

2020-2021 Sustainability Speaker Series Proposal

Prepared by the Sustainability Commission

November, 2019

THEME AND TOPICS

This following proposal from the Sustainability Commission is for the 2020-2021 Sustainability Speaker Series (FY2021 Series). Four events will be selected from the five proposed. Final speakers and dates will depend on speaker availability and city schedules. The proposed theme for the next series is “Playbook Strategies” coincident with the 2019 adoption of the Climate Action Playbook and the Council Priority for Accelerating Climate Action. Move 5.D in the Climate Action Playbook is to “Implement the Sustainability Speaker’s Series.” The topics in 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 topics to be covered.

SC Rank	Playbook Strategy	Event Title	Speaker / Panel	Title / Affiliation	Description
1	Decarbonizing Buildings	Sustainability goes to School - Youth focused	Nik Kaestner	Director of Sustainability at San Francisco Unified School District	Schools can be a model for sustainability in addition to educating the next generation of leaders, artists and innovators. Learn how it’s been done in the San Francisco Unified School District.
2	Managing Resources Sustainably	Recycling – Beyond the Triangle	Mark Bowers or TBD	Former Sunnyvale Solid Waste Programs Division Manager, or Recycling Association or CalRecycle	Learn about the city’s waste diversion at the SMART station. What’s happening with plastics and paper recycling? Do you know the “Dirty Dozen”, the “Nice Nine”, and what it means to ‘wish-cycle’? How you can refine your recycling habits, and better yet, reduce and re-use so you don’t need to recycle as much? What happens to Sunnyvale’s collected recyclables? What new innovations are coming in recycling?
3	Decarbonizing Transportation	What Moves You - Active, Shared and Electric Transportation	Terra Curtis	Principal at Nelson/Nygaard	How can we all get around the city safely, conveniently, and affordably while reducing greenhouse gas emissions? Hear what similar cities have done successfully. What is “Microtransit” and how can it be part of the solution? What options are available that can use the bike lanes - besides bicycles? Do you take transit,

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					but need a first and last mile solution? What about next gen carpooling?
4	Adapting to a Changing Climate	California's Carbon Neutral Future	Jarod Blumenfeld or Will Travis	Secretary of California EPA or Former Executive Director of BCDC	Big picture – What are California's plans with respect to Sustainability and greenhouse gas emissions. How will we get to carbon neutrality? What challenges does the state face in the energy and economic transition? How is the state responding to the climate dangers already occurring (fire, drought, flood, soil health)? Podcast: Podship Earth
5	Sustainable Land Use / Decarbonizing Buildings	A Sense of Place – Retrofitting Neighborhoods	Tony Nahas, Dan Kammen, Harrison Fraker OR Don Weden	Oakland EcoBlock Project OR Retired Santa Clara County Planner	https://www.scientificamerican.com/article/sustainable-design-of-communities/ Don Weden has encouraged local communities to prepare for the significant changes, challenges, and opportunities that will be coming our way. Among his various presentations have been "Cities for All Ages," "Winds of Change," and "Envisioning Santa Clara County 3.0."

COSTS

The Sustainability Speaker Series budget covers speaker fees and travel costs, refreshments, video recording, advertising, and staff time for event planning and promotion. Over time, some pressures on the Speaker Series Budget have largely been due to the following reasons:

- A single prominent and well-known speaker's fee was \$15,000, which far exceeded the cost of any other individual speaker fee to date.
- Significant staff time for coordinating the contract and logistics with the prominent speaker as well as a panel of five speakers.

The adopted budget allocated \$26,530 for FY 2019-2020, which is sufficient to cover four events. In 2019, Council approved a shift from calendar year to fiscal year for planning the Series to better align the expenses with the budget cycle (RTC# 19-0386).

The adopted budget for FY 2020-2021 allocates \$27,315 for four events.

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.

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 Community Center Ballroom (capacity 300) are considered when a larger audience is expected.

PUBLICITY

The promotion and marketing of events will be similar to past series. It will include social media, email blasts, Sunnyvale Sun ads, and flyers posted at community businesses. With longer advance notice, the event notices could be printed in *Horizon*. Additional avenues for outreach to local schools, colleges and universities as well as the business/tech community are also envisioned. 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 the City’s Sustainability website. If the venue is other than City Hall, some funding and coordination is needed for video recording services. If a particular speaker does not allow recording/posting of their talk, a summary of the key points will be written and posted online.

COMMUNITY FEEDBACK

Evaluation surveys will be administered, as done in past series, to collect feedback from attendees on the event experience, identify improvements, and gather suggestions for future topics and speakers.

HISTORY

For context, the table below summarizes the history of prior events and those planned in the [Sustainability Speaker’s Series](#). The 2018-2019 series marks the shift between calendar year and fiscal year planning to align with Sunnyvale’s budgeting fiscal year.

Series Year	Title	Speaker	Date	General Topic
2017	Electrifying! Beyond Fossil Fuels in Homes and Businesses	Pierre Delforge	May 31, 2017	Buildings
	Electrifying Our Transportation System	Rod Diridon, Sr.	Aug. 2, 2017	Transportation
	Zero Waste Home	Bea Johnson	Aug. 30, 2017	Waste
2018	Drawdown: 100 Substantive Solutions to Global Warming	Chad Frischmann	Jan. 31, 2018	Climate Solutions

Series Year	Title	Speaker	Date	General Topic
	Hidden in Plain Bite	Katie Cantrell	May 16, 2018	Food
	The Power of Stuff	Annie Leonard	Sept. 26. 2018	Consumption of Resources
	Home Energy: Taking Charge! Panel Discussion	Tom Kabat, Doug Kunz, Dave Edwards, Steve Schmidt, Marianna Grossman	Oct. 25, 2018	Home Energy
2019 <small>(added to 2018 series)</small>	Climate, Energy & Food: A Recipe for Action	Dr. Eugene Cordero	May 22, 2019	Carbon Footprint
FY 2019-2020	Electric Cars Demystified	Jane Rosten, Marc Geller, Jim Barbera	Nov. 9, 2019	EV Transportation
	California's Rise to Water Resilience: What will it take?	Felicia Marcus	Jan. 29, 2020	Water
	Less Traffic, Better Places: How do we get there?	Patrick Siegman	Mar. 11, 2020	Transportation