

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Debra Figone

SUBJECT: SEE BELOW

DATE: February 24, 2010

SUBJECT: GREEN VISION 2009 ANNUAL REPORT AND 2010 WORK PLAN

RECOMMENDATION

Accept the 2009 Green Vision Annual Report and approve the proposed 2010 Work Plan.

OUTCOME

The attached Green Vision 2009 Annual Report provides an opportunity for the Mayor and Council to review the progress made on the implementation of the Green Vision and highlights accomplishments and strategic direction for each of the goals. Approval of the proposed 2010 Work Plan will allow staff to continue their efforts to advance the Green Vision.

BACKGROUND

On October 7, 2007, San José City Council adopted the Green Vision, which sets 10 ambitious goals for economic development and environmental protection. At the March 9, 2009, Special Session, Council approved the 2009 Green Vision Work Plan with further direction for staff to report back to the T&E Committee with a re-prioritized Work Plan based on:

- 1) Savings created;
- 2) Private investment generated; and
- 3) Measurable advancement towards goals.

The majority of the Work Plan activities met two or more of the criteria and in May, the Committee endorsed the re-prioritized Work Plan. This is the second Green Vision Annual Report and Work Plan to be submitted for Council review and approval.

- Goal 1** *Create 25,000 Clean Tech jobs as the World Center of Clean Tech Innovation.*
- Goal 2** *Reduce per capita energy use by 50 percent.*
- Goal 3** *Receive 100 percent of our electrical power from clean renewable sources.*
- Goal 4** *Build or retrofit 50 million square feet of green buildings.*
- Goal 5** *Divert 100 percent of the waste from our landfill.*
- Goal 6** *Recycle or beneficially reuse 100 percent of our wastewater (100 million gallons per day).*
- Goal 7** *Adopt a General Plan with measurable standards for sustainable development.*
- Goal 8** *Ensure that 100 percent of public fleet vehicles run on alternative fuels.*
- Goal 9** *Plant 100,000 new trees and replace 100 percent of our streetlights with smart, zero-emission lighting.*
- Goal 10** *Create 100 miles of interconnected trails.*

ANALYSIS

The Annual Report covers all ten Green Vision goals, and includes chapters on Climate Change and progress to date on the Urban Environmental Accords. By achieving all ten goals by 2022, the City will meet and exceed the Council adopted 2022 greenhouse gas emission reduction target by approximately 13%. The Green Vision also moves the City towards meeting its Urban Environmental Accords objectives.

Accomplishments

The attached Annual Report highlights achievements in 2009 and outlines strategic direction for guiding work in 2010. Examples of some key accomplishments are:

- Over \$50 million in grant funding related to Green Vision projects received;
- Over \$4.1 billion in total venture capital invested in Clean Tech companies in Silicon Valley with \$1.3 billion invested in 2009 alone;
- Energy efficiency measures implemented and solar panels installed at City facilities, with estimated energy savings to date of \$986,000;
- 15 MW of solar installed in San José;
- Private sector green building ordinance adopted August 2009; over 2.1 million square feet of certified green buildings completed;
- Highest multi-family diversion rate in the country at over 80%;
- \$6.4 million dollar Federal grant to extend the recycled water system;
- Wikiplanning site launched to engage the community on the development of the General Plan with over 4,500 participants;
- City fleet exhaust emissions reduced by 5.5 % and the City's alternative fuel fleet highlighted in over 10 languages on the British Broadcasting Corporation (BBC) website http://www.bbc.co.uk/worldservice/specialreports/2009/11/091124_climatechange_initiatives.shtml;
- Street tree inventory, which will form the foundation of a 100,000 trees strategy, is now underway with AmeriCorps volunteers
- California Public Utilities Commission adopted tariffs for LED lights, creating an opportunity to take advantage of energy efficiency cost savings;
- Trails increased by 3.1 miles in 2009 and Trail Count survey indicated a 9.6% increase in usage over 2008.

For easier reference, the Executive Summary and the 2010 Work Plan, excerpted from the Annual Report, have been included as a separate attachment. The Executive Summary includes a progress dashboard on each of the goals and also provides additional information on key accomplishments. The 2010 Work Plan outlines focus areas for each of the goals and also provides a status update on 2009 Work Plan activities. The Work Plan was developed using the same criteria of cost savings, private investment and measurable progress towards the goals. The complete Green Vision 2009 Annual Report is available on the City website at <http://www.sanjoseca.gov/clerk/agenda.asp>.

2010 Focus Areas

In light of the challenging fiscal outlook and impending service cuts, it will be difficult to maintain focus on Green Vision initiatives. To continue to advance the Green Vision, it is important to lead by example, advocate for legislation and funding at the regional, State and Federal levels, supplement limited City dollars with other financing mechanisms such as grants, modified fee structures and improvement districts, form strategic partnerships, and increase awareness and level of engagement in the community.

Some of the key policy focus areas for 2010 are highlighted below:

1. Support **fiscally sustainable** Green Vision initiatives with both short term and long term benefits such as energy efficiency improvements and renewable energy infrastructure;
2. Adopt a **Green Building Policy** for retrofits and renovations, with cost benefits and return on investment being key policy drivers;
3. Approve a long term **recycled water agreement** with the Water District to expand infrastructure and conserve natural resources;
4. Adopt a **preferred Land Use Scenario** to support **sustainable development** in the General Plan Amendment;
5. Adopt a **Streetlight Master Plan** to support energy efficiency;
6. Engage in legislative efforts and policy development and pursue funding opportunities to advance the **Clean Tech Legislative Agenda**;
7. Make seeking **grant funding** for Green Vision projects a top priority with support for staffing resources and funding matches;
8. Provide direction to staff on **financing strategies** for **LED streetlight conversions**;
9. Support a more flexible policy to allow **demonstration projects** that could advance the Green Vision while reducing costs and testing new technologies;
10. Support communications efforts to **increase awareness and behavior change** in the community and **promote San José** as a leader in clean technology and environmental sustainability; and **leverage constituent outreach tools** in each Council District to engage residents and businesses.

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PUBLIC OUTREACH

- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**


The attached report and Work Plan do not meet any of the three criterion listed above; however, continuous outreach is being done through the Green Vision City website and through a multitude of community events, conferences, and media.

COORDINATION

The implementation of the Green Vision is a collaborative effort involving staff from all City departments. City Departments and Offices that have been consulted with for the preparation of the report include the Office of Economic Development, the Office of the City Attorney, and the Departments of Environmental Services, Planning, Building and Code Enforcement, General Services, Transportation, and Parks, Recreation and Neighborhood Services.

CEQA

Not a project.



Debra Figone
City Manager

For questions please contact Ashwini Kantak, Assistant to the City Manager, at 535-8147.