

Office of Sustainability Estimated Budget Needs FY26-28 - As Qualified for Plastic Bag Tax Law and VA State Guidance							
Purpose	Product (*denotes contracted program planned)	FY 2026	FY 2027	FY 2028	Pollution Type Addressed	Climate Action Plan Goal and Corresponding Chapter	Projected Program Details
Education Programs Designed to Reduce Environmental Waste	Recycling Rate Increase & Contamination Reduction Campaign	\$50,000	\$50,000	\$50,000	GHG Emissions, Air, and Water Pollution	Pollution Reduction focused on recyclable materials now sent to transfer station and to reduce city costs; Climate Action Plan, Chapter 9 Waste	Campaign will be planned using data analysis from RDS, the City's GIS layers, Solid Waste inspector data, call in data/QAlerts, Recycling Coach data, and bandit driver video footage. Campaign will have a branded approach using various types of media in multiple languages. Recycling bins will be updated with new stickers and include field work tagging contaminated recycling bins with Oops Tags.
	Plastic Bag Tax Re-education Campaign	\$5,000	\$20,000	\$20,000	GHG Emissions, Litter, Air, and Water Pollution	Goal 2 Reduce Community Emissions by 50% by 2032 through single use plastic and litter reduction; Climate Action Plan, Chapter 9 Waste	Campaign proposed to work with large chain stores that participated in the Beyond the Bag Pilot program with Closed Loop Partners ( <a href="https://www.closedlooppartners.com/beyond-the-bag/">https://www.closedlooppartners.com/beyond-the-bag/</a> ). The Beyond the Bag Pilot program was the largest in-market reusable bag tests in Denver and Tucson in 2023, that unlocked groundbreaking insights on what it takes to encourage and support new consumer behaviors that enable reuse and reduction--such as bringing your own reusable bag or opting to go without one. The local program may include geofencing digital reminders to bring bags and/or other City apps such as Recycle Coach; use of Parking lot Bag Reminders and media campaigns. Starting in FY2027 to allow for planning and collaboration during FY2026.
Pollution & Litter Mitigation Programs and Educational Programs	VA Energy Home Efficiency Rebate Program and High Efficiency and Appliance Rebates (Inflation Reduction Act) Outreach	Virginia Energy anticipates that the rebates will be available in Virginia in the second half of 2025	\$50,000	\$50,000	Greenhouse Gas (GHG) Emissions, Air, and Water Pollution	Goal 2 Reduce Community Emissions by 50% by 2032; Climate Action Plan, Chapter 6 Buildings Roadmap to 2030	The Inflation Reduction Act authorized states to create two Residential Energy & Electrification Rebate Programs for residential and multi-family dwellings. The Home Efficiency Rebates will provide up to \$8,000 per household to support energy retrofit projects resulting in at least 15% energy savings. The High Efficiency and Appliance Rebates will provide up to \$14,000 per household in up-front rebates to support households in purchasing certain types of high efficiency electric appliances. Rebate levels available based on household income and building type. The purpose of this campaign/program is to help get the word out about the program, provide education, identify and remove barriers to action on energy reduction for residential property owners.
	Bee City Pesticide Education*	\$4,000	\$4,000	\$4,000	Air and Water Pollution	Reduce pollution runoff and toxicity to pollinators; Climate Action Plan, Bee City/Chapter 8 Natural Resources	Supports commitment to become a Bee City. Provide education at outreach events and program to support local pollinator health. Nearly 1 out of 3 bites of human food depends on pollinators and 78% of the world's crops are pollinated. Pollinators such as bees and butterflies are dwindling in rapid numbers. Programs offered will be free of charge for individuals to learn about safe application of pesticides, herbicides, and alternatives that are more beneficial to human health and the environment.
	Climate Change - Leadership and Staff Training*	\$40,000	\$30,000	-	GHG Emissions, Air, and Water Pollution	Goal 1 Reduce Municipal Emissions by 50% by 2030; Climate Action Plan Chapter 5 Long Term and Systems Thinking	Integrate climate change into daily operations, focuseing on energy mitigation, financial and health risk, indirect costs, equity, and informed decision making. Provide leadership and departmental training via industry professionals.
	Decarbonization of Fleet (Alternative Fuel/EV Infrastructure and Vehicles)	\$200,000	\$100,000	-	Greenhouse Gas (GHG) Emissions, Air, and Water Pollution	Goal 1 Reduce Municipal Emissions by 50% by 2030 and Goal 4 Decarbonize Transportation; Chapter 7 Transportation	Integrate climate change into daily Fleet operations. Prioritize leasing or purchasing EVs for the majority of passenger vehicle needs, favor hybrids over combustion engines, and continue exploring diesel alternative fuel systems that meet operational needs.
	Commercial Property Assessed Clean Energy (C-PACE)	\$15,000	\$10,000	\$10,000	GHG Emissions, Air, and Water Pollution	Goal 2 Reduce Community Emissions by 50% by 2032; Climate Action Plan, Chapter 5 Long Term and Systems Thinking and Chapter 6 Buildings Roadmap to 2030	The Commercial Property Assessed Clean Energy (C-PACE) Program offers 100% upfront financing for commercial and non-profit property owners to upgrade their buildings with energy efficiency, renewable energy, and water management systems. It supports economic development and clean energy goals. Funding will support a Marketing & Education Campaign collaborating with Virginia Pace Authority and Economic Development to provide knowledge about the program for developers, local business owners, and non-profits.
	Roanoke Restaurant Campaign*	\$54,000	\$54,000	\$54,000	GHG Emissions, Litter, Air, and Water Pollution	Goal 2 Reduce Community Emissions by 50% by 2032 through single use plastic and litter reduction; Climate Action Plan, Chapter 9 Waste	Nothing we use for five minutes should pollute our planet for generations to come. Intital goals are creating an Ask Campaign with table tents prompting the customer to request only necessary items (ex. napkins, straws, condiments, chopsticks). Future goals may be to support restaurants with styrofoam alternatives and collaborate in creating a Green Restaurant Certification Program.
	Green (Climate) Academy*					Climate Action Plan, NW Heat Resilience Plan DRAFT, Resiliency Plan, Stormwater Pollution Reduction Plans	Run in a similar fashion to the original Green Academy Program with 10 sessions in Fall and Spring. Resiliency, Equity, and Science will guide each topic presented. Topics include: Climate Change Science, Climate, Energy, and Water, Energy Efficiency and Renewable Energy, Human Health and the Environment, State of our Waterways, Plastics, Microplastics, Oh My, Nature in Neighborhoods, Pollinator Partnerships, Environmental Justice, Project Planning and Implementation.
	Employee CommuterTransportation Decarbonization Program	\$60,000	\$69,000	\$69,000	GHG Emissions, Air, and Water Pollution	Goal 2 Reduce Community Emissions by 50% by 2032 and Goal 4 Decarbonize Transportation; Chapter 7 Transportation	There are 640 (non Fire/EMS) employees that work in downtown Roanoke. Partnering with RVARC, the program aims to reduce carbon emissions from employee commutes by promoting alternative transportation options. The program will be developed by an employee stakeholder-led group kicking off Sept 2025 with pilot project to be held Spring 2026. Transportation support apps such as Connecting VA and Love to Ride will be explored to make commuting greener and more efficient.
Resuable Bag Program	Reusable Bags for WIC/SNAP	\$40,000	\$40,000	\$40,000	GHG Emissions, Litter, Air, and Water Pollution	Goal 2 Reduce Community Emissions by 50% by 2032 through single use plastic and litter reduction; Climate Action Plan, Chapter 9 Waste	The Bag Tax Legislature addresses single-use plastic pollution by distributing reusable bags to reduce waste. In 2024, there were 11,463 SNAP cases with a total of 21,855 clients and 3272 WIC receipients. The total household need is 14,735. If this program supports 1 bag per family at the cost of \$2.50 a bag, the estimated total cost is \$40,000. If 2 bags were given per family, the total would be 29,470 bags @ \$2.50 = \$75,000
	Reusable Bags for General Public	\$10,000	\$10,000	\$10,000			Resuable bags may be available at libraries, in conjunction with a Resuable Bag Program with retail partners, or other events.
Contingency Funds		\$30,000	\$30,000	\$30,000			Contingency funds will be prioritized for Outreach for the VA Energy Home Efficiency and High Efficiency and Appliances Rebate Programs and used for budget overages on carbon pollution strategies.
Budget Total		\$508,000	\$467,000	\$337,000			