

## Green Light for Sonoma Clean Power

On Oct. 18 the Board of the Sonoma County Water Agency approved the next phase of investigation for *Sonoma Clean Power*. This is the local program to buy and generate electricity for residents and businesses. It promises to dramatically reduce emissions while boosting the local economy.



*CPC Board Member Jane Bender speaks before the Board.*

The journey that brought us to this point began in 2005. The Climate Protection Campaign studied Community Choice Aggregation (CCA). Paul Fenn, the genius behind CCA, advised us. We saw that his approach had the potential for significantly reducing greenhouse gas emissions – more than anything else we studied.

CCA became the centerpiece of the Sonoma County Community Climate Action Plan that we issued in 2008. Assisted by grants from the Bay Area Air Quality Management District and the California Energy Commission, our CCA analyses and studies continued, as did education of policymakers.

In March of this year, the County Board commissioned a CCA Feasibility Study.



Sonoma Clean Power will provide ratepayers with a choice in where they purchase their electricity. Ratepayers must now purchase power from a regulated monopoly. PG&E.

We are more optimistic than ever that Sonoma Clean Power – the local name for CCA – will become a reality. But there are miles yet to go.

The Climate Protection Campaign will continue to work with the Water Agency and all stakeholders toward establishment of Sonoma Clean Power. More information is available on our website.

## Businesses Investing in Renewable Energy in Sonoma County

**Calpine will invest \$700 million to expand the Geysers:** Calpine, the nation's largest geothermal power producer, plans to build two new power plants in Sonoma and Lake Counties designed to generate 98 megawatts of additional renewable energy.

Once Calpine receives approval, construction could begin in 2012 for the first proposed power plant and the facility could be operating as early as 2014. The project will employ an estimated 191 local union construction workers during the 30-month build out. To learn more, including about free community tours, visit [www.geysers.com](http://www.geysers.com).

**Sonoma Mountain Village's massive solar installation:** Sonoma Mountain Village recently installed a 1.15 megawatt solar system which, along with their existing 1.14 megawatts, allows them to generate 100% of their electricity needs from on-site solar. This project received \$1.6 million in financing through the Sonoma County Energy Independence Program (SCEIP).

Sonoma County is a pioneer in enabling local businesses and residents to finance energy efficiency and renewable generation improvements using an innovative structure called PACE. Long-term financing for energy improvements is arranged through special tax assessments on property tax bills. "Sonoma County's Energy Independence Program is creating significant numbers of high quality local jobs while allowing us to make environmental progress in a business friendly way," according to Efren Carrillo, Chairman of the Board of Supervisors.

"Long term PACE financing allows us to make energy investments that support our long term business goals," says Brad Baker, President and CEO of Coddling Enterprises. "Sonoma Mountain Village is the first One Planet Community in North America and has received LEED-ND Platinum status from the US Green Building Council for its project plan."

**Ygrene takes PACE to the next level:** Santa Rosa-based Ygrene Energy Fund recently announced alliances with British investment bank Barclays Capital, U.S. defense contractor Lockheed Martin and German reinsurance giant Hannover Re.



*New geothermal well being drilled at the Geysers.*

Ygrene's loan program, modeled on PACE, is a way of paying for potentially billions of dollars worth of green building upgrades for cities and counties across the country.

The company's leaders include Dennis Hunter, who has been successful in lo

## New Green Options for Getting Down the Road – Volt, Leaf and Beyond

Gordon Zlot, President of KZST radio station, may be the first person in Sonoma County to own a Chevy Volt. This is an extended range electric car, meaning that it has an electric motor that powers the car for the first 25 to 50 miles. Then, when its batteries are depleted, the Volt switches on a gasoline engine that acts as a generator, providing more electric power for the motor.



*Gordon Zlot and his Chevy Volt.*

Gordon researched extensively for a green car. He was attracted to the Volt because its range – about 375 miles between charges – is greater than that of other all electric vehicles. Although he has not owned an American car in 35 years, he feels that this car is well-designed, well-made and has good handling. It also has some high-tech features allowing the air, heat and charger to be turned on from a smart phone. A gage on the dashboard monitors driving efficiency to help get the most from a charge.

Gordon says that he is learning to drive differently to stretch his charge.

The Volt takes 10 hours to charge using a 120 volt (standard home) outlet, and about 4 hours with a 240 volt supply. U.S. News and World Report claims it costs about 80 cents worth of electricity to get a full charge for about 50 miles of travel. The purchase price of \$41,000 will be prohibitive to many, but a federal tax credit reduces this to \$33,500. Gordon leases his car from Chevy.

The Nissan Leaf is a 100% electric vehicle which means it uses no gasoline. It costs \$25,280 after federal tax credits. Nissan estimates that charging the Leaf is about \$2.75 per charge based on average national electricity rates.

Cordel Stillman, who works at the Sonoma County Water Agency, was one of the first people in the county to buy a Leaf. Cordel says that he “likes driving by gas stations.” He and his wife decide who gets to drive the Leaf based on who is driving most, to save the most gasoline possible.

US News and World Report says: “The Leaf’s electric power train gives it smooth acceleration and braking, which helps it drive more like a conventional car. Its also has a four-door hatchback that seats five, making it more adaptable to family life.”

The EPA rates the Leaf’s range at just 73 miles, which is no problem on shorter com-



*Jim McGreen’s electric vehicle visited by Girls Incorporated at the Bioneers conference.*

muters, but presents challenges on lengthier trips because the number of charging stations is currently limited. A 220-volt home-charging station that costs \$2,200 is a must-have, but the financial blow is softened by a tax rebate.

Local entrepreneur and Climate Protection Campaign board member Jim McGreen is taking an entirely different approach. Jim and his partners are offering a kit-built electric three wheel and three seat electric car priced under \$15,000. His new start-up company is working out of the Blue Sky Center (formally the Ford dealership) in Sebastopol. The company focuses on local manufacturing and education. A high school or college class could put this car together in less than a semester.

The vehicle is highway capable with a range of 60 to 100 miles, depending on the size of battery the customer selects. The battery can charge in 6 hours on a standard 110 outlet. These cars will be on the market next spring.

## Climate Protection Campaign 10th Anniversary



We had a great party in September to celebrate our first ten years. To commemorate, Karen Preuss captured the group in a fine photo.

In 2001 when the Campaign began, climate protection was considered far-fetched here. Now Sonoma County is known worldwide for its leadership. We’ve come a long way. Here’s hoping that the pace of success and our ability to inspire other communities throughout the nation increases exponentially.

## Spreading the Word to Schools

After seeing Al Gore's film "An Inconvenient Truth," local psychologist Dr. Rich Busse was inspired to take action. Rich, who describes himself as having a "life long love affair with Mother Nature," decided to offer every school principal in the U.S. a DVD copy of the documentary.



In the past eighteen months, Rich has mailed 4100 DVDs across the country. With only three states to go, he will soon fulfill the astounding goal he set

for himself. Next, Rich plans to extend his invitation to schools in Canada. Over the life of the project two million students will view the film by his estimate.

Rich emphasizes that he is doing this to get the conversation started on this critical topic, not because he wants people to believe everything in the movie.

He has received many thank you letters, emails and calls.

The Climate Protection campaign is proud to be the fiscal sponsor for Rich's visionary project.

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### *Businesses Investing in Renewable Energy – Continued from Page 1*

cal real estate and banking, and former Sonoma County auditor-controller-tax collector Rod Dole, who helped create SCEIP, a similar green program for the County.

Ygrene has won exclusive contracts to market retrofits in a half-dozen communities in the Miami area, and also expects a contract with Sacramento soon. Together, it anticipates funding \$650 million in projects in Florida and Sacramento.

In an interview, Hunter said a key challenge in addressing climate change involves finding the money for large-scale building upgrades that can reduce "gigatons" of carbon emissions. To draw that kind of money, investors must be able to make money, he said.

## When You Have to Fly

U.S. air travel has doubled over the past two decades. In 2010, U.S. commercial airlines carried 786 million passengers.

By 2015, this figure will likely hit the 1 billion mark. This rise in air travel will continue to drive up U.S. carbon emissions because jets have a large carbon footprint owing to their enormous weight and the long distances they fly. Wide-body jets, for example, can emit 100 pounds of CO<sub>2</sub> for every mile they travel; a single cross-country flight can create 150 tons of global warming pollution.

Still, your in-flight carbon footprint can vary widely, depending on a number of factors. With a little bit of forethought and a closer look at the information you have when you book your flight, you can shrink the emissions from your trip. Based on Union of Concerned Scientists' research, the top green travel tips for air travel are listed below.

**Class matters – save money and save carbon:** When choosing seats, avoid first class. Because a first-class seat takes twice as much space as an economy seat, a first-class traveler on domestic flights is responsible for twice as much carbon as someone flying coach.

**Don't stop:** Choose nonstop flights over connecting flights, especially for shorter trips. Because takeoff, landing, and ground operations produce a lot of carbon, a 1,000-mile nonstop flight from New York City to Orlando can save nearly 35 percent compared with a two-connection flight down the eastern seaboard.

**More seats = less carbon:** Make the market work. Choose airlines with all-economy seating when possible, as they have smaller per-passenger carbon footprints.

DO SOMETHING



## New Members of the Climate Protection Campaign Team

We are pleased to announce three new staff members, Alex Dolginow, Lisa Murgatroyd, and Amy Jolly.



Alex Dolginow is the Implementation Manager for the agriculture, forestry, open space and adaptation sector. Alex is a Harvard Fellow who recently graduated with a B.A. in neurobiology with additional coursework in environmental science and public policy, ecology, land use planning, and renewable energy financing. Past experiences include teaching sustainable urban design to Chinese students and field coursework in urban engineering in Brazil.



Lisa Murgatroyd is the Project Coordinator working with Brant Arthur to implement the *Real-Time Ridesharing Pilot Program*. Lisa spent the past eight years designing, launching and managing community-based, sustainability projects in climate change solutions, organic agriculture, and appropriate technology issues across California and Washington.



Amy Jolly is our new Cool Schools Program Manager. She will revitalize our eCO<sub>2</sub>mmute program which reduces carbon emissions associated with the student commute in high schools across Sonoma County. She previously worked for the Sonoma County Bicycle Coalition as their Education Program Manager developing and implementing their K-8 Safe Routes to School bike and pedestrian education and encouragement program.



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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.