



Bill McKibben and 350, the World's Most Important Number

Celebrated author and international climate activist Bill McKibben spoke to over 600 people on October 2 at the Jackson Theater, Santa Rosa, about the incredible response around the world to the epic climate crisis. Hosts of the event included the Climate Protection Campaign, Sonoma Country Day School, Post Carbon Institute, Network of Spiritual Progressives, Sierra Club, Green Sangha, the Peace and Justice Center and about 34 other organizations.

Through the organization McKibben founded, 350.org, he has unleashed a global movement. On October 24th, International Climate Action Day, 5200 actions in 181

countries were held, the most widespread environmental action in the planet's history. On Sunday Oct. 25, 350 was the top story on CNN, The New York Times, Google



Bill McKibben and Ann Hancock

PHOTO: KAREN PRUESS

News, Le Monde and on and on all around the world. Sonoma County had over 15 actions, including one hosted by the Campaign described below.

What is 350? McKibben told the audience that 350 parts per million (ppm) of carbon dioxide in the atmosphere is the maximum level that NASA scientists say is consistent with the climate that civilization has flourished under and to which life on earth is adapted. Accelerating arctic warming and other early climate impacts have led scientists to conclude that we are already above the safe zone at our current 387 ppm. Unless we rapidly return to 350 ppm this century, we risk reaching tipping points and irreversible impacts such as the melting of the Greenland ice sheet and major methane

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Cool Schools 350 Challenge

This fall the Climate Protection Campaign launched the "Cool Schools 350 Challenge" to engage high school students in the worldwide 350 movement. Student eco-clubs helped to get the word out about 350 in their schools and communities. As part of the Challenge, some of them also raised \$350 each to support Cool Schools and applied for the 350 Challenge \$1000 Grant Awards for climate protection projects in their schools.

Their efforts were rewarded on Oct. 24, International Climate Action Day, at our 350 event held at the Chops Teen Center in partnership with the Sonoma County Bicycle Coalition. Anly and Montgomery

high schools each won a \$1000 grant award. Alison Grady and Laurel Sebastian from Santa Rosa High received the Top Fundraiser awards. And all students who raised \$35 entered a raffle to win many cool prizes!

Cool 350 Video: With our help, award-winning filmmaker Carolyn Scott of Reel Community Action produced a 4 minute video called "350 - Spread the Rumor." It featured students from Santa Rosa High School and was screened at the McKibben event on Oct. 24. The video is linked from our website.

Cool Schools thanks all donors, sponsors, partners and volunteers for their continuing support.



Rethinking Garbage: Sonoma County's Solid Waste Future

On October 27, 2009, Supervisors Zane and Carrillo blocked the sale of the waste system including Central Landfill to Republic Services, an Arizona-based corporation. Four votes were required to sell this asset. The Campaign encourages people to express their appreciation to Supervisors Carrillo and Zane for the strong stand they took.

This vote will help our community reduce greenhouse gas from our waste stream. The Climate Protection Campaign invested a lot to help ensure the deal with Republic was rejected, as did many others including our supporters.

Although this vote was a plus in many ways, the Campaign prefers not to engage in oppositional politics. Rather, we aim to be involved from the beginning to ensure alignment with our government partners going into a vote.

Now that the deal with Republic has been rejected, the next phase of work begins - creating a positive alternative. How can

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Community-wide Energy Efficiency Program Gearing Up; Preview Event December 3rd

A comprehensive, countywide retrofit/renewable program will launch in spring 2010 to help reduce emissions in the building sector. About 40 percent of Sonoma County's greenhouse gases are associated with the electricity, natural gas, and water used in buildings.

On December 3, 4:00 to 6:00 in Santa Rosa, an orientation will be given by consultants chosen to guide the program. Supervisor Mike Kerns will MC this event, and the City of Santa Rosa is the host.

The program will provide building owners easy access to information and resources for energy-savings, renewable-energy generation, and water conservation. Lists of certified vendors and a financing package that integrates loan options, rebates, incentives, and tax credits to deliver a cost-effective budget will also be available.



Some members of the Climate Protection Campaign's Retrofit Initiative Committee - (r-l) Back row: Dave Brennan/Sonoma County Transportation Authority, Dell Tredinnick/City of Santa Rosa, Alan Strachan/Green Energy Loan; front row: Chris Cone and Ann Hancock/Climate Protection Campaign.

Funding for the new program is provided by the County of Sonoma, City of Santa Rosa, and a coalition of local governments. Each contributed a portion of its federal economic stimulus to transform the local market, deliver efficiency/renewable services, and create local jobs.

An implementation group formed and facilitated by the Climate Protection Campaign and the Sonoma County Climate Protection Authority (a new role for the Sonoma County Transportation Authority) sparked and developed this exciting retrofit/renewable program.

For more information: Chris Cone, Implementation Manager, chris@climateprotectioncampaign.org, (707) 525-1665.

Teens "Leave Their Mark" On Energy Efficiency

As summer ended, Cool Schools wrapped up the 'Flex Your Power' program activities with the "Leave Your Mark" event on Sep 26, 2009. Emily Wood and Merrie Keoduangkham from Piner High School were awarded \$500 for their team of four for winning the

"Leave Your Mark Teen Challenge" by collecting the most number of energy pledges in their community. In this summer project 17 teens competed to educate and collect energy-efficiency pledges from, up to 50 people in their community. Over the summer the Campaign collected over 800 pledges from community members pledging to become more energy-efficient. The County Board of Supervisors declared September "Energy-efficiency Month." This project was co-sponsored by Flex Your Power, Sonoma County Office of Education, SPG Solar and Friedman's Home Improvement.



Winners of the Teen Challenge and CPC Cool Schools Coordinator

Sonoma County Sets Another Precedent!

Thanks to legislation carried by Assemblyman Jared Huffman, on Oct. 11, 2009, the Governor signed into law AB881 and created the Sonoma County Regional Climate Protection Authority. This law allows the Sonoma County Transportation Authority to coordinate with other local public agencies to reduce GHG emissions within Sonoma County to achieve local climate protection goals. Dave Brennan, former Sebastopol City Manager, serves as staff for the Regional Climate Protection Authority. The Campaign applauds this new regional authority as a significant, positive step forward.

Cool Schools 350 Challenge Sponsors



Lead Sponsors: Winzler & Kelly, Bay Area Air Quality Management District, North Bay Corporation,

Codding Foundation, Real Goods Solar, St. Joseph Health System

Champion Sponsors: Leadership Institute for Ecology and the Economy, Exchange Bank, Harmony Farm Supply & Nursery

\$1000 Grant Award Co-Sponsors: Santa Rosa Councilmember Veronica Jacobi, Northern Sonoma County Air Pollution Control District

Donor Matching Fund: Barbara and Gary Gerber and the Lipton Family

Prize Sponsors: NorCal Bike Sport/the Bike Peddler, Safari West, Dolce Vita Villa Vacation Rental, Carolyn Scott, California Academy of Sciences, Oberon Design, Copperfield's Books, Coldstone Creamery, Sonoma County Water Agency

Rethinking Garbage

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we design a solid waste system that leads to zero waste? A transparent process that engages key stakeholders is needed.

Questions or comments? Contact Brant Arthur, Implementation Manager, brant@climateprotectioncampaign.org, (707) 525-1665 x116.

Leadership Institute Honors Ann Hancock

Campaign Director Ann Hancock was selected as the first environmental leader for a sustainable future by the Leadership Institute for Ecology and the Economy. She along with other selected leaders were honored at the Sustainability Awards Dinner on November 7th. David W. Orr, an internationally known scholar, author, educator and entrepreneur, gave the keynote presentation.

Individual honorees are: Ann Hancock (Environment); Mark Inman (Economy); and Evelina Molina (Trailblazer). Petaluma Bounty received the Organization award. The Project award is shared by Sonoma Mountain Village and the Accountable Development Coalition for the Sonoma Mountain Village Community Benefits Agreement.

Sonoma County Alliance, Realtors, Others Give Support to Climate Plan

Forty two organizations representing approximately 26,000 Sonoma County residents, including the North Bay Association of Realtors, have added their support to Sonoma County's Community Climate Action Plan. In its letter of support, the Sonoma County Alliance wrote, "We urge our members and all businesses to review and support the plan and to take a leadership role in supporting energy reduction, conservation, and transportation efficiency in Sonoma County. We also urge all nine Sonoma County cities and county government to take a coordinated approach to implementation of these aggressive goals."

Bill McKibben and 350

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releases from increased permafrost melt. He reminded the audience that the worst effects of climate change will be borne by the poor of the world who have little or no responsibility for the problem. This is the moral issue of our time, McKibben says. We must insist that our political leaders act decisively on the climate crisis now.

The October 24th global action was timed to put pressure on the U.S. Senate that is currently debating climate legislation. We want world leaders to take bold action as they head into the UN Climate Summit in Copenhagen in December to negotiate an international agreement. At 350.org is an inspiring slide show of creative actions taken all over the globe.

Stop Cutting Virgin Trees for Toilet Tissue

Deforestation is a major contributor to climate change and species loss.

Fifteen percent of all deforestation is for toilet tissue according to the Natural Resources Defense Council. Although using recycled paper towels, napkins, tissue paper and toilet paper should be a given, only 2% of toilet paper used in this country is from recycled sources. Ouch!

Many consumers still don't realize they have a choice. Several products on the market provide post consumer recycled content in their paper products: Green Forest, Seventh Generation, Planet, 365 (Whole Foods brand), Trader Joe's, Natural Value, April Soft and Earth Friendly, to name a few. If your grocery store does not stock one of these brands, ask the manager to carry them.

Small change adds up

If every household in the U.S. replaced just one 4-pack of 500 sheet virgin fiber bathroom tissues with 100% recycled ones, we could save:

- 1,200,000 trees
- 537 million gallons of water, a year's supply for 15,300 families (It takes more water to convert trees into paper than to make recycled paper into new tp.)
- 230,000 pounds of pollution avoided, including chlorine toxins

What to look for:

Next time you go shopping look for these things when you buy toilet paper or tissue:

- "Made from 100% recycled fibers"
- "80% (minimum) post-consumer content"
- "No chlorine bleaching"

DO SOMETHING

PG&E About-Face: Company Gears up to Block Community Development of Green Energy

PG&E is bankrolling an initiative for the June 2010 ballot that would effectively block development of locally-owned community-scale renewable energy. PG&E is the only major funder of the campaign, contributing \$3 million so far, and has financed the collection of enough signatures to likely qualify for the ballot.

The proposed constitutional amendment would require a two-thirds vote of any community seeking to form a Community Choice Aggregation (CCA), or for any municipal utility district like Healdsburg, Sacramento or LA to issue bonds to expand their service territory. The move will solidify PG&E's virtual monopoly of energy provision throughout Northern California.

CCAs have the potential to be the most powerful local tool to fight global warming. They give governments the ability to procure power as well as issue low-interest revenue bonds to finance community-scale renewable energy projects. Marin, San Francisco and San Joaquin, are moving

forward to establish CCAs, and many other California communities are considering doing so as well. The two-thirds vote requirement will make it almost impossible for CCAs to form.

PG&E supported the State legislation that enables local governments to form CCAs. Blocking CCAs, as this PG&E initiative aims to do, reverses the company's original position.

The Climate Protection Campaign affirms that communities should have the option to pursue CCAs as state legislation currently allows. We encourage local and state elected officials to contact PG&E and express concern about this initiative. We will soon post on our website sample resolutions for city councils and Boards of Supervisors to register their opposition. PG&E customers can also convey their concerns to the company: PG&E, PO Box 997310, Sacramento CA 95899. Provide your name and phone number for a call back from a PG&E representative.



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BIG VISION, BOLD ACTION

FALL 2009

**\$50,000 Challenge:
 Double Your Gift
 by End of the Year!**

The Schulz Fund of Community Foundation Sonoma County just challenged supporters of the Climate Protection Campaign to give by matching contributions dollar for dollar before the end of the year up to \$25,000. An anonymous donor also just gave \$25,000 to be matched. Your gift helps Sonoma County keep blazing the trail and inspiring other communities around the country on this urgent issue. Please donate now for double the impact. Send your check payable to the Climate Protection Campaign to P.O. Box 3785, Santa Rosa, CA 95402, or donate on our secure server online at www.climateprotectioncampaign.org.

**Businesses Support
 Climate Protection**

The Campaign encourages you to patronize businesses that help protect the climate. On our website is a list of local businesses that support the Campaign with links to their websites. Thanks to Brian Hines North Coast Solar and Jennifer Bice, Redwood Hill Goat Farm & Creamery, the first businesses to contribute under this program. If you would like to learn more about this opportunity to invest in a positive future or find out which businesses support local climate protection efforts contact Deputy Director Barry Vesser, bvesser@climateprotectioncampaign.org, (707) 525-1665 x113.

Recent News

We are excited that Chris Cone has joined our staff as the Implementation Manager for Energy Efficiency. To learn more about the great work that Chris has already been coordinating as a contractor, please see the story on the “Community-wide Energy Efficiency Program” inside.



Chris Cone

“The time for hesitation is over. We need the world to realize, once and for all, that the time to act is now and we must work together to address this monumental challenge. This is the moral challenge of our generation.”
 – U.N. Secretary-General, Ban Ki-moon