

2019 Sustainability Speaker Series Proposal

Prepared by the Sustainability Commission

September 2018

2019 SERIES THEME AND TOPICS

This following proposal from the Sustainability Commission is for the 2019 Sustainability Speaker Series (2019 Series). Four events will be selected from the six proposed. Final speakers and dates will depend on speaker availability and city schedules. The proposed theme for the next year is “Community Solutions” consistent with the Council Priority for Accelerating Climate Action 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. 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
TBD	Electric Vehicles	Is an Electric Vehicle Right for You?	Panel Jane Rosten Marc Geller, Jim Berberra, Sven Thiesen	Everything you need to know to choose an Electric Vehicle. - Available models, Costs and savings, how to charge, battery end of life, environmental benefits, taking trips, charging networks, lease vs. buy View EVs before the event and talk to their owners. Sign up for a ‘ride and drive’. Take home a sheet of resources you can use when shopping for an EV.
TBD	Youth focused – Carbon Footprint	Every Step you Take – What is your carbon footprint ?	Speaker TBD + TED style talks by youth	Learn how to calculate your carbon footprint and compare it to the average for Sunnyvale, California, US and the world. Learn key steps you can take to reduce your annual carbon emissions through choices in food, transportation, energy, water, and resources. Listen to selected youth TED style talks about environmental concerns.
TBD	Recycling	Recycling – Beyond the Triangle	Speaker TBD	Learn about the city’s waste diversion at the SMART station, what’s happening with plastics and paper recycling, how you can refine your recycling habits, and better yet, how to reduce and re-use so you don’t need to recycle. Where do Sunnyvale’s recyclables go? What new innovations are coming in recycling?

Priority Rank	Topic	Event Title	Potential Speaker	Description
TBD	Water	Water Wise	Speaker Peter Drekmeier	Where does Sunnyvale water come from? How does it get here and how pure is it? What environmental challenges are created along the way? What are the challenges in balancing water supply for a growing community with environmental restoration? Learn about solutions, such as water conservation and alternative sources that are becoming available. Learn how people can be part of the solutions to support water quality, security, conservation, and resilience. Water quality and bottled water. - New technologies for water conservation, rain capture, potable re-use and irrigation (residential, commercial, agriculture)
TBD	Parking	Traffic, Parking and Climate, Oh My!	Speaker Patrick Siegman or Jeff Tumlin	It turns out parking isn't free. And space required for parking contributes to increased traffic congestion. To ease traffic and reduce carbon emissions, the speaker recommends that cities (1) charge fair market prices for parking, (2) spend the revenue to benefit neighborhoods, and (3) remove off-street minimum parking requirements.
TBD	CAP 2.0	Meet the CAP 2.0	City Staff and CAP 2.0 Consultants	Introduction to the CAP 2.0 framework, and how to engage and support the progress to 80% reduction in Sunnyvale's Greenhouse Gas Emissions.

COSTS

The remaining budget available for FY 2018-2019 after the last event in the 2018 series will be approximately \$3,000. The budget covers speaker fees and travel costs, refreshments, video recording, and staff time for event planning and promotion. For the FY 2018-2019 series, one prominent and well known speaker took the majority of the budget. Costs for staff time to coordinate the higher paid speaker were also significant. Events held in the second half of calendar year 2019 will come from the FY 2019-2020 budget expected to be renewed at \$26,000.

SCHEDULING

Four events will be spaced approximately every two to three months, coordinated by staff in consideration of speaker availability, staff time, budget, and other City events. Scheduling in the first three months of 2019 may be constrained due to staff focus on CAP 2.0.

VENUE

Council Chambers has served well for past events and has allowed for live broadcast on K-SUN TV as well as recording for later viewing. Other venues including the Sunnyvale Community Theater (capacity: 200) and the Orchard Pavilion at the Community Center (capacity: 300) are considered when a larger audience is expected.

PUBLICITY

The promotion and marketing of events will be the similar to the 2017 and 2018 series. It 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. Based on data from previous events, and the ability to accommodate overflow in an adjacent conference room or lobby, it is recommended to 'overbook' future events by the percentage that book but do not attend historically.

REFRESHMENTS

Refreshments will be continued with a zero-waste goal.

VIDEO RECORDINGS

Each event will be videotaped and made available on the Community TV channel as well as on a corresponding City website. When/if the venue is changed, some funding and coordination may 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 past two Series, to collect feedback from attendees to identify any improvements and to address the interests and needs of the community.