

Environmental Sustainability Plan (ESP)

Community Town Hall

April 19, 2017



Environmental Services

*Delivering world class utility services and programs
to improve our health, environment and economy*

Introductions

The PwC team working with you today



Clinton Moloney

Managing Director

Sustainability Advisory Lead

Role: Engagement Leader



Shaun Fernando

Manager

PwC's Cities of the Future Practice

Role: Engagement Manager



Tripp Borstel

Manager

PwC's Cities of the Future Practice

Role: Community Engagement Lead

Framing for today's meeting

Objectives

1. **Understand** how pursuing The Good Life can help solve San José's sustainability challenges
2. **Generate excitement** for the Environmental Sustainability Plan (ESP)
3. **Contribute** your reflections and ideas on The Good Life and sustainability solutions for the ESP



Agenda

Community Town Hall

Minutes	Topic
5	Welcome
40	Explore the idea of the Good Life 2.0
40	Contribute your ideas & solutions for the ESP
5	Close

1. Welcome

2. The Good Life 2.0 & sustainability

3. ESP solutions

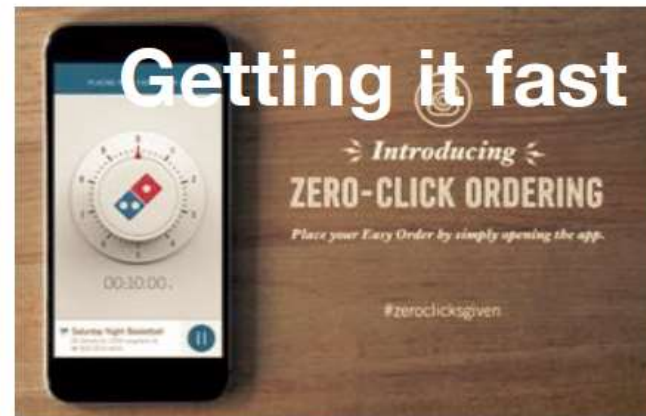
4. Close

How can we find an innovative,
workable solution?

THE GOOD LIFE



The Good Life is:



**Let's face it.
Sustainability
doesn't resonate.**





ISN'T ATTAINABLE



What does the Good Life 1.0 cost us?

Living Well (Beyond our Means)

The Good Life is within reach for only 15% of Americans

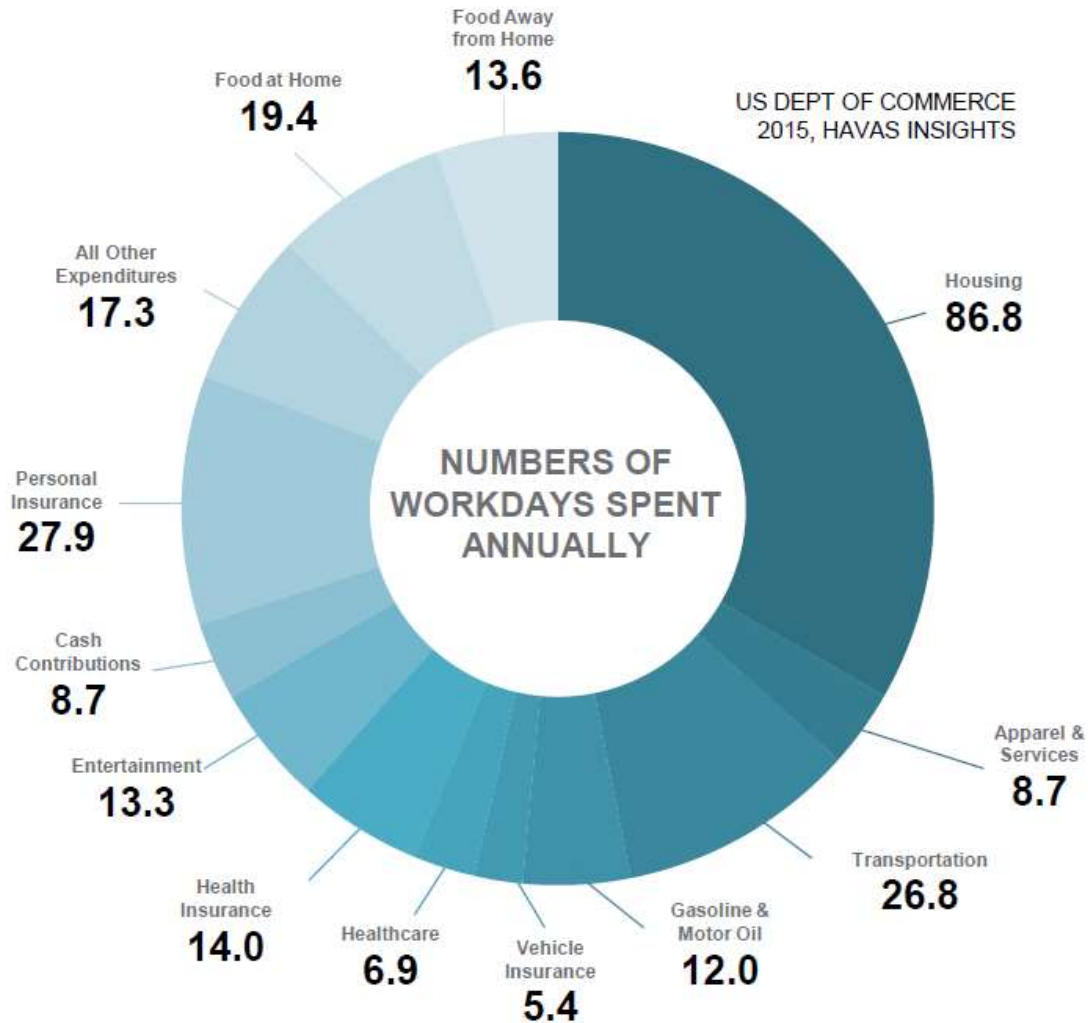


\$95K
“Good Life”

\$52K
Median HHI

Human Currency

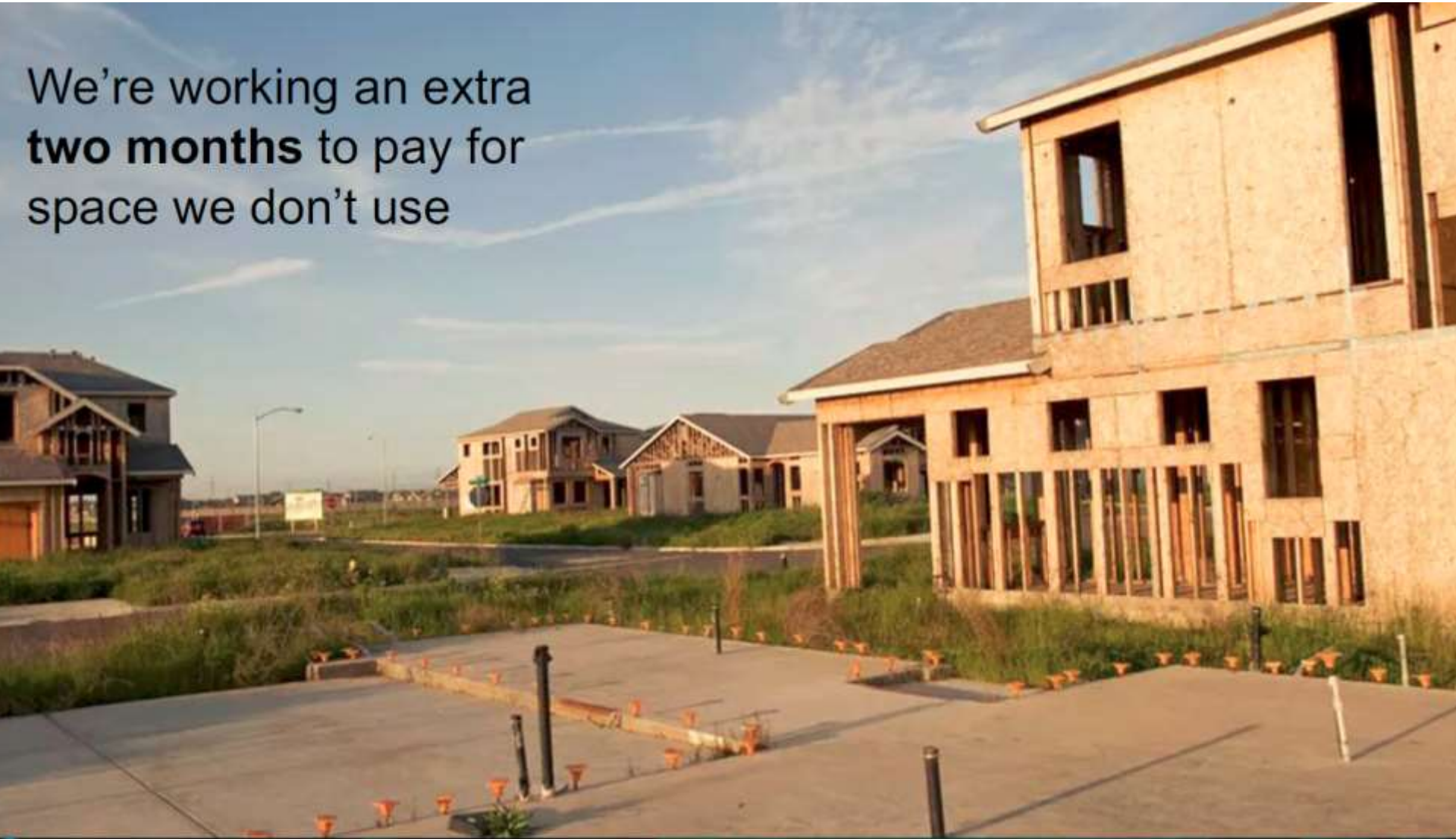
The number of days we work to pay for things we “need”



**We work almost a week
for our daily cup of coffee**



We're working an extra **two months** to pay for space we don't use



Hour of Commuting = \$40,000 Happiness

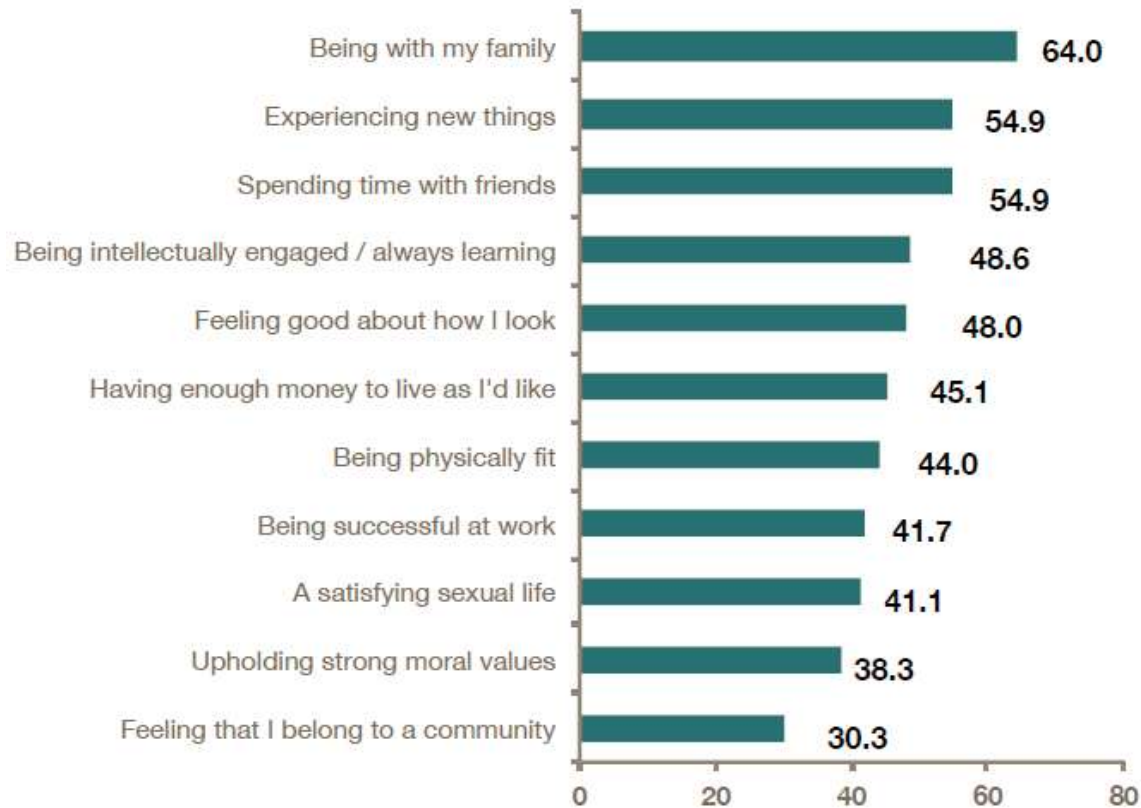


What does the Good Life 2.0 look like?

The Science of Happy

Q. What makes you happy?

When asked, Millennials tell us they aspire to the basics of family, friends and personal growth



The Methodology: Citizen-generated imagery



urbanfarmstead
Sacramento, Califor...

Follow

1,733 likes

29w

urbanfarmstead Happy Valentine's Day. My Valentine @dailyflourish with a heart shaped Cherokee Purple heirloom tomato that we grew last summer.

[view all 47 comments](#)

urbanfarmstead @funny.quotes.of.the.day.2 thank you!

mataleon86 We will be moving to Vacaville in October. Are there any guides on when to plant and harvest for the area?

urbanfarmstead @mataleon86 You might find the farmers almanac helpful. Also @pvfsgroworganic is a great local resource. Check them out at groworganic.com for a great local resource

shushuree Fabulous absolutely fabulous 🍅

urbanfarmstead Thank you @shushuree

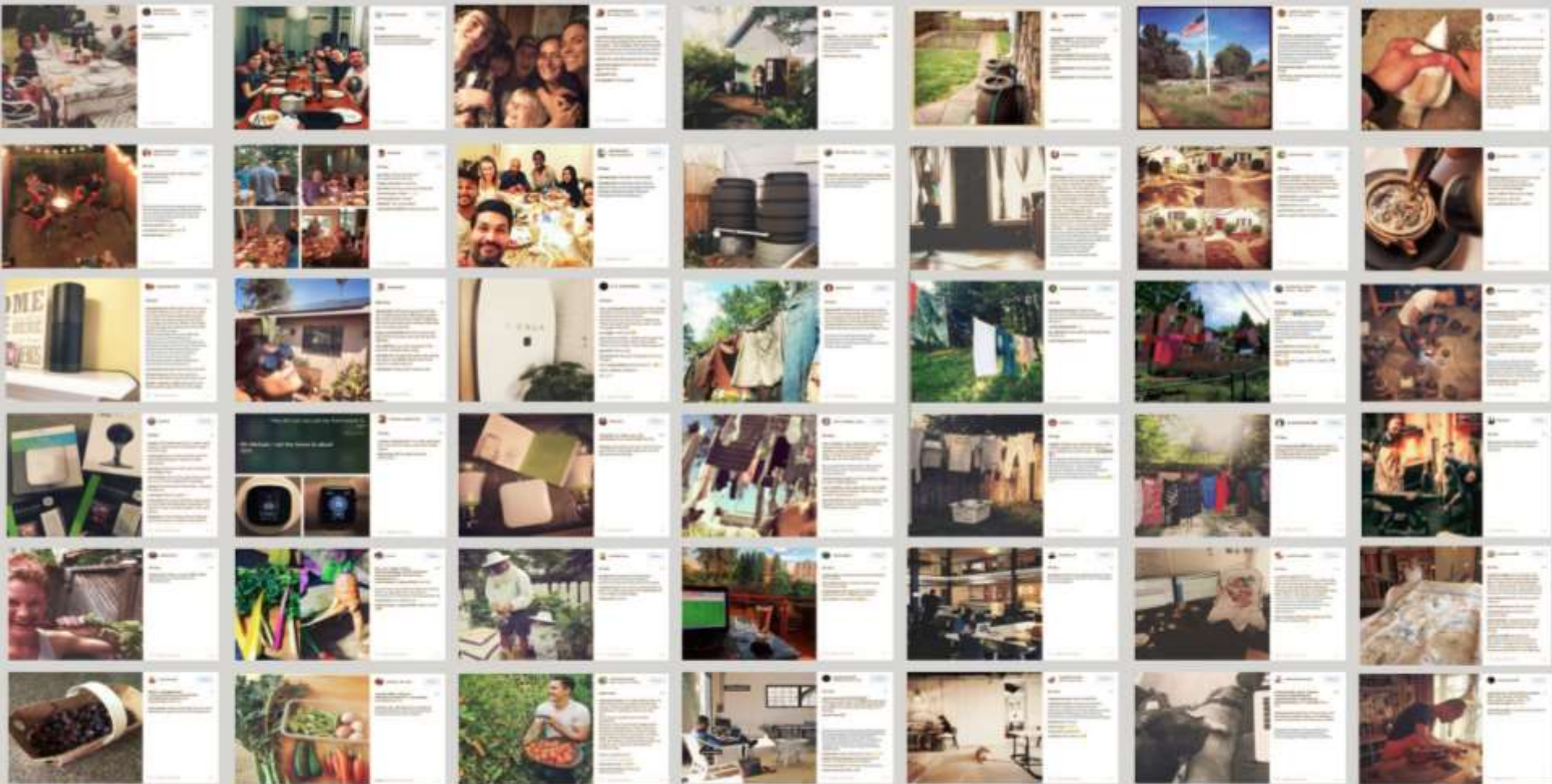


Add a comment...



haven

WVCSO



New York

1. HOME & FAMILY

We want to go home



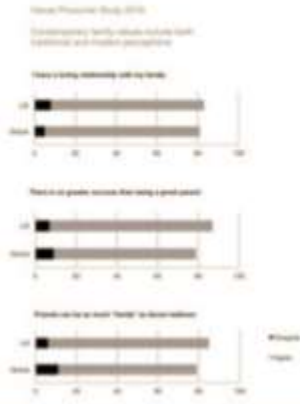
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24 Nov

hongkongpost The best part of the city for everyone? [@hongkongpost](#) #Home #Family #Childhood #Nostalgia #Homesickness #HomeSweetHome

Retweeted by [user](#)

0 Comments



2. TIME TO SLOW DOWN

Fast lives look for a freer way



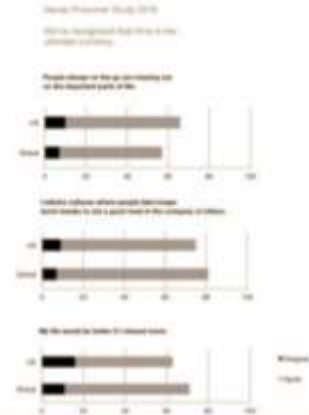
user2020 Follow

24 Nov

user2020 Hanging out... #Home #Family #Childhood #Nostalgia #Homesickness #HomeSweetHome

user2020 Retweeting part of Thanks for the @hongkongpost

0 Comments



3. THE JOURNEY MATTERS



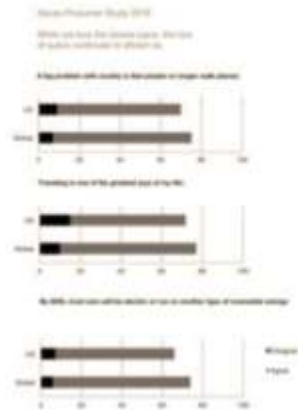
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4. WORK & LIFE IN BALANCE



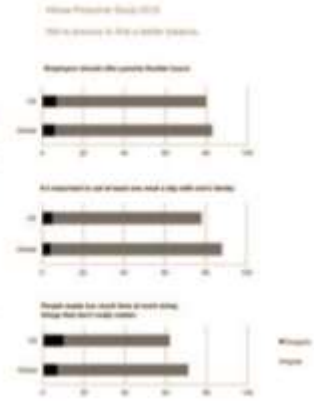
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24 Nov

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Retweeted by [user](#)

0 Comments



We're celebrating Family and Friends



founderhouse

Follow

11 likes

28w

founderhouse Family Dinners
@Founder_House (www.founder.house)
#colliving #coworking #housing #NYC

♥ Add a comment...



We're connecting with a smarter home



thedahliascene

Follow

87 likes

23w

thedahliascene Meet Alexa. She's one of my best friends as a mom. You can meet her and other home automation pieces that make my heart sing and help save us energy #ontheblog. What's one piece of technology that makes your #momlife easier? #mompreneur

#momlifeisthebestlife #momlifestyle #claritycoach #momlifebestlife #lifestylecoach #bossmom #bossmoms #bossmomstatus #momcoach #millennial #millennials #millennialentrepreneur #millennialmom #millennialmoms #millennials #millennialwomen #homeautomation #alexa #amazon #amazonprime #amazonecho

wanderforevermore What does she do?

thedahliascene She's like having a personal assistant @wanderforevermore

josephemcgill Alexa and I are fighting. Mine doesn't know who Wally West Flash

♡ Add a comment...

...

We're taking the time to hang out



weezul22

Follow

37 likes

23w

weezul22 Hanging out....#hatteras
#island #village #clothesline #vintage
#shadows #saltlife #nc

georgialadyoutdoors I still hang clothes
the old way, on a clothesline.

weezul22 Refreshing, isn't it? Thanks for
like! @georgialadyoutdoors

motion.design 🍷



Add a comment...



Time to sleep-in



_froreal

Follow

438 likes

26w

_froreal 7:39 am 🤗🤗 #webelike
#cuddlebuddies #comfybed #motherhood
drykettle I love your page :)

marchellajohnson I love your page

da_sweetheart Hehe this Picture is so
super cute !

thereal_littlebirdsmama This is so cute!

nataliefitnfree Love!

badmamori_ @icallbullshitt @moon.brooks



Add a comment...



Time to enjoy our food



andisomers

Follow

48 likes

73w

andisomers What's up Doc? 🐶 #YIMBY
#GardenShare #GrowYourOwn
#GreenThumb

♡ Add a comment...



We're rethinking the workplace



warehouseno5
WAREHOUSE No.5

Follow

145 likes

16w

warehouseno5 [WORKSPACE]
Start your week right at WAREHOUSE No.5 in a light filled, open planned space where the coffee is on point and the fresh air is flowing.

warehouseno5 .

- .
- .
- .
- .

#warehouseno5 #warehouse
#workspace #creativespaces
#coworking #collaborate #monday
#coffee #morning #office #worklife
#study #motivation #industrial #creativity
#freelancer #entrepreneur #design
#burleigh #burleighheads #gc
#goldcoast

cjcasciotta Love what you're up to. 🙌👍

happinessconciierge @raechelharding
where I'm off to tomorrow 🍷🔧

♡ Add a comment...



We're embracing a new generation of “makers”



biernuss

Follow

53 likes

13w

biernuss Hot like a forge #blacksmith
#forge #fire #hammer #anvil #beard
#bearded



Add a comment...



...and the enduring things
they create



kthutches

Follow

31 likes

20w

kthutches Finally got it. #kitchenaidmixer
#letmebakeforyou

jtoney13 So. Jealous. 😍

Julie_ann6 You're gonna love it!!

rivers_rivers1 Pumpkin pie!!!! @kthutches

kthutches @rivers_silvia Once the grocery
stores start selling pumpkins, I got you!

rivers_rivers1 This baby requires a full pie...
you will be reimbursed for everything :D
@kthutches

kthutches @rivers_silvia No need! Happy to
provide for Baby Rios. :)

thebighope @emmyloustraus



Add a comment...

...

There's a new Good Life



 **stephenhuling**
Bellevue, Seattle [Follow](#)

59 likes

stephenhuling Urban oasis in Bellevue!
#backyardlife

stephenhuling +

-
-
-
-
-

#backyard #patio #independenceday
#urbanlife #weekend #weekendvibes
#urbanlife #patio #patio #patio
#summerlife #patio #patio #patio
#patio #patio

katyweightman Cute
shelbstone here take my
#weekendvibes

[Add a comment...](#)

Shift: From living bigger to living better

From: Living Large



To: Being Connected

Driving Solo



Sharing Journeys

Slicing it Thick



Knowing Your Food

Pouring it On



Spending it Wisely

Throwing It Away



Holding on to it

Getting it Fast



Slowing Down

What does the Good Life 2.0 mean to you?

Exercise: What does the Good Life 2.0 mean to you?

Objective

Opportunity for you to share what the Good Life 2.0 means to you

Exercise: What does the Good Life 2.0 mean to you?

INSTRUCTIONS

1. Ushers will hand out cards.
2. **Think-in-ink:** On your own, take 2-3 minutes to write down answers to the questions on your card

Note: If you are watching online you can submit your answers to esp@sanjoseca.gov

What might the Good Life 2.0 look like for you, your family, or your neighborhood in the future?

Some questions to consider:

How would your home enhance your life?

How would you want to get around town?

How would you spend your free time?

Where and how would you work?

If you would like to be updated with further information about San José's efforts on sustainability, please provide your email address:

Please write legibly to make your ideas count.

If online, submit responses to esp@sanjoseca.gov

Exercise: What does the Good Life 2.0 mean to you?

INSTRUCTIONS

1. Ushers will hand you a card.
2. **Think-in-ink:** On your own, take 2-3 minutes to write down answers to the questions on your card
3. Share with your neighbor
4. Report out
5. Hand your card to the usher

Note: If you are watching online you can submit your answers to esp@sanjoseca.gov

1. Welcome

2. The Good Life 2.0 & sustainability

3. ESP solutions

4. Close

Three focus areas of the Environmental Sustainability Plan



Energy



Mobility



Water

San José has 5th worst traffic in the U.S.



Costs average driver \$1,442 in fuel a year

Congestion is growing faster than population

Public safety risks

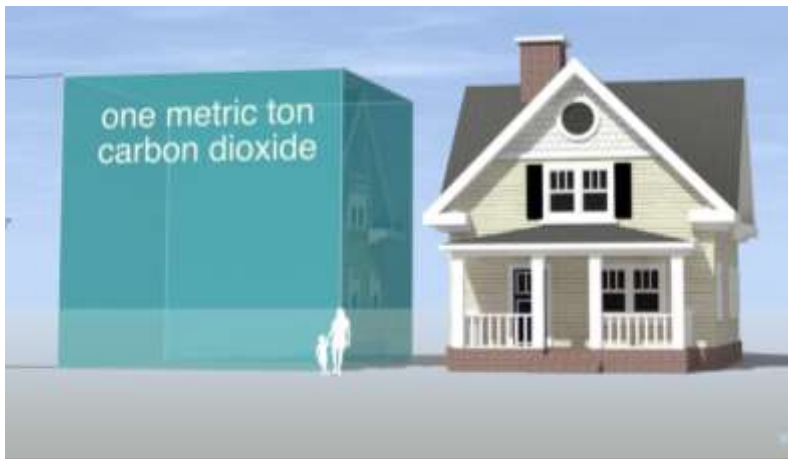


Sources: Texas A&M Transportation Institute, California Transportation by the Numbers (Tripnet, 2016), Metropolitan Transportation Commission, The Mercury News, San José Department of Transportation

City's energy plays a key role in tackling climate change ⚡

5.1

tons of carbon dioxide (tCO₂)
per San José resident and
worker



1/3

of the San José's GHG
footprint comes from
energy use



Drought had real social & economic costs



26%

Reduction in the volume of water available to San José during the drought

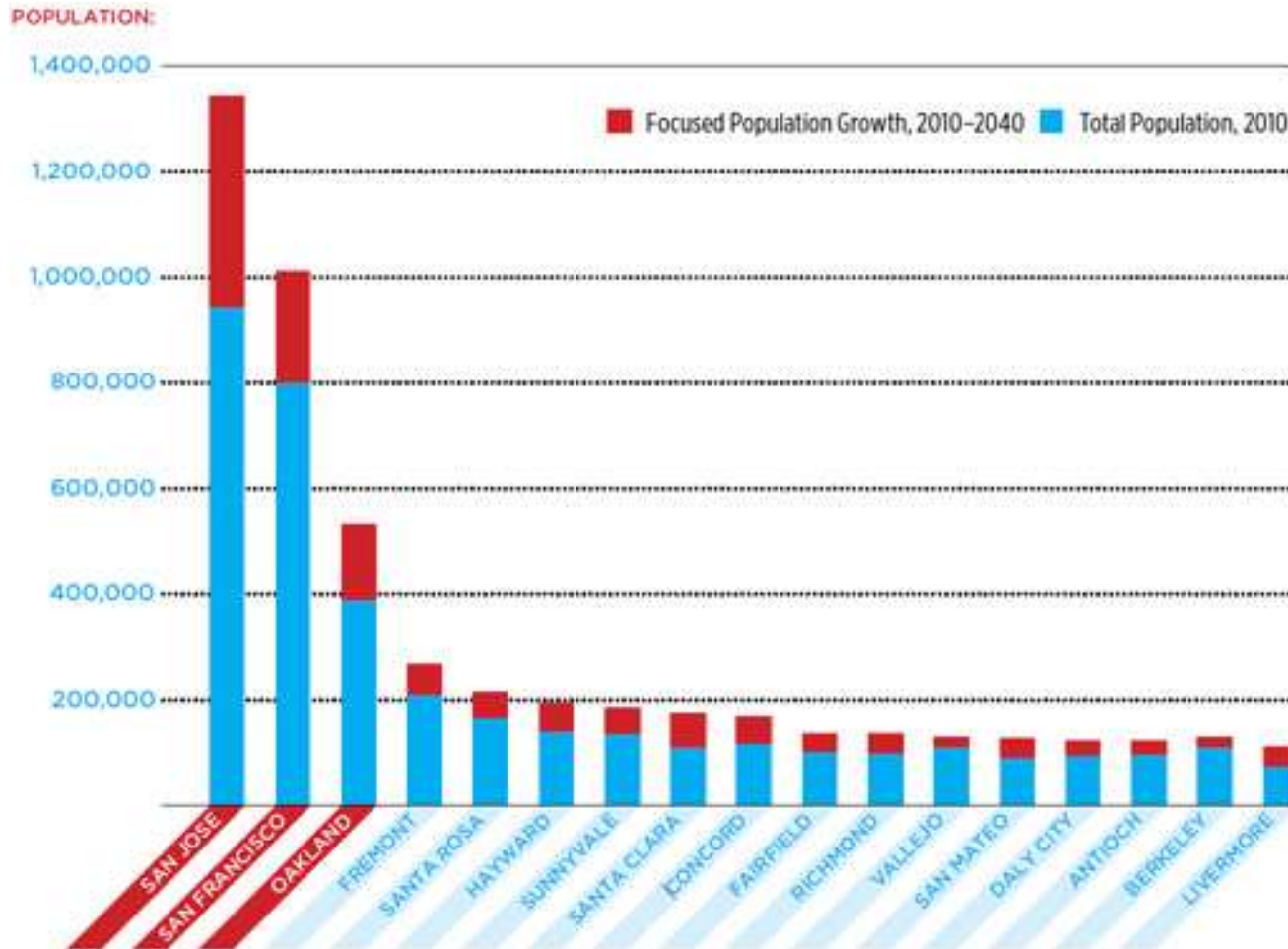
\$2.7 bn

Estimated to cost the state's economy



Population growth

Accelerating urbanization



Source: SPUR

Challenges exacerbate San José's housing crisis

In 2016, San José became the first city where the price of a typical home exceeds

\$1 million



Source: Wall Street Journal

Take pride in our accomplishments



Bay Area Bike Share



Silicon Valley Energy Watch



Property Assessed Clean Energy (PACE)



South Bay Water Recycling (SBWR)

... and pursue big solutions that meet the challenges



Community and Utility-scale Solar



Electric & Autonomous Vehicles



Advanced Mass Transit options



High-quality, compact, connected development

Exercise: Contribute to the ESP

Objective

Opportunity to contribute your ideas on energy, water and mobility for the ESP

Exercise: Contribute to the ESP

INSTRUCTIONS

1. Users will hand cards to you.
 - **Energy**
 - **Water**
 - **Mobility**
2. Think-in-ink: On your own, write one card per idea

Saving Water

What actions can help San José save water in a way that makes us ready for droughts and enhances your quality of life?

For example planting a Mediterranean style garden that requires very little water.

It would be great if _____ and the City of San José could help by _____.

One really big idea I like is...

If you would like to be updated with further information about San José's efforts on sustainability, please provide your email address:

Please write legibly to make your ideas count. If online, submit responses to esp@sanjoseca.gov

Energy

What actions can help San José residents get low cost clean energy?

For example, community solar installations that reduce energy costs for homeowners.

It would be great if _____ and the City of San José could help by _____.

One really big idea I like is...

If you would like to be updated with further information about San José's efforts on sustainability, please provide your email address:

Please write legibly to make your ideas count. If online, submit responses to esp@sanjoseca.gov

Mobility

What would need to be true for you to want to drive less?

For example, my employer let me work from home more often.

It would be great if _____ and the City of San José could help by _____.

One really big idea I like is...

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Please write legibly to make your ideas count. If online, submit responses to esp@sanjoseca.gov

Exercise: Contribute to the ESP

INSTRUCTIONS

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4. Close

Environmental Sustainability Plan Website

www.sanjoseca.gov/esp

Thank you!