



## GREEN VISION GOALS

### BY THE YEAR 2022:

-  1. Create 25,000 Clean Tech jobs as the World Center of Clean Tech Innovation
-  2. Reduce per capita energy use by 50 percent
-  3. Receive 100 percent of our electrical power from clean renewable sources
-  4. Build or retrofit 50 million square feet of green buildings
-  5. Divert 100 percent of the waste from our landfill and convert waste to energy
-  6. Recycle or beneficially reuse 100 percent of our wastewater (100 million gallons per day)
-  7. Adopt a General Plan with measurable standards for sustainable development
-  8. Ensure that 100 percent of public fleet vehicles run on alternative fuels
-  9. Plant 100,000 new trees and replace 100 percent of our streetlights with smart, zeroemission lighting
-  10. Create 100 miles of interconnected trails



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# Clean Tech Jobs

## CREATING NEW JOBS BY GROWING THE CLEAN TECH ECONOMY

### San José's entrepreneurs, businesses and universities are leaders in




developing technologies and preparing the workforce, that change the world and create opportunities for generations to come. The City's cultivation of new ideas and its commitment to job creation have made San José the World Center of Clean Tech Innovation.

Companies operating in San José receive strong support in a business-friendly environment, where streamlined permitting, tax sharing, incentives and other programs bolster the local economy. Over the last five years, over \$8 billion in venture capital funding was invested in the region's clean technology companies – evidence of the industry's potential to make positive impacts in our community.

### WHAT WE ARE DOING

-  Fostered the creation of over 10,000 new clean tech jobs and 112 companies locating and expanding in San José since 2007.
-  Encouraging foundation and growth of clean tech companies in San José through incentives, services and policies.
-  Partnering with universities and incubators to attract innovative firms and emerging technologies; conducting pilot projects with clean tech companies to test innovative solutions.
-  Offering training opportunities for employment in clean tech solutions.

### GET INVOLVED

-  Start or grow a clean tech business in San José.
-  Partner with the City on emerging green technologies.
-  Contact our local workforce center to learn about clean tech training and recruitment opportunities.

### ABOUT THE GREEN VISION

The San José Green Vision, a 15-year plan adopted in 2007, charts ambitious goals for clean tech jobs, energy use reduction, renewable energy, green building, waste reduction, water reuse, sustainable development, clean fleet, trees, zero emission streetlights and interconnected trails. The plan is designed to lead us into a future of economic growth, environmental sustainability and an enhanced quality of life for our community.

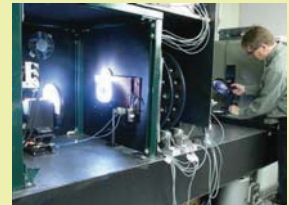
Learn more: <http://greenvision.sanjoseca.gov/>

### GOAL

Create 25,000 new Clean Tech jobs as the World Center of Clean Tech Innovation

### HIGHLIGHTS

- San José Ranked #1 in U.S. Metro Clean Tech Index: Clean Edge, a national research consultancy released its first annual U.S. Metro Clean Tech Index that provides a comprehensive analysis of how the 50 largest U.S. metro regions compare across the clean-tech spectrum.



### CONTACT INFO:

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## PAVING THE WAY FOR MORE TRAILS AND BIKE WAYS





### San José is developing a 100-mile trail network to be developed primarily

along creeks and rivers; providing access to some of the City's most scenic corridors. The 100 mile trail network will combine with a 400 mile on-street system to complete a 500 mile citywide bikeway and trail network. San José has attributes that support bicycling; year-round moderate climate, valley-floor topography and casual lifestyle. The City's efforts to add more bike lanes and trails, as well as the growing popularity of bikes have supported a 67% increase in travel.

### WHAT WE ARE DOING

-  Opened to the public more than 54 miles of trails, many of which link residential neighborhoods to recreation and employment sites. Acquired 7.5 acres (nearly 1 mile) of land for a cross-town trail system (Three Creeks Trail).
-  Striped more than 216 miles of bike lanes to permit safer travel along City streets and provide links to the trail network.
-  Created an employee bike fleet to reduce travel time for downtown meetings.

### GET INVOLVED

-  Use trails and bikeways for fitness and commuting to and from work, school, shopping and other destinations.
-  Join local advocates like the Silicon Valley Bicycle Coalition, Guadalupe River Park Conservancy, San José Parks Foundation and Save Our Trails.
-  Volunteer with Adopt-A-Trail or Trail Watch to support ongoing maintenance and monitoring of the City's trails.
-  Download the free Creek Watch application to report litter in the creeks and Transit & Trails to reach trails by transit.

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Learn more: <http://greenvision.sanjoseca.gov/>

### GOAL

Create 100 miles of interconnected trails

### HIGHLIGHTS

- The City of San José received two Awards of Merit at the 2012 Trails and Greenways Conference, the first in recognition of the City's Guadalupe River Trail Reach 6 and the second for the Coyote Creek Trail Master Plan. Additionally the California Parks and Recreation Society (CPRS) awarded San José two 2012 CPRS Awards of Excellence for those same projects



### CONTACT INFO:

For more information on trails, contact Yves Zsutty at (408) 793-5561 or [yves.zsutty@sanjoseca.gov](mailto:yves.zsutty@sanjoseca.gov)

For more information on bikeways, contact John Brazil at (408) 975-3206 or [john.brazil@sanjoseca.gov](mailto:john.brazil@sanjoseca.gov)

# Energy






## SAVING ENERGY AND MONEY THROUGH CONSERVATION AND EFFICIENCY

### Energy powers our lives. We depend on it to run our homes and businesses.




More than 11.2 billion kilowatt hours of energy is used in San José each year, which translates into 2.3 million metric tons of carbon dioxide.

To reach its energy reduction goals, San José needs the participation and support of everyone in the community. Residents, businesses, visitors and employees will find a wealth of resources designed to help them save both energy and money, using simple techniques and efficient systems.

### WHAT WE ARE DOING

-  To date, the City has implemented municipal energy efficiency retrofits that will save an estimated \$1 million each year; a revolving City Energy Fund enables investment of savings in future energy efficiency projects.
-  Establishing partnerships with PG&E, the State of California and other organizations on various energy efficiency programs.
-  Conducting energy efficiency training workshops and residential and small business outreach; promoting an energy efficiency tool lending library.

### GET INVOLVED

-  Reduce energy use through simple actions: replace incandescent bulbs with new energy-efficient light bulbs, unplug appliances when not in use, insulate your home or business and caulk around windows and doors.
-  Access free energy audits, retrofits, technical assistance, education and training available through Santa Clara County/Silicon Valley Energy Watch (<http://energy.sanjoseca.gov/energy-efficiency>)
-  Learn about rebates and incentives for energy efficient appliances and equipment through PG&E ([www.pge.com](http://www.pge.com))

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### GOAL

Reduce per capita energy use by 50 percent

### HIGHLIGHTS

- During 2012, the Santa Clara County/Silicon Valley Energy Watch Program run by the City served over 1,500 homes and small businesses county-wide, saving nearly \$3 million in utility bills, to date the program has helped almost 3,000 homes and businesses.
- The Community Energy Champion Grants program, which provided technical assistance and \$335,000 in grants to 18 recipients. The grant recipients reached out to 19,000 people in targeted communities to increase energy efficiency awareness.



### CONTACT INFO:

For more information, contact Mike Foster with the Environmental Services Department at (408) 975-2601 or [michael.foster@sanjoseca.gov](mailto:michael.foster@sanjoseca.gov)



# Renewable Energy




## POWERING OUR COMMUNITY WITH CLEAN RENEWABLE ENERGY

### About 79 percent of electricity used in San José homes and businesses each




year comes from limited, nonrenewable sources and generates nearly 1.1 million metric tons of carbon dioxide. Switching to 100 percent clean, renewable energy sources will dramatically reduce the City's carbon footprint, while lessening our dependency on fossil fuels.

Renewable energy comes from naturally replenished resources and emits little or no greenhouse gases. Innovation and investment are key to providing affordable, renewable energy to the community, and in achieving this goal, the City will improve the environment, create local jobs, strengthen energy security and boost the economy.

### WHAT WE ARE DOING

-  Residents, businesses and the City installed more than 47 megawatts of solar to-date throughout San José.
-  Financing solar installations on City facilities using Power Purchase Agreements
-  Testing other renewable sources, such as biogas and organic waste, through pilot partnership projects.

### GET INVOLVED

-  Maximize financial assistance through tax credits and incentives.
-  Learn more through [www.GoSolarCalifornia.org](http://www.GoSolarCalifornia.org).
-  For more information on resources and workshops, visit [www.sanjoseca.gov/ESD](http://www.sanjoseca.gov/ESD).

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### GOAL

Receive 100% of our electrical power from clean, renewable sources

### HIGHLIGHTS

- San José is continuing to work with Solarcity to install solar on various municipal sites using power purchase agreements. In total, San José plans to install 1.6 MW of solar, equating to \$2.6 million in estimated savings.
- According to California Statistics, San José currently has the most megawatts of solar installed in California.



### CONTACT INFO:

For more information, contact Mike Foster with the Environmental Services Department at (408) 975-2601 or [michael.foster@sanjoseca.gov](mailto:michael.foster@sanjoseca.gov)

# Green Building






## DEVELOPING MORE SUSTAINABLE, HEALTHFUL ENVIRONMENTS



### Green building practices lower energy, water and utility costs, while

improving indoor air quality and increasing health and productivity. The City of San José has long recognized the benefits of energy and resource efficient construction. People spend 90 percent of their time indoors and buildings are responsible for 70 percent of our electricity use and 40 percent of our total carbon dioxide emissions. Green buildings can thus have a big impact on our energy consumption and carbon emission levels. Additionally, eco-friendly buildings lead to the creation of more local green jobs.

### WHAT WE ARE DOING

-  Providing leadership in municipal and private sector green building policies.
-  Sponsoring green building-related education and training for construction professionals, developers, City staff, and community members.
-  San José has over 6.7 million square feet of green buildings, with another 9.5 million square feet in design and construction. Over 2 million square feet of municipal buildings are LEED Certified green buildings.

### GET INVOLVED

-  Discover programs, resources, and rebates to help you make your home, business, or next construction project more efficient.
-  Learn more about Green Building certification and accreditation programs including Build It Green ([www.builditgreen.org](http://www.builditgreen.org)) and USGBC's LEED system ([www.usgbc.org](http://www.usgbc.org)).

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Learn more: <http://greenvision.sanjoseca.gov/>

### GOAL

Build or retrofit 50 million square feet of green buildings

### HIGHLIGHTS

- Dr. Martin Luther King, Jr. Library achieved LEED Silver and the Bascom Library and Community Center achieved LEED Gold
- Developed by First Community Housing in partnership with the City of San José, the Fourth Street Family Apartments achieved LEED Platinum



### CONTACT INFO:

For more information on municipal buildings, contact Matt Morley at (408) 535-1298 or [matt.morley@sanjoseca.gov](mailto:matt.morley@sanjoseca.gov)

For more information on private buildings, contact Laurel Prevetti at (408) 535-7901 or [laurel.prevetti@sanjoseca.gov](mailto:laurel.prevetti@sanjoseca.gov)



# Zero Waste






## USING DIVERSION AND INNOVATION TO BECOME A ZERO WASTE CITY

### Zero Waste helps keep our air, land, and water clean while generating more




local jobs. Reusing products helps to reduce waste and eliminates the need to extract additional resources.

When waste materials are disposed of improperly, pollutants can affect soil and water impacting the local environment and food production. Strong greenhouse gases can also taint the air when organic materials in landfills decompose. Extracting resources, using energy to manufacture goods, and transporting products, are all major causes of harmful air emissions. Zero Waste provides a path to greater health and economic welfare.

### WHAT WE ARE DOING

-  Achieving some of the nation's highest diversion rates - 73% overall, 77% multi-family, 87% City facilities
-  Serving as a national model and raising the bar for diversion with established programs, such as Construction and Demolition Diversion (CDD), Recycle Plus, Go Green Schools and Zero Waste Event programs.
-  Developing partnerships, infrastructure, and pilot projects to test technologies that can convert organic waste to energy.
-  Constructing the San José Environmental Innovation Center housing a HHW drop-off facility and clean tech demo center.
-  Proposed phase out of expanded polystyrene foam food ware, following in the footsteps of the single-use plastic bag ban.

### GET INVOLVED

-  Learn more about how to reduce, reuse and recycle in San José and visit [www.sjrecycles.org](http://www.sjrecycles.org).
-  Compost organic waste and bring your own shopping bags grocery shopping to reduce litter and waste sent to the landfill.
-  Divert your construction and demolition waste.

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Learn more: <http://greenvision.sanjoseca.gov/>

### GOAL

Divert 100% of our waste from landfills and convert waste to energy

### HIGHLIGHTS

- Waste and Recycling News awarded the 2012 Green City Award to the City's Recycle Plus program for being the most effective and successful residential recycling program for a large city in the United States
- San José businesses tripled their recycling rate in 2012, and are on track to achieve 80% diversion by 2014, due to the newly established commercial solid waste collection system which utilizes 50 Compressed Natural Gas vehicles, helping to reduce greenhouse gas emissions.



### CONTACT INFO:

For more information, contact Jo Zientek with the Environmental Services Department at (408) 535-8557 or [jo.zientek@sanjoseca.gov](mailto:jo.zientek@sanjoseca.gov)

# Recycled Water




## PURSuing RECYCLED WATER SOLUTIONS TO MEET SUPPLY NEEDS

### Having a reliable water supply is important in reinforcing San José's




future as a sustainable and flourishing community. About half of the water used in Santa Clara County is imported, which makes it energy intensive.

Recycled water is a critical component in strengthening the reliability of our water supply. The South Bay Water Recycling program provides a sustainable, non-potable water supply that is treated to remove 99 percent of all impurities. Every gallon of water that is recycled reduces dependency on imported water and preserves drinking water supplies for current and future generations in the South Bay region.

### WHAT WE ARE DOING

-  As the administering agency of South Bay Water Recycling, the City of San José recycles an average of 10.6 million gallons to 694 irrigation and industrial customers in our area.
-  Collaborating with local industry to expand the use of recycled water beyond landscape irrigation, including more cooling towers and toilets that use recycled water.
-  Partnering with the Santa Clara Valley Water District to construct a Silicon Valley Advance Water Purification Center, which will improve recycled water quality for new applications.

### GET INVOLVED

-  Learn more about the benefits of recycled water at [www.sanjoseca.gov/SBWR](http://www.sanjoseca.gov/SBWR).
-  Help conserve water by following tips at [www.sanjoseca.gov/esd/water-conservation](http://www.sanjoseca.gov/esd/water-conservation).
-  Properly dispose household hazardous waste to keep pollutants out of the sanitary sewer system and the Bay, [www.Baywise.org](http://www.Baywise.org).

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Learn more: <http://greenvision.sanjoseca.gov/>

### GOAL

Recycle or beneficially reuse 100% of our wastewater (100 million gallons per day)

### HIGHLIGHTS

- Over \$45 million in federal grants to plan for future water demand and expand the recycled water infrastructure
- South Bay Water Recycling is the largest urban water recycling program in Northern California
- Since 1997, the South Bay Water Recycling Program has helped recycled water customers conserve more than 37 billion gallons of drinking water which is enough to supply 180,000 households for a year



### CONTACT INFO:

For more information, contact David Tucker with the Environmental Services Department at (408) 635-2000 or [david.tucker@sanjoseca.gov](mailto:david.tucker@sanjoseca.gov)





## ACHIEVING SUSTAINABILITY THROUGH COMMUNITY PLANNING

### San José has updated its General Plan, the comprehensive blueprint for the



City's future. *Envision San José 2040* will guide the community on issues such as land use and transportation systems and allow the City to establish policies that enable achievement of its sustainability goals through the year 2040.

The Plan is community-based, directly rooted in the values and goals consistently expressed by community members throughout the Envision General Plan Update process. The Plan supports a mix of land uses that encourages greater transit use, increased bicycling and walking, and more efficient use of existing infrastructure as part of the City's strategy to reduce greenhouse gas emissions.

### WHAT WE ARE DOING

-  Working with the community and stakeholders to plan new vibrant, mixed-use urban villages throughout San José.
-  Building partnerships with business owners, community and non-profit representatives, university members, elected officials, City staff and others to implement Envision 2040.
-  Hosting meetings to solicit business stakeholders and community input to encourage and streamline new development to help San José achieve sustainability through community planning.

### GET INVOLVED

-  Participate in upcoming neighborhood planning activities for your neighborhood.
-  Learn more about land use planning in San José at <http://www.sanjoseca.gov/planning/>

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Learn more: <http://greenvision.sanjoseca.gov/>

### GOAL

Adopt a General Plan with measurable standards for sustainable development

### HIGHLIGHTS

- The San José's Envision 2040 General Plan received an Award of Excellence, Comprehensive Plan Award for a Large Jurisdiction from both the Northern California American Planning Association and California APA



### CONTACT INFO:

For more information, contact Laurel Prevetti with the Department of Planning, Building & Code Enforcement at (408) 535-7901 or [laurel.prevetti@sanjoseca.gov](mailto:laurel.prevetti@sanjoseca.gov)







## GREENING THE CITY'S FLEET AND REDUCING CARBON EMISSIONS

### In Santa Clara County, more than 40 percent of our greenhouse gas




emissions come from cars, trucks, buses, trains and other modes of transport. These surface transportation systems are among the largest users of energy and, not surprisingly, the greatest contributors to poor air quality.

Converting 100 percent of the City's fleet to alternate fuels will not only allow us to reduce greenhouse gas emissions and improve air quality, but to do so in a way that models the way for others, through thoughtful policy, strategic partnerships and demonstration pilots.

### WHAT WE ARE DOING

-  A progressive Green Fleet policy guides the transformation of the City's fleet; 917 City vehicles or 40 percent of San José's public fleet, is powered with alternative fuels.
-  Providing an employee bike fleet for staff to use when traveling to meetings.
-  Collaborating with other public agencies, industry consortiums and companies to develop alternate fuel standards and infrastructure.
-  Recently installed 43 vehicle charging stations in San Jose downtown area available to the public.

### GET INVOLVED

-  Green your commute - drive less, take public transit, bike or walk.
-  Look for commute alternatives, find a carpool buddy, and plan your trip with the Bay Area Trip Planner at [www.511.org](http://www.511.org).
-  Make sure tires are properly inflated to get the best gas mileage. Avoid letting your car idle.

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### GOAL

Ensure 100% of public fleet vehicles run on alternative fuel

### HIGHLIGHTS

- In 2012, Zip Car launched a car share program in downtown San José and the City has made up to 40 parking spaces available
- In 2012, Republic Services rolled out a the new commercial solid waste collection system which utilizes a fleet of 50 Compressed Natural Gas collection vehicles
- The San Jose Fire Department was awarded funding from a Community Development Block Grant to replace old fire apparatus with new units equipped with the latest clean diesel emissions technology



### CONTACT INFO:

For more information, contact Dan Sunseri with the Department of Public Works at (408) 975-7266 or [dan.sunseri@sanjoseca.gov](mailto:dan.sunseri@sanjoseca.gov)







## REDUCING EMISSIONS WITH TREES AND ENERGY EFFICIENT STREETLIGHTS

### Trees and improved streetlights will provide significant environmental and




social benefits to the City of San José. The City's community forest comprises trees on streets, in parks, and on private property. A single tree sequesters about 0.035 metric tons of carbon over a 10-year period. Planting 100,000 additional trees will result in the sequestration of 3,550 metric tons of CO<sub>2</sub> over 10 years. Trees also provide shade, reduce air conditioning bills, filter air pollutants, and boost property values.

Replacing all 62,000 of San José's streetlights with smart, energy-efficient LED lights will help reduce energy and operational costs as well as associated greenhouse gas emissions. Additionally dimming the lights (an average of 30% for half the night), will protect the night sky while reducing energy consumption further.

### WHAT WE ARE DOING

-  Documenting the size, health and species of the city's street trees by conducting a comprehensive inventory.
-  Converting more of our streetlights to "Smart" LED streetlights to significantly reduce energy use and costs while protecting astronomical research.
-  Working with the Department of Energy's Municipal Solid-State Street Lighting Consortium, the streetlight industry and other stakeholders to accelerate the development and adoption of Smart LED streetlights.
-  Collaborating with PG&E on a pilot billing program for adaptive LED streetlights.

### GET INVOLVED

-  Plant a street or garden tree to save energy, sequester carbon, reduce runoff and increase neighborhood property values.
-  Continue proper tree care and maintenance.
-  Volunteer with Our City Forest at [www.OurCityForest.org](http://www.OurCityForest.org).

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### GOAL

Plant 100,000 New Trees and Replace 100% of Streetlights with Smart, Zero Emission Lighting

### HIGHLIGHTS

- Our City Forest, a key partner, is offering trees at nominal cost for schools, parks, and homeowners for street and private tree planting locations
- In 2012, the City installed 2,200 smart LED streetlights. 570 lights will be installed in 2013 using CDBG funds. Another 1,100 lights will likely be retrofitted as part of public and private projects over the next several years. In total, 4,300 LED lights are planned for installation, representing approximately 6% of the City's streetlights
- The California Public Utility Commission approved a dimmable streetlight tariff pilot proposed by PG&E that the City helped draft; by participating in the pilot, the City will be able to capture savings from dimming its lights



### CONTACT INFO:

For more information on trees, contact Ralph Mize at (408) 794-1915 or [arborist@sanjoseca.gov](mailto:arborist@sanjoseca.gov)

For more information on streetlights, contact Laura Stuchinsky at (408) 975-3226 or [laura.stuchinsky@sanjoseca.gov](mailto:laura.stuchinsky@sanjoseca.gov)