BUDGET SUPPLEMENT NO: 7

May 5, 2016

SUBJECT: Sustainability Speaker Series

BUDGET SUPPLEMENT REQUEST SUMMARY

Staff recommends a budget supplement in the amount of $25,000 annually for five years to create and conduct a Sustainability Speaker Series designed to engage and educate Sunnyvale residents and businesses on key issues related to sustainability and climate change.

BACKGROUND

The City has adopted a Climate Action Plan which includes a strategy to "increase and retain awareness of sustainability issues" with the goal that "community members are knowledgeable about GHG emissions and are all taking actions to reduce them." Council had expressed an interest in engaging the Sustainability Commission in ways to enhance the quality of climate action-related communications to the community. The Sustainability Speaker Series will facilitate a key element of the Sustainability Commission's duties which include advising the Council on ways to drive community awareness, education, and participation in best practices.

EXISTING POLICY

General Plan, Chapter 7, *Environmental Management*, Goal 11-M:
Improve Sunnyvale's air quality and reduce the exposure of its citizens to air pollutants.

DISCUSSION

A Sustainability Speaker Series would engage and educate Sunnyvale residents and businesses on key issues related to sustainability and climate change. The proposed funding would support up to four events per year of varying topics identified by the Sustainability Commission. Preliminary research indicates that cost of paid speakers can range from $5,000 - $200,000 depending on the notability of the speaker with non-speaker related expenses estimated at approximately $6,000 per event. Two to four events would be planned allowing for flexibility in allocation of funds for potential paid speakers. Staff would be responsible for logistical support for the events including speaker coordination, venue, oversight and event promotions.

SERVICE LEVEL IMPACT

These events would enhance the quality of climate action-related communications to the community.