



Sunnyvale

Study Issue ESD 13-05C
Eco-district Feasibility &
Incentives

City Council
December 10, 2019



What is an Eco-district?

A community or neighborhood with a broad commitment to accelerate neighborhood-scale sustainability



Eco-district Evolution

- Initially community led, self-organizing
- EcoDistrict, a non-profit organization that works to advance eco-districts:
 - ◆ Formalized protocol
 - ◆ Certification process
- Role of public agency varies
 - ◆ Seed funding
 - ◆ Initial organizing
 - ◆ Ongoing support and coordination
 - ◆ Implementing partner



Goal of EcoDistricts

- Brings together green building and sustainable development at a ***neighborhood scale***
- The overarching goal is to address ***social, economic, and environmental*** objectives of sustainability
- Part of redevelopment, revitalization effort



EcoDistrict Case Studies

- Case Study Examples (*Attachment 3*):
Denver, CO | Portland, OR | Atlanta, GA | Orlando, FL
- Pacific Beach EcoDistrict, San Diego, CA
 - ◆ Existing Neighborhood Revitalization
 - ◆ 45,000 residents
 - ◆ Led by BeautifulPB, 501(c)3 non-profit

COMMUNITY IDENTITY:

Create cohesive neighborhood identity through the built environment and a culture of community.



Eco-districts and City Planning

Excerpt, Attachment 2

EcoDistricts Protocol Guiding Elements	Sunnyvale Long Range/Specific Area Planning
Bringing together stakeholders and team formation	✓ Already do for some Specific Plan areas. Advisory committee doesn't continue past final plan approval.
Developing a roadmap and establishing priorities in following areas: Place Connectivity Prosperity Living Infrastructure Health and Wellbeing Resource Regeneration	✓ Already do. Specific Plans include formal policies, design codes and guidelines, identification of community benefit projects, and implementation plan.
Develop specific targets and performance indicators	○ City plans do not include specific targets or performance indicators. City has some overarching policy goals such as Zero Waste, Climate Action Playbook, water conservation.
Ongoing team overseeing implementation, monitoring, and reporting progress.	○ Once a plan is approved, there is no active ongoing committee or team overseeing implementation. City's role is related to project review for concurrence with adopted plan.

Sustainability Commission Recommendation

1. Supports staff recommendation of Alternative 1, with emphasis on developing targets and monitoring performance indicators for the Moffett Park area, regardless of whether the final decision is to certify it as an EcoDistrict.
2. Recommends that the City use the experience of the Moffett Park-EcoDistrict approach to consider how it may strengthen or develop targets and indicators, as well as processes for monitoring performance, for future land use planning initiatives. (See Alternative 3)

Staff Recommendation

- Alternative 1: Accept the staff report on eco-district feasibility and incentives and staff findings that a broad EcoDistrict program is not required and evaluate the feasibility of identifying and potentially certifying the MPSP area as an EcoDistrict.

Additional Alternatives (not recommended by staff)

- Alternative 2: Direct staff to return to Council with an estimate of resource needs to complete Phase 2 of the Study Issue.
- Alternative 3: Direct staff to return to Council after completion of the Moffett Park Specific Plan - EcoDistrict evaluation with an estimate of the resource needs to evaluate how the City may strengthen or develop targets and indicators, as well as processes for monitoring performance, for future land use planning initiatives.