



City of Sunnyvale

Notice and Agenda - Final Sustainability Commission

Monday, April 16, 2018

7:00 PM

West Conference Room, City Hall, 456 W.
Olive Ave., Sunnyvale, CA 94086

CALL TO ORDER

SALUTE TO THE FLAG

ROLL CALL

PRESENTATION

[18-0376](#)

PRESENTATION - Recycled Water and Water Pollution
Control Plant Master Plan Update

[18-0377](#)

PRESENTATION - Water Conservation Program Update

ORAL COMMUNICATIONS

This category provides an opportunity for members of the public to address the commission on items not listed on the agenda and is limited to 15 minutes (may be extended or continued after the public hearings/general business section of the agenda at the discretion of the Chair) with a maximum of up to three minutes per speaker. Please note the Brown Act (Open Meeting Law) does not allow commissioners to take action on an item not listed on the agenda. If you wish to address the commission, please complete a speaker card and give it to the Recording Secretary. Individuals are limited to one appearance during this section.

CONSENT CALENDAR

[18-0375](#)

Approve the Sustainability Commission Meeting Minutes of
March 19, 2018

Recommendation: Approve the Sustainability Commission Minutes of March 19,
2018 as submitted.

STANDING ITEM: CLIMATE ACTION PLAN (CAP 2.0) UPDATE

[18-0378](#)

Review of Proposed Ideas for CAP 2.0

STANDING ITEM: CONSIDERATION OF POTENTIAL STUDY ISSUES[18-0379](#)

Potential Study Issue: Citywide Deployment of Recycling and Food Scraps Collection Bins for Public Spaces

NON-AGENDA ITEMS & COMMENTS

-Commissioner Comments

-Staff Comments

ADJOURNMENT

Notice to the Public:

Any agenda related writings or documents distributed to members of this meeting body regarding any item on this agenda will be made available for public inspection in the Environmental Services Department located at 505 W. Olive Avenue, Sunnyvale or can be accessed through the Office of the City Clerk located at 603 All America Way, Sunnyvale during normal business hours and in the meeting location on the evening of the Sustainability Commission meeting, pursuant to Government Code §54957.5.

Agenda information is available by contacting Nupur Hiremath at nhiremath@sunnyvale.ca.gov or (408) 730-7743. Agendas and associated reports are also available on the City's website at sunnyvale.ca.gov or at the Sunnyvale Public Library, 665 W. Olive Ave., Sunnyvale, 72 hours before the meeting.

Pursuant to the Americans with Disabilities Act, if you need special assistance in this meeting, please contact Nupur Hiremath at (408) 730-7743. Notification of 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 35.160 (b) (1))



Sunnyvale

City of Sunnyvale

Agenda Item

18-0376

Agenda Date: 4/16/2018

PRESENTATION - Recycled Water and Water Pollution Control Plant Master Plan Update



Sunnyvale

City of Sunnyvale

Agenda Item

18-0377

Agenda Date: 4/16/2018

PRESENTATION - Water Conservation Program Update



Sunnyvale

City of Sunnyvale

Agenda Item

18-0375

Agenda Date: 4/16/2018

SUBJECT

Approve the Sustainability Commission Meeting Minutes of March 19, 2018

RECOMMENDATION

Approve the Sustainability Commission Minutes of March 19, 2018 as submitted.



City of Sunnyvale

Meeting Minutes - Draft Sustainability Commission

Monday, March 19, 2018

7:00 PM

West Conference Room, City Hall, 456 W.
Olive Ave., Sunnyvale, CA 94086

CALL TO ORDER

Chair Paton called the meeting to order at 7:02 p.m. in the West Conference Room.

SALUTE TO THE FLAG

Chair Paton led the salute to the flag.

ROLL CALL

Present: 6 - Chair Bruce Paton
Commissioner Dan Hafeman
Commissioner Adriana Imbre
Commissioner Stephen Joesten
Commissioner Kristel Wickham
Commissioner Steven Zornetzer

Council Liaison – Glenn Hendricks (absent)

PRESENTATION

[18-0274](#) PRESENTATION - City of Sunnyvale's FoodCycle and Other Waste Diversion Programs

Mark Bowers, Solid Waste Division Manager, presented an update on the FoodCycle program, including the results of a recent program evaluation study. Preliminary data (February 2018) from 690 inspected residential garbage-food scraps carts indicate that the program is recovering 4,400 pounds of food scraps monthly (originally estimated to recover 4,000 pounds). The program is diverting 18 percent of the garbage that would otherwise have been landfilled; collected food scraps are converted to animal feed. Mr. Bowers provided clarification responses to the Commission's questions.

[18-0275](#) PRESENTATION - Commissioner Presentation: Commercial Waste Diversion Programs

Commissioner Imbre presented information on best practices for improving waste diversion programs at commercial waste facilities. Commissioner Joesten provided a deep dive into Infinera's waste diversion program across its global facilities, and reviewed successes and challenges. He recommended that the City examine the possibility of collecting and composting single-use compostable dishware, which is used in many major commercial offices in Sunnyvale, and also recommended that the City consider moving to single-stream commercial recycling. Mr. Bowers clarified that the City's food scraps collection program is not designed to capture single-use compostable dishware as only a small proportion of the content of these items biodegrades.

ORAL COMMUNICATIONS

Linda Davis, a representative of the League of Women Voters Cupertino-Sunnyvale Chapter, presented information on an initiative to significantly reform Proposition 13. The proposed initiative would require that commercial property taxes be re-assessed to market rates every 3 years. The impact of the initiative would result in a net increase in annual property tax revenues of \$6.5 to \$10.5 billion, which could be allocated to schools and local governments for community uses.

CONSENT CALENDAR

[18-0273](#) Approve the Sustainability Commission Meeting Minutes of February 20, 2018

Commissioner Wickham moved, and Commissioner Joesten seconded, a motion to approve the consent calendar. The motion carried by the following vote:

Yes: 5 - Chair Paton
Commissioner Hafeman
Commissioner Imbre
Commissioner Joesten
Commissioner Wickham

No: 0

Abstain: 1 - Commissioner Zornetzer

Commissioner Zornetzer abstained as he was not present at the February 20, 2018 meeting.

STANDING ITEM: CLIMATE ACTION PLAN (CAP 2.0) UPDATE

Commissioner Wickham shared that the City held a successful workshop for CAP 2.0 on March 3, 2018. She encouraged the Commission to share the link to the CAP 2.0 online challenge platform with their contacts, and to submit their own ideas via the Excel template provided by staff. The CAP 2.0 draft framework will be presented to the Commission in November, and to City Council in December.

STANDING ITEM: CONSIDERATION OF POTENTIAL STUDY ISSUES

[18-0276](#) Potential Study Issue: City-wide Strategy for Mobility

Chair Paton reviewed the key points from his February meeting presentation. He proposed that the City Council consider creating a citywide mobility strategy, similar to that adopted by the City of Seattle, to improve congestion and reduce transportation emissions. Such a strategy would encourage the City and regional transportation agencies to consider a holistic approach to mobility, rather than focusing on plans that individually address specific modes of transportation separately.

Vice Chair Hafeman recommended that a Mobility Commission be set up in Sunnyvale to guide this type of exercise.

Melody Tovar, Director (Interim) of Environmental Services urged the Commission to review the transportation-related proposed Study Issues for 2018, with attention to Council's rationale for approving, deferring, or dropping those. She also recommended that the Commission examine Joint Venture Silicon Valley's Managers Mobility Partnership (which does not include Sunnyvale) to see if this Partnership offered any opportunities for a collaborative mobility plan. Staff will work to bring Chip Taylor, recently appointed Director of Public Works, to a Commission meeting in the future to discuss this topic.

[18-0277](#) Potential Study Issue: Public-private Partnerships for Autonomous Vehicle Pilot Tests

Vice Chair Hafeman noted that the potential study issue he proposed was distinct from CDD 18-09, which focused on potential policies that could help Sunnyvale prepare for autonomous vehicles. In contrast, the Study Issue he was proposing would focus on building public-private partnerships to pilot autonomous vehicles as an alternative (cleaner) mode of transportation in Sunnyvale. He noted that he would be working further to gather information on whether private companies that are developing autonomous vehicles may have interest in such a project. Chair Paton observed that it might be good to frame this Study Issue around the first and

last mile problem that characterizes Sunnyvale commutes.

Other

Commissioner Wickham moved, and Commissioner Imbre seconded, a motion that the Commission consider and add to the next agenda a discussion of a potential Study Issue to examine whether recycling and food scrap bins can be deployed citywide in public places to encourage greater diversion away from landfills. The motion carried by the following vote:

Yes: 6 - Chair Paton
Commissioner Hafeman
Commissioner Imbre
Commissioner Joesten
Commissioner Wickham
Commissioner Zornetzer

No: 0

NON-AGENDA ITEMS & COMMENTS

-Commissioner Comments

Commissioner Wickham noted that the next Sustainability Speaker Series, entitled Hidden in Plain Bite by Katie Cantrell, will focus on food sustainability and will be held on May 16, 2018.

Commissioner Joesten shared that ridesharing services are now beginning to offer subscription-based services. He also observed that affordable housing had become a critical issue in the Bay Area; only 21 percent of the workforce is employed by the high-paying technology sector, leaving most of workforce struggling to cope with higher costs of living.

Commissioner Hafeman noted that the CAP 2.0 Ideas Workshop was extremely well-organized, energetic, and was the most interactive community meeting he had attended. He noted, however, that the ideas proposed were not ambitious enough to achieve significant emissions reductions. Most ideas proposed by the community still maintained using automobiles as the primary mode of transportation.

Chair Paton also observed that the CAP 2.0 Ideas Workshop was very successful. He commended the design-thinking approach in truly helping identify and address the barriers faced in encouraging community members to take sustainable actions.

-Staff Comments

Nupur Hiremath, Sustainability Coordinator, encouraged the Commissioners to share the CAP 2.0 online challenge platform with their contacts. She shared that the City will host its Living Green Fair on April 22, 2018 at the Library. Ms. Hiremath answered clarifications regarding the Commission's request for more frequent reports on the status of CAP 1.0 actions, noting that the current biennial reporting cycle was the only time that CAP actions were tracked. She noted that staff is hoping to improve this process of implementation and reporting as a part of CAP 2.0.

ADJOURNMENT

The meeting was adjourned at 9:40 p.m.



Sunnyvale

City of Sunnyvale

Agenda Item

18-0378

Agenda Date: 4/16/2018

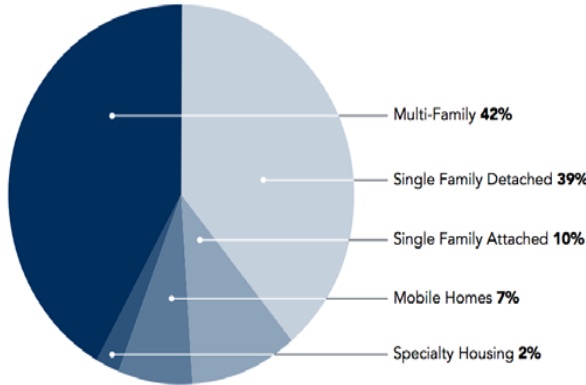
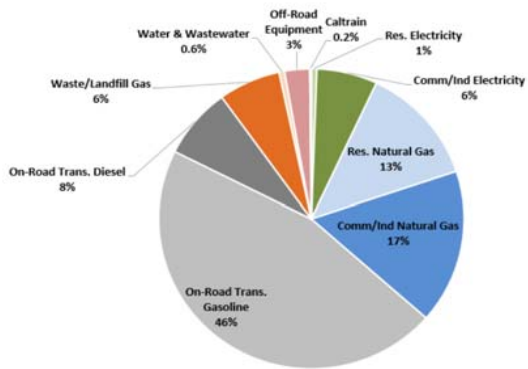
Review of Proposed Ideas for CAP 2.0

IDEA SUBMISSION FORM FOR CITY OF SUNNYVALE'S CLIMATE ACTION PLAN (CAP 2.0)

Questions	Responses	Word Count
Opportunity Areas. Please select one (required)	2. How we get around (Mobility) How might we transform our relationship to personal transportation to foster clean air and healthy people? How might we accelerate the adoption of non-fossil fuel vehicles?	
Title of idea (required)	Sunnyvale EV mobility or Zero Emission Fleet	
Describe your contribution in one sentence (required)	Convert city vehicles to EV and install proper infrastructure.	
Name and Organization Name.	Steve Joesten, Infinera, Sustainability Commission	
How are you connected to Sunnyvale? Select all that apply.	I work in Sunnyvale.	
What type of applicant are you? Do you represent an official entity? Individual innovator? University program? Please select one below.	Team	
Stage of Development. What stage of development do you consider your idea in? Is this just a concept/idea? Is the idea currently funded? Has this idea already been launched in Sunnyvale or in other cities?	Idea with working prototype	
What problem are you aiming to solve? (100 words) In no more than 100 words, tell us what problem your idea is attempting to solve.	GHG reduction, marketing of Sunnyvale as EV friendly, rolling advertisement for sustainability.	12
Tell us more about your climate strategy or solution (500 words) If you need help brainstorming what to include here, start with this general format and edit to what feels right: [Insert idea] aims to [pick verb: apply/use/implement] [service/product/innovation] to address [problem/challenge] in [place/community/city/countries].	EV produce no GHG, offset use of petroleum products (gas, oil, etc)	12
Describe how your solution could be a game-changer for your selected Opportunity Area (100 words)	More Evs on the road demonstrate SV commitment to clean energy and push towards a zero emission fleet.	18
Explain how your idea would be implemented in Sunnyvale (700 words) Use this space to tell us more about your idea: Tell us what you will do, how you will do it, and what you will achieve. Feel free to add media!	As the current fleet of gas powered vehicles reach their natural end of life purchase EV to replace. Would need to ut EV infrastructure in the fleet yards. Eventually fleet would be converted to ZEV. Truck infrastructure will come in the next few years and make a concerted effort to move the truck and maintenance fleet to ZEV. Influence any school buses or shuttle buses operating in Sunnyvale to be all electric.	76
What kind of impact will your idea have? (250 words) After looking at the evaluation matrix [link], how does your idea make an impact on carbon emissions reduction and broader co-benefits to the community?	Both direct reduction and advertising EV sustainability.	7

Questions	Responses	Word Count
<p>Scale: Describe how your idea could reach a significant number of people affected. (250 words) Consider the potential market size, plans for long-term financial sustainability, and anticipated barriers to scaling. *Note: This question is most relevant for those beyond a concept or early stage innovation idea. If your idea falls into the category of having a concept or being in early-stage innovation, please feel free to answer this question in more general terms.</p>	<p>Take advantage of corporate fleet buying opportunities, government rebate programs, spread to neighboring cities, total cost of ownership of all electric fleet more cost effective over the long term.</p>	30
<p>As you consider your next steps, what kinds of help could you use? Is there a type of expertise that would be most helpful? (300 words) What resources (money, time, people, technology, etc) will this solution need to be successful?</p>	<p>Study issue for the city manager to investigate the EV cost and opportunity.</p>	13
<p>Are you willing to share your email contact information submitted on OpenIDEO with our partners? Our partners, who include the City of Sunnyvale, Acterra, and DNV-GL, would like to make sure they can reach out with updates about the Climate Action Plan 2.0 and the Challenge.</p>	<p>Yes, share my contact information.</p>	
<p>[Optional] Biography: Upload your biography. Please include links to relevant information (portfolio, LinkedIn profile, organization website, etc).</p>	<p>At the Commission</p>	

IDEA SUBMISSION FORM FOR CITY OF SUNNYVALE'S CLIMATE ACTION PLAN (CAP 2.0)

Questions	Responses	Word Count
Opportunity Areas. Please select one (required)	Mobility	
Title of idea (required)	Eliminate Residential Minimum Parking Requirements to Help Climate-Friendly Mobility Options Reach Ridership Critical Mass	
Describe your contribution in one sentence (required)	Update Sunnyvale Municipal Code to remove requirements for dwellings to provide a minimum number of parking spaces, to support car-light lifestyles and increase ridership potential for shared mobility options (transit, ride hailing, etc.).	
Make it visual. (Optional) Include Images, Video, Attachments here.	<p data-bbox="646 402 913 430">Figure 2-12: Housing Types</p>  <p data-bbox="646 852 1144 876"><i>Source: City of Sunnyvale, Community Development Department, 2006</i></p> <p data-bbox="1323 414 1795 446">2016 Inventory with SVCE Lens</p>  <p data-bbox="1249 836 1659 901"> 29% of emissions from Natural Gas 7% of emissions from Electricity 54% of emissions from On-road Transportation </p>	
Name and Organization Name.	Douglas Kunz	
How are you connected to Sunnyvale? Select all that	Sunnyvale Resident	
What type of applicant are you? Do you represent an	Member of Sustainability Commission, but submitting as an individual for consideration by the Commission.	
Stage of Development. What stage of development do	Early concept or idea	
What problem are you aiming to solve? (100 words) In no more than 100 words, tell us what problem your idea is attempting to solve.	Much of Sunnyvale has already been built out following low-density development patterns that make it difficult to attract sufficient ridership to support shared mobility options like transit, ride hailing services or car sharing. Increasing the population density of these areas would lower economic barriers to supporting alternatives to private (often solo) auto use, but tracts of single-family detached houses are not good candidates for wholesale redevelopment at higher density due to small lot sizes, numerous owners, and likelihood of pushback stemming from concerns about changing the character of existing neighborhoods. So how do we increase the population density of these neighborhoods?	101

Questions	Responses	Word Count
<p>Tell us more about your climate strategy or solution (500 words) <i>If you need help brainstorming what to include here, start with this general format and edit to what feels right: [Insert idea] aims to [pick verb: apply/use/implement] [service/product/innovation] to address [problem/challenge] in [place/community/city/countries].</i></p>	<p>1) On-road transportation is currently the single largest source of GHG emissions in Sunnyvale (see graph).</p> <p>2) Increasing the local population density makes it easier to reduce these emissions by enabling alternatives to fossil fuel-powered private auto use: "A critical mass of potential riders in an area improves the business case for systems such as mass transit, shared vehicles, and electric vehicle charging networks." (Source: McKinsey report "Focused acceleration: A strategic approach to climate action in cities to 2030").</p> <p>3) City policy currently presents barriers to allowing property owners in existing single-family detached housing to choose to voluntarily increase their local population density through converting garage space into living space: Sunnyvale Municipal Code Section 19.46.050(a) currently requires that "Each single-family dwelling and two-family dwelling shall provide a minimum of four [parking] spaces total, two of which shall be covered and not in tandem." Section 19.68.040 further requires that for an Accessory Dwelling ("in-law") Unit (ADU), "[i]n addition to the parking spaces required for the primary residence, at least one off-street parking space shall be provided for each accessory dwelling unit," although there are some exceptions allowed where this 5th space does not need to be provided (e.g. proximity to existing transit, see 19.68.040(c)(4)(D)). Finally, "If a garage, carport, or covered parking structure is converted or demolished in conjunction with the construction of an accessory dwelling unit, those off-street parking spaces shall be replaced" per SMC 19.68.040(c)(4)(B).</p> <p>4) These policies force existing homeowners to dedicate space to parking that they may not need or want, and cause over-provision of parking in new development. As existing "car-light" options (biking) and new transportation alternatives (ride hailing, autonomous vehicles) become more prevalent and feasible, these policies seem increasingly outmoded and in conflict with current city priorities re: housing affordability and greenhouse gas emissions.</p> <p>5) So, let's change the policy!</p>	303
<p>Describe how your solution could be a game-changer for your selected Opportunity Area (100 words)</p>	<p>Eliminate outdated city policy that prevents residents of single-family detached housing from organically increasing population density of their neighborhoods voluntarily. Allow existing property owners more flexibility about what to do with their property, thus creating constituency of existing property owners/voters who have stake in supporting this change. Address well-publicized concerns about local housing affordability by: 1) increasing capacity of existing local housing stock; 2) giving homeowners option to obtain additional income by renting out space. Make single-family housing more amenable to housing multi-generational families per demographic trends (aging overall population). Enlists political support of local building trades that benefit economically from performing garage conversions.</p>	104
<p>Explain how your idea would be implemented in Sunnyvale (700 words) Use this space to tell us more about your idea: Tell us what you will do, how you will do it, and what you will achieve. Feel free to add media!</p>	<p>Amend or repeal parking requirements in SMC Sections 19.46.050 and 19.68.040. Analyze SMC to find other policies that present barriers to converting garage space to living space (e.g. Floor Area Ratio requirements) and formulate recommendations for revising/eliminating those as appropriate. Solicit community input to identify potential unintended consequences of new policy and propose mitigation strategies (e.g. if eliminating garages causes concerns about availability/utilization of on-street parking, evaluate measures such as parking permits for affected blocks).</p>	75
<p>What kind of impact will your idea have? (250 words) <i>After looking at the evaluation matrix [link], how does your idea make an impact on carbon emissions reduction and broader co-benefits to the community?</i></p>	<p>Impact: as noted above, increasing the local population density makes it easier to reduce on-road transportation emissions by enabling alternatives to fossil fuel-powered private auto use: "A critical mass of potential riders in an area improves the business case for systems such as mass transit, shared vehicles, and electric vehicle charging networks."</p> <p>Cost: minimal (but non-zero) up-front costs, anticipated long-term positive impacts on City revenues (see "feasibility").</p> <p>Transformational: small change that gradually adds up over time</p> <p>Technical Feasibility: does not require new technology to implement</p> <p>Time Needed to Implement: ~1 year (prepare and pass policy change)</p> <p>Community Buy-In: I do not have any information about whether the community is interested in this idea, but given the co-benefits (see discussion of what makes this proposal a "game-changer") it seems a promising path to take; just gets City policy out of the way of allowing members of the community to make a positive change where desired.</p>	149

Questions	Responses	Word Count
<p>Scale: Describe how your idea could reach a significant number of people affected. (250 words) Consider the potential market size, plans for long-term financial sustainability, and anticipated barriers to scaling.</p> <p><i>*Note: This question is most relevant for those beyond a concept or early stage innovation idea. If your idea falls into the category of having a concept or being in early-stage innovation, please feel free to answer this question in more general terms.</i></p>	<p>Single-family detached housing constitutes 39% of Sunnyvale's existing housing stock (about 21,500 households) per 2011 General Plan (see graph). If single-family attached housing is also subject to SMC 19.46.050 (needs clarification) that constitutes an additional 10% of Sunnyvale's existing housing stock (about another 5,500 households). Finally, duplexes that are also subject to SMC 19.46.050 constitute an unknown additional share of the existing "Multi-Family" housing stock (not specifically broken out in 2011 General Plan). To estimate what portion of the above households might actually convert garage space, the city can look at additional permits granted for garage conversions to ADUs when SMC 19.68.040 was last updated to allow more flexibility near existing transit stops.</p>	113
<p>Feasibility: Where are you with understanding the feasibility of your idea? Describe what you've done so far and your plans. (500 words) Please consider whether there are staff or prospective teams, how the idea is feasible and viable from technical and operational perspectives, and whether there are clear pathways to implementation and financial support to build on the idea. <i>*Note: This question is most relevant for those beyond a concept or early stage innovation idea. If your idea falls into the category of having a concept or being in early-stage innovation, please feel free to answer this question in more general terms.</i></p>	<p>I've performed the high-level research needed to create this proposal and identified potential next steps to quantify its impact (see answer for "help required"). No anticipated direct cost to city to implement (just change the policy); city would bear indirect costs such as staff time to analyze/craft proposal for Council and perform implementation of policy change such as updating training materials and approval processes for building permits for garage conversions. Costs potentially offset by incremental tax revenue (e.g. sales tax receipts) due to both increased local population, and increased economic activity (e.g. local jobs supported in building trades by performing garage conversions).</p>	102
<p>As you consider your next steps, what kinds of help could you use? Is there a type of expertise that would be most helpful? (300 words) What resources (money, time, people, technology, etc) will this solution need to be successful?</p>	<p>Needs: Sunnyvale staff analysis and feedback regarding exact number of existing housing units that would be subject to policy change, potential costs to the city for analyzing and preparing for this change, and estimated of number of garages that would be converted based on data about ADUs permitted in areas where past policy changes have made ADUs newly possible.</p> <p>Transportation modeling support to estimate impact of this policy change on Vehicle Miles Traveled and GHG emissions given the anticipated effect on population density. Estimate of positive impact on city revenues due to increased sales/other taxes due to added population and increased economic activity (jobs supported in local building trades by performing garage conversions).</p>	113
<p>Are you willing to share your email contact information</p> <p>[Optional] Attachments: Please upload relevant attachments or graphics or show us how you came up with your idea.</p>	<p>Yes</p> <p>How I came up with my idea: personal thought experiment. While long-range planning with my wife, we discussed whether my in-laws (who live outside the area) would ever be able to move in with us if/when they reach a point where they are not able to live independently. I checked into existing city policy and concluded that they could not; we cannot convert our garage into living space per existing building codes, given that we have no space to build a new garage on our property. This seems counter-productive; our garage has not held a car in many years, and in this hypothetical scenario the population we would be adding to Sunnyvale (my in-laws) would be depending on services like carpooling, ride hailing or paratransit rather than private personal auto use for their mobility needs. In proposing this change my intention is to generalize my personal hypothetical scenario into something more broadly applicable and useful to other Sunnyvale residents.</p>	

IDEA SUBMISSION FORM FOR CITY OF SUNNYVALE'S CLIMATE ACTION PLAN (CAP 2.0)

Questions	Responses	Word Count
Opportunity Areas. Please select one (required)	2. How we get around (Mobility) How might we transform our relationship to personal transportation to foster clean air and healthy people? How might we accelerate the adoption of non-fossil fuel vehicles?	
Title of idea (required)	City Mobility Strategy	
Describe your contribution in one sentence (required)	Create an accessible plan that citizens can contribute to and evaluate to solve the city's mobility challenges, with a particular emphasis on managing commutes to and from Sunnyvale.	
Name and Organization Name.	Bruce Paton	
How are you connected to Sunnyvale? Select all that apply.	I live in Sunnyvale.	
What type of applicant are you? Do you represent an official entity? Individual innovator? University program? Please select one below.	Community Member	
Stage of Development. What stage of development do you consider your idea in? Is this just a concept/idea? Is the idea currently funded? Has this idea already been launched in Sunnyvale or in other cities?	Early Concept or Idea (< few months of work)	
What problem are you aiming to solve? (100 words) In no more than 100 words, tell us what problem your idea is attempting to solve.	Participation in city policy making concerning mobility is difficult because the city's "strategy" for mobility is divided into multiple, complex policy processes such as the Land Use and Transportation element of the city's general plan. Citizen's and members of the workforce that commutes to the city encounter few opportunities to participate in the city's planning for transportation and mobility. A city Mobility strategy would address a key variable in our climate strategy, by providing a direct, transparent and inclusive process for citizens to express preferences for and participate in city solutions and region-wide solutions to mobility issues.	99
Tell us more about your climate strategy or solution (500 words) If you need help brainstorming what to include here, start with this general format and edit to what feels right: [Insert idea] aims to [pick verb: apply/use/implement] [service/product/innovation] to address [problem/challenge] in [place/community/city/countries].	More than 80% of working Sunnyvale residents work outside the city. More than 80% of Sunnyvale's workforce commutes from outside the city. Commute times and highway congestion are a significant factor affecting employers' decisions to locate in Sunnyvale, and are an increasing factor in expenses such as lost productivity and employee turnover. For citizens, opportunities to contribute to public policy related to mobility are infrequent and indirect. The Land Use and Transportation Element of the city's general plan, for example, is re-evaluated at approximately 10 year intervals, and offer little opportunity for citizens to provide input on their preferences for transportation services. As a result, citizens are denied the ability to help address mobility issues that directly affect greenhouse gas emissions. Developing solutions for the region's mobility challenges must occur at the region level. But existing policy processes fail to provide any meaningful way for Sunnyvale citizens, and members of the Sunnyvale workforce to play a meaningful role in defining the city's priorities in those regional discussions.	174
Describe how your solution could be a game-changer for your selected Opportunity Area (100 words)	A city plan would be a game changer by providing an open process for citizens to express needs and preferences for addressing their mobility needs, as the city participates in regional efforts to address our mobility challenges.	37

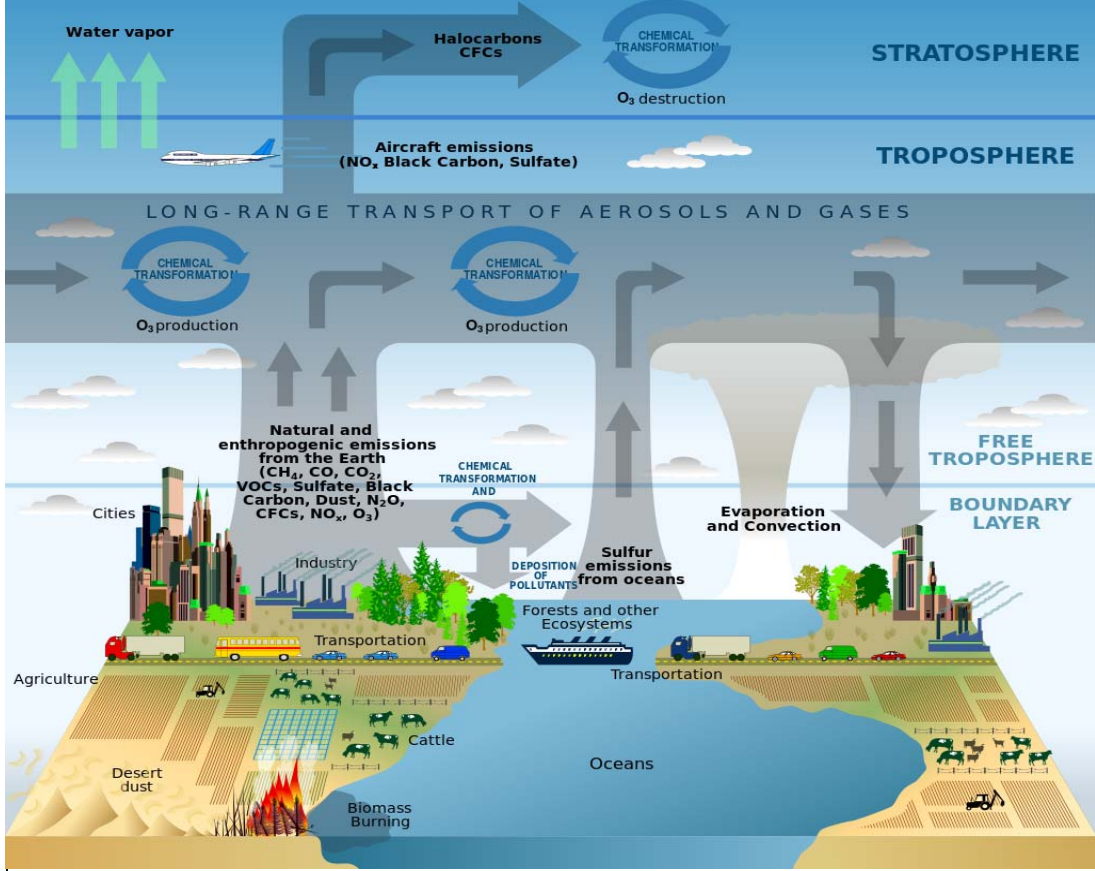
Questions	Responses	Word Count
Explain how your idea would be implemented in Sunnyvale (700 words) Use this space to tell us more about your idea: Tell us what you will do, how you will do it, and what you will achieve. Feel free to add media!	A mobility strategy for the city would identify in clear and easy to understand language, the variety and volume of major commute routes to and from the city. As one example if a sizeable portion of the city's work force commutes from the East Bay, what are the current and future alternatives for commuters to get to and from Sunnyvale. Does the city have a workable strategy to help relieve highway congestion to and from that area? If not, what alternatives can the city contemplate in cooperation with other cities in the region, as well as regional transportation agencies to identify and address current gaps.	109
What kind of impact will your idea have? (250 words) <i>After looking at the evaluation matrix [link], how does your idea make an impact on carbon emissions reduction and broader co-benefits to the community?</i>	An effective strategy could ensure that citizens, employers, and members of the Sunnyvale workforce have a direct method to provide input to policy decisions concerning commutes and other mobility issues. Over time the strategy could dramatically reduce greenhouse gas emissions, lost productivity, and lost work days.	47
Scale: Describe how your idea could reach a significant number of people affected. (250 words) <i>Consider the potential market size, plans for long-term financial sustainability, and anticipated barriers to scaling. *Note: This question is most relevant for those beyond a concept or early stage innovation idea. If your idea falls into the category of having a concept or being in early-stage innovation, please feel free to answer this question in more general terms.</i>	The great majority of the workforce in Sunnyvale faces significant problems related to highway congestion and lost work time. The great majority of working Sunnyvale citizens face similar burdens in their commutes. I don't know the exact figures, but upwards of 50,000 residents and employees are affected by the congestion problems, and have little formal opportunity to provide input into the planning processes for addressing the problems.	69
Feasibility: Where are you with understanding the feasibility of your idea? Describe what you've done so far and your plans. (500 words) <i>Please consider whether there are staff or prospective teams, how the idea is feasible and viable from technical and operational perspectives, and whether there are clear pathways to implementation and financial support to build on the idea. *Note: This question is most relevant for those beyond a concept or early stage innovation idea. If your idea falls into the category of having a concept or being in early-stage innovation, please feel free to answer this question in more general terms.</i>	Other cities such as Seattle have prepared city strategies for mobility of their workforce and their citizens. In the Seattle case, the plan provides clear guidelines for addressing equity and inclusion in access to mobility options.	37
As you consider your next steps, what kinds of help could you use? Is there a type of expertise that would be most helpful? (300 words) <i>What resources (money, time, people, technology, etc) will this solution need to be successful?</i>	Incorporate the development of a city mobility strategy in the Climate Action Plan 2.0 and provide a meaningful opportunity to contribute to the city's approach to regional mobility planning.	29
Are you willing to share your email contact information submitted on OpenIDEO with our partners? <i>Our partners, who include the City of Sunnyvale, Acterra, and DNV-GL, would like to make sure they can reach out with updates about the Climate Action Plan 2.0 and the Challenge.</i>	Yes, share my contact information.	

Questions	Responses	Word Count
<p>[Optional] Biography: Upload your biography. <i>Please include links to relevant information (portfolio, LinkedIn profile, organization website, etc).</i></p>	<p>Professor of Management at Menlo College. Resident of sunnyvale since 1990. Passionate teacher, curriculum reformer, and social innovator. My purpose is simple: I help future business leaders learn to make a positive difference in their communities.</p> <p>Currently teaching new courses on Design Thinking and Business Innovation, and Sustainable Business. Chairing Sunnyvale Sustainability Commission.</p>	

IDEA SUBMISSION FORM FOR CITY OF SUNNYVALE'S CLIMATE ACTION PLAN (CAP 2.0)

Questions	Responses	Word Count
Opportunity Areas. Please select one (required)	4. How we learn from and use technology (Data + Technology) How might we put the power of data into the hands of people to help them shift to more sustainable behaviors? How might we leverage the wealth of technical knowledge and corporate innovation to become a more sustainable community?	
Title of idea (required)	Climate Action - ProjectTracking	
Describe your contribution in one sentence (required)	Treat city greenhouse gas emissions and the projects designed to reduce them with the same rigor (planning, improvement, controls, metrics) as the city's finances.	

Make it visual. (Optional) Include Images, Video, Attachments here.



Questions	Responses	Word Count												
<p>Make it visual. (Optional) Include Images, Video, Attachments here.</p>	<p>WHY DO PROJECTS FAIL?</p> <p>Why do projects fail?</p> <table border="1"> <tr> <td>Bad communication between the stakeholders</td> <td>57%</td> </tr> <tr> <td>Failing or non existing documents</td> <td>28%</td> </tr> <tr> <td>Decision-making errors because of failing information</td> <td>20%</td> </tr> <tr> <td>Unefficient planning</td> <td>37%</td> </tr> <tr> <td>Quality control procedures lack efficiency</td> <td>32%</td> </tr> <tr> <td>Bad person at the wrong place</td> <td>18%</td> </tr> </table>	Bad communication between the stakeholders	57%	Failing or non existing documents	28%	Decision-making errors because of failing information	20%	Unefficient planning	37%	Quality control procedures lack efficiency	32%	Bad person at the wrong place	18%	
Bad communication between the stakeholders	57%													
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Decision-making errors because of failing information	20%													
Unefficient planning	37%													
Quality control procedures lack efficiency	32%													
Bad person at the wrong place	18%													
<p>Name and Organization Name.</p>	<p>Kristel Wickham, Sustainability Commissioner</p>													
<p>How are you connected to Sunnyvale? Select all that apply.</p>	<p>I live in Sunnyvale.</p>													
<p>What type of applicant are you? Do you represent an official entity? Individual innovator? University program? Please select one below.</p>	<p>Community Member</p>													
<p>Stage of Development. What stage of development do you consider your idea in? Is this just a concept/idea? Is the idea currently funded? Has this idea already been launched in Sunnyvale or in other cities?</p>	<p>Early Concept or Idea (< few months of work)</p>													
<p>What problem are you aiming to solve? (100 words) In no more than 100 words, tell us what problem your idea is attempting to solve.</p>	<p>The city's CAP 1.0 was wildly successful bringing SVCE to the city (and 11 others nearby). This was the most impactful action in the CAP. However, many of the other actions did not make much progress and some are barely started nearly 4 years into CAP 1.0 adoption. CAP 2.0 framework will lead to a list of actions that will need to be identified, managed, and tracked for effectiveness. This idea is to bring accountability and higher level commitment so progress toward goals can be made more quickly and efficiently.</p>	<p>99</p>												

Questions	Responses	Word Count
<p>Tell us more about your climate strategy or solution (500 words) <i>If you need help brainstorming what to include here, start with this general format and edit to what feels right: [Insert idea] aims to [pick verb: apply/use/implement] [service/product/innovation] to address [problem/challenge] in [place/community/city/countries].</i></p>	<p>To achieve 80% reduction of greenhouse gas emissions before 2050 a huge effort and some expense will need to be undertaken in the city and by citizens and businesses. We've gotten a great start with CAP 1.0 and the implementation of SVCE. We've already achieved a 20% reduction ahead of the 2020 target. But with the lowest hanging fruit already picked we will need to manage future actions more carefully and rigorously. The Climate Action - Project Tracking idea aims to apply the financial rigor, planning ability and accountability famous in the City of Sunnyvale to the task of tracking and reporting progress on the Climate Actions that will be identified in CAP 2.0.</p>	<p>119</p>
<p>Describe how your solution could be a game-changer for your selected Opportunity Area (100 words)</p>	<p>More frequent and granular project tracking with built-in departmental incentives will elevate the importance and priority of the climate action plan within the city. This can be conveyed to residents and businesses thus setting an example for them to follow. Tracking and publicizing energy and cost savings as well as initial investment will help promote similar actions at businesses and residences and stimulate demand for products and services needed to complete the projects.</p>	<p>76</p>
<p>Explain how your idea would be implemented in Sunnyvale (700 words) Use this space to tell us more about your idea: Tell us what you will do, how you will do it, and what you will achieve. Feel free to add media!</p>	<p>The following are potential ways or ideas for how to implement this in Sunnyvale. For best likelihood of success however, the city manager and staff would be best to design the form and structure using their knowledge of city operations, policies and organization.</p> <ol style="list-style-type: none"> 1) <u>Develop a framework and strategy for Climate Action project tracking</u>, reporting and accountability. Apply best practices of Project Management to each Climate Action. Ensure departmental ownership and accountability for schedule, cost, and quality of each project. For projects that require collaboration across departments develop a process for communication, cost sharing and staff sharing to ensure timely completion. Build in departmental incentives for regular reporting and tracking of performance to schedule and budget. Conduct resource planning in advance to ensure there is sufficient staff assigned to the project. 2) <u>Hire a Chief Sustainability Officer</u> who reports to City Manager and has the experience, knowledge and leadership capabilities to ensure rigorous project tracking, build in departmental accountability, and have the authority to mediate interdepartmental conflicts with respect to CAP 2.0 projects. 3) <u>Implement a 'Price on carbon'</u> in the city. Setting a dollar value on equivalent carbon emissions (of all greenhouse gasses) will assist the city to better plan and prioritize actions and projects in the CAP 2.0 as well as to evaluate decisions and actions in the full spectrum of city authority and operations. 4) <u>Implement the rigor of Sunnyvale's financial planning, budgeting, reporting and accountability</u> to the city's CAP 2.0 regarding GHG Inventory and CAP 2.0 projects. For example, there could be an annual GHG budget approved by Council. There could be a metric of 'actual to budget' reporting after a project is completed to measure whether the actual effect on the GHG inventory was better or worse than the predicted effect listed in CAP 2.0. Just as departments are accountable for their financial budgets, they could be accountable for meeting their GHG reduction targets through timely and effective CAP project completions. 5) <u>Increase reporting frequency</u> for both GHG inventory and project (CAP Action) status. <ul style="list-style-type: none"> - It is understood that at the present time the information cycle for GHG inventory data is quite lagging. However, more frequent data could be collected for some metrics where it is available and used to inform specific project decisions. - Implement a departmental reporting cycle on the order of quarterly or semiannually so project status on a rotating subset of CAP 2.0 actions is coming in on a monthly basis. - Advocate to those providing GHG inventory data to reduce the lag time and frequency of reporting. - Invest in a GHG tracking tool that will make GHG inventory tracking more automated and less dependent on spreadsheets. 6) <u>Secure Funding</u> - Some Climate projects may need additional funding outside of city income flows. There are numerous grant opportunities and innovative 'green investors' that could be leveraged. Some additional staff may be needed to find and manage these opportunities. 	<p>595</p>

Questions	Responses	Word Count
<p>What kind of impact will your idea have? (250 words) <i>After looking at the evaluation matrix [link], how does your idea make an impact on carbon emissions reduction and broader co-benefits to the community?</i></p>	<p>This idea applies to the implementation of the city's CAP 2.0 action plan once it is developed. It builds in best practices from project management and financial accounting to ensure that the CAP 2.0 actions are managed to timely and effective completion. It is a piece of the overall plan to reduce the city's GHG emissions 80% compared to 1990 levels before 2050.</p>	65
<p>Scale: Describe how your idea could reach a significant number of people affected. (250 words) <i>Consider the potential market size, plans for long-term financial sustainability, and anticipated barriers to scaling. *Note: This question is most relevant for those beyond a concept or early stage innovation idea. If your idea falls into the category of having a concept or being in early-stage innovation, please feel free to answer this question in more general terms.</i></p>	<p>Once the CAP 2.0 framework is completed, actions /projects will be identified. This idea helps those actions get tracked and completed effectively.</p>	23
<p>Feasibility: Where are you with understanding the feasibility of your idea? Describe what you've done so far and your plans. (500 words) <i>Please consider whether there are staff or prospective teams, how the idea is feasible and viable from technical and operational perspectives, and whether there are clear pathways to implementation and financial support to build on the idea. *Note: This question is most relevant for those beyond a concept or early stage innovation idea. If your idea falls into the category of having a concept or being in early-stage innovation, please feel free to answer this question in more general terms.</i></p>	<p>I believe this to be entirely feasible to implement with the leadership and support of City Council and City Manager.</p>	22
<p>As you consider your next steps, what kinds of help could you use? Is there a type of expertise that would be most helpful? (300 words) <i>What resources (money, time, people, technology, etc.) will this solution need to be successful?</i></p>	<p>This will need the support of City Council, City Manager and City Staff to be successfully implemented. It may imply an increase in staff resources and funding. Expertise in greenhouse gas accounting standards, carbon pricing, and assessing environmental externalities would be needed. See list of references. Some education would be needed among city staff in other departments, the finance department and City Council.</p>	67
<p>Are you willing to share your email contact information submitted on OpenIDEO with our partners? <i>Our partners, who include the City of Sunnyvale, Acterra, and DNV-GL, would like to make sure they can reach out with updates about the Climate Action Plan 2.0 and the Challenge.</i></p>	<p>Yes, share my contact information.</p>	

Questions	Responses	Word Count
<p>[Optional] Attachments: Please upload relevant attachments or graphics or show us how you came up with your idea.</p>	<p>ISO 14064 Greenhouse gases -- Part 1: Specification with guidance at the organization level for quantification and reporting of greenhouse gas emissions and removals https://www.iso.org/standard/38381.html ISO 14064: Greenhouse gases -- Part 2: Specification with guidance at the project level for quantification, monitoring and reporting of greenhouse gas emission reductions or removal enhancements https://www.iso.org/standard/38382.html ISO 14604: Greenhouse gases -- Part 3: Specification with guidance for the validation and verification of greenhouse gas assertions https://www.iso.org/standard/38700.html Global Protocol for Community-Scale Greenhouse Gas Emission Inventories (GPC) http://www.ghgprotocol.org/standards</p>	
<p>Add image Add Video</p>	<p>See reference links below and 3 photos.</p>	



Sunnyvale

City of Sunnyvale

Agenda Item

18-0379

Agenda Date: 4/16/2018

Potential Study Issue: Citywide Deployment of Recycling and Food Scraps Collection Bins for Public Spaces