



**CITY OF FOSTER CITY
CITIZENS SUSTAINABILITY ADVISORY COMMITTEE
620 FOSTER CITY BOULEVARD
FOSTER CITY, CALIFORNIA, 94404**

To Attend the Meeting

- Location: 620 Foster City Blvd, Foster City, California, 94404

To Provide Public Comment

- Members of the public wishing to speak will be asked to fill out a Request to Speak Form. Forms will be accepted until the staff presentation on an agenda item ends, or until the public comment period on non-agenda items is closed. For special meetings, public comment is limited to item(s) on the agenda only.

Before the Meeting: Written public comments for the record may be submitted in advance by 4:00 p.m. the day of the meeting by email to: publiccomment-csac@fostercity.org and will be made part of the written record but will not be read verbally at the meeting. Written public comments submitted by email should adhere to the following:

- Clearly indicate the Agenda Item No. or specify "Public" in the Subject Line for items not on the agenda
- Include the submitter's full name (Recommended but not required)

Written public comments received by 4:00 p.m. the day of the meeting will be provided in their entirety to the Committee prior to the meeting and will be made part of the written record but will not be read verbally at the meeting. Written public comments will be posted to the City's website for review prior to the meeting.

AGENDA

Wednesday, March 8, 2023 6:30 PM

REGULAR MEETING

1. CALL TO ORDER

2. ROLL CALL

Committee Chair: Nilofer Motiwala

Committee Vice-Chair: Siddharth Gogi

Committee Members: Marah Curry, Shilpi Goel, Stuti Goel, Ron Haupt, Nicole Kho, Maxwell Kwan, and Larry Staley

3. PUBLIC COMMENTS

This portion of the meeting is reserved for persons wishing to address the Committee on any City matter, not on the agenda. The period for public comment at this point in the agenda is limited to a maximum of 3 minutes per speaker.

4. APPROVAL OF MINUTES

4.1. Approval of February 8, 2023, Regular Meeting Minutes

5. NEW BUSINESS

5.1. Tuesday, March 21, 2023, Community Workshop #2 Discussion

5.1.1. Community Survey Results

5.1.2. Workshop Flyer

5.2. Marketing and Advertising Idea Discussion for Workshop and Focus Groups

5.2.1. CSAC Input for Marketing Community Meeting/Focus Groups

5.3. Goals Discussion and 4/3 City Council Meeting Prep

5.3.1 Committee Goal List DRAFT

5.4. Brainstorming Committee Focus and Possible Subcommittees

6. COMMUNICATIONS

7. ADJOURNMENT

The public is invited to attend.

Any attendee wishing special accommodations at the meeting should contact the City Manager's Department at (650) 286-3220 at least 48 hours in advance of the meeting. The City has a procedure for receiving and swiftly resolving requests for reasonable accommodation for individuals with disabilities, consistent with the federal Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), and resolving any doubt in favor of accessibility. That procedure for receiving and resolving requests for accommodation can be located in the City Clerk's Office.

All meetings are conducted in a manner consistent with applicable civil rights and nondiscrimination laws.

Any writings or documents provided to a majority of the Citizens Sustainability Advisory Committee regarding any item on this agenda after the agenda packet was distributed will be made available for public inspection online at fostercity.org/agendasandminutes.



**CITY OF FOSTER CITY
CITIZEN SUSTAINABILITY ADVISORY COMMITTEE**

MEETING MINUTES

Wednesday, February 8, 2023, 6:30 PM

SPECIAL MEETING

1. CALL TO ORDER

The meeting was called to order at 6:33 pm.

2. ROLL CALL

Management Coordinator Kevin Ortiz called the roll.

PRESENT: Committee Members Marah Curry, Shilpi Goel, Stuti Goel, Siddharth Gogi, Ron Haupt, Nicole Kho, Maxwell Kwan, Nilofer Motiwala, and Larry Staley

ABSENT: None

STAFF/COUNCILMEMBERS: Vanessa Brannon, Senior Management Analyst, Kevin Ortiz, Management Coordinator, and Councilmember San Hindi

3. PUBLIC FORUM

There were no public comments.

4. APPROVAL OF MINUTES

- 4.1** Committee Member Nilofer Motiwala motioned to approve the minutes of the January 4, 2023, Regular Meeting as written, and Committee Member Siddharth Gogi seconded the vote. Approved 9-0-0.

5. NEW BUSINESS

5.1 Discussion of March 21, 2023, Community Workshop

Senior Management Analyst Brannon provided the Committee with an overview of the Workshop basics, including some early marketing opportunities.

The Committee voted to extend the length of the March 8, 2023, CSAC Regular Meeting. Committee Member Shilpi Goel motioned to extend the length of the March 8, 2023, Regular Meeting to two hours, and Committee Member Stuti Goel seconded the vote. Approved 9-0-0.

Senior Management Analyst Brannon provided the Committee with the Objectives for the second Workshop:

- Collect detailed feedback on proposed strategies and actions
- Possible Discussion Questions:
 - How supportive are you of these actions?
 - Do you have any concerns about these actions?
 - Are there groups of people that would be most burdened or benefitted by these actions?
 - Are there crucial strategies or actions missing? Do you have new ideas for actions not currently reflected in this action list?
- Gather new ideas for strategies and actions
- Understand barriers to participation or implementation of the Climate Action Plan

Committee suggestions for marketing included: Going to larger employer events, sending a flyer to the school districts, and reaching out directly to the service club leadership.

5.2 Selection of Committee Chair and Co-Chair

Senior Management Analyst Brannon informed the Committee there was a slight error in the Agenda: It should read Committee Chair and VICE-Chair. She also opened up the meeting for nominations.

Committee Member Staley nominated Committee Member Nilofer Motiwala for Committee Chair. Committee Member Staley motioned to nominate Committee Member Nilofer Motiwala for Committee Chair, and Committee Member Gogi seconded the vote. Approved 9-0-0.

Committee Member Staley also nominated Committee Member

Siddharth Gogi for Committee Vice Chair. Committee Member Haupt motioned to nominate Committee Member Kwan for Committee Chair, and Committee Member Gogi seconded the vote. Approved 9-0-0.

5.3 2023 Goals and Accomplishments and Presentation to City Council

Senior Management Analyst Brannon let the Committee know that she had received goals from most of the committee members, including:

- Working towards approval of the final Climate Action Plan update
- Organize an Earth Day clean-up or event
- Increase education about sustainability issues
- Increase outreach to hard-to-reach segments of the Foster City population, especially youth, the business community, and our City's religious institutions.
- Find new ways to conduct outreach: new channels, gamification, contests, etc.

Senior Management Analyst Brannon asked committee members Stuti Goel and Ron Haupt to present the Committee Goals to City Council.

5.4 Committee Date and Time – Discussion

Senior Management Analyst Brannon asked if the committee would like to extend the length of the meetings from one hour to 90 minutes. A vote was held after Committee Member Haupt motioned to extend the length of the Citizen Sustainability Advisory Committee to 90 minutes. The motion was seconded by Committee Member Goel.

6. COMMUNICATIONS

Committee Member Kwan requested if the Goals discussion could be brought back for discussion at the next Meeting.

Committee Member Haupt inquired about the status of the Weekly Digest. Senior Management Analyst Brannon informed the committee that the new Chair/Vice-Chair would manage from now on.

7. ADJOURNMENT

The meeting was adjourned at 7:55 p.m.



Community Survey and Environmental Sustainability Foster City, CA

December 2022 - January 2023



Executive Summary

The large majority (87%) of respondents in Foster City were satisfied with the quality of life in Foster City and would recommend the city as a place to live. Respondents aged 18-34, Asian respondents, and respondents making between \$100K-\$300K a year were more satisfied than other analyzed groups.

Over 85% of respondents were satisfied with the city's parks and recreational amenities, the overall cleanliness and maintenance, and the overall safety. However, only 31% were satisfied with the availability of jobs, 20% were satisfied with the of public transportation, and 15% were satisfied with the affordable housing situation.

84% of respondents had heard of the Levee improvements project and 56% had heard of the initiative to complete bike and pedestrian improvements. Less than half the respondents had heard of other city environmental initiatives. Overall, respondents aged 18-34 were less likely than other groups to be aware of the city's environmental initiatives.

59% of respondents were satisfied with the city's efforts to become more environmentally sustainable. Respondents would most like to see the city prioritize making it easier to walk or bike in the city (46%) and use more clear or renewable energy (41%).

Over half the respondents across all analyzed demographic groups bring reusable bags to the store and purchase reusable items instead of single-use. Over 20% of respondents would consider installing solar panels, using alternatives to cars, insulating homes, and growing fruit and vegetables despite not many respondents already do so today.

Methodology



553 sample survey
of Foster City
adults, 18+



Respondents
recruited
online and through
city channels



Fielded
December 12th,
2022– January 29th,
2023



Survey was
conducted in
English, Spanish,
Hindi, and Chinese

Summary – Quality of life

Overall quality of life in Foster City



■ Excellent ■ Fair ■ Poor

Highest rated area of life



Quality of parks and recreational amenities
(88% satisfied)



Overall cleanliness and maintenance
(87% satisfied)



Sense of overall safety
(86% satisfied)

Lowest rated areas of life



Availability of jobs that pay a living wage
(31% satisfied)



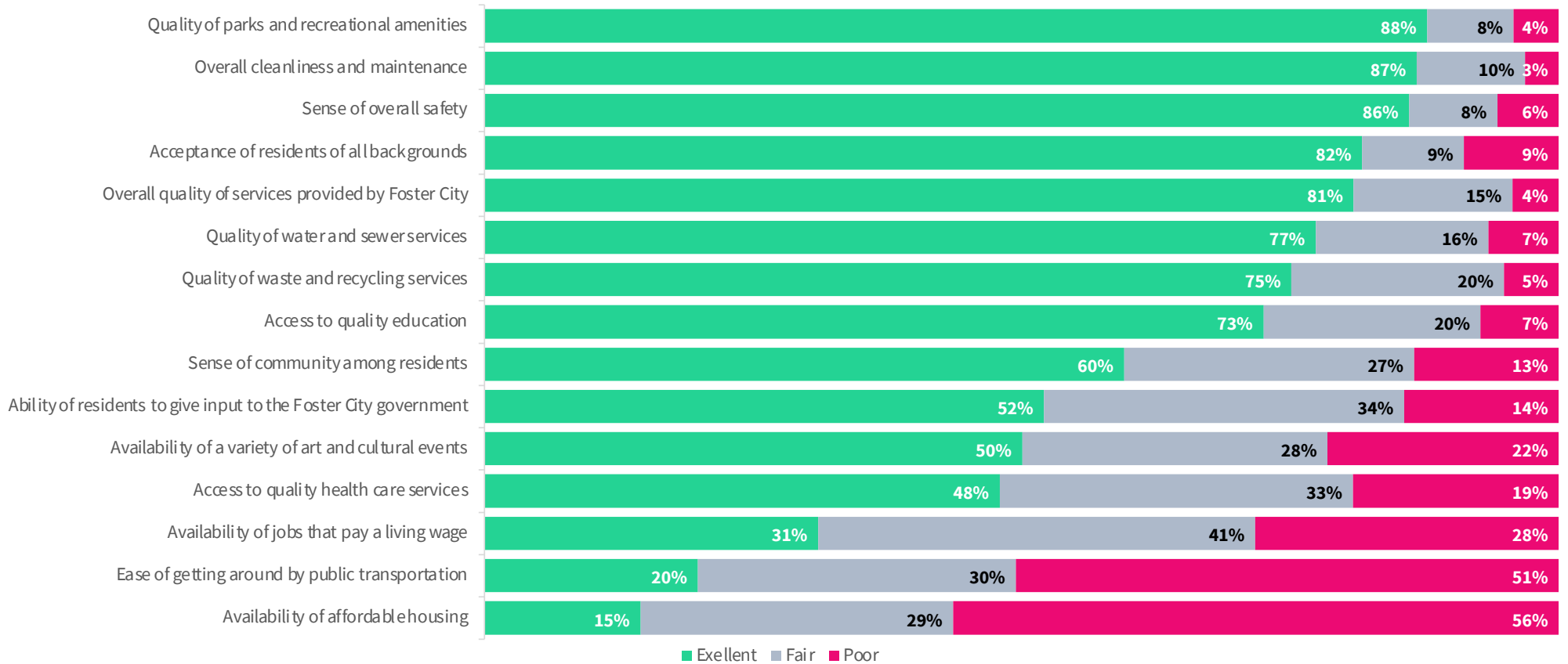
Ease of getting around by public transportation
(20% satisfied)



Availability of affordable housing
(15% satisfied)

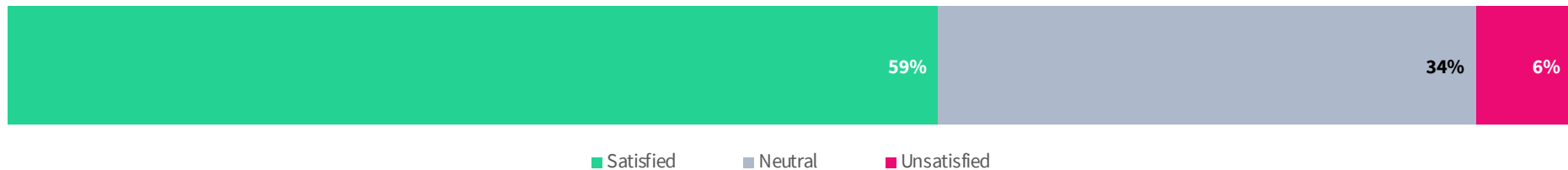
Satisfaction with community characteristics : Respondents were overall satisfied with most areas of life in Foster City, with 11 out of the 15 areas receiving a positive rating from half or more of respondents. Respondents were overall less satisfied with the availability of jobs that pay a living wage, with the ease of getting around by public transportation, and with the availability of affordable housing. Overall, age, race, and income groups did not differ greatly when it came to how they rated all the services except for of education and are/cultural events.

Satisfaction with community characteristics:



Summary – Environmental Sustainability

Satisfaction with Foster City’s environmental sustainability efforts



Top sustainability changes they’d like to see



Make it safer and easier to walk and bike in the city (46%)



Increase the use of clean and sustainable energy (41%)

Top sustainability actions they take today

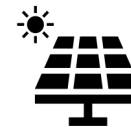


Bringing reusable bags to the store (78%)



Purchasing and using more reusable-use items rather than single-use items (53%)

Top sustainability actions they’d consider taking



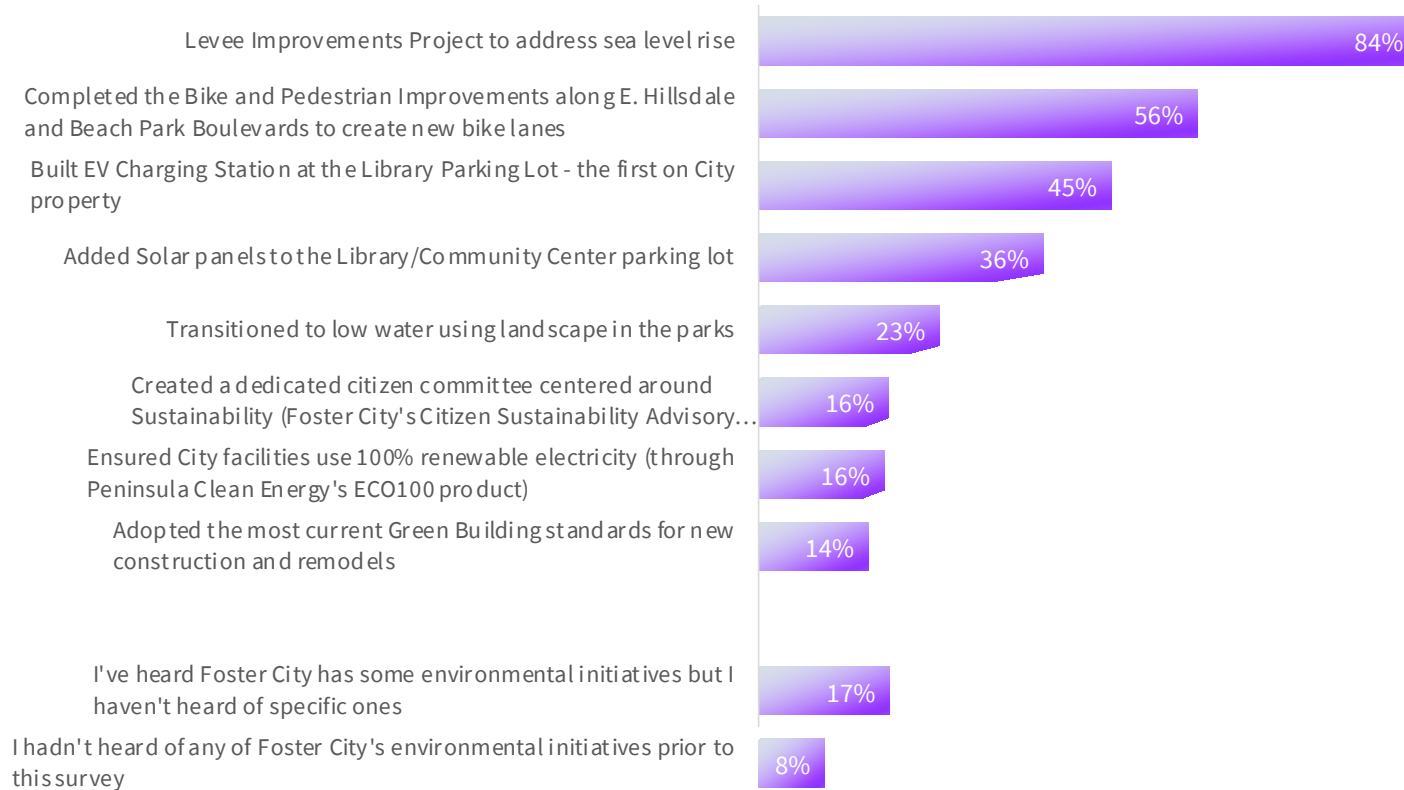
Installing solar panels or solar thermal heating to my home (28%)



Using more alternatives to cars (21%)

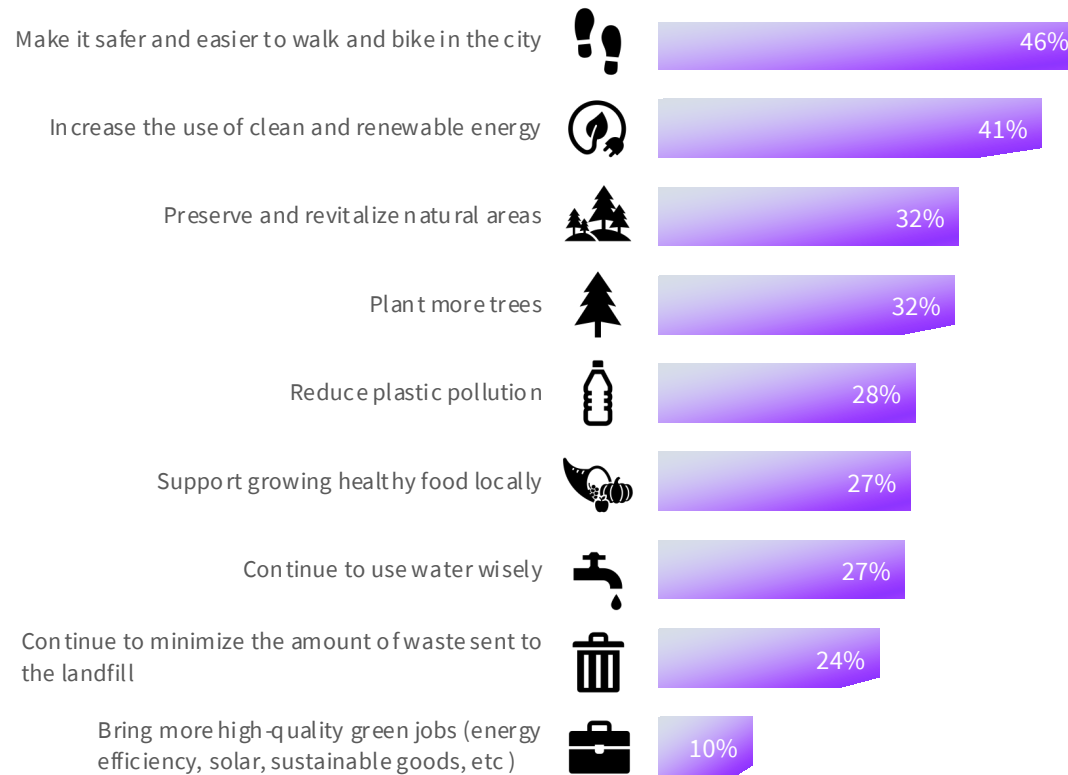
Awareness of initiatives: Only 8% of respondents weren't aware of any of the initiatives. 84% of respondents had heard of the Levee Improvements Project, and just over 50% had also heard of the bike and pedestrian improvements. Over a third of respondents had heard of the EV charging station initiative and the addition of solar panels. Respondents aged 18-34 overall were less aware of the initiatives compared to the other analyzed groups.

Question: Which, if any, of Foster City's environmental sustainability initiatives have you heard of prior to this survey?



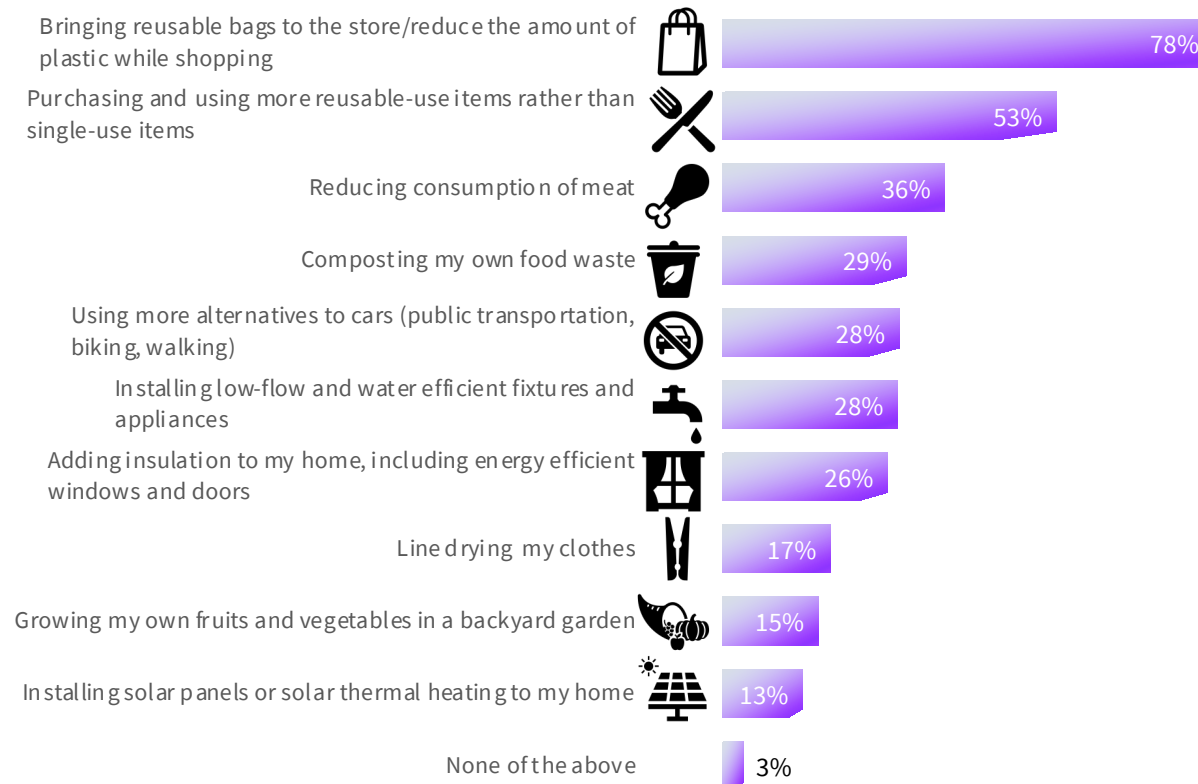
Prioritization of future initiatives: Respondents would most like to see the city make it easier to walk and bike and increase the use of clean and renewable energy. These two topics were one of the top three priorities respondents across all analyzed demographic groups wanted to see.

Question: What are the top 3 environmentally sustainable changes you would like to see in Foster City in the next 5 to 10 years?



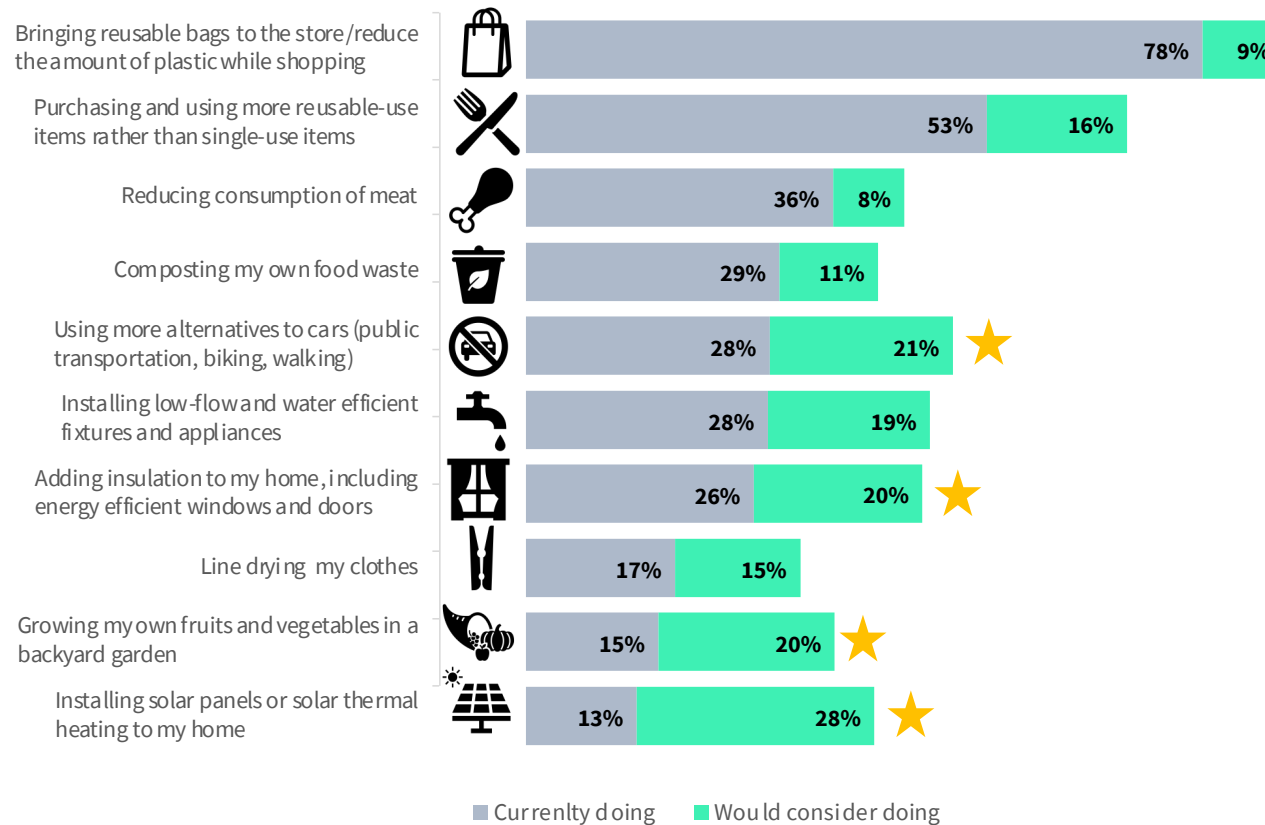
Current actions taken: Over half the respondents across all analyzed demographic groups bring reusable bags to the store and purchase reusable items instead of single-use. Over a third of respondents also reduce their consumption of meat. Respondents aged 18-34 and respondents making under \$100K were overall taking less actions to be more environmentally sustainable compared to other analyzed groups.

Question: Which, if any, of the following are you currently doing in order to be more environmentally sustainable?



Actions respondents are willing to take: Over 20% of respondents would consider installing solar panels, using alternatives to cars, insulating homes, and growing fruit and vegetables despite not many respondents already do so today. However, while many respondents already use reusable bags and reusable items, and a fair amount reduce meat consumption or composted their own food, very few respondents who aren't already doing these would consider doing them.

Question: Which, if any, of the following are you currently doing / would you consider doing in order to be more environmentally sustainable?



Agenda Item 5.1.2.

Help us keep

FOSTER CITY & Resilient & Sustainable!



We Want to Hear from You!

Join us on Tuesday, March 21, from 6:00 to 7:30 pm for our second community workshop for the Foster City Climate Action Plan! We want to hear your priorities and concerns on possible future environmental sustainability initiatives for Foster City. **At our Workshop, you'll hear project updates, collaborate with your friends and neighbors to give feedback on proposed strategies and actions, and generate new ideas for the Climate Action Plan.**

Register today at bit.ly/sustainableFC

Community Workshop

March 21

TIME
6:00 to 7:30 PM

LOCATION
Recreation Center

VIRTUAL OPTION
Zoom Information Available
After Required Registration



Register or learn more today by scanning the QR Code to the left or visiting us at:
<https://sustainable.fostercity.org/>

CITY OF FOSTER CITY
manager@fostercity.org
(650) 286-3220



CSAC Input for Marketing Comm x +

docs.google.com/spreadsheets/d/1_YPAx2m0znBd-IWRR4jZjUpWid0LibfpJaRrIThr8OA/edit#gid=1434468826

CSAC Input for Marketing Community Meeting ☆ ↻ ↺

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A1:H1 | Communities (online/physical) where we can share information about the workshop

	A	B	C	D	E	F	G	H
1	Communities (online/physical) where we can share information about the workshop Please add groups you are aware of AND list your name next on which ones you can share with Examples : Online communities on Facebook, Nextdoor, Faith Communities, Kids Sports Groups, Special Interest groups							
2	Group Name	Group Type	Who					
3	Foster City Together	Online community	Nilu					
4	Foster City Bulletin Board	Online community	Nilu					
5	Islander	Newspaper	Vanessa					
6	Nextdoor	Online community						
7	PJCC	Special Interest Group	Nilu					
8	Foster City Parents Club	Special Interest Group						
9	Bay Area Dragons (Dragon Boat Clu	Special Interest Group						
10	Churches	Special Interest Group						
11	Synagogue	Special Interest Group						
12	Balvihar	Special Interest Group						
13	Peninsula Youth Soccer Club	Kids Sports Group						
14	AYSO	Kids Sports Group						
15	Little League	Kids Sports Group						
16	Scouts	Kids Activity Group						
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Community Groups To Share With Places you can lead Conversations Sustainable Prizes/Giveaways

Citizens Sustainability Advisory Committee 2023 Goals

- Make all city events low to zero waste
- Measure and reduce waste in city facilities (City Hall, Rec Center)
- Collaboration with Park & Rec committee to make community events low to zero waste
- Publish a guideline on planning low to zero-waste events
- Build capacity in the community for increasing reuse/sharing/borrowing vs. buying
- Create a platform for the community to share and converse in the sustainability space (eg, steps/rebates to go solar - share success and failure stories, tips, a platform to connect with others who are thinking along the same line or have recently gone through the experience)
- Presenting our updated Climate Action Plan to City Council as soon as we can
- Hosting more workshops to get the community involved
- Organizing some sort of Earth Day clean-up or event
- Perhaps start looking at economic or social sustainability issues in Foster City as well (although I'm aware that our current goals are more climate-oriented)
- Further engagement and education in the community
 - Earth Day activity/event
 - Ongoing educational series through parks & rec – composting, reusable SMC, PCE, Solar, grey water usage, infrastructure investments – the biggest bang for our buck
 - Community wide contests – drive less challenge (commute.org) ?
 - Adding community clean-up days
 - Outreach to businesses on plastic bag ban, single use plastics, recycling cooking oil, composting, etc...
 - Invite HOA's/apartment buildings/condo complexes to workshops specifically geared to those residents to address and encourage recycling/composting/energy efficiency/water conservation
- Participate in regional initiatives/groups
- Mandatory Green waste segregation by all apartment residents
- All compostable, environmentally friendly take out
- Encourage Costco to sell green bags – compostable and bamboo disposables
- Find out more about Foster City disaster preparedness. Particularly about immediate preparedness, e.g., residents and business personnel have water, light, heat, safe structures, be accounted for, and need for medical help. Review and see if any needs are not addressed.
- Continue to gather and document information about the future to develop Foster City 40 year direction.
- Would like to investigate low-profile wind power options.

- By making members the face of CSAC, using the press/social media to our advantage, educating the community on sustainable practices, holding events, and highlighting green efforts, we can enact, inspire, and encourage the change and adaptations necessary to reach our goals.
- Highlighting younger members gives an emphasis on the future, inspires (and lightly shames) residents to do more, and differentiates us from other city groups. This also gives opens CSAC up to more "press-worthy" opportunities like headlines as such: "Foster City Teens Lead Effort for City Sustainability Goals". Getting as many eyes on CSAC is essential for community-buy-in and connection.
- Creating videos, similar to the "Mayoral Minute" will allow members of CSAC to connect with residents of Foster City. Focusing on work/projects of CSAC and FC can be documented and shared in addition to educational videos in which CSAC members teach sustainability practices, share data, or interview model residents/business owners. Doing so will allow residents to understand and know CSAC members. All members can be involved, while either Youth members or Co-Chairs are highlighted. Creating channels on Facebook and Nextdoor to connect with residents will be extremely effective.
- Studies show that gamification can lead to building better habits. If we create awards and highlight good stewards of the environment, this can inspire, promote, and persuade other members of the community to do better. Creating neighborhood competitions can lead to healthy rivalry in which neighbors or households can collaborate to live greener lifestyles.
- A holiday that Foster City does well is the 4th of July. Not only do residents participate, but people from all over the Bay come to celebrate. If we push for a drone-show with live music over the traditional fireworks, I feel that it sends a message of the direction that Foster City will be heading in. Not only would it be modeling the new standards, but it presents numerous opportunities for education, news-worthy headlines, and to be a leader within the Bay Area in our quest for sustainability.
- The main goal of CSAC is to promote and incorporate change within Foster City. Education around sustainability will be the most important driver in order to drive residents to adopt green measures. Events such as inviting guest speakers, holding EV/Solar/Green Construction events, hosting Eco-Doc movie nights, and etc. will be integral to sharing our message. Working with Foster City EMID to create computerized facts on water sustainability relating to one's water bill or PG&E on ones energy usage is one idea that could enact change on a personal level. Taking advantage of events like City Fest and 4th of July to talk to residents is paramount. Targeting parents at science fairs, Hillbarn, PTA, and after-school care would be effective.