



Sunnyvale

# Climate Action Playbook Amendments & Draft Game Plan 2028

## City Council Study Session

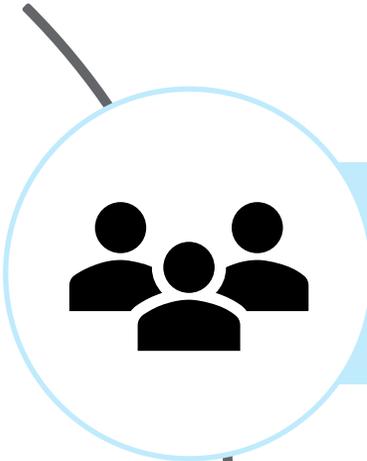
March 19, 2024

*Environmental Services Department*



# Agenda

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## Community Feedback

- Approach, attendance and publicity methods



## Draft Game Plan 2028

- Summary of changes to Draft and responses to questions



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# Community Feedback

# Outreach and Engagement

October 30 – December 31

## Hybrid



Business Workshop



Existing Meetings

## Online



Community Workshop #1



Other Groups' Meetings



Survey

## In Person



Youth Workshop



Community Workshop #2

# Meeting Participation

Meetings and Workshops	Participants	Participation Type	
		Workshop Activities	Presentations
Council Study Session	7	-	7
Livable Sunnyvale	20	-	20
Youth Workshop	16	16	-
Neighborhood Association	22	-	22
Moffett Park Business Group Board of Directors	8	-	8
Business Workshop	8	8	-
Joint Study Session (BPAC, Planning and Sustainability Commission)	23	-	23
General Public Workshop	19	19	-
Online Community Workshop	10	10	-
<b>TOTAL</b>	<b>140</b>	<b>53</b>	<b>87</b>

# Online Survey + Outreach

## Open City Hall Online Survey

The English version was available from October 31 to December 31. The Spanish version was available from November 27 to December 31.

Surveys	Visitors	Responses
English	258	51
Spanish	506	0
<b>TOTAL</b>	<b>764</b>	<b>51</b>

## Community Events

ESD Staff promoted the upcoming release of the Draft Game Plan 2028 and directed community members to [SunnyvaleClimateAction.org](https://SunnyvaleClimateAction.org).

Events	Reach
National Night Out	111
State of the City 2023	65
Diwali Festival	258
Pet Parade	95
<b>TOTAL</b>	<b>529</b>

# Publicity

## Digital Ads and Newsletters

<b>Bay Area News Group Ad</b>	1 Ad	665,265 Impressions 184 Clicks
<b>City Facebook Ad</b>	1 Ad	18,702 Impressions 134 Clicks
<b>Update Sunnyvale</b>	2 Articles	4,220 Opens, 401 Clicks 4,012 Opens, 522 Clicks
<b>Sustainable Sunnyvale Newsletter</b>	2 Articles	1,159 Opens, 143 Clicks 1,160 Opens, 108 Clicks
<b>Climate Action Playbook Newsletter</b>	2 Articles	1,806 Subscribers 744 Opens
<b>Library Newsletter</b>	1 Article	51,652 Subscribers 16,012 Opens

## Social Media Posts

<b>Environment Services Facebook</b>	10 Posts	1,171 Impressions 45 Engagements
<b>City Facebook</b>	3 Posts	16 Engagements
<b>Environmental Services Instagram</b>	9 Posts	579 Impressions 88 Engagements
<b>Nextdoor</b>	3 Posts	1,313 Impressions

# Publicity

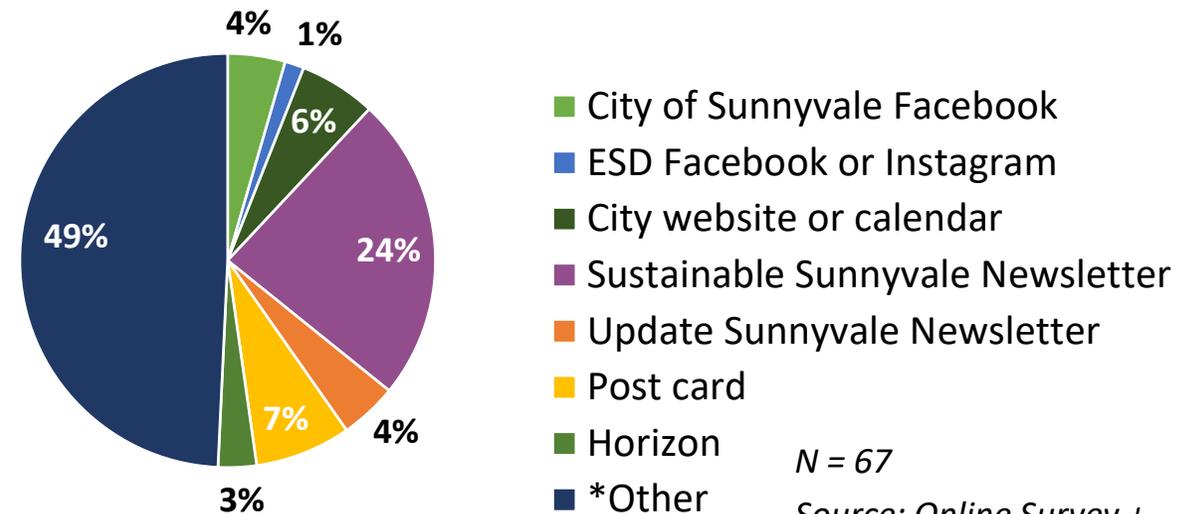
## Youth Focused Outreach

Fremont and Homestead High School Environmental Science classes and clubs	15 contacts emailed
Sunnyvale and Cupertino Elementary and Middle Schools	15 contacts emailed
Homestead High School Morning Announcements and Emailed to all students	2,430 students reached
PeachJar	4,633 Impressions 388 Views
Fremont High School	1 email, 2,172 Reach

## Mass Mailings

Horizon	1 Article	63,693 Reach
Post Card	1 Postcard	71,697 Reach

## How Attendees Heard about Events



N = 67

Source: Online Survey + workshops

# Feedback Activities and Methods

## Quantitative

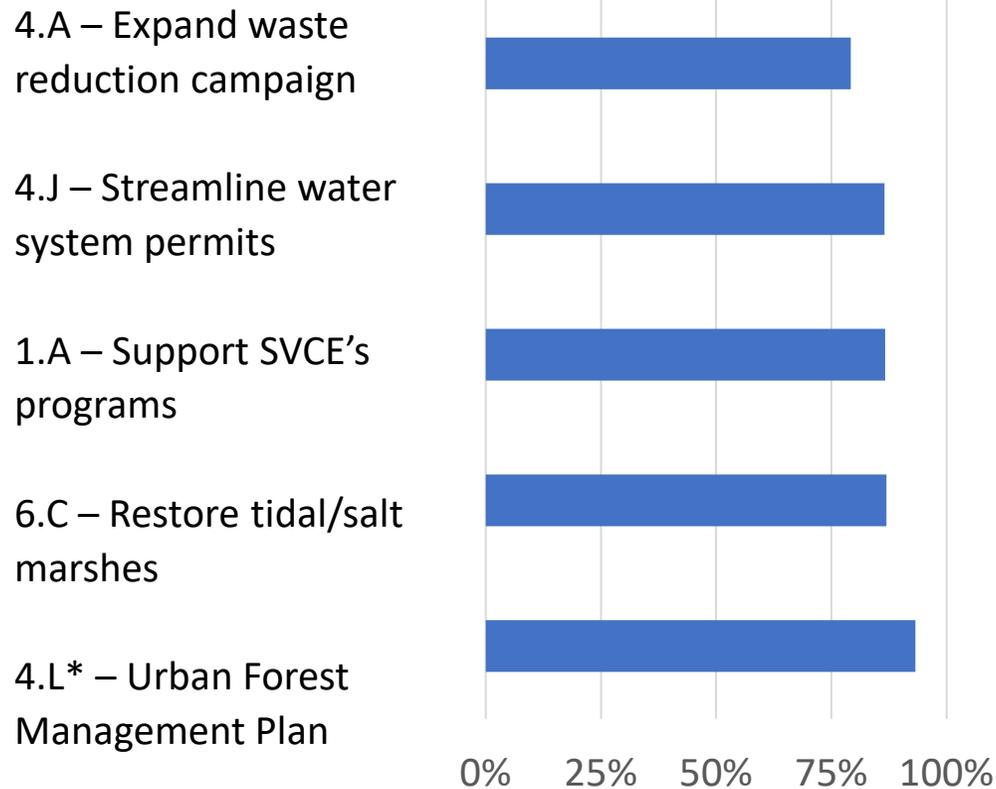
- Rating of Moves as Most Enthusiastic for and Most Concerned about
  - Red Light, Green Light exercise
  - Rating structure in online survey

## Qualitative

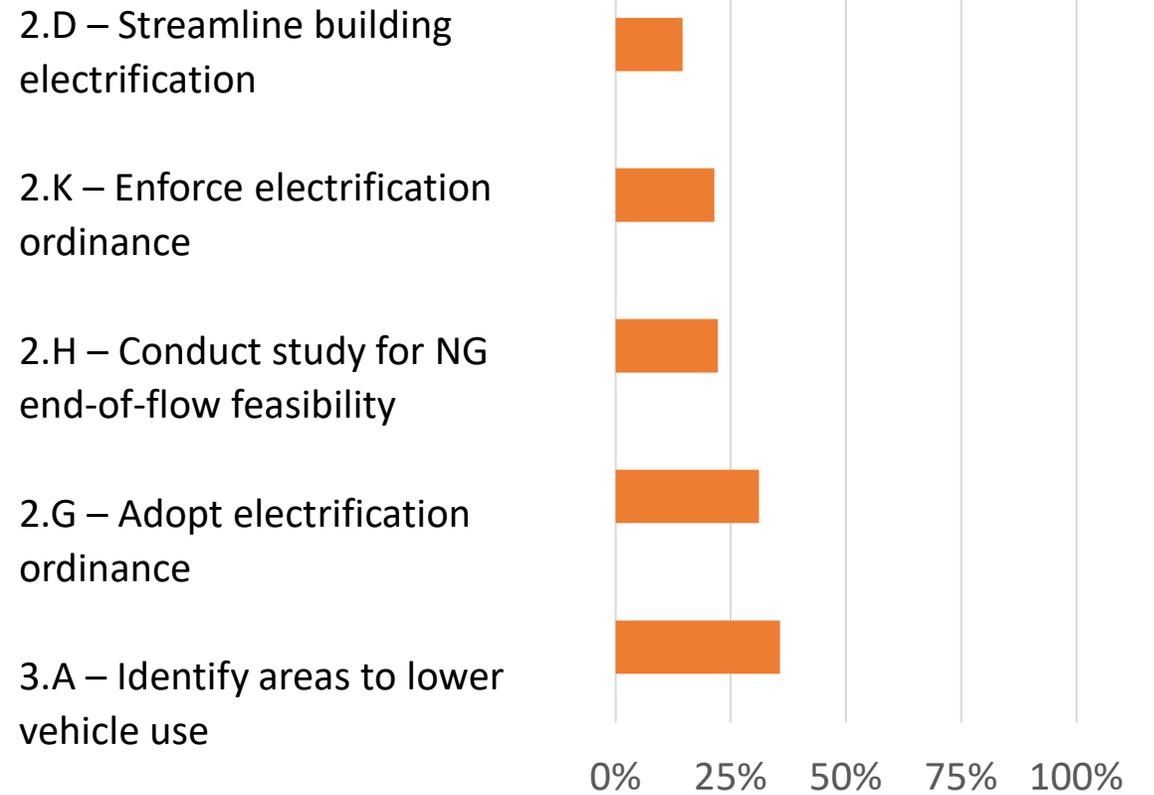
- Comments regarding each participant's chosen rating
  - Red Light, Green Light exercise, comments in survey
- Comments regarding enthusiasm, concern, and ideas for implementation of Moves
  - Rose, Bud, Thorn exercise

# Community Feedback

## Most Enthusiasm



## Most Concern



*\*Move 4.L is now Move 4.M*

# Responses to Concerns

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## Concerns with Building Electrification

- ◆ Outright ban on natural gas, government control and no alternative options
- ◆ Adopting an ordinance without public input
- ◆ Diversity in fuel supply
- ◆ Grid capacity and panel upgrades



## Concerns with Strategies to Discourage Vehicle Use

- ◆ Restrictions on parking
- ◆ Allowing more ride share
- ◆ Focus should be on increasing transit and active transportation options

# Changes to Draft Game Plan 2028

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Removed Move referencing Green Prime and added supporting language to Move 1.A



Clarified electrification ordinance options and aligned Move language preparing Sunnyvale for implementation of BAAQMD Rules 4 and 6.



VMT metrics for 2030 and 2045 were re-evaluated to increase VMT reduction. Original Playbook metrics re-established for VMT. One Move for VMT metric tracking added.



Added Move 4.L regarding efforts to pursue recycled water expansion and advanced recycled water production.



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# Draft Game Plan 2028 Updates

# Playbook Amendments

## State's New Carbon Neutrality Target

- From 80% by 2050 to 85% by 2045

## CEQA Streamlining Requirements

- Requires alignment to State 2045 target
- Provides CDD with checklist to streamline CEQA GHG evaluation

## Updated forecasts for 56% by 2030

- New Play Metrics
- Addition of Play 3.4: Decarbonize off-road equipment and vehicles

# Updated Playbook Metrics

	2030	2045
 <b>Strategy 1: Promoting Clean Electricity</b>		
% Participation in Clean Electricity	100%	100%
% Electric Load from Solar	3%	5%
% Electricity Demand in Local Battery Storage	2%	5%
 <b>Strategy 2: Decarbonizing Buildings</b>		
% Reduction in Residential Natural Gas Use *	44%	92%
% Reduction in Non-residential Natural Gas Use *	38%	86%
% All-electric New Buildings	100%	100%
 <b>Strategy 3: Decarbonizing Transportation and Sustainable Land Use</b>		
% Reduction in Vehicle Miles Traveled (VMT) per person	20% (20%)	25% (25%)
% On-road Zero Emission Vehicle Adoption	42% (25%)	90% (75%)
% Off-road Zero Emission Equipment Adoption *	30%	75%
 <b>Strategy 4: Managing Resources Sustainably</b>		
% Reduction in Landfill Organics *	75%	75%
Reduce Landfilled Garbage (Pounds per person per day)	1 lb	< 1 lb

**Notes:**

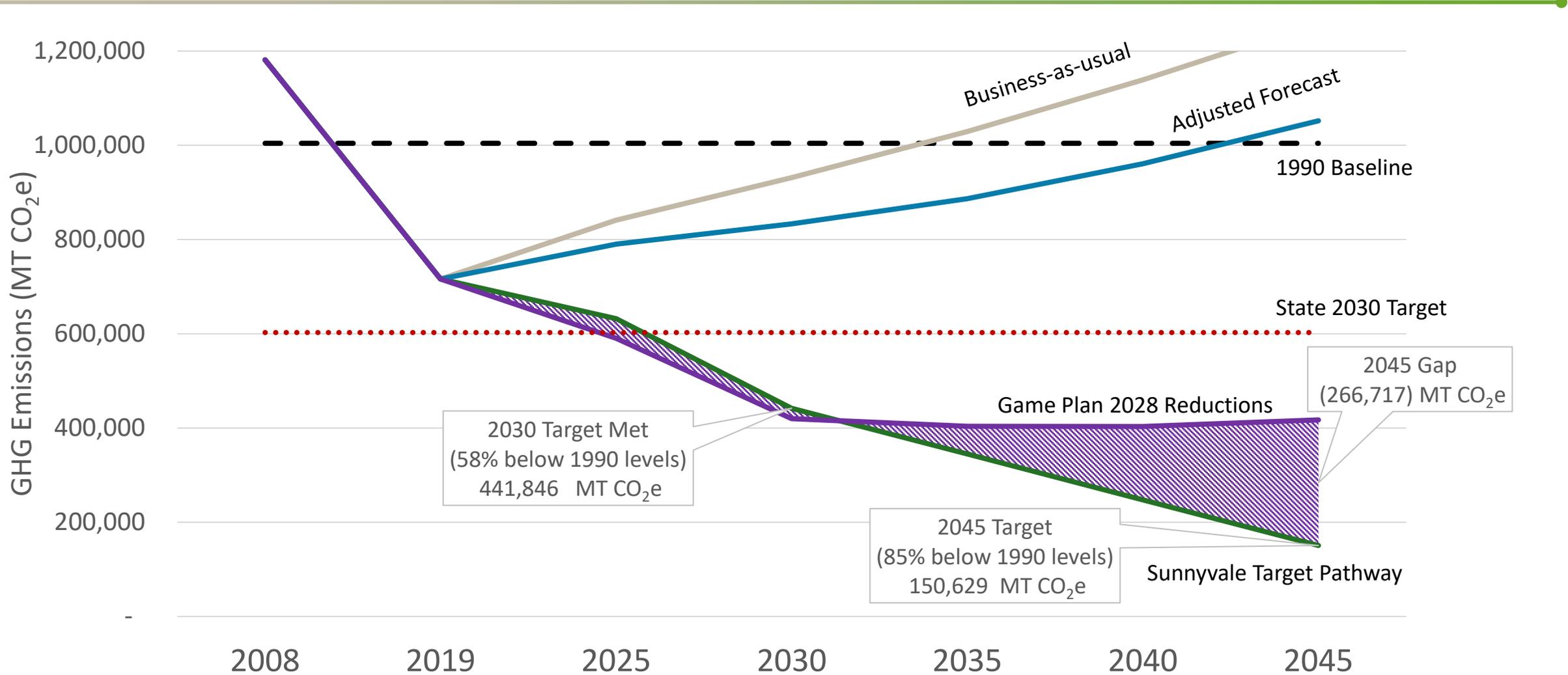
\* (orange) New or Updated Metric with Target

% (green) Target increased from last Playbook

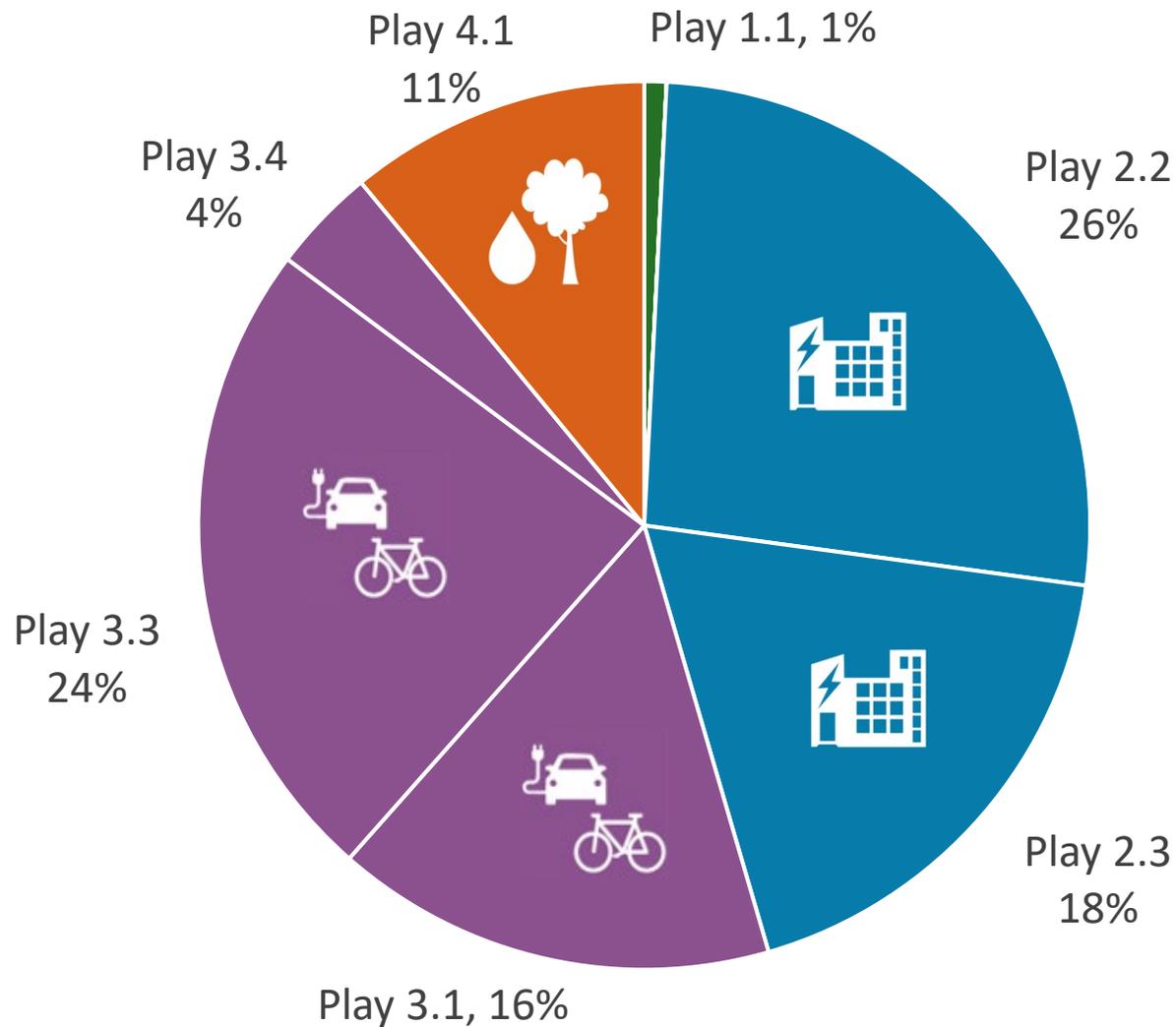
% (blue) Target reduced from last Playbook

Previous target in parenthesis

# Updated Forecast



# Breakdown of Game Plan 2028 Reductions by Play



Total Emission  
Reductions by 2030  
412,374 MTCO<sub>2</sub>e

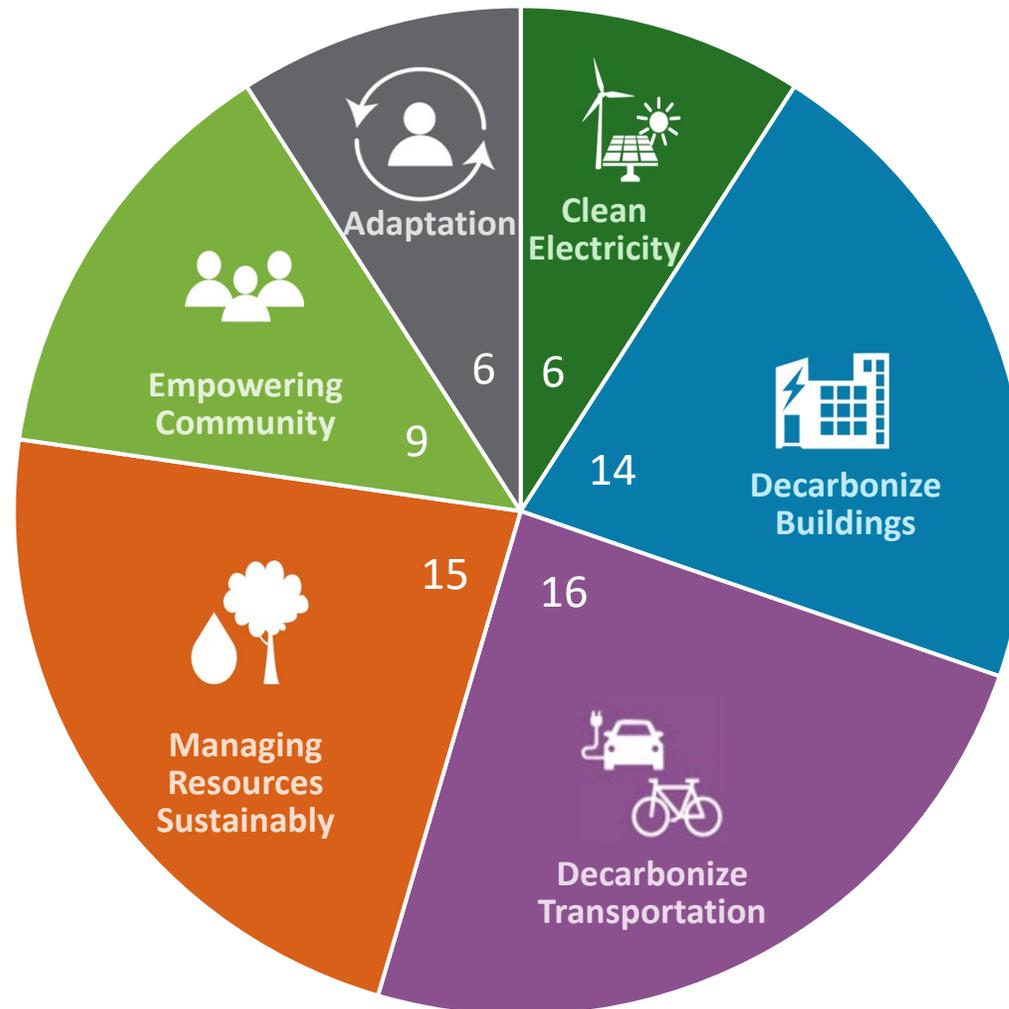
# Draft Game Plan 2028

66 total Moves

5 years (FY 23/24 – FY 27/28)

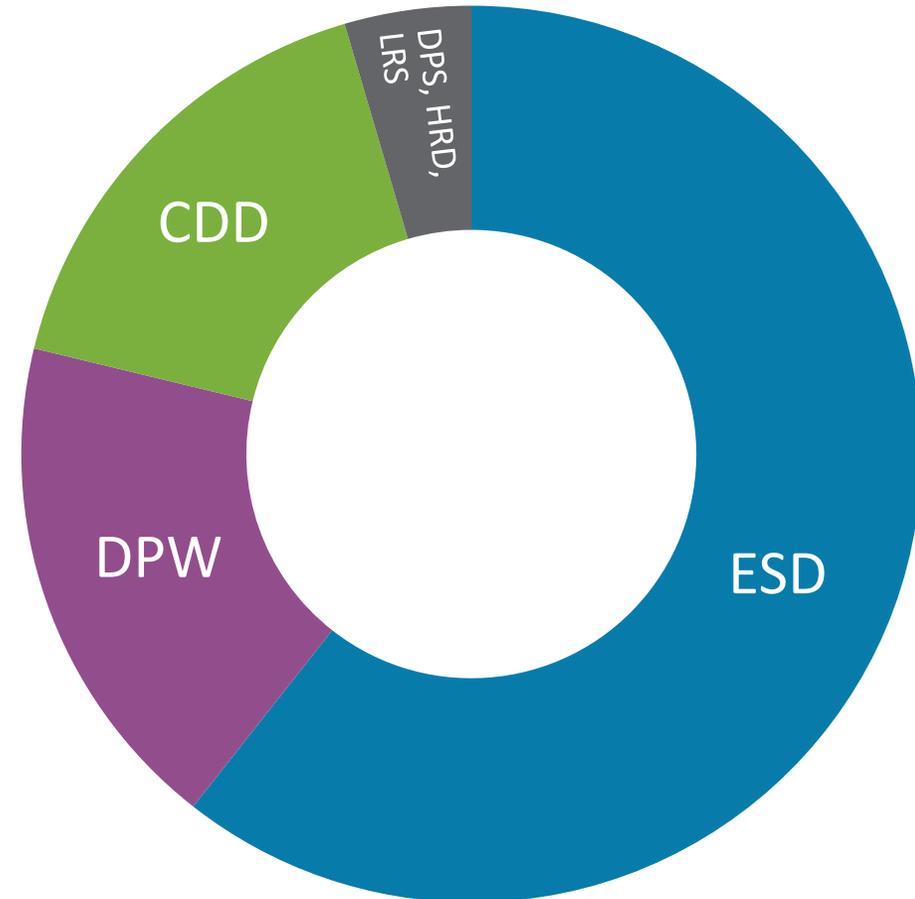
33 returning

33 new (removed one, added two)



# Draft Game Plan 2028 Proposed Moves by Department

	LEADS	SUPPORTS
CDD	11	9
DPS	1	2
DPW	12	9
ESD	40	7
FIN	0	3
HRD	1	0
LRS	1	4
OCM (Econ)	0	4
<b>TOTAL</b>	<b>66</b>	



# Draft Game Plan 2028 Proposed Moves by Dept

## *For consideration in FY 24-25 Operating Budget Process*

### Ongoing Costs

- 5 new staff across 3 departments (~\$1 million annually)

- Env Programs Manager, ESD
- Env Programs Specialist, ESD
- Env Programs Specialist, ESD
- Senior Engineer, DPW
- Administrative Aide, CDD

### One-Time Costs

- ~\$2.5 million over 4 years + 1 TL position

- Librarian (LT), LRS
- Consultant fees, advertising and material costs

# Discussion



Council's feedback on the Draft Game Plan 2028 Moves and Updates



Does Council support the updated VMT metrics?



Council's feedback on the resource needs



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Thank You!