

## WeGo Ridesharing Expands

Transportation produces more than half of all greenhouse gas emissions, yet powerful local solutions are hard to come by. WeGo Ridesharing is one. It uses smartphone technology to match and incentivize riders and drivers. The Climate Protection Campaign created this program in partnership with the Sonoma County Transportation Authority and software developer Avego.

After beta testing the system on the Highway 101 corridor in 2012, we are now encouraging people elsewhere in the Bay Area to become part of a new ridesharing community.

“We learned a lot by focusing on one commuting route, and now we can apply those lessons and software updates on a wider scale,” said Climate Protection Campaign’s Brant Arthur.

The WeGo Ridesharing program is developing a community of people who are sharing rides rather than driving in single-occupancy vehicles. Sharing rides reduces greenhouse gas emissions while saving money, taking a bite out of congestion, and promoting community.

“I feel great about saving money and reducing my impact,” said Santa Rosa Junior College student Andrew Morey. “Plus, I meet people while I head to school rather than sitting in a car alone.”

Climate Protection Campaign has worked with Santa Rosa Junior College, Agilent Technologies, Medtronic, the City of Santa Rosa, the County of Sonoma, and other companies and institutions to promote the program among their employees and students.

Real-time ridesharing aims to be more flexible and convenient than traditional carpooling because it allows users the choice to ride with anyone in the system at any time.

“Each month, a greater number of people sign up to get involved than in the previous month. It’s exciting to be part of creating a whole new community,” said Arthur.



As increasing gas prices and congestion propel drivers to seek alternatives, ridesharing promises to be a popular tool across the country and around the world.

## From the Director Local Action Moves the World

I am thrilled seeing the impact of our work—incubating climate solutions. While climate deniers tie up federal policy making, successful local programs are spreading rapidly from community to community.



In 2005 we began developing Sonoma Clean Power. Recently the program was covered by the *Wall Street Journal* as a promising transformative program. WeGo Ridesharing has emerged from its trial phase and is gaining momentum. Pay As You Save®, our newest pilot, recently won a national award. Thank you for being our partner and making this work possible.

— Ann Hancock

## Counting Down to Sonoma Clean Power

Sonoma Clean Power expects to start serving customers starting next January. In preparation, the new authority has taken several important steps to get up and running. Many key decisions over the next six months will influence the program’s ability to meet its goals.

- On February 22, Sonoma Clean Power Authority issued a request for proposals for energy firms to supply electricity and perform energy efficiency services.
- A national search is underway for an executive director to lead the new power provider.

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Alex Chavez commutes to Casa Grande High School.

## Students Reveal Big Carbon Footprint

Student commutes at seven local high schools generate 13 million pounds of greenhouse gas each year, according to surveys conducted by students participating in the Climate Protection Campaign's ECO2school program.

The survey is part of the year-long effort by students to encourage classmates to walk, bike, ride the bus, and carpool to school. ECO2school is training students to be leaders on climate protection, including changing commute patterns.

Findings from the survey include:

- The portion of students getting to school in single passenger cars ranged from 45 percent at Casa Grande High to 59 percent at Analy High.
- Only 15 percent of students at the seven schools walk or bike to school and five percent ride the bus.
- The school with the lowest emissions per student is Healdsburg, where a third of students walk or bike to school.
- The highest emissions per student are at El Molino, where less than one percent of students walk or bike to school.

After students conduct an educational campaign with incentives to change commute habits, they will do another survey to measure the impact. Based on similar initiatives in previous years, we expect an emission reduction of about 20 percent from the program.

## Windsor Efficiency PAYS® Receives National Award

Windsor Efficiency PAYS® received national recognition for being an exceptional program that saves energy and water. Windsor PAYS is unusual because of its high level of customer uptake. The secret is its elegant program design that creates an offer that works.

The Program of Promise award came from the American Council for an Energy-Efficient Economy and the Alliance for Water Efficiency. The two organizations collaborated to recognize 12 leading programs across the U.S., Canada and Australia.

PAYS was introduced to Sonoma County in the Community Climate Action Plan, issued by the Climate Protection Campaign in 2008.

Windsor Efficiency PAYS offers water and energy upgrades to homeowners and renters without upfront costs. The PAYS program allows participants to 'Pay As You Save,' with no debt associated with repayment for select upgrades. Possible upgrade measures include high efficiency clothes washers, refrigerators, toilets, hot-water recirculation pumps, showerheads, and drought-resistant landscaping.

After installation, participants pay a surcharge on their water bill with the assurance that their estimated savings on combined utility bills (energy and water) will exceed the bi-monthly water surcharge.

In the first few months of the program, contractors performed 219 efficiency upgrades in 149 multi-family units. The number is expected to exceed 300 units in the next few months.

More funding has been secured to spread the model to other communities. Kudos to the town of Windsor for going first.



With PAYS, people save money by upgrading their homes.

## Clean Power CONTINUED FROM PAGE 1

- They are inviting proposals from firms to do marketing and community outreach.

"After pushing this proposal for so many years, it is thrilling to feel the momentum and realize how close we are," said Climate Protection Campaign Program Manager Woody Hastings.

The Climate Protection Campaign continues to build support for

provisions that will help make clean, local energy a major component of the program. We help business and community leaders understand that Sonoma Clean Power is good for local economic development. This will only happen if local power is a primary focus of the program.

Sixteen other communities around California are now exploring Community Choice programs similar to Sonoma Clean Power and the existing program in Marin County. We will be assisting cities and counties from San Diego to Arcata in their efforts to take control of their energy destinies.

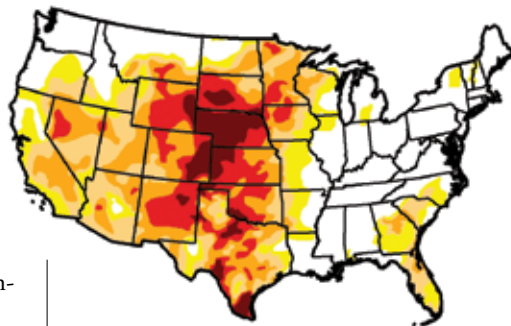




## Drought Conditions Still Severe

Last summer, drought across the country was so severe that many people were making comparisons to the Dust Bowl of the 1930s. Farmers gave up on wilted corn crops. Uncontrolled wildfires burned in ten states.

Half a year later, drought conditions are still nearly as bad. According to the U.S. Drought Monitor, 52 percent of the country suffered from drought conditions in mid-March.



U.S. Drought Monitor map for March 19, 2013

Much of the Great Plains region is in severe, extreme or exceptional drought conditions.

Climate scientists predict that climate change will cause precipitation to come increasingly in major bursts that do not saturate the soil or replenish groundwater.

## Soiland Company Is a Leader in Industrial Recycling

Making useful products from discarded materials is a key element of greenhouse gas reduction. One company that has been successful in diverting waste from the landfill and giving it new life is Soiland Company.

Started in 1962 as a pipeline contractor, the company has evolved into a producer of rock, mulch, and other products for construction and landscaping. Many of their products are made from waste materials from construction sites, landscape maintenance, and farms, as well as the skins and seeds from crushed wine grapes.

Contractors deposit materials at disposal yards in Cotati and Sonoma. Customers pick up products ranging from bags of compost to dump trucks full of gravel at three locations around Sonoma County.

The company recycles 100,000 cubic yards of construction waste and 80,000 cubic yards of organic waste every year—enough to fill a freight train nine miles long.

“We need to close the loop where we can,” said company President Mark Soiland. “What used to be called waste is really source material for building roads and installing landscaping.”



One new and innovative process that Soiland Company has incorporated into its operations is recycling asphalt shingles. Roofers dump old shingles, and the company grinds them up to make hot mix asphalt. According to U.S. EPA, this reduces emissions associated with asphalt production by 83 percent.

Soiland Company has diverted 18,000 tons of shingles from the landfill.

## DO SOMETHING

### SIGN UP FOR WeGo RIDESHARING

Thank you for your support that has enabled us to help create WeGo Ridesharing—an exciting new program that makes it easy for people to share rides. Now it's time for you to participate.

Whether you are commuting in a regular pattern or taking one-time trips, you can fill the empty seats in your car or let someone else do the driving. You can save money, reduce your carbon footprint, and meet new people. Best of all, you will be part of a community creating a new way to get around that can spread throughout the world.



Here's how to participate:

1. Sign up at [wegorideshare.com](http://wegorideshare.com).
2. Create your ridesharing profile on the website or with the free “Avego” app for iPhone or Android.
3. Add your commute schedules and a photo of yourself in your profile.
4. “Like” WeGo Sonoma on Facebook to engage with the ridesharing community.
5. Refer your friends and earn referral bonuses!

A mobile phone is required to use the system. The software is currently optimized for iPhone and Android users, but basic cellphone users can participate as riders. The system tracks shared trips and electronically transfers a micropayment from rider to driver to offset the cost of driving. To facilitate rideshare community building, it also features a user rating system. For more information or direct assistance, contact the WeGo Sonoma team at:

[wego@climateprotection.org](mailto:wego@climateprotection.org).

Follow the WeGo Ridesharing blog to learn about transportation issues and how ridesharing can help:

[wegosonoma.tumblr.com](http://wegosonoma.tumblr.com)



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**New Team Members**  
**CPC welcomes Chris Call & Amie Glass**

Chris Call took over as treasurer this January. Chris is a partner with the firm B2B CFO, a national part-time CFO firm, and advises emerging businesses on financial matters. A CPA with 30 years experience in the areas of finance and accounting, Mr. Call also owns and operates Anytime Fitness of Windsor. In addition, he holds a real estate license and is an arbitrator for the American Arbitration Association.



Chris Call

We are pleased to welcome Amie Glass on staff to oversee two pilot programs on energy efficiency. Amie is a Santa Rosa native with over 15 years of experience in sustainability program development and marketing. She is also the Community Relations Director for the Sustainable Enterprise Conference and an associate with CircadiaOne, a sustainability consulting firm. Prior to this, Amie managed Sonoma County's Green Business Program and the Leadership Institute for Ecology and the Economy Fellows Network.



Amie Glass