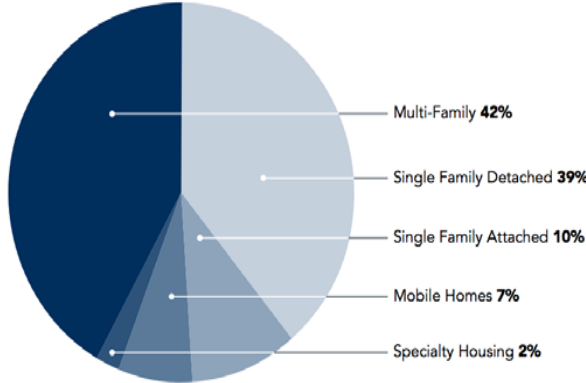
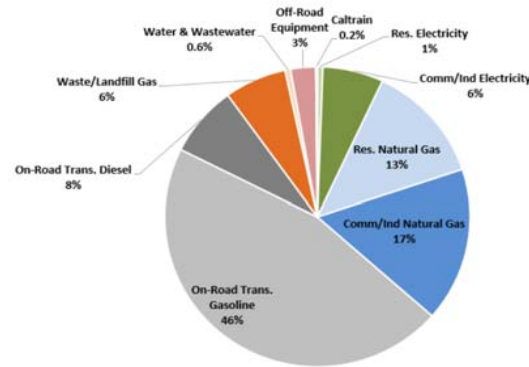


## IDEA SUBMISSION FORM FOR CITY OF SUNNYVALE'S CLIMATE ACTION PLAN (CAP 2.0)

| Questions   | Responses   | Word Count |
|---|---|------------|
| <b>Opportunity Areas.</b> 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?  |            |
| <b>Title of idea</b> (required)   | Sunnyvale EV mobility or Zero Emission Fleet  |            |
| <b>Describe your contribution in one sentence</b> (required)  | Convert city vehicles to EV and install proper infrastructure.  |            |
| <b>Name and Organization Name.</b>  | Steve Joesten, Infinera, Sustainability Commission  |            |
| <b>How are you connected to Sunnyvale?</b> Select all that apply.   | I work in Sunnyvale.  |            |
| <b>What type of applicant are you?</b> Do you represent an official entity? Individual innovator? University program? Please select one below.  | Team  |            |
| <b>Stage of Development.</b> 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   |            |
| <b>What problem are you aiming to solve?</b> (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         |
| <b>Tell us more about your climate strategy or solution</b> (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         |
| <b>Describe how your solution could be a game-changer for your selected Opportunity Area</b> (100 words)  | More Evs on the road demonstrate SV commitment to clean energy and push towards a zero emission fleet.  | 18         |
| <b>Explain how your idea would be implemented in Sunnyvale</b> (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         |
| <b>What kind of impact will your idea have?</b> (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 |
|---|---|------------|
| <b>Scale:</b> 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> | <a href="#">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.</a> | 30         |
| <b>As you consider your next steps, what kinds of help could you use?</b> 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>   | <a href="#">Study issue for the city manager to investigate the EV cost and opportunity.</a>  | 13         |
| <b>Are you willing to share your email contact information submitted on OpenIDEO with our partners?</b> <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>   | <a href="#">Yes, share my contact information.</a>  |            |
| <b>[Optional] Biography:</b> Upload your biography. <i>Please include links to relevant information (portfolio, LinkedIn profile, organization website, etc).</i>   | <a href="#">At the Commission</a>   |            |

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

| Questions  | Responses   | Word Count |
|--|---|------------|
| <b>Opportunity Areas.</b> Please select one (required)   | <a href="#">Mobility</a>  |            |
| <b>Title of idea</b> (required)  | <a href="#">Eliminate Residential Minimum Parking Requirements to Help Climate-Friendly Mobility Options Reach Ridership Critical Mass</a>  |            |
| <b>Describe your contribution in one sentence</b> (required)   | <a href="#">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.).</a>   |            |
| <b>Make it visual.</b> (Optional) Include Images, Video, Attachments here.   | <p><b>Figure 2-12: Housing Types</b></p>  <p>Source: City of Sunnyvale, Community Development Department, 2006</p> <p><b>2016 Inventory with SVCE Lens</b></p>  <p>29% of emissions from Natural Gas<br/>7% of emissions from Electricity<br/>54% of emissions from On-road Transportation</p>   |            |
| <b>Name and Organization Name.</b>   | <a href="#">Douglas Kunz</a>  |            |
| <b>How are you connected to Sunnyvale?</b> Select all that   | <a href="#">Sunnyvale Resident</a>  |            |
| <b>What type of applicant are you?</b> Do you represent an   | <a href="#">Member of Sustainability Commission, but submitting as an individual for consideration by the Commission.</a>   |            |
| <b>Stage of Development.</b> What stage of development do  | <a href="#">Early concept or idea</a>   |            |
| <b>What problem are you aiming to solve?</b> (100 words) In no more than 100 words, tell us what problem your idea is attempting to solve. | <a href="#">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?</a> | 101        |

| Questions  | Responses   | Word Count |
|--|---|------------|
| <b>Tell us more about your climate strategy or solution</b> (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>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        |
| <b>Describe how your solution could be a game-changer for your selected Opportunity Area</b> (100 words)   | 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.  | 104        |
| <b>Explain how your idea would be implemented in Sunnyvale</b> (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!  | 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).   | 75         |
| <b>What kind of impact will your idea have?</b> (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>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><b>Scale:</b> 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><b>Feasibility:</b> 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><b>As you consider your next steps, what kinds of help could you use?</b> 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><b>Are you willing to share your email contact information</b></p>   | <p>Yes</p>   |            |
| <p>[Optional] <b>Attachments:</b> Please upload relevant attachments or graphics or show us how you came up with your idea.</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 |
|---|--|------------|
| <b>Opportunity Areas.</b> 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?   |            |
| <b>Title of idea</b> (required)   | City Mobility Strategy   |            |
| <b>Describe your contribution in one sentence</b> (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.   |            |
| <b>Name and Organization Name.</b>  | Bruce Paton  |            |
| <b>How are you connected to Sunnyvale?</b> Select all that apply.   | I live in Sunnyvale.   |            |
| <b>What type of applicant are you?</b> Do you represent an official entity? Individual innovator? University program? Please select one below.  | Community Member   |            |
| <b>Stage of Development.</b> 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)   |            |
| <b>What problem are you aiming to solve?</b> (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         |
| <b>Tell us more about your climate strategy or solution</b> (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        |
| <b>Describe how your solution could be a game-changer for your selected Opportunity Area</b> (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 |
|---|---|------------|
| <b>Explain how your idea would be implemented in Sunnyvale</b> (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        |
| <b>What kind of impact will your idea have?</b> (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?  | 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         |
| <b>Scale:</b> 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.  | 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         |
| <b>Feasibility:</b> 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. *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. | 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         |
| <b>As you consider your next steps, what kinds of help could you use?</b> 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?  | 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         |
| <b>Are you willing to share your email contact information submitted on OpenIDEO with our partners?</b> 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.  | Yes, share my contact information.  |            |



| Questions   | Responses   | Word Count |
|---|---|------------|
| [Optional] <b>Biography:</b> Upload your biography. <i>Please include links to relevant information (portfolio, LinkedIn profile, organization website, etc).</i> | 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.<br><br>Currently teaching new courses on Design Thinking and Business Innovation, and Sustainable Business. Chairing Sunnyvale Sustainability Commission. |            |



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 |            |  |     |                                   |     |   |     |                      |     |  |     |                               |     |  |
|--|--|------------|------------|--|-----|-----------------------------------|-----|---|-----|----------------------|-----|--|-----|-------------------------------|-----|--|
| <b>Make it visual.</b> (Optional) Include Images, Video, Attachments here.   | <div><h1>WHY DO PROJECTS FAIL?</h1><p>Why do projects fail?</p><table><thead><tr><th>Reason</th><th>Percentage</th></tr></thead><tbody><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></tbody></table></div> | Reason     | Percentage | 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% |  |
| Reason   | Percentage   |            |            |  |     |                                   |     |   |     |                      |     |  |     |                               |     |  |
| 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%  |            |            |  |     |                                   |     |   |     |                      |     |  |     |                               |     |  |
| <b>Name and Organization Name.</b>   | Kristel Wickham, Sustainability Commissioner   |            |            |  |     |                                   |     |   |     |                      |     |  |     |                               |     |  |
| <b>How are you connected to Sunnyvale?</b> Select all that apply.  | I live in Sunnyvale.   |            |            |  |     |                                   |     |   |     |                      |     |  |     |                               |     |  |
| <b>What type of applicant are you?</b> Do you represent an official entity? Individual innovator? University program? Please select one below.   | Community Member   |            |            |  |     |                                   |     |   |     |                      |     |  |     |                               |     |  |
| <b>Stage of Development.</b> 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)   |            |            |  |     |                                   |     |   |     |                      |     |  |     |                               |     |  |
| <b>What problem are you aiming to solve?</b> (100 words) In no more than 100 words, tell us what problem your idea is attempting to solve.   | 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.                                      | 99         |            |  |     |                                   |     |   |     |                      |     |  |     |                               |     |  |

| Questions  | Responses  | Word Count |
|--|--|------------|
| <b>Tell us more about your climate strategy or solution</b><br>(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]. | 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.  | 119        |
| <b>Describe how your solution could be a game-changer for your selected Opportunity Area</b> (100 words)   | 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.  | 76         |
| <b>Explain how your idea would be implemented in Sunnyvale</b> (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>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"> <li>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.</li> <li>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.</li> <li>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.</li> <li>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.</li> <li>5) <u>Increase reporting frequency</u> for both GHG inventory and project (CAP Action) status. <ul style="list-style-type: none"> <li>- 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.</li> <li>- 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.</li> <li>- Advocate to those providing GHG inventory data to reduce the lag time and frequency of reporting.</li> <li>- Invest in a GHG tracking tool that will make GHG inventory tracking more automated and less dependent on spreadsheets.</li> </ul> </li> <li>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.</li> </ol> | 595        |

| Questions  | Responses  | Word Count |
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| <b>What kind of impact will your idea have?</b> (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>  | 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.  | 65         |
| <b>Scale:</b> 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>  | Once the CAP 2.0 framework is completed, actions /projects will be identified. This idea helps those actions get tracked and completed effectively.  | 23         |
| <b>Feasibility:</b> 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> | I believe this to be entirely feasible to implement with the leadership and support of City Council and City Manager.  | 22         |
| <b>As you consider your next steps, what kinds of help could you use?</b> 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>   | 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. | 67         |
| <b>Are you willing to share your email contact information submitted on OpenIDEO with our partners?</b> <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 |
|--|--|------------|
| [Optional] <b>Attachments:</b> Please upload relevant attachments or graphics or show us how you came up with your idea. | <a href="https://www.iso.org/standard/38381.html">ISO 14064 Greenhouse gases -- Part 1: Specification with guidance at the organization level for quantification and reporting of greenhouse gas emissions and removals</a> <a href="https://www.iso.org/standard/38381.html">https://www.iso.org/standard/38381.html</a><br><a href="https://www.iso.org/standard/38382.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</a> <a href="https://www.iso.org/standard/38382.html">https://www.iso.org/standard/38382.html</a><br><a href="https://www.iso.org/standard/38700.html">ISO 14604: Greenhouse gases -- Part 3: Specification with guidance for the validation and verification of greenhouse gas assertions</a> <a href="https://www.iso.org/standard/38700.html">https://www.iso.org/standard/38700.html</a><br><a href="http://www.ghgprotocol.org/standards">Global Protocol for Community-Scale Greenhouse Gas Emission Inventories (GPC)</a> <a href="http://www.ghgprotocol.org/standards">http://www.ghgprotocol.org/standards</a> |            |
| <a href="#">Add image</a> <a href="#">Add Video</a>  | See reference links below and 3 photos.  |            |