MEMO

To: Payal Bhagat, City of Santa Clara

From: Nora De Cuir, PMC

Cc: Jeff Henderson, PMC
Leeanne Singleton, PMC

Date: April 28, 2013

Re: City of Santa Clara CAP - Open House Summary

The City of Santa Clara hosted a community open house in advance of a regularly scheduled Planning Commission meeting on Wednesday, April 10th, 2013. Open House participants were asked to provide feedback on the City's Climate Action Plan (CAP) through interactive posters and a community survey. The open house provided members of the public an opportunity to learn about the CAP project and participate in its development.

The purpose of the open house was to:

- Introduce the project and planning process to the community
- Provide opportunities for the public to help shape the future of sustainability in their community
- Communicate how the City will be investing in existing and future sustainability projects

A handful of community members participated in the activities and filled out the community survey, during the open house. In addition, community members who attended the planning commission meeting received a presentation about the project. There were no public comments or questions during the Planning Commission meeting. The following is a summary of the comments received and results from activities in which the community participated.

Summary of Information Collected

Interactive Poster

Through the interactive posters, participants were asked, "**What can you do?**" to support GHG reductions. This poster gathers information about what Santa Clara's community members are already doing at home and what they might be willing to undertake as a result of the Climate Action Plan. Participants were also asked whether they would like the City to encourage, incentivize or require these activities in the future. In most cases, a clear preference was shown for incentivizing activities. Overall, the community members who participated in the activity are already engaged in many GHG reducing activities.

Participants already:

- Carpool, bicycle, or take transit to work
- Make housing choices based on proximity to services and transportation options
- Are involved with solid waste reduction efforts: recycling, compost, avoiding plastic and Styrofoam

Participants are willing to:

- Support incentives for energy efficiency activities over any other category
- Support requiring the removal of water-intensive landscaping

Answer tallies are listed in the chart below:

			The City should:		
	I already do this	I would try this	Encourage	Incentivize	Require
Transportation					
Carpool, ride the bus, bicycle, or walk from home	4	1	1	1	
Drive a hybrid or electric vehicle	2		1	1	
Land Use					
Make housing decisions based on proximity to services and transportation options	4		1	1	1
Energy Efficiency					
Replace older fixtures, bulbs, or appliances with more energy-efficient models	3			3	
Upgrade heating and cooling efficiency of your home or business through insulation, new windows, etc.	1	2		3	
Install alternative energy devices such as a solar water heater or solar or wind systems on your roof or property		2		2	
Participate in energy audit or retrofit through City programs, utility-sponsored programs, or other energy efficiency	1	1		3	

			The City should:		
	I already do this	I would try this	Encourage	Incentivize	Require
programs					
Water Conservation					
Replace old fixtures with more efficient models	3			1	
Collect storm water or install a greywater system	1			1	1
Replace or remove water-intensive landscaping	2				4
Solid Waste					
Recycle common materials (office paper, cardboard, plastic, glass)	4		1	1	2
Compost organic materials or utilize green waste bins to recycle yard waste	2	1	1	2	2
Avoid use of Styrofoam products or plastic bags	4		2	1	2
(Added during open house) Buy Green Power	1	1			

Additional Results

The following written comments were provided during the mobile workshops:

- Provide rebate on new appliances, windows, etc.
- Encourage local businesses to earn the Bicycle Friendly Business designation from the League of American Bicyclists
- Set a policy that Santa Clara shall take measures to become a platinum-level bike community
- Encourage the creation of neighborhood associations throughout the city
- Consider creating bicycle boulevards that run north & south in the city – Los Padres Blvd. is a good candidate.
- Study heat island effect, especially use of black sand slurry seal. This seal is dangerous for cyclists, hot during the day and deviates from Caltrans standards.
- Let's have a crop swap for residents
- Community farms on schools for students
- Provide community gardens
- Provide land allotment gardens
- Provide subsidies to famers who bring locally grown food into Santa Clara
- Encourage bicycle travel during work at the City
- Provide wide shoulders for cycling on City streets
- Provide street trees that can be made into lumber

Please note: Survey results from the open house are tallied alongside all other project surveys and are not called out specifically in this summary.