



## Climate Protection Everybody Profits Conference Showed the Path Forward



This year, the fifth annual Climate Protection Everybody Profits was hosted by the City of Sonoma. David Roland-Holst, a Professor of Economics at University of California at

Berkeley presented the findings of three studies that he has conducted over the last year.

**Impact of California:** One study addressed the economic impact of climate change on California. Roland-Holst found that of the state's \$4 trillion in real estate assets, \$2.5 trillion are at risk from extreme weather events, sea level rise, and wildfires. He projects that the annual cost to deal with climate change in California

over this century will be \$300 million to \$3.9 billion depending on how warm the world gets. His slides showed the impact of the predicted one meter rise in sea level to the Bay Area. Both San Francisco and Oakland Airports would be inundated - at a conservatively-estimated replacement cost of \$22 billion each. If no action is taken in the face of rising temperatures, six additional sectors, including water, energy, transportation, tourism and recreation, agriculture, and public health, would together incur tens of billions per year in direct costs, even higher indirect costs, and expose trillions of dollars of assets to collateral risk.

**Energy Efficiency Pays:** On the positive side, Roland-Holst's analysis shows that California's farsighted investment since 1972 in energy efficiency has created 1,463,600 new jobs. Meeting the goals set out under California's Global Warming

Solutions Act will create 403,000 new jobs and increase real household incomes by \$48 billion. Sonoma County's Community Climate Action Plan calls for a huge investment in energy efficiency retrofits (bringing 80% of the county's homes and commercial spaces to the highest level of efficiency possible) which should produce a tremendous return on investment for our economy.

### Green Return on Investment:

Hunter Lovins, the President of Natural Capitalism Solutions, made the business



*Aaron Peterson and Allison Grady, students from the Santa Rosa High School's Climate Protection eCO2mmute team.*

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## Campaign and Partners Approved for \$1,000,000 Dollar Award

The Climate Protection Campaign, Sonoma County Water Agency, Sonoma County Transportation Authority, Los Alamos National Laboratory, and Local Power were recently notified by the California Energy Commission that they were selected for \$1 million in RESCO (Renewable Energy Secure Communities) funding to advance critical parts of Sonoma County's Community Climate Action Plan.

This RESCO project will move Sonoma County towards financing and construction of a locally owned, cost-effective, integrated renewable portfolio. This entails detailed data analysis for designing the prototype portfolio, the development of an integrated renewable pilot microgrid project, a system dynamics analysis of related greenhouse gas reductions, an exploration of the financial mechanisms required, and

a governance structure for managing the public works project envisioned. The models and methodologies developed and refined through the project will be replicable in other communities.

Fifty-four applications from throughout California were submitted for RESCO funding of which 13 were selected.

Campaign Executive Director Ann Hancock said, "Receiving this award from the California Energy Commission advances

Sonoma County towards our greenhouse gas reduction goal while helping our local economy. This recent example of Sonoma County leadership will inspire and spur other communities and help bring us closer to meeting our global challenge."

Renata Brillinger and Dave Erickson were principally responsible for working on the Campaign's part of the application and will both be involved with project implementation.



## National Climate News

This is a busy legislative time in Congress for climate legislation. The proposed bill we are most excited about is the Cap & Dividend bill introduced by Chris Van Hollen (D, Maryland). It is simple, transparent and fair. It will cut GHG emissions 10 percent below 1990 levels by 2020. 100% of carbon permits will be auctioned instead of given away to historic polluters. No carbon offsets will be allowed. It will spur investment and innovation and create millions of green jobs. It will protect the purchasing power of American families by returning every penny of higher carbon prices to citizens on a monthly, per capita basis.

Most press attention and political negotiation has focused on the American Clean Energy & Security Act (the Waxman/Markey bill). This is a complex bill with a broad spectrum of policy initiatives and mandates. It is over 930 pages. The bill which has now passed out of the Energy and Commerce Committee establishes a cap-and-trade

program to control climate-altering emissions, sets a renewable energy portfolio standard of 20% by 2025 for states and new efficiency standards for buildings, lighting and industrial facilities, and funds green job training programs. Unfortunately, the deals that have been brokered to get this bill out of committee have resulted in it being watered down significantly. As the bill now stands 85% of the pollution permits will be given away to industry.

This legislation is critical to the future of our economy and the atmosphere on which all life depends. It could also represent a huge redistribution of resources – hundreds of billions of dollars in the coming years. The outstanding question is: Who will benefit – American families or the fossil fuel industry? It is a critical time to educate yourself and get involved. For more information check out [www.capanddividend.org](http://www.capanddividend.org) and [1Sky.org](http://1Sky.org) and keep an eye out for emails from us on this important issue.

## Our Youngest Donor



Rici Kelley who is in fifth grade, sold recycled cards, drinks, and homemade baked goods to raise money for the Climate Protection Campaign. She did this at Great Buys for a Good Cause, an event orga-

nized by her mother and other women. Rici first became interested in climate change when one of her teachers gave the class an assignment to research “something urgent.”

When asked why she chose to support the Campaign Rici said she was “freaked out by an Inconvenient Truth” and felt that “humans like to think that it is not happening,” but when you research, you see that it is. She also said that “this is a charity that really needs help” because people don’t see the polar bears drowning or think about future impacts.

## Everybody Profits Conference

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case for climate protection. She gave many examples of businesses that have significantly improved their bottom line by decreasing their carbon footprint. DuPont has reduced emissions by 80% worldwide while increasing production 30%. Further, DuPont has maintained the same level of energy use since 1990

and now saves \$2.2 billion annually from eco-efficiency measures – equal to their annual net profit! Small companies enjoy similar benefits, said Lovins. Sonoma Wine Company saves \$246,600 a year after implementing measures suggested by Climate Protection Campaign consultants. Finally, she noted that

investments in energy efficiency and renewables dramatically outperform the stock market for return on investment.

**County Status Report:** Ann Hancock, Director of the Climate Protection Campaign, delivered the annual Status Report of the County’s overall GHG emission performance as well as breakdowns for cities. The eight page report is posted at [www.climateprotectioncampaign.org](http://www.climateprotectioncampaign.org). Emissions in the County continue to rise. The data clearly demonstrate the need to implement solutions at speed and scale, like those offered in the Action Plan ([coolplan.org](http://coolplan.org)), to meet our target and inspire other communities.

**Hope for the Future:** Local youth stole the show. Aaron Peterson and Allison Grady, Santa Rosa High School, and Alexandra and Melissa Carlson, Sonoma Valley High Schools, spoke enthusiastically about their work. The results of the Santa Rosa High School students work to reduce their commute emissions will soon be posted on the Cool Schools page on our website.

This project was funded by the Community Foundation Sonoma County Schulz Fund and Donald & Maureen Green Foundation.



## New County Program Provides Financing for Energy Efficiency

Financing now available to improve homes and businesses. The Sonoma County Energy Independence Program (SCEIP) now offers financing for energy efficiency and solar system upgrades ([www.sonomacountyenergy.org](http://www.sonomacountyenergy.org)). Established by the Sonoma County Board of Supervisors, the innovative program allows property owners to finance energy saving upgrades and pay back the loan on their property taxes.

The first countywide program of its kind in California, it encourages borrowers to obtain an energy analysis of their buildings to ensure the most efficiency bang for every dollar invested

**Why Energy Efficiency?** According to the Sonoma County Community Climate Action Plan, buildings produce about 40 percent of the County's GHG emissions. Energy efficiency retrofits are the fastest, most cost-effective means to reduce emissions. SCEIP financing removes the need for cash up-front, assists property owners to offset the cost of their loan with energy savings, and encourages market demand for energy-conserving projects.

**Farther to go:** Taking a page from the Community Climate Action Plan, SCEIP is an excellent start to implementing Sonoma's bold vision. Consultant Chris Cone is working with a team of stakeholders helping the Campaign develop a comprehensive program to retrofit 80% of the homes and buildings in Sonoma County by 2015 to reach our reduction target.

**What can you do?** The more SCEIP is used, the fewer emissions we will produce in our community and the more the County is likely to see the need for more ambitious measures. And you reap the energy savings.

## Helping Other Communities

One of the Campaign's four goals is to help other communities lower their GHG emissions. For about a year the Campaign has worked on a Napa County Circuit Rider project with MIG, a consulting firm. We are helping Napa cities and the County deal comprehensively with climate protection, a similar approach to Sonoma County's. We are also helping the City of Fremont develop a work plan for producing a Community Climate Action Plan. We welcome opportunities like these to inspire other communities and spread the word.



*Principal Robert Steffen of Rancho-Cotate High School, Rohnert Park visits the eCO2mmute booth, organized by the FBLA (Future Business Leaders of America) and SAVE (Students Against Violated Earth) club students, at the school's year-end carnival celebration on 15 May, 2009. The FBLA students Wai yee Tam, Geonyoung Kim Kim, Alex and Lexy are organizing an eCO2mmute incentive week in May to promote walking, biking, carpooling and riding the bus to school. We are grateful to The Federated Indians of Graton Rancheria and Coddling Enterprises for their generous support of this project.*

## Let's Say Goodbye to Plastic Water Bottles

**DO SOMETHING**

### A few disturbing facts:

- 28 billion bottles of water are sold a year, 86% of which end up in a landfill and the manufacturing of which required 16,000,000 barrels of oil and produces 2,500,000 tons of carbon dioxide.
- Plastic bottles can take up to 1000 years before they begin to decompose once buried.
- Ratio of the amount of water used to make the containers to the amount of bottled water consumed: 2:1
- Bottled water costs approximately 1900 times the amount of tap water and 90 percent of the cost is in the bottle, lid and label.

The good news is that alternatives exist. You can buy a durable stainless steel water bottle that you can fill at home for between \$15 and \$17, and a number of worthwhile organizations sell them locally. Better for your health and your wallet.

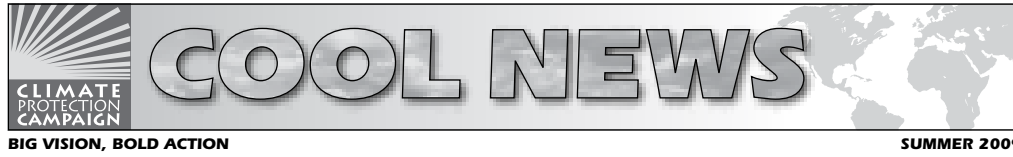




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BIG VISION, BOLD ACTION

SUMMER 2009

*“Don’t ask what’s possible. Ask what is necessary.”*

James Hansen, Director,  
 NASA Goddard Space Institute



**Pledge Drive**

To raise awareness in the community on simple ways to conserve energy, the Campaign is organizing a **“Leave Your Mark”** energy-efficiency pledge drive this summer encouraging community members to take an energy pledge.



**Summer Contest**

To encourage youth leadership in energy conservation, we are organizing a **Leave Your Mark Teen Challenge** for high school aged youth, with a \$500 award!

If you would like to partner with us for the pledge-drive or know youth interested in the contest, please contact our Cool Schools Program Coordinator, Maitreyi Siruguri. (707) 525-1665 ext:115

**New Faces**



*Terry Davis*

Welcome Terry Davis: Terry is a former President of Summit Bank, and has joined the Board of the Climate Protection Campaign. Terry recently agreed to serve as Treasurer of the Board.



*Hunter Lovins*

Hunter Lovins, President of Natural Capitalism Solutions, has joined the Campaign as an advisor. Hunter is co-founder of Rocky Mountain Institute, which she served for 20 years as CEO and also

was co-founder of California Conservation Project. She is currently a professor of business at Presidio World College, a past recipient of the Right Livelihood Award, and was named Time Magazine Hero of the Planet in 2000. She has co-authored nine books, including *Natural Capitalism*, and hundreds of papers. We are excited and honored to have her on our team.