

**Here WeGo: Real Time Ridesharing Program Goes Live**



*Congressman Mike Thompson gives a ride to Paul Steinberg of Avego in a Tesla electric roadster.*

The Sonoma County Transportation Authority (SCTA) and the Climate Protection Campaign are piloting a first-in-the-nation project that officially went live on Earth Day. *WeGo Sonoma* enables Sonoma County commuters to beat traffic, save on high gas prices and reduce their carbon footprint. The project will build a social network for ridesharing in Sonoma County using software and a smartphone app to allow riders and drivers to match instantly with others on their route.



At present *WeGo Sonoma* invites commuters along the 101 corridor from Petaluma to Santa Rosa to sign-up at [www.WeGoSonoma.com](http://www.WeGoSonoma.com). Once this initial route is established, the program will expand to other routes across Sonoma County and the larger San Francisco Bay Area. *WeGo Sonoma* is working collaboratively with large employers, city and county government and the Santa Rosa Junior College to promote the program.

**Sonoma Clean Power – On a Roll**



On April 10th the Sonoma County Water Agency voted unanimously to take the next steps toward Sonoma

Clean Power, a local program that buys and generates electricity for business and residents. Establishing Sonoma Clean Power and going live with a local program becomes more likely with each step. But there are still miles to go.

At the meeting the Board voted to accept the results of a survey of Sonoma County residents and businesses about a possible program. The survey, available at [www.sonomacleanpower.org](http://www.sonomacleanpower.org), showed strong support for a local clean energy program. It also showed that competitive rates matter to many prospective customers. The Board also approved the goals for Sonoma Clean Power and directed Water Agency staff to offer study sessions about Sonoma Clean Power for the nine local governments that are eligible to participate.

Two additional actions approved by the Board were to pursue the creation of a Joint Powers Authority that would govern Sonoma Clean Power, and to extend a consultant’s contract to produce the program’s Implementation Plan, a legally required document that specifies how Sonoma Clean Power will work. Once complete, the Implementation Plan will be submitted to the California Public Utilities Commission for approval.

“Momentum has been building since 2010 when we intensified our efforts to make Sonoma Clean Power happen,” said Ann Hancock, Executive Director. “The political alignment and the diverse stakeholder support that we’ve worked hard to create give our local governments the wind in the sails they need.”

The Climate Protection Campaign relies on your help to ensure that Sonoma Clean Power includes

new local renewable energy, energy efficiency, and innovative financing to accelerate renewables and efficiency. These program elements will not only significantly reduce emissions, but will also generate jobs and stimulate the local economy.

To keep up with progress on Sonoma Clean Power visit us on Facebook at [www.facebook.com/sonomacleanpower](http://www.facebook.com/sonomacleanpower).



**BoDean: A Solar Powered Quarry?!**

BoDean Company operates two rock quarries and an asphalt plant. This isn’t the typical profile of a green business, but they have demonstrated a commitment to reducing the impact of their operations in several significant ways. At their Mark West Quarry facility they have installed a huge 809 kilowatt solar system on reclaimed hillsides overlooking the site. This system supplies 100% of the quarry’s power



*Solar array at BoDean’s Mark West Quarry*

needs – enough power to supply 168 average homes for a year. They are the world’s first 100% solar powered rock quarry.

In order to conserve water, BoDean has also invested over \$3 million to install a closed-loop washing system for their aggregates.

## ECO<sub>2</sub>school Engages Youth

ECO<sub>2</sub>school is an award-winning student commute project that reduces greenhouse gas emissions and saves transportation costs. It promotes healthy living, safe commutes, biking and transit ridership, traffic decongestion and improved air quality for the entire community by encouraging students to walk, bike and carpool to school.

Did you know two-thirds of high school students drive to school in single passenger vehicles every day? This means that in a school of 1400 students the number of miles commuted is over 42,000 every week, consuming about 2100 gallons of gas and producing over 40,000 pounds of greenhouse gas emissions every week! When students learn this they are shocked. Knowledge is power as well as a call to action.

ECO<sub>2</sub>school staff at the Climate Protection Campaign are working with teachers and students at several high schools to develop a comprehensive climate change education program. Facets of the program include student leadership, high quality classroom climate education with guest speakers, assemblies, relevant curriculum and community partnerships.

This year ECO<sub>2</sub>school is rolling out a new online trip-tracking program where students can earn medals and prizes while logging green miles and tracking the carbon they save. The program is currently being piloted in Montgomery and Analy High Schools with plans to expand to high schools throughout Sonoma County.



Students tabling for ECO<sub>2</sub>school at Montgomery High School

## Composting for the Climate

Sonoma Compost Company processed nearly 100,000 tons of yard debris and scrap wood in 2011. This material that was previously landfilled represents over 20 percent of what is discarded in Sonoma County.

Sonoma Compost operates the county's largest



Rows of compost at Sonoma Compost's yard

“closed-loop” recycling program. Materials generated in Sonoma County are collected and processed here and then turned into valuable organic compost and mulch products used by farmers, landscapers and backyard gardeners.

By composting yard debris and other organics aerobically rather than burying them in a landfill, significantly less methane, a greenhouse gas over 20 times as potent as carbon dioxide, is generated. Sonoma Compost Company continues to increase diversion of organics from landfills to enrich Sonoma County soils while reducing impacts on landfill resources and greenhouse gas emissions.

## Donor Spotlight:

Tom Flynn, a native of Petaluma, has been supporting the Climate Protection Campaign since 2008. Now he gives through the Climate Sustainers program, making a monthly credit card contribution.

Tom's work bridges environmental management and planning with engineering and economic viability. He has helped build teams and led large environmental and business development projects for over three decades in the commercial, institutional and community sectors. His work has focused on energy efficiency, water efficiency, water quality, environmental cleanup and land use planning. Tom is a past chair of Businesses for Social Responsibility for the San Francisco Bay Area.

Tom is a strong believer in modernizing our energy systems in ways that boost economic and environmental security. He is drawn particularly to building upgrades that reduce energy and water use because they have great potential to save money, build productive collaboration between diverse interest groups, and create jobs.



Tom Flynn

## BoDean: A Solar Powered Quarry?!

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This system recycles 99% of the water used at the wash plant saving both energy and water resources. They also use biodiesel for some equipment and are dedicated to extensive environmental reclamation of the land from which they extract the rock.

**Not all asphalt is alike:** In 2010, BoDean Company began shifting away from Hot Mix Asphalt production to Warm Mix Asphalt production. Typical (HMA) asphalt is produced at temperatures above 320°F.

These temperatures can create “blue smoke” (harmful gases) and odors often associated with asphalt paving projects. Warm mix foaming technology virtually eliminates this blue smoke and dramatically reduces odor, reduces carbon dioxide (348 tons annually) and reduces the energy consumption associated with manufacturing asphalt. They are leaders in their industry and have received national attention for their efforts.

## New Team Members



*Dick Dowd*

Dick Dowd and Natasha Granoff have joined the board of directors of the Climate Protection Campaign. Dick was vice president of Pinnacle Homes and has been a member of the Santa Rosa Board of Public Utilities since 1994. He has assisted with the Sonoma Clean Power project since 2010.



*Natasha Granoff*

Natasha is Director of Business Development for Sonoma Wine Company. She was instrumental in Sonoma Wine Company's installation of a large scale cutting edge solar thermal technology system. This approach is far more efficient than conventional photovoltaic panels because it captures heat that would otherwise be lost.



*Lindsay Tamm*

Lindsay Tamm was just hired as Project Coordinator for CPC's WeGo Sonoma Real Time Ridesharing project. She has a background in East Asian studies with a focus in rural development strategy. Her time spent living and working in emerging Asian economies coupled with large portions of time spent exploring the fragile wilderness of the arctic catapulted Lindsay into a life of climate action.



*Brittany Russell*

Brittany Russell was also just hired. She joins Amy Jolly to implement CPC's ECO2school program. Brittany is a lifelong bicyclist with a work background that includes campaigning with Californians Against Waste, implementing environmental regulations with the California Air Resources Board, and working with youth for the Crissy Field Center and the Petaluma Boys and Girls Club.

## Retrofit Your Home or Business with Whole House Energy Upgrade Program

DO SOMETHING

### Whole House Energy Upgrade Fast Facts:

A science-based systematic approach reduces energy use, improves home comfort, increases indoor air quality, and reduces your carbon footprint.

**Home Energy Analysis:** Participating contractors use building science to measure, test, and evaluate your home for energy waste problems and recommended solutions.

**Whole House Energy Upgrade + Rebates:** Participating contractors help you plan an upgrade to meet your goals, effectively install efficiency and renewable measures to achieve maximum energy results, and provide from \$1,000 to \$4,000 in rebates for efficiency and solar incentives/tax credits for renewables.

**Financing:** Sonoma County Energy Independence Program offers local affordable energy efficiency and renewables financing.

**Home Energy Rating:** Home Energy Raters provide independent evaluation of project results, a Home Energy Rating Certificate with "miles-per-gallon"-type rating, and an estimate of your home's annual energy use, operating cost, and greenhouse gas emissions.

### What You Can Do:



Get more information on the Web ([www.energyupgradesonoma.org](http://www.energyupgradesonoma.org)) or call (707) 565-6470.



Learn about your house as a system with a Home Energy Analysis.



Consult with your Participating Contractor to determine your whole house upgrade plan.



Maximize incentives/rebates and secure your financing.



Complete your project and enjoy energy savings, improved comfort, and better indoor air quality.



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[www.energyupgradesonoma.org](http://www.energyupgradesonoma.org)



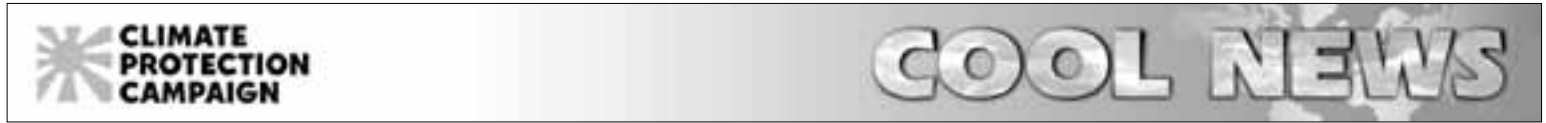


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**Thanks to Our Business for Clean Energy Sponsors**

We encourage you to patronize these businesses which actively support climate protection:

<u>Platinum Plus</u>	<u>Gold</u>	<u>Silver</u>	
BoDean Company	Comcast	Amy's Kitchen	KZST/Redwood Empire Stereocasters
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Special thanks to Aldrich Network Consulting for keeping us connected. [www.aldrichnetworks.com](http://www.aldrichnetworks.com) 707-585-3800

The Climate Protection Campaign convenes members of Business for Clean Energy once a quarter to share stories and best practices. To learn more about this program, please contact Barry Vesser at 707-525-1665 x113 or [bvesser@climateprotectioncampaign.org](mailto:bvesser@climateprotectioncampaign.org).

**It's Getting Hot in Here!** A pattern of extreme weather events continues to be alarming. More U.S. cities broke high temperature records the week of March 18, 2012, than in any other one-week period since record keeping began in the 19th Century. Records in some cities were broken by more than 30 degrees. In Rochester, Minnesota, the low temperature of the day was hotter than the previous high temperature record.