

CPC Helps Bring in \$ Millions

Building Partnerships & Finding Funds for Strategic Solutions

It takes collaboration and money to implement our Climate Action Plan, the blueprint for achieving Sonoma County's 25% GHG emission reduction goal.

To date the Climate Protection Campaign has helped bring in five significant competitive grants to make this happen.

• **Renewables: \$1 million** from the California Energy Commission for a 3 year project to design the switch from fossil fuels to renewables. Key partner: Sonoma County Water Agency.

• **Energy efficiency:** Two federal grants totaling \$2.6 million for Sonoma County's retrofit program including an innovative pilot to finance water conservation - the first in California. Key partner: Sonoma County Regional Climate Protection Authority.

• **Transportation: \$1.5 million** from the Metropolitan Transportation Commission (pending Board approval). Part of the funding will support dynamic ridesharing project that uses smart phone technology and financial incentives to encourage carpooling. This project encompasses Sonoma, Marin, and Contra Costa Counties. Key partner: Sonoma County Transportation Authority.

• **Cool Schools: \$867,000** also from the Metropolitan Transportation Commission (pending Board approval). Part of the funding will expand our student-led program that significantly reduces emissions associated with

the student commute. Three counties plus San Jose are involved. Key partner: Stop-Waste.org in Alameda.

Although only a fraction of these funds comes to the Campaign, they are important investments in our community for climate protection. None of these grants would be possible without collaboration that is integral to our mission to inspire, align, and mobilize.



Dynamic Ridesharing is coming to Sonoma County

No to Big Oil, No on Proposition 23 and 26

Californians have a critical job in the elections on Nov. 2 – to defend California's leadership in climate protection. We need to resoundingly reject Proposition 23 and get our friends and family to do the same. Special interests are counting on low voter turnout to harm California.

Governor Schwarzenegger and California's legislature showed visionary leadership by passing AB 32, the Global Warming Solutions Act, in 2006. This bipartisan achievement was followed by four years of intelligent rule-making to ensure that California's investment in greening our economy and infrastructure.

Proposition 23 would reverse this; no green economy and more dirty air. Prop. 23 is backed by millions of dollars from two Texas oil companies, Valero and Tesoro. If Prop 23 passes, California will lose \$80 billion in additional state income and 500,000 jobs, according to Economics Professor David Roland-Holst.

California's law is even more important in light of Congress failure to act this summer on climate and energy policy. The U.S. is falling behind as Germany, Spain, Japan, China and India gallop ahead with renewable energy. Countries that fail to end their addiction to fossil fuels will be economic losers in the 21st century.

So the question before California voters is: Will we lead in creating a secure and prosperous future, or not?

NO on Prop 26 – It's Just as Bad as 23!

Prop 26 would require a two-thirds vote in the California legislature to impose local fees, including environmental fees. Fees to implement AB 32 to enforce GHG reductions would require a two-thirds majority, a hurdle that is increasingly daunting given Sacramento's partisan fighting. Prop 26 has received multimillion-dollar contributions from Chevron Corp., the California Chamber of Commerce, Philip Morris USA Inc., Anheuser-Busch Cos. Inc., ConocoPhillips, and Occidental Petroleum.

NO on 23
STOP the DIRTY ENERGY PROPOSITION





Geysers' Geothermal Power Supplies 25% of California's Renewable Energy

Right in the Mayacamas Mountains is The Geysers, the world's single largest geothermal resource for electrical generation. Calpine Corporation owns and operates 19 geothermal power plants at the Geysers, generating up to 725 megawatts of "green" power. This represents nearly 40 percent of the geothermal electrical generation in the United States, making Calpine the largest producer of geothermal energy in the nation.



The Santa Rosa Geysers Recharge Project, a partnership between Calpine and the City of Santa Rosa, increases electricity production of the Geysers. A 40-

mile pipeline transports recycled water to The Geysers. This is the world's largest recycled water-to-electricity program. The project has enhanced geothermal electricity production by as much as 85 megawatts, enough electricity to power approximately 85,000 households. The project also represents an environmentally preferred discharge solution for Santa Rosa, protecting Russian River habitat and public waterways.

The Climate Protection Campaign welcomes Calpine as our first platinum sponsor in our Business for Clean Energy program, and congratulates it for its 50th anniversary.

Volunteers Boost Campaign's Capacity

We are grateful for the excellent volunteers and interns who we work with.

Joan Linney and **Michelle Wesley**, graduates of SSU's Energy program, organized our 2010 community gatherings. This series included seven presentations produced in partnership with the Unitarian Universalist Congregation. **Kevin Tally** volunteered as videographer for several of these presentations. Joan is also leading No on Prop 23 rallies and phone banking.

Floyd Fox, our Volunteer Coordinator, has structured our volunteer program for better functioning. He helps match volunteers' skills and interests with Campaign needs. Floyd has also worked with **Carl Mitchell** to identify prospective grants for the Campaign.

Floyd found **Michael Leroy** whose internet skills are helping us ready our new website.

George Cilly, a recent law school gradu-

ate, researched the environmental impacts associated with Sutter Hospital's new site. He is also developing the Campaign's Business for Clean Energy program, and is working on the NO on Prop 23 Campaign.

Melissa Kelley, Connie Cloak, Eleanor Guerin, Jacque Lefler, Laurie Garrison, and **Thora Lares** organized a delightful event at Quarryhill Botanical Garden in October. They had such a good time and did such a wonderful job that they are planning another event for next year. Thanks also to **Steve Tassano** and **Tim Bacon** for their help with this event, as well as pitching in with other Campaign activities.

Ardath Lee is one of our stalwart and longest-serving volunteers. She willingly helps with almost any job. Her steadiness, competence and calm enables us to move projects forward and meet endless deadlines.

To explore becoming part of the volunteer team, please contact Floyd at floyd@climateprotection.org or (707) 527-8245.



Michelle Wesley, Steve Tassano, Tim Foster and other volunteers protest Prop 23

Teaming Up for Major Energy Efficiency Upgrade

Chris Cone, the Campaign's Energy Efficiency specialist, is helping coordinate Energy Upgrade California™ in Sonoma County, an effort led by the Sonoma County Regional Climate Protection Authority (RCPA).



Pinnacle Homes Retrofit: Blowing in new insulation.

Viewed as a market transformation initiative, Energy Upgrade includes local government (community outreach, workforce development),

PG&E whole-house programs (incentives, contractor standards, quality assurance), and financing (local financing partners like the Sonoma County Energy Independence Program, mortgage, industry financing, and rebate/incentive bundling).

The first six local contractors to enroll in the program are **Applied Building Science, Avalon Builders Inc., John Craig Construction Inc., Kilcor Builders & Design Inc., Pinnacle Homes,** and **Zero Energy Associates.** They now offer whole-house incentives to Sonoma County property owners doing retrofits.

Energy Upgrade continues to enroll local contractors. The first step for enrollment is completion of a participation workshop; 38 local contractors have taken this to date.

In coming months, the program will develop two pilot programs under a U.S. Department of Energy Better Building Program grant: a whole-neighborhood-approach pilot for group upgrade projects, and an on-water-bill financing program to promote water conservation. In addition, the Energy Upgrade program in conjunction with local partners is compiling a job gap analysis for workforce training.

Information on Energy Upgrade's services, rebates, financing, contractors, enrollment information for contractors, and the story of how the Energy Upgrade program was developed is posted on the RCPA site: www.sctainfo.org/efficient_build.htm

Information about property owner incentives is posted on: http://www.cb-pca.org/homeowners/rebates_incentives.html#contractorlist

Plastic: Bag it!

About 12 million barrels of oil is used annually to make plastic bags that Americans consume. The carbon footprint of plastic (LDPE or PET) is **about 6 kilograms CO2 per kilogram of plastic.** Another way to see this is that for 5 average plastic bags produces 1 kg of CO2.

Where do bags end up? Those that escape the landfill may work their way to the ocean and eventually become part of the Northern Pacific Gyre Garbage patch. The currents of the ocean concentrate human solid waste, particularly plastic, in an area approximately twice the size of the continental United States. Plastic is believed to constitute 90 per cent of all rubbish floating in the oceans. The UN Environment Program estimated in 2006 that every square mile of ocean contains 46,000 pieces of floating plastic,

What you can do:

Use: Carry cloth, canvas or durable plastic bags with you when shopping.

Refuse: Avoid using single-use and disposable plastics like bags and bottles, straws, cups, plates, silverware and razors.

Reduce: Buy in bulk, and buy vegetables and legumes without prepackaging.

Recycle: Consider this the last option. Be aware that many plastics are not recyclable and are accidentally lost into waterways and oceans.



DO SOMETHING

Donor Spotlight: Michael Friedenberg Sees development of local renewable energy as an issue that brings people together.

Michael is a top-performing real estate broker and a civic-minded volunteer and philanthropist with a wide range of interests. Michael served as president of both the Sonoma Land Trust and the Sonoma County Arts Council. He helped run a



Michael Friedenberg

successful ballot measure for the Bennett Valley Fire District, and successfully mobilized the community to fight for a resolution to ground-water pollution in west Santa Rosa.

Michael wrote the first check to the Climate Protection Campaign in 2001. In addition to being a consistent donor, Michael has also served as a hands-on strategic advisor to the Campaign. He is currently focused on helping Sonoma County develop renewable energy.

"There are many ways we can give back to our community. I realized that the impacts of climate change run deep. If this issue is not addressed then our world will be so altered that all the other good causes would be fundamentally undermined. Almost all the problems we face have long term consequences that go beyond the noise we hear at election times. This issue brings me together with people from all sides, creating effective doable projects. Energy efficiency and alternatives to oil and coal can be our economic engine, creating jobs and growth taking into a more prosperous future while at the same time protecting all of us, our children and grandchildren from a collapse in our environment. The Climate Protection Campaign brings people with very different views together to solve problems. That is what we need and why I support this work."

– Michael Friedenberg

Board of Directors

Lawrence Jaffe,
President

Kathy Goodacre,
Vice President

Stacy Magill,
Treasurer

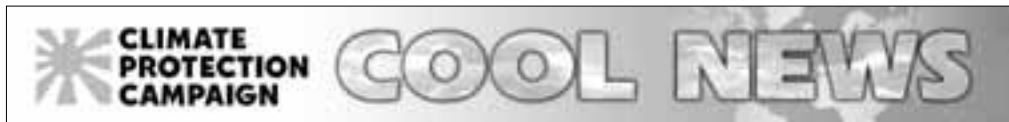
Jim McGreen,
Secretary

Kimberly Clement,
Director

Martha Kowalick,
Director

Carl Mears,
Director

Ann Hancock,
Executive Director



FALL 2010

New Board Members*Kim Clement*

Kim Clement, Sonoma County Deputy District Attorney County, joined the Board of the Climate Protection Campaign after nearly a decade as our strategic advisor. In addition to her extensive legal background, she

has volunteered with many community and political endeavors including Home Hospice, Common Women's Health Project, United Against Sexual Assault, and Kerry's and Obama's presidential campaigns.

*Stacy Magill*

Stacy Magill, CFO of Ghilotti Construction Co., also became a board member as well as our treasurer. She is a member of the American Institute of Certified Public Accountants, and of the California State

Society of Certified Public Accountants. She also serves on the board of the Bay Area Council, as a board alternate for the North Bay Leadership Council, and holds an Executive Certificate from Dominican University's Green MBA program.

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

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

Platinum
Calpine

Gold
Democrasoft
Redwood Hill Farm

Silver
Coddling Enterprises
Mendocino Wine Company
North Bay Corporation
Petaluma Poultry
Sonoma Compost
Solar Universe
Soiland Management
Winzler and Kelly

*Special thanks to Aldrich Network
Consulting for keeping us connected.*

"The Climate Protection Campaign: If not here, where; if not now, when? If we succeed in our mission in Sonoma County, we create a template for others to follow. Ask yourselves, if we fail here, in what other environ, with what other demographic might we succeed? We must not fail here!" – CPC Donor Elliot Daum