

May 13 Climate Conference in Sebastopol: Outstanding Speakers, Innovative Approaches

This year's Climate Protection: Everybody Profits conference features Peter Barnes. He is an advisor to the Climate Protection Campaign, developer of the Cap and Dividend concept on which the CLEAR Act is based, and author of *Who Owns the Sky* and *Capitalism 3.0*.

Other speakers include Michelle Chan, Senior Policy Analyst, Friends of the Earth; Jan Mazurek, Ph.D. Senior Policy Advisor, California Air Resources Board; Valerie Brown, Chair, Sonoma County Board of Supervisors; and high school students who will offer a perspective from the next generation.

Three finalists in the pricing and financing contest will present their ideas to conference attendees whose votes will determine the winners. Finalists are vying for a total of \$3,500 in cash prizes.

Ann Hancock, Climate Protection Campaign, will present Sonoma County's annual GHG report card to assess progress toward our GHG reduction goal - 25% below 1990 levels by 2015.

The cost to attend is \$55. Student scholarships are available.

More information is available online at www.everybodyprofitssonoma.com.

What's Ann Been Up To Lately?

Boulder Keynote: Climate Protection Campaign's Executive Director Ann Hancock told Sonoma's climate protection story at Boulder's inaugural Community Climate Action Summit on April 16. Nearly 200 leaders convened to address achievement of the community's climate action goals. Boulder's programs are national pacesetters, but per capita greenhouse gas emissions are about twice those of Sonoma County's, largely because Boulder's electricity is generated by coal.



Appointment to Metropolitan Transportation Commission Policy Advisory Committee:

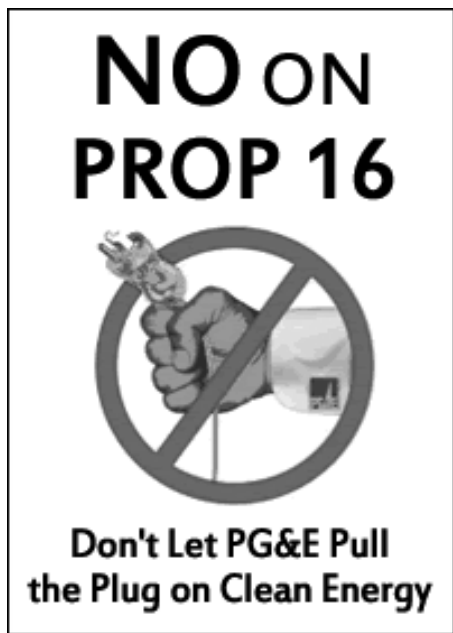
Ann was one of three Sonoma representatives appointed to this new committee. Three hundred people vied for 27 committee spots. The MTC oversees the allocation of billions of dollars of transportation funding throughout the Bay Area.



Red Cross Real Hero:

Ann was honored as a 2010 environmental hero. About 350 people attended a breakfast on April 22 where the twelve heroes selected from Sonoma and Mendocino Counties told their inspiring stories.

David vs. Goliath: PG&E's "Monopoly Protection" Initiative



Voters are urged to say NO to Proposition 16, PG&E's deceptive initiative appearing on the June 8th ballot. Passage of the initiative would make it almost impossible to access one of the most powerful tools under local control for reducing greenhouse gas emissions, stabilizing electricity rates and becoming energy independent.

The initiative would require a two-thirds vote before a community could develop or

expand a Community Choice Aggregation (CCA) or a Municipal Utility District. Both Sonoma's and Napa's Community Climate Action Plans count on CCAs to achieve about 50% of their GHG reduction target.

PG&E plans to spend \$30 million to persuade voters that this measure is good for them. Opponents of Prop 16 have a fraction of this funding, but opposition to the initiative mounts:

- Nine state Senators, including the Pro Tem, have sent a letter to PG&E expressing their strong opposition.
- Most media coverage to date has denounced PG&E and its initiative.
- High profile opponents include the Farm Bureau, the California Association of Realtors, the League of Women Voters, The Utilities Reform Network, the League of California Cities, the California State Association of Counties, the Sierra Club and many city councils and counties across California including most Sonoma County local governments.

To fight Goliath, it will be up to individuals like you to urge friends and family to vote No on Prop 16.

Special Opportunity

Some of our donors support our work through monthly gifts that are automatically withdrawn from their credit cards. If you are not already one of them, please consider joining the Climate Sustainers Club today. It saves time, postage, paper and allows modest gifts of \$5 to \$25 a month dollars to add up to strong support for climate protection. Go to www.climateprotection.org/donate or call 525-1665 x114.

Collaborating for County's Solid Waste Future – and a Bigger Vision

The Climate Protection Campaign promised to help forge a positive future last fall when the Board of Supervisors rejected selling the landfill and the other parts of our solid waste system. We convened key players from business, government, and the community who envisioned something better than having Republic, an Arizona-based corporation, be in charge of reducing solid waste emissions.

The Campaign's "No Name Garbage Group," a diverse group of stakeholders focused on the three E's (environment, economy and equity), collaborates with the County's newly-formed Waste Advisory Group, led by Supervisors Zane and Carrillo and represented by an elected from each of the County's nine cities.

The bigger vision for the "No Name Garbage Group" is to develop a model for convening key parties to tackle complex community problems in a collaborative way that result in sustainable solutions. Judging by the enthusiasm and engagement of participants so far, we're on our way to doing so.

What's the Beef?

The Union of Concerned Scientists advises that reducing beef consumption can provide environmental and health benefits, and that choosing beef certified as "grass-fed" can extend these benefits.

Cows' digestive systems are naturally adapted to pasture-based diets. Large feed-lots typically supply cattle fossil fuel intensive grains that also increase the risk of disease. This, in turn, increases reliance on antibiotics which leads to antibiotic-resistant human diseases.

A study last year by the National Institute of Livestock and Grassland Science in Japan estimated that 2.2 pounds of beef is responsible for the equivalent amount of carbon dioxide emitted by the average European car every 155 miles, and burns enough energy to light a 100-watt bulb for nearly 20 days.

What you can do:

- Eat less beef.
- Choose organic, grass-fed meat from local sources whenever possible. If your grocery store doesn't carry it, ask for it.
- Learn more by attending the Climate Protection Campaign's program on diet and climate **Wednesday, May 26th, 5:30 to 7:30 pm, at the Glaser Center in Santa Rosa.**

DO SOMETHING

A CLEAR Choice for National Climate Legislation

The Carbon Limits and Energy for American Renewal (CLEAR) Act was recently introduced in the U.S. Senate by Senators Maria Cantwell (D-WA) and Susan Collins (R-ME). This bipartisan legislation would auction permits to fuel producers and returns 75% of the resulting revenue in checks to every American. The remaining 25% is invested in renewable energy and other projects to reduce emissions. The CLEAR act will achieve a reduction in

greenhouse gas emissions of 20 percent by 2020 and 83% by 2050. With its "cap and dividend" approach, this bill would help the U.S. make a fair, affordable transition to a clean-energy, low-carbon economy, and avoid the pitfalls of other climate bills that include give-aways to the coal-burning utilities and Wall Street traders.

This bill has been praised in editorials in *The Economist* and *The Washington Post*. Cap and Dividend has been endorsed by

Scientific American. Locally, the Santa Rosa City Council recently voted 7-0 to endorse this legislation.

Unlike other climate bills considered in Congress, the CLEAR Act is based on simplicity, transparency and equity. The bill would create an economy-wide carbon price, be revenue-neutral to the government, and provide economic stimulus through dividends to households. Beware of other bills containing free allowances to coal-burning utilities, questionable offsets, offshore drilling, and nuclear. Our message to our Senators: support CLEAR instead.

Mike Sandler, the co-founder of Climate Protection Campaign, is doing a series of pictures with large checks to let the American people know that this is a bill that will actually put money in their pockets. One report estimates that a typical family of four would receive tax-free monthly checks from the government averaging \$1,100 per year, or \$21,000 between 2012 and 2030.

Please ask Senators Barbara Boxer (202) 224-3553, and Dianne Feinstein (202) 224-3841, to co-sponsor the CLEAR Act. Find more on our web site under "Powerful Carbon Pricing" or go to www.support-clearact.com.



Ann Hancock and Mike Sandler of the Campaign with Santa Rosa City Council and their dividend check. The Council voted 7-0 to endorse the CLEAR Act.

Highlighting our Business for Clean Energy Partner: Redwood Hill Farm & Creamery



At a community gathering hosted by the Climate Protection Campaign in March, Redwood Hill Communications Manager Sha-

ron Bice described the farm and creamery's green practices and recent improvements to reduce their carbon footprint. Redwood Hill produces fine goat yogurt, cheese and dairy products in Sebastopol.

Reducing Emissions and Saving Money:

Redwood Hill changed the entire lighting system at their six year old creamery, installing energy-saving compact fluorescent fixtures on motion-sensor timers so lights turn off when not needed. This reduced electricity consumption by 82,771 KWH per year, and carbon dioxide emissions by approximately 43,040 lbs. per year. Jennifer Bice, owner of the company,

said saving are about \$3000 per month in electricity. They also upgraded the cleaning system at their facility saving an additional 10,715 KWH by reducing pump operating hours. They installed a solar water heating system at the farm, and reuse water from equipment cleaning for milking parlor cleaning. They currently compost and reuse 100% of manure from their dairy for use in their organic fruit orchard and vegetable gardens.

Going to the Next Level: Because fewer people consume goat milk than cow milk, Redwood Hill must market to a wider geographic area to be a viable business. Concerned about the emissions from shipping their products to distant markets, Jennifer and her staff intensively pursued other ways to compensate. Consequently, they will install 2,500 California-made solar panels covering 2 acres of roof space. Once online, these panels will immediately offset 100% of the creamery's energy needs and reduce 810,840 pounds



Redwood Hill changed the entire lighting system at their six year old creamery

of CO2 annually, the equivalent of taking 54 cars off the road.

When asked why climate change was important to her and their business Jennifer responded: "Why don't people care about climate change? It is such a big and important issue. Now that we know what is causing it. We need to do what we can to help solve the problem." The Climate Protection Campaign is honored to have Redwood Hill as our Lead Gold Sponsor in the Business for Clean Energy Program this year.

Cool Schools Spring 2010

Reduce, Reuse, Recycle, Rot: This spring Cool Schools' students from three high schools sorted through school trash to find out how much waste could have been diverted from landfills. These include:

- Analy High School, Sebastopol - Students for Sustainability Club
- El Molino High School, Forestville - Green Team Club
- Montgomery High School, Santa Rosa - Green Team Club

All three schools found that about 50% of



El Molino students find out how much waste could be diverted from landfills.

the waste from their campus could have been recycled or composted! Students now aim to set up permanent recycling or composting systems on their campuses. Each club put together educational activities for Earth Week. With the help of the media groups on campus they are making short films to educate campus peers. At Montgomery High School students of the Green Academy have constructed unique looking surrounds for the recycle bins. Some of the students leading these projects will be speaking at the sixth annual Climate Protection - Everybody Profits Conference on May 13th in Sebastopol.

Bus Cuts Lead to Action: Facing budget cuts to continued school bus service, Oak Grove District Superintendent Noel Bueller called in help. Maitreyi Siruguri, Cool Schools Coordinator, responded and brought along Sonoma County's Safe Routes to School Director and support from the Sonoma County Air Quality Resource Team. Together they are developing a comprehensive approach to address the current and impending traffic congestion problem around their elementary and middle schools.



Walking School Bus addresses the current and impending traffic congestion problems.

Through a series of parent surveys, walking audits, mapping exercises and parent meetings the team is organizing "Walking School Buses" and "Bike Trains," supervised by adult volunteers to help groups of children walk or bike to school together. While these alternatives will help some parents, a majority will need a carpooling service. Web-based tools provided by 511 Rideshare are being explored.

Thanks to our Donors!

We are grateful that more people than ever donated to us in 2009. A list of the people that make our important work possible is posted at www.climateprotection.org. Click on the "Supporters" link on the left on the page.

Board of Directors

Lawrence Jaffe,
President

Carl Mears,
Treasurer

Jim McGreen,
Secretary

Kathy Goodacre,
Director

Martha Kowalick,
Director



SPRING 2010

“Cap and rebate has always been the cleanest, most sensible way to take on this monumental task of scrubbing the carbon from our economy. Instead of turning the operation, and the money, over to corporations, every American gets a check every month – it’s as if we each owned a share of the sky.”

— Bill McKibben, Author / Activist

**Thanks to our
Business for Clean
Energy Program
Sponsors**

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

Gold Sponsor:

Redwood Hill Farm

Silver Sponsors:

North Bay Construction

Soiland Management

Solar Universe

Sonoma Compost

Winzler & Kelly

Special thanks to Aldrich Network Consulting for keeping us connected.

**Welcome Kathy
Goodacre**

The newest member of the Climate Protection Campaign’s Board of Directors is Kathy Goodacre. She has over 20 years experience as a marketing and fundraising executive for business,



Kathy Goodacre

government and non-profit organizations. As a former non-profit executive and now consultant, she developed strategy and execution of multi-million dollar capital campaigns, endowment campaigns, annual giving programs, and fundraising events. Kathy also worked with the Campaign in 2007 and 2008 to produce the Climate All Stars Conference.

Special thanks to Terry Davis who completed his term on the Board earlier this year.