

We are

TRANSFORMING

people, California, and our future

Annual report 2016 – 2017



www.climateprotection.org



center for
climate
protection

IMPACTS

Program impacts this year in California



375+ leaders

in government, business, and community
convened to accelerate California's shift to a
clean energy economy



THE BUSINESS OF
LOCAL ENERGY
SYMPOSIUM

11,000+ students

reached through ECO2school



170+ customers

assisted with going solar through
Solar Sonoma County



Community Choice Energy impacts by 2020

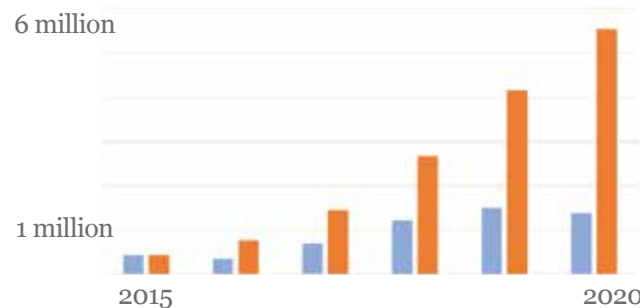


~\$6 Billion per year
transferred from corporate to local control



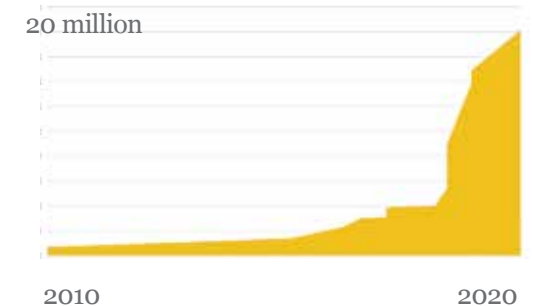
\$190 million

saved by Community Choice Energy
customers per year



5.5 million metric tons

greenhouse gas emissions avoided



18 million

Californians served



Transforming lives

About twenty years ago when I worked as a real estate broker, I pictured my tombstone and it said, “sold houses.” This was a defining moment for me. I told myself, “This is not why I walk the face of the planet,” and resolved that my life would be worthy of my brief moment in time.

I am grateful every day to work at the Center for Climate Protection with the board, staff, and extraordinary beloved community of allies and supporters.

At the Center for Climate Protection we transform our energy system and reduce greenhouse gas emissions by marrying powerful solutions with powerful advocacy. This report highlights some of our inspiring achievements as well as the people making them happen.

Ann Hancock, Co-founder and Executive Director



Transforming California and our future



Hundreds of countries, cities, and states including California countered the denial coming out of the White House with pledges to uphold the Paris Climate Accord and lead with bold action.

The Center for Climate Protection is part of the action. We spread powerful solutions throughout the state. Our solutions significantly reduce greenhouse gas emissions at a pace and scale commensurate with the need. Our work to accelerate Community Choice Energy is the perfect example.

Together we are transforming people, California, and our future.

Jane Bender, Board President



Transforming the energy sector



The Center for Climate Protection presented the third annual Business of Local Energy Symposium in Long Beach on May 5th, 2017. The excitement was palpable as nearly 400 government, business, and community leaders came together to accelerate California's shift to a clean energy economy. Fifty-five speakers addressed a variety of topics from Community Choice Energy best practices and programs, to energy policy, regulations, markets, and evolving technologies.

Symposium highlights

- Michael Picker, President of the California Public Utilities Commission, acknowledged that Community Choice has changed the state's energy landscape. He challenged Community Choice agencies to switch out fossil fuels for renewables in transportation and water heating.
- Senator Kevin de León described California's commitment to lead – to oppose Trump administration attempts to thwart climate and clean energy momentum, and to create a road map for the rest of the country to follow.
- Community Choice leaders expressed strong support for distributed energy resources like solar, storage, smart controls, microgrids, efficiency, and demand response. They bolstered the case that these strategies reduce emissions, contain costs, and increase the resiliency of the grid. They agreed that Community Choice programs are ideally suited to lead the way on creating this distributed approach to the 21st Century energy system.



Transforming business



Business drives innovation and plays a crucial role in addressing the climate crisis. This is why we created our Business for Clean Energy program. It provides a network and resources to support members in incorporating sustainability into their businesses. It also supports research and advocacy for clean energy policies. Our quarterly breakfast meetings keep members abreast of climate and energy policy developments and provide them a forum to learn from one another's sustainability initiatives.

Top left photo: Senate President Pro Tempore Kevin de León speaks at the Business of Local Energy Symposium, May 2017. Bottom left photo: A panel at the Business of Local Energy Symposium discusses how Community Choice addresses environmental justice issues.



Spreading solar solutions



Over the last year our Solar Sonoma County program has:

- Assisted 170 customers to go solar on their homes and businesses with our free service
- Recruited and qualified a cadre of 12 local, reliable solar contractors to whom we refer customers
- Produced a “State of Solar in Sonoma County” report which documented the significant growth of renewable solar energy and made recommendations on accelerating its adoption
- Offered Solar House Parties as a fun, friendly way for neighbors to learn about saving money and lowering greenhouse gas emissions
- Worked with a united front of solar groups and commercial and governmental stakeholders to advocate for state legislation and policies that advance solar



center for
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Electrify everything

KEY CLIMATE STRATEGIES ARE ALREADY CLEAR

We must:

- Accelerate the amount of renewable energy feeding the electric grid while phasing out reliance on fossil fuels such as natural gas
- Use clean electricity to meet transportation and building energy needs such as water and space heating
- Add storage to harvest solar and wind power when there's excess, and feed it back into the grid when the sun is not shining and the wind is not blowing

Community Choice Energy agencies are advancing these strategies and enabling their customers to go 100% renewable in their homes, businesses, and vehicles.

Transforming the San Joaquin Valley

Thanks to the generous support of the Jonathan Logan Family Foundation, the Center for Climate Protection continues its work through our Clean Power Exchange program to establish Community Choice Energy in the San Joaquin Valley. In 2016, we laid the foundation with key community stakeholders and leaders, and we conducted surveys of hundreds of voters. According to this survey, supermajorities in San Joaquin Valley want energy choice, clean power, and greenhouse gas reductions.



“When I became a mother, I started to care more about my health and environmental justice. In partnering with the Center for Climate Protection, I’ve been laying the groundwork for Community Choice Energy to improve air quality and the inequities here in the San Joaquin Valley.”

*-Dolores Barajas-Weller (right)
Director, Central Valley Air Quality Coalition*





Transforming San José

The City of San José, the tenth largest city in the country, voted unanimously on May 16, 2017, to move forward with Community Choice Energy. This was the culmination of four years of work in Silicon Valley by the Center for Climate Protection.



“Hearing Ann Hancock speak about Community Choice Energy was a pivotal moment for me. I thought to myself, “That is how I want to take climate action during my retirement.” And now, through the work of San José Community Energy and the Center for Climate Protection, we’ve been able to influence the climate actions of a city of a million people without them having to change any of their habits.”

-Ruth Merino (left), Chair and Co-founder, San José Community Energy



Ruth Merino, spotlighted (see orange arrow), at the July 23, 2014, community meeting in Sunnyvale where she first heard Ann Hancock speak about the benefits of Community Choice Energy.



Proving the benefits of distributed energy resources

The Center for Climate Protection is proud to be working with the support of the California Energy Commission on a team project that includes MCE Clean Energy, TerraVerde Renewable Partners, Pathion, and the Association for Energy Affordability. The project integrates high-efficiency heat-pump water heaters, LED lighting, energy storage, solar, insulation upgrades, methane capture, and electric-vehicle-charging at three pilot sites in MCE territory. The project is designed to be replicable by other local governments and Community Choice agencies. Completion is expected by early 2019.

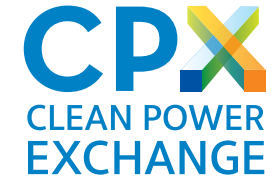


Left: Ruth Merino stands in front of the San José City Hall. Below: Ann Hancock addresses the San José City Council before their Community Choice Energy vote. (Facebook post of streaming video from the May 16, 2017 council meeting)



Transforming California

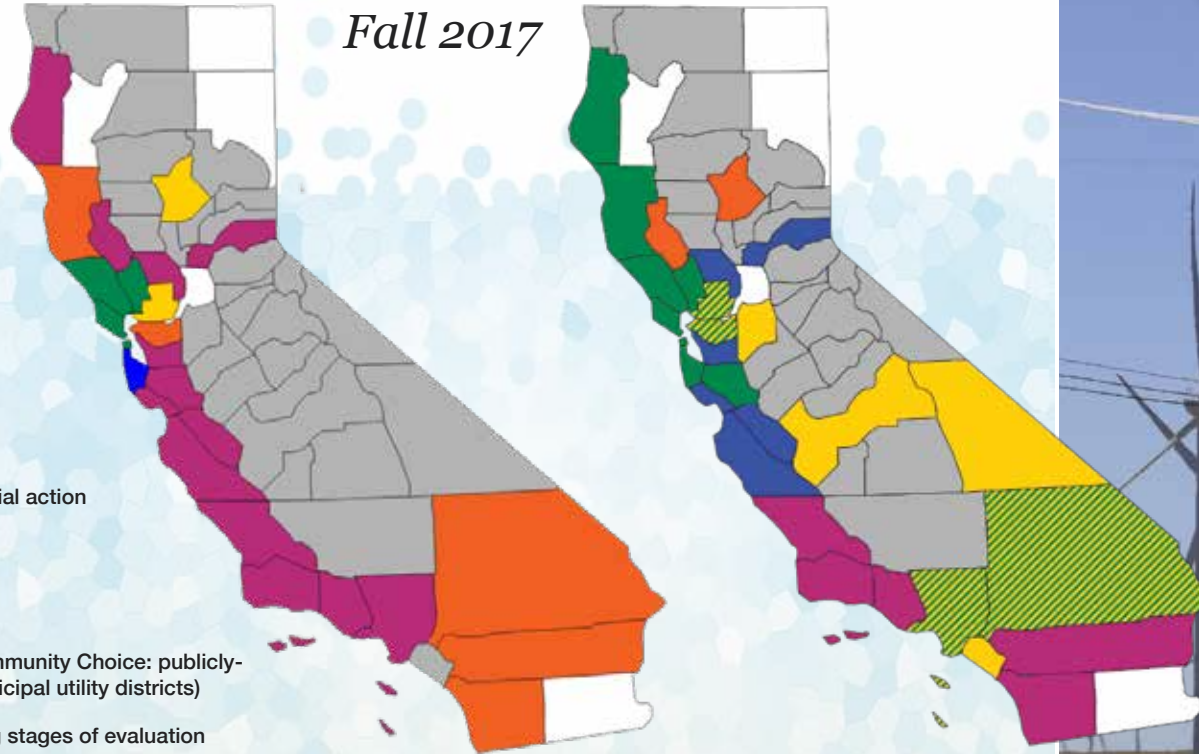
www.cleanpowerexchange.org



Fall 2016

Fall 2017

-  CCA program launched; or, jurisdiction has joined existing CCA program
-  Local government has received CPUC certification for implementation plan and has set target launch for services
-  Local government has invested resources in formal evaluation
-  Local government has taken official action
-  Earliest stages of exploration
-  Eligible but no activity
-  Ineligible service territory for Community Choice: publicly-owned utility (also known as municipal utility districts)
-  Local governments are at varying stages of evaluation



Clean Power Exchange accelerates the transformation.

In 2005, the Center for Climate Protection identified Community Choice Energy as one of the most powerful measures under local control to significantly reduce greenhouse gas emissions at lower rates than the investor-owned utilities.

In 2016, we created the Clean Power Exchange program to enable localities to establish Community Choice Energy programs at a faster pace. Clean Power Exchange provides online resources, webinars, original reports, free e-newsletters, and an interactive map that shows the Community Choice status of every California city and county.

Clean Power Exchange is helping to change the structure of California's electricity system – from one based on big, centralized fossil energy power plants and long transmission lines, to one based on local, distributed, renewable energy. The new system will be more like an internet of energy.



Transforming youth with ECO2school



The Center for Climate Protection's ECO2school program builds youth leaders and inspires students to take action for immediate greenhouse gas emission reductions. The program promotes long-term personal and community action.

The Center for Climate Protection has worked with high schools across Sonoma County since 2003 to engage students in hands-on service learning projects. We teach students analytical thinking and leadership skills. Our lessons promote healthy living, safe and low-carbon commutes, traffic decongestion, and improved air quality for the entire community.

Above: ECO2school students make a work plan for the year. Below: Students lobby in Sacramento for climate solutions on Youth Advocacy Day. Right: Students participate in Walk and Roll to School Day.

ECO2school highlights

- Sonoma County - ECO2school worked in 12 high schools and reached over 11,000 students, of which more than 7,000 participated in at least one behavior change action. As part of this effort, ECO2school leaders encouraged their peers to use active modes of transportation for their school commutes.
- Bay Area - Through partnerships with the Silicon Valley Bicycle Coalition in the South Bay, and Hunter's Point Family in San Francisco, we reached four high schools, two in each community, and provided education and encouragement to more than 800 students.





Raising consciousness

“I come from a family that was not very environmentally conscious. However, being a part of the Center for Climate Protection’s ECO2school program and the Youth Advisory Board has helped my awareness grow, and this has helped me to pass that knowledge onto my family, friends, and beyond.”

*-Shivani Kumar (left)
ECO2school Youth Advisory Board
Member, Analay High School*



ECO2school's Youth Advisory Board

Students who are passionate about making positive change join our Youth Advisory Board where they develop their leadership skills. Youth board members guide the ECO2school program, organize and speak at events, and provide a youth perspective to the larger community of climate activists. As an indicator of achievement, 70 percent of youth board members gain entry into their first-choice college.

Youth Advisory Board highlights:

- Organizing the annual **Green Teen Gathering** where about 80 high school students from throughout Sonoma County come together with local community organizations to network and exchange information on how to improve sustainability on their school campuses
- Presenting at the annual **Youth for Environment and Sustainability Conference** where hundreds of students from throughout the San Francisco Bay area explore climate solutions
- Learning from young professionals in climate and energy-related fields who discuss education and career pathways at ECO2school's **Green Career Pathway Mixer**
- Traveling to Sacramento and meeting with legislators and staff to share their views about policy and legislation during **Advocacy Day**

Top right: Students from Hunters Point created and submitted a video for the Center's Climate Solutions video contest (from a Facebook post). Bottom right: ECO2school students enjoy a clean commute to school.





Training leaders

“I’ve always loved nature and wanted to protect it. Through the Center for Climate Protection, I’ve had many opportunities to speak in front of multitudes of people about climate solutions. This has helped me to push my limits and branch out. Being a part of the Center’s youth program has cemented my commitment to climate action leadership.”

*-Chris Casciani (right)
ECO2school Youth Advisory Board Member,
Montgomery High School*





Deepening understanding and commitment

“As an adolescent, I did a tree planting at school. This simple experience planted a seed in me about the significance of the environment. However, it wasn’t until ten years later when I joined the Board of Supervisors that I really began to understand what humanity is doing to our planet. Now as a member of the Board at the Center for Climate Protection, I have further deepened my commitment to climate action as an advocate for clean energy policies at the local and state level.”

*-Efren Carrillo (left)
Board, Center or Climate Protection,
Former County Supervisor*



Transforming California policy

Earlier this year, California Senate Bill 775 (SB 775) presented a huge opportunity to institute Cap and Dividend, a policy the Center for Climate Protection has supported for over a decade. SB 775 would have revamped California's Cap and Trade system. Among the many proposed changes, SB 775 designated that revenues created from the sale of the emission permits would have gone back to Californians in the form of dividends to help offset rising energy costs. We jumped on this opportunity, joined with other organizations that supported it, and hired a lobbyist to work in Sacramento to support the bill.

SB 775 was swept aside by a competing bill favored by the Governor that included many giveaways to the fossil fuel and agriculture industries. While disappointed, we recognize the importance of showing bipartisan support for climate legislation in a polarized country. Cap and Dividend remains our preferred solution for quickly and equitably slashing carbon emissions to scientifically defensible levels.

In addition to legislation, the Center for Climate Protection worked to affect policy at the California Public Utility Commission (CPUC). Our report this year on "exit fees" highlights the problems of the CPUC's current system for determining the amount California ratepayers are charged by private utilities when they depart as customers. These exit fees are a crucial issue for Community Choice Energy programs because they impact rates and competitiveness.



(From a Facebook post when California Senate Bill 775 was introduced)

The Center for Climate Protection depends on the extraordinary generosity of the following individuals, foundations, government agencies, and businesses. We acknowledge their financial support received during the July 1, 2016 - June 30, 2017 fiscal year.

* 5-5-5 Members

5-5-5 Club Members have pledged a 5-year financial commitment toward our \$5 million goal to advance Sonoma County's leadership in climate change solutions and impact 5 million people across California.

+ Climate Sustainers

These members make recurring monthly donations to increase their gift's impact and advance the Center for Climate Protection's mission.

Climate Heroes - \$25,000 & above

Anonymous *
Benjamin Colby, Appleby Family Foundation
Leslie & Mac McQuown
San Francisco Foundation

Climate Leaders - \$10,000 - \$24,999

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Climate Champions - \$5,000 - \$9,999

Richard Busse *
Martha Kowalick & Nick Allen
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Barbara Moulton & Tom Helm *
Larry Robinson & Cynthia Kishi *

Climate Defenders - \$1,000 - \$4,999

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Barbara and Howard Wollner

Climate Avengers - \$500 - \$999

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Mike Benziger
Bob & Heidi Burke
Efren Carrillo & Yolanda Alvarez
Jim Casciani
Holly Chapin
Climate Ride
Gwen & Nirmal Dhesi *
Todd & Marge Evans
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Randy Kenworthy
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Stacey & Scott Meinzen

Christina Oceguera
Margaret Spaulding
Greg Thomson +
Warren & Janis Watkins

Climate Contributors - \$250 - \$499

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Kristin & Tom Berger
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Drake Welch
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Marcin Whitman & Kate Symonds
Hugh Williams & Anila Roberts +

Climate Advocates - \$100 - \$249

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Nabeel & Hala Al-Shamma

Jeanne Alderson +
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Climate Friends - up to \$99

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Pamela Zimmerman
Greg Zitzer

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Camelbak

Supporting Sponsor - Silver Level

Guayaki
Mombo's Pizza
Straus Family Creamery

Supporting Sponsor - Green Level

World Centric
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Scarborough Financial Group
SolarCraft
TerraVerde Renewable Partners
The Energy Coalition
Willow Creek Wealth Management

Silver

ABB
Advanced Alternative Energy Solutions
Ascend Analytics
Beneficial State Bank
California Choice Energy Authority
Cary Fargo & Doug Schaeffer,
Vanguard Properties
CleanPower SF
Cory Maguire, Terra Firma Global Partners Inc.
Delphi
Financial Pathways
Green Building Control
Guayaki
Kaiser Permanente
Kenwood Energy
Liz Uribe, Wine Country Group
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Northern Pacific Power Systems
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Redwood Empire Stereocasters
REpower by Solar Universe
Sonoma County Growers Alliance
Sonoma Raceway
Straus Family Creamery

Summit State Bank
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WestCoast Solar Energy
Williams GeoAdventures
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Bronze

BikePartners.net Bike Shop
CalCCA
Environmental Pollution Solutions
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SolarWorks
Sonoma County Winegrowers
Sun Light & Power
Traditional Medicinals
TrimTab Media

Green

Ciel et Tierre
Green Building Architects
Simply Solar
Sol Solutions
Sustainvest Asset Management

Media Partners

Greentech Media
North Bay Business Journal

We have made every effort to confirm the accuracy of this list. We regret any omissions or errors.

If you would like to share a correction or discuss giving levels and other options, such as legacy gifts, please contact:
Stacey Meinzen
707-484-1815
stacey@climateprotection.org

Thank you!



Strategic Advisors

Peter Barnes, Co-founder, Working Assets
Dave Brennan, Former Sebastopol City Manager
Rick Brown, TerraVerde Renewable Partners
Jeff Byron, Former CA Energy Commissioner
Ernie Carpenter, Former Sonoma County Supervisor
Kimberly Clement, Attorney
Connie Codding, Developer
Joe Como, Former Director, CA Office of Ratepayer Advocates
Andy Ferguson, Communications
John Garn, Business Consultant
Elizabeth C. Herron, PhD, Writer
Hunter Lovins, President, Natural Capitalism Solutions
Alan Strachan, Developer
Greg Thomson, Pathion
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Shirlee Zane, Sonoma Co. Supervisor

Science & Technical Advisors

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John Rosenblum, Ph.D.
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Geoffrey Smith, Solar Sonoma County Coordinator
Jock Gilchrist, Assistant to the Executive Director
Woody Hastings, Renewable Energy Manager
Ross Markey, Renewable Energy Analyst
Kevin Anderson, ECO2school Coordinator
Amy Jolly, ECO2school Manager
Laurie-Ann Barbour, Administrative Manager
Laura Ibsen, ECO2school Coordinator
Stacey Meinzen, Communications Manager
Ann Hancock, Executive Director



Board

(left to right, top to bottom)

Efren Carrillo
Martha Kowalick (resigned July 2017)
Jim McGreen, Secretary
Larry Robinson
Jane Bender, President
Susan Thomas
Tim Holmes
Carl Mears
Jonathan Weintraub, CPA, Treasurer



Former staff make us proud

Kristin Berger

Kristin joined the Leakey Foundation as Development Director. The Foundation's mission is to increase scientific knowledge, education, and public understanding of human origins, evolution, behavior, and survival.

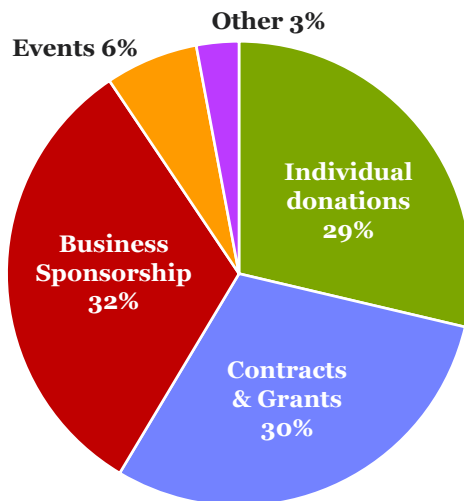


Niki Woodard

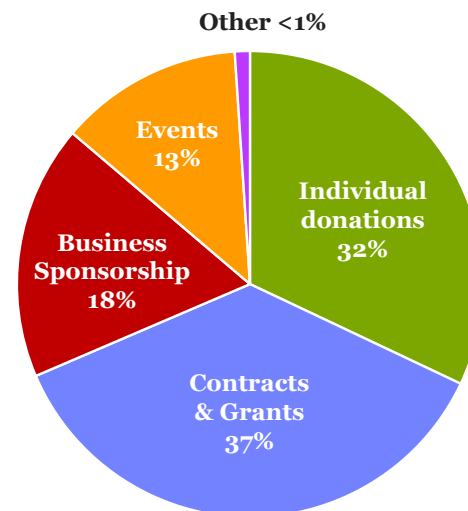
Niki is now a Governor-appointed Deputy Assistant Director at the California Department of Water Resources (DWR). DWR is responsible for managing and protecting California's water resources.

Revenue

FY 2016-2017
\$933,165



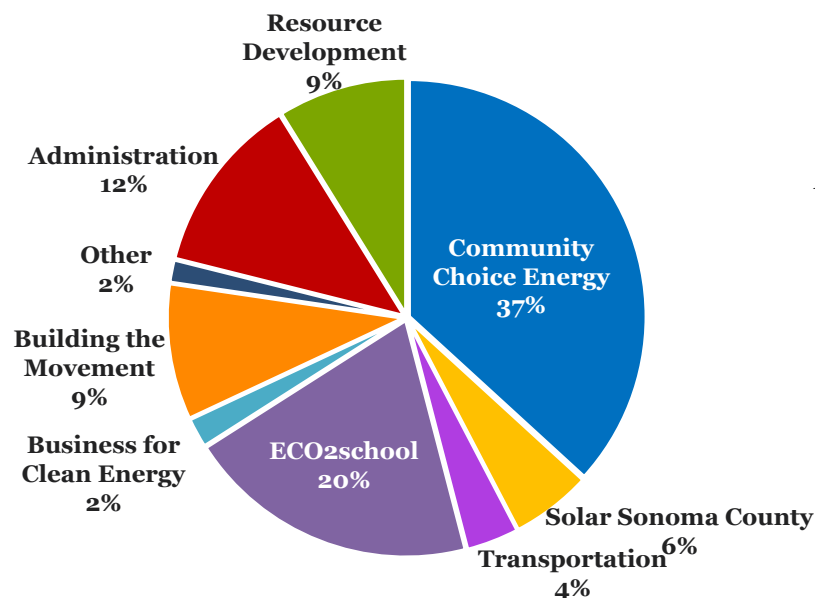
FY 2015-2016
\$975,605



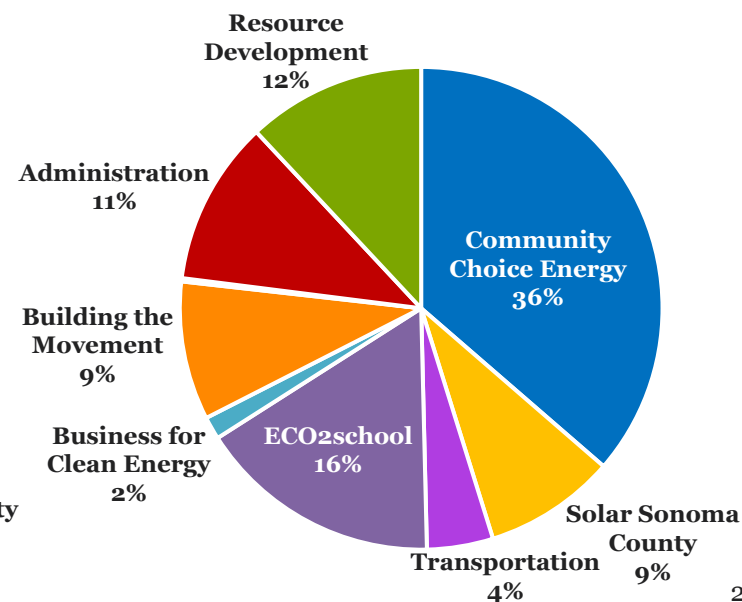
In FY 2016 – 2017 the Center for Climate Protection received the following support: \$267,695 from individuals, \$298,657 from businesses, \$278,972 in grants and contracts, \$60,284 from the symposium and other events and \$27,558 from other sources.

Expenses

FY 2016-2017
\$957,027



FY 2015-2016
\$887,144



Last year the Center for Climate Protection increased expenses from \$887,144 to \$957,027, partially drawing down on a grant that we received in 2015. CCP invested \$754,999 (79%) in emission reducing programs and \$202,028 (21%) in supporting and promoting programs.

This year CCP completed its first financial audit. More details on the audit and the financial information is available on request.



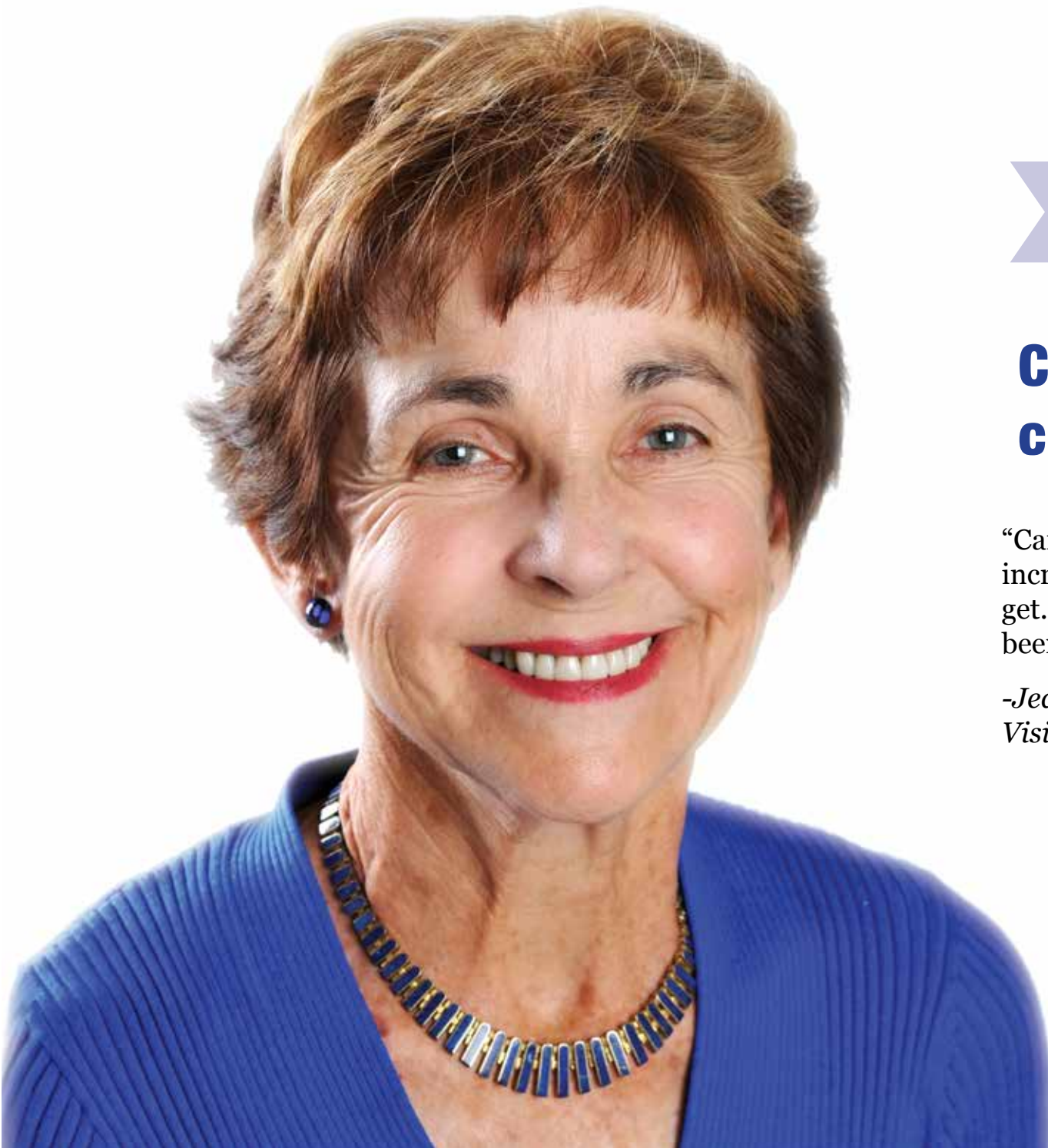
How to talk about climate change

“Breaking the social silence around climate change – getting people to really begin identifying with the issue and what it means is a crucial first step for individuals to effect change.” – Adam Corner, co-author of “Talking Climate”

According to research done by Erica Chenoweth, co-author of “Why Civil Resistance Works,” no civil change fails once it has achieved active and sustained participation of just 3.5% of the population. We are those people.

Effective climate communication:

- 1. Emphasize shared values** Remember that it’s about getting a dialogue started, not winning an argument.
- 2. Focus on shared concerns** Some words serve as a trigger to stop people from listening. Instead of using the words “climate change” or “global warming,” focus on shared concerns such as traffic, air, and water quality, and access to locally-produced clean electricity.
- 3. Be hopeful** Many people are overwhelmed by the size of the problem and feel despair. Focus on specific concrete actions over sweeping proclamations.
- 4. Become an advocate** Share the Center for Climate Protection’s e-newsletters and posts on social media.
- 5. Talk to your friends** Tell them about actions you’ve taken to protect the climate, and ask them what they think.
- 6. Contact the Center for Climate Protection** We can help. Visit www.climateprotection.org or call (707) 525-1665.



Committing to climate solutions

“Caring for the environment has become increasingly important to me the older I get. But, basically, I think it has always been in my DNA.”

*-Jean Schulz
Visionary supporter*



www.climateprotection.org

Actions you can take

Subscribe

1. *Subscribe* to the Center for Climate Protection bi-weekly newsletter – www.climateprotection.org.

Read

2. *Read* Inside Climate News, a Pulitzer Prize-winning non-partisan news organization – www.insideclimatenews.org.

Talk

3. *Talk* to at least one person once a week (family, friend, colleague) about climate change.

Write

4. *Write* a letter to the editor drawing attention to the climate issue and the need for concerted action.

Call

5. *Call* your local and state elected officials when a bill to reduce greenhouse gas is being considered.

Attend

6. *Attend* city council meetings and town hall meetings to speak up for climate-friendly programs and legislation.

Calculate

7. *Calculate* your carbon footprint at www.carbotax.org.

Ride

8. *Ride* your bike to work and on short trips around town. And be safe!

Power

9. *Power* your home with 100% local renewable energy.

Eat

10. *Eat* less meat.

Buy

11. *Buy* carbon offsets when you fly. www.carbonfund.org/individuals

March

12. *March*. Join in whenever there is a march drawing attention to the climate crisis.

Post

13. *Post* this where you will see it daily.