

From: Carrie Callaway
Sent: Wednesday, April 13, 2022 11:18 AM
To: Jennifer Armer
Cc: Council
Subject: Plant Based Education in Los Gatos

To the Town Council,

My name is Carrie Callaway and I live in Los Gatos. I am writing to ask that we include a plant-based education program to Section 8 Environmental and Sustainability section of the General Plan. I feel that it is important for residents of Los Gatos to be aware of the huge environmental benefits of a plant-based diet, and I'd like to see the Town fund education on this topic.

Thank you for your attention to this important topic for all Los Gatos residents.

Sincerely,

Carrie Callaway

From: Tony White

Sent: Wednesday, April 13, 2022 1:46 PM

To: Planning

Subject: Zoning changes

I am asking you to vote no on the General Plan.

The housing element with zoning changes, density and height increases will drastically change Los Gatos in a negative way.

Los Gatos will become another San Jose if the General Plan is approved.

Think about why you and others chose to move to Los Gatos.

I do not understand why Council would approve \$50,000. for a study on marijuana dispensaries but would not have a study on the financial impact of the General Plan.

I hope that the future of Los Gatos is not left in the hands of 5 Council members. Think the N40.

Any future dramatic changes to Los Gatos should be decided at the polls.

Once Los Gatos is gone - we can never get it back.

Tony White

From: Lisa Brancatelli

Sent: Wednesday, April 13, 2022 1:48 PM

To: GP2040

Cc: Colleen Haggerty

Subject: RE: Final Environmental Impact Report Available and Draft 2040 General Plan Scheduled for Review

Hello Jennifer,

Valley Water submitted a letter to the Town on September 13, 2021 with 28 comments and suggestions on the draft General Plan and draft EIR. Minor modifications have been incorporated into the Final EIR, but no changes have been made to the General Plan. The overall goal of the CEQA process is to avoid or minimize environmental impacts associated with new development. Although comments submitted by Valley Water did not raise to level of significant impacts under CEQA they still provide suggestions to minimize impacts of future development through the strengthening and clarification of policy language in the General Plan. Valley Water reiterates its previously submitted comments and requests the Planning Commission and Town Council update policy language in the draft General Plan to further expand water conservation efforts, protect water supplies, minimize the risk of flooding, and support the protection of riparian corridors.

Thank you,

LISA BRANCATELLI

ASSISTANT ENGINEER II (CIVIL)

Community Projects Review Unit

Santa Clara Valley Water District is now known as:



Clean Water • Healthy Environment • Flood Protection

5750 Almaden Expressway, San Jose CA 95118

www.valleywater.org

From: Hilary White
Sent: Wednesday, April 13, 2022 1:50 PM
To: Planning
Subject: 2040 General Plan

The draft 2040 General Plan is opening Los Gatos to uncontrolled housing and population growth by up zoning the entire town by 2x to 3x. The redesign ,by a small group of people, of new zoning areas, increased density and height requirements eliminates the safeguards that have kept Los Gatos a special town in the sprawl of Silicon Valley. The resulting increase of traffic and population along with the drain on financial resources and infrastructure is not realistically projected or studied by the draft 2040 GP or EIR. The creators of the 2040 GP do not fully understand the magnitude of what they are unleashing or they wish to fundamentally change Los Gatos.

In any event, a small group of people are rewriting the vision of Los Gatos without any concern for the resident's viewpoint. As a resident I say no to mini-North 40's springing up all over town. No to Middle Housing that changes the zoning and increases traffic in our neighborhoods and overcrowds our schools. No to the draft 2040 General Plan.

As a community we can work together to produce a more sustainable model for growth. Five Town Council Members should not decide the fate of our town when the change is so monumental and everlasting. A decision to transform the zoning and very town itself should be decided by the residents. I ask you to reject the proposed 2040 GP. It's time to start over and do better for Los Gatos.

Thank you,

Hilary White

From: Karyn Meadows

Sent: Wednesday, April 13, 2022 2:37 PM

To: GP2040

Subject: Remarks, suggestions, and thoughts on General Plan

Hello, thank you for including us in the planning meetings and commentary. I was able to personally attend the meeting due to covid concerns and immunity issues, but I wanted to ask a lot of questions. For reference, we live in the Belwood community of Los Gatos. Thank you!!

In terms of your bullet points:

-- We would support 1,993 units instead of 3,904 units. Due to water issues and fire risk, the lower number would be much easier to support.

-- Affordable housing vs high end dense housing - a balance is likely needed here. If affordable housing can be placed in the North 40 area, that would be ideal. But placing ADU's everywhere is likely not going to keep the small town feel that we all love and bought into when we purchased our homes. It will push out long-time homeowners that bought their homes to have privacy and quiet.

-- Protecting the environment in the face of growth is a key concern. Fire, water, and climate change issues all need to be considered. If you add 3904 units instead of 1993 units, these issues will be inherently more difficult to solve.

--How to phase-in new development - this one should be tracked along with infrastructure improvements. As infrastructure is planned and authorized, that would be the time to plan new development in those areas.

--Up-zoning single family lots - there are many single family areas that will be negatively impacted by up-zoning/lot splitting. It will take the small town feel away and cause a lot of long-time homeowners to move. If you add up-zoned planning in the North Forty or where density is already happening, that would make sense. In a quiet, suburban single-family area, not so much. CERTAINLY, it will drastically affect our community if you plan up-zoning on TOP of SB9. We do not support it.

-- How to count housing for SB9 - There is not enough information on how you would support applications for ADUs in the plan, other than the illustrations you showed. If a single family home is on a 10K lot with neighbors home 10" from the lot line, how would that work? We look at our neighborhood, which we've been in for 28 years and cannot imagine the loss of privacy if a neighbor wanted to add an exterior ADU. Serious concerns about noise, parking, water, privacy. We would love to see way more information on how this would be enacted and counted.

--Would you mix middle housing in established single family residential areas?

--What about water issues? There is not enough water now. Some of the plan includes parkways with trees, using trees as screening, and creating open spaces. All need to have water and any additional housing needs both potable water and a wastewater plan. How do you reconcile this?

--The fire risk in Los Gatos proper and also the hillsides/close to the hillsides needs to be considered with additional growth of both SB9 and middle housing. (<https://liveinlosgatosblog.com/los-gatos-fire-risk/>)

--How would you factor in ADUs to existing single family residential areas? What would be the requirements for space around an ADU?

--What about traffic impacts? Specifically on Blossom Hill as traffic enters from San Jose in the am and reverses in the pm?

--What about parking (in the ADU/existing single family residential areas)?

--There are a lot of figures that seem to show areas of hillside residential that are NOT hillside at all. For instance, Fig 4-18, Winchester Boulevard District, shows the area of Oka Lane/Mozart Dr as hillside residential. It is not a hillside, so why does it have that designation?

--How would it work specifically in areas of single family homes designated as Low Density Residential? If a home is sold, would you redo it with a missing middle housing, multi-family residential, duplexes, and/or small lot single-family homes?

--Your Mobility Element, specifically Multi-Use Trails, does not address maintaining wildlife protections as you open to multiple uses including bicycles and pedestrians. Please include it. Wildlife is a large part of why a lot of us continue to live here and we want to protect it.

--WRT the proposed Class III bikeways, you have drawn two at Belgatos Road and Belvue Road. There are a lot of people walking these streets so adding bikeways must be safe and not compete with people walking.

--On 6.14, Implementation Programs, you have a category under C for determining the appropriate use of artificial turf. This turf doesn't belong anywhere other than a dog park. It's made out of plastic that degrades and increases temperatures around it by as much as 10 degrees. It is NOT environmentally responsible to use at all.

--On 8.5 Climate Change/Greenhouse Gas Emissions, you might consider residential composting.

best, Karyn

From: MITZI ANDERSON
Sent: Wednesday, April 13, 2022 4:12 PM
To: Planning Comment
Subject: Public Comment Agenda 2040 GP

Los Gatos Planning Commissioners,

> The draft 2040 General Plan is opening Los Gatos to uncontrolled housing and population growth by up zoning the entire town by 2x to 3x. The redesign, by a small group of people, of new zoning areas, increased density and height requirements eliminates the safeguards that have kept Los Gatos a special town in the sprawl of Silicon Valley. The resulting increase of population and traffic along with the drain on financial resources, schools and basic infrastructure is not realistically projected or studied by the draft 2040 GP or EIR. The creators of the 2040 GP do not fully understand the magnitude of what they are unleashing or they wish to fundamentally change Los Gatos.

>

> In any event, a small group of people should not rewrite the vision of Los Gatos without any concern for the residents viewpoint. As a resident I say no to mini North 40's springing up all over town. No to Middle Housing that changes the zoning and increases traffic in our neighborhoods and overcrowds our schools. No to the draft 2040 General Plan.

>

> As a community we can work together to come up with a more sustainable model for growth. Five Town Council Members should not decide the fate of our town when the change is so monumental and everlasting. A decision to transform the zoning and very town itself should be decided by the residents. I ask you to reject the proposed 2040 GP. It's time to start over and do better for Los Gatos.

Sincerely,
Mitzi Anderson
Foster Road, Los Gatos

Sent from my iPhone

From: Kathleen Barry
Sent: Wednesday, April 13, 2022 5:05 PM
To: Planning Comment
Subject: General Plan 2040

Hello All,

Please find my attached letter.

Thank you,

Kathleen Barry

April 12, 2022

Subject: 2040 General Plan Residential Feedback

Attn: Los Gatos Planning Commissioners:

I am writing in regards to the 2040 General Plan. As a concerned resident, it seems as though this plan opens Los Gatos to uncontrolled housing population growth. I am not a fan of the increased density and height requirements. Los Gatos is special as a town and has been for years. We have been able to maintain it's charm and character it's always had-at least since I was born and raised here.

The shopping center with Jamba Juice was built with its dome-shaped corner, obstructing the mountain views. Now, there is the North 40, also with obstructing view of the mountains. The traffic is terrible, yet the North 40 isn't even completed and open yet. I drive down Los Gatos Boulevard every day to work. It is backed up both directions. I had an ambulance behind myself and several other cars trying to go south on Los Gatos Boulevard. The only place to go for them to get through was to turn into one of the office buildings on Los Gatos Boulevard. I am hoping I never need an ambulance with them coming south on Los Gatos Boulevard and an island in the middle and no where to turn. And, what will happen to our beautiful downtown shops and restaurants with the North 40?

It seems as community, there should be more input from the citizens. I don't see how the Council should have the capability of deciding what our town becomes over the next couple of decades. I would think they would welcome and encourage the citizens who live here and encourage they help build the plan for the future of the town we live in.

So far, I am saddened about the possibility of what the future of our town will look like. Equally, disappointed in our Council.

Sincerely,

Kathleen Barry

From: Catherine Roberts
Sent: Wednesday, April 13, 2022 9:48 PM
To: GP2040
Subject: Leigh High School

Please note, Leigh High School also serves Los Gatos residents. This is not acknowledged in the Draft 2040 plan, section 6-30 under Campbell Union High School District. Only Westmont and Prospect are mentioned. This is an oversight and should be fixed.

Thank you,

Catherine Roberts

Plant-Based Diet Promotion in Mountain View: **A Proposal by Residents and Advocates**

Date: October 9, 2019

Authors: Mohan Gurunathan, Mary Rubin, Amy Halpern-Laff, Katie Cantrell

Overview

Mountain View is preparing its Sustainability Action Plan (SAP-4) for the period 2019-2022. As encouraged by concerned residents, the plan includes the following initiative: “*Develop a resolution and outreach in support of a plant-based diet. (item S4.7)*” A total of \$10,000 was proposed by the city for a supporting program, to be spent over the course of two fiscal years (FY 20-21 and FY 21-22).

We applaud the inclusion of this action in SAP-4. However we do not feel this initiative is funded adequately in light of its high carbon-footprint reduction potential. As discussed below, plant based diet promotion is *the most cost effective* action we can take to reduce our community’s carbon emissions. Therefore we believe it deserves a larger proportion of the overall sustainability plan budget.

This document explains the urgency of this issue, presents a rationale for increasing funding, and provides concrete recommendations on implementing for a plant-based diet promotion initiative in Mountain View.

Urgency of Issue

The high consumption of animal products in the American diet is a leading contributor to climate change and many serious forms of environmental destruction, including: deforestation, wildlife extinction, ocean dead zones, water scarcity, methane emissions, etc. According to a [comprehensive 2018 study published in the journal Science](#), avoiding meat and dairy is the ‘single biggest way’ to reduce our impact on the planet. According to that same report, in order to keep climate change under 2 degrees, US citizens need to eat 90% less beef, 90% less pork, 60% less milk, and 50% less eggs, while eating 4-6 times more beans and pulses. [The UN has repeatedly urged world governments to advocate for meat reduction in order to save the environment](#). However, this message is completely ignored in many sustainability and carbon-footprint reduction programs. Why? Sometimes food emissions are considered “consumption” based, meaning that they are generated outside the geographic area of interest. But to ignore “consumption based” emissions makes little sense, since climate change is a global problem that knows no borders. Emissions generated anywhere will eventually cause our planet’s overall climate to warm. Ignoring consumption based emissions is analogous to being on a sinking ship, and bailing the water in your compartment to your neighbor’s compartment. It makes little difference when the entire ship is sinking.

Mountain View's draft of SAP-4 states the following high-level goals: *(yellow highlights added)*

Overall Direction

- Strive to achieve an Advanced or higher level of response.
- Identify and prioritize strategies to achieve the largest reduction in GHG emissions per funds spent.
- Return to the Council with specific initiatives to be undertaken as part of Sustainability Action Plan 4 (SAP-4).



Figure 1: Stated direction from SAP-4

Direction from the City Council was to enact the programs which result in the greatest reduction of carbon emissions per dollar spent, or “biggest bang for the buck.” Accordingly, Table 1 below shows the list of new proposed actions in SAP-4, sorted by *most* cost-effective (top) to *least* cost effective (bottom):

Task#	Action	Cost/funding	Annual GHG Reduction (MT CO ₂ e)	Cost Effectiveness (\$/MT CO ₂ e)
54.7	Develop a resolution and outreach in support of a plant-based diet	\$10,000	2,727	\$3
S4.1	Develop Community Climate Solutions platform and conduct outreach	\$15,000	1,425	\$7
T7.7	Facilitate an EV and EV charger group buy or discount program.	\$30,000	280	\$90
R2.6	Develop a Building Benchmarking and Disclosure Ordinance	\$250,000	5,850	\$90
R2.4	Explore a second Energy Upgrade Mountain View type of program.	\$260,000	323	\$21
S4.5	Run the Cool Block program in Mountain View neighborhoods	\$125,000	2,344	\$23
T6.7	Implement residential TDM program to reduce drive-alone travel	\$150,000	110	\$125
R2.5	Develop a City-funded fuel-switching rebate program for homes.	\$160,000	95	\$187
T2.16	Implement a Citywide Pilot Bicycle Facilities and Monitoring Program	\$1,500,000	1,225	\$205
R4.9	Conduct deep energy/electrification retrofit analysis of City facilities	\$50,000	1,853	\$470
P3.1	Expand use of electric landscaping equipment and test new models	\$10,000	0	\$2,380
T3.6	Develop rebate program for e-bikes and other mobility devices	\$130,000	84-313	\$96-\$137
T8.8	Explore development of downtown TDM pilot program.	\$480,000	500	\$490-\$600
T3.2	Develop guidelines and infrastructure for e-scooter share pilot	\$50,000	15	\$937-\$2,684
T6.1	Support expansion of TMA programs to serve new businesses.	\$0	TBD	\$0
T3.5	Develop a bike rack request program.	\$0	0	\$0
T3.7	Update the bicycle parking ordinance.	\$0	0	\$0
T7.3	Install additional EV chargers in downtown parking garages.	\$0	590	\$0
T7.8	Support SVCE program to install EV chargers in MUDs.	\$0	TBD	\$0
R3.1	Develop a reach code to support building electrification	\$0	TBD	\$0
R2.2	Promote SVCE's heat pump water heater incentive pilot.	\$0	15	\$0
R4.1	Analyze opportunities for electrification during renovations	\$0	TBD	\$0
R4.5	Develop LEED® Gold certification policy with LEED® Platinum analysis	\$0	TBD	\$0
R4.6	Develop electrification and renewable energy policy for City facilities	\$0	TBD	\$0
T8.1	Develop a Clean Fleets Policy.	\$0	TBD	\$0
T8.3	Develop a Fleet Electrification Plan.	\$0	TBD	\$0
R4.11	Implement an energy conservation campaign for City staff	\$0	TBD	\$0
T1.5	Develop a Strategic Transportation Sustainability Master Plan	\$150,000	0	N/A
T2.1	Conduct assessment to apply for Measure B grant funds.	\$15,000	0	N/A
T7.2	Evaluate pricing for EV charging at City-owned EV chargers.	\$0	0	N/A
T7.4	Develop an Electric Vehicle Action Plan.	\$0	0	N/A
T7.6	Evaluate vendor options for existing EV chargers at City facilities	TBD	0	N/A
T7.11	Review EV zoning recommendations from countryside study.	\$0	0	N/A

Table 1: List of new actions from SAP-4, sorted by cost effectiveness

The City's data analysis clearly indicates that promotion of a plant-based diet is **the** most cost effective action for reducing GHG emissions, in terms of dollars-per-megaton CO₂e reduced. As engaged and concerned citizens we must then ask: *why is it the least funded item on the list?*

A rational approach would be to identify the *most cost effective programs* and prioritize these programs in the budget allocation. However, the prioritization of programs in SAP-4 seems to run counter to this. Costly programs such as a Citywide Pilot Bicycle Program (at \$205/MTCO₂e!) are heavily funded, while the most cost effective programs are insufficiently funded. This goes directly against the guidance from the City Council.

Council comments from September 16 meeting

In the Sustainability Committee meeting on Sept 16, 2019, Council members Hicks and Abe-Koga both recommended for staff to “take another look” at increasing the funding for plant-based promotion programs. Furthermore, Council member Hicks emphasized several times that consumption-based emissions should not be ignored. These statements are all consistent with the proposal for increased funds.

Staffing Proposal

We propose the inclusion of **1 Full Time Employee (FTE)** or Contract Employee to manage the Plant-based diet initiative and outreach programs. The scope of this position would include:

- Plan, manage and execute plant-based diet outreach programs (see proposed program list below)
- Seek grant-money and donor-matching funds where possible to offset City’s costs
- Work with local non-profits to leverage their resources and expertise, where possible
- Monitor effectiveness of the initiative and estimate the carbon emissions reduction due to the programs

The City might also consider having this person manage food-waste reduction programs, since this is a related topic and also an action discussed in SAP-4 (item Z1.9).

Note that it *is* entirely possible to measure the effectiveness of a plant-based diet program and the resulting GHG savings. This can be done by enrolling residents to sign up for the program, and sending regular email surveys to track their progress in reducing animal product consumption. Therefore, the idea that the impact of this program is “not easily measurable” is not a valid one.

Proposed Programs

The table below provides a list of recommended plant-based diet programs and their estimated costs.

<u>Item #</u>	<u>Program Description</u>	<u>Estimated Cost</u>	<u>Proposed</u>
			<u>Annual Budget</u> <u>(each FY)</u>
P1	Mandate that meals catered for City Council meetings will be plant-based, or at least		

	vegetarian. Highlight this in city communications and media.		Zero. \$0
P2	Create procurement guidelines for all city purchased foods and city catered events, mandating plant-based, or Default Veg . (Default Veg means that animal products are absent unless specifically requested..)	Minimal. Staff time to craft and disseminate new procurement guidelines and assess enforcement methods.	\$0 (staff time only)
P3	Incorporate plant-based food promotion into all city sustainability materials and promotions.	Minimal. Staff time to draft and edit materials.	\$0 (staff time only)
P4	Creation of steering committee to recommend branding and advertising strategies.	Minimal. Staff time to participate on steering committee	\$0 (staff time only)
P5	Work with local school boards to disseminate education about plant-based diets. Work with school menu planners to ensure plant-based options are available.	Minimal. Staff time to liaise with school groups.	\$0 (staff time only)
P6	Encourage Mountain View restaurants to offer plant-based specials and display promotional materials.	Minimal. Local non-profits can assist with this effort.	\$0 (staff time only)

<p>P7 Creation of custom branded marketing materials (brochures etc.) for residents, explaining the importance of plant-based diet.</p>	<p>\$500 - \$5000, depending on quantity and complexity.</p> <p>Potential for free/donated graphic design.</p>	<p>\$5000</p> <p>(first year only)</p>
<p>P8 Plant-based cooking competition for residents, perhaps a "Chili Cookoff." Held once a year.</p>	<p>< \$500 for venue, prizes, and advertising.</p>	<p>\$500</p>
<p>P9 Value / Punch card program. Residents get a punch for each plant-based special ordered at local restaurants. After 10 punches, they get a free meal (with restaurant agreement) or entered into city raffle for a gift certificate.</p>	<p>Minimal. < \$500 to print punch cards and < \$500 for gift certificates.</p>	<p>\$1000</p>
<p>P10 Monthly email and online survey program to keep track of residents who pledge to reduce animal product consumption. Residents can sign up online, or at any of the other events in this list (films, cooking classes, etc.). This will allow the City to quantify GHG reduction resulting from this program.</p>	<p>~\$2000 for database setup, \$100/month for IT and maintenance. May be less if city IT support is available.</p>	<p>\$3200</p> <p>first year</p> <p>\$1200</p> <p>subsequent years</p>
<p>P11 Monthly free (or low-cost) plant-based cooking classes, sponsored by the City. 20 – 40 people per class.</p>	<p>\$300 /class. Assume they could be held at Rengstorff Community Center in the</p>	<p>\$3600</p>

kitchen or other city venue.

P12	Monthly lecture and/or film series on diet, environment and nutrition. Advertised by the City. Free to the public.	\$25 to \$250 per event, depending on speaker and film license costs. Could be screened at the library, Community Center, Senior Center, etc. Possible grant money reimbursement available if City takes the lead.	\$1500
P13	Mountain View restaurant competition, participating restaurants feature plant-based specials over the course of a month and residents try the specials and vote for their favorite. The winning restaurant receives a prize and publicity. Could be done in conjunction with the VegFest.	\$200 - \$2000, depending on	level of publicity \$1500
P14	Free food-tasting events for the public, held once/month.	<\$300 per event. Possible grant money reimbursement available if City takes the lead.	\$3600
P15	Hold a Mountain View Plant-based food festival, also known as a " VegFest ". VegFest features local restaurants and organizations, speakers, food samples, etc. Similar events have been held in San Francisco, Oakland, Santa Cruz, Seattle and many other cities.	Ranges from net positive revenue to a cost of \$15,000 depending on the venue, sponsorships, vendor fees, etc. Local non-profits can assist with this effort.	\$5000

<p>Advertising campaign to promote the initiative, including billboard, print and radio ads. P16</p> <p>to have donor match funds for the advertising campaign.</p>	<p>\$5000 - \$15000, with potential for donated matching funds if City takes the lead.</p>	<p>\$10,000</p>
<p>Total Proposed Budget for all programs (per Fiscal Year)</p>		<p>\$34,900 first year</p> <p>\$27,900 subsequent years</p>

The total requested funding over 3 years (in addition to staff time) is:

$$\$34,900 + \$27,900 + \$27,900 = \$90,700.$$

This is approximately 1.2% of the entire \$7.5MM budget allocated for SAP-4. Considering that plant-based diet promotion is *the most cost effective* action in the list, allocating 1.2% of the total budget should not be an unreasonable request. Especially considering that \$420,000 of the budget is still unallocated at this time.

Availability of grants and matching funds

The authors are connected with several non-profits and individual donors who could offer grants and matching funds if the City were to take the lead on some of the actions stated above. These additional sources of funding could be used to offset some of the City's costs, or to expand the initiative.

Examples from other cities and organizations

While other cities have made statements and resolutions about diet change (such as "Meatless Monday" proclamations), we do not know of many examples where a city has made a significant commitment to promote diet sustainability among their residents. The UN has been urging governments to emphasize this issue for over a decade, yet the message has fallen on deaf ears. **We are proposing for Mountain View to be a leader and visionary in bringing this urgent issue to the forefront of the climate change discussion.** Our City's approach could become a model for other cities to follow. And we could be proud that our City is leading the charge on one of the most important environmental issues of our time.

Below is a list of actions and resolutions taken in other cities and organizations related to diet

sustainability. While these are all great examples, what we are proposing for Mountain View is more comprehensive.

- [Berkeley and Emeryville have passed “Green Monday” resolutions](#), including:
 - Sourcing plant-based meals for city council meetings
 - Encouraging local restaurants to feature plant-based specials on Mondays
 - Featuring educational programming and displays at community centers and libraries
 - [New York City has implemented a Meatless Monday program](#) for all 1,700 public schools within the City. This program started in 2019 and mandates that all breakfast and lunch options are 100% vegetarian on Mondays. According to NYC mayor Bill de Blasio: *“Cutting back on meat a little will improve New Yorkers’ health and reduce greenhouse gas emissions. We’re expanding Meatless Mondays to all public schools to keep our lunch and planet green for generations to come.”* [Mayor de Blasio actually intends to cut the city’s purchasing of red meat by 50%](#) as part of his “Green New Deal” initiative.
 - The cities of [Santa Barbara](#) and [New York City](#) have both banned the sale of processed meat products (including hot dogs, bacon, salami, etc.) in schools. This is mostly health-related, since [processed meats have been found to significantly increase the risk of certain forms of cancer](#).
 - [Germany has banned the serving of meat at all official government functions](#), due to the unjustifiably large environmental impact .
 - [The University of Cambridge in the UK recently removed beef and lamb from their menus](#), to reduce their environmental impact. They estimate that this cuts their food-related emissions by one-third. [Goldsmiths University, also in the UK](#), is removing beef from their menus for the same reason.
 - Many cities and municipalities have passed food procurement policies that stipulate a reduction in meat and dairy purchasing. [Friends of the Earth has a great guide](#) that outlines the process and highlights cities that have incorporated food purchasing policies into their Climate Action Plans.
- Page 6 of 7
- The group “[Scientists for Less Meat](#)” is making an urgent call to all City mayors to enact policies that will reduce the amount of meat consumed in their city, and increase the proportion of plant-based foods.
 - [Harvard University recently committed to reduce their food-related GHG emissions by 25% before 2030, by emphasizing a shift towards plant-based foods](#).
 - This is based on a UN & World Resources Institute initiative called the “[Cool Food Pledge](#).”

- The city of Philadelphia has a ["Vegan Restaurant Week"](#) each year. This event is a collaboration between non-profits, the city, and restaurants.
- In Los Angeles there is an [initiative being considered to mandate at least one plant-based meal offering at all movie theaters, sports arenas, and LAX airport eateries.](#)
- A bill called AB 479 is currently under consideration in the California Assembly, and looks like it will pass (it has had unanimous support so far). This bill is called: ["AB-479 School meals: plant-based food and milk options: California School Plant Based Food and Beverage Program."](#) This bill will provide financial incentives to school systems which add more plant-based meal options to their menus.
- Many US cities, including San Jose, San Francisco, Los Angeles, Philadelphia, Cleveland, and numerous others have passed "Meatless Monday" resolutions. But these are all passive resolutions which have no educational or community outreach component, and no financial backing. As such, they have been largely ineffective.

We especially encourage Mountain View to consider adopting the "[Cool Food Pledge](#)". This is a pledge to reduce food-related emissions by 25% before 2030. This is a very tangible and realistic target for Mountain View and **our City could take a climate leadership role as the first city in the U.S. to make this pledge.**

Proposed Programs for the Town of Los Gatos

The table below provides a list of recommended plant-based diet programs to implement in the town of Los Gatos.

<u>Item #</u>	<u>Program Description</u>	<u>Estimated Cost</u>	<u>Proposed Annual Budget (each FY)</u>
P1	Create procurement guidelines for all town-purchased foods and city catered events, mandating plant-based, or Default Veg . (Default Veg means that animal products are absent unless specifically requested.) Have a plant-based vendor.	Minimal. Staff time to craft and disseminate new procurement guidelines and assess enforcement methods.	\$0 (staff time only)
P2	Incorporate plant-based food promotion into all town sustainability materials and promotions.	Minimal. Staff time to draft and edit materials.	\$0 (staff time only)
P3	Creation of steering committee to recommend branding and advertising strategies.	Minimal. Staff time to participate on steering committee	\$0 (staff time only)
P4	Work with local school boards to disseminate education about plant-based diets. Work with school menu planners to ensure plant-based options are available.	Minimal. Staff time to liaise with school groups.	\$0 (staff time only)
P5	Encourage Los Gatos restaurants to offer plant-based specials and display promotional materials.	Minimal. Local non-profits can assist with this effort.	\$0 (staff time only)
P6	Creation of custom branded marketing materials (brochures, etc.) for residents, explaining the importance of plant-based diet. Ask them to display at Chamber of Commerce. Get flyers/ brochures from non profits.	Free if we get flyers from non profits.	
P7	Plant-based cooking competition for residents, perhaps a "Chili Cookoff." Held once a year. Part of other climate events. Connect with Sur La Table.		
P8	Find an app residents can use to track how many plant based meals they eat in LG restaurants. After 10 visits, they get a free meal (with restaurant agreement) or entered into city raffle for a gift certificate.		
P9	Monthly email and online survey program to keep track of residents who pledge to reduce animal product consumption. Residents can sign up online, or at any of the other events in this list (films, cooking classes, etc.). This will allow the Town to quantify GHG reduction resulting from this program.	Non profit lists? VO? Green Monday?	

P10	Monthly free (or low-cost) plant-based cooking classes, sponsored by the City. 20 – 40 people per class. We can ask Mary Ellen as well as rotate and each of us, that wants to, can teach a class. We all have recipes we're excited to share.	\$300 /class? Assume they could be held at the Community Center in the kitchen or other city venue.	Free or lowcost Just cost for food.
P11	Monthly lecture and/or film series on diet, environment and nutrition. Advertised by the Town. Free to the public. Vidisha, doctors, etc. *But there is cost for film license. Prices do vary.	\$25 to \$250 per event, depending on speaker and film license costs. Could be screened at the library, Community Center, Senior Center, etc. Possible grant money reimbursement available if City takes the lead.	\$1500
P12	Restaurant competition, participating restaurants feature plant-based specials over the course of a month and residents try the specials and vote for their favorite. The winning restaurant receives a prize and publicity. Could be done in conjunction with the VegFest.	Hopefully no cost. Contact LG marketing group Polygon Marketing. Derek Thomas.	Free?
P13	Free food-tasting events for the public, held twice a year. Held at Farmers market? *Not sure of expense.	<\$300 per event. Possible grant money reimbursement available if City takes the lead.	\$600
P14	Hold a Los Gatos Plant-based food festival, also known as a " VegFest ". VegFest features local restaurants and organizations, speakers, food samples, etc. Similar events have been held in San Francisco, Oakland, Santa Cruz, Seattle and many other cities.	Ranges from net positive revenue to a cost of \$15,000 depending on the venue, sponsorships, vendor fees, etc. Local non-profits can assist with this effort. *Mountain Views price quote. Would it be the same for LG?	\$5000

•

From: Lisa Wade
Sent: Monday, April 18, 2022 10:57 AM
To: Jennifer Armer
Cc: Karen Rubio
Subject: Fwd: Planning Commission Info for General plan.

Dear planning commission,

Many cities and municipalities have passed food procurement policies that stipulate a reduction in meat and dairy purchasing. [Friends of the Earth has a great guide](#) that outlines the process and highlights cities that have incorporated food purchasing policies into their Climate Action Plans. I have included some attachments outlining some of the implementation programs other cities have adopted including San Francisco, New York City, and Mountain View. This is by no means an extensive list as other many cities and municipalities are taking steps to promote plant-based eating.

Many institutions also have policies for example [Harvard University recently committed to reduce their food-related GHG emissions by 25% before 2030, by emphasizing a shift towards plant-based foods.](#) This is based on a UN & World Resources Institute initiative called the "[Cool Food Pledge.](#)"

Thank you!

Lisa Wade and Karen Rubio

LAW & POLITICS

Berkeley Becomes First US City To Phase Out All Animal Products It Serves

Berkeley has acknowledged meat and dairy's impact on public health and the climate crisis



by **Jemima Webber**

28th July 2021 Updated 2nd August 2021



Berkeley, California is working to reduce the city's intake of meat Credit: Adobe. Do not use without permission.

Reading Time: 2 minutes



Berkeley City Council has announced plans to decrease the animal-based food products it serves by 50 percent, and replace them with **plant-based** options by 2024.

It's part of the Californian's city's long-term goal of completely phasing out animal products, **The Daily Californian** reported.

Berkeley's shift to plant-based

The move makes Berkeley the first city in the US to pivot to a completely plant-based food purchasing program. The Californian city supplies meals to summer camps, senior centers, public events, and the jail, among others.

A 16-month campaign by animal rights organization **Direct Action Everywhere** (DxE) motivated the decision. DxE staged protests and sent letters to the City Council highlighting the environmental impact of animal agriculture. The group is pushing for similar policies in other cities like Chicago and San Francisco.

According to Berkeley's July 27 meeting agenda, the council believes the goal will 'accelerate the City's transition to plant-based diets'.

The agenda report pointed out meat and dairy's negative impact on greenhouse gas emissions, water scarcity, and 'catastrophic natural disasters'. It also noted issues surrounding food waste and diseases like diabetes and cancer.

Berkeley Mayor Jesse Arreguin and Councilmember Sophie Hahn authored the resolution.

"Streamlining the City of Berkeley's transition to plant-forward and plant-based meals advances the City's Strategic Plan Priority of being a global leader in addressing climate change, advancing environmental justice, and protecting the environment and supports the Climate Action Plan goal that a majority of food consumed in **Berkeley** be produced locally," the resolution says.



In the recent meeting, Arreguín said the initiative will further Berkeley's 'long tradition of promoting the humane treatment of animals'.



e In Veganism And Sustainability

Berkeley and animal rights

Berkeley made headlines in 2017 when it became the second city in the US (after West Hollywood) to ban the sale of fur.

Councilmember Kriss Worthington proposed the fur ban to 'foster a consciousness about the way we live in the world and create a more humane environment in [Berkeley]'.

The **proposal** noted that fur producers kill more than 30 million animals a year for their coats.

Quoting the Free Fur Berkeley's website, the proposal reads: "These animals are often victims of cruel conditions that include 'intense stress, distressed and repetitive movement, self-mutilation, and even cannibalism.'



“With the availability of countless varieties of adequate fabrics, there is no need for this brutal industry.”

Councilmember Sophie Hahn introduced exemptions to the ban. She pushed for the sale of cowhide with hair, and sheep or lambskin with fleece to be permitted. She alleged that these items are by-products of the meat industry.

In 2019, Berkeley became the first city in the US to launch a **Green Monday** campaign. The weekly initiative aims to encourage plant-based eating.

Jemima Webber



Jemima is the deputy editor at Plant Based News. After going vegetarian in 2014 and vegan in 2017, she dived into the plant-based and sustainability scene, working as a writer and editor across leading vegan media platforms. Hailing from Newcastle, Australia, Jemima previously lived at a farm animal sanctuary during an eight-month volunteering stint. Now living in the Netherlands (with her dog Levi, of course), she is now studying a Bachelor of Psychological Science. Jemima is also a singer-songwriter, whose debut EP reached #1 on Australia's singer-songwriter chart on iTunes. [More by Jemima Webber](#)

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Greggs Veganizes Its 'Legendary' Sausage, Bean, And Cheese Melts

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Berkeley Becomes The First U.S. City To Commit to Going Vegan



By **Tanuvi Joe**

Published on **Aug 1, 2021**

ANIMAL RIGHTS

CLIMATE CHANGE

VEGAN

Last updated **Jul 31, 2021**

4 Mins Read

The Berkeley City Council in California has voted to divert half of the city's spending money from animal-based foods to plant-based foods by 2024. Going forward, the Council will look to convert that spending into 100% pledging its commitment to plant-based foods and addressing the issue of climate change.

Activists-driven change

The new decision by the Council was driven by a 16-month advocacy campaign by the Berkeley-based grassroots animal rights organization Direct Action Everywhere (DxE). Other groups including Extinction Rebellion Oakland, The Animal Save Movement, East Bay Animal PAC, PETA, and The Suitcase Clinic joined the DxE in its efforts.

The DxE called for the move to ditch animal-based foods citing concerns like the industry being responsible for releasing massive amounts of GHGs and a leading cause for deforestation. A study showed that if animal agriculture were to come to an end, it would stabilize GHGs for 30 years, meaning 70% of carbon emissions would be offset by 2100.

In addition, the industry inflicts tremendous cruelty on animals and by confining them in small facilities, these places are becoming breeding grounds for future pandemics.



Source: Direct Action Everywhere

Plant-Based for the win

Taking these reasons into account, the Berkeley City Council passed a resolution to take 50% of the city's spending on animal-based foods like meat, dairy, and eggs and use it for plant-based foods, a commitment it hopes to achieve by 2024.

In addition, in the future, it plans to use 100% of these funds on plant-based foods, a goal it will review on June 30, 2022.

The resolution states: "A wealth of scientific research underscores the urgency of substantially reducing meat and dairy consumption, which accounts for more than half of all food-related GHG emissions. It is clear that the world cannot meet global greenhouse gas reduction targets without significantly curbing the consumption of animal products. High-meat-eating nations like the United States, which consumes 2.6 times more meat than the global per capita average, must help shoulder this responsibility."

”

This is a very important step for the city to take as part of our broader climate efforts, as well as building on our long tradition promoting the humane treatment of animals here in the city of Berkeley

Jesse Arreguín, mayor of Berkeley



Source: Direct Action Everywhere

The decision aims to reinforce the city's commitment to mitigating the effects of climate change and helps Berkeley establish itself as a climate action leader.

In a statement, Mayor Jesse Arreguín said: "This is a very important step for the city to take as part of our broader climate efforts, as well as building on our long tradition promoting the humane treatment of animals here in the city of Berkeley."

According to recent data, consumers in the U.S. are increasingly favouring plant-based foods as the sector's retail sales have skyrocketed to double-digits reaching US\$7 billion in 2020 alone.

Consistent climate action

In the past, the city was among the first few to take the lead in recycling initiatives and in 2013, became the first U.S. city to pledge to divest from fossil fuel companies.

"The public is rising up and taking action against the destructiveness of animal agriculture," said Almira Tanner, a Berkeley resident and DxE's lead organizer. "We're hopeful this historic step can spur a wave of legislation to protect all life on Earth while we still have time."

The DxE activists have been advocating for change in Chicago as well and in San Francisco last year, was instrumental in passing a law that called for a 50% cut in plant-based food purchasing in jails and public hospitals. It was even behind the ban on the sale of fur in Berkeley and San Francisco along with a statewide ban signed by Gavin Newsom, the governor of California.

Recently, Hawaii became the first U.S. state to declare a climate emergency. U.S. president Joe Biden also showed his commitment to tackling climate change by pledging to slash carbon emissions in the country by half by 2030.

Elsewhere, similar actions are being undertaken for the benefit of animals like France and Germany banning the use of inhumane methods to kill unwanted male chicks, E.U. committing to remove all animal cages by 2027 and Israel became the first country to ban the sale of fur in the fashion sector.

Read: *U.S. Animal Agriculture Subsidies Soared In 2020 Despite Climate & Health Damage*

Lead image courtesy of Direct Action Everywhere.



vegan meat

Tanuvi Joe - 496 Posts



Born and bred in India and dedicated to the cause of sustainability, Tanuvi Joe believes in the power of storytelling. Through her travels and conversations with people, she raises awareness and provides her readers with innovative ways to align themselves towards a kinder way of living that does more good than harm to the planet. Tanuvi has a background in Journalism, Tourism, and Sustainability, and in her free time, this plant parent surrounds herself with books and rants away on her blog *Ruffling Wings*.



Animal Law Update

California Enacts Law Requiring Plant-Based Options in State Facilities

By Nicole Pallotta, Academic Outreach Manager

December 10, 2018

In September 2018, California Governor Jerry Brown signed **SB 1138** [↗](#), a law that makes California the first state in the nation to require prisons, hospitals, nursing homes, and other state-operated facilities to offer plant-based meals. The law defines plant-based meals as “entire meals that contain no animal products or byproducts, including meat, poultry, fish, dairy, or eggs.”

According to **Senator Nancy Brown** [↗](#), the bill’s author, “Americans have shown a growing interest in low-meat and no-meat diets... But people who are confined to prisons, hospitals or other healthcare facilities aren’t always given the opportunity to choose non-meat options.”

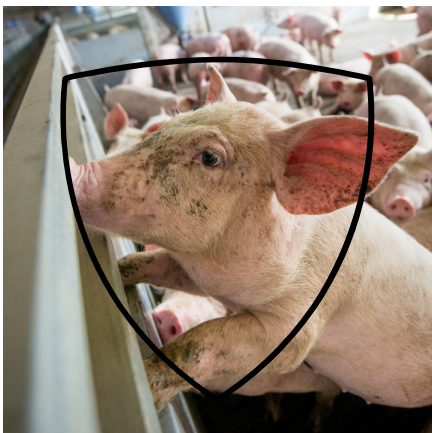
In addition to the importance of access to plant-based meals for individuals in these facilities, “offering plant-based options in these institutions gives California a chance to further its climate protection and water conservation goals.”

The Los Angeles City Council is also **considering legislation** [↗](#) that, if approved, would require all movie theaters and large-scale entertainment venues that sell food to provide at least one vegan protein entrée option on their menus. This law would include concessions at city-operated venues, parks, the Los Angeles Zoo, Meals on Wheels programs, and Los Angeles International Airport restaurants.

Councilman Paul Koretz, who introduced this proposal on December 5, 2018, said combating climate change is his chief motivation, and cited several studies linking the meat and dairy industries and the environment.

Further Reading:

- Rosengard, David B. “**Three Hots and a Cot and a Lot of Talk’: Discussing Federal Rights-Based Avenues for Prisoner Access to Vegan Meals** [↗](#).” (23 Animal L. [i] (2016-2017))



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MEATLESS CITIES

A Workshop on How Cities Can Help Lead the Transition to a Plant-Forward Food System

Session 3

Procurement Policies

June 16, 2021 | 12:00 – 1:00 PM

POLICY OPTIONS

Numerous cities have adopted policies to reduce the amount of meat products that they purchase, as well as pushed for facilities to explore and provide alternative, plant-based offerings.

Good Food Purchasing Program (GFPP). The GFPP is aimed at changing the way public institutions purchase food, including by incorporating animal welfare and environmental sustainability standards into their procurement policies. A number of cities have pledged to adhere to the GFPP, including Berkeley (CA), Los Angeles (CA), Oakland (CA), San Francisco (CA), Washington, DC, Chicago (IL), Boston (MA), Cincinnati (OH), and Austin (TX), in addition to numerous institutions within these cities. Though the program is voluntary, participating cities have collectively shifted millions of dollars towards suppliers aligned with the program's values.

Procurement Commitments. Various cities have adopted commitments to reduce the amount of animal-based food products they purchase. For example:

- Berkeley (CA) was the first city to adopt a progressive new food purchasing policy committing to replace 50% of the city's animal-based food purchasing with plant-based alternatives (Vision 2025 for Sustainable Food Policies).
- New York (NY) has committed to reducing the city's beef purchases by 50% and phasing out all purchase of processed meat by 2030 (NYC Green New Deal).
- San Francisco (CA) passed a resolution committing to reduce purchases of animal products in jails by 50% in 2024 and in hospitals by 15% in 2023.

Meatless Mondays. School districts in several cities have adopted Meatless Mondays, including Baltimore City Public Schools (MD), Buffalo Public School District (NY), and New York City Public Schools (NY).

Vegetarian & Vegan Food Options. Various cities have pushed for greater availability of plant-based food options. For example:

- The school districts in Berkeley (CA) and New York (NY) now offer plant-based option at every meal, and four schools in New York (NY) are fully vegetarian.
- Berkeley (CA) also requires vegan-only food to be served at city events and meetings on Mondays.
- Looking beyond city facilities, Los Angeles has introduced legislation that would require entertainment and travel venues to put at least one vegan dish on their menus.

Notably, states appear to be responding positively to these local procurement initiatives with plant-forward policies of their own. In 2018, California passed a law requiring hospitals, prisons, nursing homes, and other state facilities to provide at least one vegan meal option. In 2019, New York State passed similar legislation requiring hospitals to make plant-based meals and snacks available to patients and to list the vegan options on all written materials and menus.

POTENTIAL CHALLENGES

Despite potential political opposition, none of the above-mentioned examples of procurement policies enacted by cities appear to have been challenged in the courts as unlawful.

However, the source of procurement funding could pose legal challenges. Food purchased by local agencies using federal dollars must follow federal procurement guidelines, and food purchased using state funds must follow state procurement guidelines. To the extent that cities are relying on state or federal funding to purchase food, these guidelines could potentially limit their ability to reduce their procurement of animal-based food products.

Moreover, geographically preferential laws have been challenged under the Dormant Commerce Clause on the basis that they discriminate against commerce from other states. If procurement policies favoring plant-based products over meat products were implemented, parties in states that rely heavily on the meat industry might bring these challenges.

QUESTION FOR DISCUSSION

1. How effective are procurement policies in helping cities reduce their consumption of meat? Can they be effective in influencing consumer behavior?
2. How might procurement policies be designed to overcome or otherwise minimize the risk of potential legal challenges?
3. City policies aimed at reducing the procurement of animal-based food appear to have been largely focused on city facilities. To what extent can cities require non-public institutions and businesses to reduce their procurement of meat and other animal-based foods or otherwise require them to offer plant-based options? What challenges would cities face?
4. What are the political challenges to changes in procurement policies? How might political opposition to procurement policies be overcome?

green queen

Home > Vegan >

NYC's Plant-Based Mayor Initiates Vegan Fridays At All City's Public Schools



By **Amy Buxton**

Published on **Feb 7, 2022**

Last updated **Feb 9, 2022**

VEGAN **KIDS** **VEGAN DINING**

Photo by Eric Adams' campaign.

3 Mins Read

History was made last week in New York. For the first time, all public schools will be required to serve only vegan food in their cafeterias once a week. The move follows the successful implementation of Meatless Mondays and Fridays throughout the district. Vegan Fridays will be a permanent change to school menus designed to expose the 930,000 public school children to healthy meals.

The plant-based protocol was brought in by Mayor Eric Adams, fresh after being sworn in last month. A vegan himself, the official has pledged to work with the Department for Education (DOE) to make schools healthier. Menus will be available to view on the DOE website a month in advance. Adams credits his own veganism with reversing his diabetes diagnosis.



Photo by Katerina Holmes from Pexels.

Building on a good foundation

Vegan meals have already been available to New York students. Milk is still required by law to be served with all meals. Children can choose to not drink it, but the USDA has made its availability compulsory. The same applies to Vegan Fridays.

“DOE is committed to the health and well-being of all children, and it is imperative to have a consistent nutrition and full diet every day to enable students to succeed both in and out of the classroom,” Associated Press secretary-general, Jenna Lyle, said in a statement. “We are pleased that New York students will be able to expand their healthy and nutritious dietary options by gradually introducing a vegan-focused menu on Friday following the success of Meatless Monday and Friday.” Lyle added that “Menu items other than vegan are available upon request.”

NY schools’ Meatless Mondays were initiated in 2019. They provided a good infrastructure base for adding Vegan Fridays into the mix and removing all animal products. “Plant-based options at school mean a healthy diet and a healthy life, and improve the quality of life for thousands of students in New York City,” Adams said in a statement. “All students have access to healthy foods that prevent debilitating health. I’m excited to see that I can do it. ”



Photo by Anastasia Shuraeva from Pexels.

Teaching the younger generations

As parents become less wary about plant-based nutrition and increasingly health orientated, eating meat-free at home is becoming more widespread. However, when implementing change in schools, there can be backlash.

When the Mayor of Lyon, France, decided to take meat off the menu of all the schools under his purview, both the French government and public described the move as an outrage. It was cited as an insult to French farmers and butchers and parents joined the outcry as well. The public anger did not sway Mayor Doucet, who stuck to his initiative, which he cited as being entirely driven by health concerns.

France has a contentious relationship with meat alternatives. Last year it was reported that the government made its feelings known about cultivated meat, with declarations that it was not natural and would never be served in schools.

The U.K. appears to be fairing a little better. It has just seen the first launch of the first Plant Based School Kitchen partnership. It came about after the headteacher of the school in question decided to switch up the menu to reflect planetary health, as well as solid nutrition for all students.

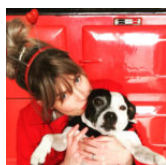
Lead Photo by the Eric Adams Campaign.



kids food

school lunches

vegan food



Amy Buxton - 443 Posts

A long-term committed ethical vegan and Green Queen's resident plant-based reporter, Amy juggles raising a family and maintaining her editorial career, while also campaigning for increased mental health awareness in the professional world. Known for her love of searing honesty, in addition to recipe developing, animal welfare and (often lacklustre) attempts at handicrafts, she's hands-on and guided by her veganism in all aspects of life. She's also extremely proud to be raising a next-generation vegan baby.



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City of Mountain View



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Plant-Based Eating



Want to learn more about the many benefits of plant-based eating?

Want to support Mountain View's amazing restaurants? The City's sustainability team launched a plant-based eating program that will focus on promoting healthy and ethical food choices, supporting equitable access to healthy food, and spreading awareness of the positive health and environmental impacts of a plant-based diet.

We will be hosting quarterly public events, featuring cooking demonstrations, film screenings, and community speakers. Local restaurants will also be invited to promote plant-based eating

opportunities here in Mountain View. Finally, the City Council is expected to consider a resolution in support of plant-based eating by the end of the year.

Looking for ways to get started?

Recipes:

- [Vegan baking recipes from Minimalist Baker](#)
- [Meatless Alphabet from Acterra](#)
- [Zero Waste Chef recipe index](#)
- [Veggie burger recipe from Love and Lemons](#)
- [10 African inspired vegan recipes from Afro Eats](#)

Resources:

- [Meatless Monday](#)
- [Green Monday](#)
- [Forks Over Knives beginner's guide](#)
- [Acterra's plant-forward eating resources](#)
- [Acterra's Healthy Plate, Healthy Planet fact sheet](#)
- [What science says about the benefits of a plant-based diet](#)
(Discover, June 2020)
- [Emissions from the livestock sector \(FFAC\)](#)
- [10 weeks to vegan challenge & resources](#)
- [10 million black vegan women movement](#)

News and Events

Your Ideas

Plant-Based Eating Fall Challenge

Past Event: Community Garden Workshop - Sunday March 6th



15 Dec 2021



As part of our plant-based eating series, the City of Mountain View was proud to host our first community gardening event. This in-person workshop instructed participants on how to start their own garden, no matter their gardening experience or the size of their space. Home gardens allow you to take full advantage of Mountain View's unique climate, where you can grow your own fruits, vegetables, and herbs year-round! The workshop covered planting seasons, water-conscious gardening, how to make the most of your space from container pots to garden beds, and a hands-on planting activity. The event took place at the Soil & Water Garden, a learning-focused community garden at Heritage Park.

Learn more about the [Soil & Water Garden](#).

Past Event: The Positive Environmental Impacts of a Plant-Based Diet



24 Sep 2021



For the third event in our plant-based eating series, Monica Chen, Executive Director of the Factory Farming Awareness Coalition, shared about the environmental impacts of our food choices. Through an engaging and informative presentation, Monica shared how to make a big difference for the environment and your own health by including more plant-based foods in your diet.

The Factory Farming Awareness Coalition is an educational nonprofit that contributes to the eradication of factory farming through a range of educational programs. Every year they educate and empower thousands of people about the social justice, health, and environmental impacts of our food system.

You can watch a recording of the event [here](#).

Past Event: Plant-Based Eating Cooking Demonstration



24 Sep 2021



As part of our Plant-Based Eating program, the City of Mountain View hosted our first plant-based eating cooking demonstration on September 7th. You can find recipes from the event [here](#).

We were grateful to be joined by chef Alex Bury. Alex was trained as a classical (non-vegetarian) chef at the world-renowned Culinary Institute of America. In 2001, she opened a restaurant in California called Sparks with an entirely plant-based menu. Sparks quickly became well-known for its outstanding food, even among non-vegans. Alex is now a professional fundraiser and serves as Vice President of Development for the international organization Vegan Outreach. When she's not raising money to change how animals are treated she jumps back into the kitchen: She has taught healthy cooking techniques and recipes at Whole Foods Market, for the McDougall Program (a nationally renowned preventative health program), and for local groups and companies since 2000. Alex

is now based in Anchorage, Alaska, where she enjoys pancakes with wild Alaska blueberries and searching for the best soy cappuccino in the 49th state!

Past Event: City of Mountain View x Food Empowerment Project



04 Nov 2021

The poster features a light grey background with a top-left logo for the City of Mountain View. The text is centered and reads: '8 DE JULIO | 6:30 PM | ZOOM', 'PRESENTACIÓN VIRTUAL', and 'EL FOOD EMPOWERMENT PROJECT Y LA CIUDAD DE MOUNTAIN VIEW PRESENTA'. A circular portrait of Lauren Ornelas is positioned in the lower center. To the right, there are images of almonds, a bowl of almond milk, and a smoothie bottle. A green horizontal band at the bottom contains the text: 'LAUREN ORNELAS, FUNDADORA FOOD EMPOWERMENT PROJECT', a paragraph in Spanish: '¡Únase a nosotros en el lanzamiento de nuestra nueva iniciativa de alimentación a base de plantas! El Food Empowerment Project busca crear un mundo más justo y sostenible reconociendo el poder de las opciones alimenticias de cada individuo.', and the URL 'MountainView.Gov/PlantBasedEating'.

CITY OF MOUNTAIN VIEW

8 DE JULIO | 6:30 PM | ZOOM

PRESENTACIÓN VIRTUAL

EL FOOD EMPOWERMENT PROJECT Y LA CIUDAD DE MOUNTAIN VIEW PRESENTA

LAUREN ORNELAS, FUNDADORA
FOOD EMPOWERMENT PROJECT

¡Únase a nosotros en el lanzamiento de nuestra nueva iniciativa de alimentación a base de plantas! El Food Empowerment Project busca crear un mundo más justo y sostenible reconociendo el poder de las opciones alimenticias de cada individuo.

MountainView.Gov/PlantBasedEating

The City of Mountain View kicked off our new Plant-Based Eating initiative with the founder of the Food Empowerment Project, Lauren Ornelas. The Food Empowerment Project seeks to create a more just and sustainable world by recognizing the power of one's food choices. They encourage healthy food choices that reflect a more compassionate society by spotlighting the abuse of animals on farms, the depletion of natural resources, unfair working conditions for produce workers, and the unavailability of healthy foods in low-income areas.

By making informed choices, we can prevent injustices against animals, people, and the environment. Food Empowerment Project also works to discourage negligent corporations from pushing unhealthy foods into low-income areas and empower people to make healthier choices by growing their own fruits and vegetables. In all of their work, Food Empowerment Project seeks specifically to empower those with the fewest resources.

You can watch a recording of the event [here](#).

Page last updated: 13 Apr 2022, 01:37 PM



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Proposed Programs for the Town of Los Gatos

The table below provides a list of recommended plant-based diet programs to implement in the town of Los Gatos.

<u>Item #</u>	<u>Program Description</u>	<u>Estimated Cost</u>	<u>Proposed Annual Budget (each FY)</u>
P1	Create procurement guidelines for all town-purchased foods and city catered events, mandating plant-based, or Default Veg . (Default Veg means that animal products are absent unless specifically requested.) Have a plant-based vendor.	Minimal. Staff time to craft and disseminate new procurement guidelines and assess enforcement methods.	\$0 (staff time only)
P2	Incorporate plant-based food promotion into all town sustainability materials and promotions.	Minimal. Staff time to draft and edit materials.	\$0 (staff time only)
P3	Creation of steering committee to recommend branding and advertising strategies.	Minimal. Staff time to participate on steering committee	\$0 (staff time only)
P4	Work with local school boards to disseminate education about plant-based diets. Work with school menu planners to ensure plant-based options are available.	Minimal. Staff time to liaise with school groups.	\$0 (staff time only)
P5	Encourage Los Gatos restaurants to offer plant-based specials and display promotional materials.	Minimal. Local non-profits can assist with this effort.	\$0 (staff time only)
P6	Creation of custom branded marketing materials (brochures, etc.) for residents, explaining the importance of plant-based diet. Ask them to display at Chamber of Commerce. Get flyers/ brochures from non profits.	Free if we get flyers from non profits.	
P7	Plant-based cooking competition for residents, perhaps a “Chili Cookoff.” Held once a year. Part of other climate events. Connect with Sur La Table.		
P8	Find an app residents can use to track how many plant based meals they eat in LG restaurants. After 10 visits, they get a free meal (with restaurant agreement) or entered into city raffle for a gift certificate.		
P9	Monthly email and online survey program to keep track of residents who pledge to reduce animal product consumption. Residents can sign up online, or at any of the other events in this list (films, cooking classes, etc.). This will allow the Town to quantify GHG reduction resulting from this program.	Non profit lists? VO? Green Monday?	

P10	Monthly free (or low-cost) plant-based cooking classes, sponsored by the City. 20 – 40 people per class. We can ask Mary Ellen as well as rotate and each of us, that wants to, can teach a class. We all have recipes we're excited to share.	\$300 /class? Assume they could be held at the Community Center in the kitchen or other city venue.	Free or lowcost Just cost for food.
P11	Monthly lecture and/or film series on diet, environment and nutrition. Advertised by the Town. Free to the public. Vidisha, doctors, etc. *But there is cost for film license. Prices do vary.	\$25 to \$250 per event, depending on speaker and film license costs. Could be screened at the library, Community Center, Senior Center, etc. Possible grant money reimbursement available if City takes the lead.	\$1500
P12	Restaurant competition, participating restaurants feature plant-based specials over the course of a month and residents try the specials and vote for their favorite. The winning restaurant receives a prize and publicity. Could be done in conjunction with the VegFest.	Hopefully no cost. Contact LG marketing group Polygon Marketing. Derek Thomas.	Free?
P13	Free food-tasting events for the public, held twice a year. Held at Farmers market? *Not sure of expense.	<\$300 per event. Possible grant money reimbursement available if City takes the lead.	\$600
P14	Hold a Los Gatos Plant-based food festival, also known as a " VegFest ". VegFest features local restaurants and organizations, speakers, food samples, etc. Similar events have been held in San Francisco, Oakland, Santa Cruz, Seattle and many other cities.	Ranges from net positive revenue to a cost of \$15,000 depending on the venue, sponsorships, vendor fees, etc. Local non-profits can assist with this effort. *Mountain Views price quote. Would it be the same for LG?	\$5000

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From: Lisa Wade
Sent: Monday, April 18, 2022 5:45 PM
To: Jennifer Armer
Cc: Karen Rubio
Subject: Correction Plant-Based Environmental Talk is on Friday

Dear Planning Commission Members,

I realized that the talk is actually on Friday, April 22 (not Thursday as stated in my earlier email.)

I apologize for any confusion.

<https://losgatosca.libcal.com/event/8998488>

This is a zoom talk hosted by Los Gatos Library and Plant-Based Advocates. We have an excellent speaker Mohan Gurunathan who will explain the scientific basis for eating plant-based as a powerful solution to climate change.

Mohan is a popular environmental speaker. He has presented to silicon valley companies and environmental events such as the Santa Clara University's tURN climate event <https://www.scu.edu/turn/>

The talk will be on April 22 at 5 pm

Hope to see you there!

You can register here:

<https://losgatosca.libcal.com/event/8998488>

From: Pat Sharp
Sent: Wednesday, April 20, 2022 8:55 AM
To: GP2040
Subject: Housing Element

To the Planning Commission

I do not want to see the housing element of almost 4000 units in our plan. Given the drought, congested streets and schools, we cannot afford to exceed the state mandated 1900 or so required. And the city should work with the developers so that affordable housing is in fact delivered. The North 40 did not deliver affordable housing except for the senior leasing facility.

I have lived here for more than 30 years and hope we can be thoughtful in our city planning. Thank you for your efforts.

Pat Sharp
Harding Avenue

Sent from my iPhone

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