

2018 Sustainability Speaker Series Proposal

Prepared by the Sustainability Commission

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2018 SERIES THEME AND TOPICS

This following proposal from the Sustainability Commission is for the 2018 Sustainability Speaker Series (2018 Series). Four to six events are proposed, depending on speaker availability and staff resources. The proposed theme for the next year is “Climate Action” consistent with the new Council Priority adopted in 2017.

The topics of this proposal are relevant to residents and businesses in Sunnyvale and are meant to both educate and motivate. The Sustainability Commission has proposed topics and ranked them in priority order as shown in the first column of the following table. Building on the success of the inaugural series, and in an effort to reach a wider audience, the Commission is proposing to invite more well-known and higher profile speakers. The table also lists potential event titles, speakers, and a brief description of the speaker’s talk.

Priority Rank	Topic	Event Title	Potential Speaker	Description
1	Climate Change Solutions	Drawdown	Chad Frischmann Vice President and Research Director, Project Drawdown	Drawdown is that point in time when the concentration of greenhouse gases in the atmosphere begins to decline annually. The Drawdown project identifies the top 80 solutions currently available that can be implemented over 30 years to reduce the effects of climate change.
2	Building Design for Sustainability	Design for Good	William McDonough Architect, Author, Advisor, and thought leader	From net positive energy buildings to products designed for repair, repurposing and recyclability, there is a paradigm shift underway to rethink how we interact with the carbon cycle.
3	Food choices and Carbon Emissions	Food Choices as Climate Action	Michael Pollan Bestselling author, sustainable food advocate and TED speaker	Explore the relationships between food choices, cooking, gardening, health, culture and environment.
4	Consumerism and the Environment	The Power of Stuff	Annie Leonard Executive Director, Greenpeace America and founder, Story of Stuff Project	The impact of overconsumption on climate change, resource depletion, habitat loss, human health and energy needs is clear. How do we go about spending our money in alignment with our values to prevent devastation of the natural world?

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5	Business Climate Action	TBD	TBD	Profile a business operating in or headquartered in Sunnyvale that is supporting sustainability in their supply chain, products, and operations. Topics may span renewable energy, new building designs, and supply chain transparency to ideas and solutions for transportation, housing, and social equity in the Bay Area.
6	Home Energy	Home Energy – Taking Charge!	Panel TBD	With a panel of experts, learn about home retrofitting for improved efficiency and going ‘fossil-free’ (heat pumps, insulation, windows, solar, EV charging). Find out ways to improve energy efficiency and convert from fossil fuels to clean electricity.

COSTS

The City Council has approved an annual budget of \$25,000 for the Speaker Series. Approximately \$19,000 from the FY 2016-2017 approved budget was carried over to FY 2017-2018 with \$14,500 remaining for the 2018 Series. The total budget available for FY 2017-2018 is approximately \$39,500. The budget will cover speaker fees and travel costs, refreshments, video recording, and staff time for event planning and promotion.

Costs for the first series were relatively low as all speakers were from the Bay Area and had low to no speaker fee. For the 2018 Series, which includes more events and more prominent speakers, the costs will be maintained within the available budget either by hosting only four events or by balancing more expensive speakers with lower cost speakers. In preliminary scoping, we found that one of the proposed speakers would charge a speaker fee of \$20,000 (including travel) while another’s fee is \$1,000.

SCHEDULING

Events will be approximately every two months, coordinated by staff in consideration of speaker availability, staff time, budget, and other City events.

VENUE

Because of the renown of several of the proposed speakers, a change in venue is being considered to accommodate a larger audience. Venues being considered include: the Sunnyvale Community Theater (capacity: 200) and the Orchard Pavilion at the Community Center (capacity: 300).

PUBLICITY

The promotion and marketing of events will be the same as the 2017 Series and will include social media, email blasts, Sunnyvale Sun ads, and flyers posted at community businesses. The

Sustainability Commission will also identify additional avenues for outreach to local schools, colleges and universities as well as the business/tech community.

REFRESHMENTS

Refreshments, which were popular in the first series will be continued with a zero-waste goal. We did not find local Green Businesses to donate the refreshments in the inaugural series, but may continue to explore this option.

VIDEO RECORDINGS

Each event be videotaped and made available on the Community TV channel as well as on a corresponding City website, similar to the 2017 Series. When/if the venue is changed, some funding and coordination will likely be needed for video recording services. We recommend continuing to post the event videos on a website accessible through the City's Sustainability page.

COMMUNITY FEEDBACK

Event evaluation surveys will be administered, as done in the 2017 Series, to collect feedback from attendees to identify any improvements and to address the interests and needs of the community.