

Green Vision

2008 Annual Report and 2009 Work Plan

Special Session March 9, 2009

Item # 7.1



Agenda

- I. Introduction**
- II. 2008 Accomplishments**
- III. 2009 Goals and Work Plan**
- IV. Key Questions**
- V. Open Forum**
- V. Adjourn**



San José Green Vision

San Jose's roadmap to:

- spur economic growth
- demonstrate environmental leadership
- improve the quality of life for all residents



25,000 Clean Tech Jobs



- Adopted Clean Tech Strategy focused on innovation, commercialization, production and workforce
- Facilitated expansion/relocation of more than 50 companies and training for more than 200 workers

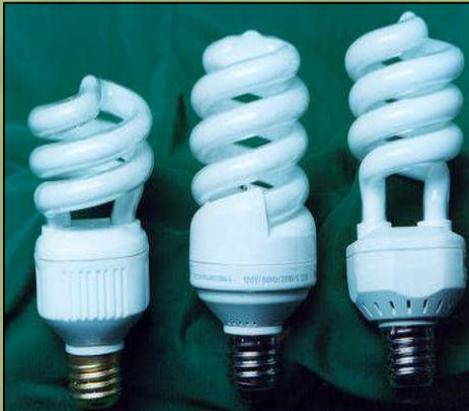
25,000 Clean Tech Jobs



More than 3,250 Clean Tech jobs are currently in San Jose, including:



Reduce Per Capita Energy by 50%



- Developing Strategic Energy Plan with stakeholder input
- Distributed 10,000 energy efficient lights

Reduce Per Capita Energy by 50%

- Received \$500,000 CDBG grant for energy and water improvements at 10 City facilities
- Achieved \$650,000 in savings and rebates from energy efficiency projects at 16 City facilities



100% Clean Renewable Energy

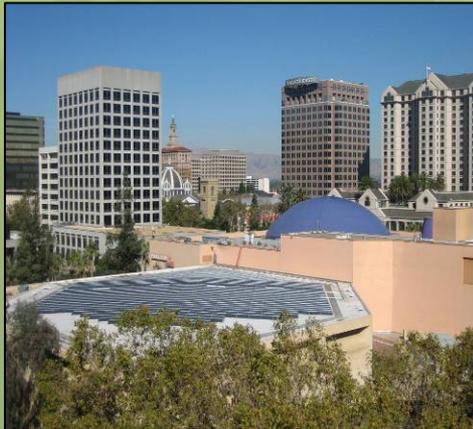


- Passage of City sponsored AB 2466
- Successful advocacy on Solar Investment Tax Credit

100% Clean Renewable Energy



- Generated over 10 MW of energy from solar
- Received two Department of Energy grants: Solar America City & Solar America Showcase



50 Million Sq. Ft. of Green Buildings



Council Adoption of
Private Sector Green
Building Policy

Certified 1.3 M sq. ft of
green buildings (13.8 M
sq. ft. registered)



Divert 100% of Waste from Landfill



- Council adoption of Zero Waste Master Plan
- Achieved 80% diversion rate for multi-family dwellings
- Increased diversion rates at City events and venues

Beneficially Reuse 100% of Wastewater



- Decreased potable water daily use by 9%
- Increased recycled water use by 8 %

General Plan with Measurable Standards for Sustainable Development



Extensive Civic Engagement

Innovative Economy
San Jose's economy thrives on innovation, providing job opportunities for all and ample fiscal resources for a vibrant community.

Environmental Leadership
San Jose is a model of an environmentally sustainable and healthy city, a leader in green technology and a vigilant steward of its resources for present and future generations.

Diversity and Social Equity
San Jose celebrates, embraces and involves a diverse blend of cultures and achieves social, cultural and economic equity.

Healthy Neighborhoods
San Jose's neighborhoods are safe, affordable, and safe to live with engaged community members.

Quality Education and Services
San Jose residents and businesses receive a broad range of high quality services and enjoy excellent educational opportunities for all.

Vibrant Arts and Culture
San Jose is a vibrant center for multi-faceted arts and cultural programs, celebrating its heritage and inspiring the creative energy of the community and a rich quality of life.

San Jose embodies the energy and vitality of its unique human, natural and economic resources.

Interconnected City
The activities of daily life are in close proximity and easily accessible by walking, bicycling and public transit.

ENVISION SAN JOSE 2040

100% Public Fleet on Alternative Fuel



- Increased alternative fuel vehicles from 34% to 39% of entire City fleet
- Transitioned entire diesel fleet to B20 biodiesel

100% Smart Zero Emission Streetlights



- Council Adoption of Streetlighting Policy
- Completed Smart Streetlight Pilot

100,000 New Trees



- Continued partnerships to expand tree planting efforts

100 Miles of Interconnected Trails

- Increased trails by 10.8 miles
- Over \$9 million in federal funding and grants



100 Miles of Interconnected Trails



- Added 7 miles of new bike lanes
- \$668,000 in grant funding

Green Vision Outreach

- Local, national and international media
- Community events
- Business Outreach
- Diverse audiences



Strategic Framework

Lead by Example

Advocate State and Federal Policies

Financing Mechanisms

Strategic Partnerships

Communication and Engagement

2009 Work Plan

LEADING BY EXAMPLE

City Policies and Practices to advance
Green Vision priorities



2009 Work Plan Highlights

Leading by Example

Council adoption of:

- Private Sector Green Building Ordinance
- Redesigned Commercial Solid Waste Program
- Policy to target litter reduction
- Recycled water ordinance for new development
- Master Lighting Plan for streetlights

2009 Work Plan Highlights

Leading by Example

- Target 20% energy savings at 20 City facilities through efficiency improvements
- Install 10 MW of solar on City properties by 2010
- Pilot fuel efficient patrol fleet vehicles
- Install at least 300 smart streetlights for approximately \$25,000 per year of energy savings



2009 Work Plan

CLEAN TECH LEGISLATIVE AGENDA 2008-2009



ADVOCATE POLICIES

- Regional
- State
- Federal

2009 Work Plan Highlights

Advocating Policies

- Ensure access to credit for emerging Clean Tech companies
- Establish regional green career training initiative
- Advance use of energy areas or smart grids
- Remove regulatory barriers to solar
- Advocate for adaptive energy billing for streetlights and tariffs for LED lights

2009 Work Plan

FINANCING MECHANISMS

Leverage City resources with federal and state grants, fees, and improvement districts



2009 Work Plan Highlights

Financing Mechanisms - Grants

- Pursue American Recovery and Reinvestment Act funding to advance Green Vision goals
- Seek other grant funding sources for Green Vision infrastructure

YOUR MONEY *at* WORK
RECOVERY.GOV

[MORE INFORMATION](#)

2009 Work Plan Highlights

Financing Mechanisms – Loans, fees, districts

- Facilitate financing access for energy efficiency and solar in the community
- Establish fee for new development to expand recycled water infrastructure
- Explore assessment districts and other alternative funding mechanisms

2009 Work Plan

STRATEGIC PARTNERSHIPS

Partner with public, non-profit and private entities to leverage resources and advance common goals



2009 Work Plan Highlights

Strategic Partnerships

- Develop regional strategy to launch green workforce development program
- Expand recycled water uses (Water District)
- Expand electric vehicle infrastructure
- Expand tree planting program (OCF, CCAR)
- Prototype renewable energy streetlights
- Develop and maintain trails

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**Santa Clara Valley
Water District**
Protecting Your Future



Adopt-A-Park  **Adopt-A-Trail**

2009 Work Plan

COMMUNICATIONS AND ENGAGEMENT

Communicate with key audiences to bring about awareness and the type of behavior change that will allow us to achieve the goals.



2009 Work Plan Highlights

Communications & Engagement

- Increase regional, national, and global awareness of Green Vision
- Promote San Jose – innovation, economic growth, environmental stewardship



2009 Work Plan Highlights

Communications & Engagement

- Increase public awareness and promote behavior change
- Solicit community input to develop Strategic Energy Plan
- Conduct stakeholder outreach to develop green building policy for renovations and retrofits
- Continue to engage community in General Plan update

Communication Tools

San Jose Green Vision Web site - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://dev.sanjoseca.gov/greenvision/index_jc.asp#

Google Search

Phone Directory
Redevelopment
New Resident Packet
Resident Information
San José Prepared!
Schools & Universities
Volunteering
Contacting the City

San José City Hall
200 East Santa Clara St.
San José, CA 95113
(408) 535-3500 (Main)
(408) 294-9337 (TTY)
(408) 292-6731 (Fax)
24 hrs a day, 7 days a week
Walk-in Hours
Monday-Friday
8:00AM - 5:00PM
E-mail

Green Vision Goals

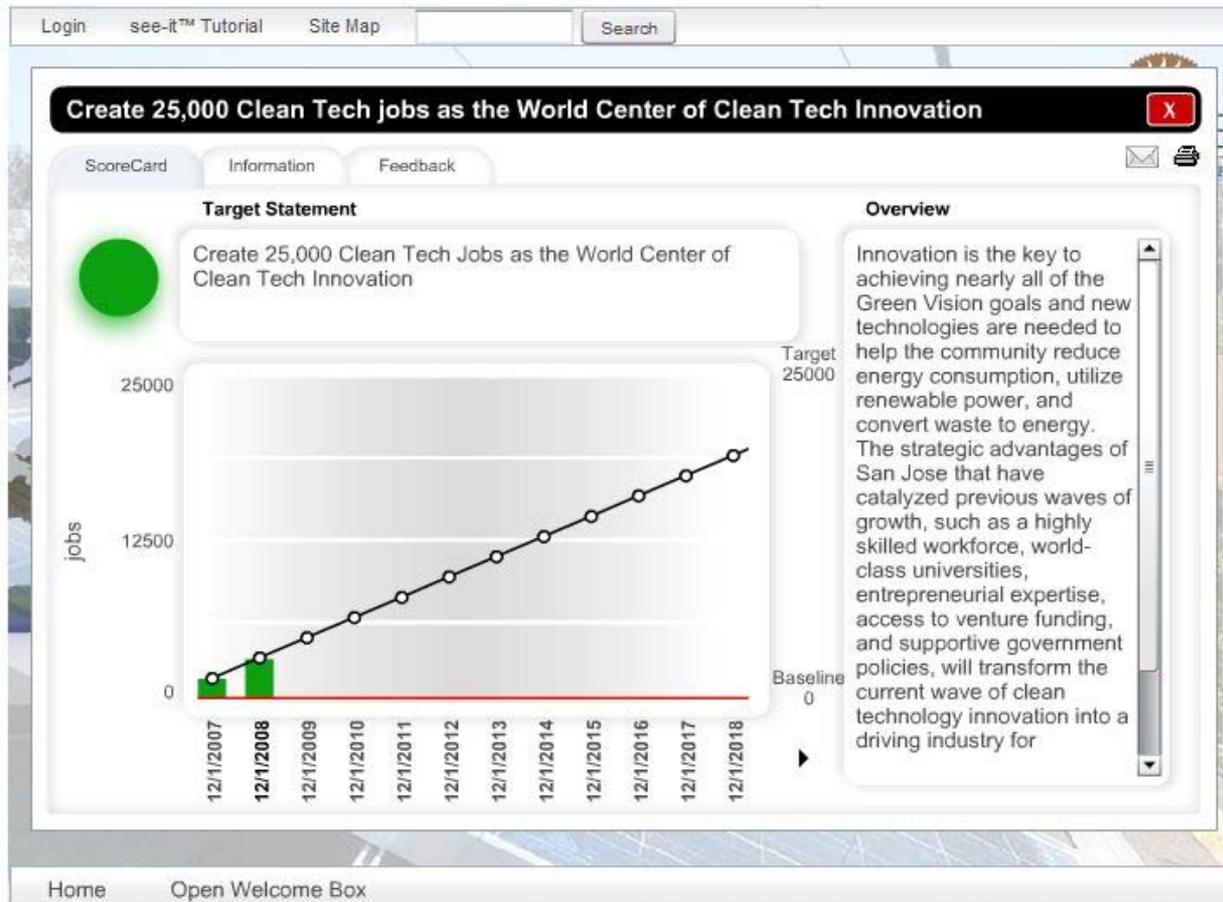
Within 15 years, the City of San José in tandem with its residents and businesses will:

- 1. Create 25,000 Clean Tech jobs as the World Center of Clean Tech Innovation**
Innovation is a key element to achieving nearly all of the Green Vision Goals. As innovations are developed and clean technologies are utilized, San José and all of Silicon Valley will benefit from the emerging economic opportunities and a cleaner way to live, work and play. [Learn More >>](#)
- 2. Reduce per capita energy use by 50 percent**
As a global leader in innovative technologies and policies, the state of California and the City of San José, in particular, have the opportunity to demonstrate to the world that communities and their economies can thrive while significantly reducing energy consumption. [Learn More >>](#)
- 3. Receive 100 percent of our electrical power from clean renewable sources**
The liabilities of fossil fuel usage are increasingly plain; in contrast, pursuing electrical power from clean, renewable sources is projected to reduce harmful air pollutants, long-term operating costs, and carbon emissions for the entire community. [Learn More >>](#)

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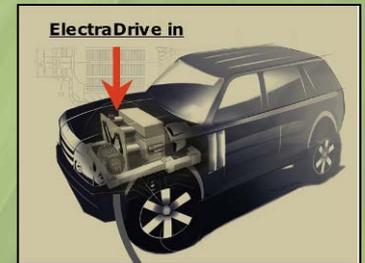
Communication Tools



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Opportunities

- American Recovery and Reinvestment Act of 2009 dollars for advancing Green Vision goals
- Approved Legislative Priorities and Clean Tech Legislative Agenda provide direction and support Green Vision goals
- Highly skilled workforce, world class universities, entrepreneurial expertise, access to venture funding, supportive government policies



Opportunities

- Demonstration policy allows innovative partnerships
- Heightened awareness of the importance of climate change makes it easier to partner with the community
- Use web-based tools to enhance and broaden existing Civic Engagement efforts



Mayor and Council's Role

- Adopt Policies to Support Goals
- Influence Policy at Regional, State and Federal Levels
- Prioritize Funding for Goals and Support Alternative Financing
- Identify and Facilitate Strategic Partnerships
- Become Green Vision Ambassadors



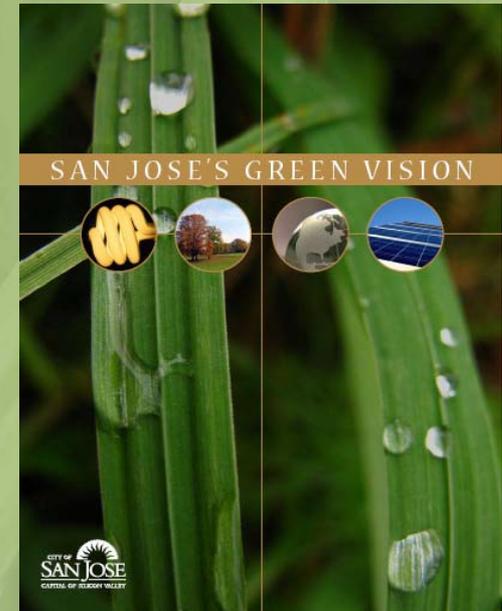
Key Questions

- How do we advance upfront investment in this extremely challenging fiscal environment?
- How do we manage and advance Work Plan priorities with limited City resources?
- How do we forward both our goals of economic development and environmental sustainability simultaneously?



Key Questions

- What criteria do we use to evaluate use of City owned lands to advance Green Vision goals?
- How do we leverage existing outreach efforts to bring about awareness and action?



Green Vision

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