



Annual Report for 2012



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Climate Protection Campaign creates model programs to reduce greenhouse gas emissions for communities everywhere.

Mission: To inspire, align, and mobilize action in response to the climate crisis. We work with business, government, youth and the broader community to advance practical, science-based solutions for significant greenhouse gas emission reductions.

# Creating Model Programs

Our work has never been more important as Congress remains gridlocked and international negotiations are deadlocked. We are proud to be incubating real solutions to the climate crisis and spreading them to other communities.

Last year was a big one. Community Choice energy took a giant step forward with the legal creation of the Sonoma Clean Power Authority. This program will buy and generate electricity for businesses and residents. It will prioritize local renewable sources that create jobs while reducing greenhouse gas emissions. Sonoma Clean Power has received national attention and can serve as a model for the many communities now considering Community Choice.

Starting in 2005 we identified Community Choice as the top measure under local control for cost-effectively producing significant emission reductions. We are thrilled with the progress. The research, due diligence, and public education are about to pay off.

Another local program we are incubating that has the potential to spread nationally is WeGo Ridesharing. It uses a new smartphone app to link and incentivize riders and drivers to share rides. After fixing the kinks in the software and working with a team of beta testers, the program is now in expansion mode. Other communities are taking what we have developed to create their own programs.

One of our programs that is already expanding is Pay As You Save<sup>®</sup> financing for energy and water efficiency upgrades. A pilot program in Windsor is showing very promising results. PAYS is now expanding to other Bay Area communities.

We will continue to develop exportable programs, make them work, and spread them far and wide.

Thank you for the support that makes our work possible.



Kathy Goodacre  
President



Ann Hancock  
Executive Director

# Renewable Energy



**Community Choice energy programs can reinvent the electric utility industry by enabling electricity to be traded from building to building and by generating nearly all of our power locally.**

Climate Protection Campaign has been working on Community Choice Aggregation since 2005. These programs buy and generate electricity as alternatives to the traditional utilities, and are able to focus on clean, local power.

This past year Sonoma County's version, known as Sonoma Clean Power, took major steps forward. In April, the Sonoma County Water Agency Board voted unanimously to produce an Implementation Plan, a legally required document that serves as the business plan for the program. In December the board voted unanimously to create the Joint Powers Authority that governs the new legal entity. Sonoma Clean Power

was officially born. It is now in a year-long startup phase.

At least twelve other California communities are investigating the establishment of Community Choice programs. We continue to manage a statewide network of Community Choice advocates and have begun to get more deeply involved in some of those debates. Once the model is successful in several prominent areas, we expect it will take off quickly across the country.

Last year, we also helped convince Gov. Jerry Brown to veto legislation that would have made it difficult to establish new Community Choice programs.

# Energy Efficiency



**Early results of a pilot energy and water efficiency program may herald a marketing breakthrough. Other communities are primed to follow suit.**

The most cost-effective solution for lowering emissions is to tackle the huge amount of energy wasted in buildings and water systems. The challenge is motivating people to make the needed changes. Early results of an approach from our Community Climate Action Plan seem to be demonstrating a breakthrough.

A pilot program called Windsor Efficiency PAYS® went live last year. Customers save money by making home improvements such as installing high efficiency clothes washers and ultra low-flow toilets and showerheads — with no out-of-pocket cost. Participants can also replace their thirsty turf with

drought-resistant landscaping — the single most important water saving action you can take.

The “Pay As You Save” program enables people to pay for upgrades to their buildings through a surcharge on the water bill and an assurance that the savings will be greater than the surcharge. Pre-screened products at special prices, certified contractors, and quality assurance deliver an offer that works.

Since the launch of this award-winning program in Windsor, funding has been secured from the California Public Utilities Commission to spread the model to other Bay Area jurisdictions.

# Transportation Innovation



A new program that links riders and drivers into shared rides is creating a community of people who are leaving their cars at home.

Congestion, parking, and rising gas prices are propelling commuters to seek transportation options. The Climate Protection Campaign is working with Avego, an Ireland-based tech startup, to refine a new smart phone app that pioneers a way for commuters to connect with each other to share rides and the cost of driving.

The WeGo Ridesharing program got underway in 2012. To recruit users, we are working with major employers and schools to help them market the program to their employees and students. The program gives commuters more transportation choices while reducing greenhouse gas emissions, saving money, and helping people meet

each other and participate in a sharing economy.

Ridesharing is more flexible and convenient than traditional carpooling because it allows users the choice to ride with anyone in the system at any time.

We are working with partners in Sonoma, Marin, and Contra Costa counties to create a community of people sharing rides. As we create a critical mass of commuters using the system, drivers are able to fill their empty seats and riders are able to leave their cars at home.

This program is the first of its kind, and has the potential to spread across the country and around the world.

# Empowered Students



**Young people have a clear interest in the future of the planet. They need the inspiration, a sense of power, and the tools to take action.**

Climate Protection Campaign's ECO2school program is an award-winning student commute project that reduces greenhouse gas emissions and saves transportation costs. The program helps high school students develop leadership skills and builds their resolve and confidence to reduce greenhouse gas emissions.

Nearly all school transportation programs are geared toward elementary schools, so this successful high school program has attracted attention. Program Manager Amy Jolly consults with school districts and was named to a panel to help write climate change education materials for the U.S. EPA.

Students participating in ECO2school start by calculating the emissions produced by the commutes of their fellow students. They then roll out a public education campaign urging fellow students to walk, bike, and carpool to school. When that is complete, they assess the impact of the education campaign on student commuting and emissions.

As part of the program, last year we developed a new online trip-tracking program where students can earn medals and prizes while logging green miles and tracking the carbon they save.

# Garbage Solutions



**We set the example for minimizing methane emissions produced from solid waste by keeping organic material out of landfills.**

When paper, food, and other organic waste is buried in a landfill, it creates methane – a greenhouse gas that is 25 times more potent than carbon dioxide. Preventing organic material from being landfilled is an important greenhouse gas emission reduction strategy.

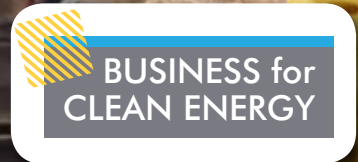
On average, Americans recycle 34 percent of their waste. California's rate is much higher – 65 percent – but still has room for improvement. Communities can divert 80 percent or more of their waste from landfills toward new uses.

Since November 2009 the Climate Protection Campaign has convened

a diverse group of stakeholders to develop solutions for the solid waste sector. The group includes business, government, and community representatives who together are tackling the technical, financial, and political complexities inherent in the solid waste system. This work is paying off with a pending agreement for a public-private partnership that includes enforceable benchmarks for using organic material to produce compost or energy.

We also conducted market research that evaluated the best ways to convince people to put food waste in the green curbside bin.

# Business for Clean Energy



**The transformation to a clean energy economy provides a platform for companies to innovate and create jobs while reducing pollution.**

The business community in much of the country is largely opposed to taking action to address climate change. Fortunately there are many companies in California demonstrating that mainstream businesses can be on the right side of this debate. Harnessing business voices in support of climate solutions changes the political equation, especially given the clout business has in innovation and policymaking.

Climate Protection Campaign created the Business for Clean Energy program to bring businesses together around three fundamental principles:

- Action is needed on the climate crisis to avoid devastating impacts to the economy.

- Better coordination can help companies take advantage of opportunities for clean energy development.
- Regulations and incentives are necessary parts of the puzzle, but greenhouse gas reduction measures will expand much faster if doing the right thing makes good business sense.

We are proud to be allied with businesses that understand the importance of being leaders in the transition to a clean energy economy. Success breeds success, and sharing best practices from one community to another can elevate clean energy solutions at the speed and scale needed to address the climate crisis.

# Thank You

**The work of the Climate Protection Campaign is only possible with the generosity of many wonderful supporters. We thank our partners for their contributions in 2012.**

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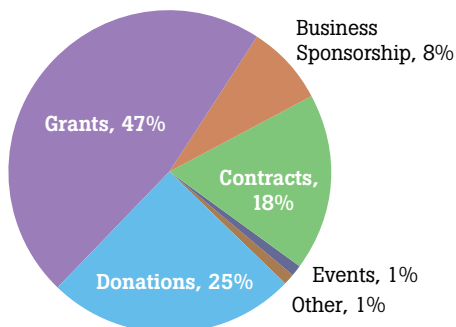
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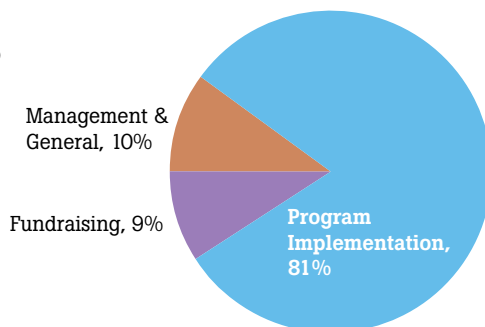
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