



Mountain View Coalition for Sustainable Planning  
817 Montgomery Street  
Mountain View, CA 94041

April 30, 2019

Mountain View City Council  
City Hall, 500 Castro Street  
PO Box 7540  
Mountain View, CA 94039-7540

Re: 3.1 Sustainability Strategic Plan

Dear Mayor Matchak and City Council members:

The Mountain View Coalition for Sustainable Planning (MVCSP) appreciates the opportunity to provide comments on the City of Mountain View Sustainability Strategic Plan and supporting documents.

The details in the study session memo look very comprehensive and provide the information needed to make key decisions at this stage. We applaud the content and comprehensiveness of the Cadmus report and feel it constructively builds on the work of ESTF-2. We would like to make the following suggestions and comments on the document for your consideration:

- In Program Assessment Key Points (page 3), Zero Waste is cited as a successful and ambitious program for the City. However, we note that recycling options have been reduced recently (for example, due to materials no longer accepted by entities that previously processed them); accordingly, we will have to increase what we do on the waste management front at least in proportion to the loss/reduction of these services being available to us. Above and beyond the need for robust recycling efforts in the city, reducing waste across the board is essential. Also, improvements to the City web site helping guide residents and businesses about how to recycle a broad range of materials would be welcome.
- For Program Assets and Constraints (page 4), “Lack of departmental reporting on and ownership of sustainability outcomes” and “Limited cross-departmental sustainability coordination”, constraints could be mitigated in part by the introduction of smart city technologies in the City’s toolkit.

- For Cadmus Program Recommendations (page 6):
    - “Elevate and make explicit the importance of sustainability to enable staff to treat sustainability action as priority” is a key recommendation to actually making progress in GHG emission reductions, and we fully support this recommendation. Note that dependable data and measurable outcomes are essential for any GHG emission-reduction efforts.
    - A key to making progress in GHG reduction is an effort to decarbonize the transportation sector and reduce single-occupant vehicle use by internal combustion engines. We would like to see the strategic sustainability master plan be considered as part of the current multimodal transportation plan efforts.
    - Reduction of vehicle miles travelled is cited. Well-developed autonomous vehicle policies could help with these reductions with an emphasis on shared ride policies and incentives. One risk here is having such vehicles continue to drive with no passengers if parking is not available or used.
    - The fastest way to significantly reduce the vehicle miles travelled would be the accelerated implementation of the T-4A recommendation in the ESTF-2 Task Force Final Report, which calls for a transition to Shuttle 2.0 in 2022. The improved and expanded community shuttle system, which would allow the maximum number of residents to reach their jobs and other popular destinations within a half of hour, could be deployed much sooner than 2022, with initial funding from the proposed sustainability reserve. Further extensions and the O&M costs of this system could be fully covered by Measure P funds. MVCSP is aware and pleased that some shuttle expansion is already in progress.
    - “Increase cross-functional collaboration on the key sectors of transportation and heating.” This could be addressed in part by the introduction of smart city technologies in the City’s toolkit.
    - “Create capacity for learning and innovation, where ideas can be tested and successes are celebrated.” City hackathons and eco-accelerator/incubator projects, or City proposals for private company hackathons and eco-accelerator/incubator projects could be leveraged to address this.
    - “Pursue regional collaborations to scale solutions, particularly in transportation, with strategies to address the jobs/housing imbalance and facilitate transit-oriented development.” Uniform measuring and data reporting should be implemented to help ensure success on this front.
    - While transportation decarbonization is, we believe, the primary area of concern, building decarbonization should be considered a close second. We are dramatically increasing our rate of construction, and never again will we have an opportunity to decarbonize these building. Without focusing on REACH codes and other measures to decarbonize new construction now, we lose the chance we have to prevent a major negative impact later.
  - For Sectors to Maximize Sustainability Impact (page 10–11), “performance tracking systems” and “metric tracking” could be included in smart city reporting systems if they are developed.
  - For Lever 2: Mobilize the Local Community in Sustainability Action (page 11), the City web site could be enhanced to include more information resources than are presently available to help guide members of the community with decisions they need to make related to sustainability. Additionally, ESTF-2 provided recommendations on community engagement that should be fully implemented.
- Note that ESTF-2 Recommendation O-2 assumed more active versus passive measures geared

toward a variety of outreach actions done on an ongoing basis, and addressing everything from general awareness to in-depth support for learning about complex changes (such as heat pump water heaters). Of course, outreach should be multilingual and geared towards owners, renters, and businesses, and toward all socioeconomic groups. We observe that the presence of 500+ attendees at the city's Earth Day event was an indicator of a desire for such outreach.

- For Lever 3: Partner Regionally to Enhance Connectivity and Impact (page 11), this could be addressed in part by the introduction of smart city technologies in the City's toolkit, and uniform measuring and data reporting should be implemented to help ensure success on this front.
- For Lever 1: Integrate Sustainability Across City Government, Strategy 1.3: Track and report on sustainability metrics across City programs and departments (page 13), this could be addressed in part by the introduction of smart city technologies in the City's toolkit, and uniform measuring and data reporting should be implemented to help ensure success on this front.
- For Lever 2: Mobilize the Local Community in Sustainability Action, Strategy 2.6: Develop options that facilitate and enable sustainable behaviors and purchase decisions by the community (page 13), the City web site could be enhanced to include more information resources than are presently available to help guide members of the community with decisions they need to make related to sustainability.
- For Lever 3: Partner Regionally to Enhance Connectivity and Impact, Strategy 3.2: Share resources, data, information, and funding widely in support of implementing regional projects (page 14), uniform measuring and data reporting should be implemented to help ensure success on this front.
- For the following, please consider the suggestions for all proposed levels as appropriate:
  - In Advanced Level, Transportation (page 15), we wonder why it's necessary to restrict the statement to the "most walkable and bikeable neighborhoods". Shouldn't we endeavor to reach the stated goal *across* the city?
  - In Advanced Level, Waste (page 16), we suggest that more information about recycling options on the City web site would help address needs in this category.
  - In Advanced Level, Water (page 16), the introduction of advanced metering infrastructure (AMI) for water meter reading would be essential to include in this category.
  - In Innovative Level, Transportation (page 16), it is noted Mountain View is "extremely walkable and bikeable". However, improvements could still be made for both, and these should be part of the City's sustainability plans. The Pedestrian Master Plan and Bicycle Transportation Plan could be cited as key reference documents for this. As previously mentioned, well developed autonomous vehicle policies should be part of the City's sustainability plans as well.
  - In Innovative Level, Ecosystems (page 17), an increase of City parks is mentioned. Please consider large areas of turf could lead to increased water use in these locations. This should be taken into account in any new or renovated park plans.
  - In Innovative Level, Waste (page 17), expansion to the existing food scraps program should be considered as part of the City's plans for this sector.
- For Resource Needs and Placeholder Budget at the Different Levels of Response (page 17), additional resources might be needed by the City IT department to address questions and actions related to smart city technology deployment if you agree that smart city technology should be part of the City sustainability strategy.
- For Resource Needs at the Foundational Level where LEED construction is discussed (page 20), the fact that LEED building operations provide savings is not mentioned. Therefore it isn't possible to know if the cited numbers include those savings or not.

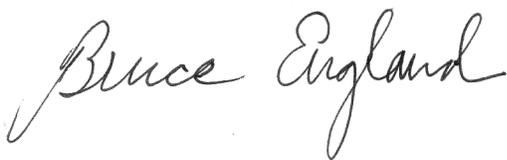
In the draft Sustainability Strategic Plan draft, we believe adding a list of references as an appendix would be useful. For example, the list could include the General Plan, all precise plans, the Pedestrian Master Plan, and the Bicycle Transportation Plan. There are some references already in footnotes and inline, but having a dedicated list could be useful as well.

For the questions posed to you by staff in study session memo, MVCSP suggests the following responses:

- 1. The preferred response level (Foundational, Advanced, or Innovative).  
Innovative.  
Two of our members were ESTF-2 members, and we feel the additional 17.25 FTEs for the Innovative level of effort are warranted given the needed progress in GHG emission reduction efforts. At least three of these positions are start-up positions, and the level of resource deployment should be evaluated after three years. The creation of a Chief Sustainability Officer (CSO) is necessary as well. We also support ESTF-2's recommendation to create a citizen advisory body to provide additional community insight and provide additional resources to support internal policy development and external outreach programming.
- 2. Creation of a sustainability reserve.  
Yes
- 3. Preferences among the identified funding source options for the reserve.  
Any or all sources
- 4. Inclusion of the associated three-year funding estimate as a placeholder budget in the Fiscal Year 2019-20 Proposed Budget.  
Yes
- 5. Any other input on the Program Assessment, Strategic Plan, Draft Sustainability Vision, and ESAP-4.  
As provided in this comment letter

Thank you again for the opportunity to comment.

Sincerely,



Bruce England  
for the Mountain View Coalition for Sustainable Planning

cc:

Dan Rich, City Manager  
Audrey Seymour Ramberg, Assistant City Manager / Chief Operating Officer  
Steve Attinger, Environmental Sustainability Coordinator  
Tiffany Chew, Economic Development Division  
Martin Alkire, Principal Planner  
Michael Fuller, Public Works Director  
Lori Topley, Solid Waste Program Manager  
Nathan Baird, Transportation Planner-Mobility

Roger Jensen, Chief Information Officer  
Lisa Natusch, City Clerk

**About Mountain View Coalition for Sustainable Planning**

The Mountain View Coalition for Sustainable Planning is a group of local volunteers dedicated to making Mountain View as beautiful, economically healthy, transit, bicycle, and pedestrian accessible, and affordable as possible. MVCSP member interest and expertise covers areas such as housing, transportation, the environment, the economy, and beyond!

For more information, see <http://www.mvcsp.org>.

To contact us, send email to [mvcsp.info@gmail.com](mailto:mvcsp.info@gmail.com).