

Mark Landman's notes for June 25, 2015 Center for Climate Protection remarks:

In preparing my remarks for today, I encountered some difficulty in trying to decide which direction to take in describing Sonoma Clean Power's first year. Confronted with many potential directions to take the narrative, I turned to Brian Eno's Oblique Strategies to help crystalize my thinking.

Created in 1975, the Oblique Strategies is a card set wherein each card offers a phrase or cryptic remark intended to help break creative blocks by encouraging lateral thinking. Drawing from it, I was offered "Into the Impossible".

Reflecting on this, all of us here today share something. Whether in public service, or environmental stewards, we know our wins are often few and far between. We work tirelessly for months and years to barely move the needle. This is unfortunately what is "possible".

But with Sonoma Clean Power we've accomplished something extraordinary; we have indeed gone "Into the Impossible".

Because one year ago many of us would've said it was impossible to:

See the county of Sonoma and its cities collaborate, sharing power in a way we've never done before, while providing default service for every available city in Sonoma County, service providing the lowest greenhouse gas emissions of any default service in California... while costing less than PG&E!

Offer a net metering program that, unlike investor owned utilities, actually incentivizes the installation of solar power. NetGreen does just that and its customers received checks totaling \$207,000 this year, with roughly a third of those savings going to school districts.

Invest in the construction of 70 megawatts of clean California solar power, and at the same time invest in the largest floating solar power array in the United States. Built here in Sonoma County, this array will potentially produce up to 12.5 megawatts, enough power for a small city.

None of us would've thought it possible, for Sonoma County to become the leading producer of solar energy on a per capita basis, at 310 watts of installed power per person, five times the national average.

And you might think it would've been impossible for us to save our customers \$13.6 million in total bill savings, while at the same time contributing to green house gas emission reductions 48% below PG&E's last published data from 2013.

But that's exactly what all of us, working together, have done. In one year we've moved "Into the Impossible".

But now that we've arrived at this wonderful, "impossible" place, what next? An important question indeed. Drawing one more card from the Oblique Strategies, I was given, "Turn It Upside Down".

And that's exactly what I believe we're poised to do. If we can continue to work together and support the creation of strong, healthy, self-sufficient community choice aggregations like Sonoma Clean Power throughout California, we'll be able to beat back the inevitable political attacks from investor owned utilities. If we can protect this viable model, building depth with strong reserves in community choice aggregations throughout our state, we'll be able to compete in the price wars that will inevitably come.

If we can work together to accomplish these things, we will be in a position to truly "Turn It Upside Down", as we will be able to dramatically change the face of energy production and distribution in this country.

Thank you all for being part of this journey "Into the Impossible", I know we likely wouldn't have arrived at this destination without all of your efforts. I'd like to personally invite you to stay on the road with us as we travel to the place where we can ultimately "Turn It Upside Down", a destination well worth the effort.