

CLIMATE SMART SAN JOSE

A People-Centered Plan for a
Low-Carbon City



00 **Executive Summary**

A Plan that Charts a Course for Our Next Generation

San José has a strong heritage of forward-planning for our residents and our children. Going back to the City's inaugural General Plan over 40 years ago, San José developed and evolved in line with the best available evidence and resident priorities of the time. These have formed the City that we now live, work, and play in.

A decade ago, we made the first forays into articulating the issues of urban sustainability through the San José Green Vision. Through it, we outlined the issues that – as a City – we would focus on. These included switching our public vehicle fleets to alternative fuels, helping residents save energy, and growing clean technology jobs. The Green Vision laid an important foundation for further progress.

Climate Smart San José (**The Plan**) is the continuation and escalation of that vision, and will take San José into the next generation of urban sustainability. It articulates how every facet of our City – from buildings, to mobility, to how we grow our workforce – needs to transform in order to minimize our impact on the climate.

The transformation of our City requires multiple stakeholders to come together: city departments, related agencies, the private sector, and, ultimately, our residents and

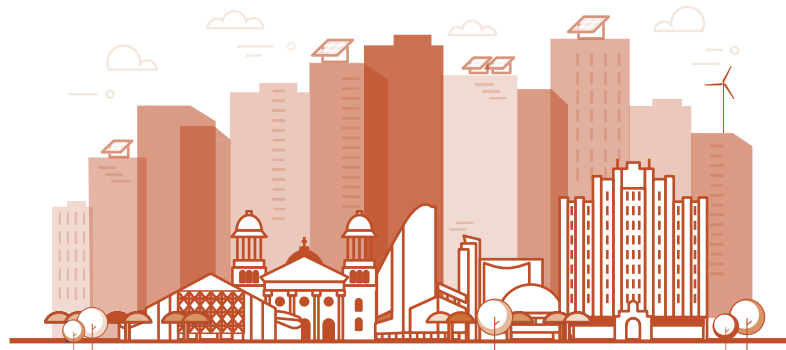
community groups. Thus, **The Plan** introduces a radical new framing that we call the Good Life 2.0 – one that gains traction by articulating the quality of life benefits of sustainability. By addressing benefits through resident priorities of an affordable home, time with their loved ones, and pleasant open space for them and their families to enjoy in San Jose, **The Plan** generates excitement around tangible issues that matter to our community.

The Plan also recognizes that, with the US withdrawal from the Paris Climate Agreement (Paris Agreement), many cities – including our own – are pledging to honor and uphold the Paris Agreement in lieu of Federal action. San José takes its role seriously and, in addition to our commitment, our plan uses the best data available to chart an economy-wide strategy that is aligned with the decarbonization goals of the Paris Agreement. We've crunched the numbers to understand that changes in some areas will have an effect on others, including the scaling of renewable energy, the electrification and sharing of vehicle fleets, investments in public infrastructure, and the role of local jobs in contributing to our sustainability.

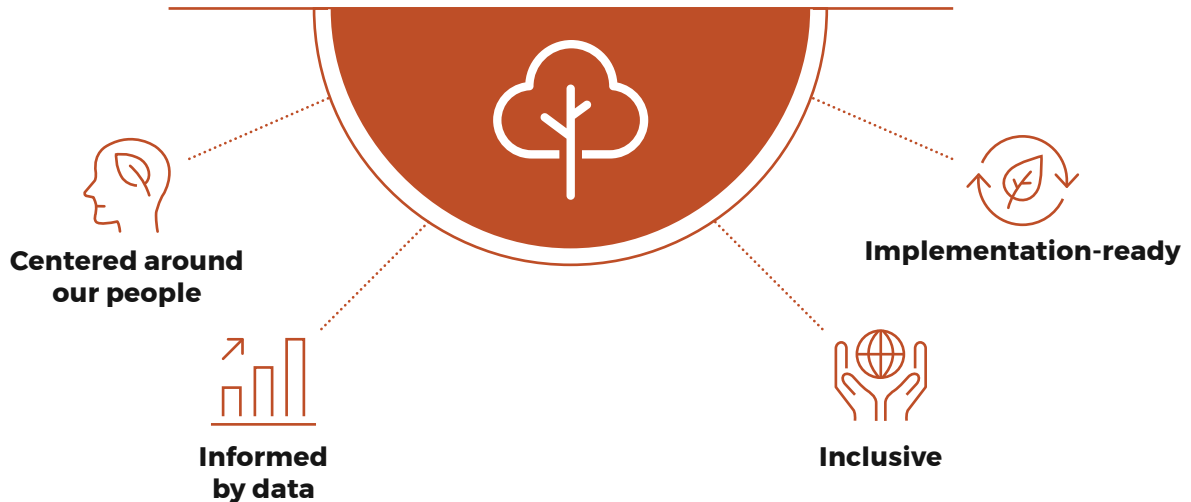
The Plan focuses on three pillars

and nine key strategies:

- A sustainable and climate smart City
- Transition to a renewable energy future
- Embrace our Californian climate
- A vibrant city of connected and focused growth
- Density our City to accommodate our future neighbors
- Make homes efficient and affordable for our families
- Create clean, personalized mobility choices
- Develop integrated, accessible public transport infrastructure
- An economically inclusive city of opportunity
- Create local jobs in our City to reduce vehicle miles traveled (VMT)
- Improve our commercial building stock
- Make commercial goods movement clean and efficient



Climate Smart San José



A Plan Grounded in the Good Life 2.0

The Plan is framed in such a way that helps deliver the aspirations and desires of our community. This is encapsulated by the Good Life 2.0, an inclusive and benefits driven approach to excite citizens to engage on climate issues.

Through these moves and strategies, we will transform into a climate smart City that is substantially decarbonized and meeting requirements of Californian climate change laws - all the while growing our population by 40 percent.

The Plan calls for unlocking the resources of the private sector and residents by making the investment case for the Good Life 2.0 and the economic efficiency that many climate smart

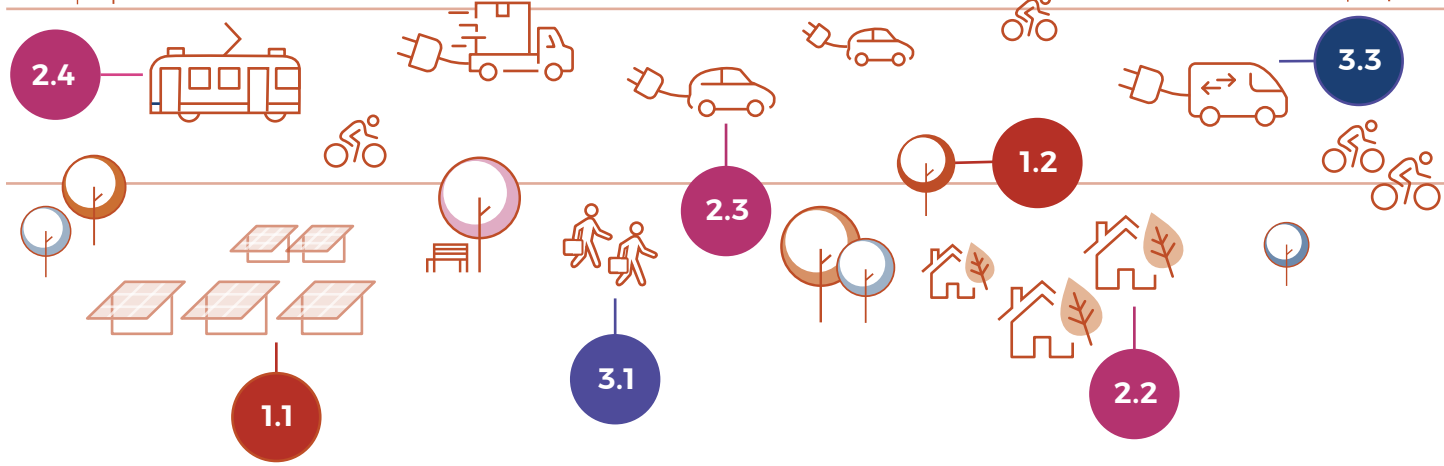
measures bring. This requires a significant change to how cities plan; it pivots from one that is City-centric into one that is people-focused. This means using the behavioral economics and lifestyles of residents to encourage the adoption of climate smart technologies and practices.

The scale of transformation will be significant and may require a commitment of 2.6 percent of our City gross domestic product (GDP) each year through 2050.

However, with climate action comes the economic benefits of energy independence, fossil fuel avoidance, and improved efficiency, resulting in a savings of 2.4 percent of our GDP.

The result is a City that is sustainable and climate smart, vibrant and connected, and economically inclusive.

The Nine Strategies of Climate Smart **SAN JOSE**



1.1

Transitioning to a renewable energy future provides clean electricity that supplies the entire city

2.1

Densifying our city in focused growth areas increases walkability and cycling and also makes our neighborhoods more vibrant, distinctive, and enjoyable

2.3

New technology can enable clean, electric, and personalized mobility choices that make it convenient to move between any two points in the City

3.1

Creating local jobs in our City makes it possible for our residents to work close to where they live, saving time, money, and gas spent commuting

3.3

Moving commercial goods through our City more efficiently with new technology and fleet management practices

1.2

Embracing our Californian climate means creating an urban landscape, in our homes and public places, that is not just low water use, but attractive and enjoyable

2.2

Making our homes energy efficient and fully electric can make them affordable for our families and more comfortable to live in

2.4

Developing integrated, accessible public and active transport infrastructure reduces the dependency on the car to move within the City

3.2

Making our commercial buildings high-performance and siting them close to transit lowers water and energy use

A Framework for Action: Nine Strategies in Three Pillars

PILLARS of what residents want

Pillar 1

A Sustainable & Climate Smart City

Pillar 2

A Vibrant City of Connected & Focused Growth

Pillar 3

An Economically Inclusive City of Opportunity

Climate and water STRATEGIES

1.1

Transition to a renewable energy future

2.1

Densify our city to accommodate our future neighbors

2.3

Create clean, personalized mobility choices

3.1

Create local jobs in our city to reduce vehicle miles traveled

3.3

Make commercial goods movement clean and efficient

1.2

Embrace our Californian climate

2.2

Make homes efficient and affordable for our families

2.4

Develop integrated, accessible public transport infrastructure

3.2

Improve our commercial building stock

Tailored PLAYBOOKS for key audiences and stakeholders



Technology enablers

Financial enablers



Businesses and industry



Property developers and owners



Residents



Our civic institutions



Regional agencies

The City's ACTION PLAN

THE ENABLING ROLE OF THE CITY GOVERNMENT



The City's BOLD CAMPAIGNS

RENEWABLES AND ELECTRIFICATION

MEET OUR JOBS TO EMPLOYED RESIDENT RATIO TARGET

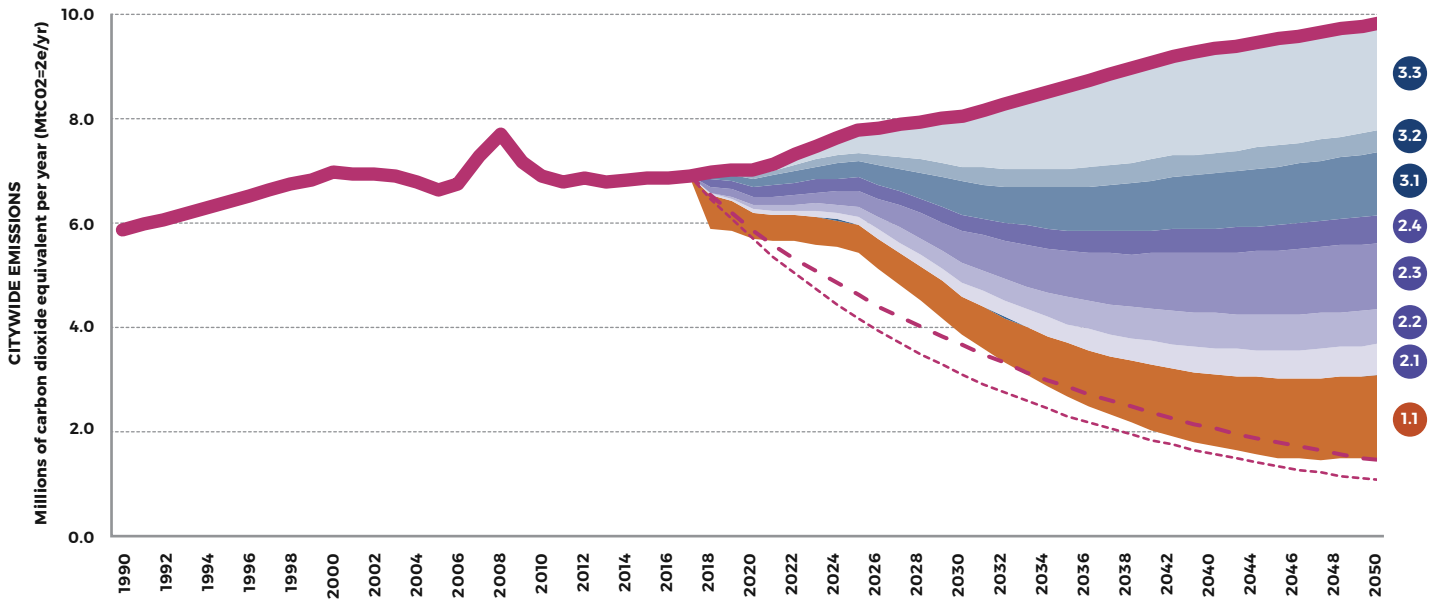
WORK TOWARD OUR FOCUSED GROWTH TARGET

REDUCE PER CAPITA VEHICLE MILES TRAVELED

REDUCE PER CAPITA WATER USAGE

Climate Smart San José Sets Us on a People-Centered, Paris-Aligned Pathway

Meeting Paris Requirements



○ Baseline

--- Paris-compliant 2°C pathway

--- California AB32 (EO-S-3-05 and EO-B-30-15)

1.1 Transition to a renewable energy future

2.1 Densify our city to accommodate our future neighbors

2.3 Create clean, personalized mobility choices

3.1 Create local jobs in our city to reduce VMT

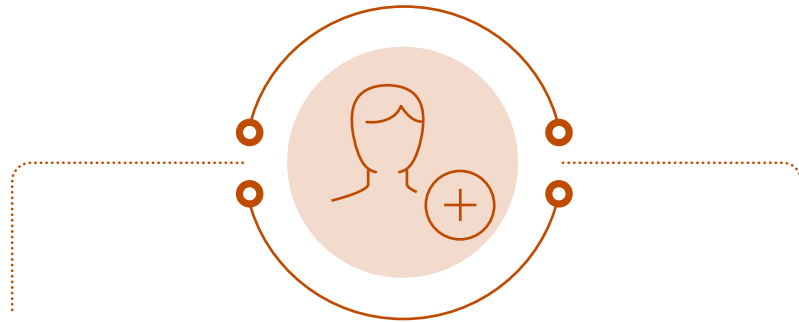
2.2 Provide affordable, efficient homes for our families

2.4 Provide high-quality, accessible public transit infrastructure

3.2 Improve our commercial building stock

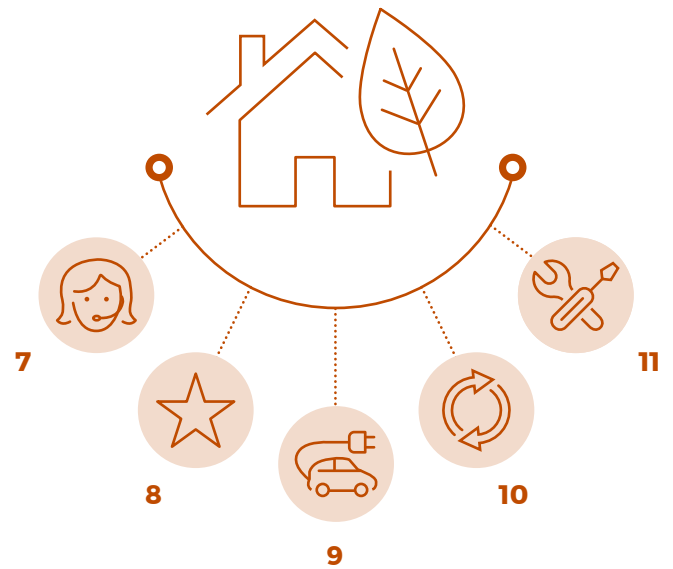
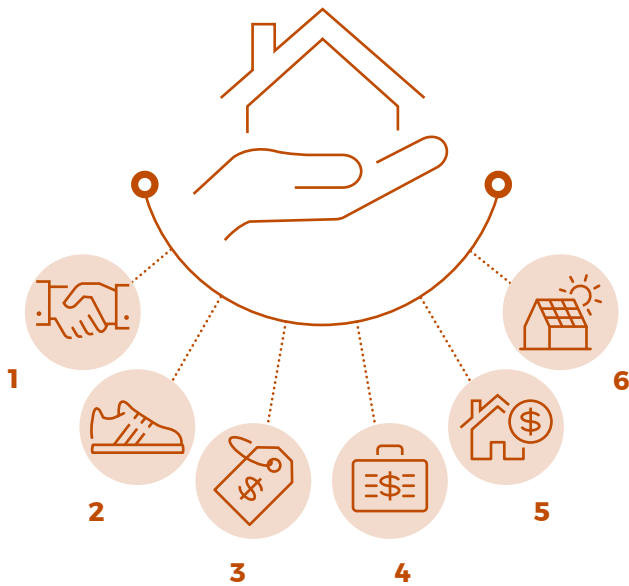
3.3 Make commercial goods movement clean and efficient

Getting San Joséans to drive action requires thinking about how we interact in the City through various networks and is an opportunity for businesses to get involved by helping us unlock the power of our people.



Program Our Community Networks

Grow the Good Life 2.0 San José Narrative



1

CONNECTIONS

#SanJoseGoodLife2.0, smart commuter traffic/weather

2

PLAY

On-site

3

SHOPPING

Good Life 2.0 ratings, weekly features

4

FINANCE

Good Life 2.0 financing

5

REAL ESTATE

Smart home buying guide and ratings

6

HOME

Fixer-Upper San José edition

7

WORKPLACE

Good Life 2.0 San José updates, group rides, in-office updates

8

COMMUNITY

Ride-alongs

9

MOBILITY

City employee features, what to wear when you cycle to work, electric car demos, walking for healthy communities, commuter blogs

10

RITUALS

Commuter coffee, three-to four-person rideshare promos

11

RENOVATION

Smart landscape promos