



La Mesa Environmental Sustainability Commission

Minutes of a Regular Meeting

Date: February 24, 2025, 6:00 p.m.
Location: City Manager's Conference Room, 8130 Allison Avenue
La Mesa, California

Present: Chair Richard Williams
Vice Chair Amanda-Dawn Natalia
Commissioner Michael Bourton
Commissioner Dasmine McFarlin
Commissioner Mary Nooristani
Commissioner Jack Sellinger
Commissioner Brianna Coston
Commissioner Christina Potter

Staff: Environmental Program Manager Hilary Ego
Environmental Analyst Serena Lee

1. CALL TO ORDER

Chair Ricky Williams called the meeting to order at 6:00 PM.

1.1 PLEDGE OF ALLEGIANCE

2. ADDITIONS AND/OR DELETIONS TO THE AGENDA

Ricky Williams asks if there are any additions or deletions to the agenda. Ricky Williams then proposes moving Staff and Commissioner announcements before the current business so Jack can talk about the Encinitas Building Electrification Fair because he has to leave early. Everyone agrees, and Item 7 is moved to the first current business item after public comment.

3. PRESENTATION

4. PUBLIC COMMENTS – (TOTAL TIME – 15 MINUTES)

NOTE: In accordance with state law, an item not scheduled on the agenda may be brought forward by the general public for comment; however, the

Environmental Sustainability Commission will not be able to discuss or take any action on the item at this meeting. If appropriate, the item will be referred to Staff or placed on a future agenda.

5. **CONFLICT DISCLOSURES**

6. **CURRENT BUSINESS**

6.1 **APPROVAL OF THE MINUTES FROM THE JANUARY 27, 2025
SPECIAL MEETING**

Recommended Motion: To vote on approving the minutes from the January 27, 2025 Special Meeting

Moved by Chair Williams

Seconded by Vice Chair Natalia

Vote: 7-0

Ayes: McFarlin, Bourton, Natalia, Nooristani, Sellinger, Shustek, Williams

Noes: None

Abstain: None

Absent: None

Motion Approved

6.2 **DISCUSSION OF THE ALTERNATIVE TRANSPORTATION
INFRASTRUCTURE AD HOC SUBCOMMITTEE**

Alternative Transportation Infrastructure ad hoc subcommittee expires in March 2025

Ricky Williams stated that the subcommittee plans to create a policy checklist document so that other city staff can coordinate with the CAP team to ensure projects have a climate lens. Ricky Williams also stated they discussed encouraging other departments to come to Hilary and discuss how to work together and cross-collaborate to implement the CAP.

Brianna Coston stated that she walks most places in La Mesa and noticed a motorcycle cop pulling people over for running stop signs. Brianna Coston noted that this could be tied to education and driver safety.

Amanda-Dawn Natalia agreed and stated that she was scared when her daughter was almost hit by a trash truck while biking. Implementing education towards drivers to create awareness of cyclists and walkers in La Mesa can be helpful. Also, the committee wants to make a working group with the mobility committee to collaborate on this project.

6.3 DISCUSSION OF THE E-BIKE INCENTIVE PROGRAM AD HOC SUBCOMMITTEE

E-bike Incentive Program ad hoc subcommittee expires in March 2025

Dasmine McFarlin stated that the program was transformed over time and talked about the logistics of the application and wanting to make it accessible for everyone.

Ricky Williams stated some terms of the program and gave an overview of the application, eligible equipment list, and social media updates to the commission.

Brianna Coston stated that creating an accessible, easy-to-read application is essential.

Christina Potter asked the price of an e-bike and how many are on the eligible equipment list.

Hilary Ego stated the price of an e-bike varied, but some cheaper options are around \$1,000 pre-tax, and there are over 20 bikes on the list. Hilary Ego also gave more information about what proof income qualified applicants need to apply.

Brianna Coston asked if there would be kid-sized bikes on the list.

Serena Lee stated that there are only adult-sized bikes and that people must go to a bike shop to get fitted.

Ricky Williams stated that there will also be a required educational component to the E-bike Incentive Program.

Amanda-Dawn Natalia asked what class of e-bikes would be allowed and if the bikes would be allowed in the La Mesa bike lanes.

Hilary Ego stated they can go in the bike lanes and that class one and class two e-bikes will be the only approved bikes.

Jack Sellinger excuses himself from the meeting and departs.

6.4 DISCUSSION OF THE EQUITY FRAMEWORK AD HOC SUBCOMMITTEE

Equity Framework ad hoc subcommittee expires in April 2025

Barbara Shustek stated that Lainey is developing an equity framework and is looking to get data on how the CAP teams can provide information and educate local community members.

Dasmine McFarlin stated that there is no equity framework and that it is crucial to implement this in La Mesa. She stated that the subcommittee is looking at data from the community. For example, there is talk about giving out free trees, but what happens if you live in an apartment? Dasmine McFarlin ended by stating that it was a great brainstorming session.

Lainey Bloom stated that outreach is essential and having different forms can reach a broad audience. Lainey Bloom also said she wants to dive deeper into how the City programs can be more equitable. The next steps are getting this implemented either on a high level or looking into a more specific framework.

Amanda-Dawn Natalia states that making sure we are asking the right questions and meeting the needs of everyone in the community is impactful and that this subcommittee is doing great work.

Brianna Coston states that the renter-focused outreach portion that was discussed would be a great way to connect with community members.

Barbara Shustek stated that renters of multi-family housing complexes would appreciate including programs like a tree giveaway. She noted that a free tree program is an excellent example of how disadvantaged renters do not get access to it.

Dasmine McFarlin gave an example of the DIY tool kit and said it is hard to get the information out to the community because some people might not have internet access.

Ricky Williams asked if this would be internal or if anyone could be involved. Hilary Ego responded both.

Christina Potter stated that it could be effective to reach other people through tabling at grocery stores. It can cast a wider net.

Ricky Williams stated that almost 40% of people who live in La Mesa are renters and that climate action plans primarily focus on homeowners.

Brianna Coston states that housing stock in La Mesa is very old but still in high demand, prompting owners not to make upgrades on old, inefficient items.

Barbara Shustek suggested creating a mindset change. For example, some homeowners do not like trees. So, building that shift can be beneficial for implementing the CAP. Barbara Shustek also gave the example of Hilcrest, and the change in street diets has made people

complain. Through more education and outreach, people might change their behavior and see these upgrades through a different lens.

Ricky Williams stated that environmentally disadvantaged communities, such as students, youth, and transit-reliant people, are additional important people to reach out to.

Amanda-Dawn Natalia discussed the hardships of reaching renters but stated that mailing outreach materials directly to them can be an option.

Hilary Ego stated that the CAP team sent letters to owners and renters for the Cal-fire grant.

Michael Bourton stated that putting flyers at the trolley stop could reach a broad audience if permission was granted to post on an information board.

Mary Nooristani stated that putting something up on billboards could be a good way to reach people.

Michael Bourton states that reaching out to supermarkets and putting up information about La Mesa could be helpful.

6.5 DISCUSSION OF THE CREATION OF NEW AD HOC SUBCOMMITTEES

Hilary Ego stated that the CAP team is going to author an implementation work plan. Hilary Ego stated that they are currently in the budget process and want to create an implementation subcommittee for the ESC. Hilary Ego wants to get community feedback on priorities and notes that it is for FY26 and FY 27.

Mary Nooristani stated that she is interested in this implementation subcommittee.

Recommended Motion: To create an Implementation Work Plan ad hoc subcommittee comprised of Mary Nooristani, Amanda-Dawn Natalia, and Barbara Shustek until May 2025 with the purpose of providing comments and feedback on prioritizing future projects and programs.

Moved by Commissioner Nooristani

Seconded by Chair Williams

Vote: 6-0-1

Ayes: McFarlin, Bourton, Natalia, Nooristani, Shustek, Williams

Noes: None

Abstain: None
Absent: Sellinger

Motion Approved

Amanda-Dawn Natalia stated that she wants to focus on biker-to-diver and driver-to-biker education components and build a subcommittee around this idea. She states that a need to focus on protecting people who choose to use alternative modes of transportation. There is already an educational component focusing on bicycles and pedestrians, but adding drivers to the equation can be beneficial to all.

Recommended Motion: To create an Alternative Transportation Safety ad hoc subcommittee comprised of Michael Bourton, Amanda-Dawn Natalia, and Ricky Williams until May 2025 with the purpose of providing education to drivers, cyclists, and pedestrians about road safety.

Moved by Vice Chair Natalia

Seconded by Chair Williams

Vote: 6-0-1

Ayes: McFarlin, Bourton, Natalia, Nooristani, Shustek, Williams

Noes: None

Abstain: None

Absent: Sellinger

Motion Approved

7. STAFF AND COMMISSIONER ANNOUNCEMENTS

Jack Sellinger stated that he attended the Electrification Fair in Encinitas on February 22nd. Jack Sellinger learned from energy efficiency and renewable energy vendors and found it informative for planning a future event in La Mesa.

Hilary Ego spoke about the updates to the energy services contract and noted she is working through the scope of work. Hilary Ego also stated Logan has been leading the e-bike voucher program, which is launching next month, and Lainey is working on the Green Business Program and looking at the entry-level program to attract more businesses. Hilary Ego also announced that City Hall just got certified as a La Mesa Green Business. Hilary Ego spoke about the ribbon cutting, noting that there was a great turnout with already certified businesses in La Mesa. Hilary Ego touched on starting to plan Earth Day, thinking about activities and looking into getting more sign-ups. She stated that

the CAP team is going through the budget, looking at the CAP implementation work plan, working on a partnership with Tree San Diego for a free tree giveaway, hosting educational materials for the community through GRID alternative, tabling at events, and education and outreach throughout the City.

Serena Lee spoke about the Litter-Free La Mesa event. She stated that she heard Amanda went and informed the commission that the next one is March 29th. Serena Lee said that they will soon hire a Community Clean-Up Coordinator. Serena Lee stated the EVCS master plan survey is still open and closes on March 15th, and she stated that, if possible, she would love to hear more input from the public. Serena Lee also mentioned that the CAP team is trying to determine how to best involve the owners through this process. Serena Lee highlighted that the teams did an EVCS staff training with planners and engineers, discussing how the City envisions future electric vehicle charging. She talked about the presentation at the Sunrise Rotary Club on Feb 7th, saying that it went smoothly and people asked many questions. Serena also discussed planning the Anaerobic Digester Lemon Grove waste facility and the commission prefers Thursday, April 24th. Serena Lee stated she will add it to the agenda next time and aims for the 9 AM start time.

Christina Potter highlighted some great things that Helix is doing relating to sustainability. She stated how Helix had an environmental sustainability committee last year, bumped up to Power 100 for the whole campus, partnered with SANDAG for a school commuted program, installed energy monitoring devices across campus, a consultant did an energy audit, and students are doing an energy reduction competition.

Amanda-Dawn Natalia stated she went to Litter Free La Mesa and enjoyed the volunteer event. She said it was well attended and that she had picked up 4 pounds of trash. She also went to the Helix Operations Center on the 29th of January, showing the fleet electrification project that is breaking ground this year. Amanda-Dawn Natalia also stated she is planning on attending the zero waste symposium at the County of San Diego.

Brianna Coston stated she went to the groundbreaking Casa Del Oro Library. They announced that it will be net zero, and the library will be ground leased from La Mesa Spring Valley School District Land.

Barbara Shustek stated there is a new green bin in her apartment complex.

8. ADJOURNMENT

Chair Ricky Williams adjourned the meeting at 7:20 PM.