



Memorandum

TO: TRANSPORTATION &
ENVIRONMENTAL COMMITTEE

FROM: Peter Jensen
Scott P. Johnson
William F. Sherry
John Stufflebean

SUBJECT: GREEN CITIES CALIFORNIA

DATE: 05-21-08

Approved

Date

5/23/08

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Transportation and Environment Committee recommend Council approve a "Green Cities California Sustainability Resolution" expressing San José's commitment to work cooperatively with other California local governments to accelerate local, regional, national, and international efforts to achieve sustainability by:

1. Combining forces with other Green Cities California members to influence State and National sustainability policies and legislation.
2. Collaborating with other local governments throughout the state and the nation to adopt and implement sustainable policies and practices.
3. Working to achieve the following objectives for municipal operations:
 - a. In 2007-08:
 - Purchase of "100% post-consumer recycled" paper for all City operations
 - Limit the use of City funds for purchase of single serving bottled water.
 - b. In 2008-2010:
 - A campaign for municipal purchase of local California foods
 - A carbon offset plan for City employee air travel
 - Emission reduction standards for City vehicle fleets

OUTCOME

Adopting the Resolution will express the City's commitment to lead by example, leverage the economic impact of municipal purchasing power and political lobbying power, and provide a vehicle for support to and from peer agencies to be a strong advocate and catalyst for collective, urban environmental action.

BACKGROUND

In May 2006, Environmental Directors from ten major California cities (San José, Los Angeles, San Diego, San Francisco, Sacramento, Oakland, Pasadena, Berkeley, Santa Monica, and Santa Barbara) and Marin County met to discuss how they could leverage their combined experience and the sustainability goals of their respective agencies to learn from each other, work together, lead by example, and use the economic impact of municipal purchasing power to be a strong advocate and catalyst for collective, urban, environmental action. As a first step, the group agreed to simultaneously initiate "Eco-Actions" – actions targeted at a selected product or practice (such as switching to 100% recycled paper and not buying bottled water) to reduce climate change and help enhance California's environment.

In October 2007, the group held a follow-up meeting at which the group agreed that having a unique identity for the group, adopted by each agency's governing body, would facilitate implementation of the Eco-Actions. Together, the group prepared a draft resolution announcing the formation of "Green Cities California", and outlining the commitments of public agencies becoming a member of the group to be submitted for approval to the Council or Board of each participating agency. To date, the resolution has been adopted by the cities of San Francisco, San Diego, Sacramento, Santa Barbara, Pasadena, Santa Monica, and Marin County.

ANALYSIS

By adopting the Green Cities California Sustainability Resolution, San José will be joining the cities of Los Angeles, Oakland, Pasadena, San Diego, Santa Barbara, San Francisco, Berkeley, Santa Monica, and Sacramento and the Marin County to create Green Cities California. This group, representing over 8 million California residents (22% of the state's population), will work together to accelerate sustainability efforts from the local to international levels.

By signing the Green Cities California Sustainability Resolution, the City would be committing to:

1. **Work with other Green Cities California members to influence State and National policy to promote:**
 - a. Reductions in greenhouse gas emissions
 - b. Extended producer responsibility
 - c. Sustainable land use, building and development
 - d. Waste reduction
 - e. Water conservation
 - f. Energy efficiency and renewable energy
 - g. Reduction in vehicle miles traveled and single occupancy vehicles
 - h. Equitable distribution of environmental benefits and burdens; and
 - i. State and federal funding to enhance the ability of local governments to accomplish these goals.

These policies are fully consistent with current City legislative priorities as adopted by Council January 8, 2008 and support implementation of the Urban Environmental Accords and the Green Vision. Development of the goals, policies, and procedures associated with each initiative will be coordinated through, and integrated with, the Green Vision implementation process. Leveraging the lobbying power of 10 cities on these priority issues is likely to result in long term benefits to the City, including possible State and Federal funding for priority projects in the City. While there is no cost specific to the adoption of the Green Cities California Sustainability Resolution, there may be costs associated with implementing some of the initiatives as discussed below.

2. **Collaborate with other local governments throughout the state and the nation to adopt and implement sustainable policies and practices.** All of the agencies involved in Green Cities California have been working on how to make their community more sustainable. Joining together gives the opportunity to learn from one another, share experiences, and leverage strengths and purchasing power.
3. **Initiate implementation of agreed upon objectives for municipal operations.** This commitment involves implementing policies and procedures designed to achieve five specific outcomes within the City's municipal operations, two in FY 2007/08 and three in 2008-2010. All of the proposed commitments are consistent with the Green Vision, the Urban Accords, the Municipal Greenhouse Gas Reduction Goals, and other existing Council policies. If implemented, they will reduce waste, energy and water use, and/or greenhouse gas emissions. Each participating city is committing to an outcome (e.g.; emission reduction standards for the municipal fleet) but is not committing to implementing the identical policies and procedures. When the majority of the Green Cities California members complete an action, the group plans to have a group press event to highlight the achievement in order to encourage other local governments across the country to take similar actions.

The two goals for FY 2007/08 are:

- a. **Purchase of "100% post-consumer recycled" paper for all City operations:** The City adopted this standard and implemented it in spring 2007 by phasing out 30% post-consumer, recycled copy paper and stocking only 100% post-consumer, recycled paper for distribution in the Central Warehouse. This change is being reinforced by on-going campaigns to educate employees on ways to use less paper. It is estimated that this switch by San José will remove 130 tons of CO₂ and require 3,000 fewer trees to be harvested per year. Together, the Green Cities members annually purchase half a billion sheets of office paper, at a cost exceeding \$5 million dollars. By converting to 100 percent post consumer recycled paper, the ten cities and counties will save 4,300 tons of CO₂ emissions, 19.6 million gallons of water, 11.5 million kilowatt hours of electricity, and 67,000 trees. As an additional benefit, the increased purchase of recycled paper as each city switches increases demand for the mixed paper that the cities collect

in their curbside recycling programs and decreases the cost of 100% recycled paper.

- b. Limit use of City funds for purchase of single serving bottled water: This second Eco-Action is aimed at reducing the use of bottled water in situations where tap water is available by setting a general prohibition on the use of public funds for the purchase of single-serving bottled water, with limited exceptions where warranted. By restricting the purchase of single-serve bottled water, a product that creates significant environmental impacts throughout its product life cycle, the cities demonstrate commitment to environmental stewardship, confidence in California's extensive water supply sources and infrastructure, and prudent fiscal policy. The cities of Los Angeles, San Francisco, Sacramento, and Santa Monica have already adopted these prohibitions. Council directed staff to present a policy prohibiting on the use of public funds for the purchase of single-serving bottled water at its hearing on the Green Vision Workplan on February 1. A proposed policy adopting such a ban in San José will be brought to the Council during the spring of 2008.

For 2008 through 2010, the member cities have proposed that each member work to implement three additional Eco-Actions. Specific details, programs, and policies will be developed in cooperation with affected departments within the City, the Green Vision Steering Committee, and with the other Green Cities California members over the coming year. The proposed Eco-Actions are:

- a. A campaign for the municipal purchase of local California foods: This goal implements one of the Urban Accord actions. It is aimed at reducing the impacts of long-distance transport, protecting the local food supply and the economic well-being of local growers, and protecting the greenbelt (which is mostly green because it is being farmed). Implementation of a local food policy will also require discussion and agreement with Santa Clara County as the City currently purchases food through County contracts.
- b. Carbon offset plan for municipal employee air travel: This goal asks that the City take action to offset the greenhouse gas emissions generated by air travel of its employees and elected officials through the purchase of carbon credits or other local actions, such as planting trees, to reduce greenhouse gas emissions. Note that each city can make a plan appropriate to its own situation and implementation of many of the elements of the Green Vision (including energy efficiency, clean energy, emission reductions, tree planting, and zero emission lighting) can be considered to offset greenhouse gas emissions. This goal will be brought to the Green Vision Steering Committee and affected departments for discussion to determine the most appropriate plan for our organization prior to developing an implementation plan. Implementation of this goal would also move the City forward in its implementation of the Greenhouse Gas Reduction Policy.

- c. Emission reduction standards for municipal vehicle fleets: The City has already implemented this Eco-Action by institutionalizing emissions-based purchasing criteria for vehicle replacement through its Environmentally Preferable and Green Fleet Policies.

Each of these programs is consistent with current City policy and could be completed administratively at the staff level. In the event that implementation of any Eco-Actions requires budget action, staff will return to Council for approval prior to implementation.

The Green Cities group will discuss additional potential Eco-Actions at future Green Cities California meetings. These meetings will be an opportunity for San José to suggest that the group adopt key elements of the City's Green Vision goals to gain the benefit from ten agencies pursuing the same goal. Discussion on suggested goals will be agendized at future the Green Vision Steering Committee meetings. Future proposals will be brought back for internal coordination and then brought to the Council and/or City Manager (as appropriate) for approval to implement.

EVALUATION AND FOLLOW-UP

Progress will be reported in the annual Environmentally Preferable Procurement Policy report and in Green Vision updates, as appropriate.

PUBLIC OUTREACH/INTEREST

Public outreach will be conducted on individual elements of the program such as the prohibition on use of public funds for bottled water. In addition, as each Eco-Action is adopted by the majority of the Green Cities coalition, there will be press announcements and other public outreach. In addition, this memorandum will be posted on the City's website for the Council Agenda of May 20, 2008.

- 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)**

COORDINATION

Preparation of this proposal was coordinated with the Departments of Airport, Finance, and General Services and the Office of the City Attorney.

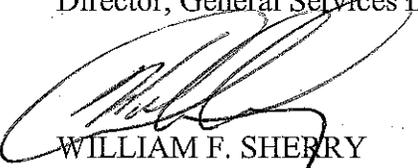
COST IMPLICATIONS

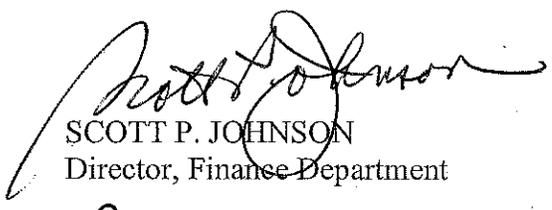
San José has been participating in Green Cities California at a staff level since 2006. Participation includes attending 2-3 meetings per year; sharing information, policies, and procedures with other cities; and internal coordination to implement the Eco-Actions. While there is no cost specific to the adoption of the Green Cities California Sustainability Resolution, there may be costs associated with implementing some of the initiatives. To the extent that these initiatives are already covered in Department work plans (e.g., sustainable planning and building policy development), there are no cost implications. Any additional funding for the implementation of any of the other commitments outlined above (e.g., carbon offsets for City employee air travel) will be subject to City Council and City Manager review, either individually or as part of FY08/09 and future budget processes. Each initiative will be coordinated through, and integrated with, the Green Vision implementation process.

CEQA

This is not a project.


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