

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: Kerrie Romanow

SUBJECT: CLIMATE SMART SAN JOSE
PLAN SEMI-ANNUAL UPDATE

DATE: July 1, 2020

Approved

/s/ Jim Ortbal

Date

7/6/2020

INFORMATION

The purpose of this information memo is to provide a semi-annual update to the City Council on key activities completed and underway to implement Climate Smart San José (Climate Smart). This report had been scheduled for inclusion on the Transportation and Environment Committee Spring 2020 Workplan. Since City Committee meetings have been cancelled due to the COVID-19 pandemic, this report is being provided as an informational memorandum to the City Council.

EXECUTIVE SUMMARY

The Climate Smart San José plan (“Climate Smart”) was approved by City Council in February 2018 and includes goals and milestones that align with the 2016 Paris Agreement, designed to prevent the rise in global temperatures from rising more than 2°C. Climate Smart is focused on achieving greenhouse gas (GHG) reductions in three primary categories: energy, water, and mobility. This report to Committee and Council is the fourth since the plan’s adoption and highlights the many areas of progress achieved since the last report in Fall 2019. It also includes, as requested by Council in May 2019, a draft Community Engagement Roadmap, one that would focus on hard-to-reach, under-resourced, diverse communities, and low and modest-income families, especially in multi-family housing.

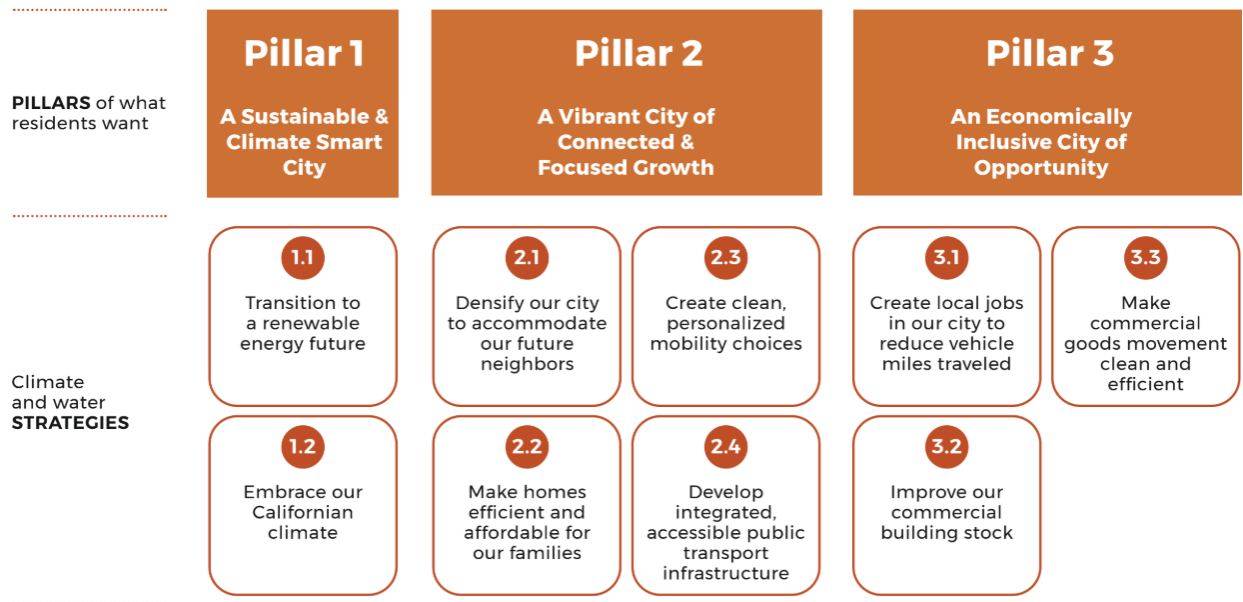
BACKGROUND

The climate challenges of this century directly affect the quality of life of all residents in San José. Over the past two years, across California, the United States, and worldwide, there have been more frequent and disruptive flooding events, degraded air quality from massive wildfires, and record-breaking extreme heat events. San José has been no stranger to such occurrences. Now, in addition to the response needed to address the significant, long-term threat of climate change, San José faces the urgent and immediate impacts of the COVID-19 pandemic. The two crises are not without their parallels, and the City’s climate objectives should be identified as

pathways towards creating a healthier city that is more resilient in the aftermath of a crisis like the COVID-19 outbreak.

Adopted in February 2018, Climate Smart is a data-driven plan with specific goals to reduce climate change through greenhouse gas (GHG) reduction strategies organized in three pillars with nine associated strategies, as depicted in Figure 1.

Figure 1: Climate Smart San José Framework



A technical working group and executive steering committee, consisting of various City departments under the leadership of the Environmental Services Department (ESD), coordinate the City’s climate action efforts. The technical working group and steering committee meet monthly to develop opportunities for departments to work together, as well as to identify areas that require broad coordination and/or alignment on fundamental policy decisions related to the implementation of Climate Smart.

ANALYSIS

Climate Smart Community Engagement Roadmap

A wide range of community interests were brought together in the planning and development of Climate Smart, and the engagement and participation of the community in activities that actually lower greenhouse gas (GHG) emissions is equally critical to the success of the plan. In May 2019, Councilmembers requested that staff return to the Transportation and Environment (T&E) Committee with a Climate Smart Community Engagement Plan – one conducted in collaboration

with our community leaders and non-profit partners, and one that clearly articulates pathways to engage hard-to-reach and low-income families. The development of that Plan involved research on local, state, and national climate engagement and strategies; meetings and discussions with city council staff, neighborhood associations, community-based organizations, local foundations, and county governmental and private agencies throughout the city. Those discussions resulted in the identification of strategic pathways for community engagement, along with recommendations for directions on their implementation. That Plan is attached to this report (Attachment A).

Within the City, departments with a key stake in the implementation and success of the Climate Smart Action Plan are actively coordinating community engagement strategies and activities to implement climate change activities and ensure a more collaborative approach to working in partnership with our community.

Community Outreach Activities

City departments have made significant efforts to embrace Climate Smart and implement climate actions. The Climate Smart program continues to engage stakeholders and community members in the implementation of the Climate Smart San José goals. Between September 2019 and March 2020, the following notable outreach activities were completed:

- Engaged the community at more than 20 events and reached more than 1,500 residents including Christmas in the Park, one of the city's most popular community events, the Turkey Trot and Tet Festival at Eastridge Mall, celebrating the Vietnamese lunar new year and one of the largest cultural events attracting more than 20,000 residents. City staff promoted Climate Smart and provided informational material that was translated into Spanish, and Vietnamese, depending on the audience of the event.
- Trainings and workshops were conducted in December 2019 and February 2020 to bring the business community up to speed on the latest building reach codes and the natural gas infrastructure prohibition that took effect January 1, 2020. The meetings were attended by developers, consultants, manufacturers, non-profits and local utility providers. They discussed market readiness, electrification in multi-family and mixed-use buildings, existing and new technologies, electrical infrastructure and impacts on affordable housing.
- Staff gave away nearly 1,700 LED light bulbs at community events to promote simple, cost-effective energy efficiency and encouraged participation in the Climate Smart Challenge.
- Hosted the regional Bay Area Home Electrification Expo on October 12, 2019 at The Tech Interactive with 300+ residents in attendance. There were panel discussions on building and home electrification with energy experts and residential energy advisors. The Expo had a resource fair with over 18 manufacturing representatives and vendors.
- Staff planned several events for the winter and spring of 2020 that were disrupted by the COVID-19 outbreak. Staff will focus efforts on digital campaigns such as use of social media and targeted email communication until social gatherings are risk-free.
- Pathways to Climate Smart Careers on March 7, 2020, at The Fairmont San José was cancelled. The career fair for high school students was in conjunction with the second

Youth Climate Action Summit at The Tech Interactive. The event was designed to help young people become climate leaders by introducing them to career opportunities in the field of sustainability. The event was to feature more than 30 exhibitors, and 175 youth had registered for the event.

- The San José Earth Ride schedule for April 19, 2020 was cancelled, due to the COVID-19 pandemic.
- The Climate Smart Champion Awards have been postponed and the winners and will be announced later this year.
- Deployed social media campaigns and shared 25 posts on Facebook, Instagram, and Twitter to highlight successes such as the passage of the reach code and natural gas ban, promote events such as the Bay Area Home Electrification Expo and Pathways to Climate Smart Careers, and programs like the Building Performance Leaders, Climate Smart Challenge, and induction cooktop checkout program.
- Staff completed implementation of a semester long outreach pilot with four high schools in Disadvantaged Communities (DAC) in the East Side Union High School District (James Lick, Independence, Piedmont Hills, and Yerba Buena) wherein students lead civic action projects to reduce energy use and greenhouse gas emissions and become youth leaders of climate change action in their community. Two hundred forty students, four champion teachers, and three school district staff were reached through the pilot which advanced the goals of Climate Smart San José. Among the different projects, students at Independence High School convinced administrators to post permanent signage and make other changes that will increase compliance with a district policy requiring pools to be covered when not in use, thus saving energy and water. The Student Showcase & Celebration in December reached over 200 students, teachers, school district staff, and family members and featured a student panel moderated by Councilmember Maya Esparza and more than 50 energy-efficiency and zero net carbon building projects. Other activities at the Showcase included a peer keynote speaker, presentation of the 2019 Climate Smart Cup by Earthquakes player Florian Jungwirth, resource fair tables, and teacher recognition. School district staff praised the pilot, saying students had “never been exposed to opportunities like this to grow their leadership skills and become change-makers of energy policy and processes on campus.”
- Staff launched its Climate Smart Challenge for residents (i.e. the “Better Communities” pathway) at the Bay Area Electrification Expo in October 2019. The Challenge focuses on increasing resident engagement, activating social networks, and building community capacity around the implementation of Climate Smart, in alignment with BAAQMD and ACCC grants, utilizing the Community Climate Solutions (CCS) platform. Staff has conducted several outreach efforts since October to promote the Challenge, such as partnering with the community organization “Mothers Out Front” (MOF), tabling at various community events, attending Council District meetings, developing social media campaigns, conducting a staff Brown Bag presentation, email blasts and utilizing a kiosk in the lobby of City Hall. As of March 2020, there are 319 users participating in the program. Users have completed over 229 climate actions that have resulted in over \$5,000 saved, 20 tons of CO₂ and 87,506

gallons of water saved. The platform was also translated to Vietnamese as of March 2020 and is also available in Spanish and English.

- As mentioned above, staff partnered with MOF to increase awareness of the Climate Smart Challenge. Since September 2019, MOF has promoted the Challenge to over 800 residents through their e-newsletter, conducted five tabling events, six house party presentations, seven community group presentations and 12 networking meetings. To ensure more equitable outreach in San José, MOF hired two part-time engagement staff that are fluent in Spanish and Vietnamese, and well-connected to San José's Latinx and Vietnamese communities. MOF has developed, adapted, and translated various outreach materials into Spanish and Vietnamese in collaboration with the City and CCS.

Other key outreach activities proposed for the near future include: Drive Electric San José; a partnership with Peninsula Family Services to provide Electric Vehicle purchasing and leasing counseling to low-income and non-English speaking communities, Climate Smart and San José Clean Energy's continued engagement activities; the Climate Smart Youth Leaders pilot; the Community Climate Solutions web platform and associated Climate Leaders Program for tracking individual contributions to GHG reductions; and, a focused residential engagement project with Mothers Out Front to reach at least 600 households within the City's diverse communities and low and modest-income families.

In addition to overarching Climate Smart community engagement, the City made progress on the Climate Smart San José City Action Plans. There is still a long journey ahead in order to implement the full City Action Plan and meet Climate Smart goals through 2050, but there is also a clear, ongoing commitment by the City Council and City staff to make progress in the near-term towards long-term success. The following are key initiatives arranged by the plan's core pillars and are representative of the extensive and commendable actions that various City departments are taking to bring the near- and long-term Climate Smart goals to a reality:

Pillar 1: A Sustainable & Climate Smart City

San José Clean Energy

San José Clean Energy (SJCE) initiated service in September 2018 to municipal accounts and expanded in February 2019 to serve most residents and businesses. SJCE now serves nearly 330,000 customers in the City of San José and is the largest single-jurisdiction Community Choice Energy program in operation. Their peak demand served is approximately one (1) gigawatt (GW). SJCE's default GreenSource service is now 45 percent renewable and 86 percent carbon-free, and their TotalGreen service is 100 percent renewable. Over 1,300 residential and commercial customers have upgraded to TotalGreen. Customers opting out of the program for full PG&E service represent less than two percent of the customers who have been enrolled. This month, SJCE will begin enrolling approximately 20,000 residential and small commercial net energy metering (NEM; typically, rooftop solar) customers. It represents the final enrollment of customers for SJCE and will be conducted in four quarterly installments, concluding January 2021.

After paying off start-up costs and building an operational reserve, SJCE can reinvest operational surpluses back into the community through lower rates and local programs that further reduce GHG emissions and promote equity. Programs that promote adoption of electric vehicles, fuel switching, demand reduction, and energy efficiency can help meet Climate Smart goals.

SJCE presented its first iteration of the program roadmap to the T&E committee on March 2nd, 2020. The presentation included a proposed program selection framework, as well as potential near-term and future programs once operational reserve target levels are reached.

SJCE noted that it will take several years to build a sufficient operating reserve. SJCE has a goal of building an operating reserve that includes 120 days of operating expenses by 2023. Community Choice Aggregation entities such as SJCE face significant regulatory challenges and risks, including: increasing investor-owned utility exit fees, expansion of direct access, which could reduce the number of commercial customers served by SJCE, and central buyer initiatives that would limit SJCE's procurement autonomy and ability to control costs. These challenges could delay SJCE's ability to fund a sufficient operating reserve and the funding of customer programs.

In the meantime, SJCE proposed to pursue three near term programs that leverage external money from state-level agencies. These programs include Energy Efficiency programs funded through the CPUC-administered Public Purpose Program charge, the CPUC-administered Disadvantaged Community Green Tariff program, and the **California Electric Vehicle Infrastructure Project** (CALeVIP). The latter two programs are discussed in more detail below.

SJCE recommends continuing to improve SJCE's overall portfolio mix to include carbon-free resources as the most impactful initiative to meet the Climate Smart Pillar 1 goals and transition to a renewable energy future. SJCE is on track to transition GreenSource to 100% carbon neutral by 2021. SJCE also recommends focusing on electrification incentives as an important goal to reduce carbon emissions. SJCE's program's roadmap will focus on electrifying transportation and buildings as the main priorities to meet the Climate Smart goals.

One GW Solar City

San José Clean Energy is focused on supporting the One GW Solar City strategy with three parallel initiatives.

1. Promote existing programs available to San José residents
2. Provide education and support to San José residents on home solar systems
3. Develop programs for SJCE customers

Promote Existing Programs

Disadvantaged Community Single-Family Affordable Solar Home (DAC-SASH)

The California Public Utilities Commission (CPUC), following up on the Single Family Affordable Solar Homes (SASH) program, has created and funded a successor program, DAC-SASH, to provide up-front financial incentives for solar installations on homes owned by low income residents in disadvantaged communities (DAC). Grid Alternatives (the program administrator for the SASH program) has been selected as the program administrator for DAC-SASH.

SJCE has partnered with Grid Alternatives to spur greater use of this program by San José residents. In 2019, SJCE co-marketed the program with Grid Alternatives by sending out joint program mailers as well as hosting two in-person workshops on the program. SJCE will continue similar co-marketing efforts in 2020 and will track results accordingly.

Solar on Multifamily Affordable Housing (SOMAH)

The SOMAH program is overseen by the CPUC and provides financial incentives for installing photovoltaic (PV) energy systems on multifamily affordable housing in California. The Center for Sustainable Energy (the program administrator for the CALeVIP) has been selected as the program administrator for SOMAH.

SJCE will explore a co-marketing partnership with CSE to promote SOMAH in San José, similar to the partnership done thus far with Grid Alternatives for the DAC-SASH program.

Bay Area SunShares

In 2008, the U.S. Department of Energy (DOE) named San José as one of 25 Solar America Cities. This grant award was intended to accelerate solar adoption in cities by supporting cities' innovative efforts with financial and technical assistance. As part of this award, ESD staff created an Employee Solar Group Buy program which offered lower solar purchasing costs due to volume purchasing. This successful effort helped to spur other external efforts to organize around group solar buying. A current group buy program, Bay Area SunShares, offers discounts through selected solar providers for residents living in the nine Bay Area counties. In 2019, San José Clean Energy promoted the program to customers through social media and SJCE's website. SJCE plans to do the same during the program's 2020 campaign.

Customer Education

SJCE Webpage

SJCE in 2019 launched a "Going Solar" [webpage](#) to educate residents and customers on the process and important steps to consider in installing rooftop solar. SJCE will continually refine and update the webpage to ensure it serve as a reliable source of information to the community.

SJCE Programs

Community Solar Program

As part of its suite of programs focusing on expanding solar in DAC's, the CPUC has created a community solar program for residents in DAC's, the DAC-Green Tariff (DAC-GT) program. The program is CPUC funded and helps to provide discounts of up to 20% to low income residents living in DAC's. The program's aim is also to provide low income residents who do not own their home and thus do not qualify for the DAC-SASH program to gain access to community solar. SJCE plans to bring a recommendation to Council for a decision on applying to the CPUC for funds to administer this program for SJCE customers in 2020.

Solar Loan Program

Public Works is investigating a Bay Area Air Quality Management District (BAAQMD) loan program for storage and solar projects. BAAQMD's Climate Tech Finance program offers subsidized financing for public and private facilities to adopt emerging technologies that reduce GHG emissions.

SolSmart

SolSmart, a U.S. Department of Energy Solar Energy Technologies Office program, recognizes and rewards cities, counties, and small towns for making it faster, easier, and more affordable to go solar. The certification process reviews ease of permitting, public reporting of solar statistics and goals as well as community engagement efforts on solar. The City submitted its SolSmart application on August 19 and achieved the SolSmart Gold designation. The Gold designation will provide the City with up to 100 hours of free solar-related technical assistance from a team of providers including the National Renewable Energy Laboratory and the Solar Foundation as well as recognition on their website including basic listings, placement on their map, possibility of a "spotlight" write-up, and additional awards.

Energy Resiliency

The City has entered into a Memorandum of Understanding with the Urban Land Institute (ULI) to evaluate how the public and private sector can work together to unlock the benefits of the integration of renewable energy generation and storage in market rate and affordable housing developments to meet carbon mitigation goals, increase the financial viability of projects, improve social equity outcomes, and improve resiliency during Public Safety Power Shut-downs (PSPS).

ULI received grant funding from the Kresge Foundation to form an Advisory Services Panel (ASP). The ASP is a panel composed of members who collectively have a varied and broad experience and knowledge applicable to the particular problem stated above and are recognized by their peers in their field of expertise as having sufficient reputation and experience to provide unbiased input into the recommendations the City will receive.

The City recently used a similar model, known as a Technical Advisory Panel (TAP), through the American Cities Climate Challenge, to make recommendations on proposed updates to the City's parking policy.

The ASP was initially scheduled to convene in June 2020 but is on hold until the panel and work can be safely assembled.

Municipal Facilities

As reported to Council in December 2019, the number of exterior facility lights is far less than initially estimated. Voter approval of Measure T (The Disaster Preparedness, Public Safety and Infrastructure Bond) in November 2018 is allowing the Departments of Transportation (DOT) and Public Works (DPW) to implement additional conversions of the City's remaining outdoor lighting inventory to LEDs. In partnership with PG&E, the City's remaining streetlight inventory of 37,000 lights will be converted by 2021. All City park and trail lighting will be converted by 2024. LED lighting and controls upgrades will capture additional energy savings and GHG reductions.

The DPW continues to implement projects to support renewable energy generation and energy efficiency throughout the municipal portfolio. The City's current solar portfolio spans 39 sites with a total generation capacity of 6.5 megawatts (MW) of clean energy. The last substantial increase to this portfolio occurred in fiscal year 2016-2017, when seven additional municipal sites totaling 1.3MW became operational. The DPW goal to expand municipal solar directly supports the One GW Solar City goal as well as the Climate Smart San José City action to evaluate solar feasibility for all municipal buildings and install where possible. Additional solar installations can be delivered via capital improvement project improvements and/or through a power purchase agreement (PPA). Capital projects would require one-time and ongoing funding; the City would own the systems, energy savings, and renewable energy credits. In a PPA agreement scenario, the City would essentially transfer these benefits to a third-party company that owns the system in exchange for deferring capital funding costs. There is a current need for funding to implement the solar analyses at municipal facilities called for in Climate Smart San José.

Energy efficiency principles have been incorporated into existing workflows and programs. Upgrade work to more efficient equipment continues through the Deferred Maintenance Infrastructure Backlog (DMIB) program. As projects from the DMIB are funded through individual budget proposals, future replacement work will utilize energy efficient equivalent units.

Design for new City facilities, such as Fire Station No. 37 and No. 20, will incorporate Zero Net Carbon (ZNC) technologies and will be evaluated for battery backup-ready systems to support the City's resiliency goals. The relatively small footprint for these facilities may not lend themselves for the installation of photovoltaic panels to offset their energy consumption; however, the design teams are developing plans to include as much on-site solar panel coverage as possible.

Staff continues to explore technology with vendor entities and research grant and financing opportunities. A state stimulus package is being explored as an opportunity to install solar and battery backup at critical City facilities and increase the resiliency of our community. In addition to pursuing opportunities such as these, a comprehensive strategy and accompanying funding mechanism are needed to implement a holistic program for the entire portfolio as well as traditional efficiency measures. This includes conducting solar feasibility studies, constructing additional systems, retrofitting additional interior and exterior lighting, and additional actions to move the existing municipal portfolio toward ZNC in a significant way.

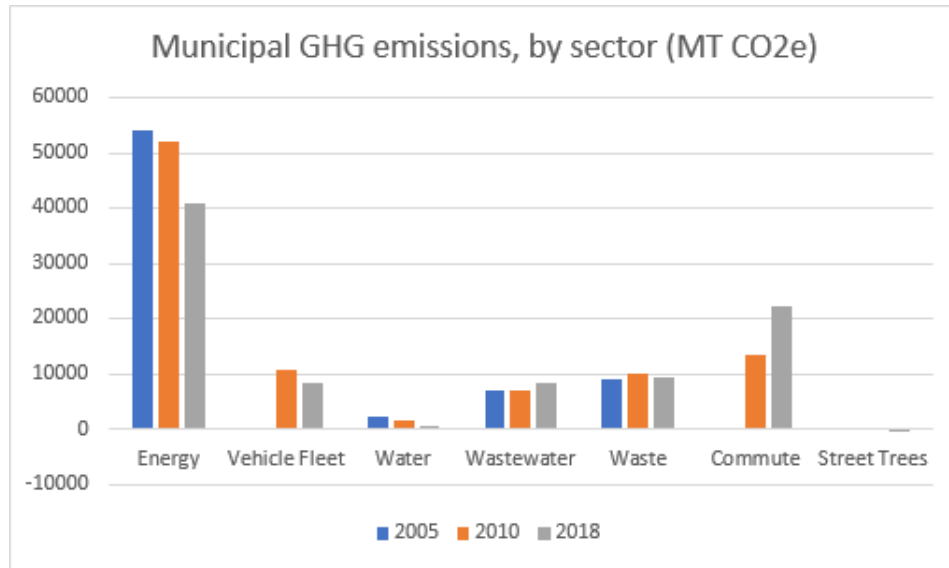
Municipal GHG Inventory

In collaboration with ICLEI – Local Governments for Sustainability, staff are completing a GHG emissions inventory for municipal facilities and operations for CY 2018. It includes emissions from buildings and facilities, public lighting, the city vehicle fleet and generators, water services, wastewater treatment, solid waste, and employee commutes, and carbon dioxide sequestered by city street trees. The inventory report is currently being finalized and will be made publicly available on the Climate Smart dashboard website when complete.

The inventory report also includes updated calculations for the previous municipal GHG inventories: a CY 2005 inventory conducted by DNV- KEMA with data provided through Joint Venture Silicon Valley, and a CY 2010 inventory conducted by DNV-KEMA and later updated by AECOM. The 2005 and 2010 inventories were updated to correct errors and match the methodology used for the 2018 inventory as closely as possible. The updated 2010 inventory includes all emissions categories considered in the 2018 inventory, except sequestration by city street trees. The updated 2005 inventory includes all emissions categories considered in the 2018 inventory, except the city vehicle fleet, employee commutes, and sequestration by city street trees.

Preliminary results indicate that in 2018, municipal facilities and operations captured in the inventory emitted a net total of 73,178 MT CO₂e (metric tons of carbon dioxide equivalent – the amount of carbon dioxide that would cause the same amount of global warming as all the GHGs emitted), an 18% reduction when compared to the 2005 inventory. Approximately half of these emissions (40,928 MT CO₂e) came from electricity, natural gas, and liquid fuel use in buildings and facilities. The next largest emissions category was employee commuting, at 18,680 MT CO₂e. A full breakdown is provided in Figure 2.

Figure 2: Municipal GHG emissions in 2005, 2010, and 2018



Municipal Facilities use a lot of electricity, so as electricity-related emissions are reduced with the addition of carbon-free electricity to the grid, significant reductions in emissions can occur. Carbon-free power content delivered through PG&E has increased since 2005, but the reductions observed in the 2018 inventory are mainly due to San José Clean Energy providing municipal facilities with 100% carbon-free electricity during the last 3 months of 2018. Other contributing factors include: (1) improvements in building energy efficiency, (2) conversion of streetlights to energy-efficient LEDs, (3) partial electrification of the city vehicle fleet, (4) the city vehicle fleet’s switch from fossil fuel diesel to 100% renewable diesel, (5) decreased water use city-wide, (6) improved efficiency of San José Municipal Water pumps, and (7) organic waste being sent for composting or anaerobic digestion rather than to landfill.

Climate Smart San José Phase II – Natural and Working Lands (NWL) Analysis

At the February 2018 City Council meeting, Council directed staff to work with external partners to further research the connection between natural and working lands (NWL) and community wide GHG emissions and report back to City Council with findings and recommendations. City Council subsequently approved up to \$100,000 in matching City funds in FY 2018-2019 to develop this NWL element, and the Santa Clara Valley Open Space Authority (OSA) contributed \$80,000 in matching funds in March 2019. \$20,000 is being utilized for staff costs and \$160,000 was committed for consultant services. A consultant request for proposals (RFP) was posted in April 2019. The contract was awarded to Cascadia Partners, LLC from Portland, Oregon in July 2019, and the agreement was executed on January 10, 2020. The final scope of work includes the development of a spatially derived tool (e.g., a modeling platform) and a formal report, which can be incorporated into Climate Smart, that evaluates how NWL land use changes and enhancements may impact San José’s net GHG emissions profile, environmental goals, and

GHG reduction targets. The tool and final report will be completed within one year of contract execution.

Pillar 2: A Vibrant City of Connected & Focused Growth

Transportation Access and Mobility Plan

The Access & Mobility Plan is a citywide strategic implementation plan for the City's ambitious transportation goals. The Plan will ultimately deliver the framework, strategies, organizational changes, and analytic tools to focus the City's efforts on the most effective and efficient actions to meet adopted goals and reduce GHG emissions by moving away from single-occupancy vehicle trips. The Plan will create a flexible framework that operationalizes the City's goals and equity considerations into implementation strategies that can be adjusted as conditions change and as new data becomes available.

The Plan is being developed in three phases that will ultimately shape how DOT is structured, the workflow it uses to prioritize projects, and what projects are recommended to be included in the five-year Capital Improvement Program. Staff has completed Phase 1 under the direction of a cross-departmental and cross-institutional steering committee. In this phase, staff brought together the wide-ranging City transportation policy goals into a set of Transportation Directives, including a set of draft Key Performance Indicators (KPIs) that will drive the development of strategies and analytics in Phases 2 and 3.

Staff has completed the RFP for the Access & Mobility Plan effort and selected a consultant team lead by ARUP. Contract negotiations have been completed. The effort officially kicked off at the beginning of April 2020. The Transportation Directives and KPIs document can be found on the Plan's website: <https://www.sanjoseca.gov/your-government/departments-offices/transportation/planning-policies/san-jos-access-and-mobility-plan>.

Shared Micro-Mobility Ordinance

The City of San José continues to partner with the private sector to expand Shared Micro Mobility (SMM) options for San José residents and visitors, namely through bike share and shared electric scooters (e-scooters). In response to e-scooters that began appearing in San José in February 2018, the City adopted a micro-mobility ordinance in December 2018 that permits, monitors, and evaluates shared micro-mobility service operators throughout the city. Today, 5,000 e-scooters are permitted to operate within the City via five companies. A full information memo on the status of e-scooter operations – including the status of sidewalk prevention technology and responses to COVID-19 – was posted in June 2020. In addition, San José already has a robust bike-share program, Bay Wheels, operated by Lyft, which has grown to 82 active stations and 1,750 bikes – 1,000 manual, station-based bikes and 750 e-assist bikes that can be docked or locked to any bike rack. During the first three months of calendar 2020, Bay Wheels averaged more than 1,000 trips per weekday in San José. These two synergistic programs, e-scooter and bikes (electric and traditional) result in more climate-friendly options for getting around San José. People have taken approximately three million trips on these services in San José to date, saving the equivalent of nearly three million vehicle-miles traveled.

Increasing High Density Housing

The General Plan Four-Year Review Task Force process was initiated in fall 2019. Staff and the Task Force are considering several General Plan policy changes that would facilitate higher density housing in areas near transit and/or other services. This includes exploring a policy framework and future actions to allow single-family parcels to redevelop to 2-4 units proximate to transit-oriented urban villages, shifting of residential growth capacity to Downtown, the creation of new urban villages, and allowing limited housing in neighborhood business districts. The City Council is anticipated to consider these policy recommendations in December 2020. Additionally, preparation of urban village plans for the Berryessa BART Urban Village and N. 1st Street Urban Village are underway and are anticipated to be considered by City Council for adoption in fall 2020.

Parking Management and Pricing

The City is reevaluating its car parking policies to improve consistency with its Climate Smart Plan and Envision San José 2040 General Plan transportation and land use goals. At present, minimum parking requirements are based on the type and scale of activity, to ensure sufficient parking. The current parking requirements are not always consistent with community goals, including increasing fairness and housing affordability, reducing traffic congestion and GHG emissions, designing more attractive and lively neighborhoods, and development of urban villages. In addition, excessive and inflexible parking requirements greatly reduce urban housing and commercial affordability.

Through the American Cities Climate Challenge (ACCC), the city has partnered with Urban Land Institute (ULI), and Nelson Nygaard to comprehensively evaluate and update parking requirements for new development, particularly in the downtown and other areas around transit. The process will engage technical experts in parking policy to help develop broad project objectives and provide guidance on this complex issue.

At the end of January 2020, ULI coordinated a Technical Assistance Panel (TAP) to focus on citywide parking requirements. The TAP panelists consisted of a mix of developers (both market and affordable), architects, lenders and government officials. During the two-day TAP, the panelists interviewed various staff (including staff from DOT, PBCE, OED and ESD), as well as numerous local public stakeholders, which included a mix of local developers, local business representatives, neighborhood representatives and local advocates. The findings of the TAP were presented at a special study session for the Planning Commission on January 29th. Some of the key recommendations included removing parking minimums, particularly for residential development; a focus on “right-sizing” parking in an effort to decrease construction costs; and taking an incremental approach to the reduction of provided parking, particularly for office/commercial development.

The parking strategy benefits from a broad range of community and stakeholder input. The TAP presentation marked the beginning of public engagement for the parking code revision process. Public engagement is ongoing and expected to continue into early 2021. City staff is currently working with SPUR (who is focusing on the downtown) and Greenbelt Alliance (who

is assisting with the rest of the city) with public engagement efforts. Along with Greenbelt Alliance, City staff has presented before a number of existing community groups (such as the District 6 Leadership Group), with a focus on educating the public on the rationale for the change in the City's parking policy. Though the engagement effort has been hampered by the COVID-19 pandemic, staff is exploring alternative strategies that would allow continued outreach. As part of the outreach and education process, SPUR and Greenbelt Alliance will be hosting online forums, including "What Happens When You Eliminate Parking?," held by SPUR on May 21st and "Parking Reform for Climate Smart Cities," held by Greenbelt Alliance on June 4th. Staff will continue to coordinate with SPUR and Greenbelt Alliance to determine when future forums will be held given the current limitations around COVID-19 and to ensure robust public engagement.

In addition to community and stakeholder input, staff is currently researching potential policy options with support from Nelson Nygaard. The focus of research is best practices in parking and Transportation Demand Management (TDM) measures for new development.

Urban Sustainability Director's Network's (USDN) Equity Leaders Program

With funding from USDN and the Energy Foundation, San José was selected as one of seven cities to host a USDN Equity, Diversity, and Inclusion (EDI) fellow. The full-time fellow will apply an equity lens to Climate Smart San José initiatives by reviewing local government equity best practices, assessing existing community engagement initiatives, and developing a climate equity narrative. The fellow will start in summer 2020 with an end-date of December 2020.

Electric Mobility Roadmap

On January 14, the City Council accepted San José Electric Mobility Roadmap, a two-year plan to accelerate the electrification of transportation in the city. The Roadmap's action items grouped into four categories: 1) electric vehicle charging infrastructure, 2) fleet, 3) personally owned vehicles, and 4) shared mobility. Currently, the DPW is filling infrastructure gaps identified in the Roadmap through PG&E's Electric Vehicle Charger Network program (more details below) and intends to continue that work with a proposal to the Silicon Valley CALeVIP program later this spring. DPW is developing a strategy for the Council to convert the remainder of the City's fleet to electric vehicles. With support from the ACCC, DOT and SJCE staff developed and delivered an electric vehicle (EV) education program to five city auto dealerships (more details below) and in March began promotion for an electric vehicle discount group buy program scheduled to start in April. Given COVID-19, the program may be extended or rescheduled. Lastly, DOT is working with ACCC to design the regulatory framework for an e-shared mobility program.

EV Charge Points

DPW and DOT have been working with PG&E to install 172 charge points for EVs through the company's Electric Vehicle Charging Network program. The program pays for all costs associated with upgrading the electrical system to power the chargers and a portion of the cost to purchase the chargers. The chargers will be installed at four City facilities: Happy Hollow Park

and Zoo, two lots at Police Headquarters, Mabury Service Yard and the South Service Yard. They will be available for use by the City's fleet, its employees and in most cases the public. Construction is expected to begin in late August 2020, unless the shelter-in-place directive is again extended. Electrify America, a subsidiary of Volkswagen, has three active clusters of electric vehicle chargers in the City: Bank of America Financial Center on Bernal Road, the Plaza Shopping Center and Princeton Plaza Mall. All sites offer three fast chargers and one Level 2 charger. The company has indicated that it plans to install more charging clusters in other locations in San José in the next year and a half. Details on those projects have not yet been made public.

Drive Electric San José - Electric Vehicle Discount Program

With support through the American Cities Climate Challenge, the City has developed an electric vehicle public outreach and discount program called Drive Electric San José to significantly increase the number of electric vehicles on the road over the next several years. Drive Electric San José is a part of San José's new Electric Mobility Roadmap, adopted in January 2020, a plan to reduce greenhouse gas emissions in the transportation sector, of which passenger vehicles are one of the largest contributors. Less than one percent of passenger vehicles on California roads are electric, even though the state has invested in EV production and charging stations. Studies show this is because the number of car-owning households that are aware of electric vehicles is not growing. Other challenges include low numbers of workplace and residential charging stations and the relatively high cost of electric vehicles, which may keep them out of reach for many households. In response to these challenges, the Department of Transportation has partnered with Capitol Chevy, Capitol Hyundai, Capitol Kia, Premier Nissan of Stevens Creek, and Stevens Creek Kia to offer extra discounts of up to \$3,200 on seven electric vehicle models from April 1 through July 31, 2020, which customers can stack on top of local, state, and federal rebates for up to \$13,500 in savings. Targeted public education and awareness about electric vehicles is the other large focus of the program. Building on the one-stop-shop electric vehicle website page developed by San José Clean Energy, Department of Transportation worked with members of SJCE to develop and translate a new webpage, www.sanjosecleanenergy.org/drive-electric, EV buyer's guide, flyers, and banners for both City Hall, the five participating dealerships, and local co-marketing partners including Samsung, Adobe, and Santa Clara County, to name a few.

SJCE Electric Vehicle Webpage

In late 2019, SJCE launched a webpage to educate and promote EV's to San José residents. The [webpage](#) aims to present available EV rebates and incentives simply, provide a shopping and comparison tool, and inform on EV charging. In 2020, SJCE will continuously refine and improve the website as information and the EV market evolves.

California Electric Vehicle Infrastructure Project (CALeVIP)

In fall 2020, SJCE will launch CALeVIP as part of a joint project with Peninsula Clean Energy, Silicon Valley Clean Energy, City of Palo Alto Utilities, and Silicon Valley Power. CALeVIP is a California Energy Commission (CEC) co-funded rebate program for Level 2 and Direct

Current Fast Charging infrastructure. The CEC will contribute \$10 million while SJCE contributes \$4 million to the total pool of \$14 million rebate funds for the City of San José. The program will be administered by the Center for Sustainable Energy. Rebates can go to projects located at workplaces, multi-unit dwellings, public agencies, shopping centers, and other locations for public charging. A minimum of 25% of the funds will be allocated to installations in low income communities and DACs, and there are additional incentives for installations in those areas.

Zero Net Carbon Demonstration Project

Staff continue to bring the ZNC building demonstration project (ZNC demo), also known as “Carbon Free Living,” to community events. The ZNC demo is a mobile, 18 feet by 8 feet trailer that features 17 ZNC and energy efficient technologies (pictured right). Since soft launching in May 2019, the ZNC demo has been to five events with approximately 320 residents engaged. Staff will take the ZNC demo to an additional six community events by September 2020. An augmented reality (AR) component was added to the ZNC



demo and debuted at Christmas in the Park in December 2019 for residents to better understand the energy and carbon savings associated with upgrading to the technologies featured in the ZNC demo. The AR application allows residents to use a smartphone application that superimposes trivia questions, images, videos, and other computer-generated objects onto the technologies featured in the ZNC demo. For events that cannot physically accommodate the ZNC demo, a virtual reality app (VR), was created for users to explore a virtual ZNC home with a similar user experience as the AR component. The VR application was debuted at the Bay Area Home Electrification Expo in October 2019 and will be accessible to anyone with an Oculus Go headset.

Heat Pump Water Heater Rebate Program

Electrify San José (www.sjenvironment.org/electrifysanjose), a residential heat pump water heater rebate program, was soft-launched on July 1, 2019. With funding available from the BAAQMD Climate Protection Grant, the program provides rebates of up to \$4,500 to households who upgrade from a natural gas water heater to an electric heat pump water heater. Low-income households currently enrolled in the California Alternate Rates for Energy (CARE) or Family Electric Rate Assistance (FERA) programs are eligible for additional rebate amounts of up to \$6,000. The program is currently fully subscribed, and a waitlist opened in February 2020. To date, 19 projects have been completed with 18 projects expected to be completed by September 2020, including a multifamily affordable housing project that will install 86 heat pump water heaters. City staff has coordinated with Silicon Valley Clean Energy, another BAAQMD Climate Protection Grant winner serving the rest of Santa Clara County, to align rebate amounts and messaging to residents and contractors.

Induction Cooktop Checkout Program

Since soft launching in July 2019, 54 residents have checked out a portable induction cooktop and cookware for free for up to two weeks. The goal of the program is to encourage residents to switch from a natural gas cooktop to an electric induction cooktop. In addition to reducing greenhouse gas emissions, induction cooktops improve indoor air quality by removing a source of nitrogen oxide and carbon monoxide. Residents can sign up to reserve a cooktop and cookware at www.sjenvironment.org/inductioncooking.

ZNC Educational Video

City staff continued to incorporate the informational video completed in the Summer of 2019 (www.sjenvironment.org/zncbuildings) that explains ZNC building components and benefits to the community. This tool was integrated into other energy efficiency, electrification, and carbon-free energy programming, including the Bay Area Home Electrification Expo, Climate Smart Youth Leaders pilot, and youth library programming. The video was submitted for consideration in the film festival at the Behavior, Energy, and Climate Change Conference in November. Local jurisdictions and partner organizations such as Mothers Out Front and the City of Alameda inserted their own logo and URL and distributed the video to their community under their own brand.

Energy Trainings

Between September 2019 and April 2020, City staff hosted 22 no-cost energy trainings to 572 attendees. Energy trainings are geared towards key audiences including building professionals, real estate professionals, homeowners, renters, and PBCE staff. These trainings are intended to educate the public on effective energy conservation strategies, increase market demand for cutting-edge energy efficiency technologies, and improve awareness of local and state energy policies which impact local building requirements and building operations. Between April 2020 and September 2020, staff will host 10 additional trainings. A list of all upcoming trainings is available at www.sjenvironment.org/energytrainings.

Electrification Expo

On October 12, the City, in coordination with local partners including San José Clean Energy, Silicon Valley Clean Energy, Silicon Valley Power, City of Palo Alto Utilities, and Joint Venture Silicon Valley, hosted the Bay Area Home Electrification Expo (Expo) at the Tech Interactive. Over 300 residents attended this free event for homeowners, renters, and building professionals to learn about all-electric home technologies and Climate Smart San José resources. The Expo included 18 vendors and six educational workshops on home electrification and energy efficiency. At the Expo, the City's Planning, Building and Code Enforcement Department was awarded a SolSmart Gold Designation Award from the Federal Department of Energy for its streamlined solar permitting program for single-family/duplex homes. The award includes providing the City with 100 hours of solar-related technical assistance from experts, such as the National Renewable Energy Laboratory.

Pillar 3: An Economically Inclusive City of Opportunity

Building Energy & Water Performance Ordinance

On December 11, 2018, San José City Council approved the Energy and Water Building Performance Ordinance (BPO). This ordinance requires large commercial and multifamily buildings 20,000 square feet (sq. ft.) and above to track and benchmark their energy and water use with the U.S. Environmental Protection Agency's ENERGY STAR Portfolio Manager® (ESPM) platform and report this data to the City of San José on an annual basis. The first reporting deadline was May 1, 2019 for buildings 50,000 sq. ft. and larger. The first reporting deadline for buildings 20,000 sq. ft. and above will be July 1, 2020. The City will make a subset of reported data publicly available. On a rolling five-year cycle, starting in 2021, buildings will also have to complete one of the two "Beyond Benchmarking Pathways" through which they will have to either 1) demonstrate high performance or performance improvement; or 2) complete an audit, building re-tuning, or targeted efficiency actions with the goal of improving their performance.

ESD continues to accept reports on a rolling basis and to review received reports for data quality. As of February 2020, 682 benchmarking reports had been received and 529 buildings are considered as "in compliance" with the ordinance. An overall compliance rate cannot be determined at this time, due to discrepancies in the original property data used to compile the covered buildings list. Staff is working to reconcile data quality issues and resolve data gaps in the covered buildings list.

Beginning this year, ESD will be implementing a benchmarking report submission fee to fund program implementation; this fee will be set at \$150 and will be adjusted annually based on program cost recovery. Staff are currently performing outreach for all buildings impacted by the ordinance and providing technical assistance via a Benchmarking Help Desk.

ESD is also implementing a Building Performance Leaders program, in conjunction with ACCC commitments, which will run from November 2019 through November 2020. The goal of the Challenge is to provide direct assistance to buildings impacted by the BPO, in order to help them reduce their energy and water consumption in advance of the Beyond Benchmarking Pathway requirements, although properties not affected by the BPO will be welcome to join too. Participants will work towards a 10% group reduction goal and will pledge to complete two of the following three actions: retro-commissioning or capital improvement projects, behavior change campaigns, or enrollment in San José Clean Energy's Total Green 100% carbon free energy option. Active participants will be given access to various educational opportunities and technical support, and will be recognized for their actions through a variety of communications outlets (case studies, news articles, social media shout-outs, etc.) Currently, Better Buildings has 19 participating buildings totaling nearly 3 million square feet of infrastructure. Participants include Adobe, Evergreen Valley High School, Mineta San José International Airport, San José City Hall, San José State University, and 488 Almaden, which houses Oracle and PwC. The program officially welcomed participants through a March 5 kickoff event which featured presentations by Kerrie Romanow, Ken Davies, and other program partners.

Building Reach Code

In September and October 2019, Council approved: a building reach code for all new construction which encourages all-electric buildings and requires increased electric vehicle charging infrastructure (EVCI) and solar-readiness; a natural gas prohibition ordinance effecting low-rise residential buildings; and, a municipal all-electric building policy – all of which went into effect on January 1, 2020. Below is an update on additional follow up requested by City Council:

- Analysis as to whether or not we should require electrification for all wood frame construction up to seven stories: Staff presented its analysis at the June 9, 2020 City Council meeting, and Council directed staff to bring back a draft expanded electrification ordinance in September 2020.
- Update on funding, financing, and partnership opportunities that would offset the cost for solar and battery storage and/or electric vehicle charging infrastructure in new affordable housing construction, offset the cost of electric appliances, and an inventory of current electrification programs offered by CCAs in California: Since the adoption of the Reach Code, the City has become a member of the CAL-eVIP program, which provides rebate dollars for the installation of electric vehicle charging infrastructure. An inventory of electrification programs available through CCAs in California will be provided in the Community Energy Department's Program Roadmap presentation in fall 2020.
- Options for potential fee and tax reductions for new all-electric high rise multifamily and commercial building construction: PBCE's programs are on a fee-recovery basis, so this option is not viable. However, the State's cost-effectiveness guidelines support the assertion that all-electric construction is cheaper, and the City's Reach Code incentivizes that approach.

In March 2020, the City's Reach Code implementation team, consisting of staff members in ESD and PBCE, was awarded the SPUR Impact Award, which recognizes unsung public sector leaders in Santa Clara County's cities and countywide agencies. The Building Reach Code team created the new building requirements mentioned above to further building electrification. The award recognizes the team's work and the ultimate adoption of the ordinance that the City hopes will eliminate an estimated 897,000 tons of greenhouse gas (equivalent to 1.7 trillion car miles driven) over the next 50 years.

Resources and Performance Tracking

Staffing Focused on Climate Smart Implementation

San José's Climate Advisor, housed in ESD, will help to facilitate Climate Smart ACCC initiatives for the remainder of calendar year 2020. Likewise, there will be term-limited staff support for ACCC initiatives within the Environmental Services, Transportation, and Planning, Building and Code Enforcement Departments. Recruitment will end at that time unless funding is approved to extend those positions. Maintaining City staffing support will be critical to fully leverage the momentum gained on Climate Smart objectives through the City's participation in the ACCC program.

Funding

While focusing on the delivery of quality work products under current grants, City staff continue to closely track and discuss, as part of the Climate Smart technical working group meetings, available grant opportunities to ensure coordinated and timely grant applications. Recently, the Department of Transportation was awarded a \$10 million grant for the San Fernando Better Bikeway SJ project, \$12 million to implement the Willow-Keyes Complete Street project, and a \$680,000 Caltrans Sustainable Communities Grant application for an Emerging Mobility Action Plan.

Dashboard

Development of the Climate Smart dashboard (online and publicly available at <http://dashboard.climatesmartsj.org/>) has continued since the last Climate Smart update to Council, with the following major updates:

- (1) The dashboard is now designed to be accessible to color-blind and visually impaired users. Each page is set up for easy navigation with screen reader software, all graphics have informative alt-text, graph colors are distinguishable for users with all forms of color blindness, and the data of all graphs is available in tables.
- (2) The dashboard is now fully mobile-compatible (it can be used on smartphones and tablets as well as desktop computers).

In addition, data for the Jobs to Employed Residents, Public Transit, and Walking and Biking metrics have been updated, and the design of the dashboard website has been streamlined to make it easier to use. Staff also assessed the American Cities Climate Challenge dashboard and the ARC dashboard (available to the City through LEED for Cities) as alternative tools for publicly sharing data and decided to use only the Climate Smart dashboard website for this purpose.

Staff has developed a strategy for adding data on the remaining Climate Smart metrics to the dashboard and is in the process of implementing that strategy. All metrics for which data can be found are expected to be on the dashboard by the end of 2020.

Figure 3: Screenshot of the updated Climate Smart dashboard, as viewed on a smartphone.



CONCLUSION

Progress on a multitude of Climate Smart objectives, as evidenced by this report, has been significant. The City has adopted landmark and award-winning ordinances in the 2018 Building Performance Ordinance (existing buildings) and 2019 Reach Code and Natural Gas Prohibition (new construction). Critical attention to the City's transportation-related emissions sector, the City's largest GHG contributor, is poised to launch and will maximize the potential of electrification, automation, and shared mobility to achieve the City's environmental and transportation goals. The Community Engagement Roadmap places a strong emphasis on using an equity-driven approach in ensuring that our communities most adversely affected by climate change can transition to a clean energy economy and enjoy the public health benefits that come from moving away from fossil fuels.

EVALUATION AND FOLLOW-UP

Staff will provide progress updates to T&E and City Council on Climate Smart San José activities on a semi-annual basis.

CLIMATE SMART SAN JOSE

The recommendation in this memo aligns with one or more Climate Smart San José energy, water, or mobility goals.

COORDINATION

This memorandum has been coordinated with the City Attorney's Office, the Department of Transportation, Department of Community Energy, Housing Department, Public Works, the Office of Economic Development, and Planning, Building and Code Enforcement.

FISCAL/POLICY ALIGNMENT

Climate Smart San José activities align with the Climate Smart San José strategies and the City's Envision 2040 General Plan approved by City Council.

CEQA

Not a project, File NO. PP17-003, Agreements/Contracts (New or Amended), resulting in no physical changes to the environment.

/s/
KERRIE ROMANOW
Director, Environmental Services

For questions, please contact Ken Davies, Deputy Director, at (408) 975-2587.

Attachment A: Climate Smart Community Engagement Roadmap

Attachment A

City of San José
Climate Smart Community Engagement Roadmap
MAY 2020

TABLE OF CONTENTS

EXECUTIVE SUMMARY	3
▪ BACKGROUND	5
– <i>Engagement Activities Leading to Climate Smart Adoption</i>	
– <i>Supportive Activities since Climate Smart San José Adoption</i>	
– <i>Development of Community Engagement Strategy</i>	
▪ COMMUNITY ENGAGEMENT STRATEGY – DEVELOPMENT	7
– <i>Definitions</i>	
– <i>Mission, Vision, & Guiding Principles</i>	
– <i>Strategic Engagement Plan — Objectives</i>	
– <i>Actions undertaken and Research Conducted</i>	
▪ COMMUNITY DIALOGUES	11
– <i>Learning from the Community</i>	
– <i>Pilots undertaken — Seeking to Ensure an Ongoing Presence</i>	
▪ COMMUNITY ENGAGEMENT ROADMAP — STRATEGIC PATHWAYS	14
– <i>Equity Goals and Opportunities</i>	14
– <i>Interdepartmental Partnerships</i>	17
– <i>Intergenerational Approaches and Opportunities</i>	19
– <i>Community Partnerships</i>	21
– <i>Dedicated Resources</i>	23
▪ <i>Measurements of Success</i>	25
▪ APPENDIX	26
– <i>A. Guiding Principles</i>	
– <i>B. Research — other cities efforts</i>	
– <i>C. Community Engagement Reports/Guidebooks</i>	
– <i>D. San José Maps</i>	
– <i>E. Community Engagement Roadmap/Pathways</i>	

EXECUTIVE SUMMARY

In 2019, the San José City Council directed staff to develop a comprehensive community engagement strategy for the Climate Smart San José Plan—one that would focus on “hard-to-reach, under-resourced, diverse communities, and low and modest-income families especially in multi-family housing.”¹ These communities have historically borne the brunt of environmental impacts, yet have benefited the least from clean energy, water, and transportation services.

The Climate Smart Community Engagement Roadmap has the following, overarching objectives:

- Achieve decision-making which provides opportunities for all communities to contribute, participate, reach agreement, and make decisions based on a shared understanding of the current and future climate change impacts.
- Develop and build relationships within our community, focusing on our communities’ strengths and assets, working together to tackle the problems that threaten the community and identifying the opportunities that can help achieve our climate goals.
- Be open to the development and implementation of creative, “out of the box” methods to engage our communities.
- Propose actions that leverage leading edge technology in innovative ways to advance the public good and foster the development of engaged citizens.

To develop this Roadmap, term-limited staff were hired to conduct local, state and national research on climate engagement and strategies; meet and discuss climate change and equity-based concerns, and potential future opportunities with council district staff, neighborhood associations, community-based organizations, local foundations, and county governmental and private agencies throughout the city. Those discussions resulted in the identification of five specific strategic pathways for community engagement, along with recommendations for directions on their implementation, to fulfill the City Council’s goals²—

"A regional, just transition and emergency climate action mobilization collaborative effort consisting of concerned residents, youth, faith, labor, business, environmental, economic, racial and social justice organizations as well as other community groups, and all elected officials in and from San Jose and nearby Counties and especially all mayors who have signed on to enact the Paris Agreement."

With research and discussions completed in early 2020, staff began the development of the final Roadmap for presentation at the May 2020 Council Transportation and Environment Committee. It was during this time that word of the coronavirus began to circulate, growing exponentially around the globe. The City’s first official emergency update on the coronavirus pandemic was distributed on March 6, 2020, outlining the actions being taken by the City.

¹ 5/19/19 Council mtg; memo from Mayor Liccardo, Councilmembers Jimenez, Peralez, Davis and Arenas

² Council Adoption of the Climate Emergency Resolution (9/17/19)

Attachment A

The realization grew that future community engagement throughout our community was going to change, not only for the immediate future, but possibly longer. The tools for engagement on climate change were going to grow—from face-to-face meetings to more virtual and digital tools such as Zoom, Skype, and GoToMeetings. Now more than ever, we recognize and support the City’s Smart City Vision, and will work with our fellow departments to ensure that our engagement activities “favor technology solutions that are accessible to all residents and help to level the playing field for underserved populations.”³

Recommended Strategic Roadmaps:

- ***Equity Goals and Opportunities***
- ***Interdepartmental Partnerships***
- ***Intergenerational Equity and Collaboration***
- ***Community Partnerships***
- ***Dedicated Resources***

³ San José Smart City Core Values. <https://moti.sanjosemayor.org/smart-city-vision/>

BACKGROUND

Engagement Activities Leading to the Adoption of Climate Smart San José

The development of Climate Smart San José (“the Plan”) involved 13 public meetings between May 2017 and February 2018. These meetings typically started with a short presentation, followed by an opportunity for people to speak, write or otherwise submit their thoughts and ideas. To reach more residents, a survey was distributed through traditional media, social media, and at a San José Earthquakes soccer game. More than 2,200 people responded in total, with more than half taking time to write in specific suggestions and ideas to include in the Plan.

Following the adoption of the Plan, semi-annual reports from the primary departments involved in the Plan’s implementation provide information to the City Council on the key activities completed and underway for Climate Smart including outreach activities.

While Climate Smart San José is an extensive plan that covers many topics and perspectives, it did not originally address equity in any detail, referring to the City’s General Plan and other initiatives that covered the topic.⁴ The Climate Smart Plan recognized that it is the General Plan’s purpose to outline and guide growth in a way to create an innovation-based economy that protects our natural resources, promotes environmental stewardship and promotes social equity for our diverse population.

The goals and actions within the Climate Smart Plan support the social equity aspects of the General Plan in that:

- The low-carbon transition will require new skills, resources, and trades to design, build, and operate the new infrastructure, products, and services of our low-carbon and climate smart future.
- Many low-carbon activities also deliver benefits, such as lower household utility and transportation costs, less time commuting, and more time with our loved ones.⁵
- The General Plan provides a foundation for the Plan, especially in the areas of environmental stewardship

Equity-Related Activities since Climate Smart San José Adoption

Council’s direction to staff was to develop a comprehensive community engagement strategy for Climate Smart—one that would focus on hard-to-reach, under-resourced, diverse communities, and low and moderate-income families especially in multi-family housing. Several supportive activities have occurred since the adoption of Climate Smart San José that

⁴ Climate Smart San José, p. 24

⁵ Climate Smart San José, Strategy 3.1: Create local jobs in our City to reduce vehicle miles traveled, page 105

helped guide the development of the proposed Community Engagement Strategy. These include:

- Council Adoption of the Climate Emergency Resolution (9/17/19): With the adoption of this resolution, two commitments made were that:
 - *The City of San José urges that there be a regional just transition and emergency climate action mobilization collaborative effort consisting of concerned residents, youth, faith, labor, business, environmental, economic, racial and social justice organizations as well as other community groups, and all elected officials in and from San Jose and nearby Counties and especially all mayors who have signed on to enact the Paris Agreement.*
 - *The City of San José commits to prioritize the equitable and active engagement of environmental justice communities who have traditionally borne the brunt of environmental degradation including communities of color, monolingual communities, children, the elderly, the physically disabled, low-wage workers, immigrants, indigenous communities, and low-income communities in planning, policy, program development and delivery so that environmental polices benefit all communities in the City.*
- Council Equity Study Sessions
 - The presentations, public input, and subsequent Council discussions at the equity study sessions provided additional input and guidance for the Community Engagement Strategic Plan.

Development of an Ongoing and Focused Community Engagement Strategy

Extensive engagement was undertaken in the development of Climate Smart San José. Following the Plan’s adoption, a variety of outreach activities continued to inform and involve our community—both residents and businesses. Information on these activities are regularly detailed in Environmental Services Department’s (“ESD”) semi-annual updates. The events and activities include participation in a variety of neighborhood and cultural fairs, neighborhood association meetings, and requested speaking engagements.

These events are important in providing information to residents throughout the City but often represent a more traditional outreach approach of attending one-time events. The Engagement Strategy proposed herein recognizes the importance and value of those activities and seeks to build on them and establish deeper, ongoing and mutually beneficial engagement with our community. In short, this Strategic Roadmap recommends actions that generate more meaningful conversations that result in long-term climate-positive behavior change.

True sustainable economic growth cannot come at the expense of certain neighborhoods or natural habitats. For the City’s collective good, targeted engagement, and outreach is needed to ensure that all communities can participate in a Climate Smart future, not just a privileged few. Climate Smart San José envisions a living economy where economic prosperity, environmental sustainability, and social justice converge to the long-term benefit of all.

COMMUNITY ENGAGEMENT STRATEGY – DEVELOPMENT

Objectives

The Climate Smart Community Engagement Strategic Roadmap has identified the following, overarching objectives:

- Implement a decision-making process that provides opportunities for all communities to contribute and make decisions based on shared understanding of the current and future climate change impacts.
- Develop, build, and sustain relationships within our community.
- Focus on our communities’ strengths and assets, working together to address climate change-related impacts that threaten the community.
- Be open to the development and implementation of creative and “out of the box” methods to engage our communities.
- Propose actions that leverage leading edge technology in innovative ways to advance the public good and foster the development of engaged citizens.
- Engage in Network Activation that seeks to program content into social and real-world networks to promote the Good Life 2.0⁶ benefits that come from investing in technologies and ways of living that also happen to be Climate Smart.

Definitions

Communities of Concern: Staff is proposing to use the term “communities of concern” for the focus of this engagement roadmap, herein defined as communities that are particularly vulnerable to the impact of climate and environmental changes. These stakeholders and communities are the ones most affected by climate change effects but who are least responsible for causing them and who often possess the fewest resources to adapt the impacts.

Community Engagement: In its simplest terms, community engagement seeks to better engage, or partner with the community to achieve long-term and sustainable outcomes, processes, relationships, and implementation activities as defined by the community. As defined by the California Climate Investments (CCI) community engagement is the process of working collaboratively with a diverse group of stakeholders to address issues affecting their well-being⁷. It involves sharing information, building relationships and partnerships, and involving

⁶⁶ Climate Smart San José 2018. Good Life 2.0 defined as an inclusive and benefits driven approach to excite citizens to engage on climate issues.

⁷ CCI is the statewide initiative that puts billions of Cap-and-Trade dollars to work reducing greenhouse gas emissions, particularly in disadvantaged communities. <http://www.caclimateinvestments.ca.gov>

stakeholders in planning and making decisions with the goal of improving the outcomes of policies and programs.

Climate Smart Community Engagement Roadmap:

Mission, Vision, and Guiding Principles

Mission: To activate all sectors of our diverse community in addressing the climate crisis and achieving the environmental, economic, and life-style co-benefits and ensure that our decisions and actions are guided with future generations in mind.

Vision: We envision a united and engaged community working together on actions to reduce climate change and its impacts, and where economic prosperity, environmental sustainability, and social justice reinforce one another to the long-term benefit of all

Guiding Principles⁸

- We believe in equity and justice
 - All play a part in building a more sustainable future,
 - All deserve protection from the harmful impacts of climate change,
 - All have equal rights to a “Just Transition” where we benefit from the improvements brought by climate change mitigation actions, and
 - We recognize the continuing effects the relationships between income, power, and privilege in adopting climate-friendly actions, and choose not to perpetuate them.

- We honor our communities of concern
 - We recognize that those most impacted by climate change are often able to share the most powerful stories about its effects and have unique wisdom and insights into the necessary solutions.

- We believe in intergenerational people power
 - When we combine the passion, perspective and energy of our youth with the wisdom, connections and experience of our older community members, we have a winning formula.

- We respect and value our residents’ time
 - We strive to integrate our efforts with other community engagement efforts
 - We schedule our meetings and events on evenings and weekends, when community members are able to join in, providing childcare and activities.

- We seek to establish a consistent and trusted presence within the community
 - We will treat one another with honesty and integrity, recognizing that trust is hard won and easily lost

⁸ See appendix A in back for resources used in development of guiding principles

Attachment A

- We want to inspire and encourage creativity
 - We believe that, in working with our community, there are innovative ways to enhance engagement through art-based projects, games and other creative problem-solving processes to make environmental and climate issues relevant and motivating.

Methodology: Actions Undertaken and Research Conducted

Following the direction of the Council to develop a Community Engagement Strategy, the following actions were taken by ESD:

Project Lead/Staffing

- Hired a term-limited Community Engagement Coordinator in August 2019, whose early activities included extensive discussions with Council Staff, departmental representatives, Council district community leadership groups, City Youth Commissions, neighborhood associations, cultural and community service organizations (such as Vietnamese and Latinx groups and individuals), along with a wide range of other organizations and area governmental entities, (e.g. National Association for the Advancement of Colored People, Valley Water, Santa Clara County-Office of Education, Santa Clara County Public Health Department, Silicon Valley Leadership Group, San José Unified School District, Tech Interactive).

Internal and External collaboration

Creation of the Climate Smart Interdepartmental Engagement Group—a monthly meeting of representatives from City departments with primary responsibility for implementing Climate Smart actions in the community⁹, along with representatives from the American Cities Climate Challenge nonprofit partners (Mothers Out Front and Community Climate Solutions) to advise, connect, build, and coordinate around engagement activities and strategies.

- Meetings with Council District offices and community members to understand current community engagement and implementation perceptions, activities and recommendations, as well as barriers to the adoption of actions.
- Research on Local, State and National efforts of Frontline and other Community Engagement Strategies for Climate Change Actions (see appendix B for further details)
 - Other Cities: Boston, Boulder, Seattle, San Diego, Washington DC, and Portland.
 - Equity & Social Justice/Nonprofits: The Greenlining Institute, and Urban Sustainability Directors' Network.

⁹ Mayor's Office, City Manager's Office, Environmental Services Department, Department of Transportation, San José Clean Energy, Planning, Building and Code Enforcement, Airport, and Public Works

Attachment A

- Research and identification of targeted communities of concern for pilot engagement activities within San José and the County, including:
 - City Resources:
 - Existing City census and American Community Survey Data
 - Population, annual income, home ownership, and cultural data
 - State Resources:
 - Assembly Bill 1000, CalEPA Senate Bill 535 maps and information on disadvantaged communities (CalEnviroScreen). The California Environmental Protection Agency (CalEPA) is responsible for identifying disadvantaged communities for purposes of the Cap-and-Trade funding program. These communities may include, but are not limited to:
 - Areas disproportionately affected by environmental pollution and other hazards that can lead to negative public health effects, exposure, or environmental degradation.
 - Areas with concentrations of people that are of low-income, high unemployment, low levels of home ownership, high rent burden or low levels of educational attainment.
- Review of various documents (e.g. climate change and health impacts, community assessment projects, State maps of priority areas, poor, climate change impacts, etc.)
 - Kaiser 2019 Community Health Needs Assessment
 - Planning for Climate Change and Public Health: Santa Clara County Public Health Department’s Case Story
 - Understanding our Community—A Community Assessment Project, completed by the Santa Clara Valley Open Space Authority

With this information, priority areas (District 3,4,5, &7¹⁰) were identified for initial Community Engagement Pilots that would be proposed for action starting in 2020, with more activities based on available funding. These districts were selected after reviewing data as provided by the City’s Planning Division and the State’s determination of disadvantaged and low-income communities.

¹⁰ See maps section within Appendix

COMMUNITY DIALOGUES

Learning from the Community—Initial Engagement and Discussions

To meet the goal of presenting recommendations for the Community Engagement Roadmap to the Council by spring of 2020, a condensed research and engagement campaign was launched. Funds for consultant assistance, childcare, and snacks to conduct larger efforts (focus groups, community-wide events) such as were held with other recent strategic plan were not available. Staff recognized the need for similar resources in future efforts, allowing for more intensive dialogues and recommendations from the community on Climate Smart implementation activities.

During this condensed phase, a variety of discussions and “learning” sessions were held throughout the community and within the City Departments to understand existing perspectives related to climate change and to understand challenges, identify opportunities and submit recommendations for ensuring effective community engagement.

Meeting Entities	Lessons Learned
City Council District Staff	Work with key neighborhood leaders and organizations. Variety of understandings regarding climate change, awareness of varying abilities to implement change
City Departments: those directly involved in the implementation of Climate Smart Action Plan activities (ESD, DOT, etc.) and potential departmental partners	Creation of an ongoing gathering of the Climate Smart “Engagers”—monthly meetings of key staff involved in community engagement activities. Identification of Parks, Recreation and Neighborhood Services; the Library and the City Manager’s Smart Cities effort for additional discussion on potential collaboration (Working Lands Project, BeautifySJ, GEN2GEN, Teen Centers, SJEngage, Smart Cities)
Local community and neighborhood associations	Key neighborhood leaders and residents spoke of the issue of often being overwhelmed with the constant stream of requests from City departments to “engage” with them, watch a presentation, or fill out a survey. The use of the widely recognized SOMOS-Mayfair “community engagement philosophy” ¹¹ was encouraged as a guidance document for working with the community

¹¹<https://static1.squarespace.com/static/59c2ef99e5dd5b9e02e383e7/t/5cd09edbf9619a8727e03e5e/1557176027639/SOMOS+Community+Engagement+Philosophy.pdf>

	<p>Several community members had never heard of Climate Smart.</p> <p>Current actions being taken by residents include conserving energy, installing solar, driving less, taking public transit (along with concerns that public transit did not go places they needed to go), biking, and vegan diets. Many residents thought that they didn't have the financial resources to purchase an electric vehicle, even with the current rebates.</p> <p>Neighbors would like more walkable communities, help installing solar, and resources for landlords to improve properties without the fear of displacement or rising rents.</p> <p>Neighborhood actions suggested included the planting of trees, environmental trainings from City departments, e.g. how to recycle right—don't contaminate, zero waste in your home, reducing packaging and plastic, electric mobility and other transportation options, along with carbon-free product demonstrations such as induction stove top cooking.</p>
<p>Youth/Seniors: San Jose Youth Commission; Youth Climate Action Organization; East Side Unified School District Climate Leaders Celebration, San Jose Unified School District; Lincoln High School, Japantown Neighborhood Association/Senior Center.</p>	<p>The City's youth are concerned about their future and recognize the need for more student involvement and advocacy with elected officials. They'd like to see more student projects—such as initiating recycling at their schools, undertaking STEM related activities for energy usage reductions and improvements at their schools, while learning about policy development processes and how to advocate for these programs with their school leaderships/boards.</p> <p>Senior's discussions focused on health issues, and disaster preparedness and response.</p>

Steps toward ensuring an on-going presence—Pilot Programs

An ongoing presence is needed to build trust and relationships within the community to educate and activate residents on potential climate actions. This will ensure that the community itself can continue to transform conditions necessary for climate change adaptation.

Through innovation, leadership, and creativity, the City has secured grants and other resources to initiate the implementation of most of the Climate Smart activities, including the funding of term-limited staffing positions through December 2020. Currently, the American Cities Climate Challenge grant is providing funding for a series of pilots to be conducted in the pilot programs focused on communities of concern within Council Districts 3, 4, 5 and 7.

The Community Engagement pilots included partnerships with:

Attachment A

- Mothers Out Front—a national, and local organization whose mission is to build the power of mothers to ensure a livable climate for all children. Their key activities have included:
 - hiring of two part-time engagement staff who are fluent in Spanish and Vietnamese;
 - engaging diverse communities in a city-wide Climate Smart Challenge, where residents form small teams to take self-chosen actions that reduce greenhouse gas emissions and produce other co-benefits; and
 - strengthening the civic engagement of women and mothers, particularly from disadvantaged communities, through training and mentoring so they are empowered to support local climate-smart policies and advocate for their communities.
- Community Climate Solutions (CCS)—CCS provides an online platform for communities to learn what climate actions are within their reach and track their reduction activities. The City adopted this platform to launch the Climate Smart Challenge¹². The platform allows residents to become more active partners in understanding their impacts and opportunities to reduce greenhouse gas emissions.
- Silicon Valley Bicycle Coalition—an organization that is assisting the City in transitioning more residents out of cars through the speedy establishment of a world-class bike network.
- SPUR and Greenbelt Alliance—organizations that are helping build public support for and increase awareness of new parking policies.

Of course, many of these partnership and engagement activities will require new approaches, at least temporarily, due to the impacts of COVID-19.

¹² <https://climatesmartsjchallenge.org>

COMMUNITY ENGAGEMENT ROADMAP PROPOSED STRATEGIC PATHWAY DEVELOPMENT OF EQUITY GOALS AND ACTIONS FOR ACHIEVEMENT

The key to closing equity gaps and reducing climate vulnerability is the direct participation by the City’s communities of concern in the development and implementation of solutions and policy decisions that directly impact them¹³. Despite a relatively low household poverty rate, nearly 30% of all Silicon Valley households do not earn enough money to meet their basic needs without public or private/informal assistance.¹⁴ Low-income families already spend a bigger proportion of their income on food, housing, energy and other household needs. It has been estimated that, with climate change impacts, that spending gap will grow.

Proposed Pathways for Engagement

- **Evaluate the Establishment of a Climate Smart Equity Advisor Panel**
- **Prioritization of equity within programs through the establishment of a Climate Equity Index**
- **Ensure capacity for engagement with limited and non-English speaking residents.**
- **Work with the City’s Smart Vision Team to ensure the use of virtual and digital engagement methods as needed**

Evaluate the establishment of a Climate Smart Advisory Panel

The City Council recognizes the need for actions that ensure collaborative efforts, and that there are many communities within the City that have not always been represented to the fullest extent, or are the recipients of resources or programs that would assist in the reduction of greenhouse gas emissions.

The following commitments were approved under the September 17, 2019 Council-adopted Climate Emergency Resolution:

The City of San José:

- *“...urges that there be a regional climate action mobilization collaborative effort consisting of concerned residents, youth, faith, labor, business, environmental, economic, racial and social justice organizations as well as other community groups, and*
- *...commits to prioritize the equitable and active engagement of environmental justice communities who have traditionally borne the brunt of environmental degradation including communities of color, monolingual communities, children, the elderly, the physically disabled, low-wage workers, immigrants, indigenous communities, and*

¹³ Community Engagement to Ownership Tools for the Field with Case Studies of Four Municipal Community-Driven Environmental & Racial Equity Committees. USDN: Urban Sustainability Directors Network

¹⁴ 2020 Silicon Valley Index, Joint Venture Silicon Valley

low-income communities in planning, policy, program development and delivery so that environmental policies benefit all communities in the City.”

Two study sessions have been held with the City Council on equity issues, assisted by the City Manager’s Office, the Government Alliance for Racial Equity participants, and the City’s Office of Immigrant Affairs. Climate Smart staff have met with representatives from these groups, to discuss opportunities regarding an overall City Equity Panel, or Advisory group focused on the priority districts identified through the development on this Strategic Plan for Climate Smart.

Staff has also conducted research into other cities’ efforts with equity. One example can be found in the District of Columbia’s Community Equity Advisory Group. With a \$60,000 Partners for Places Equity Pilot Initiative grant, its purpose was to create a community Equity Advisory Group (EAG)¹⁵ that would guide the development of climate resilience strategies with express consideration of equity and social cohesion. The EAG consisted of a demographically representative group of residents who would receive training as well as financial and technical support. The District of Columbia initiated the EAG process specifically to engage residents in discussions on the identification and implementation of strategies that would benefit their communities with an explicit focus on inclusion and equity. The EAG deliberated in earnest about how strategies could not only align core community needs with climate resilience and clean energy programs, but also create additional opportunities for targeted residents. Their efforts and success provide a successful model for other cities’ efforts.

Prioritizing equity within programs with the potential establishment of a Climate Equity Index

Recently, the Urban Sustainability Directors Network¹⁶ (USDN) announced their Equity Diversity Inclusion Fellows Program for addressing existing disparity in representation of people of color in sustainability fields. This 2020 summer fellowship program advances equity, diversity, and inclusion by supporting the network members to work toward the following goals:

- Prioritizing diversity and developing a pipeline of talented, high skilled professionals to serve in local government sustainability programs.
- Assisting USDN members in dismantling the cultural and systemic barriers to inclusion for people of color in sustainability positions while completing important sustainability projects that are responsive to diverse community needs.
- Using what is learned through USDN member and fellow experiences to increase diversity in recruitment, hiring, and retention across the network.

¹⁵ https://www.georgetownclimate.org/files/report/eag_recommendations_web_8.20.18.pdf;
https://www.georgetownclimate.org/files/report/eag_recommendations_web_8.20.18.pdf

¹⁶ The City of San José is a member

Staff was recently informed that the proposal submitted to USDN for an Equity Fellow for San José was approved for funding during the summer of 2020. This position would assist the City in:

- developing a common understanding of the environmental and utility burdens that underrepresented communities face;
- developing a strategic process for institutionalizing equity goals in climate mitigation programs and policies; and
- collecting and implementing feedback from low income and minority communities to improve future community engagement activities.

Data obtained with the USDN funds could assist in developing a Climate Equity Index, similar to the San Diego Climate Equity Index¹⁷. San Diego’s Index was developed to establish benchmarks and metrics to serve as a citywide assessment of climate equity. The Index also measures the level of access to opportunities for residents and assesses the degree of potential impact from climate change to these barriers. An Equity Stakeholder Working Group was also formed to identify measures of equity.

Ensure capacity for engagement with limited and non-English speaking residents.

Community engagement and dialogue related to climate change begins with activities and policies that leave no one behind. More than half of Silicon Valley’s residents now speak languages other than English at home¹⁸. This requires ensuring that materials and presentations always acknowledge and prepare for translations (Spanish and Vietnamese) as needed when meeting with and engaging in projects with the diverse communities of San Jose.

One potential opportunity to ensure this is by collaborating with the Office of Immigrant Affairs in their development of real-time resident interpretation tools for limited and non-English speakers. Other collaborative opportunities include partnerships with community-based organizations.

Work with the City’s Smart City Team to ensure the use of virtual and digital engagement methods as needed

As stated earlier, changes will be happening on the types of engagement that can be used throughout our community was going to change, not only for the immediate future, but possibly longer. The tools for engagement on climate change were going to grow—from face-to-face meetings to more virtual and digital tools such as Zoom, Skype, and GoToMeetings. Now more than ever, we recognize and support the City’s Smart City Vision, and will work with our fellow departments to ensure that our engagement activities “favor technology solutions that are accessible to all residents and help to level the playing field for underserved populations.

¹⁷https://www.sandiego.gov/sites/default/files/2019_cap_highlights_card.pdf

¹⁸ Ibid

COMMUNITY ENGAGEMENT ROADMAP PROPOSED STRATEGIC PATHWAY

EXPANSION OF INTER-DEPARTMENTAL PARTNERSHIPS

Departments throughout the City have a role to play if the City is to make a long-term commitment to climate change activities—including the reduction of greenhouse gases (GHG) and resilience planning. There is much to learn from each other as we engage with our target audiences—particularly our communities of concern. As stated in one of our guiding principles for this Community Engagement Roadmap, “we strive to integrate our efforts with other community engagement efforts.”

Primary Departments currently working on climate change solutions include the Mayor’s Office, City Manager’s Office (CMO), Environmental Services Department (ESD), Department of Transportation (DOT), San José Clean Energy (SJCE), Airport, Public Works (PW), and Planning, Building and Code Enforcement (PBCE). Representatives from these departments have initiated an ongoing meeting to share ideas, current and future actions, and opportunities for collaboration. Staff recognize that leveraging the power of cross-sector, interdepartmental collaboration can deliver improvements that achieve multiple benefits in environmental justice, equity, health and well-being.

One example of an interdepartmental planning effort is the recently initiated Natural and Working Lands Project. ESD staff are working with an interdepartmental Project Team to identify, map and assess carbon sequestration value of the City’s natural and non-natural open spaces (e.g. parks, urban forest, and green strips) and associated potential enhancements or management actions. The projects work products will include a report describing the analyses’ results and recommendations towards augmenting the Climate Smart José Plan and model for reducing greenhouse gas emissions.

Staff also recognizes that other Departments should be recognized for their existing activities that support climate change engagement and the reduction of greenhouse gas emissions. Two immediate options for additional dialogue, recognition and potential new partnerships are the with the San José Library and the Parks, Recreation and Neighborhood Services Departments.

LIBRARIES—San José’s Libraries are gathering places for youth and families. Librarians reach out to their communities in a variety of ways, such as “Community Conversations” and more informal methods such as the use of visible and accessible white boards where a specific question for the community can be written, and post-it notes can be used by visitors to provide their opinion.

These conversations are “kitchen-table” style chats that are facilitated by trained library workers. Library staff doesn’t ask direct questions about the library. Instead they focus on residents’ aspirations for the community. At its core, they ask the community: What do you want San José to be?"

Libraries also host to several teen programs including TeenHQ/Teen Centers, SJ Engage/Teens Take Action, and Teens Reach/Community Service. According to Library staff, many of the

teens' groups are becoming more interested in environmental and climate change issues and the actions that youth can take. Climate Smart staff recently coordinated with the Library and their partner, Apple, to assist teens in the development of a phone app that would help teens and other users identify energy use and efficiency improvement opportunities within their homes.

Both programs reach out and serve their respective neighborhoods. There are collaborative opportunities to partner and present at these events without impacting their core services.

PARKS, RECREATION AND NEIGHBORHOOD SERVICES: With over 200 parks in San José, these areas should be recognized for the GHG reductions that are achieved through carbon sequestration from the trees and vegetation in those parks. The Trust for Public Land recently recognized these efforts in a report to PRNS, stating that: “Plants, trees and shrubs in parks promote cleaner air by removing pollutants that can harm human health, reducing pollution control costs in San José by \$1.18 million each year¹⁹

PRNS has extensive programs at the Community Centers and with neighborhood associations throughout San José.

Proposed Pathways for Inter-Departmental Partnerships

Some initial ideas for continued and new partnerships with the Library and PRNS could include:

- Continue the interdepartmental **Natural and Working Lands Project** to identify, map and assess carbon sequestration value of the City’s natural and non-natural open spaces (e.g. parks, urban forest, and green strips) and associated potential enhancements or management actions.
- Continue existing partnerships with SJ Library on **Teens Outreach and Engagement**— As available and with funding, continue to work with EngageSJ on the development of Apps by teens related to potential energy efficiency installations within homes.
- **BeautifySJ** - This successful funding program for San José’s neighborhood associations has provided funds for a variety of projects, including the planting of more trees. The Climate Smart team could work with PRNS to identify and suggest other neighborhood type projects that would meet the goals of PRNS/BeautifySJ and Climate Smart. For example, the City of Minneapolis has expanded their community grants to include climate projects, such as increased tree planting.
- **Youth & Senior Citizens Commissions** - The City’s Youth and Senior Commissions are implemented within PRNS (see the “Intergenerational” section for the possible activities).

¹⁹ The Trust for Public Land, the Economic Benefits of the Park and Recreation System in San Jose, California (2016)

COMMUNITY ENGAGEMENT ROADMAP PROPOSED STRATEGIC PATHWAY INTERGENERATIONAL EQUITY AND COLLABORATIONS

The California Department of Aging estimated that approximately 361,566 adults age 60 and older resided in Santa Clara County in 2016, and the 2014 American Community Survey findings showed that this estimate accounted for nearly 17% of the county population.²⁰ The U.S. Census Bureau projects that by 2060, individuals 65 and older will account for 25% of total county population, as compared to 24% in California and the United States.

Global climate change caused in part by human activities raises serious issues of justice between our generation and future generations, and among communities within these future generations. To fulfill the City's responsibility to our elderly and future generations it is important to respect principles of intergenerational equity—each generation needs to pass on the Earth and our natural and cultural resources in at least as good condition as when received.²¹

Local seniors are also vulnerable and expected to have greater risks based on the projected temperature rises from climate change. This group may be one of the most affected by climate change because of decreased mobility, physiological changes, and access to resources.

The City's youth are wanting, and even demanding, to be involved. They are doing this in ways such as participating in Youth Climate Strikes to submitting recommendations to elected leaders regarding the adoption of policies and budget. Library staff are hearing from teens involved in the EngageSJ and TeenHQ programs that they want to start projects related to the environment and climate change and develop environmental apps that can be used by other youth. Some high schools' environmental clubs have started recycling programs of their own and are reaching out to other high schools on how student can implement similar programs.

The **San José Youth Commission**, comprised of youth representatives from each Council District, is recognized as the official youth advisory group to the Mayor and City Council.

During their January 2020 Youth Summit, Council Districts' youth representatives met to learn leadership, communication and public speaking skills, while also putting together

"It's obvious why we picked the environment for our critical priority—it's necessary for our survival!"

CSJ Youth Commission Member—when presenting their Council District's top priorities for budget allocations.

1/11/20 CSJ Youth Commission Summit

²⁰ Sourcewise Area Plan on Aging 2016 – 2020 <http://www.mysourcewise.com/sites/default/files/2016-2020.Sourcewise.Area.Plan.pdf>; 2014 American Community Survey, 5-Year Estimates 7 U.S. Census Bureau, Population Division, 2014

²¹ 2008 Climate Change, Intergenerational Equity, and International Law Edith Brown Weiss Georgetown University Law Center, <https://scholarship.law.georgetown.edu/cgi/viewcontent.cgi?article=2637&context=facpub>

recommendations for the Council’s Budget deliberations. Environment was number one on many of the respective Council District’s youth budget recommendations.

Climate Smart, with the assistance of Silicon Valley Energy Watch funds piloted an innovative program called **Climate Smart Youth Leaders** in the East Side Union High School District (ESUHSD) with four high schools, 240 high school students, and 24 energy resource partners to reduce energy use on campus and empower youth to change energy policy on campus for lasting change. Paul Kilkenny, Science Curriculum Coordinator for ESUHSD stated that “Our students have never been exposed to opportunities like this to grow their leadership skills, experience direct local government support, and become change-makers of energy policy and processes on campus.” We aim to develop life-long change-makers that are confident in their ability to make a difference with climate change through active civic engagement.

As part of ESD’s continued youth engagement activities, a climate change jobs and educational resources fair—entitled ***Pathways to Climate Smart Careers***—was planned to be held March 7, 2020. In collaboration with the Tech Interactive, and their Youth Climate Action Summit, also scheduled for March 7th, these two events were envisioned to provide resources, encouragement and intern/job opportunities for high school juniors and seniors. Due to the Proclamation of Local Emergency regarding the public health and safety risk of the novel coronavirus (COVID-19), the Climate Smart Career Fair was cancelled. Staff intends to work with the prospective 32 exhibitors to provide information on summer opportunities to the nearly 200 students that had pre-registered.

An overall goal for developing intergenerational collaborations is to ensure that the needs of our youth and seniors are met, that their voices and concerns are heard and acted upon, and that their perspectives within local decision-making processes will enhance our efforts to protect the community and the environment.

Pathways to Engagement:

- GEN2GEN: work with PRNS on opportunities to work with the GEN2GEN and other programs which could expand awareness of opportunities related to climate change and associated health risks for seniors, including the potential for Youth/Senior dialogues on climate change.
- Work with PRNS and the senior programs at the City’s community centers to conduct a range of discussions—dialogues about climate change concerns (e.g. living conditions during extended heat waves), opportunities, and possibly Intergenerational Dialogues between seniors and youth
- Identify other funding resource opportunities to expand current and potential engagement and learning/service opportunities for both youth and seniors.

**COMMUNITY ENGAGEMENT ROADMAP
PROPOSED STRATEGIC PATHWAY**

**ENHANCE PARTNERSHIPS WITH LOCAL GOVERNMENTAL AND PUBLIC
HEALTH ORGANIZATIONS**

Climate change plans and emergency declarations are being adopted throughout our County. In conducting outreach and research for this report, staff discussed current and future opportunities with three of the County’s offices and departments regarding climate change and community engagement. They include:

- The Santa Clara County Office of Education (SCCOE) was instrumental in assisting Climate Smart staff in reaching our area youth through their high schools’ listings and other marketing assistance for the Pathways to Climate Smart Careers event. They indicated an interest in exploring further partnership opportunities.
- At a regional workshop on Climate Communication, City staff had the opportunity to learn about the myriad efforts to incorporate climate change communications throughout the Santa Clara County Parks and Recreation. Staff expressed an interest in sharing ideas, techniques, evaluation methods, and other opportunities to further enhance climate communication and engagement throughout the City and County.
- The Santa Clara County Public Health Department was very interested in participating in the climate job/education fair but was unable to attend due to conflicting priorities. They have prepared their own report that highlights how their public health departments could respond to climate change as an emerging public health issue. They also are interested in collaboration opportunities.

Other research identified several documents focused on local climate resiliency and the health impacts of climate change. One of these documents was the 2019 Community Health Needs Assessment prepared by Kaiser Permanente for the Santa Clara Kaiser Hospital; whose members include a majority of San José residents.

One of their findings related to health stated that

“Any effort to improve overall health must consider environmental factors that may increase the likelihood of illness and disease. This includes climate change, which is projected to have an increasing impact on the spread of infectious diseases, and the severity of fires, floods, droughts, and other natural disasters.”

Statistics for the Kaiser-Santa Clara service area, which include major areas of San Jose²², suggest that

“climate and the natural environment are issues of concern. Poor outdoor air quality can exacerbate asthma. Asthma prevalence among residents in the service area is 16%,

²² See appendix maps

*compared with the state average of 15%. Asthma hospitalizations among Santa Clara County residents are also significantly higher than the state average for children/youth and older adults”.*²³

A study prepared by the California Department of Public Health²⁴ found that
“Coping with a changing climate presents opportunities for local health departments and partners to consider policies, actions, and infrastructure design that will not just protect the public from climate change threats, but also establish health equity, resiliency, and sustainability. A critical step for building resilience is to improve the capacity of communities to prepare, respond, and recover from climate-related health risks. Steps need to be taken to ensure that the most vulnerable populations have access to information, services, and resources to prepare and respond to climate risks.”

Partnering with our area health organizations and hospitals can also help achieve one of the City’s current General Plan policies to support good nutrition and healthful air and water, protect the community from human-made and natural hazards and disasters, provide for economic opportunities that meet the needs of all residents, and provide for equitable distribution of public resources, including public health facilities, throughout the City.

Program Pathways to Engagement:

- Conduct one or more “Climate Partnerships/Collaboration Dialogues with County agencies (SCCOE, Parks and Recreation, Emergency Preparedness, Kaiser, etc.) to raise awareness of each respective agency’s climate focused activities and identify areas of collaboration.

²³

<https://about.kaiserpermanente.org/content/dam/internet/kp/comms/import/uploads/2019/09/Santa-Clara-CHNA-2019.pdf>

²⁴

https://www.cdph.ca.gov/Programs/OHE/CDPH%20Document%20Library/CHPRs/CHPR085SantaClara_County2-23-17.pdf

**COMMUNITY ENGAGEMENT ROADMAP
PROPOSED STRATEGIC PATHWAY
ENSURE DEDICATED RESOURCES**

The primary challenge facing future Climate Smart engagement activities is the lack of certainty around the financial stability to ensure a consistent, and much needed presence within the community. Climate Smart San José has a planning horizon of 2050, so staffing and funding resources are needed for fully reaching and serving targeted populations—resources for both outreach and focused engagement activities, along with other dedicated funding resources to promote the adoption of electric vehicles, electric heat pump hot water heaters and other technologies to be identified.

Most of the City’s climate change activities, incentives, pilots, and staffing are funded by grants. The American Cities Climate Challenge financial and advisory grant resources are scheduled to end in December of 2020, along with temporary and term-limited positions associated with the effort. Greenhouse gas reduction projections extend into the future for initiatives begun under the grant, and these efforts will falter or be indefinitely interrupted without continued staffing and funding from some source.

If the Community Engagement Roadmap is adopted, resources are needed to implement the proposed strategic directions and collaborations, specifically:

- Climate Smart Community Engagement Coordinator for FY2020-21
- Additional resources to support community members and partners’ presence at meetings (e.g. child care, etc.)

Financing Opportunities—Grants

- State Opportunities: The Governor has proposed \$12 Billion over the next five years for addressing climate change:
 - Three key areas of the climate budget are a proposed climate resilience bond, cap-and-trade expenditures to continue the transition to a carbon-neutral economy, and a new Climate Catalyst Fund to promote the deployment of new technologies, especially by small businesses and emerging industries.²⁵
- Philanthropic Entities:
 - Many cities look to grant opportunities to fund their climate change programs. The City of San José has been able to do a variety of climate activities as a result of funding through the Bloomberg Philanthropies’ American Cities Climate Challenge.
 - National philanthropic trends predict a range of funds in the field of giving for climate change from high to low.²⁶ Place-based funders, such as the Minneapolis Foundation,

²⁵ Office of Governor Newsom

²⁶ <https://www.nptrust.org/philanthropic-resources/philanthropist/2020-philanthropy-trends-to-watch/>
<https://www.npr.org/2019/10/04/767339439/climate-change-lags-behind-other-issues-on-charitable-giving-despite-large-donat>

have created the Climate Action and Racial Equity Fund—funding for innovative projects that reduce greenhouse gas emissions. While small, the projects focus on low-income neighborhoods’ activities. The San Diego Foundation Climate Initiative has partnered with key funders, leveraging more than \$1 million in grant support to spur innovative public-private partnerships that prepare cities for climate change, as well as protect San Diego’s water resources amid a drought-prone future.

- A local report on philanthropy in the Silicon Valley region documented that less than 10% of Silicon Valley philanthropy is directed to organizations serving the local community, despite increasing wealth, growing income disparities, expanding local needs, and a nonprofit sector struggling to meet rising costs.²⁷ City staff have begun a dialogue with Magnify Community²⁸, an organization that works collaboratively to change the way Silicon Valley donors think about investing in their community, and inspire local philanthropists to invest in high-performing entities that are making a difference.

Many other finance opportunities identified through research and related to climate change have been focused on climate resilience, adaptations and associated investments to prepare for anticipated climate impacts. These investments often require a local government to have completed resilience and adaption studies. They include a variety of city, state, national and corporate studies, such as:

- Paying for Climate Adaptions in California, Resources Legacy Fund²⁹,
- Strategies to Address Climate Change Risk in Low- and Moderate-income Communities, Community Development Innovation Review, October 2019, Federal Reserve Bank of San Francisco³⁰.

Program Pathways to Engagement:

- Continue the dialogues with potential funders, identify and submit proposals for the support of Climate Smart San José engagement and implementation activities.

²⁷ <https://www.openimpact.io/giving-code>

²⁸ <https://www.magnifycommunity.com/>

²⁹ <https://resourceslegacyfund.org/wp-content/uploads/2018/11/Paying-for-Climate-Adaptation-in-California.pdf>

³⁰ <https://www.frbsf.org/community-development/publications/community-development-investment-review/2019/october/strategies-to-address-climate-change-low-moderate-income-communities/>

MEASUREMENTS OF SUCCESS

It is critical that we measure the effectiveness of our efforts. Depending on the adoption of the proposed recommendations, a detailed work plan and associated evaluation plan should be developed. A basic evaluation for the strategic pathways would include:

- Pre- and post-surveys for residents and partners to identify the needs, values, beliefs and concerns, and interest in participating in climate change programs;
- Relationships built between the community/partners and with internal and external governmental entities—determining goals and objectives for proposed, joint actions; and
- Impacts achieved as a result of engagement, e.g. climate reduction actions taken that can be tracked through our Community Climate Challenge platform.

APPENDIX

A. Guiding Principles

The proposed Guiding Principles were developed using a range of resources including:

Advancing Climate Justice in California: Guiding Principles and Recommendations for Policy and Funding Decisions: <https://www.healthyworldforall.org/en/express-img/17081516-3570-img1.pdf>;

Making Equity Real in Climate Adaptation and Community Resilience Policies and Programs. <https://greenlining.org/publications/2019/making-equity-real-in-climate-adaption-and-community-resilience-policies-and-programs-a-guidebook/>

Providence:<http://www.providenceri.gov/sustainability/climate-justice-action-plan-providence/>;
<https://www.seattle.gov/Documents/Departments/OSE/SeattleEquityAgenda.pdf>;

https://www.usdn.org/uploads/cms/documents/community_engagement_to_ownership_-_tools_and_case_studies_final.pdf

<https://climatecommunication.yale.edu/publications/do-younger-generations-care-more-about-global-warming/>


Principles of Community Engagement -
https://www.atsdr.cdc.gov/communityengagement/pdf/PCE_Report_508_FINAL.pdf

B. Research: Cities' Climate Change Plans and Community Engagement Strategies

San Diego³¹ Climate Equity Index

The City of San Diego's 2015 Climate Action Plan (CAP) established an opportunity to address environmental justice and social equity concerns - collectively referred to as climate equity – when addressing climate change. To address environmental justice and social equity, the City of San Diego recognizes these two concepts are incorporated in the term “climate equity”.

To better understand their Communities of Concern, and to establish benchmarks and metrics to serve as a citywide assessment of climate equity, the City's Sustainability Department and the University of San Diego Energy Policy Initiatives Center (EPIC) created the first-of-its-kind Climate Equity Index (CEI).

San Diego's  [Climate Equity Index](#) was developed in 2019 to measure the level of access to opportunity residents have within a census tract, and assess the degree of potential impact from climate change to these areas.

³¹ <https://www.sandiego.gov/sustainability/social-equity-and-job-creation>

San Diego’s CEI assessed all 297 census tracts that intersect with the City and developed standardized indicators to calculate a CEI score from 0-100 for each tract that can be compared to the score of other tracts. Critical to this effort was collaboration with community stakeholders. To this end, the City worked with community-based organizations to form an Equity Stakeholder Working Group. Thirty-five indicators were selected to measure equity across the City based on input from the working group and research on nationwide best practices.

After analyzing the results of the CEI assessment, including feedback from the Equity Stakeholder Working Group, City staff recommends the following actions:

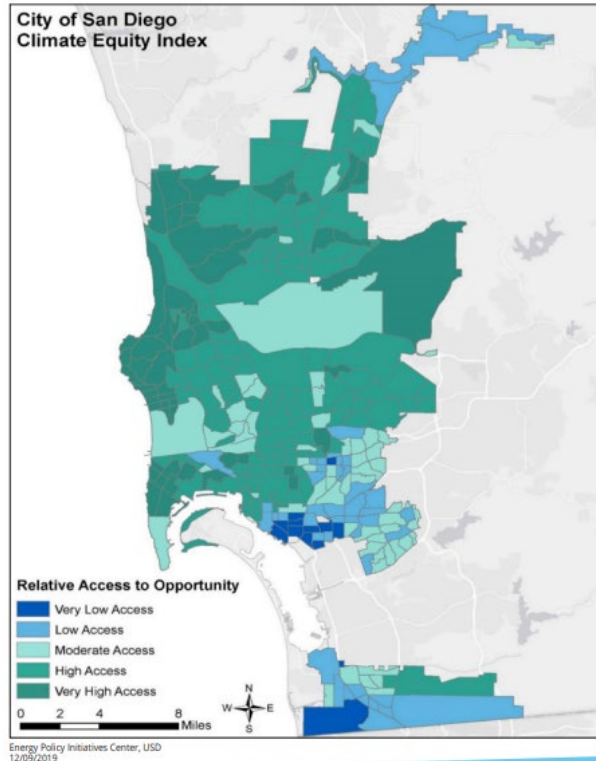
RECOMMENDATION 1: Seek grant funding opportunities to support community engagement and invest in areas with very low to moderate access to opportunity.

RECOMMENDATION 2: Conduct public engagement efforts, in partnership with community-based organizations, in census tracts with very low access to opportunity.

RECOMMENDATION 3: Explore the feasibility of establishing a sustainability ambassador program in areas with a very low to moderate access to opportunity to improve participation in City planning.

RECOMMENDATION 4: Determine mechanisms to incorporate climate equity into City programs and projects.

RECOMMENDATION 5: Refresh data within San Diego’s Climate Equity Index every five years. Taking these recommended actions will ensure the City is moving in the right direction to address climate equity when implementing the CAP and is considering the needs of all residents when planning for San Diego’s future.



Boston³² Engaging Boston residents in climate action

Greenovate is Mayor Walsh’s initiative to empower Boston residents to carry out community-level action in support of Boston’s climate resilience, carbon neutrality, and zero waste goals. Greenovate’s mission is to expand the community of people in Boston who are aware of, talking about, and taking action on climate change.

³² https://www.greenovateboston.org/climate_action_plan/

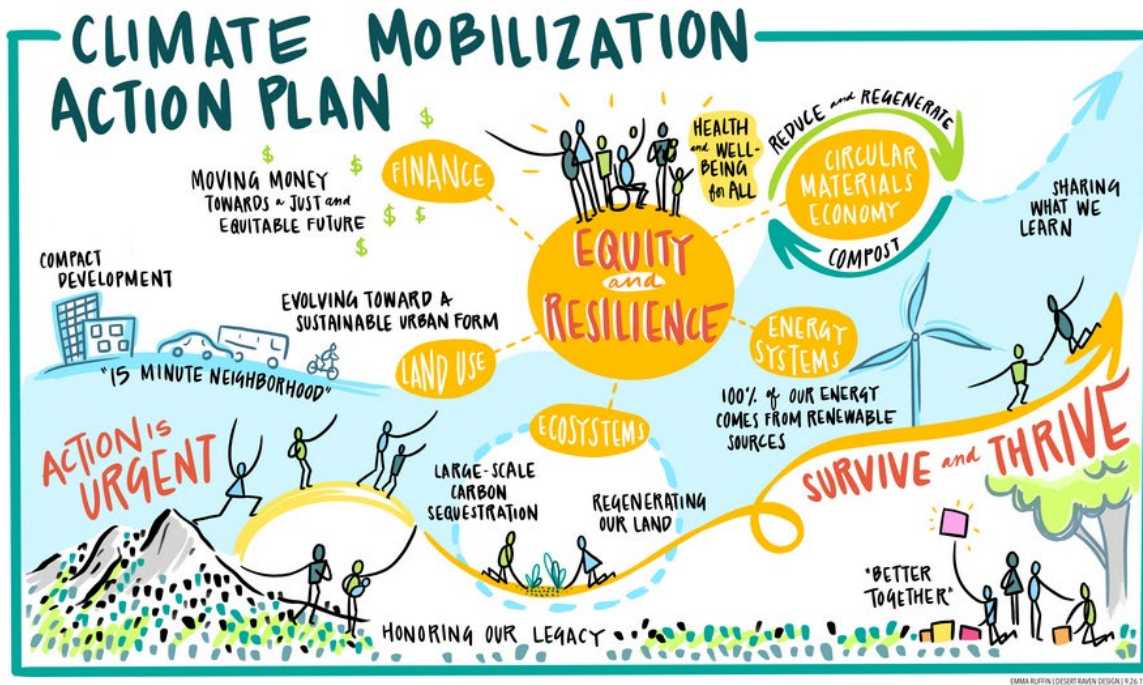
Launched in 2017, the Greenovate Boston Community Leaders program is increasing awareness and understanding about the climate impacts that Boston is facing and involving Bostonians in developing and advancing climate actions to address it. To date, nearly 300 Bostonians have participated in the program. Through their engagement and community actions, the Leaders have reached more than 2,000 community members.

Specific “Facilitation Guides” for the Boston “Greenovate” Community Leaders focus on the following sectors:

- Racial Equity & Climate Roundtable Facilitation Guide
- People with Cognitive Disabilities Climate Preparedness Facilitation Guide
- People with Mobility Disabilities Climate Preparedness Facilitation Guide
- Gender Equity & Climate Roundtable Facilitation Guide
- Homelessness Climate Preparedness Facilitation Guide
- Youth Leaders Facilitation Guide

Boulder³³ Climate Mobilization Action Plan

On July 23, 2019, the Boulder city council [declared a climate emergency](#) in the face of increasing impacts of climate change. This strategy is called the Climate Mobilization Action Plan (CMAP), and will be the result of a community-centered process.



³³ <http://boulder.earth/cmap/>

Attachment A

Fully addressing climate change will require immediate, system-scale action to create an equitable future, rapidly reduce emissions and accelerate technological innovation.

Within the Boulder Community, the Just Transition Collaborative at Colorado University-Boulder engages in community partnerships to advance social and environmental justice in the transition from fossil fuels to a renewable-based economy and in response to climate change. They work to support leadership of underrepresented groups to foster more equitable energy, climate and employment practices and policies, and to produce community-relevant research

In 2016, the JTC successfully incorporated input from diverse constituents to advise the City of Boulder to incorporate social justice objectives in its landmark Climate Commitment. These include strengthening community leadership and policy inclusion of under-represented constituents, generating socially just economic and employment opportunities, and promoting equity in energy costs and ownership of green technologies.

Providence, Rhode Island From Engagement to Collaborative Governance³⁴

The Office of Sustainability in Providence, RI, went beyond a typical community engagement strategy when developing Providence’s climate plan. Through a collaboration with the Racial and Environmental Justice Committee of Providence and One Square World, those who are most impacted by the climate crisis were centered in the process and their issues and concerns prioritized.

This began in the summer of 2018 with the **Energy Democracy Retreat and Community Leaders program**. From this program, Community Leaders **interviewed over 40 Providence frontline community members**.

Data gathered from these interviews shed light on the lived experiences of people who are most impacted by environmental issues in Providence and will be used to inform the policy and program considerations for the City’s climate plan.

For climate action to be effective and equitable, Providence’s climate justice plan prioritizes:

- **Equitable investment:** Focus resources in low income, communities of color
- **Anti-displacement:** Prevent “Green Gentrification” and further harm to communities of color
- **Local pollution reduction:** Prioritize reducing local carbon emissions and co-pollutants, especially those that burden Environmental Justice communities.

³⁴ <http://www.providenceri.gov/sustainability/climate-justice-action-plan-providence/>

C. COMMUNITY ENGAGEMENT REPORTS AND GUIDEBOOKS

MAKING EQUITY REAL IN CLIMATE ADAPTION AND COMMUNITY RESILIENCE
POLICIES AND PROGRAMS: A GUIDEBOOK **AUGUST 16,**

2019•GREENLINING INSTITUTE

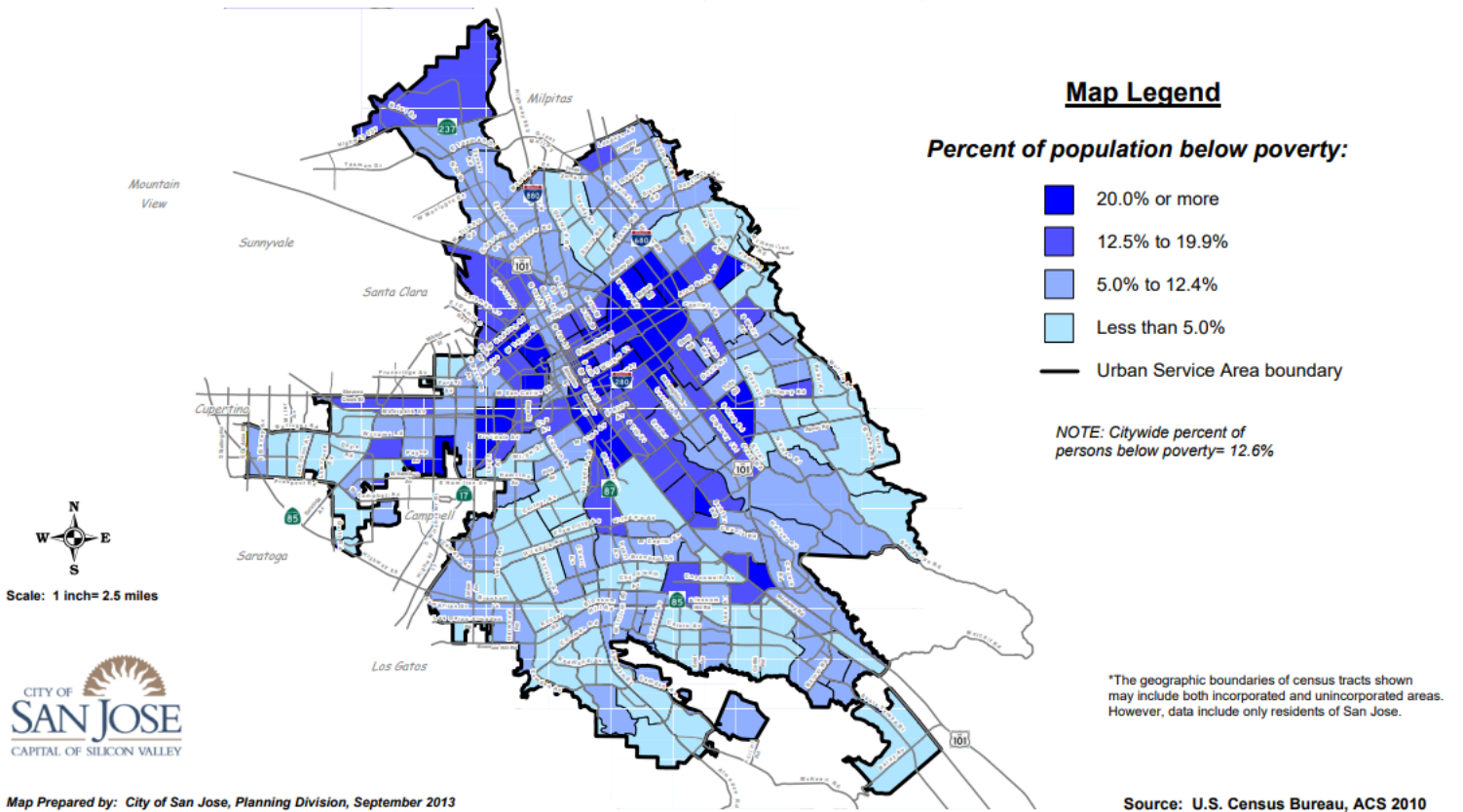
<https://greenlining.org/wp-content/uploads/2019/08/Making-Equity-Real-in-Climate-Adaption-and-Community-Resilience-Policies-and-Programs-A-Guidebook-1.pdf>

From Community Engagement to Ownership: Tools for the Field with Case Studies of Four Municipal Community-Driven Environmental & Racial Equity Committees. This project developed an engagement plan with case studies so that city staff and frontline communities of color can work together towards racially equitable decision-making. (*USDN Innovation Fund, 2019*)

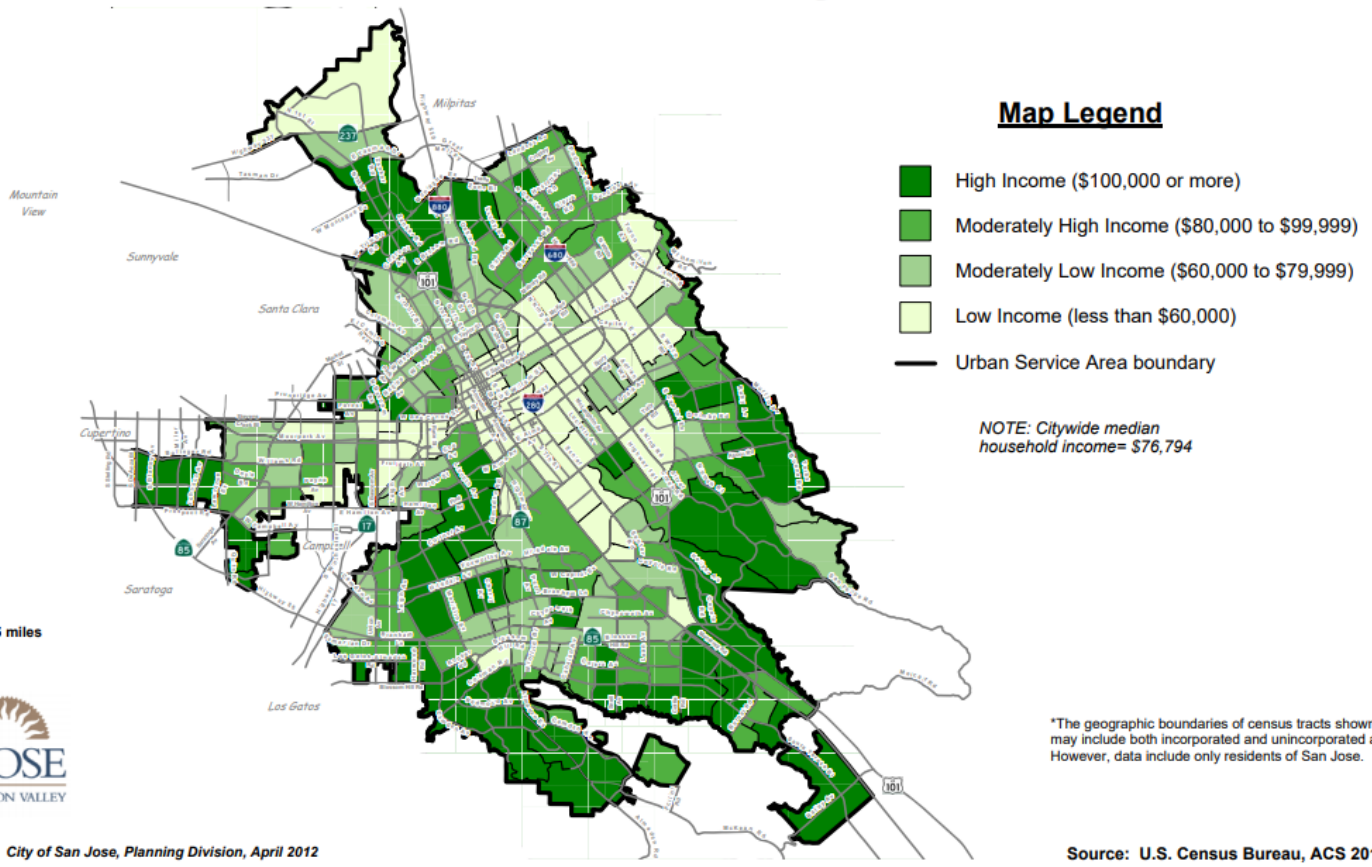
https://www.usdn.org/uploads/cms/documents/community_engagement_to_ownership_-_tools_and_case_studies_final.pdf

D. San José maps

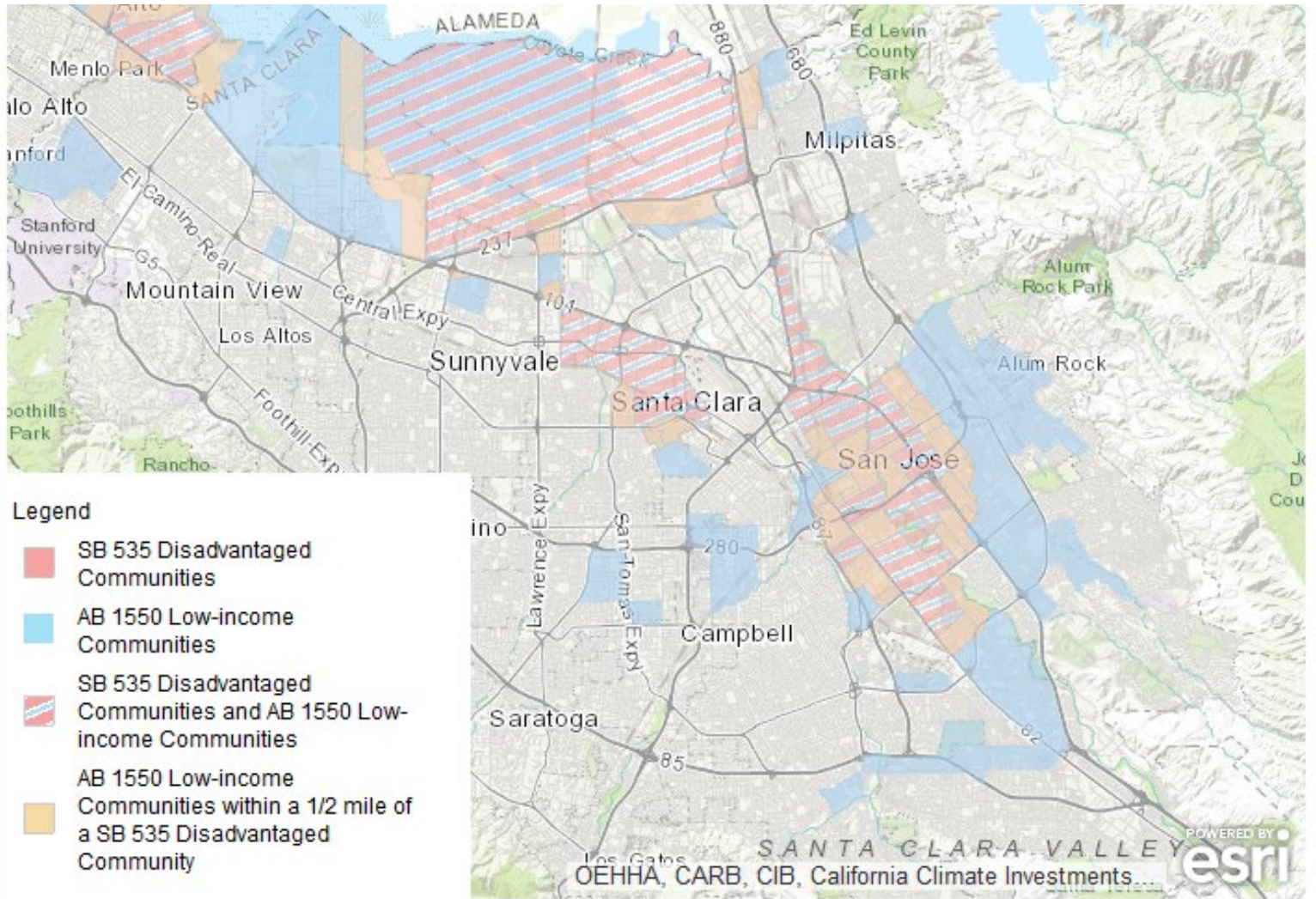
City of San Jose Persons Below Poverty Level, by Census Tract*



City of San Jose Median Household Income, by Census Tract*

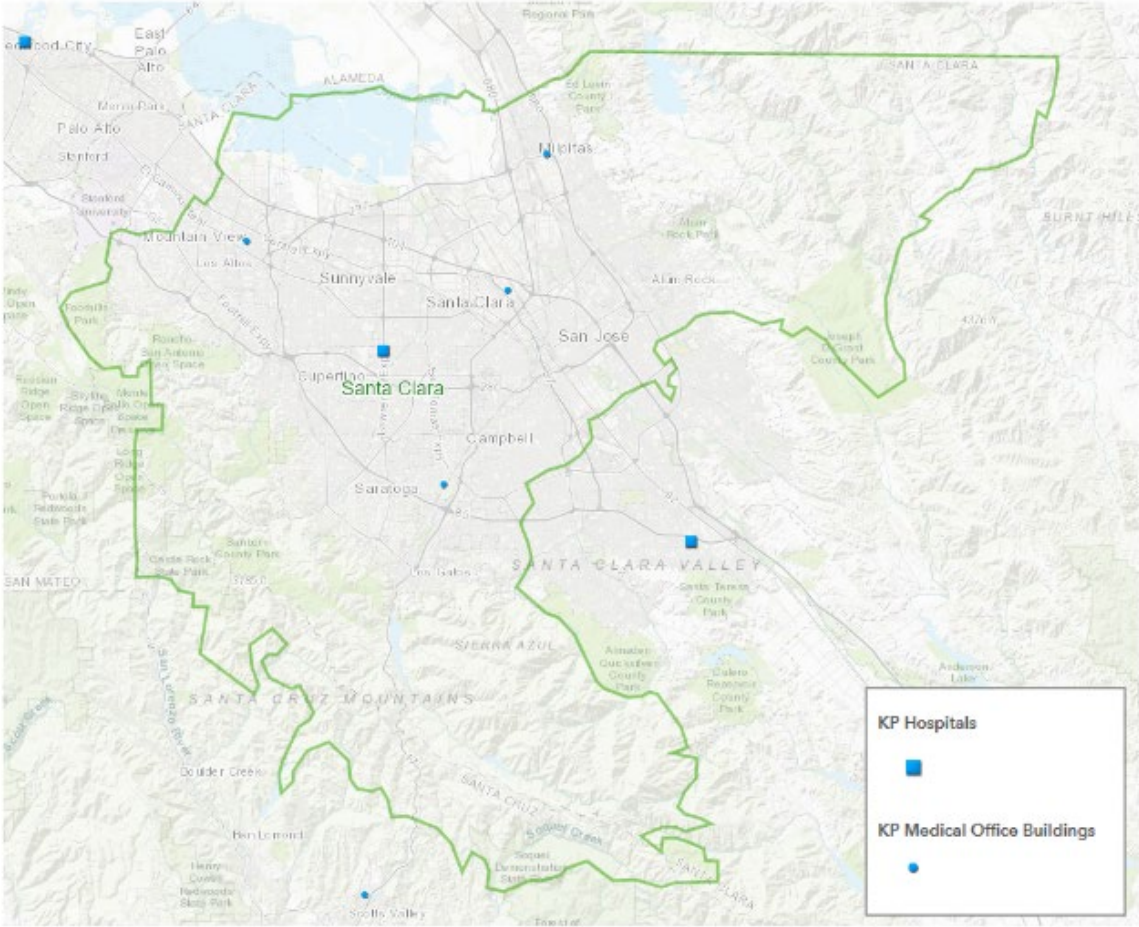


Attachment A



State of California Determinations of Disadvantaged and Low Income Communities
<https://ww3.arb.ca.gov/cc/capandtrade/auctionproceeds/communityinvestments.htm>

KFH-Santa Clara Service Area



Attachment A

EQUITY	Coordinate with City’s GARE program to further identify and implement programs, such as a Climate Smart Equity Advisory Panel	Prioritize equity within Programs with USDN equity fellow (funded by USDN)	Ensure capacity for engagement and dialogue venues with residents of limited and non-English speakers; partner with CSJ Office of Immigrant Affairs & Smart City Vision	Partner with community-based organizations to continue targeted community engagement	Evaluate the establishment of a Climate Equity Index
INTERDEPARTMENTAL PARTNERSHIPS	Expand partnerships with PRNS to identify areas of collaboration, e.g. climate change educational training opportunities with park rangers	Continue to work with Library’s teen programs (EngageSJ, Teens Reach, etc.)	Continue to collaborate with PRNS on engagement with City’s Youth and Senior Commissions	Continue the collaboration with PRNS and complete Natural and Working Lands Analysis	Identify the potential for partnering with and expanding the City’s BeautifySJ grant program
INTERGENERATIONAL EQUITY AND COLLABORATION	Identify and collaborate on intergenerational activities, such as the PRNS GEN2GEN, and Sourcewise ³⁵ programs for climate dialogues				
ENHANCE PARTNERSHIPS WITH AREA GOVERNMENTAL AND PUBLIC HEALTH ORGANIZATIONS	Identify and conduct one or more dialogues with area agencies on Climate Smart Opportunities	Expand dialogue with area Public Health entities (e.g. SCC Public Health and Kaiser) for potential engagement collaborations			
SECURE RESOURCES	Continue to identify and secure resources	Continue dialogues with Silicon Valley Council of Nonprofits and Magnify Community regarding local funding resources		Continue tracking state and national resources for continued funds	
	Existing actions on track	Budget request/need	Roadmap actions initiated		
STATUS					

³⁵ <http://www.mysourcewise.com/>