



## City of Palo Alto Sustainability Policy

It is the intent of the City of Palo Alto to be a sustainable community – one which meets its current needs without compromising the ability of future generations to meet their own needs. In adopting this policy, The City of Palo Alto accepts its responsibility, through its programs and services, to:

- **Economy:** Maintain a healthy, thriving and well-balanced economy comprised of a blend of large and small business, which encourages the development of independent businesses and is resilient to the economic changes common to California's economy
- **Social Equity:** Continuously improve the quality of life for all Palo Alto community members
- **Environment:** Reduce resource use and pollution in a cost-effective manner while striving to protect and enhance the quality of the air, water, land and other natural resources; promote and support the conservation of native vegetation, fish, wildlife habitat and other ecosystems; and minimize human impacts on local and regional ecosystems

In working toward these goals, the City will, when appropriate, align and partner with community groups, businesses and non-profits

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## Task Force Mission, Goal & Work Plan

**Mission:** To recommend an achievable and measurable set of policies and actions to meet or beat the Governor's greenhouse gas emission-cutting goals

2000 levels by 2010  
1990 levels by 2020, and  
80 percent below 1990 levels by 2050

**Goal:** To achieve significant, measurable reductions of greenhouse gas (GHG) emissions in the Palo Alto/Stanford area through positive actions in all sectors of the population

**Work Plan:**

Five Subcommittees:  
Baseline, Energy, Transportation, Built Environment, Education/Motivation  
Regular Meetings  
Yahoo! Group  
Prioritization facilitation by IDEO  
Report to Council December 18, 2006 (9 months)  
Over 50 participants

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## Core Task Force Recommendations

### OVERALL:

- Develop and implement a Climate Action Plan

### BASELINE:

- Inventory emissions for City operations
- Encourage/challenge businesses to participate
- Develop emissions estimation tools

### REDUCTION STRATEGIES:

- Energy
- Transportation
- Built Environment

### EDUCATION:

- Instill a Moral Imperative
- Familiarize and Motivate
- Public-Private Partnership

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## Reduction Strategies

- Lead by Example
- Incentives
- Codes & Rules

ENERGY	TRANSPORTATION	BUILT ENVIRONMENT
Reduce greenhouse gas emissions from electricity and natural gas usage to achieve <b>climate neutrality by 2020</b>	Reduce emissions from City <b>vehicle fleet and commuting</b> activities. Work with <b>regional transportation agencies</b> to advance availability and ridership of public transportation and low-emissions transportation.	Evolves <b>green building</b> and <b>transit-oriented development</b> from exception to mainstream.
<ul style="list-style-type: none"> <li>• Energy efficiency</li> <li>• Renewable energy</li> <li>• Urban forest</li> <li>• Projects or offsets</li> <li>• Emissions inventory</li> <li>• Research and development</li> </ul>	<ul style="list-style-type: none"> <li>• Fuel-efficient vehicles</li> <li>• Alternative fuels</li> <li>• Mass transit availability</li> <li>• Parking incentives</li> <li>• Biking and walking</li> <li>• Electronic alternatives to travel</li> <li>• School commuting</li> <li>• Lobbying – Region, State, National</li> </ul>	<ul style="list-style-type: none"> <li>• Green Buildings</li> <li>• Energy Efficiency</li> <li>• Solar Energy</li> <li>• Residential energy consumption ordinance (RECO)</li> <li>• Landscape</li> <li>• Pedestrian and Transit Planning</li> </ul>

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## Task Force Follow-Up

- Reconvene Periodically (first was in April 2007)
- Meetings Planned with
  - Neighborhood Organizations
  - Faith Groups
- School District has Sustainable Schools Committee
- Chamber of Commerce launched "Palo Alto Business Goes Green"
- Local non-profit Acterra launched Green@Home program

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## ICLEI Milestones to Reduce Greenhouse Gas Emissions

- Conduct an inventory
- Establish a reduction target
- Develop an action plan
- Implement the action plan
- Monitor and report progress; update plan

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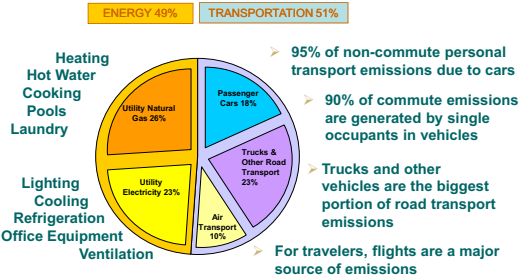
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## Palo Alto Major CO<sub>2</sub> Emissions by Source – 2005

Task Force estimated 644,000 metric tons in 2005 (community-wide)  
➤ City operations account for ~3% of total (22,240 metric tons - certified)



➤ 95% of non-commute personal transport emissions due to cars

➤ 90% of commute emissions are generated by single occupants in vehicles

➤ Trucks and other vehicles are the biggest portion of road transport emissions

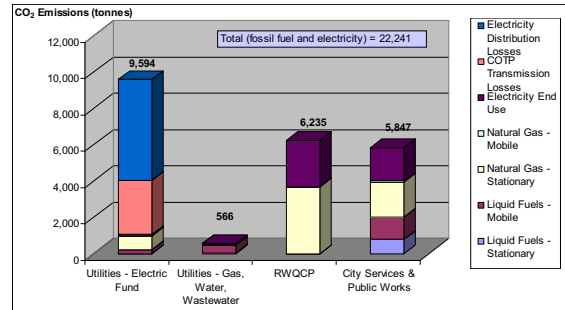
➤ For travelers, flights are a major source of emissions

Estimates exclude non-CO<sub>2</sub> gases, rail, marine & off-road vehicles, landfill, CO<sub>2</sub> from cement, propane  
(1 metric ton = 1000 kg = 2205 lbs)

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## Climate Protection Action Plan

- Utilities
- Purchasing
- Vehicles and Commuting
- Regional Transportation
- Built Environment
- Education and Motivation

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## Initiatives

- Green Building
- Urban Forest Master Plan
- Construction and Demolition Debris Ordinance
- Zero Waste Plan
- Ahwahnee Water Principles
- Cool Commute
- Energy Efficiency
- Alternative Energy Supply
- PV Demonstration Project

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## Implementation: Regional Efforts

- Sustainable Silicon Valley
- Santa Clara County
  - Green Business Certification
- BAAQMD/MTC
  - Joint Policy Committee
- League of California Cities
- Santa Clara County Cities Association
- Joint Venture Silicon Valley Network
  - Climate Protection Task Force

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## Joint Action is Essential

- Leverage Scarce Resources
- Minimize Duplication
- Learn from Each Other
- Make Tangible Progress

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### *Implementation: Growing Partnerships*

- Chamber of Commerce
  - "Palo Alto Business Goes Green"
- School District
  - Sustainability Committee, Green Teams
- Green Ribbon Task Force
  - Education & Motivation
- Community Organizations
  - Neighborhood Associations
  - Faith Groups
  - Acterra

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### *GRTF Suggested Reductions Targets*

- Meet or beat Governor's goals:
  - 2000 levels by 2010;
  - 1990 levels by 2020;
  - 80% below 1990 levels by 2050
- Climate neutrality in utilities operations by 2020

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