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from Sonoma County to California, and beyond.  
Local action moves the world!



Educating the youth  
climate leaders of  
tomorrow



Accelerating  
the electric  
transportation  
revolution



Expanding  
Community Choice  
in California



Engaging  
business in green  
energy solutions



Advocating  
for emission-  
reducing policies

## ACCELERATING CALIFORNIA'S CLEAN ENERGY REVOLUTION

By Ann Hancock, Executive Director



Community Choice energy gives local jurisdictions control over decisions about the source and price of their electricity. It empowers communities with choice, competition, and the ability to move more quickly toward clean energy.

Across California, increasing numbers of communities are embracing Community Choice to enhance local economies, strengthen energy resilience, and reduce greenhouse gases.

If all of the communities currently exploring programs launch as anticipated, **about 60 percent of eligible Californians – or 17.6 million – could be served by Community Choice by 2020.** The rapid pace of adoption of this new energy model, just ten years from the time Marin Clean Energy went live, is a clear endorsement of the many benefits offered by local, clean energy.

From a climate protection perspective, the impact of this transformation is huge. If results are similar to those of Sonoma Clean Power, then we have a lot to look forward to. In 2014, SCP realized a **48 percent reduction in greenhouse gas emissions** relative to PG&E's last reported data from 2013.

San Jose, which will be the largest jurisdiction to offer Community Choice (1 million people), just voted to fund a technical study. The Center for Climate Protection has been actively involved in San Jose's progress toward Community Choice, working closely with local residents, businesses, and elected officials for the past three years. It is a huge success to see this influential, tech capital moving forward. Onward!

Date service began/will begin	Program	Population of area served/to be served
2010	Marin Clean Energy (MCE)	261,000
2014	Sonoma Clean Power	488,000
2013–2015	MCE adds Richmond, Benicia, El Cerrito, San Pablo, Napa Co. (unincorporated)	220,000
2015	Lancaster Choice Energy	161,000
2016	CleanPowerSF	852,000
2016	Peninsula Clean Energy	759,000
~2017	MCE adds interested entities from Napa and Contra Costa Counties	428,000
2017	Silicon Valley Clean Energy	600,000
~2017	San Jose	1,016,000
~2017	Alameda County and cities	1,535,000
~2017	Davis and parts of Yolo County	120,000
TBD	LA County & cities	5,800,000
TBD	Monterey, Santa Cruz, San Benito Counties	750,000
TBD	Santa Barbara, San Luis Obispo, Ventura Counties	1,500,000
TBD	San Diego County and cities	3,263,000
Total population of communities with/launching/exploring CCA		17,753,000
California population (38,800,000) - 25% served by MUDs		29,100,000
Total percent eligible population to potentially be served by CCA by 2020		<b>60%</b>

## CPX CLEAN POWER EXCHANGE

Online tool to spread Community Choice success

By Niki Woodard, Communications & Marketing Director



Today, clean energy is a \$1.4 trillion dollar global industry – almost twice the size of the airline industry. Community Choice energy is a tool that facilitates the growth of the clean energy economy while helping communities more quickly achieve their carbon reduction goals. It also ensures that everyone, not just those with the resources to buy solar panels, can be part of the clean energy revolution.

**To support the adoption of Community Choice across California, the Center for Climate Protection created the Clean Power Exchange (CPX).** CPX is an online hub of information, resources, and conversation for those interested in Community Choice energy – whether as a consumer, community advocate, elected official exploring the option, or an agency already serving customers with clean, competitively-priced local energy.

Having spearheaded the process to bring Community Choice to Sonoma County, and having spent the last several years working in San Jose and beyond, we are poised to make a big impact throughout California. We can add value to the Community Choice movement by sharing our lessons learned and inviting a growing partnership of local government, business, and community members to join the conversation.

The benefits of Community Choice are clear, and so are the hurdles. CPX provides resources to help communities navigate the hurdles.

Given the impacts of climate change, we must accelerate the adoption of clean energy and other emission-reducing programs and technologies, to leave our children and grandchildren a sustainable energy system that supports future prosperity.

Visit [www.cleanpowerexchange.org](http://www.cleanpowerexchange.org) to get involved.



## CLEAN ENERGY ECONOMY SYMPOSIUM A HUGE SUCCESS

By Barry Vesser, Deputy Director



Innovation, inspiration, and camaraderie emerged as themes defining the Center for Climate Protection's second Business of Local Energy Symposium, held March 4, 2016. Titled "Creating

the Clean Energy Economy," the Symposium's keynote speakers and panel discussions focused on Community Choice energy and how to *optimize competition and choice for significant greenhouse gas reduction, energy resiliency, and local economic gain.*

The event was held in San Jose, California's technology innovation hub. It attracted a sold-out crowd of 350 people from all over California, including 48 speakers who discussed Community Choice from diverse perspectives and areas of expertise.

More information: [www.climateprotection.org/symposium-2016](http://www.climateprotection.org/symposium-2016)

Stay tuned for details about our next Symposium.



CEO panel: Dawn Weisz, Marin Clean Power; Geof Syphers, Sonoma Clean Power; Cathy DeFalco, Lancaster Choice Energy; Ann Hancock (moderator), Center for Climate Protection

### What Symposium attendees said about the event:

*"A blueprint for the world!"*

*"I learned so much that I can bring back to my county as we investigate CCAs."*

*"The work of not-for-profits like CCP and all of the CCAs is driving innovation in energy choice and technology finance - NOT Wall St."*

## COMMUNITY CHOICE IN THE CENTRAL VALLEY

By Woody Hastings, Renewable Energy Manager



Thanks to the generous support of the Reva and David Logan Foundation, the Center for Climate Protection has begun work in the Central Valley to introduce communities to the economic and environmental benefits of Community Choice.

"We look forward to seeing results that will help California communities achieve clean energy solutions in another step toward helping us all realize a sustainable future," said R. Alden Feldon, Board director of the Reva and David Logan Foundation and former CCP staff member.

To begin the project, the Center conducted surveys in both English and Spanish to assess public opinion about clean energy, local energy, and climate change. *Preliminary results demonstrate that the overwhelming majority of people in San Joaquin, Fresno, and Tulare Counties care deeply about these issues.*

We look forward to working with the elected officials and the business community in California's heartland to raise awareness about solutions that can boost local economies, democratize energy, and reduce greenhouse gases.



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## UPDATES HIGHLIGHTS & ACHIEVEMENTS:

### ECO2SCHOOL

- » ECO2school is expanding this year to schools in Silicon Valley (in partnership with the Silicon Valley Bicycle Coalition) and San Francisco (with support from the Kimball Foundation and San Francisco Foundation).
- » The program welcomed Korean educator Dr. Choi, who will use a Korean translation of the ECO2school manual to train teachers in climate education.
- » The fall campaign to reduce transportation emissions saved 22% more GHGs than the previous year. More students have participated in emission-reducing activities than ever before, not yet including the annual 10-day carbon reduction "ECO2school Challenge" in April.

### RENEWABLE ENERGY

- » The Center championed the development of Community Choice in San Jose and supported multiple efforts across California.
- » We presented on several Community Choice energy panels across the state, including in Visalia as part of the Center's new Central Valley focus.
- » Solar Sonoma County helped collect and distribute thousands of petitions to protect small-scale rooftop solar. Learn more: [www.solarsonomacounty.org](http://www.solarsonomacounty.org).

### ELECTRIC VEHICLES

- » Sonoma County has more than 3,000 EVs on the road – nearly 1% of all cars.
- » New charging infrastructure continues to be deployed throughout the County, advancing our goal to make EV chargers as ubiquitous as gas stations.
- » To meet our climate goals, we must replace more than 100,000 gas vehicles with EVs by 2030. The Center continues to formulate plans, policies, and alliances to facilitate this goal.

### BUSINESS FOR CLEAN ENERGY (BCE)

- » BCE membership has grown 21% since January 2015, up to 70 businesses that are leading the clean energy economy.
- » BCE members are at the cutting edge of climate-protecting innovations. Networking breakfasts, collaboration, and knowledge-sharing events accelerate the pace of innovation. Join us: [www.climateprotection.org/bce](http://www.climateprotection.org/bce).



Chris Casciani, Youth Advisory Board member and Montgomery High School junior, shares an inspiring message at the Youth Environment & Sustainability Conference.



Geoffrey Smith, CCP, helps deliver thousands of petitions to the state Capitol.



Brad Heavner, CALSEIA, presents about the future of solar to BCE members at a recent breakfast event.

## MAKING A PROFOUND IMPACT

By Kristin Berger, Development Director



Steve Birdlebough and wife Sally Davis are supporting and accelerating the critical transition to a clean energy future.

Steve Birdlebough recently told the Center for Climate Protection, *"Our gift is a small fee for a very large service. We don't know what we'd do without you. Sonoma County is a climate leader because of your climate work over the years."*

Steve and Sally have long invested in their communities and beyond. Steve is passionate about air quality, tirelessly advocating for expanded public transportation. Sally is dedicated to helping minorities, the disabled, and the homeless.

By supporting CCP, Steve and Sally are investing in clean energy solutions that can sustain all life. As a 5-5-5 club member, they are part of a growing group who commit to supporting our strategic plan over the next five years: securing a low-carbon future by impacting 5 million people's relationship with energy, at a cost of \$1 per person.

Please join Sally and Steve by partnering with the Center for Climate Protection to expand our impact and reduce emissions in California today.

**DONATE TODAY!**

