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 - Business Stakeholder Roundtable Summary

The City of Santa Clara hosted a business stakeholder meeting on Thursday, March 28, 2013 from 3:00 PM to 5:00 PM at the Fire Training Division, 1900 Walsh Avenue, Santa Clara. Members of the business community were invited to participate in the discussion. Letters were sent to a list of several dozen stakeholders to invite them to the meeting and directing them to the project website.

The meeting sought to accomplish the following items:

- Introduce the CAP project and planning process to business stakeholders
- Communicate how the City will be investing in sustainability projects
- Present available information about what will be included in the CAP and receive feedback
- Provide opportunities for business leaders to help shape the future of sustainability efforts in Santa Clara
- Provide an opportunity for business leaders to inform the City about their existing sustainability efforts

Fourteen people attended the meeting, including three representatives from Silicon Valley Power. The meeting kicked off with introductions from City Staff, followed by a presentation by the consultant team about the Climate Action Plan and an electronic polling exercise to generate discussion about the types of activities stakeholders are currently engaged in.

Key Themes

The discussion was structured around transportation, energy efficiency, renewable energy, water and waste. Participants wanted to know what the regulatory motivation was for completing the CAP.
Participants were familiar with green building practices and energy efficiency programs from Silicon Valley Power. Members of the development community has experience incorporating sustainable features into their housing products and felt that they were receiving good information from contractors and other businesses they worked with about sustainable or energy saving options for construction. Additionally, they were familiar with transportation demand management measures for new developments.

Participants with a background in commercial real estate and data center management community contributed information about their experiences with making their facilities more energy efficient, in response to market demands for reduced energy costs. In addition, they noted that many of their customers request more sustainable facilities for their employees, for example, with regard to recycling of waste. It was noted that the corporate sustainability programs of many local businesses helps drive energy efficiency in these sectors.

In reviewing the most significant issues for the Climate Action Plan, participants felt that the following items were their highest priority for the Plan to address:

- Server incentives
- Composting
- Cost efficiency
- Bike infrastructure and safety
- Incentivize creativity in programs to save energy and reduce emissions
- Incentivizing older data centers to achieve the efficiency levels of newer data centers

A more detailed list of discussion points follows.

Transportation

- How do you account for people driving through Santa Clara? Ex: Santa Cruz traffic?
- Car share on site (Zipcar) in MFH garage.
    - Zipcar available to all at hotspot.
        - Lots of interest throughout Bay Area, but mixed opinions about this by jurisdictions:
    - Parking reductions
    - Bike lockers and maintenance ok for MFH.
    - Over parking bikes in existing developments
    - Key TDM measure

  Big use of bus to trains to BART/SF/Caltrain

    - Caltrain benefits are getting better.

CEQA Streamlining

Does BAAQMD approve?

What about other BAAQMD requirements?

Should you do both (CAP and project analysis)?

How does this impact the larger industrial customer process?

What are the consequences if the targets are not met?

Who handles the challenge?

Baseline year? Are we using 2008? State is at 1990.

How does this account for our current rapid growth?

Energy Efficiency

Unanticipated costs to maintain wind cooling system.

Can use LEED to get information to maintain?

- SVP is at forefront
- Businesses (Data Centers) try to stay ahead of available incentives.

How do we capture GHGS…Count efficiency without?

- Data Center customers aren't SVP direct customers, similar to rental housing.

Development of MFH's

- LED lights in corridors with dimmers.
- Garage lights…motion activated.
- Good for marketing to customers, but also cost-saving.

Potential for individual metering of tenants in Data Centers.

Renewable Energy

Solar not really an option for Data Centers…(not enough acres for panels) Makes SVP such a great option.

As long as incentives are available and payback not too long, works for MFH.

Solar hot water on hotels and MFH can work

- Based on cost savings.

Hotel chains have comfort ideals – some may promote room-key energy systems.

- Wind energy (micro) is a challenge (SCU).
- SVP also looking at waste to energy.
- Hybrid vehicles charging station provided for company fleet. Challenge to providing charging station and controlling access.
- MFH…Pre-wiring for EVs to the garage for units.

Commute Programs

Charge for parking…SCU using zip ride.

SCU provides discounts for public transit.

SCU has a CAP and transportation plan.

- But also building parking structure.

Waste

LEED has been helpful (Also Green Point Rated)

- Contractors are informed and savvy
  - No paperwork barriers
  - Create incentives for businesses and residents to compost.

New Developments (MFH)

- 3 Chutes: Garbage – Recycle – Compost

Garbage consultants provide good info for project design

- Good support in San Jose
- Need stronger support in Santa Clara

Organization is younger…wants to know about our waste stream and what happens to it. Effects decisions and contracts.

Water

SJ and SC teaming up to provide recycled water for Data Center cooling has helped.

- For landscaping and cooling

SCU flushing toilets with recycled H20 where possible.

- Good access to information on recycled H20

Top 3's

- Server incentives
- Composting
- Big picture – cost efficiency
- Bike infrastructure and safety
- incentivize creativity
- Old school Data Centers @ 2.0, big incentive to get to 1.2 >.

PVE

1.2 to be competitive as Data Center. (e.g.) 20% more energy is used to head and cool the building than is used by servers.
All are trying to go lower

Shoot for PVE goal in the CAP!!

- But be careful not to over regulate.

Designed for efficiency at full load.

- Most clients are at 50-60% load.
- So equipment isn't as efficient.

Quantify base stock for Data Centers. Then incentive efficient load.

Set a new way to discuss efficiency.

- All competing to get to 1.0.

Energy Star guidelines bench marketing for Data Center. (Information check on this)

- Backup generators are diesel.
  - What about duel fuel?
  - BAAQMD requires more than 50 hours generator.
  - How much backup power is really needed?
  - Offer incentives to remove generators?
    - Could we track this? Do we measure it?