

# **SCAC Project Proposal - Public Education for Building Energy Improvements and Electrified Transportation 06/30/2025**

## **Objective/Scope**

SCAC will organize and implement a public education effort focused on building energy improvements and promotion of electrified transportation. Much of this education will be about informing people about the local incentives and resources that are available to assist them in these climate efforts.

## **Goal/Results**

For the 95472 zip code, the goal is to decrease natural gas use in buildings over time and an increase in the percentage of vehicles that are electric and plug-in hybrid electric. While it is difficult to attribute changes that can be directly tied to education efforts, we want to see these key climate indicators moving in the right direction. Data from [CityClimateDashboard.org](https://cityclimatedashboard.org) will be used to determine progress.

## **Motivation/Climate Incentive**

Building electrification and energy efficiency improvements can be confusing and the incentives are changing at a rapid rate. We want to increase awareness of affordable used EV purchase options. In general, these education efforts help equip people with the knowledge to make informed decisions on how they can be active participants in building a sustainable future.

## **Sebastopol City General Plan**

Policy CIR 5-3: Support the establishment and expansion of a regional network of electric vehicle charging stations and encourage the expanded use of electric vehicles.

Action COS 9e: Provide educational materials and resources to the public and local businesses that emphasize the benefits of energy efficiency construction measures and how such measures can offset increased construction costs and building operational costs.

Action COS 8d: Continue to provide information and resources to the public and businesses regarding steps the City is taking to address the issue of climate change, and provide the public and businesses with information that will assist in private efforts to reduce GHG emissions and assist the City in meeting established greenhouse gas reduction targets.

Action COS 9f: Connect residents and businesses with programs that provide free or low-cost energy efficiency audits and retrofits to existing buildings.

### **Who**

The Education Working group of SCAC will lead this effort and bring in assistance from other interested community members.

### **Timeline/key Milestones for Project (Connect this with Goals/Results)**

Tabling at the Sebastopol Farmers Market on September 21, 2025

Article submission to Sebastopol Times covering available incentives/programs, date to be determined.

### **Budget/Resource Needs**

There are no resources needed from the City of Sebastopol in this effort other than the use of the City's banner at tabling events.