

ID	Measure Description	2020 Target	2035 Target	Status	2024 Updates
Energy					
E-1	Building Retrofit Program  Reduce residential and commercial energy use	Reduce electricity consumption by 36.4 million kilowatts (kWh) /yr.  Reduce natural gas consumption by 260,000 therms from the 2010 baseline	Reduce electricity consumption by 91.6 million kilowatts (kWh)/yr. from the 2010 baseline  Reduce natural gas consumption by 962,500 therms from the 2010 baseline	On-Track	Education and Outreach <ul style="list-style-type: none"> <li>• In September 2019, the City launched the DIY Energy and Sustainability Toolkit. The DIY Toolkit gives residents the tools and resources they need to complete an at home DIY energy audit. The toolkit contains no-cost giveaways including showerheads, LED light bulbs, and weather stripping, and teaches users the importance of energy, water, and waste efficiency. In 2024, 7 residents checked out a toolkit, and over 145 toolkits have been checkout since the toolkit was launched.</li> <li>• The Toolkit program was made possible thanks to a grant from SDG&amp;E's Emerging Cities program and in October 2020, the City received an additional \$29K to replenish toolkit supplies and increase education and outreach. This included two videos and social media posts about an updated sanitized and contactless checkout process and resident testimonial.</li> <li>• The City seeks feedback through the toolkit survey and continues to update the website to include information and resources to encourage energy conservation efforts and promote rebate and incentive programs.</li> </ul>
E-2	Shade Tree Program  Develop a shade tree program	250 new shade trees planted	1,575 new shade trees planted	On-Track	Community Forestry Plan <ul style="list-style-type: none"> <li>• The City was awarded a \$385,000 grant from Cal Fire in 2019 to fund the development of a Community Forestry Plan. The City completed and City Council adopted the La Mesa Urban Forest Management Plan (UFMP) in June 2022, which the City continued to implement in 2024. This will guide municipal policies and efforts for the next 40 years to ensure the continued growth of a healthy urban forest. The City also works with Tree San Diego and other community partners to provide education and outreach to the public on key urban forestry concepts and hosted tree planting education events for City Staff and La Mesa residents.</li> </ul> Tree Planting <ul style="list-style-type: none"> <li>• In partnership with Urban Corps and Tree San Diego, the City continued the Cal Fire grant-funded tree planting program and communicated with residents to plant trees in the public right of way throughout the City. Residents sign a tree watering agreement to assist in watering the tree and are also encourage to participate in a Tree Steward Training provided by Tree San Diego. In 2024, 123 trees were planted.</li> </ul> Tree Canopy Analysis <ul style="list-style-type: none"> <li>• Through the CalFire grant, the City continues to evaluate the City's tree canopy to better understand opportunities for enhanced growth for years to come.</li> </ul> Education and Outreach <ul style="list-style-type: none"> <li>• The City hosted a staff tree training program in 2024 on proper tree planting and maintenance.</li> <li>• The City partnered with Helix Charter High School to host a Tree Trek where 20 participants learned about tree planting, tree benefits, and tree care.</li> <li>• Urban forestry information continues to be updated and been added to the City's website.</li> <li>• A "Tree Interest Form" is on the City's website to encourage residents to share their interest in expanding the urban canopy and are provided information on upcoming tree planting workshops and volunteer opportunities.</li> </ul>
E-3	Municipal Energy Efficiency  Reduce municipal energy use.	Reduce electricity consumption at municipal facilities by 124,000 kWh from 2005 municipal inventory levels  Reduce natural gas consumption at municipal facilities by 1,275 therms from the 2004 municipal inventory  Implement all improvements recommended in the La Mesa Energy Roadmap	Reduce electricity consumption at municipal facilities by 248,000 kWh from 2005 municipal inventory levels  Reduce natural gas consumption at municipal facilities by 2,550 therms from the 2004 municipal inventory	On-Track	Energy Efficiency Upgrades <ul style="list-style-type: none"> <li>• The City continues to change indoor lighting fixtures to efficient LED's as they burn out.</li> </ul> Municipal Energy Use <ul style="list-style-type: none"> <li>• Electricity consumption in municipal facilities continues to be monitored to identify saving opportunities, with 3.74 million kWh in 2024. This was a 1.5% increase from 2023 consumption.</li> <li>• Natural gas consumption in municipal facilities continue to be monitored to identify saving opportunities, with 35,134 Therms in 2024. In 2024, natural gas usage increased by 9.5%. Overall, municipal gas usage has decreased by 23.5% from 2021 due to savings from the municipal pool repairs and upgrades.</li> <li>• Since March 2021, all municipal accounts use 100% renewable electricity through Power100.</li> </ul> Comprehensive Energy Program <ul style="list-style-type: none"> <li>• In 2023, the City kicked off the Energy Services Company (ESCO) Project, selecting ENGIE to implement a comprehensive energy program that will include projects for energy efficiency, onsite renewable energy and battery storage, and electric vehicle charging infrastructure for City fleet vehicles at City facilities. In 2024, building analyses were conducted and project recommendations were reviewed.</li> </ul>

E-4	Public Lighting  Reduce energy consumption in the City's traffic signals, street lights, and park lighting	Retrofit all City-owned traffic and street lights to energy efficient alternatives	Reduce public lighting energy consumption by 50% from 2005 levels	On-Track	<p>Exterior Lighting</p> <ul style="list-style-type: none"> <li>• All City-maintained street lights were retrofitted to high-efficiency induction street lights in 2011.</li> <li>• Streetlights continued to be switched out to LED lights when a light burns out.</li> <li>• All City-owned street and park lighting are monitored to track outages, upgrades, and other efficiency opportunities.</li> <li>• The City's park/athletic field lights, street lights and traffic lights were added to a scope of work for a comprehensive energy program that began in 2023 and continued in 2024.</li> </ul>
E-5	Solar Photovoltaic Program  Install solar PV systems on residential and non-residential property, and identify opportunities for municipal installations	6.4 MW solar capacity installed community wide	12.9 MW solar capacity installed community-wide	On-Track	<p>Solar Installations</p> <ul style="list-style-type: none"> <li>• A total of 392 photovoltaic solar permits were issued in 2024.</li> <li>• 2.7 MW (DC) of solar capacity was installed in La Mesa in 2024.</li> </ul> <p>Battery Storage Installations</p> <ul style="list-style-type: none"> <li>• A total of 12 battery permits were issued in 2024.</li> </ul> <p>Education &amp; Outreach</p> <ul style="list-style-type: none"> <li>• The City website continues to be updated with information and resources on solar programs and incentives to encourage increased adoption of distributed renewable energy.</li> </ul> <p>Permitting Process</p> <ul style="list-style-type: none"> <li>• The City is reducing permitting costs and is accelerating solar installations through an Instant Residential Solar Permit Program, enabling homeowners to apply for and receive permits online through a streamlined platform.</li> </ul> <p>City Facilities</p> <ul style="list-style-type: none"> <li>• The City continued to develop the Energy Services Company (ESCO) Project, a comprehensive energy program that will develop a plan to install renewable energy and battery storage.</li> </ul>
E-6	Solar Hot Water Heater Program  Install solar water heaters in new construction and building retrofits	5,100 therms/yr. saved	6,300 therms/yr. saved	Ahead	<p>Solar Hot Water Installations</p> <ul style="list-style-type: none"> <li>• There were x solar hot water heater permits issued in 2024.</li> </ul> <p>Education</p> <ul style="list-style-type: none"> <li>• The City website continues to be updated with information and resources on solar hot water heating programs.</li> </ul> <p>City Facilities</p> <ul style="list-style-type: none"> <li>• The City continues to explore adding solar hot water heating at City facilities, especially at the Municipal Pool and Spa, and is under consideration to be added to the scope of work for a comprehensive energy project.</li> </ul>
E-7	Solar-Ready Construction  Incorporate solar-ready design into new construction.	-	-	On-Track	<p>Green Building Standards</p> <ul style="list-style-type: none"> <li>• The City continued to implement Chapter 14.13 of the La Mesa Municipal Code, which adopts the 2023 Green Building Standards Code that defines zero net energy and renewable energy building requirements. Staff will continue monitoring State building code updates and ensure the City's building code provides for Green Building Standards consistent with updated regulations.</li> </ul>
E-8	Zero Net Energy Construction  Implement California's zero net energy building standards for new residential construction starting in 2020 and new non-residential construction starting in 2030	-	<p>14,800 MWh of new residential electricity demand is off-set</p> <p>708,450 therms of new residential natural gas demand is off-set</p> <p>5,800 MWh of new non-residential natural gas demand is off-set</p> <p>83,000 therms of new non-residential natural gas demand is off-set</p>	On-Track	<p>Green Building Standards</p> <ul style="list-style-type: none"> <li>• The City continued to implement Chapter 14.13 of the La Mesa Municipal Code, which adopts the 2023 Green Building Standards Code that defines zero net energy and renewable energy building requirements. Staff will continue monitoring State building code updates and ensure the City's building code provides for Green Building Standards consistent with updated regulations. Additionally, the City continued to implement the 2022 California Energy Code and participate in the the California Statewide Codes &amp; Standards Program, Reach Codes Subprogram.</li> </ul>

E-9	<p>100% Clean Energy</p> <p>Partner with other San Diego County jurisdictions to develop a regional Community Choice Aggregation program with 100% renewable energy</p>	-	<p>80% of La Mesa residents and businesses participate in a CCA or similar program that provides 100% renewable electricity</p>	On-Track	<p>Community Choice Aggregation (CCA)</p> <ul style="list-style-type: none"> <li>• In October 2018, the cities of Chula Vista, La Mesa, and Santee partnered on a CCA Feasibility Study. The Study was completed in July 2019 and found that a community choice program could offer competitive rates to La Mesa residents and business and support the City's CAP goals.</li> <li>• In September 2019, La Mesa City Council approved community choice through a regional program in partnership with Chula Vista, Encinitas, Imperial Beach, and San Diego. The regional program, called San Diego Community Power (SDCP), began serving municipal customers in 2021 and business and residential customers in 2022. SD Community Power's founding documents also commit the agency to serve customers with 100% renewable electricity by 2035.</li> <li>• SDCP offers renewable electricity to residents and businesses through PowerOn (55%) and Power100 (100%). As of 2021, All municipal accounts opted up are Power100.</li> <li>• Throughout 2024, SDCP engaged with residents through educational community events and tablings.</li> <li>• In 2024, there was a 95.1% participation rate and 12 new opt-ups to Power100 with a total of 27,928 SDCP accounts.</li> </ul> <p>Grants</p> <ul style="list-style-type: none"> <li>• The City supported the La Mesa Park and Recreation Foundation, who received \$100,000 from the Community Clean Energy Innovation Grant Program awarded by SDCP. The City partnered with the Foundation to host free solar education events and purchased mobile solar lighting stations and electric utility vehicles for use at parks and events.</li> <li>• The City was awarded a \$50,000 San Diego Community Power Member Agency Grant. In 2024, The City developed an E-Bike Incentive Program with the goal of lowering La Mesa's vehicle miles traveled (VMT). The City is planning to launch the program in 2025.</li> </ul>
-----	---	---	---	----------	---

## Transportation and Land Use

T-1	<p>Bicycle and Pedestrian Infrastructure</p> <p>Continue to plan for and construct safe, attractive bicycle and pedestrian paths and facilities.</p>	<p>Install 3 miles of new Class II bike lanes (in addition to existing 12.8 miles)</p>	<p>Install 10 miles of new Class II bike lanes (in addition to existing 12.8 miles)</p> <p>Increase percentage of bike commuters by 0.3% from 2010 levels</p>	<p>On-Track</p>	<p><b>Bike Lanes and Sidewalks</b></p> <ul style="list-style-type: none"> <li>To date, the City has 33 miles of Class 2 bike lanes and 28 miles of Class 3 bike lanes.</li> <li>To date, the City has 277 miles of sidewalk.</li> <li>The City is in the process of installing a Class 4 bike Lane along Murry Avenue. It is planning to be completed in 2025 with the goal of helping to keep cyclists safer.</li> </ul> <p><b>Infrastructure Improvements</b></p> <ul style="list-style-type: none"> <li>In 2024, the City completed construction of its first High-intensity Activated CrossWalk at the intersection of El Cajon Blvd. and Jesse Ave. to address a gap in pedestrian crosswalks along the corridor and provide a safe place for pedestrians to cross the street.</li> <li>The City continues to make use of grant funding received in 2022 to install pedestrian crossings in locations across the City.</li> <li>The City continues to apply for grant funding for sidewalk and bike lane improvements.</li> <li>As streets and intersections are repaired, the City adds bike lanes and traffic and safety improvements if feasible.</li> </ul> <p><b>Grants</b></p> <ul style="list-style-type: none"> <li>The City was awarded a Smart Growth Incentive Program (SGIP) grant from SANDAG to prepare a Complete Streets Integrated Design Manual. The Manual was published in 2023 and provides a roadmap, making it easier to implement Smart Growth policies on future projects requiring street and sidewalk improvements, ensuring all types of road users are safely accommodated. After extensive engagement and outreach, on April 23, 2024, La Mesa City Council adopted a resolution accepting the La Mesa Boulevard Complete Streets Plan, Segment 1.</li> <li>The City was awarded a \$400,000 Sustainable Communities Grant from the State of California to prepare a Complete Streets Plan Segment 2 for La Mesa Boulevard from Jackson Drive, under the I-8 freeway, and connecting to Grossmont Center Drive. La Mesa Boulevard Complete Streets Plan Segment 2 kicked off in January 2023 and included multiple community engagement opportunities throughout the year to involve residents in the corridor redesign. In 2024, City Staff gathered additional input from the community and presented findings to Staff and commissions. In 2025, La Mesa Boulevard Complete Streets Plan Segment 2 will continue looking for funding for the project.</li> <li>The City continued to use funds from a \$250,000 from the Federal Highway Safety Improvement Program Grant with a local match in funds exceeding 100% for 12 new pedestrian crossings across the City.</li> <li>The City continued to use funds from a \$189,000 grant for pedestrian signal updates in across the City. The purpose of the updates is to increase pedestrian accessibility.</li> </ul>
T-2	<p>Bicycle Safety Program</p> <p>Implement a bicycle program to advance community-wide bikeability through safety programs, bicycle tune-up clinics, and partnerships with bicycle advocacy groups, local school, and cycling clubs.</p>			<p>On-Track</p>	<p><b>Vision Zero</b></p> <ul style="list-style-type: none"> <li>In September 2018, City Council adopted a Vision Zero Policy. The policy strives to reduce traffic fatalities to zero by 2035 through infrastructure improvements, data analysis, education, and planning. In support of this initiative, the City:</li> <li>The City applied for and was rewarded a Smart Growth Incentive Program (SGIP) grant from the San Diego Association of Governments to prepare a Complete Streets Integrated Design Manual. The Manual is a comprehensive Complete Streets planning and design guide that provides a toolbox of engineering elements, making it easier to implement Smart growth policies on future projects requiring street and sidewalk improvements. On April 23, 2024, La Mesa City Council adopted a resolution accepting the La Mesa Boulevard Complete Streets Plan, Segment 1.</li> <li>The City was awarded a \$400,000 Sustainable Communities grant from the State of California to prepare a Complete Streets Plan for La Mesa Boulevard from Jackson Drive, under the I-8 freeway, and connecting to Grossmont Center Drive. La Mesa Boulevard Complete Streets Plan Segment 2 kicked off in 2023. In 2024, City Staff gathered additional input from the community and presented findings to Staff and commissions.</li> <li>Continues to implement the Neighborhood Traffic Management Program, which allows residents to petition for traffic calming measures on their streets.</li> <li>The City has an internal Vision Zero team that meets quarterly.</li> </ul> <p><b>San Diego County Bicycle Coalition Partnership</b></p> <ul style="list-style-type: none"> <li>In 2024, The City of La Mesa launched the free bicycle education series in collaboration with San Diego County Bicycle Coalition. The 2024 series includes ten in-person and virtual classes to teach residents about rules of the road, traffic laws, bike maintenance, bike and helmet fitting, skills drills, lane positioning, commuting to work, biking to school, and more.</li> </ul> <p><b>La Mesa Walks!</b></p> <ul style="list-style-type: none"> <li>La Mesa Walks! is a community walking group that meets Wednesday mornings. The walks are used as a forum to educate residents of City projects, programs and events while also promoting walking as a fun means of transportation. In 2024, La Mesa Walks had 734 participants.</li> </ul> <p><b>Safe Routes to School</b></p> <ul style="list-style-type: none"> <li>The City continued to educate students and parents on safe biking and walking habits as a way to commute to and from school.</li> </ul>

T-3	<p>Transportation Safety and Demand Management Program</p> <p>Utilize SANDAG's iCommute program to reduce single-occupancy vehicle trips community-wide</p>	-	<p>Reduce vehicle miles traveled (VMT) per capita by 6% compared to 2010 levels (25.1 daily VMT per capita in 2010)</p>	<p>On-Track</p> <p>City of La Mesa + Sustainable Transportation Services Collaboration</p> <ul style="list-style-type: none"> <li>The City was awarded the Gold Award for the SANDAG Diamond Awards, which recognizes employers in San Diego region who have made strides to promote alternative commute choices in the workplace</li> </ul> <p>Education and Outreach</p> <ul style="list-style-type: none"> <li>The City website includes information and resources about SANDAG's Sustainable Transportation Services (STS) program to make residents aware of the free programs and incentives available. For example SANDAG offers programs like Guaranteed Ride Home program, Try Transit and the Youth Opportunity Pass.</li> <li>The City shares STS information and resources with City staff.</li> </ul> <p>SANDAG Sustainable Transportation Program Updates</p> <ul style="list-style-type: none"> <li>The City was recognized as a Diamond Gold Award recipient for efforts in championing sustainable transportation options.</li> <li>Events in 2024 included: Bike Anywhere Day, Clean Air Day, and a Bike Maintenance Event.</li> </ul> <p>Traffic Data and Transportation Trends</p> <ul style="list-style-type: none"> <li>From 2023 to 2024, La Mesa experienced a notable reduction in overall traffic volumes alongside an increase in bike use and pedestrian trips.</li> <li>On weekdays, total traffic volumes declined by approximately 39%, dropping from 205,152 in 2023 to 126,862 in 2024. This reduction was driven primarily by a 39% decrease in vehicle volumes, while pedestrian volumes rose by 37% and bicycle volumes remained relatively stable.</li> <li>On Saturdays, total traffic volumes declined by 35%, from 166,896 in 2023 to 109,248 in 2024. Vehicle traffic dropped by 35%, pedestrian volumes increased by 37%, and bicycle volumes remained relatively unchanged.</li> <li>On weekdays, the percentage of trips made by car in La Mesa decreased from 99.13% in 2023 to 98.15% in 2024, while the share of trips made by pedestrians increased from 0.74% to 1.65%, and the share of trips made by bicycles rose slightly from 0.12% to 0.20%.</li> <li>On Saturday, the percentage of car users decreased from 99.23% in 2023 to 98.47% in 2024, while the share of pedestrians rose from 0.62% to 1.30% and the share of bicycles increased from 0.15% to 0.23%.</li> </ul>
-----	---	---	---	--

T-4	<p>Mixed-Use and Transit-Oriented Development</p> <p>Continue to encourage mixed-use and transit-oriented development through land use and zoning designations to support alternative transportation opportunities.</p>	-	<p>Reduce vehicle miles traveled (VMT) per capita by 6% compared to 2010 levels (25.1 daily VMT per capita in 2010)</p>	On-Track	<p>Transit Oriented Development (TOD) Projects</p> <ul style="list-style-type: none"> <li>Transit-Oriented Development (TOD) refers to residential development within walking distances of transit and other services, lessening the need for personal vehicle trips.</li> <li>In 2024, two TOD projects were finished.</li> <li>Construction is progressing on TOD projects at 8181 Allison Avenue and 7385 Colony Drive and more projects are currently undergoing review.</li> </ul> <p>Development</p> <ul style="list-style-type: none"> <li>The City issued ADU permits in 2024, providing more efficient housing options for La Mesa residents. Applications are continuously being reviewed and approved.</li> <li>In 2024 the City began the creation of Objective Design Standards in efforts of streamlining housing projects under the State's Housing Crisis Act. The standards are to be adopted in 2025.</li> </ul>
T-5	<p>Alternative Refueling Infrastructure Development</p> <p>Support community-wide use of alternative fuel vehicles through expansion of alternative vehicle refueling infrastructure.</p>	-	<p>Reduce VMT per capita by 6% compared to 2010 levels (25.1 daily VMT per capita in 2010)</p>	On-Track	<p>Electric Vehicle Charging Stations</p> <ul style="list-style-type: none"> <li>18 residential electric vehicle (EV) charging station permits were issued in 2024.</li> <li>0 permitted commercial EV charging ports were issued in 2024.</li> <li>The City continued to reduce permitting costs and is accelerating solar installations through an Instant Residential Solar Permit Program, enabling homeowners to apply for and receive permits online through a streamlined platform.</li> </ul> <p>Electric Vehicle Charging Station Master Plan</p> <ul style="list-style-type: none"> <li>In 2024, La Mesa began developing an Electric Vehicle Charging Station Master Plan to expand access to EV infrastructure citywide. The plan will identify priority locations for charging stations, address equity and accessibility, and support a connective network. The City is prioritizing community input through surveys, tabling events, and working groups.</li> </ul> <p>Education and Outreach</p> <ul style="list-style-type: none"> <li>The City's website was updated with information on EV incentives and resources.</li> </ul>
T-6	<p>Municipal Fleet</p> <p>Continue to transition the municipal vehicle fleet from gasoline- and diesel-powered vehicles to alternative-fuel or other low-emissions vehicles.</p>	220 gallons of gasoline/yr. saved from passenger vehicle replacement	340 gallons of gasoline/yr. saved from light-duty truck replacement	On-Track	<p>Fleet Upgrades</p> <ul style="list-style-type: none"> <li>In 2024, the City acquired three full-electric vehicles, bringing the fleet to a total of 6 electric vehicles to be used by City staff.</li> <li>Alternative fuel vehicles continued to be explored for fleet replacement, with technical assistance support from a CEC-funded Empower Procurement program.</li> <li>The City acquired new hybrid vehicles, bringing the total number up to 18.</li> <li>The City partnered with SDG&amp;E to install 10 Power Your Drive electric vehicle charging stations at City Hall. These chargers are available to all Civic Center Complex staff and the new electric vehicles. The units were available for workplace and fleet charging starting January 2019.</li> </ul> <p>Grossmont Union High School District Fleet</p> <ul style="list-style-type: none"> <li>In September 2022, GUHSD unveiled their first 17 all-electric buses and new Transportation Services Center, which features 9 bus maintenance bays, a drive-through bus wash, rooftop solar panels, and electric charging infrastructure to support further fleet electrification. As of 2024, the GUHSD is up to 24 electric school buses.</li> <li>This work is based on a fleet electrification roadmap which charts a course to a fully electric school bus fleet over the next 20 years.</li> </ul> <p>Transition to Renewable Diesel</p> <ul style="list-style-type: none"> <li>In 2019 the City transitioned its diesel fleet to renewable diesel, an environmentally sustainable, nonpetroleum fuel sourced from food waste and agricultural products. The change to renewable diesel will reduce GHG emission from the City's diesel fleet by approximately 65%.</li> </ul>

Water					
W-1	Urban Water Management Plan Programs  Support Helix Water District in outreach and community education	Achieve water use levels of 103 gallons per capita per day	Achieve water use levels of 89 gallons per capita per day	On-Track	<p>Community-Wide Consumption</p> <ul style="list-style-type: none"> <li>• In 2024, La Mesa's average residential gallons per capita per day (GPCD) was 91.9. This surpasses the 2020 CAP Target of 103 GPCD.</li> <li>• The City website includes information and resources on water conservation opportunities.</li> <li>• The City continues to share it's water conservation fact sheets, published in 2022, promoting Helix rebates and incentives.</li> <li>• The City also continues to cross promote Helix Water District educational opportunities via social media and other communication strategies.</li> <li>• Helix Water District continues to offer numerous programs to La Mesa residents and businesses, including in-home water use evaluations, student education programs, and local rebates and incentives. These efforts are cross-promoted where feasible.</li> <li>• Helix Water District has a demonstration landscape garden at their La Mesa office, available for residents to learn more about the types of water saving plants and trees to plant in La Mesa's environment.</li> <li>• Public Works engages the community through outreach efforts that promote water-saving landscaping techniques and sustainable yard practices.</li> </ul>
W-2	Water wise Landscape Design and Irrigation  Conserve water through efficient landscaping design and irrigation	-	-	On-Track	<p>Education and Outreach</p> <ul style="list-style-type: none"> <li>• City Building staff continue to promote water conservation measures. Additional resources have been made available on the City's website for residents and businesses.</li> <li>• In 2024, the City continued to share its indoor and outdoor water conservation fact sheets with best practices and rebates and incentives. These fact sheets are available on the City website, and physical copies are available at City tabling events.</li> <li>• The City hosted a Rainwater Harvesting Workshop to share with residents best tips on saving water runoff and caring for low-water native plants.</li> </ul> <p>Municipal Conservation and Demonstration</p> <ul style="list-style-type: none"> <li>• The City completed construction of a demonstration garden at City Hall, incorporating low-water plants, a rock-lined swale, and a rainwater collection barrel to collect runoff from the City Hall roof for use in the garden.</li> </ul>
W-3	Pure Water Program  Participate in the Pure Water Program to convert wastewater to potable drinking water	-	-	On-Track	<ul style="list-style-type: none"> <li>• City Council approved La Mesa's participation in the Pure Water San Diego program in July 2018. Pure Water San Diego is a phased, multi-year program that will use proven water purification technology to clean recycled water to produce safe, high-quality drinking water locally by 2035. This is a key initiative to provide reliable, sustainable water supply to the region.</li> <li>• The Pure Water Project aims to convert a minimum of 83 million gallons of wastewater each day into potable drinking water, providing nearly 50% of the City's drinking water by 2035.</li> <li>• Phase I construction continued in 2024. It includes 11 construction projects, including the North City Pure Water Facility and Pump Station, which is being built across the road from the North City Water Reclamation Plant.</li> </ul>

Solid Waste

SW-1	<p>Food Scrap and Yard Waste Diversion</p> <p>Work with local waste hauler to develop residential organics collection program</p>	Household and businesses divert 5% of food scraps and compostable paper Households and businesses divert 85% of yard waste	See Measure SW-3	On-Track	<p>Recycling Compliance</p> <ul style="list-style-type: none"> <li>•As of January 2022, Senate Bill (SB) 1383 (Mandatory Organics Recycling) and Assembly Bill (AB) 341 (Mandatory Recycling) requires all single family homes, multi-family residential dwellings, and commercial businesses to subscribe to recycling services.</li> <li>• 26.9% of the waste generated by La Mesa residents was diverted from landfill in 2024.</li> <li>• 52,927 tons of waste were collected by EDCO in 2024.</li> </ul> <p>Organic Waste Recycling</p> <ul style="list-style-type: none"> <li>•The City worked with their waste hauler franchiser, EDCO, to continue providing organics recycling services to all La Mesa businesses and multi-family housing in 2024.</li> <li>• In collaboration with I Love A Clean San Diego, the City rolled out organics and recycling sorting stations and signage as well as comprehensive trainings on proper waste disposal at 10 schools in La Mesa. 7408 students and 467 staff were trained on proper waste sorting in 2024.</li> </ul> <p>Edible Food Recovery &amp; Procurement</p> <ul style="list-style-type: none"> <li>• In 2024, the City continued to partner with consultant Solana Center for Environmental Innovation to provide assistance to food recovery organizations and Tier 1 commercial food generators, which includes supermarkets.</li> </ul> <p>Education and Outreach</p> <ul style="list-style-type: none"> <li>• The City and EDCO continue to conduct education and outreach to the public and large waste generators. EDCO continues to conduct on-site and virtual site visits to educate multi-family complexes and businesses on best management practices.</li> </ul> <p>Community Mulch and Compost</p> <ul style="list-style-type: none"> <li>• The City and EDCO continues their program providing free mulch to La Mesa community members. In 2024, the City provided 145 cubic yards of mulch to the community.</li> <li>•In 2024, the City began providing free compost to the community to support sustainable gardening and waste reduction. A total of 320 cubic yards of compost were distributed to residents throughout the year.</li> </ul>
SW-2	<p>Construction &amp; Demolition Waste Diversion</p> <p>Continue to enforce the City's construction and demolition waste diversion ordinance.</p>	Projects divert 75% of construction and demolition waste from landfill, per City ordinance	See Measure SW-3	On-Track	<p>Construction and Demolition Ordinance Implementation</p> <ul style="list-style-type: none"> <li>• The City continues to implement the 75% C&amp;D diversion requirement for applicable projects.</li> <li>• Additional resources and information on C&amp;D are available on the City's website, including resource recovery information.</li> </ul>
SW-3	<p>Divert 75% Waste from Landfill</p> <p>Maximize waste diversion efforts community-wide with particular focus on organic and recyclable waste</p>	-	12,500 tons or less of solid waste disposed in landfills (75% waste diversion)	On-Track	<p>Water Refill Stations</p> <ul style="list-style-type: none"> <li>• The City used grant funding to order and install water refill stations at City facilities to encourage the reuse of water bottles and prevent the use of single-use plastics.</li> </ul> <p>Recycling Compliance</p> <ul style="list-style-type: none"> <li>•As of January 2022, Senate Bill (SB) 1383 (Mandatory Organics Recycling) and Assembly Bill (AB) 341 (Mandatory Recycling) requires all single family homes, multi-family residential dwellings, and commercial businesses to subscribe to recycling services.</li> <li>• In 2023, the City had 99.7% residential and commercial compliance.</li> <li>• 26.9% of the waste generated by La Mesa residents was diverted from landfill in 2024.</li> <li>• 52,927 tons of waste were collected by EDCO in 2024.</li> </ul>



## Green Infrastructure

GI-1	<p>Urban Forest Master Plan</p> <p>Support the development and maintenance of a healthy urban forest</p>	500 net new trees planted from 2015 onward	See measure GI-2	On-Track	<p>Community Forestry Plan</p> <ul style="list-style-type: none"> <li>The City's Urban Forestry Management Plan (UFMP) was adopted in 2022 and continues to be implemented and utilized by the City as it maintains and grows its urban tree canopy.</li> <li>The City is actively analyzing the UFMP recommendations to determine feasible next steps to increase urban canopy cover, including exploring options to adopt a comprehensive tree protection ordinance for public and private trees and implementing a private property tree planting program.</li> <li>The City continues to work with Tree San Diego and other community partners to provide education and outreach to the public on key urban forestry concepts.</li> </ul> <p>City Tree Inventory Update</p> <ul style="list-style-type: none"> <li>The City continues to add to the 2019 inventory of all City-maintained trees. The City maintains 10,037 trees across the City as of the end of 2024.</li> <li>155 trees were planted in 2024, which was a 260% increase from 2023.</li> <li>The City received its 44th designation as a Tree City USA by the Arbor Day Foundation.</li> </ul>
GI-2	<p>Expanded Urban Forestry</p> <p>Increase La Mesa's urban forest canopy coverage</p>	-	Increase tree canopy by 1,400 acres from 2014 baseline	On-Track	<p>Tree Planting</p> <ul style="list-style-type: none"> <li>In partnership with Urban Corps and Tree San Diego, the City continued coordinating the Cal Fire grant funded tree planting program and has communicated with residents to plant trees in public rights-of-way throughout the City.</li> <li>In exchange for the tree, residents sign a tree watering agreement, committing to watering the tree for a period of 4+ years. Residents are also encouraged to participate in Tree Steward Trainings provided by Tree San Diego.</li> <li>In 2024, 155 new trees were planted in La Mesa.</li> <li>To ensure the health of the existing canopy, the City has had to remove trees due to pest and diseases.</li> </ul> <p>Tree Canopy Analysis</p> <ul style="list-style-type: none"> <li>Through the CalFire grant, the City continued to evaluate the City's tree canopy to better understand opportunities for enhanced growth for years to come.</li> </ul> <p>Education and Outreach</p> <ul style="list-style-type: none"> <li>Urban forestry information is continually updated on the City's website.</li> <li>A "Tree Interest Form" is on the City's website to encourage residents to share their interest in expanding the urban canopy. Residents are provided with information on upcoming tree planting workshops and volunteer opportunities.</li> <li>The City conducted outreach for the 2019 CAL Fire Grant free street tree program through social media, the City Manager newsletter, and tabling at events.</li> <li>The City hosted resident and staff tree training events in 2023 on proper tree planting and maintenance.</li> </ul>