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**CLIMATE
PROTECTION
CAMPAIGN**

Annual Report 2011



OUR MISSION: To inspire, align and mobilize action in response to the climate crisis. We work with business, government, youth and the broader community to advance practical, science-based solutions for significant greenhouse gas emission reductions.



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Years of Groundwork Paying Off

The Climate Protection Campaign's most important initiative, to create community choice energy, took off in 2011. Known as Sonoma Clean Power, this local program would buy and generate electricity for business and residents, prioritizing renewable energy. We identified it in 2005 as the most powerful solution under local control for reducing greenhouse gas emissions. The Sonoma County Water Agency began official proceedings in 2011 to develop Sonoma Clean Power.

Also during 2011 the Climate Protection Campaign landed several major contracts to implement programs in key areas. We joined with the Sonoma County Transportation Authority to create the WeGo Sonoma ridesharing program that uses new smart phone technology to match and incentivize riders and drivers. A federal transportation grant enabled us to get the Cool Schools program up and running again to continue our work with local high schools. For energy efficiency we were a lead partner in the state's Energy Upgrade California program. And we were awarded a contract by the California Air Resources Board for various programs to lower emissions.

We brought money into the community, advanced Sonoma County's climate protection leadership, and expanded the capacity of the Climate Protection Campaign to pursue our mission. We continued to work in many areas, since fossil fuel is in every sector of our economy. Our staff grew from six to ten members in 2011 and by three more in early 2012.

Our mission has never been more important, as the latest science reports show. More U.S. cities broke high temperature records in mid-March 2012 than in any other one-week period since record keeping began. A new analysis of arctic sea ice shows the areas with year-round ice are shrinking at a rate of 15 percent per decade, much faster than previously thought. Earth's climate is changing more rapidly than scientists originally predicted.

Still we remain hopeful and undaunted. Cost-effective solutions to the climate crisis abound. The public's desire for fundamental change in our energy systems grows. And Sonoma County continues to be willing and able to pioneer solutions that can spread nationwide. Momentum is building to create an unstoppable force.

The Climate Protection Campaign's work is possible only because of you, our stalwart supporters and partners. We are deeply grateful for being part of this beloved community. We look forward to continuing to work with you. Together we make amazing things happen.

Yours,



Ann Hancock
Executive Director



Kathy Goodacre
President, Board of Directors

Power Up Locally

SONOMA CLEAN POWER is a proposed local program to buy and generate cleaner electricity than what we currently receive. Our analysis projects that we could double the portion of our electricity that comes from renewable energy while offering competitive rates.

The proposal took big steps forward in 2011. In March, the Sonoma County Water Agency allocated \$150,000 for a feasibility study that concluded that Sonoma Clean Power is viable. In 2012, the agency is developing a business plan for Sonoma Clean Power. As a member of the official Steering Committee, we are helping to guide the development of the program.

Our staff and consultants have been a constant presence at hearings, workshops and technical meetings. We have done countless briefings and public presentations. We continue to press for a bold program that leads to widespread construction of new local renewable energy facilities.

Supervisor Efrén Carrillo speaks at a gathering of the Friends of Sonoma Clean Power





Congressman Mike Thompson accepts a carpool ride from the CPC transportation team

Smart Transportation

TO REDUCE EMISSIONS from the transportation sector, the Climate Protection Campaign took a concept from one of our advisors, worked with the Sonoma County Transportation Authority to develop it, and helped secure a \$1.5 million grant to implement it with many partners. The result is an emerging real-time ridesharing program in Sonoma, Marin and Contra Costa counties.

Now called WeGo Ridesharing, the program uses new software and a smart phone app to link and incentivize drivers and riders. The innovative technology at the core of WeGo comes from Ireland-based Avego Corporation, which is refining the software as we learn from real life experience. The first of its kind in the nation, this project has huge potential for taking cars off the road, saving commuters money, reducing congestion, and lowering greenhouse gas emissions. Once proven here, we envision that WeGo will spread throughout the U.S. and beyond.

Cool Schools

THE CLIMATE PROTECTION CAMPAIGN is training the next generation of leaders with service learning projects in local high schools. We revived our Cool Schools program in 2011 with the launch of ECO2school.

We began this program in 2005 as an initiative with teachers and students at Analy High School in Sebastopol. A class of advanced placement statistics students measured the carbon footprint of all students' commutes. They publicized the benefits of carpooling, biking and walking, and then offered incentives for cleaner commutes. When they took another inventory three weeks later, they had achieved an astonishing 21 percent reduction in greenhouse gas emissions.

We obtained a grant from the U.S. Department of Transportation in 2011 to expand this program to ten high schools. We are also creating a web-based emissions tracking system specific to school commutes that we will soon make available to other educational efforts around the country.

Students learn important leadership skills in the ECO2school program





Chris Cone spreads the word on energy efficiency

Efficiency First

UNIVERSALLY, EXPERTS REGARD ENERGY EFFICIENCY as the most immediate and cost-effective way to decrease energy use and greenhouse gas emissions. With that in mind, the Climate Protection Campaign in 2009 initiated a countywide program for reducing energy and water use and then worked with county agencies to develop the initiative. In spring 2011, our one-stop-shop approach went statewide with the launch of Energy Upgrade California™, which provides consumer education, qualified contractors, rebates and financing. Participating Sonoma County homeowners reduced their energy use by 38 percent on average.

We are also helping the Town of Windsor pioneer a financing program for measures that reduce water and energy use. The program allows people to pay for the measures via their water bills, in payments that are less than the money they are saving. And we are piloting a neighborhood approach to building efficiency that brings upgrades to entire communities.



Canvassers educate people about better sorting of household waste



Waste Not

ROTTING ORGANIC WASTE like paper and food in landfills produces methane, a dangerous greenhouse gas. In 2009 when the County was considering selling its landfill to an Arizona-based corporation, the Climate Protection Campaign successfully helped block the sale because the proposed sale agreement did not encourage recycling and composting. Since the deal was stopped, we've worked intensely with business, government and community leaders to create and implement new goals and solutions for the County's solid waste system. We aspire for this collaboration to be a model to show how this community comes together to tackle complex problems.

Some specific programs we promote to keep organic material from being landfilled include more advanced facilities for sorting garbage and requiring construction and demolition debris to be sent to reuse and recycling facilities. We also produced research on the feasibility of using anaerobic digestion to create electricity from waste organic material.

Forests and Fields

THE CLIMATE PROTECTION CAMPAIGN has initiated work in agriculture and forestry, sectors which are often ignored due to the complexity of making changes to dynamic biological systems. Since arriving in August 2011, Harvard Fellow Alex Dolginow has produced research and action plans on making climate-friendly farming and forestry a reality.

His research on waste biomass has shown that forest trimmings, vineyard prunings, and dairy manure can be used to sequester carbon and produce power. He also created a Java-based computer program that measures emissions from Sonoma County agriculture. The work showed that deep cuts in the sector are likely to involve emission reductions from livestock.

He has worked with key partners such as the Sonoma County Agricultural and Open Space District, Sonoma County Regional Parks and the North Bay Climate Adaptation Initiative. He has also researched approaches to making changes that will be needed in response to climate change that is already inevitable.

*Alex Dolginow makes a presentation
to Bay Area adaptation policy leaders*



Thank You

The work of the Climate Protection Campaign is only possible
with the generosity of many wonderful supporters.
Thank you for being our partners with your contributions in 2011.

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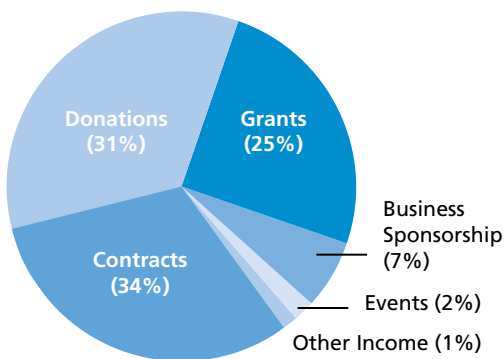
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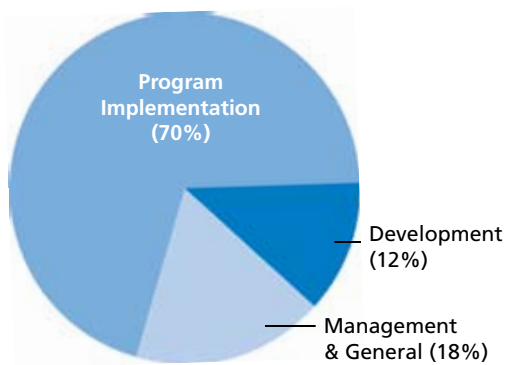
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