

CEAP Meeting
March 5, 2008
List of Possible Actions
(in no particular order)

- Community gardens
- Info network (who can I call?)
- Shut downtown streets – pedestrian zone
- Engage 20 of PA citizens to help solve environmental problems
- Establish a metric for success
- W/ community, develop proposals to City Council
- Educate PA citizens as to what they can do
- Promote transit use by workers in PA by high-speed rail and last-mile solutions
- Expand PA shuttle service
 - more into the neighborhoods
 - more into destinations e.g. schools, shopping center, Stanford Med, Cal Ave, libraries
- Make cycling, public transport more socially acceptable
- Increase student parking fees at high school
- Time limits on parking on El Camino Real near Paly
- Make parking more expensive and inconvenient
- Charge for (or ban) plastic bags in stores
- Long-term financing scheme for energy-effectiveness and alternative energy “green fund”
- Identify major elements and goals in sustainability and assemble working teams who look at best practices, etc.
- 2% reduction in GHG emissions collectively starting now (per year)
- Water and other resource reduction
- Fostering adaptive reuse that promotes transit use, walkability
- Communicate and cooperate with other cities
- Increase interactive nature of process
- Educate the community – common message – including children
- Expand current suggestions for “greening your life”
- Orient new citizens moving in toward greenness
- Become involved in city’s land use initiatives
- Prizes, gimmicks, esp. in schools
- Bike racks!!!
- Tax plastic bags
- Deploy thinking to change culture
- Reverse climate change, with urgency
- Communicate with other communities, govt. entities
- Publicize goals and existing programs, such as build it green incentives, Santa Clara water rebates

- Raising and changing public awareness of current initiatives, use earth day as milestone
- Unified messages – across community segments
- Clearing house of information on available resources
- Have utility bill data show average usage per capita per household so we can compare ourselves with others – data need not be public
- A citywide cap and trade – meet the city goal by reducing your energy and recycling, etc.
- Identify an optimal level of energy use – give feedback to how well each household is meeting this goal.
- Reach out to different segments of community. Invite and contact everyone to be a part of CEAP.
- Put out a monthly challenge to all households e.g., energy in January, via utility bill
- Use the logo to create a branding campaign for all enviro-protecting actions by segments of community
- Sensitize community that each individual can make a difference
- Break down emissions by each segment of community and by source of emissions
- Create a list of actions for people to do and give people “points” for completing them (merit badge and incentives)
- Provide comprehensive home and business energy audits (wholly or partially funded by City)
- Adopt a sister city that’s been affected by climate change – try to help them and tell them what we’re doing to reduce our carbon
- Collaborate w/ other cities (Mt. View) to share what works and what doesn’t
- Bulk purchasing of Energy Star appliances for people who want to change and get a discount
- Expand rebates
- Modify CPAU utility bills to include transportation emissions – a voluntary recording into the system of how many miles you drove and your mpg, then we would have the data (fits in w/ cap and trade ideas)
- City reg/or campaign re USC [?] native plants in parks, median strips, backyards, to encourage local habitat for critters, etc.
- A city-sponsored “genius bar” for sustainability gardening and green building
- Include opportunity for people to send in their tips
- Include educational outreach to kids in schools
- Add Partnership/liaison opportunities – would like more inclusive of neighborhood/regional communities and organizations
- Shut down H.S. football games lights
- Energy audits/on lights
- Solar powered scoreboards
- Business energy audits
 - reducing waste
 - water
 - lights
 - recycling and waste
- Creating nodes/big items w/ tie-ins - campus green teams

- Business manager of all schools to work on energy audits – formation of power purchasing agreements
- Tax credits, buying cooperatives.
- Small business collaboratives for energy buying/purchase deals, energy audits
- How to partner between school districts and private schools?
- Connecting with neighboring communities e.g., EPA, MP, MV, RWC
- Speaker series among local cities
- Outreach to non English speaking, faith community
- Shuttles to farmers market
- Increase shuttles 24/7 -smaller buses
- Teaching people to cope with climate change
- Recognition for successes
- Simple action steps for home
 - no plastic bags
 - changing out bulbs to CFLs
- Viral marketing – lots of media “think green”
- Outreach to senior community – senior housing
- Land use planning for sustainable communities/green building practices
- Reduce speed limit to 55 mps on area highways
- Look at high speed train – encourage alternate transportation
- Halt environmental unfriendly activities – cracked asphalt
- Cross-generate ideas, alternatives
- Work on the comprehensive plan
- Conceive of land use and planning for long-term (100-150 yrs). 7+ generations
- Inspire/exemplify change in people’s behavior
- Honest, science-based, critically reviewed recommendations
- Count cost, true cost, of fossil fuels is not reflected in pricing of alternatives we put in place. An externality (or more) not being counted.
- Achieve and match state of CA goals on GHG emissions
- Reduce emissions 2% each year
- Protect our natural resources--reduce vehicle miles travelled (VMT)
- Increase alignment of organizational and personal behavior in alignment with our goals
- Form small, experimental teams (skunk-works”) for projects
- Visibility –personal commitment e.g., jewelry or an icon that is wearable
- Engage PAltans in regional/bay area issues, and vision including land use, transportation, open-space, air quality
- Challenges (e.g. in schools) – contests, bike riding, public events, minimize U-turns
- Transportation design to minimize unneeded traffic
- Relate goals, esp. quantitative, to ex. Population, economic growth, for informed decisions
- Align environmental goals with economic goals, long-term
- Land-use, density. Produce places that are liveable, bicyclable
- City use the utilities ownership to follow best practices/create new ones – be best in US!
- Study other city-owned in US and elsewhere

- Give every citizen concrete goals/steps they can take
- Body of knowledge -- technology/experiences already out there – compile it with positives and negatives of the options
- Campaign to mobilize average residents not just experts – something everyone can do
- Bring everyone to same place – up to baseline
- Raise consciousness and document the true impact of various environmental efforts e.g. drive to recycle?
- Campaign should include “big” items and “small steps”
- Show what environmentally friendly City of the future will look like
- Focus on urgent crisis of climate change
- When we build and use reasonable, lasting approaches. Conserve our resources.
- Give every member of the Palo Alto community concrete goals and steps they can take.
- Create and enhance opportunities to advocate to the city on issues we identify.
- Protect our natural resources including land use, water, vehicle miles traveled, etc.
- Add another segment that encompasses transportation providers.