resilience and Sustainability and a Bachelor of Science in Environmental Studies and Sustainability from Michigan State University. Andrea has previously completed projects focusing on stakeholder engagement, outdoor equity, and climate resiliency. During her time with Blue Strike, she has had the opportunity to work on projects for the City of Glenwood Springs, CO; Fairfield, OH; Orange County, NC; and the Las Vegas Convention and Visitors Authority. For this project, she will serve as **Climate & Resilience Lead**.

IMPACT SCIENCES' TEAM

Brett Pomeroy has more than 17 years of professional experience in the environmental planning field with an emphasis in environmental compliance pursuant to CEQA and the National Environmental Policy Act (NEPA). Brett possesses a strong technical background and has provided quantitative analytical modeling support for air quality, GHG, health risk assessments, noise and vibration, and shade/shadow impact analyses for several complex and multi-faceted projects using industry accepted modeling software. Brett is currently providing technical support and management for the IS/MND for the La Cañada Flintridge CAAP.

Amber Williams has 5 years of professional experience in both the private and public sector as an environmental planner and technical specialist. She specializes in air quality, greenhouse gas, and energy assessments and analyses. Furthermore, she is proficient in the use of California Emissions Estimator Model (CalEEMod), Emission Factor (EMFAC), and other emissions modeling tools. In addition to environmental planning, she has experience in city planning as well as CEQA and NEPA document preparation. Her extensive knowledge on local, county, state, and federal ordinances and regulations, in addition to her technical expertise, allow her to meet both the technical and planning needs of public and private projects.

Eleni Getachew, ENV SP, is a generalist environmental planner. She brings three years of local environmental planning experience. Currently focused on projects in Southern California, Eleni has prepared CEQA documentation for infill development projects and serves as key staff for the La Cañada Flintridge CAAP IS/MND. Through strong research she has assisted in delivering technical studies, such as Community Impact Assessments, Revalidations, and Phase I Initial Site Assessments. Eleni has assisted in the digitizing and mapping of residential properties using ArcGIS. She is a member of the Association of Environmental Planners and a certified Envision Sustainability Professional (ENV SP) with the Institute for Sustainable Infrastructure.

Please see Appendix A for team resumes.

QUALIFICATIONS

Since 2007, Blue Strike Environmental has offered award-winning services in sustainability, climate change, and clean energy. We specialize in climate action and sustainability planning, carbon accounting, clean energy, strategic electrification, climate resiliency, monitoring & verification, and green technology solutions. We have delivered climate action plans in many California communities. We are a Woman-Owned Small Business Enterprise and California Green Business Network Certified Green Business with primary offices in Monterey California and three offices across the U.S. in Akron, Ohio; Dallas, Texas; and Boston, Massachusetts.

Our Team's unmatched technical qualifications allow us to effectively and efficiently execute the County's goals for this work effort. We have worked on similar projects with public organizations, including cities, counties, universities, and community choice energy programs, to develop climate and energy strategic plans. This experience will allow us to understand the County's current sustainability framework, set emissions and resource conservation goals, and define climate, sustainability, and resiliency planning processes.

Our staff has worked for over a decade supporting state mandated programs for climate-related activities with a focus on waste, energy, stakeholder engagement, and climate adaptation. We have been on the forefront of designing program activities, creating best practices and innovating policy and reporting frameworks. We have solid industry knowledge that allows us to translate goals and objectives into actionable work plans. Our staff has an impeccable record for calculating, tracking, and reporting a wide range of sustainability metrics in electricity consumption, fuel consumption, waste diversion, and greenhouse gas emissions.

Our vision is to bridge the gap between sustainability and climate action planning efforts with the local communities where those plans are implemented, effectively aligning planning goals with community priorities. Our strength is to articulate the technical elements of climate action through a robust and inclusive stakeholder engagement process.

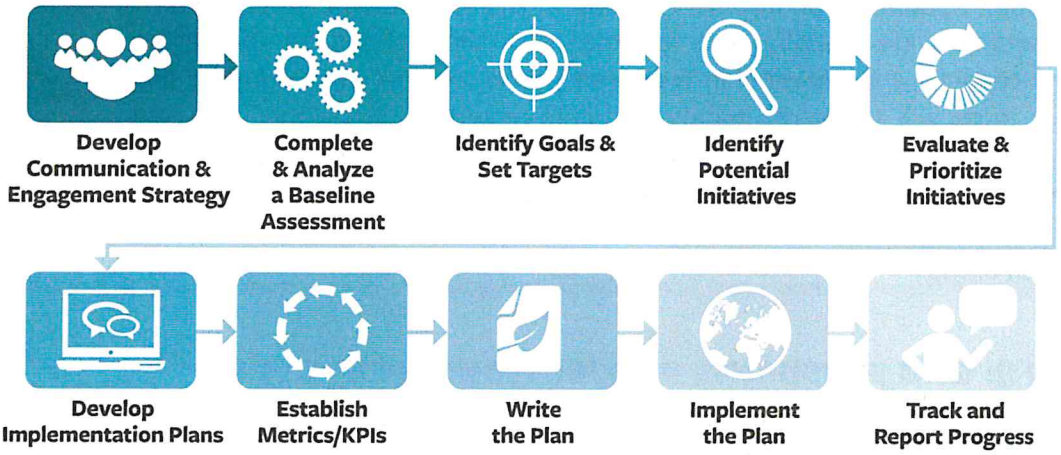
Refer to references for client contact names, agency name, address, telephone number, project completion dates, and names of Project Manager and Team Members.

APPROACH

Napa County has a vibrant community with diverse needs and aspirations. Its unique demographic and commitment to environmental responsibility requires an equally tailored approach to Climate Action & Adaptation Planning. Blue Strike has extensive experience in developing such plans for public organizations, including cities, counties, and universities. Compliance with California's Environmental Quality Act (CEQA), the California Air Resources Board (CARB) Climate Change Scoping Plan, the Bay Area Air Quality Management District (BAAQMD) Climate Protection Planning Program and engaging the public will remain priorities throughout the project. These will be addressed thoroughly through our multi-disciplinary team.

For this project, our team will develop a Regional Climate Action & Adaptation Plan (RCAAP) which will include a detailed GHG emissions reduction plan by sector, a risk assessment, and a comprehensive implementation plan. Our team is well versed in developing plans that comply with various California mandated requirements and we will work to meet compliance with AB 1757, AB 1279, AB 197, SB 32, SB 379, SB 1383, AB 1504, SB 375, and AB 32. Additionally, we will consider Governor's Executive Orders N-82-20, N-79-20, B-55-18, B-30-15, and S-03-05 as well as any other relevant policies and requirements mandated by the State.

The following figure highlight's our Project Team's approach to Climate Action & Adaptation Planning:



REGIONAL CLIMATE ACTION AND ADAPTATION PLAN (RCAAP)

Our team is committed to delivering an all-encompassing and robust RCAAP that incorporates extensive research, detailed analyses, and the valuable outcomes obtained through stakeholder engagement throughout the process. The RCAAP will holistically address the County's operations implementation plans, aiming to achieve significant reductions in greenhouse gas (GHG) emissions by 2050. The final plan will be presented in a reader-friendly format that effectively communicates the narrative of climate mitigation and adaptation strategies, placing a strong emphasis on the use of data visualizations and graphic design. The RCAAP will be delivered accessible in both PDF and Word formats as well as in hard copy and digitally. All tables and maps will be shared in Excel and GIS file formats if applicable. Blue Strike will provide the County with six (6) bound and one (1) unbound copy of the Final Report and Executive Summary.

In order to foster transparency and gather valuable feedback, all RCAAP documents will be presented in draft format to County Staff and relevant advisory bodies, followed by a designated comment period. We are committed to diligently incorporating all recommended changes while maintaining a comprehensive record of all received comments. Additionally, our team will facilitate a meeting to present the finalized RCAAP to the County and other stakeholders. This presentation will provide an opportunity to highlight key elements of the plan, address any questions or concerns, and seek endorsement from County staff.

Deliverables:

- Draft RCAAP
- Final RCAAP

SECTION 1: INTRODUCTION TO CLIMATE CHANGE

It's critically important that Napa County's final RCAAP is both accessible and digestible for the residents of the County. Blue Strike will ensure that the RCAAP contains all necessary background information pertaining to climate change science, the relationship between local activities and GHG emissions, the purpose of the Plan, and a summary of the applicable regulatory frameworks (such as federal, state, and regional). Assembling comprehensible information is important throughout the duration of the project and will be highly prioritized when completing the final RCAAP.

SECTION 2: CARBON SEQUESTRATION POTENTIAL BY SECTOR

Using our team of experts and previous work on carbon sequestration in Napa County, Blue Strike will create a Carbon Sequestration Report. This Report will break down the potential for carbon sequestration by sector and provide specific and feasible recommendations for increasing carbon sink capacity and potential in the Napa County region. In developing this Report, our team will focus on impactful nature-based solutions that are cost effective and mitigate the lifespan of short-lived climate pollutants in the atmosphere. Additionally, our team will calculate the carbon sequestration potential of existing carbon sinks such as bodies of water, forests, farms, and other soil-rich areas.

Deliverables:

- Carbon Sequestration Report

SECTION 3: GHG EMISSIONS PROJECTIONS BY SECTOR

Blue Strike will meticulously forecast projected levels of GHG emissions for community-wide activities and municipal operations through 2045. This process will yield a comprehensive Business-as-Usual (BAU) scenario and an Adjusted Business-as-Usual (ABAU) scenario focusing on Carbon Neutrality by 2045, as per California Executive Order B-55-18. This scenario will encompass the impacts of relevant legislative and executive actions at local, regional, and state levels, allowing for in-depth analysis and strategic planning. Additionally, the team will provide emissions scenario forecasts by sector and jurisdiction for the following years: 2030, 2035 and 2045. Throughout this process the Team will evaluate various emissions reduction scenarios for the RCAAP implementation and model reductions mandated by the State.

Blue Strike will identify the most impactful emissions by sector and create a visualization to illustrate the emissions reductions the County will take in achieving its goals. This will be pivotal in revealing strategic opportunities as project teams advance with the development of Napa County's RCAAP.

Deliverables:

- GHG Emissions Projections by Sector

SECTION 4: PRIORITIZED GHG REDUCTION ACTION MEASURES

Our team will collaborate closely with the County with staff from each jurisdiction and local agencies to discuss current and anticipated GHG reduction programs, as well as review options for potential action measures to meet city-specific goals such as the Cities of American Canyon, Calistoga, Napa, and St. Helena, the Town of Yountville, and the County of Napa to reach carbon neutrality by 2030. Blue Strike devise and refine an array of strategies and measures tailored towards reducing GHG emissions through 2045, considering factors such as feasibility, metrics, milestones, co-programming opportunities, and regulatory and technical considerations. We will meticulously align these strategies with the County's existing initiatives, plans, and future visions, incorporating successful models observed in other cities and adapting them to the unique context of Napa County. Once the goals and strategies are defined, our team will help the County refine them into a definitive set for the plan, considering factors such as effectiveness, cost, equity, feasibility, GHG reduction potentialand secondary benefits like enhancing air and water quality, promoting public health, stimulating job creation, and bolstering the county's resilience to unforeseen events. We will establish timelines based on feasibility, technology availability, stakeholder input, and the overall target and trajectory of the Plan, and estimate costs and benefits to present to internal stakeholders.

Deliverables:

- Prioritized GHG Reduction Action Measures

SECTION 5: RISK ASSESSMENT

Blue Strike will provide a comprehensive Risk Assessment that addresses the climate-related risks faced by each jurisdiction within Napa County. This Assessment will detail specific risks and provide prioritized climate adaptation strategies for the County and each jurisdiction. Our team will meticulously consider the following non-exhaustive list of concerns: energy grid resiliency, water availability, sea level rise, wildfire, and flooding. The Risk Assessment will be intended to aid stakeholders and jurisdictions in evaluating the feasibility of each climate adaptation measure and prioritize them accordingly based on criteria such as effectiveness, cost, equity, feasibility, and secondary benefits.

Deliverables:
- Risk Assessment

SECTION 6: IMPLEMENTATION PLAN

Our team aims to deliver a cost-effective, living plan that includes iterative steps for evaluating implementation and investment costs at key points. We will gather information, case studies, and costs of each reduction measure to determine budgetary impacts and goal achievement. By mapping goals into phases, the RCAAP will be an interconnected document with strategies building upon each other. Our team will ensure compliance with BAAQMD and CEQA guidelines and requirements. Our Implementation Plan is envisioned to be a living and adaptive roadmap, characterized by evaluative steps and refined processes that scrutinize both implementation and investment costs at crucial junctures. This plan will serve as a strategic blueprint, detailing lead agencies, partners, implementation costs, timeframe, and funding mechanisms, ensuring a coordinated approach in executing each measure.

The Implementation Plan for Napa County will include a detailed timeline for progressing and meeting goals, clear roles and responsibilities for implementing each measure, detailed implementation costs, and funding mechanism recommendations.

Figure E: Sample of Implementation Plan

STRATEGY	LEAD AGENCIES	PARTNER ORGANIZATION(S)	TIMEFRAME	CO-BENEFITS	COSTS	FUNDING SOURCE(S)	FUNDING PROGRAM(S)
1.1 A - Actively promote EV adoption and require EV-only parking	Economic Development /Sustainability	Silicon Valley Clean Energy (SVCE)	2023-2035		$160,000	Silicon Valley Clean Energy (technical assistance) / CARB / U.S. DOT	FutureFit Assist / Clean Vehicle Rebate Project / RAISE grants
2.1 B - Create a citywide network of DC Fast Charging (DCFC) stations Downtown and in other commercial areas, as well as along major vehicle corridors. Set a 1-mile target for DCFC stations	Economic Development /Executive	Silicon Valley Clean Energy (SVCE)	2025-2030		$1,350,000	CA Energy Commission / U.S. DOE	California Electric Vehicle Infrastructure Project (CALeVIP) / Electric Vehicle Supply Equipment Loan and Rebate Program (small businesses)
3.1 A - Increase residential and commercial energy efficiency through a comprehensive program that focuses on infrastructure improvements such as insulation, roofing, and window replacements	Engineering	Pacific Gas and Electric Company / Silicon Valley Clean Energy	2023-2035		$63,000	PG&E / BayREN / Santa Clara County / BRACE Grants / U.S. Dept. of Energy / CA Public Utilities Commission	Residential Rebates (thermostats, water heaters, etc.) / Business Rebates Home Energy Advisor program / Property Assessed Clean Energy (PACE) Financing Energy Upgrade California

RCAAP Dashboard. Our Project Team has demonstrated expertise and capacity to support data visualization, graphic design, infographic development and presentation of results into an accessible and easy to understand format. We offer customizable dashboard development using software such as Microsoft Power BI as an ongoing tool to display project status and assist with ongoing monitoring. The Napa County RCAAP dashboard will allow the public to monitor jurisdictions' progress towards GHG reduction goals annually. We can develop internal planning tools and public facing dashboards to engage larger stakeholder & community groups.

Deliverables:
- Implementation Plan
- RCAAP Dashboard

PUBLIC OUTREACH

The team will work together with the Napa County Resource Conservation District (NCRCD) to reach all necessary stakeholders and to develop resources to inform and engage the community. Blue Strike will utilize NCRCD's expertise and local knowledge to achieve community-wide support and involvement. Our team has a great deal of experience relating to and working with government agencies, businesses and community stakeholders.

The process of engagement is interlaced through every step of the planning process, facilitating an RCAAP that is a true reflection of the community's values and priorities. We generally follow a 4-step approach: invite, listen, mobilize, and collaborate. This approach is designed to be outcome-centric, assuring that the resultant RCAAP is not only locally relevant and responsive but is also a manifestation of the diverse and collective aspirations and visions of the Napa County community.

In collaboration with NCRCD, a detailed and inclusive Public Outreach Strategy will be developed, leveraging the County's past initiatives to ensure meaningful interactions with both internal and external stakeholder groups. The strategy will be carefully designed to surface the community's viewpoints, evaluate effective strategies, and uncover opportunities for refinement. The robust engagement strategy will assure that the RCAAP mirrors the collective visions and priorities of Napa County, amalgamating professional insights with communal aspirations, ensuring inclusivity, local relevance, and equity in climate action planning.

Deliverables:

- Public Outreach Strategy
- Four in-person public/community outreach meetings
- Social media and public outreach materials
  - Includes 1-page RCAAP summary, RCAAP video, and social media posts
- Two online surveys
- Two presentations to the Climate Action Committee
- Six presentations to decision-making bodies for final adoption
- Four Administrative Draft RCAAP preparation meetings
- Coordination of Spanish translation services
- OPTIONAL: Six additional meetings for decision-making bodies

COORDINATION

Starting with a well-structured Project Kickoff meeting, our team will work collaboratively with the County to define and agree upon the essential goals, milestones, deliverables, and timelines crucial for the effective development of the RCAAP. In this initial meeting, we will present our planned approach, gather valuable input and guidance from the County, and address any initial concerns or issues, thereby establishing a shared strategic direction. This meeting is crucial for setting the stage, including defining data collection responsibilities and establishing firm deadlines. The team will organize bi-weekly meetings with County staff including but not limited to the Napa Valley Transportation Authority (NVTA), the Napa Resource Conservation District (NCRCD), the Climate Action Committee (CAC) and other key personnel. These meetings will allow us to provide progress updates, timelines, data availability, actions required and other information related to the contract implementation.

Deliverables:

- Project Kickoff meeting
- Schedule of Deliverables
- Project Management Plan

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)

Comprehensive Review of RCAAP. Impact Sciences will conduct a thorough review of the Draft RCAAP, associated technical studies, and additional items to identify all environmental impacts associated with the RCAAP and determine the level of analysis necessary to environmentally clear the RCAAP and its measures.

Technical Memorandum Identifying CEQA Approach. Following a thorough review of the Draft RCAAP, Impact Sciences will prepare a Technical Memorandum recommending to the County an appropriate approach to environmental review pursuant to CEQA, the Napa County Local Procedures for Implementing

CEQA (2020), and BAAQMD's CEQA Guidelines necessary to adopt and implement the RCAAP. Impact Sciences' Technical Memorandum with include a brief Scope of Work; estimated cost and timeline for the preparation and completion of the CEQA process; strategies for efficiently complying with CEQA; and a description of Impact Sciences' qualifications (including a firm profile, resumes for proposed personnel, and a list of relevant environmental documents prepared by Impact Sciences).

Deliverables:

- Comprehensive RCAAP Review
- Technical Memorandum Identifying CEQA Approach

PRICING INFORMATION

	BLUE STRIKE ENVIRONMENTAL					IMPACT SCIENCES				
	Rich Swanson	Brennen Jensen	Sandrine Mallet	Daianne Starr	Andrea Green	Brett Pomeroy	Amber Williams	Eleni Getachew		
	Project Lead	*Senior Advisor*	*Climate Analyst*	*Climate Analyst*	*Climate Analyst*	*Technical Director*	*Technical Specialist*	*Planner*		
DELIVERABLES	$225	$215	$185	$185	$185	$260	$160	$150	**HOURS**	**FEE**
Regional Climate Action and Adaptation Plan (RCAAP)										**$22,020**
Draft RCAAP	10	10	15	12	15	0	0	0	**62**	$12,170
Final RCAAP	15	0	20	0	15	0	0	0	**50**	$9,850
Section 2: Carbon Sequestration Potential by Sector										**$13,150**
Carbon Sequestration Report	5	0	0	50	15	0	0	0	**70**	$13,150
Section 3: GHG Emissions Projects by Sector										**$7,800**
GHG Emissions Projections by Sector	10	0	0	30	0	0	0	0	**40**	$7,800
Section 4: Prioritized GHG Reduction Action Measures										**$43,350**
Analysed & Prioritized GHG Reduction Action Measures	20	0	50	110	50	0	0	0	**230**	$43,350
Section 5: Risk Assessment										**$51,050**
Risk Assessment	20	10	50	40	150	0	0	0	**270**	$51,050
Section 6: Implementation Plan										**$37,675**
Implementation Plan	15	0	20	0	40	0	0	0	**75**	$14,475
RCAAP Dashboard	25	0	0	80	15	0	0	0	**120**	$23,200
Public Outreach										**$81,250**
Public Outreach Strategy	2	2	10	0	0	0	0	0	**14**	$2,730
Four (4) in-person public/community outreach meetings	5	20	40	0	10	0	0	0	**75**	$14,675
Two (2) presentations to the Climate Action Committee	20	5	20	0	5	0	0	0	**50**	$10,200
Six (6) presentations to decision-making bodies for final adoption	25	10	49	0	10	0	0	0	**94**	$18,690
Two (2) online surveys	2	5	2	10	30	0	0	0	**49**	$9,295
Social Media and public outreach materials/web contents	1	5	5	0	16	0	0	0	**27**	$5,185
Two (2) one-page summary of the RCAAP (English & Spanish)	1	2	10	0	10	0	0	0	**23**	$4,355
Two (2) video summary of the RCAAP (English & Spanish)										$7,000
OPTIONAL: Six (6) additional meetings for decision-making bodies	0	8	40	0	0	0	0	0	**48**	$9,120
Coordination										**$7,840**
Project Kickoff meeting	5	2	5	2	2	2	0	0	**18**	$3,740
Schedule of Deliverables	5	0	5	0	0	0	0	0	**10**	$2,050
Project Management Plan	5	0	5	0	0	0	0	0	**10**	$2,050
CEQA										**$16,780**
Comprehensive Review of RCAAP	0	0	0	0	0	10	14	14	**38**	$6,940
Technical Memorandum Identify CEQA Approach	0	0	0	0	0	14	20	20	**54**	$9,840
FIXED FEES										
Graphic Designer										**$5,000**
Travel (include 6 in-person meetings)										**$19,500**
TOTAL	**191**	**79**	**346**	**334**	**383**	**26**	**34**	**34**	**1,427**	**$305,415**

REFERENCES

CITY OF LA CAÑADA FLINTRIDGE, CA >>> CLIMATE ACTION & ADAPTATION PLAN

Contact: Emily Stadnicki, Principal Planner
Email: estadnicki.lcf.ca.gov / Phone: (818) 790-8881
Address: 1 Civic Center Dr, La Cañada Flintridge, CA 91011

Date of completion: 2023

Blue Strike is developing a Climate Action & Adaptation Plan for the City of La Cañada Flintridge in partnership with Fehr & Peers and Impact Sciences. The goal of this project is to simultaneously plan the City's climate action and adaptation strategies, improve quality of life at the local scale, and influence the broader networks and efforts for social and environmental change. For this project, our team is developing a plan which includes a vulnerability assessment, set of adaptation goals, policies and objectives, and a set of feasible implementation measures required to meet compliance with California's SB 379.

Key Personnel: Rich Swanson (Project Manager), Sandrine Mallet, Brennen Jensen, Brett Pomeroy, Amber Williams, Eleni Getachew

ORANGE COUNTY, NC >>> CLIMATE ACTION PLAN

Contact: Amy Eckberg, Sustainability Program Manager
Email: aeckberg@orangecountync.gov / Phone: (919) 245-2626
Address: 300 W Tryon St, Hillsborough, NC 27278

Date of completion: 2023

Blue Strike is developing an equity-focused, community driven planning process that will help set climate adaptation and greenhouse gas-reduction goals, develop strategic pathways including goals and specific actions for the County to take, and a detailed implementation plan to ensure the CAP stays up-to-date and relevant. Through this process, the County will move closer to becoming carbon neutral in alignment with IPCC targets, as well as preparing for the future impacts of climate change.

Key Personnel: Daianne Starr, Sandrine Mallet, Brennen Jensen

CITY OF LOS ALTOS, CA >>> CLIMATE ACTION & ADAPTATION PLAN

Contact: Laura Simpson, Interim Sustainability Director
Email: lsimpson@losaltosca.gov / Phone: (650) 947-2700
Address: 1 N San Antonio Rd, Los Altos, CA 94022

Date of completion: 2022

Blue Strike (dba EcoShift) led the development of the Climate Action & Adaptation Plan for the City of Los Altos, CA. The goal of this project was to develop a new forward-thinking, accelerated plan with achievable and actionable steps that the City can take to reduce greenhouse gas emissions related to climate change and set clear metrics to achieve these goals. Blue Strike incorporated state requirements that include review and updated safety elements to address climate resilience and adaptation strategies; vulnerability assessment; resilience and adaptation goals, policies and objectives; and feasible implementation measures. Our work involved evaluating the existing Los Altos 2013 Climate Action Plan, collecting and securing cost and emission data, and analyzing that data to suggest refinements and innovative measures to achieve a comprehensive update.

Key Personnel: Rich Swanson (Project Manager), Sandrine Mallet, Brennen Jensen

DISCLOSURES

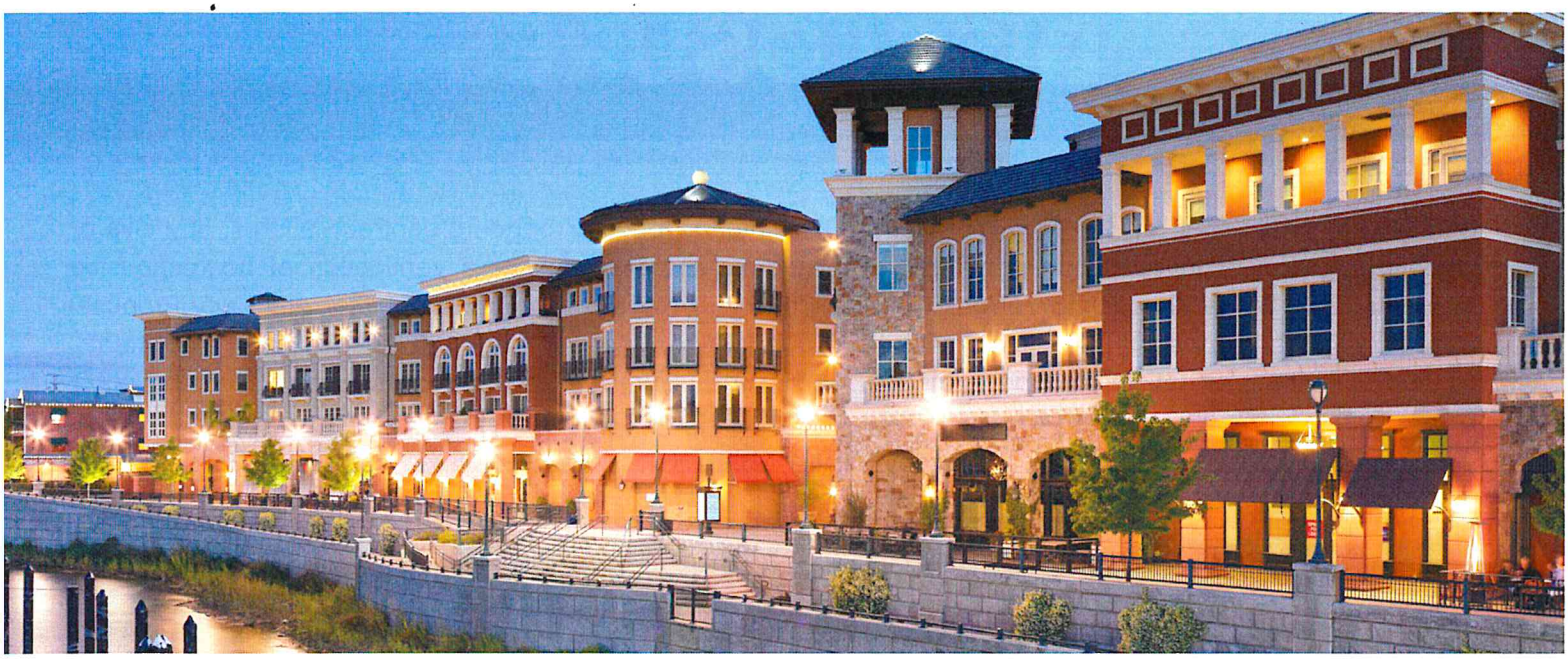
Blue Strike, to the best of our knowledge and belief, has no prior or ongoing contract failures, any civil or criminal litigation or investigation pending which involves the Proposer or a verification of no responsive incidents. Blue Strike also acknowledges that the County of Napa reserves the right to reject any Proposal based upon the Proposer's prior history with the County of Napa or with any other party, which documents, without limitation, unsatisfactory performance, significant failures to meet contract milestones or other contractual failure.

INSURANCE REQUIREMENT

Blue Strike is willing and able to meet all of the county's insurance requirements as indicated in Attachment C of the RFP. Should Blue Strike be awarded this contract, we will provide all necessary insurance documentation and forms.

CONTRACT ACCEPTANCE

Blue Strike acknowledges that the team has reviewed the Professional Services Agreement (PSA) with the County and is willing to comply with the agreement if Blue Strike is awarded the contract.



RFP Addenda

Addendum No. 1 – General Corrections
September 27, 2023

Napa County RFP - Regional Climate Action and Adaptation Plan Consultant
RFP No. PBES092301

1. As a universal amendment, all references in the Request for Proposals to "greenhouse gas emissions" and/or "GHG emissions" are assumed to include all climate pollutants such as black carbon and other non-gas contaminants.

2. The third paragraph of Section A is hereby replaced in its entirety:

> In addition, the RCAAP shall incorporate the results of the Napa County Regional 2019 Community Greenhouse Gas Inventory, which updated the inventory included in the 2009 Napa Countywide Community Climate Action Framework published by the Napa County Transportation and Planning Agency. Note that in all references in this RFP to the inventory, that it includes two supplemental memos: (1) Napa County Regional 2019 Greenhouse Gas Short-Lived Climate Pollutant Inventory Summary; and (2) Regional Carbon Stock Inventory Report for Napa County.

3. The third paragraph of Section A, Sub-section 2 is hereby replaced in its entirety:

> Beginning in the summer of 2021, the cities, town, and county all adopted Resolutions or Proclamations declaring a Climate Emergency, as follows:
> - Calistoga: August 3, 2021
> - American Canyon: February 1, 2022
> - Yountville: March 15, 2022
> - City of Napa: April 5, 2022
> - St. Helena: April 12, 2022
> - County of Napa: June 7, 2022

4. The fourth paragraph of Section A, Sub-section 3, Sub-subsection (f) is hereby replaced in its entirety:

> **<u>City of Napa</u>**
> Adopted a Sustainability Plan in 2012. The Plan covers both municipal operations and the community, is voluntary, and projected out until 2020. The 2040 General Plan incorporates a Climate Change and Sustainability Element, including Policy CCS 1-1 which seeks to achieve net zero climate pollutants from public and private operations within the City by 2030. The Climate Element builds upon the voluntary measures in the 2012 Sustainability Plan.

5. The tenth paragraph of Section A, Sub-section 3, Sub-subsection (f) is hereby replaced in its entirety:

> In addition, all six jurisdictions have adopted resolutions declaring a climate emergency, as follows:
> - City of Calistoga adopted Resolution No. 2021-63 on August 3, 2021, which set a goal of net zero climate pollution by or before 2030.

- City of American Canyon adopted Resolution No. 2022-07 on February 1, 2022, which set a goal of net zero climate pollution by or before 2030.
- Town of Yountville adopted a Proclamation on March 15, 2022, which committed to a goal of net zero climate pollution by or before 2030.
- City of Napa adopted Resolution No. 2022-030 on April 5, 2022, which set a goal of net zero climate pollutants by 2030.
- City of St. Helena adopted Resolution No. 2022-26 on April 12, 2022, which set a goal of net zero climate pollution by 2030.
- County of Napa adopted Resolution No. 2022-79 on June 7, 2022, which set a goal of net zero greenhouse gas emissions with a reach target of 2030.

6. The first paragraph of Attachment A, Section 1 is hereby replaced in its entirety:

The purpose of the RCAAP is to prepare a comprehensive plan for the Cities of American Canyon, Calistoga, Napa, and St. Helena, the Town of Yountville, and the County of Napa to achieve the goal of carbon neutrality (net zero greenhouse gas (GHG) emissions) by the year 2030. In addition, given the potential barriers and challenges to achieving this goal, proposals will also include a comprehensive plan that achieves net zero GHG emissions as soon as possible after 2030, or by 2045 at the latest. The RCAAP should recognize the different opportunities and constraints within each jurisdiction in developing the path and actions necessary to achieve carbon neutrality and climate adaptation, while working as an integrated plan for the entire Napa County region. Each of the following sectors shall be evaluated for potential action measures that contribute to individual jurisdiction and overall carbon neutrality: on-road transportation, building energy, solid waste, off-road vehicles, agriculture, waste water treatment, and imported water. Analysis shall be consistent with the most current methodology and analysis used by the CARB. Each action shall be accompanied by quantifiable and measurable projected reductions in GHG emissions and/or increases in carbon sequestration, as well as reduction in risk due to climate adaptation strategies, within a timeline and framework to show how and when each individual jurisdiction and the region as a whole will achieve carbon neutrality and climate resilience. Where feasible, each action will also be provided with an estimate of the cost to families, businesses, and/or municipalities, as well as an estimate of the amount of staff hours needed to implement the measure, and how any technology gaps are anticipated to be overcome.

7. The first paragraph and table of Section C are hereby replaced in its entirety:

The tentative schedule of events for this RFP and the contract work is shown below. These dates may be changed at the discretion of Napa County. Changes to the due date for questions or due date for proposal submittal will be made by written addendum.

September 15, 2023	Request for Proposal released
Monday, October 2, 2023	Questions due by 5:00 PM PDT
Monday, October 16, 2023	Responses to questions will be published
Friday, October 27, 2023	Proposals due by 4:00 PM PDT
October-November, 2023	County review
November 2023	Interviews at discretion of County
November-December 2023	Negotiations and Contract Development
December 11, 2023	Intent to Award Notifications sent out
December 19, 2023	Contract approval and contract start date

8. The second paragraph of Attachment A, Section 1 is hereby replaced in its entirety:

During preparation of the RCAAP, the selected consultant will review the 2019 regional GHG inventory, the existing climate action plans for each jurisdiction, and applicable state and district requirements. The consultant will also meet with staff from each jurisdiction and local agencies to discuss current and anticipated GHG reduction programs, as well as review options for potential action measures to achieve carbon neutrality. The consultant will sub-contract with the Napa County Resource Conservation District (NCRCD) to reach stakeholders and to develop resources to inform and engage the public, actively solicit comments. The consultant will be available for presentations to City and Town Councils, Board of Supervisors, the Climate Action Committee, and/or related groups as needed. Following their review, consultation, analysis, and outreach, the consultant will provide recommendations to the Climate Action Committee regarding quantifiable actions for each jurisdiction and the region to achieve the goal of carbon neutrality (net zero greenhouse gas (GHG) emissions) by 2030, including a comprehensive plan that achieves net zero GHG emissions as soon as possible after 2030 or by 2045 at the latest, as well as climate resiliency. Concurrent with the preparation of the draft recommendations, the consultant will also prepare a draft document to ensure compliance of the RCAAP with the CEQA. The final draft RCAAP and accompanying CEQA document will be presented to the Climate Action Committee for recommendation, as well as the respective jurisdictional legislative bodies for decision.

THIS ADDENDUM MUST BE SIGNED AS ACKNOWLEDGED AND SUBMITTED WITH RESPONSE.

Acknowledged Rich Swanson
Rich Swanson (Oct 17, 2023 12:05 EDT) Date Oct 17, 2023

Addendum No. 2 – Questions and Answers
October 16, 2023

Napa County RFP – Regional Climate Action and Adaptation Plan Consultant
RFP No. PBES092301

Q1. Can you share the available project budget? This will help us in appropriately scoping the workplan.

A. No, a budget has not been developed for this project. The County has an appropriation of $500,000 dedicated to this effort, but the member jurisdictions are interested in the highest level of quality that can reasonably be achieved in preparing the RCAAP and accompanying CEQA document.

Q2. Is the County open to receiving electronic proposals? We are attempting to reduce our environmental impact as much as possible, including by reducing printing and paper use.

A. No, we are not able to receive electronic submissions of proposals. State law requires that the County have a mechanism for an automatic reply with time stamp as to when the electronic proposal is received and Napa County does not currently have that ability. In addition, our network does not allow the electronic transmission of files over 15-20 MB. Proposals must be submitted to our offices in hard copy format by the deadline.

Q3. Can you clarify the proposal deadline? The RFP cover states October 27th, while other mentions state October 20th.

A. Yes, please refer to Addendum No. 1, dated September 27, 2023, which states that proposals are due by 4:00 PM, PDT, on Friday, October 27, 2023.

Q4. Client references are requested in both the Qualifications and References Sections (p 17-18 of the RFP), can these be the same references?

A. Yes, they may be the same references or they may be different references, at the proposing firm's option.

Q5. Page 13 notes the project start-up date as December 2023, while page 25 notes the start date as January, 2023. Could you clarify the anticipated start date for the work?

A. Yes, we anticipate taking the contract for this project to the Board of Supervisors for approval no later than December 19, 2023. Although it is possible that work may begin immediately, given the holidays, we expect that substantive work will begin starting January 2, 2024.

Q6. RFP No. PBES092301 lists the due date for submittals as October 27th, 2023, on the cover but October 20th, 2023 within the body and on the Napa County website. Can the County please clarify and confirm which is the correct due date for submittal of qualifications.

A. Yes, please refer to Addendum No. 1, dated September 27, 2023, which states that proposals are due by 4:00 PM, PDT, on Friday, October 27, 2023.

Q7. Can you please tell us about the funding source for this project? Is it funded through a grant, or by the County, or from another source?

A. Yes, the primary source of funding for the RCAAP will come from a state budget appropriation obtained for the member jurisdictions from Senator Bill Dodd. Additional funds, as needed, will be provided by the member jurisdictions through the Napa Countywide Climate Action Program Joint Powers Agreement.

Q8. Can you consider eliminating the requirement of receipt of proposals in hard copy format? It is our opinion that this requirement conflicts with the project goal of reducing carbon emissions, both through the production of paper, and the emissions associated with shipping or delivering the proposals to Napa, for those who are not local.

A. No, we are not able to receive electronic submissions of proposals. State law requires that the County have a mechanism for an automatic reply with time stamp as to when the electronic proposal is received and Napa County does not currently have that ability. In addition, our network does not allow the electronic transmission of files over 15-20 MB. Proposals must be submitted to our offices in hard copy format by the deadline.

Q9. RFP Section I, subsection 9, refers to an addendum acknowledgment form and states "(See Section K)." However, Section K pertains to the award. Is a County-specific form required for acknowledgment of addenda? If so, how/where can we obtain the form? Does the form count toward the page limit? Can it be attached as an appendix?

A. There is a place to acknowledge these Questions and Answers at the bottom of this document. There is a similar place to acknowledge Supplement No. 1, published on September 27, 2023. Both documents need to be signed and included in the appendix to the submittal. The two acknowledgements will not count towards the total page limit.

Q10. RFP Attachment A, Item 1, 2nd paragraph, on page 22, states "The consultant will sub-contract with the Napa County Resource Conservation District (NCRCD) to reach stakeholders and to develop resources to inform and engage the public, actively solicit comments." Will you provide the Scope and Cost for NCRCD so we know what to exclude in our submittal?

A. No, each proposer needs to contact NCRCD directly to discuss the scope and cost of their work as a part of their submittal.

Q11. Do the RFP criteria (10-page limit) only include the Cover Page, Company Information, Experience, Qualifications, References, Disclosures, Insurance Requirements, and Contract Acceptance, with the remaining 20 pages to include the Approach and Pricing Information?

A. The 10-page limit does not include the Cover Page. Responses to all other RFP criteria are required to be addressed within the 10-page limit. As indicated on Page 14 of the RFP, each response submitted shall include a cover letter plus a maximum of ten (10) pages to address the RFP criteria, excluding resumes.

Q12. Please clarify whether resumes, included in an appendix, do not count toward the 30-page limit.

A. The entire submittal, including resumes and appendix shall not exceed 30 pages. As indicated on Page 14 of the RFP, each response submitted shall include a cover letter plus a maximum of ten (10) pages to address the RFP criteria, excluding resumes. Resumes for key team members shall be limited to two pages each, and should be attached as an appendix to the RFP. Total submittal should not exceed thirty (30) pages.

Q13. Do you want the list of our current and past CAPs and CEQA documents to be limited to projects in the last 2 years?

A. The references included in each submittal are at the sole discretion of the proposing consultant.

Q14. Since the schedule of events (RFP Section C) indicates questions will be answered on October 16 (4 days before the due date) and physical copies will need to be shipped, will the County extend the due date by 2 weeks to ensure proposers can adequately address the responses to the questions?

A. No, please refer to Addendum No. 1, dated September 27, 2023, which states that proposals are due by 4:00 PM, PDT, on Friday, October 27, 2023.

Q15. If an extension is not available per the question above, can the County respond to questions as they are received?

A. No, as indicated in the RFP, responses to questions will be posted on Monday, October 16, 2023.

This Addendum must be signed as acknowledged and submitted with proposal.

Acknowledged Rich Swanson
Rich Swanson (Oct 17, 2023 12:05 EDT) Date Oct 17, 2023

Napa_Addendum

Final Audit Report 2023-10-17

Created:	2023-10-17
By:	Sandrine Mallet (sandrine_mallet@hotmail.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAA7tkf0GyhBkM41WTlQVfbWqpQan-taiK_

"Napa_Addendum" History

Document created by Sandrine Mallet (sandrine_mallet@hotmail.com)
2023-10-17 - 3:29:54 PM GMT- IP address: 108.20.19.137

Document emailed to rich@bluestrikeenvironmental.com for signature
2023-10-17 - 3:30:21 PM GMT

Email viewed by rich@bluestrikeenvironmental.com
2023-10-17 - 4:05:10 PM GMT- IP address: 66.249.83.42

Signer rich@bluestrikeenvironmental.com entered name at signing as Rich Swanson
2023-10-17 - 4:05:46 PM GMT- IP address: 173.48.236.63

Document e-signed by Rich Swanson (rich@bluestrikeenvironmental.com)
Signature Date: 2023-10-17 - 4:05:48 PM GMT - Time Source: server- IP address: 173.48.236.63

Agreement completed.
2023-10-17 - 4:05:48 PM GMT

APPENDIX A:

Team Resumes

RICHARD SWANSON, Ph.D.

Director of Climate & Energy Division

OVERVIEW

Rich Swanson, Ph.D., is a senior economist and GHG analyst specializing in energy and climate-related projects and policy. His significant expertise encompasses GHG inventories, policy design, cost-benefit assessments, scenario optimization, financial modeling, ROI analysis and climate finance for renewable energy. With a strong educational background that includes a Ph.D. in Civil Systems Engineering, an M.A. in International Affairs, and a B.A. in Economics, Rich combines technical, statistical, and analytical competency. Rich has extensive international experience with the World Bank, Asian and African Development Banks, Green Climate Fund, and National Association of Regulated Utility Commissioners (NARUC). Rich directs our Boston-based office and Blue Strike's Climate & Energy Division.

SELECTED WORK EXPERIENCE

Glenwood Springs, CO
Energy & Climate Action Plan Update (2023-Present)

- Project Manager for city's Energy & Climate Action Plan update
- Coordinated timelines, city and community stakeholders, and led climate mitigation analysis
- Led energy analysis for City-owned utility, evaluating solar and other renewable energy potential

Fairfield, OH
Sustainability Plan (2023-Present)

- GHG inventory and forecasting
- Economic and financial analysis of sustainability strategies, including cost savings and efficiency gains
- Scenario creation and evaluation of sustainability pathways

Colorado University of Boulder, CO
Climate Action Plan (2022 - Present)

- Managed all aspects of technical analysis
- GHG inventory and forecasting of Scopes 1, 2, and 3
- Economic and financial analysis of climate action strategies
- Scenario creation and evaluation of strategic pathways leading to carbon neutrality

City of San Luis Obispo, CA
Climate Action and Adaptation Plan (2022-2023)

- Performed City / Community GHG Inventories and forecasts, including economic and financial analysis

Mono County, CA
Resource Efficiency Plan (2021-2022)

- Lead community and municipal operations GHG Inventories and forecasts
- Supported vehicle miles traveled (VMT) analysis per CA SB 743
- Performed waste and landfill emissions assessments

EDUCATION

Ph.D. in Civil Systems Engineering,
University of Colorado, Boulder

M.A. in International Affairs,
Tufts University, Fletcher School

B.A. in Economics,
University of Colorado, Boulder

ADDITIONAL SKILLS & TRAINING

Financial / Economic Modeling:
Pro forma creation, NPV, project optimization, DCF, Real options, B/C analysis, Regression, Monte Carlo simulations, knowledge of Excel and R

PPIAF:
Certified Public-Private Partnership Professional (CP3P)

Published in:
Sustainability, Journal of Managerial Engineering, Renewable Energy Focus

OFFICE LOCATION

Boston, MA

NUMBER OF YEARS WITH THE FIRM:

3 years

CITY OF RESIDENCE:

Boston, MA

PROFILE

blue strike

BRENNEN JENSEN, M.S.

Director of Engagement & Resilience Division

OVERVIEW

Over two decades of experience conceiving and implementing strategic environmental and community-based programs and initiatives that inspire action, change behavior, foster an appreciation for nature, and offer tangible climate solutions to the communities, local governments and business partners we serve. A background in government, private and non-profit organizations, Brennen has a cooperative facilitative approach that seeks to find creative solutions to complex problems, while expanding localized solutions for zero waste, energy and emissions reductions throughout California and beyond. Her work seeks to give rise to more sustainable, engaged and resilient communities, inspired by nature.

SELECTED WORK EXPERIENCE

Fairefield, OH
Sustainability Plan (2023-Present)

- Project Manager for city's first Sustainability Plan
- Lead Stakeholder outreach including workshops and focus groups among City council members and community

Town of Davidson, NC
Climate Action Plan (2023-Present)

- Project Manager for town's Climate Action Plan
- Lead Stakeholder outreach including workshops and surveys

Sonoma State University, CA
Climate Action & Carbon Neutrality Plan (2020-Present)

- Led Stakeholder outreach including workshops and focus groups among President's Advisory Council, Provosts,
- Academic Senate and Cabinet.
- Performed baseline and gap analysis to inform 118 climate action goals, including scope 3 commuting/mass transit incentives and bike share programs.
- Developed internal Sustainability Tracker to align progress and reporting
- Wrote Communications & Engagement Strategy for campus climate action implementation

Research Triangle Institute, NC
Climate Action Plan & ESG Reporting (2020-Present)

- Led Stakeholder outreach including workshops and focus groups among Executive Leadership Team, Technical Advisory Group and department managers and Senior VPs
- Performed baseline and gap analysis to inform 62 climate action goals

San Diego State University, CA
Carbon Neutrality Plan (2022-Present)

- Support stakeholder outreach and presentation to the President's Advisory Council

EDUCATION

M.S. in Biomimicry,
Arizona State University

B.S. in Environmental Science Technology,
Humboldt State University

ADDITIONAL SKILLS & TRAINING

Biomimicry Specialist

Zero Waste Professional

blue strike

SANDRINE MALLET, M.S.

Climate & Energy Analyst

OVERVIEW

Originally from New Brunswick, Canada, Sandrine Mallet is a trilingual Climate & Energy Analyst with a Master's of Science in Commerce and Economic Development from Northeastern University. Specializing in climate action planning, Sandrine possesses a blend of expertise in stakeholder engagement, vulnerability assessment, and financial strategy within the climate and energy sectors. Her multidisciplinary background enables her to work effectively across public, private, and non-profit domains to facilitate meaningful changes in climate policy and action.

SELECTED WORK EXPERIENCE

Town of Davidson, NC
Climate Action Plan (2023-Present)

- Co-Lead stakeholder engagement initiatives, including the facilitation of focus groups, workshops, and surveys
- Contribute to the formulation of climate mitigation and adaptation approaches
- Perform a detailed review and analysis of local City plans, policies, and programs, benchmarking them against best practices from similar cities.

University of Colorado Boulder, CO
Climate Action Plan (2022-Present)

- Collaborate in crafting climate mitigation and adaptation plans
- Participate in the design of a Climate Action Tracker to monitor progress
- Conduct comprehensive research and formulate funding guidelines to support strategies and actions

Orange County, NC
Climate Action Plan (2022-Present)

- Facilitate outreach programs targeting businesses, non-profits, and student communities
- Author the Stakeholder Engagement Report, encapsulating key insights and recommendations
- Develop a Climate Action Tracker to centralize, document, and assess both current and future emissions-reduction efforts across multiple sectors
- Investigate and compile a summary of funding opportunities from public and private sectors
- Assist in shaping climate mitigation and adaptation frameworks

La Cañada Flintridge, CA
Climate Action & Adaptation Plan (2022-Present)

- Co-lead in the development and formulation of strategies for the Climate Action & Adaptation Plan
- Support comprehensive vulnerability assessment to determine climate-related threats and the city's response readiness
- Investigate and summarize summaries of funding opportunities from both public and private sectors

Collaborate in crafting climate mitigation and adaptation frameworks

EDUCATION

M.S. in Economic Development, Northeastern University

B.A. in International Studies, Université Laval, Canada

A.A. in Communication & Marketing, La Cité Collegial, Canada

ADDITIONAL SKILLS & TRAINING

Circular Economy and the 2030 Agenda
United Nations System Staff College (UNSSC)

Social & Behavioral Research
CITI Program

blue strike

DAIANNE STARR, M.S.

Climate & Energy Analyst

OVERVIEW

Daianne Starr is a skilled Technical Analyst specializing in climate analytics and sustainable economic development. Daianne has M.S. degrees from Texas A&M and Harvard, and is adept at using statistical models to analyze climate impacts and forecast clean energy solutions. An expert in Python, R, and MATLAB, her data-driven insights at Blue Strike have significantly aided clients in achieving carbon neutrality and implementing sustainable energy strategies, by integrating cutting-edge technologies such as machine learning and advanced optimization algorithms.

SELECTED WORK EXPERIENCE

Las Vegas Convention and Visitors Authority (LVCVA)
Climate Action Plan (2023 - Present)

- Developed statistical models to predict energy consumption and demand.
- Evaluated solar energy interventions to decarbonize and optimize the costs of the energy source
- Employed econometric models to evaluate the cost of adopting complementary renewable energy strategies to support phases of heightened energy demand.

Orange County, NC
Climate Action Plan (2022-2023)

- Created dashboards to showcase the decrease of greenhouse emissions based on implementing climate action interventions.
- Sectorizes the greenhouse emissions utilizing the Blue Strike's Climate and Energy Scenario Analysis (CESA) tool.
- Implemented Public Comment Period Portal for the Climate Action Plan developed by the Blue Strike.
- Revised the scientific content and language of graphs developed for the Climate Action Plan.

Fairfield, OH
Sustainability Plan (2023 - Present)

- Formulated and analyzed greenhouse gas emissions utilizing electric and gas consumption data.
- Contextualized these greenhouse emissions within the modeling tool ClearPath from ICLEI.

EDUCATION

M.S. Earth and Planetary Science,
Harvard University

M.S.. Oceanography,
Texas A&M University

M.S. Geochemistry, Universidade Federal do Rio Grande do Sul, Brazil

Bachelor's Degree
Exchange Program, Geology,
The University of Western Australia, Australia

Bachelor's Degree
Geology, Universidade Federal do Paraná, Brazil

ADDITIONAL SKILLS & TRAINING

Certified by Google Data Analytics

Proficient in
Python, R, MATLAB, SQL, Power BI, and git for advanced data analysis and visualization.

Multilingual:
Fluent in Portuguese, basic proficiency in German and Spanish.

Presented at
+10 international and national scientific conferences, earning an outstanding presentation award, a distinction conferred to the top 5% of participants.

Published
5 peer reviewed-papers in journals of high impact within the scientific community.

Hands-on experience in
creating and implementing clean laboratory protocols, especially in the realm of microbiology and geochemistry.

blue strike

ANDREA GREEN, MENV

Climate & Energy Analyst

OVERVIEW

Andrea Green is a Climate & Energy Analyst for Blue Strike specializing in technical writing and development of Climate Action, Sustainability, and ESG Reports. She holds a masters degree in Urban Resilience and Sustainability from the University of Colorado, Boulder and a B.S. in Environmental Studies and Sustainability from Michigan State University. Andrea has prior experience working with clients on a variety of sustainability topics including eco-friendly packaging, waste diversion, and equity in the outdoors.

SELECTED WORK EXPERIENCE

City of Glenwood Springs, CO
Energy & Climate Action Plan (September 2023-Present)

- Contribute to the formulation of climate mitigation and adaptation approaches
- Perform a detailed review and analysis of local City plans, policies & programs, benchmarking them against best practices from similar cities

Leave No Trace
Leave No Trace in Daily Life (February 2022-December 2022)

- Created Sustainability Engagement Toolkit for "Leave No Trace in Daily Life" – a facet of Leave No Trace, designed to communicate universal sustainability values
- Performed gap analysis, conducted extensive research, wrote several blog posts, and launched a social media campaign covering sustainability topics such as outdoor equity, waste diversion, alternative transportation, and energy reduction

Women's Wilderness
Outdoor Equity for LGBTQIA+ Youth (January 2023-May 2023)

- Utilized various stakeholder engagement techniques in order to measure community interest and need for additional outdoor programming for LGBTQIA+ youth in Colorado's Front Range region
- Techniques included focus groups, electronic and hard-copy surveys, and informational interviews

PlanetCare
U.S. Market Expansion (January 2022-May 2022)

- Conducted a feasibility assessment for an expansion into the U.S. market and provided recommendations for sustainable supply chain partnerships
- Assessed current marketing strategies and offered recommendations to improve outreach based on competitors and other sustainable e-commerce marketplaces

Near & Dear Vertical Farm
Packaging Assessment (September 2021 - December 2021)

- Conducted a packaging assessment comparing compostable and post-consumer recycled plastic options
- Presented recommendations to the client considering factors such as cost, environmental impact, durability, and aesthetic

EDUCATION

MENV in
Urban Resilience & Sustainability,
University of Colorado, Boulder

B.S. in
Environmental Studies
& Sustainability,
Michigan State University

A.A. in
Liberal Arts & Sciences,
Northwestern Michigan College

ADDITIONAL SKILLS & TRAINING

ESG Reporting

Greenhouse Gas Accounting

Technical writing

blue strike

BRETT POMEROY

Associate Principal

PROJECT ROLE
Technical Director

EDUCATION
Bachelor of Science, Natural Science, Loyola Marymount University

AFFILIATIONS
Association of Environmental Planners (AEP)

CEQA and NEPA workshops and conferences

Completed AERMOD Dispersion Modeling Training Seminar held by Lakes Environmental

Brett Pomeroy has more than 18 years of professional experience in the environmental planning field with an emphasis in environmental compliance pursuant to CEQA and the National Environmental Policy Act (NEPA). Brett possesses a strong technical background and has provided quantitative analytical modeling support for air quality, GHG, health risk assessments, noise and vibration, and shade/shadow impact analyses for several complex and multi -faceted projects using industry accepted modeling software. Specifically, Brett has experience with AERMOD and ISC air dispersion modeling systems, CalEEMod, URBEMIS, CALINE4-based model, noise modeling based on the Federal Highway Administration's Traffic Noise Model (TNM), and the Amethyst Shadow Calculator. In addition to providing technical support, Brett conducts environmental analyses for a wide array of environmental issues, conducting land use surveys, ambient noise monitoring, site photography, general environmental research and document management. Brett's experience includes preparing and managing environmental documentation for both private- and public-sector clients. He has provided environmental analyses to support several types of environmental documents including Categorical Exemptions, ISs, Negative Declarations (NDs), MNDs, Mitigation Monitoring & Reporting Programs (MMRPs), EIRs, and addendums.

Representative Project Experience

Technical Director for the **La Cañada Flintridge Climate Action and Adaptation Plan (CAAP) Update IS/MND** (La Cañada Flintridge, CA). The CAAP is an update to the City of La Canada Flintridge's 2016 Climate Action Plan, which will also assess vulnerability to climate-related impacts and provide adaptation measures that build resilience to current and future climate threats. Impact Sciences is preparing an IS/MND and a Mitigation Monitoring and Reporting Program (MMRP) for any mitigation measures identified in the IS/MND. Brett's role includes supporting the preparation of the IS/MND as well as technical analysis for air quality, greenhouse gases, and noise/vibration impacts.

Project Manager for the **City Los Angeles Oil & Gas Drilling Ordinance Air Quality, Greenhouse Gas, and Noise Technical Report and MND** (Los Angeles, CA). The proposed Citywide Oil and Gas Drilling Ordinance (Ordinance) provides for the termination of all nonconforming oil and gas extraction and production uses within the City over a 20-year period and prohibition of new or expanded oil and gas extraction activities, except as allowed to continue via a discretionary process established by the Ordinance and in compliance with State, regional, and local regulations. Brett's duties include project management, document preparation, and oversight of technical services.

Technical Lead for the **Los Angeles County Metropolitan Transportation Authority (LA Metro) Air Quality and Sustainability Technical and Policy Analysis** (Los Angeles, CA). For LA Metro, Impact

Sciences is providing air quality and greenhouse gas emissions technical analysis. Additionally, Impact Sciences is supporting Metro by developing policy recommendations on proposed changes to air quality laws, plans, and regulations; and providing technical support to Metro staff regarding air quality planning, conformity and regulatory processes including performing Congestion Management Air Quality (CMAQ) analyses to support grant applications.

Project Manager and Technical Lead for the **Southern California Edison Climate Change and Sustainability Program Support** (Los Angeles, CA). Impact Sciences provided support for greenhouse gas (GHG) inventory reporting and on-call requests as defined by ICF and Southern California Edison. Services include developing a GHG inventory; preparing sustainability reporting frameworks; and calculating GHG emissions, reductions, and any other energy benefits achieved from Southern California Edison's programs. Brett's duties included managing the CRIS database uploads as well as team coordination.

Technical Lead for the **3401 S. La Cienega Blvd. Project Sustainable Communities Environmental Assessment (SCEA)** (Los Angeles, CA). The project proposes a new mixed-use residential and commercial development, including one Residential Building and one Commercial Building. The Residential Building contains units for rent; with units reserved for "very low income" households and units reserved for workforce housing. The Commercial Building includes ground floor retail. The project site is centrally located centrally located in the West Adams neighborhood, adjacent to the Metro E (Expo)Line tracks and the La Cienega / Jefferson Metro Station. Brett's duties include document preparation, and oversight of technical services.

Lead Technical Director for the **Caltrans / City of Fremont Sabercat Pedestrian and Bicycle Trail Air Quality, Noise/Vibration and Greenhouse Gas Technical Studies.** Impact Sciences prepared Air Quality, Noise/Vibration, and Greenhouse Gas technical reports for thel-680 Sabercat Bridge & Trail Project. The City of Fremont, California, in cooperation with the California Department of Transportation (Caltrans), proposed to extend the existing Sabercat Creek Trail in Sabercat Historical Park east of Interstate-680 (I-680) into the City's Irvington District neighborhoods west of the Union Pacific Railroad and Bay Area Rapid Transit rail corridor (UPRR/BART rail corridor) for a distance of approximately 0.8-mile, including grade-separated crossings of the rail corridor and I-680. This Class I, bicycle and pedestrian trail would also include a 0.4-mile northerly trail extension to the planned Irvington BART station taking advantage of undeveloped property east of Osgood Road. The Project will improve pedestrian and bicycle access to both the planned Irvington BART station (southwest corner of Washington Boulevard and Osgood Road) and Ohlone College east of Sabercat Historical Park. Brett led the preparation of the noise and vibration memo for pile driving.

Technical Lead for the **City of South Pasadena North-South Corridor Intelligent Transportation System (ITS) Deployment Project CEQA/NEPA Documentation and Air Quality Technical Report,** South Pasadena CA, 2023-Ongoing. The City of South Pasadena proposes to implement the North-South Corridor ITS Deployment Project, which would update the traffic signals to deploy an advanced adaptive traffic management system along north south Fair Oaks Avenue from the north City limits to Huntington Drive. As a subconsultant to KOA Corporation, Impact Sciences is preparing a Preliminary Environmental Study (PES) Form for submittal to Caltrans District 7; a detailed Project Description to fully define the project and its location; an Air Quality Technical Study; and a Finding of No Adverse Effect (FNAE) document to analyze Project effects related to air quality and cultural resources. Brett is providing general oversight for the modeling and preparation of the Air Quality Technical Study.

AMBER WILLIAMS

Technical Specialist

PROJECT ROLE
Technical Specialist

EDUCATION
Bachelor of Arts, Geography, California State University, Fresno

Amber Williams has 5 years of professional experience in both the private and public sector as an environmental planner and technical specialist. She specializes in air quality, greenhouse gas, noise, and energy assessments and analyses. Furthermore, she is proficient in the use of California Emissions Estimator Model (CalEEMod), Emission Factor (EMFAC), the Roadway Construction Noise Model (RCNM), and other industry standard emissions and noise modeling tools. In addition to environmental planning, she has experience in city planning as well as CEQA and NEPA document preparation. Her extensive knowledge on local, county, state, and federal ordinances and regulations, in addition to her technical expertise in collecting field measurements and managing complex data, allow her to meet both the technical and planning needs of public and private projects.

Representative Project Experience

Technical Specialist for the **City of Chino Hills 4027 Pamela Drive Project Air Quality and Noise/Vibration Technical Studies** (Chino, Hills, CA). Impact Sciences is preparing air quality and noise technical studies for the residential project located at 4027 Pamela Drive in the County of San Bernardino in support of the Project's tentative tract map application and environmental clearance pursuant to CEQA. The Project would include the demolition of the existing residential structures on site, and the Project proposes to subdivide the Project Site into five lots for residential use. Amber's role includes generation and interpretation of model run results in order to create comprehensive air quality and noise technical reports.

Technical Specialist for the **City of Pomona 980 Corporate Center Environmental Impact Report, Air Quality, Noise, and Greenhouse Gas Technical Studies, and Health Risk Assessment** (Pomona, CA). Impact Sciences is preparing an EIR for a proposed redevelopment of an existing parking lot located directly east of 980 Corporate Center Drive. The proposed redevelopment includes a single 6-story mixed-use structure with ground floor retail, 2 stories of podium parking, and 4 stories of residential units. Amber's role includes providing support in the preparation of technical studies for air quality, greenhouse gas emissions, and noise/vibration as well as the preparation of a Health Risk Assessment.

Technical Specialist for the **City of San Gabriel Cemetery Expansion Project Initial Study / Mitigated Negative Declaration** (San Gabriel, CA). Impact Sciences is preparing an IS/MND for the proposed demolition of a single-family residences and expansion of the San Gabriel Cemetery in the City of San Gabriel. Further, the Project, located at 607 West Roses Road, proposes to close access to the site from Roses Road, conduct a General Plan Amendment, lot line adjustment, and Zoning change to accommodate the cemetery expansion. Amber's role includes providing support in the preparation of technical studies for air quality, greenhouse gas emissions, and noise/vibration.

Associate Planner for the **City of San Mateo 222 E. 4th Avenue Project Greenhouse Gas Analysis** (San Mateo County, CA). Amber served as a technical specialist for the greenhouse gas emission-related impacts associated with the proposal to demolish an approximate 60,965 square foot supermarket to accommodate the construction of 104,722 square-feet of office space, 17,658 square-feet of retail space (supermarket), and 8,971 square-feet of residential space in the form of single bedroom apartments and studios. Amber's role includes generation and interpretation of model run results in order to create a comprehensive technical report for the client.

Associate Planner for the **City of El Centro Town Center II Project** (Imperial County, CA). Amber served as a technical specialist for air quality and greenhouse gas emissions, energy consumption, and noise impacts associated with the proposal of constructing approximately 142 residential units as well as warehouse uses in El Centro. Amber generated and interpreted the results of model runs in order to create a comprehensive technical report for the client.

Associate Planner for the **City of Jurupa Valley KY Spices Project** (Riverside County, CA). Amber assessed air quality and greenhouse gas emission-related impacts associated with the proposal to construct a food spices manufacturing facility comprising two buildings of 91,852 square feet.

Associate Planner for the **City of Lake Elsinore Collier Commercial Properties Project** (Riverside County, CA) Amber prepared an air quality, greenhouse gas emissions, energy consumption and noise impact assessment for the proposal to construction 11,886 square feet of industrial building space on 2.8 acres.

Associate Planner for the **City of Riverside John W North High School Improvement Project** (Riverside County, CA). Amber assessed air quality, greenhouse gas emissions, and noise for the proposal to renovate several buildings on campus.

Associate Planner for the **ZGlobal Northstar #1 Project** (Imperial County, CA). Amber served as the air quality, greenhouse gas emissions, energy consumption, and noise analyst to evaluate the effects of constructing a nominal 50-megawatt (MW) alternating current solar photovoltaic energy generation system with an integrated 75 MW battery storage system spanning approximately 287 acres of land in the County of Imperial, California.

Associate Planner for the **ZGlobal Northstar #2 Project** (Imperial County, CA). Amber served as the air quality, greenhouse gas emissions, energy consumption, and noise analyst to evaluate the effects of constructing a 130-megawatt (MW) alternating current solar field, consisting of 289,800 tracker modules in 9,660 strings and associated collector and inverter facilities, and a 175 MW BESS, on approximately 614 acres of vacant land on two parcels in Imperial County, California.

Associate Planner for the **ZGlobal Northstar #3 Project** (Imperial County, CA). Amber analyzed the environmental topics of air quality, greenhouse gas emissions, energy consumption, and noise for the proposed development of a 100-megawatt (MW) alternating current (AC) solar field on approximately 585 acres of vacant land on three parcels in Imperial County, California.

Associate Planner for the **ZGlobal Fuji Battery Energy Storage Project** (El Dorado County). Amber prepared an analysis of air quality, greenhouse gas emissions, and noise-related impacts associated with the proposal to construct a solar photovoltaic charged battery energy storage system (BESS) on 3.5 acres.

ELENI GETACHEW, ENV SP

Planner

PROJECT ROLE
Planner

EDUCATION
Bachelor of Science, Environmental Policy Analysis and Planning (Minor in Community Development), University of California, Davis, 2017

AFFILIATIONS
American Planning Association, Member; Young and Emerging Planner's Group

Envision Sustainability Professional (ENV SP), Institute for Sustainable Infrastructure

Eleni Getachew is a generalist environmental planner. She brings three years of local environmental planning and remediation project experience. Currently focused on projects in Southern California, Eleni has prepared CEQA/NEPA documentation for locally and federally funded roadway projects, and is familiar with Caltrans requirements, including the Standard Environmental Reference (SER). Eleni has also prepared CEQA documentation for infill development projects. Through strong research she has assisted in delivering technical studies, such as Community Impact Assessments, Revalidations, and Phase I Initial Site Assessments. Eleni has assisted in the digitizing and mapping of residential properties using ArcGIS.

Representative Project Experience

Planner for the **La Cañada Flintridge Climate Action and Adaptation Plan (CAAP) Update IS/MND** (La Cañada Flintridge, CA). The CAAP is an update to the City of La Cañada Flintridge's 2016 Climate Action Plan, which will also assess vulnerability to climate-related impacts and provide adaptation measures that build resilience to current and future climate threats. Impact Sciences is preparing an IS/MND and a Mitigation Monitoring and Reporting Program (MMRP) for any mitigation measures identified in the IS/MND. Eleni's role includes conducting general CEQA analysis supporting the preparation of the IS/MND as well as assisting with outreach.

Planner for the **1355 California Circle Project** (Milpitas, CA). In an effort to meet the local Regional Housing Needs Assessment (RHNA) requirements, the City of Milpitas is proposing to demolish a vacant industrial office building and construct new multi-family housing units. These housing units include seven-plex and twelve-plex townhome buildings, and a six-story apartment complex that offers residential units offered at an either "below market rate" or "low-income rate." Eleni's duties include assisting with the preparation of the Project EIR.

Environmental Analyst for the **City of Laguna Niguel Paseo De Colinas Townhomes Project** (Laguna Niguel, CA). The City is proposing to develop a 38-unit townhome community on an existing vacant parking lot. The proposed townhome development would consist of nine three-story townhome buildings with attached two-car garages. The townhome buildings would utilize four different floor plans that consist of two-, three-, and four-bedroom units. Two of the 38 for-sale townhome units would be moderate for-sale affordable units. Eleni's duties include assisting with the preparation of the IS/MND.

Permitting/GIS Technician for the **California Department of Toxic Substanc Control, Exide Residential Properties Lead-Impacted Soil Cleanup** (Los Angeles, CA). The project ncludes cleanup of lead-impacted soil at 1,610 properties in and around Los Angeles, California. The work involves excavation and disposal of lead-impacted soil and backfilling and restoration in the area near the former Exide lead-acid battery recycling facility in Vernon. Eleni's duties include applying for grading and encroachment permits and GIS support.

Environmental Analyst for the **City of Pico Rivera Beverly Boulevard Warehouse Project** (Pico Rivera, CA). The City proposes to construct an industrial warehouse distribution and office facility totaling and a print shop facility on an undeveloped parcel bounded by the San Gabriel River and Interstate 605. Both facilities include surface parking, landscaping, and other ancillary improvements. Eleni's duties include assisting with the preparation of the IS/MND.

Environmental Analyst for the **City of Monrovia Chick-fil-A and Starbucks Huntington Drive & 210 Project** (Monrovia, CA). The project would demolish the existing demolish an existing restaurant building and surface parking lot to construct two new drive-thru facilities, a Chick-fil-A restaurant and Starbucks café. The project would also dedicate approximately 8,600 square feet of land at the southeast corner of the project site to the City for future development into a pocket park. Eleni's duties include assisting with the preparation of the IS/MND.

Planner for the **Los Angeles County Metropolitan Transportation Authority (LA Metro) Air Quality and Sustainability Technical and Policy Analysis** (Los Angeles, CA). For LA Metro, Impact Sciences is providing technical expertise to assist the agency by providing air quality and greenhouse gas emissions technical analysis. Additionally, Impact Sciences is supporting Metro by developing policy recommendations on proposed changes to air quality laws, plans, and regulations; and providing technical support to Metro staff regarding air quality planning, conformity and regulatory processes including performing Congestion Management Air Quality (CMAQ) analyses to support grant applications. Eleni's role includes preparation of the monthly policy update reports.

Planner for the **City of South Pasadena, North-South Corridor Intelligent Transportation System (ITS) Deployment Project CEQA/NEPA Documentation and Air Quality Technical Report, South Pasadena CA.** The City of South Pasadena proposes to implement the North-South Corridor ITS Deployment Project, which would update the traffic signals to deploy an advanced adaptive traffic management system along north south Fair Oaks Avenue from the north City limits to Huntington Drive. As a subconsultant to KOA Corporation, Impact Sciences is preparing a Preliminary Environmental Study (PES) Form for submittal to Caltrans District 7; a detailed Project Description to fully define the project and its location; an Air Quality Technical Study; and a Finding of No Adverse Effect (FNAE) document to analyze Project effects related to air quality and cultural resources. Eleni's role includes preparation of the PES form and the Categorical Exemption (Class 1 and 31).

Environmental Analyst for the **City of Lancaster Vehicle Miles Traveled Mitigation Program** (Lancaster, CA). The City proposes to establish a VMT Mitigation Program aims to establish mitigation for projects that exceed the City's VMT thresholds in the form of a mitigation impact fee. The program identifies relevant transportation demand management (TDM) strategies and VMT reducing projects within the City to be funded by the impact fee. The impact fee was calculated based on the cost to implement identified VMT-reducing improvements and programs divided by the projected growth in Citywide VMT. Eleni's duties include assisting with the preparation of the Programmatic EIR.