



Appendix A: Ideas Roster

Ideas Roster

The Climate Action Playbook draws on more than 240 ideas, the majority of which were sourced from our community through the OpenIDEO online challenge and the large in-person community workshop. Ideas also originated from City staff, leading City best practices, as well as CAP 1.0 actions that were identified for ongoing implementation. This appendix contains the complete list of ideas evaluated for the Climate Action Playbook. Each idea is identified by a randomly assigned, unique Idea ID#. The Next Moves (presented in *Game Plan 2022: Our Next Moves*) were developed by staff drawing inspiration from chosen elements of these ideas, and based on their feasibility, cost, and alignment with the City's overall goals and departmental programmatic priorities. The Next Move ID# is indicated where selected ideas from this list contributed to the development of the Next Moves for implementation by year 2020.

Strategy 1: Promoting Clean Energy		
Idea ID #	Idea Description	Next Move(s) ID#
1	Continue to support and steer Silicon Valley Clean Energy (Sunnyvale's community choice energy provider) in providing clean power for Sunnyvale's residents and businesses.	1.A
2	Target direct access shift to 100% RE	1.B
3	Solar roofs: We need to require developers to install solar panels on all new office buildings, just like San Francisco, Santa Monica and Lancaster.	1.C
4	Require solar for new construction	1.C
5	Incentivize local solar, efficiency, and storage	1.C, 1.D
6	Partner with SVCE to boost 100% RE participation	
7	Pilot new technologies (e.g., microgrids)	
8	Improve the Electric Power Mix	

Strategy 2: Decarbonizing Buildings		
Idea ID #	Idea Description	Next Move(s) ID#
9	Benchmarking Requirement: Require commercial properties to benchmark their energy consumption annually and require energy audits every five year with implementation.	2.A
10	Energy Benchmarking and Retrofit Policy/Programs for Energy Benchmarking: Characterize building stock and analyze feasibility for various energy efficiency programs per building type. Draft Energy Benchmarking Ordinance to improve overall system performance in the existing building stock and contribute to city-wide energy use reductions. Include stakeholder outreach, trades training and education, and prepare financing and incentive options. Establish energy score program and performance standards. Public awareness campaign and incentives for building performance.	2.A
11	Establish a residential energy conservation program that encourages or incentivizes homeowners to perform energy and water audits, with an emphasis on leveraging homeowner decision-making during home sale, purchase, and remodel.	2.B

Strategy 2: Decarbonizing Buildings

Idea ID #	Idea Description	Next Move(s) ID#
12	<p>Outreach and Incentives for Electrification program (Heat pump water and space heaters): Build atop city's free energy audit program: launch a Score card program for single-family residents to track and reduce energy use; and include electrification incentives and options at time of audit.</p> <p>STAFF NOTE: City does not currently offer a free energy audit program. An online energy audit program (Green@Home) was offered for 12 months between 2017-2018.</p>	2.C
13	Pay for the Panel Program: Remove financial obstacles for the adoption of clean energy technologies.	2.C
14	Kick Out Carbon: Develop and Publicize electrification Incentives.	2.C
15	ZNE + All-Electric Incentives and Recognition program: While ZNE is mandatory for new construction in 2020, existing building stock will also need to be addressed to achieve GHG goals. incentivize and tell the success stories.	2.C
16	Municipal facility leadership by example: Upgrade muni. facilities as ZNE demonstration projects using win-win financing strategy.	2.D
17	Improve permit process and ordinance requirements: Maximize GHG reductions and coordinate improvement of permit process in accordance with new ordinance requirements such as Green Building Program Update or others. For example, expand the streamlined solar permitting process to include all rooftop solar project in the city (residential multi-family, commercial and industrial).	2.E, 2.G
18	No New Fossil Infrastructure: City would not purchase new capital eqpt., permit new comm. or res. development, or implement infrastructure that directly uses fossil fuels.	2.E
19	Differential Utility Tax Rate: Work with other cities and PG&E to enable Sunnyvale to implement a lower Utility User Tax on electricity and to raise the tax on natural gas.	2.F
20	Evaluate and update the 2009 Zoning Code for Green Buildings for single-family, multi-family, and non-residential building construction and major remodels every three to five years.	2.G
21	Connect businesses and residents with rebate programs that give priority to appliances with smart grid technology.	
22	Sunnyvale residents can get paid to save energy: OhmConnect is a free service in Sunnyvale that rewards you for saving energy when it matters most to the grid and the environment.	
23	Identify businesses that are likely to be the largest consumers of energy within the city and target City outreach to these businesses.	
24	Home Smart Track: A piece of hardware that monitors a user's energy usage for smarter consumption through visualization of aggregated user data.	
25	Home Energy Clock: A display, like a clock on the kitchen wall, that shows real time use of electricity, gas and water in kw, therms and cft plus dollars.	
26	Free energy audit for home and building owners: Building and home owners will be offered free-of-charge energy audit to identify best efficiency opportunities.	
27	Incentive-based policy for carbon capture and sequestration in building materials: Sunnyvale should create an incentive-based approach to encouraging construction using building materials that sequester carbon.	

Strategy 2: Decarbonizing Buildings

Idea ID #	Idea Description	Next Move(s) ID#
28	Eco Housing: Convert the Sunken Garden golf course into a farm and eco housing condos.	
29	GHG>15%! Replace risky, toxic, inefficient (10%Eff!) Fireplaces and BBQ with 80%Eff. NG sealed-safe FP-Inserts & 90%Eff. hot water heaters.: GHG>15% Replace smoggy 10%Efficient Fireplaces & BBQs with 80%E NG(Without Solar-PVC) fireplace Inserts and >90%E hot water heaters.	
30	Reducing Air Conditioner Use in Sunnyvale.: This proposal will consider strategies to reduce air conditioner use in existing buildings and new construction in Sunnyvale, including tree planting and shading of buildings.	
31	One Stop Trusted Energy Shop: City energy consultants for residents and businesses for one on one help on implementation of solutions	
32	Turn Lights Off: I turn my lights off as I use them, maybe the many office buildings who leave their lights on 24/7 could do the same.	
33	Green Certification for businesses in Sunnyvale: Businesses can receive certifications that they are conserving energy to provide them incentives to do so.	
34	Green lease program: City provides recognition program for commercial developers or building managers who offer green leases. Green leases allow developers/property managers to invest in energy efficiency features and pass on a portion of the cost to the tenants. Tenants, in turn, pay for the energy use and are motivated to save energy.	
35	Revenue Neutral Carbon Tax on Natural Gas: Add carbon tax per therm to every SV user of Natural Gas which is used to provide rebates for switching to electric for space heating, etc.	
36	Streamline Permitting for Carbon Neutral Building: Accelerate the update of carbon-neutral building.	
37	Solar Hot Water: Make free non Co2 energy from the Sun.	
38	Fast install solar: Modular, possibly prefabricated, standardized approach to solar installation.	
39	Tours and Demos of Decarbonized homes/businesses: Once a year set a day where folks can tour homes + businesses that have innovated in reducing energy use & promoted low or no carbon tech.	
40	ZNE New Construction Policy: Enforce compliance with ZNE New Residential Construction goals of 15% above Title 24 standards for single-family residences and 10% above for high-rise properties with accompanying solar mandates. Incentivize and recognize commercial ZNE.	
41	Updated Green Building Code and Developer's Carbon Impact Fee: Utilize city's Green Building Code & impose Carbon Impact fee to encourage green building feat. that go beyond state's standards.	
42	Require all new and resurfaced parking lots, sidewalks, and crosswalks to be made of materials with high reflectivity, such as concrete or reflective aggregate in paving materials.	
43	Commit to using a warm aggregate mix for all asphalt patching, overlay, and reconstruction.	
44	Adoption of CALGreen Tier 1 or Tier 2 reach codes	

Strategy 3: Decarbonizing Transportation & Sustainable Land Use

Idea ID #	Idea Description	Next Move(s) ID#
45	Promote Medium Density Housing Options in Existing Neighborhoods to Help Reduce Vehicle Miles Traveled: Enact policies to promote infill development @ modestly higher dens. than existing neighborhoods, house more people in SV to reduce VMT.	3.A
46	Facilitate the development of affordable housing near transit.	3.A
47	Sunnyvale Employees live here: Sunnyvale Employees become residents to reduce mobile traffic. This will also maximize their community involvement and cohesion.	3.A
48	Reform Residential Minimum Parking Requirements to Reduce VMT by Allowing More People to Live in Sunnyvale Near Jobs: Update Municipal Code to relax reqs. for dwellings to provide min. number of parking spaces, to support car-light lifestyles & reduce VMT.	3.B
49	Create maximum parking requirements and reduce minimum parking requirements for mixed-use development. Require parking lot sharing for mixed-use or commercial development with complementary hours of operation	3.B
50	Support car light lifestyles with limited parking supply lower vehicle ownership. Actively manage parking supply with parking pricing and unbundled parking	3.B
51	Let's get serious about Transportation Demand Management & Fair Value Commuting: Reduce SOV trips in commuting by strengthening TDM policies, "carrot/stick" commute clubs & community shuttles.	3.C
52	Transportation Demand Management strategies are implemented, mandated, enforced, and promoted actively, and used widely by everyone in Sunnyvale	3.C
53	Promote telecommuting to decrease solo drivers during commute time periods. Leverage technology to decrease need for driving and increase public/ride-sharing travel options	3.C
54	Require trip reduction programs in new residential, commercial, and mixed use development.	3.C
55	Require existing and future major employers to utilize a variety of transportation demand management (TDM) measures such as flexible work schedules, telecommuting, guaranteed rides home, low- or no-cost transit passes, parking "cash-out" incentives, and other programs that provide employees with alternatives to single-occupant commutes	3.C
56	Implement high quality transit service and a robust set of first/last mile strategies for at least two-thirds of the cross-city corridors	3.D
57	Advocate for transit service improvements by area transit providers consistent with established performance standards, with an emphasis on coordinating public transit schedules and connections and for subsidies for a higher level of transit service and/or more transit passes for residents and/or employees	3.D
58	Coordinate Connections to Mass Transit: Create a simple way for employers to coordinate getting employees to and from mass transit, to reduce car commutes to and from Sunnyvale.	3.D
59	Fully fund the City's bicycle and pedestrian improvement plans for completion by 2035.	3.E
60	Improve bicycle facilities and perceptions of comfort through pavement marking/coloring, physical separation specialized signs and markings, and other design elements	3.E

Strategy 3: Decarbonizing Transportation & Sustainable Land Use

Idea ID #	Idea Description	Next Move(s) ID#
61	Implement projects and programs to improve the safety of cyclists and pedestrians through increased enforcement of pedestrian right-of-way laws, removing crossing impediments, improving crossing time at signalized intersections for pedestrians and cyclists, requiring drive-through food establishments to serve bicyclists, and providing center refuge areas for pedestrians and bicyclists to pause when crossing arterials	3.E
62	Support the creation of walking school bus programs in coordination with schools and parent organizations.	3.E
63	Continue to implement a Safe Routes to School program for increased bicycle and pedestrian safety to and from schools	3.E
64	Improve pedestrian safety and comfort through design elements such as landscaped medians, pedestrian level amenities, sidewalk improvements, and compliance with Americans with Disabilities Act (ADA) design standards, particularly for areas serving high volumes of traffic	3.E
65	Complete and connect low stress bicycle network in Sunnyvale: Best way to get people out of cars is to create easily accessed bike lanes and separate routes in a comprehensive cross-city network.	3.E
66	Fully implement bicycle and pedestrian projects throughout Sunnyvale to achieve a connected safe active network	3.E
67	Dockless Bicycle System For Better Transit Access: Provide means for citizens to travel to transit stops using city sponsored dockless bicycle system, for boarding transit instead of driving.	3.F
68	Support business efforts to plan and implement a bike-sharing program for major commercial and industrial areas	3.F
69	E-shuttle (electric) bus to move staff and employees around City: A free shuttle bus that moved people to major work hubs like Moffet Park would cut down on vehicles moving in directions where public transportation modes currently don't exist. Providing free or cheap transportation, WIFI, bike racks and regularly scheduled buses could reduce some of the traffic impacts. A mobile app showing the bus schedule could be created as well.	3.G
70	Free or Reduced Cost Green Shuttle: A shuttle (electric) bus from specific locations (City Hall, downtown) to Moffett Park or other business heavy areas!	3.G
71	Design streets and parking lots to accommodate increased pick-up and drop-off passenger and commercial demand	3.H
72	Create separate facilities and/or road pricing or priority schemes for autonomous vehicles and/or HOV, or Paid Express Lane	3.I
73	Determine if a cap on number of lanes or areas available to autonomous vehicles is appropriate	3.I
74	Sunnyvale Spice and Slice: Food festival and expo featuring locally grown food where Sunnyvale cooks and gardeners show off their skills and compete for fun.	3.I
75	Local food promotion	3.I
76	Rooftop gardens in Sunnyvale: We can plant rooftop gardens on some public or private buildings in Sunnyvale.	3.I

Strategy 3: Decarbonizing Transportation & Sustainable Land Use

Idea ID #	Idea Description	Next Move(s) ID#
77	Support the conversion to a clean vehicle fleet with supporting infrastructure and incentives for individuals	3.J
78	Implement Policies to Accelerate EV Charging Infrastructure Installation Throughout Sunnyvale: Implement required strategies for accelerating EV Charging Infrastructure (EVCI) install. based on Palo Alto & related recommendations from PAEC.	3.J, 3.K
79	Secure funding to install electric vehicle recharging stations or other alternative fuel vehicle support infrastructure in existing public and private parking lots.	3.J
80	Sunnyvale Goes EV!: Educate and support Sunnyvale residents in the biggest action they can take to reduce their carbon emissions: driving electric!.	3.K
81	Sunnyvale EV mobility or Zero-Emission Fleet: Convert city vehicles to EV and install proper infrastructure.	3.L
82	Increase the number of efficient or alternatively fueled vehicles in the City fleet as vehicles are turned over	3.L
83	Solar on DPS covered parking and EVs/plug-in hybrid vehicles for DPS	3.L
84	Integrated housing at job centers: Require job centers (business parks, corporate campuses) to provide on-site housing for employees.	
85	Create walkable and bikeable neighborhoods with a diversity of services and entertainment options, and a diverse mix of residential and office development types.	
86	Require new development to reduce the need for external trips by providing useful services/facilities on-site such as an ATM, vehicle refueling, shopping	
87	Continue to plan for most new residential, commercial and industrial developments to be developed in specific plan areas, near transit, and close to employment and activity centers.	
88	Encourage the establishment and even distribution of neighborhood-serving facilities such as day care providers, banking/ATM locations, markets and drug stores in existing residential, commercial, and industrial areas in order to reduce the need for vehicle trips	
89	The Urban Village: Live without driving (except maybe work).	
90	Support on-demand ridesharing services that provide point-to-point access for all community members, especially the elderly, children, and the disabled	
91	Prepare for what is now parking to become available and design any future urban parking facility for eventual conversion	
92	High Density Housing near transit corridors to achieve housing and job parity by 2050: Sunnyvale adopts a high density housing near transit ordinance with a goal of achieving a one to one job / housing balance by 2050.	
93	Anti-Idling: My objective is to reduce the amount of GHG's and air pollution in Sunnyvale through reducing unnecessary vehicle idling.	
94	Achieve a jobs to housing ratio consistent with the regional average of less than 0.5 jobs per resident	
95	Continue to provide density and other zoning incentives or procedural or financial incentives to developments for establishment of alternative transportation infrastructure within the private as well as adjacent public right-of-way, such as increased bicycle parking, separated sidewalks, bike lanes and signage, and change and shower facilities	

Strategy 3: Decarbonizing Transportation & Sustainable Land Use

Idea ID #	Idea Description	Next Move(s) ID#
96	Ensure that every village core has opportunities for growing produce locally	
97	Retain a residential parking permit program for residential areas adjacent to commercial areas of the City where parking is in higher demand	
98	Designate street parking stalls in the vicinity of key commercial and multi-family residential locations for efficient or alternatively fueled vehicles.	
99	Increase signal coordination as warranted to facilitate traffic flow along arterials and major collectors	
100	Deploy intelligent transportation systems measures for managing traffic of large-scale construction projects and at major City and private events	
101	Support, streamline, and incentivize the retention and expansion of local anchor and growth industries.	
102	Long-term rental homes: Convert short-term (<6months) rentals and empty investment homes into affordable long-term housing without costly construction and GHG.	
103	Address numbers: Require address numbers be clearly visible and legible from the street.	
104	Sunnyvale Bicycle Highway: As part of the Western Channel redevelopment, build a continuous bicycle highway from the bay, through downtown, past ElCamino.	
105	Flexible work schedules: More flexibility in work schedules to allow employees to lessen the burden and stress of commuting and reduce emissions from congestion.	
106	Lunch Delivery Service: City can have contract with restaurants and fast food places to deliver work day lunches based on preorders (made by individual staff on a daily basis) to different locations of the City offices. This will reduce the number of vehicles on road during lunch time. City can also solicit restaurants incentives for bulk order.	
107	48/96 DPS Fire Schedule: Implement a 48-96 work schedule consists of a 6-day rotation period where each platoon works two consecutive 24-hour shifts, followed by four days off. For any given day of the week, an employee would work that day two weeks in a row, then have the next 4 off. Creates 50% reduction in commuting for all Sunnyvale Fire Service personnel and the resulting economic and environmental benefits this would create.	
108	Implement Congestion Management pricing in business parks: Convince fewer people to drive solo by charging a fee for each personal automobile entering business parks.	
109	Encourage More Ridership by Helping Change Public Perception of Public Bus System by Merging VTA Bus System with Corporate Bus System: Bring together Santa Clara VTA, large businesses & institutions to create efficient, clean electrical bus transportation system.	
110	City Mobility Strategy: A mobility strategy for the city would identify in clear and easy to understand language, the variety and volume of major commute routes to and from the city. As one example if a sizeable portion of the city's work force commutes from the East Bay, what are the current and future alternatives for commuters to get to and from Sunnyvale. Does the city have a workable strategy to help relieve highway congestion to and from that area? If not, what alternatives can the city contemplate in cooperation with other cities in the region, as well as regional transportation agencies to identify and address current gaps.	

Strategy 3: Decarbonizing Transportation & Sustainable Land Use

Idea ID #	Idea Description	Next Move(s) ID#
111	Encourage and subsidize shared mobility autonomous vehicles	
112	Car-free lifestyle & Mobility as a Service: Promote the benefits of a car-free lifestyle and support 'mobility as a service' for city residents and businesses.	
113	Create a TDM program for City staff to promote alternative transportation modes and carpooling to the greatest extent possible	
114	Continue sponsoring projects to provide transit rider amenities at bus stops and rail stations.	
115	Work with the Valley Transportation Authority and neighboring jurisdictions to provide transit priority signal timing in order to decrease travel time	
116	Encourage schools to link employees and guardians of students with an online system such as 511.org that provides carpool matching	
117	Require sidewalks to be a minimum of six feet wide in order to allow side by side walking at identified locations that currently serve high pedestrian traffic volumes, or locations planned to serve high pedestrian traffic.	
118	Require secure bicycle parking at public and large private events	
119	Increase awareness of the city's bicycle facilities by updating the city bicycle map to show locations of public and private bicycle parking, creating a web-based application for members of the public to identify locations of private parking, and establishing information kiosks at key city locations to provide maps and highlight alternative modes of transportation	
120	Improve bike lanes, bike racks, and bike security: Making bike lanes safer and providing better resources to people who bike will incentivize bike transportation.	
121	Modernize Residential streets' speed limits and parking to increase capacity, improve mobile safety and reduce GHG: Prohibit speeding and parking on bike path streets. Prohibit visually impairing vehicles' parking risks to cars, cyclists & pedestrians.	
122	Green light for bikes/Idaho stop: Create more bike corridors where cyclists (almost) never have to stop at intersections.	
123	Increase Green Mobile and shrink carbon footprint: New home/buildings donate permanent green space property to connect safe bike/pedestrian paths, remove GHG inefficient, same-size structures.	
124	Metrics for Non-car travel within Sunnyvale: Create data for non-car travel comparable to that currently maintained by the City for car-based travel.	
125	WayWatchers: Mobile application that tracks how people move around the city and gives points towards tokens for rewards.	
126	Creative Parking Permits for all Street Parking and Per Use Fees for Public Parking Facilities: Require parking permits for all parking on streets and public parking facilities on; use modern technology for easy fee collection.	
127	Vehicle Tax on mileage, weight, and wheels: Tax vehicles based on mileage, weight, and number of wheels (while driven with audible/visible reminders).	

Strategy 3: Decarbonizing Transportation & Sustainable Land Use

Idea ID #	Idea Description	Next Move(s) ID#
128	Replace 4-way stops with mini-roundabouts when possible: Mini-roundabouts reduce emissions when compared to stop-and-go traffic pattern of 4-way stops, and are more friendly on bike traffic.	
129	Flashing Yellow Left Turn Arrows: Replace red left turn arrows with flashing yellow left turn arrows to allow drivers to turn when their direction of traffic has the green.	
130	Sustainable Commuter Punchcard: This idea uses incentives to motivate commuters to carpool, use public transit, bike, or walk to work or school.	
131	New Civic Center: Re-design the future civic center to reduce planned parking in Option 1 (which is designed for today's transportation).	
132	Making Biking (More) Attractive/Fun: Community activities that encourage biking.	
133	Financing Better Mobility: A universal pass (daily, monthly, and/or yearly) paid for by all residents, for local, multi-modal, carbon-free public transportation.	
134	Improve walkability to Fair Oaks park: Make it easy to walk to Fair Oaks park for people living between Fair Oaks, Arques and Taylor.	
135	Affordable 100% solar power for EV mobility solutions (cars, shuttles, buses): Fuel all future electric vehicles (cars, shuttles, buses) with 100% clean, local, and affordable renewable energy.	
136	48/96 DPS Fire Schedule: City should consider discounting the electricity charging rates or providing free electric vehicle charging for a certain number of hours per employee per year. Incentivizing cleaner vehicles will help reduce the impact of the carbon emissions produced from employee commutes.	
137	Establish Electric Car Sharing Programs as Supplement to City Fleet: Partner with private car-sharing networks, like Envoy, to bring more EVs and EV infrastructure to City properties. Envoy provides a private, car-sharing network dedicated to a location where people live (e.g., apartment building) or work. Envoy will install chargers, supply and maintain EVs, and provide insurance for monthly subscription fees.	
138	Designate preferred parking stalls for electric, hybrid, and other alternative fuel vehicles in all public and private parking lots consistent with the California Green Building Code	
139	Facilitate new fueling stations that offer alternative fuels	
140	Incentivize gas stations to offer E85: Offer incentives for gas stations to offer more alternative fuels like ethanol (E85), hydrogen, or charging stations for electric vehicles.	
141	[Regulate] Gas powered garden equipment: Regulate and enforce rules that reduce the amount of particles that pollute our air from gas powered garden equipment.	
142	Car pool lanes for all-electric vehicles: A 24-hour express lane for all-electric vehicles on all major roads.	
143	Sustainable electric school buses for Sunnyvale's children and environment: We will help Sunnyvale's schools and community to adopt electric buses and innovative, affordable charging solutions.	

Strategy 4: Managing Resources Sustainably

Idea ID #	Idea Description	Next Move(s) ID#
144	Suggestions on how to implement the FoodCycle program into schools: The Sunnyvale FoodCycle program is moving into public schools and businesses, here are some thoughts on how we can better incorporate it.	4.A
145	Select materials to be targeted for diversion and diversion methods, services, or technologies based on the results of the Zero Waste Strategic Plan.	4.B
146	Waste Audits, education and outreach	4.C
147	Stop Wasting Water & Reduce GHG!: Enact new water efficiency methodologies and policies that combine to greatly reduce Sunnyvale's consumption and lead California by example.	4.D
148	Water conservation: Get the best use out of every drop of water.	4.D
149	Promote existing SCVWD efficiency/conservation rebates	4.D
150	Promote "purple pipe" (reclaimed water) infrastructure in new construction or major renovation in preparation for a growing, usable network.	4.E
151	Create a purple pipe network for citywide use of recycled water for irrigation and other outdoor purposes.	4.E
152	Continue to implement the City's Tree Preservation requirements.	4.F
153	Clarify codes and policies to maximize the preservation of the largest longest-living trees, and ensure the expansion of the urban forest over time as appropriate for the site.	4.F
154	Increase Tree Coverage: Increase tree coverage in Sunnyvale to sequester carbon, regulate temperature, manage water runoff.	4.F
155	Implement City's Green Infrastructure Plan	4.G
156	Carbon Cost Food Labeling: Encourage consumers to make choices that min. environ. impact, req. restaurants & grocers to label food & menu items w/ assoc. carbon emissions.	4.H
157	Business: In the mood for food: Encourage businesses to grow food at their corporate sites.	4.I
158	Tower Garden- a vertical, aeroponic growing system- 90% less water and space, 30% greater yield and 3x faster: I am a mom on a mission to promote education regarding healthy living and how to use urban farming that is productive and sustainable.	
159	Urban Agricultural Internships & Design Program: A system of academic credit for students to design and run urban farms/food stands with paid internships.	
160	Develop and implement a purchasing policy that requires food and other appropriate materials purchased by the City to be purchased from as local a supply as possible.	
161	CityTree Moss Wall: CityTree is a company that installs self-sustaining moss units that can have the equivalent of up to 275 trees per year for air cleaning.	
162	Tree Lined Street: Trees are efficient and aesthetic sequesters of CO2; trees add beauty while removing CO2 and replenishing O2.	
163	GHG>15%! Reduce Factory-Farm-Animals!: Discourage Farm-Animals' products to reduce global GHG>15% Redirect wasted resources to increase credible organic plant food supply.	

Strategy 4: Managing Resources Sustainably

Idea ID #	Idea Description	Next Move(s) ID#
164	Expand existing park, open space, and boulevard tree inventory through the replacement of trees with a greater number of trees when trees are removed due to disease, park development, or other reasons.	
165	Develop and implement canopy coverage requirements for City-owned parking lots, with exceptions for solar installations.	
166	Construction & demolition debris diversion	
167	Pricing increases/penalties for not recycling/composting	
168	Single-use plastics ban	
169	Straws Suck!: Ban plastic straws in eating and drinking establishments in Sunnyvale.	
170	Environmentally Preferable Purchasing Policy ('Default to Green'): Create a comprehensive Environmentally Preferable Purchasing policy for the city.	
171	3D printed homes: Bring affordable 3D printed homes to Sunnyvale.	
172	Ban the sale or dispersal of disposable, single use plastic water bottles at public events permitted by the City.	
173	Green city procurement: Use modern data science tools (ProductBIO.com or other) to evaluate and strategically reduce the impacts of the city's procurement spending.	
174	Reduce take-out plastics: Sunnyvale restaurants only give straws, plastic cup lids, and plastic utensils upon request from patrons for in-store or to go orders.	
175	CJF [Disposables Fee on Plastic Cups and Straws]: Would like to have local business be taxed on single use plastic cups and straws like shopping bag tax to incentivize individuals BYO cup.	
176	Sunnyvale The Green Shopping capital of the world!: List and patronize stores and businesses that decrease packaging and enable Bring Your Own Packaging when shopping.	
177	Require bottle water fillers at all drinking fountains.: Place water fillers at all drinking fountains and stand alone to encourage people to not use plastic bottles and to drink right amount.	
178	Bring your own produce bags: Reduce grocery store plastic bag use for fruits and vegetables by consumers bringing in their own containers.	
179	Trash to Cash: Composting for cash.	
180	Stop the wasted paper mailings: I would like help from the Sunnyvale community to get "Retail me not everyday" to d/c the paper mailings they send out that get trashed.	
181	Fewer Trash Cans, Less Litter?: Make trash cans as we know them non-existent.	
182	Multi-family program for composting, gardens	
183	Promote Reuse/repair and circular economy	
184	Water neutrality ordinance for new construction	
185	repurposing golf courses: convert City golf courses into agrihoods.	

Strategy 4: Managing Resources Sustainably

Idea ID #	Idea Description	Next Move(s) ID#
186	Provide supplemental funding to existing rebates	
187	Require new development to reduce potable indoor water consumption by 30% (Tier 1 CALGreen) and outdoor landscaping water use by 40%.	
188	Realtime Home Water Metering: A prototype water meter with iOS app showing instant usage.	
189	Discourage Use of Bottled Water: Plastic bottle disposal is a huge problem in the ocean and bottled water an economic problem. See Maude Barlow's book "BlueFuture."	
190	Dollarsfor Natives: incentivize homeowners to plant California native landscapes.	
191	Control Water Usage: A Timer operated shower will reduce water usage.	
192	Implement the City's Urban Water Management Plan to facilitate a 20% reduction in per capita water use by 2020.	
193	Create flexible provisions and encourage residents and businesses to collect rainwater to use for irrigation purposes.	
194	Revise development standards to ensure the use of greywater, recycled water, and rainwater catchment systems is allowed in all zones.	
195	Sustainable Landscaping Program: Encourage sustainable landscaping through integrated program including electric landscape equipment & lead by example with city operations.	
196	The Sunnyvale Urban Forest: Host community tree planting events around Sunnyvale until trees outnumber residents.	

Strategy 5: Empowering Our Community

Idea ID #	Idea Description	Next Move(s) ID#
197	The Cool Block: Reinvent the world. The journey begins on the block where you live.	5.A
198	Develop and encourage a mechanism for neighborhoods to share equipment and resources to improve sustainability.	5.A
199	Create a structure or partner with other groups for volunteers, residents, and other organizations to help achieve Sunnyvale's sustainability goals.	5.A
200	Sunnyvale Strong Blocks: Create a program similar to the City of Palo Alto's Cool Blocks to engage neighbors in taking action together on climate and disaster preparedness.	5.A
201	Use the City's Sustainability Commission and outreach staff as a structure to coordinate with other groups for volunteers, residents, and other organizations to help achieve Sunnyvale's sustainability goals.	5.A, 5.D
202	Accelerating Clean Electrification for Sunnyvale Residents: YellowTin educates & empowers homeowners to make informed decisions on clean energy choices such as Solar, Battery, EV, Space & Water Heater.	5.B
203	BE Ready to Electrify (Residential SF & MF): Increase readiness for planned, economic migration from fossil-fuel use to efficient, clean electricity use in residential homes.	5.B
204	Provide a toolkit of resources, including web based efficiency calculators, for residents and businesses to analyze their greenhouse gas emissions in comparison to their neighborhood, the city, and the region.	5.B
205	[Online Neighbor Forum for] Energy Outreach and Education: Ways to involve more people in adopting clean energy technologies.	5.B

Strategy 5: Empowering Our Community

Idea ID #	Idea Description	Next Move(s) ID#
206	Raising Awareness for CAP and Environmentalism: Create data-driven, specialized campaigns and programs that generate awareness and support for fighting climate change and being environment.	5.B
207	Inform the community of metering options, such as online applications and in-home monitors.	5.B
208	Sunnyvale Green@Home: Free SmartMeter analysis and personalized recommendations for how to reduce home energy waste and lower energy bills.	5.B
209	Dedicate a page of the City's website to climate change and climate change adaptation.	5.C
210	Green Warriors in Training: Teach them while they're young, so they can become eco leaders.	5.E
211	Recommend and advocate for schools to use the Air District curriculum or other programs for local school teachers to teach children about climate change, greenhouse gas emissions, and local actions.	5.E
212	Actively engage with Sunnyvale businesses to identify areas for GHG reduction and financial savings.	5.F
213	Visualizing Community Progress: Visual graphics that show progress towards sustainability goals.	5.G, 5.H
214	Climate Action - Project Tracking: Treat city greenhouse gas emissions & projects designed to reduce them w/ same rigor (planning, improv., controls, metrics) as city finances.	5.G, 5.H
215	Use sustainability initiatives within City operations to educate the community of ways to achieve sustainability by example.	
216	Next Door App for Community Utility Data: Share data and conservation success through an online forum.	
217	Dry your clothes for Free - Use a Clothesline!: All you need is enough space in your backyard to string a clothesline. You'd be amazed how much energy is saved.	
218	GHG Reduction Planning: Develop action road maps for individual households.	
219	Provide regular communication with schools, business, faith groups, community members and neighborhood groups to increase participation in the City's progress toward sustainability.	
220	Develop and implement a competitive greenhouse gas reduction program between groups of citizens in the City with an award component.	
221	Actively promote use of alternative modes of transportation as safe modes of travel. When applicable, promote on the City's web site and publications about viable programs sponsored by 511, the Air District and other recognized agencies.	
222	Through selected projects and efforts to improve City operations, demonstrate how sustainability efforts are possible and successful.	
223	Make comparison an intrinsic part of consumption. Bring awareness of how our consumption compares to other communities, regions, and others in our neighborhood.	
224	Manage Your Metrics, Manage Your Money: This concept would help Sunnyvale residents understand and use their data to manage their energy.	
225	SustainTimes.net - Sustainable Actions Made Easy!: Educate and Implement Sustainability Actions for the Mainstream Community.	
226	Environmental Fair: Provide idea for City of Sunnyvale CAP 2.0 plan. Volunteer during the fair with own booth.	

Strategy 5: Empowering Our Community

Idea ID #	Idea Description	Next Move(s) ID#
227	Kid's Workshop: Treasuring Our Resources: Events that includes livecam to a farm and workshops for kids to encourage behavior change in sustainability.	
228	Art for the Climate: Emphasize Climate and the natural world in the City's "1% for Art" program and build on the successful Earth Day Poster and Film contest.	
229	Consolidate single function devices into multifunction: Evaluate usage and spending on single function devices and determine if consolidation into multifunction devices is cost efficient. Determine if follow me printing, authenticated printing, print management, and/or scan to email/folder are beneficial and cost effective.	
230	Planning and Building staff will work with project applicants to limit GHG emissions from construction equipment by selecting one of the following measures, at a minimum, as appropriate to the construction project: a. Substitute electrified or hybrid equipment for diesel- and gasoline-powered equipment where practical. b. Use alternatively fueled construction equipment on-site, such as compressed natural gas (CNG), liquefied natural gas (LNG), propane, or biodiesel. c. Avoid the use on on-site generators by connecting to grid electricity or utilizing solar-powered equipment. d. Limit heavy-duty equipment idling time to a period of 3 minutes or less, exceeding CARB regulation minimum requirements of 5 minutes.	
231	Deep Time Walk: The Deep Time Walk is a walking audio book where one meter walked represents one million years of Earth history.	

Strategy 6: Adapting to a Changing Climate

Idea ID #	Idea Description	Next Move(s) ID#
232	Regularly train and inform the Department of Public Safety Office of Emergency Services (OES) on potential climate change risks and hazards.	6.A
233	On a regular basis, assess adaptation efforts of the City, region, and state and identify goals or gaps to be addressed.	6.A, 6.B
234	Appoint a staff liaison to attend and participate in regional meetings focusing on adaptation and resilience and to report back to staff on a regular basis	6.B
235	Analyze and disclose possible impacts of climate change on the project or plan area with an emphasis on sea level rise.	6.C, 6.D
236	Integrate climate change adaptation into future updates of the Zoning Code, Building Code, General Plan, and other related documents.	6.D, 6.E
237	Update the City Emergency Plan and Emergency Preparedness Workbook to address climate change impacts.	6.E
238	Require buildings, homes and properties achieve the best Fire prevention methods to reduce fire accident caused GHG	
239	Underground residential power, cable and gray water ecology to reduce GHG	
240	Regenerate the tidal marshlands	