MEMO

To: Gerri Caruso
CITY OF SUNNYVALE

From: Nora De Cuir
Michael McCormick

Cc:

Date: July 8, 2010

Re: June 30 Climate Action Plan Workshop – Meeting Summary

Overview of meeting goals, purpose

On June 30, 2010 the City of Sunnyvale and PMC hosted a community workshop to accomplish a number of goals related to the City's Climate Action Plan (CAP). The purpose of the meeting was to introduce the CAP, identify and discuss the sustainability initiatives that Sunnyvale currently has in place, gauge the level of support or opposition for general sustainability initiatives and finally, collect input for potential CAP reduction measures.

Desired meeting outcomes included:

- Receive clarity about opportunities and important topics for the CAP
- Gain an understanding of the most controversial issues to prepare for appropriate response
- Identify community members interested in continued engagement in the CAP process
- Receive information regarding how best to contact community members about the CAP

After a brief welcome and introduction of project staff, PMC gave an overview of the purpose for the meeting and went through the evening's agenda. Mayor Melinda Hamilton provided a warm welcome to attendees and addressed how the CAP will help to maintain Sunnyvale's quality of life as well as its role in implementing the city's vision for the future. Participants were introduced to the planning process and given an explanation of the CAP's relationship to the LUTE and the City's other planning efforts. The group was then shown a PowerPoint presentation intended to educate attendees specifically about the CAP, why it is a necessary document, how it is developed and the community's role in the process.

Group break out activities

The attendees broke out into four different groups with the goal of identifying the challenges and strategies for achieving Sunnyvale's vision of environmental sustainability. Each group was asked a

series of questions to determine what a sustainable Sunnyvale would look like, what stands in the way of achieving that vision and how the community can overcome those challenges in order to achieve the ideal Sustainable Sunnyvale.

Participants identified the following characteristics in their vision of a Sustainable Sunnyvale:

- Community involvement and engagement
- Alternative energy
- Multimodal transportation options
- Water conservation
- Improved land use planning

Participants indicated that their vision for Sustainable Sunnyvale was of a closer, more self-contained community where residents and businesses are actively involved in keeping the city green and sustainable. They envision vibrant, safe neighborhoods that incorporate energy and water saving practices into homes and commercial buildings.

Participants identified some challenges however, to achieving the ideal Sustainable Sunnyvale including:

- Lack of long term vision
- Funding
- Existing vs. future land use and infrastructure
- Politics and bureaucracy
- Education, awareness and communication
- Personal behaviors

Many participants commented that there is a lack of general awareness regarding sustainability within Sunnyvale making it difficult to change personal behavior. Others identified lack of funding as a major obstacle to achieving sustainability. Current policies, vested interests and out-dated land use designations are other hindrances to change.

Strategies were developed during the meeting to address some of the challenges that Sustainable Sunnyvale faces. Some of the key strategies were identified as follows:

- Making changes at the policy level
- Collaboration between government and private entities
- Continued education and public outreach
- Monetary and non-monetary incentives for sustainable practices
- Utilize foundations and for-profit interests for initial capital (grants, partnerships, etc.)

Participants indicated that behavior changes such as encouraging community and personal gardens, composting, use of alternative transportation and recycling could be accomplished through public outreach and education and ultimately contribute to a Sustainable Sunnyvale. Additionally, by providing both monetary and non-monetary incentives some of the financial burden of retrofitting homes and businesses could be alleviated leading to a more comprehensive reduction in GHGs. Participants also suggested that replacing out-dated planning policies with more high-density, mixed-use planning would encourage more alternative methods of transportation.

Survey: My role on the road—and—My role at home

To conclude the meeting, participants were asked to take a survey on their personal transportation and conservation habits. They were asked questions about how they currently get to work, school and the grocery store, approximate commute time and what their ideal transportation options would be. Staff received 34 responses which are detailed in the attached Excel spreadsheet.

Meeting conclusion

The meeting closed with a summary of upcoming milestones. The attendees were provided with information on how to stay involved in the CAP process and asked to peruse the comments on the boards from other break out groups. They were welcomed to remain and ask questions about the meeting and the CAP in general.

A complete record of comments provided by workshop participants is provided below:

What our Sustainable Sunnyvale looks like (GREEN GROUP):

- 10 community gardens
- Population aware of environmental responsibility and acting on it
- Good publicity
- A government and leadership with community involvement
- All homes, residences, developments, commercial sites, have appropriate grey water systems
- No turf lawns
- Neighborhood shopping districts
- Diverse business community (from large low energy consumption complexes to small mix use infrastructure)
- Everyone involved and enthusiastic about climate; no wasted food; neighborhood meetings; sharing of resources; publicity
- Neighborhood meetings going on
- Homes over shops keeping core service together
- Very active cultural center (so folks don't have to travel out of city for culture)
- More than 50% of energy use is from renewable sources
- Electricity from green resources
- What limits should be established for energy use? Heating, lighting.
- What limits should be established for transportation? By region, by family, by business
- What does the state recommend for the CAP?
- Negative energy use (produce more than we consume)
- Every business and home has solar power
- Low water landscaping everywhere
- Most yards do not use grass as a landscape element
- Diverse mix of housing and open space
- Bicycle friendly city
- Attractive, useable schools with quality instructors

- Continuous evaluation on how to keep improving
- New housing near public transportation
- All streets have bike, segue, scooters, etc.
- Lots of transportation options so people can make better choices
- Neighborhoods organized to provide low impact, high quality lifestyle
- Multi-modal transportation friendly layout
- Many streets devoted to bicycles with local auto traffic only
- More biking – safe biking lanes. Days where no cars are allowed in Sunnyvale
- Public transportation within walking distance of each resident
- Electric vehicle support plug in spots
- Culture of bicycle use for short trips as developed in the city of Copenhagen
- Expansive, affordable mass transit with connectivity to regional facilities

NOTES FROM BOARDS:

- Community involvement: engagement, awareness, outreach
- Energy: renewable sources, homes and businesses with alternate energy, negative energy use
- Transportation: alternate bike friendly options, multi-modal
- Water conservation: grey water, low water landscaping, no turf landscapes, responsible water use
- Land use planning: community gardens, neighborhood shopping, homes over shopping, diverse mixed-use, housing near transportation

Sustainable Sunnyvale, cont'd (RED GROUP):

- Sustainability community aware
- Bustling rural community
- More native nature
- More parks and places for children
- Natural habitat
- Fewer, smaller lawns
- More native landscaping
- Less grass
- Clean air
- Employer of multicultural people
- Home business oriented
- Existing home retrofits
- State of the art apartment/condo/high density housing like the Scandinavian countries. Green. Sustainable.
- Green housing
- Green fees/incentives
- Renewable energy
- Sun powered
- Pedestrian friendly
- Pedestrian friendly

- Residential and commercial parking policies change
- Walkable/bicycling neighborhoods
- Public transportation making getting around without a car easy
- Using mass transit, trains busses
- Less automobiles
- Less traffic
- Safe
- Public/community space with residences, business in walking distances
- Closer, self contained communities
- Residential friendly city
- More movie theatres, bigger community center

NOTES FROM BOARDS:

- Healthy balance between high and low tech employment
- Education and awareness
- Green housing
- More nature, less lawns, greenscaping, agriculture
- Alternative clean energy
- Safe, closer, self-contained communities
- Get them out of the cars

Sustainable Sunnyvale, cont'd (YELLOW GROUP):

- Grey water for all landscaping
- Most yards are low water, not lawns
- Walkable communities
- Walkable communities – walk to grocery, transit, etc.
- Jobs, houses, shopping, play within a mile
- More walk-friendly neighborhoods
- Affordable and accessible and clean downtown
- Better for bicycle and pedestrians
- Mixed use development combine retail/business/home (avoid car travel)
- Mixed use neighborhood centers
- Sharable transportation resources (short distance trips), bikes/zipcars/etc.
- Widespread zero waste programs
- Holistic resource usage understanding by local residents (gas + water + electrical tradeoffs are obvious)
- City cars
- Slower traffic for automobiles – longer stoplights and slower MPH on streets
- What can we do for transportation
- User friendly and adequate public transportation – low emissions
- Bike paths throughout city/county
- Mass transit that works
- Better public transportation possibilities

- Prevalent public transportation
- Increasing green area (park)
- Healthier community (improved access to local foods, etc.; transportation-recreation to greener community)
- Study other city projects that have started the same – especially the ones that are positive (good results)
- Model green city setting examples for other cities to follow
- Incubator for clean and green companies
- Make inroads into developing green economy/workforce
- Solar electric generation on most rooftops, especially commercial and industrial buildings
- Extensive solar energy use
- Community micro grids – stored local supply (locally consumed)
- Sufficient and diverse housing

NOTES FROM BOARDS:

- Walkable community
- Mixed use
- Water conservation
- Reduce waste
- Model green city with green tech
- Safe and variable transportation
- Alternate energy, solar

Sustainable Sunnyvale, cont'd (BLUE GROUP):

- Mixed high/low density housing with 2010 look and feel
- Sufficient housing for our workforce
- Safe community
- Vibrant
- Neighborhood quality
- Carbon-neutral
- Clean air
- Energy smart
- Solar power everywhere
- All homes are fully insulated and have some sort of alternative energy on site (PV or wind or hot water)
- Economically/financially responsible
- Economically viable
- Most gardens/landscapes are filled with CA native plants reducing app. 50% of water use; natural habitat; native habitat
- Water net zero user
- Water is recycled extensively either with on site grey water or city wide recycled water
- Limited regulations
- Leader (not just following the crowd)

- Partnership with community residents and businesses
- Business innovation and leadership
- Growth potential
- Alternate transportation; solar energy; parks; safe
- Green, clean city parks
- Open space – use smart growth principals to develop more green space and limit sprawl
- Open spaces
- Trees along streets and parks
- Ample open space and trees
- Places where people want to spend time
- Fewer cars, more alternative transport
- Easy to get places
- Stores for essentials (goods and services/schools) are within walking/biking distance of all homes
- Housing density, availability, look and feel
- Waste is reduced to zero waste; ban of plastic bag use
- Almost all food locally sourced

NOTES FROM BOARDS:

- Vibrant and safe community
- Clean and green transportation
- Clean air
- Renewable distributed efficient energy city-wide
- Distributed sustainable open space
- Vibrant economy and fiscal responsibility
- Collaborative and innovative governance
- Water conservation

Challenges to achieving sustainability (GREEN GROUP):

- Waiting for 'magic bullet' (perfect solution) rather than doing what we can now
- Challenge: lack of education
- Public apathy/inertia
- Status quo, people don't like change or not in their backyard
- Unwillingness to change bad habits
- Inertia – it's hard to change habits and attitudes
- Convincing populace that conservation and sustainability are worth the cost and personal effort
- 'What's in it for me?' (e.g. I can carpool, but only if I get special lane)
- Some media are very effective in denial of relationship between GHG emissions and climate change
- Dependence on automobiles
- Current standing development
- Political and short or long term financial
- Required financial capital difficult to raise

- Prop 13 needs revision
- Making the capital needed for changes available in a trying economy
- Finding funding to accomplish the plans
- Unknown funding/cost
- Laziness
- Increasing population density strains infrastructure, natural and local resources
- Education changes toward sustainability
- Business rules the Council
- Need to get rid of the Federal Reserve Bank
- Looking at the long term instead of the short term
- Complexity of existing legal and government organization (inflexible and hard to change)
- People don't feel part of the community or part of the solution
- Changing or repurposing existing land uses will be met with opposition
- Education of general public
- Distributed population means more mobile may be needed – communications systems insufficient
- Urban/suburban spread. More pressure on infrastructure. More concrete/asphalt. Less runoff for water tables
- Need technological breakthroughs to bring down cost of green building
- People need incentives to do the right thing, e.g. incentive to install low water landscape
- Coping with aging population with restricted resources

NOTES FROM BOARDS:

- Lack of long term vision: immediate return denial
- Funding: limited resources, Prop 13
- Existing vs. future land use/infrastructure: repurposing population growth
- Bureaucracy: red tape, jurisdiction issues, outdated policies, political will, entrenched interests
- Education, awareness and communication
- Personal behaviors: apathy, laziness, human nature

Challenges, cont'd (RED GROUP):

- Population explosion
- Vested interests
- Google and other large companies who pay taxes and have clout
- Fast paced world
- So little open space and nature
- Lack of awareness
- Lack of understanding
- Little awareness of how sustainability can be achieved
- Building codes and energy fees need to be changed to be greener
- Have energy efficient housing
- Convincing people to use/access mass transit/bicycles
- Current living standard/style

- People addicted to cars
- Lack of education about agriculture possibilities
- Existing infrastructure
- Commercial/shopping is more car friendly than pedestrian friendly
- Currently low density housing
- Suburban sprawl
- Ask company to hire Sunnyvale residents first
- Funds
- High cost
- Cost
- Small areas for building
- Human inertia
- Overcome change
- Fear of change

NOTES FROM BOARDS:

- Regulations
- Status quo
- Current urban form promotes vehicular travel
- Cost
- Lack of education/possibilities
- Politics (vested interests)
- Population increase

Challenges, cont'd (YELLOW GROUP):

- Money
- Too costly to change
- Money
- Cost
- Old rules favoring automobile use over bicycle and pedestrians
- Old zoning rules against mixed use
- (word unknown) regulations
- Existing land uses hard to change
- Lack of correct infrastructure
- City already built out without walkable neighborhoods
- Lack of available land for safe and variable transportation
- Dependencies (pre-existing)
- Gain understanding and agreement from city wide population
- Too much water conservation (still want tree lined streets, some green)
- Lack of information – e.g. how do I make a yard that uses less water
- Consider how residents can accompany and accept the changes
- Consumer center economy/society
- Convenience/inconvenient (busy lives)

- Hard to change habits
- Behavior – use of new options
- Changing life patterns (personal persistence)
- Lifestyle, e.g. NIMBYs

NOTES FROM BOARDS:

- Policy
- Time
- Existing land uses
- Behavior
- Money

Challenges, cont'd (BLUE GROUP):

- Communication – quarterly newsletter has been cut. People don't have centralized information source coming to them
- Environmental issues – lack of understanding; confusing communication re: climate change, global warming
- Money
- Fiscal impact
- Lack of money for incentives
- Cost
- Fiscal priorities
- Money
- Upfront costs
- Inertia
- Combination of two – political will, public general awareness (masses); vision/change
- Money
- Lack of widespread readiness to act
- Fixed mind sets/business as usual
- Change is hard
- Behavior modification
- Incentives
- Non-monetary rewards
- Grant writing to fund needs
- Identify a revenue stream
- How can I help needs to be the montra
- Make 'change' a community positive
- Grassroots – "we"; citywide – age wide educational outlets; leadership – community involvement; engagement
- Fiscal responsibilities
- Policy; collaboration among other cities/counties; volunteering/organize
- Management/organization
- Zoning

- Balance between land owner property rights and needs of community/social justice
- Limited people resources (city staff)

NOTES FROM BOARDS:

- Existing infrastructure
- Lack of education and awareness
- Existing governance
- Change management (resistance to)
- Lack of communication and engagement
- Money

Strategies to achieve sustainability (GREEN GROUP):

- Neighborhood meetings on sustainable Sunnyvale
- Get foundation funding for cultural and environmental projects
- Financial incentive to eliminate lawn and use of California native plants (tax incentive, water district offers $1000 now)
- New development – build only very small parking lots for cars and very big parking lots for bicycles (e.g. city of Copenhagen)
- Expand building code to allow novel green construction methods
- Educate people about problems
- Get young people involved
- Policies related to sustainability
- Have a check-off on income tax
- Involve profit making enterprises in the mix of change agents
- Provide benefits for those households that make sustainability changes
- Education on sustainability – more alliances like Acterra
- Visible, easy, early applications to get people involved having fun, saving/winning money, getting recognition, e.g. bike lanes, etc.
- Appeal to people with young children – what kind of world are we leaving them?
- Adopt full-cost accounting (no free use of environment for waste disposal, manufacturer responsible for recycling products at end of useful life, etc.)
- Use of successful advertising strategies to promote sustainability
- Don't wait. Act on short-term changes while we continue to evaluate our more costly or longer term solutions
- Incentives – financial and otherwise for public and corporate arenas
- Penalties for non-compliance
- Developing P.R. campaign
- Provide decision makers an environment to pursue more unique/non-standard ideas
- Education/demonstrate the benefits of these changes
- Develop policies that have short-term and long-term review requirements

NOTES FROM BOARDS:

- Policy: cradle to grave, building codes, innovation, flexibility

- Legacy: foundation, teach your kids
- Education: promotion, early education, continued public outreach, P.R.
- Incentives and distinctive: money, carrot vs. stick, penalties and benefits
- Funding: utilize foundations, for-profit interests

Strategies, cont'd (RED GROUP):

- Mature areas of Sunnyvale used for agriculture, including some roads that are paved (take out the concrete)
- Use natural (e.g. wetlands) land for also making products, such as grass baskets on cattle
- Encourage backyard and kitchen gardens and composting
- Guidelines and incentives for community friendly sustainable high density housing
- Community education regarding green opportunities
- More mixed zoning
- Promote high density housing
- More pedestrian friendly
- Show by example
- Community education
- Greater education
- Communication around an alternative future
- Make changes cost effective, as one would approach a business venture. Does initial investment pay off in jobs and for GHGs?
- Building code and zoning changes to encourage efficient energy usage
- Streamlined permitting process
- Incentives for green development and landscape
- Financial incentives/dis-incentives for sustainable/unsustainable behavior
- Changing policies to suit these goals
- More meetings/strategy
- Incentives
- Give incentives/rebates for solar panels on home roof tops
- Fees structured to provide incentive to change
- Using city to pool homeowners for better solar energy purchase power
- Investment of existing money into these priorities
- More taxes for bigger company
- Reduce parking requirement and substitute with mass transit
- More public transportation
- Make roads less car friendly and more bicycle and pedestrian friendly

NOTES FROM BOARDS:

- Encourage kitchen gardens and composting
- Repurpose roads
- Education and involvement (show by example)
- Higher-density mixed-use zoning
- Provide green incentives to home owners and businesses

- Reduce waste and reuse materials (plastics)
- Provide innovative financing and smart use of available funds
- More robust alternative transportation modes

Strategies, cont'd (YELLOW GROUP):

- Ballot measures
- Incentives and grants
- Educate community on behavior change
- Attrition planning – vacancy evaluation for reuse
- Promote 'grease the skids' regulations and incentives development for mixed use and for transit oriented development and walkable neighborhood development
- Land use – more land swap to promote mix use
- Network of city car routes (grid)
- Write a CAP and a LUTE that supports the goals that we agree to
- For existing land use/infrastructure – create a good to best plan that provides flexible framework towards greener community
- Long term goals and visions
- Stop (word unknown) cars
- No free parking anywhere
- Policy/regulations 'stick' especially for companies
- Raise the bar for all (especially corporations)
- By considering the situations and conditions time can be estimated
- Informing residents about the benefits and goals
- Education K – 8 (integrated into curriculum) – awareness
- Divide and conquer – segment population
- Educate residents regarding problems, potential solutions, benefits – P.R. campaign
- Community building (get invested in community)
- Build out city, gradual redevelopment
- Estimate the duration tie for implementing the different parts of project

NOTES FROM BOARDS:

- Flexibility – think for the future
- Policy
- Funding
- Incentives
- Sticks
- Education

Strategies, cont'd (BLUE GROUP):

- Walkable – encourage walking by creating inviting street green space, sidewalks and dedicated walking/biking trails
- Accessible via multiple transportation modes, especially walking, biking and transit
- Safe easy to walk to services (food, shops, etc.)

- More people including school children; ride bikes, walk instead of drive, public transportation
- Bikable – encourage bicycling by creating inviting street bike lanes, green space, and dedicated walking/biking trails
- Fixed, 50's type zoning – central business district, fixed lot sizes, centralized
- Existing built community retrofit infrastructure
- Finding paths for efficient transportation that doesn't affect open land
- Educate the community
- Education
- Collaborative communication and inclusiveness
- Start a bike education program
- Fun films and forums
- Massive community education and outreach on climate change, status and possible handles
- Engage/challenge – schools, neighborhood groups, civic groups, churches
- Wiki-based communication system (virtual/electronic town hall)
- Transparent governments (city, county, state)
- Get cooperation from existing stakeholders (public or private) to change
- Economic incentives for LEEDS
- Financial incentives
- Support 'transition town' discussions
- Provide more (free/heavily subsidized) meeting spaces for discussions
- Include environmental stewardship in school curriculum
- Partner with school districts to update their facilities, educate our youth
- Charge for parking
- Needs to do a balance of big verses small wins and changes
- Provide education through traditional and innovative methods targeted by demographic

NOTES FROM BOARDS:

- Providing incentives
- Policy and regulation
- Public/private partnerships and inter-governmental
- Non-monetary rewards and acknowledgement
- Facilitate community discussion
- Identify funding