

POWER *with* PURPOSE

Annual report 2017 – 2018



center for
climate
protection

www.climateprotection.org

IMPACTS

Program impacts this past year in California

center for
climate
protection

400+ leaders

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



10,000+ students

reached through ECO2school



170+ customers

assisted with going solar through
Solar Sonoma County



Community Choice Energy impacts

4,720 jobs

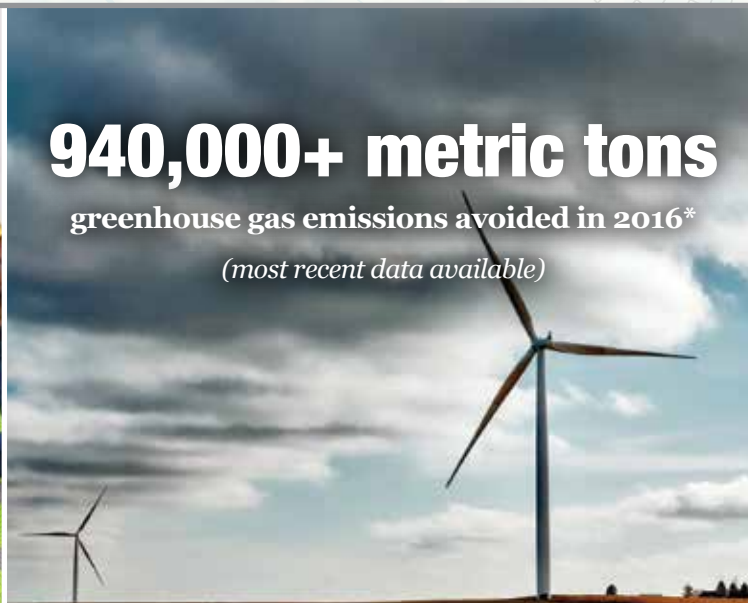
supported by Community Choice*



940,000+ metric tons

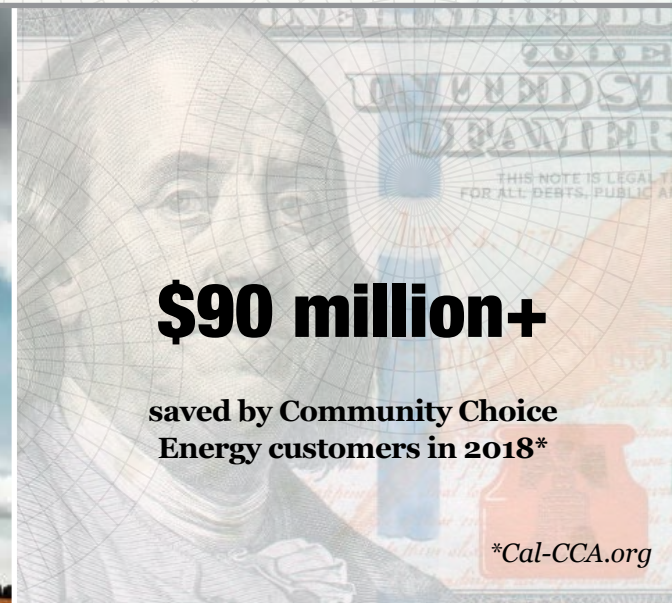
greenhouse gas emissions avoided in 2016*

(most recent data available)



\$90 million+

saved by Community Choice
Energy customers in 2018*



*Cal-CCA.org

Power with purpose at speed and scale

At the heart of our work is our purpose – to help create a positive future for ourselves, our children, and all life. To fulfill this purpose, we must reduce greenhouse gas emissions at **speed and scale** – big and fast – to reduce impacts such as catastrophic fires, floods, drought, and rising sea levels. Policies that unleash market forces to lower emissions are the most powerful solutions. They make it easier for everyone to make climate-friendly choices.

Community Choice Energy is the most powerful, politically-feasible, equitable, and cost-effective solution for local communities to reduce their greenhouse gas emissions. For this reason, the Center for Climate Protection has prioritized Community Choice Energy since 2005. The positive impacts of Community Choice Energy confirm the importance of prioritizing this solution.

Ann Hancock, Executive Director



Our power is growing



Power has a double meaning – the power that fuels our economy, and political power. In both senses, our power is growing. For example, there are more Community Choice agencies, businesses, customers, and advocates producing more energy, and flexing more political power. Solutions like Community Choice marry **power with purpose**.

Up next for the Center for Climate Protection is prioritizing emission reductions in the transportation sector, the biggest source of emissions in California and the U.S.

And we continue to develop youth leaders, our future world changers, through our ECO2school program.

Visionary partners who generously invest time, attention, and money enable us to do this work. We are grateful for these vital partnerships.

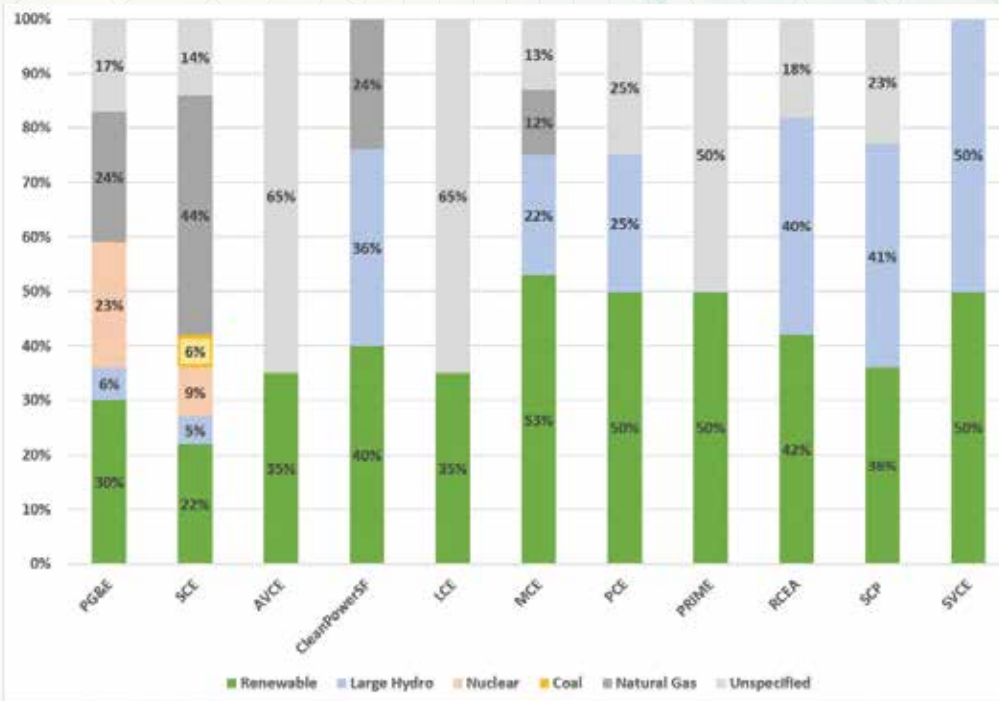
Efren Carrillo, Board President

Community Choice is fulfilling its promise

A win-win for California communities

Community Choice Energy is driving the renewable energy market and creating living wage jobs across California – while reducing fossil fuel use and greenhouse gas emissions.

Snapshot of Community Choice Portfolios in 2016*



*PG&E and Southern California Edison (SCE) are investor owned utilities (not Community Choice Energy agencies) whose 2017 forecast for new programs is included for comparison.

Source: Cal-CCA.org

New California Resources Serving Community Choice customers



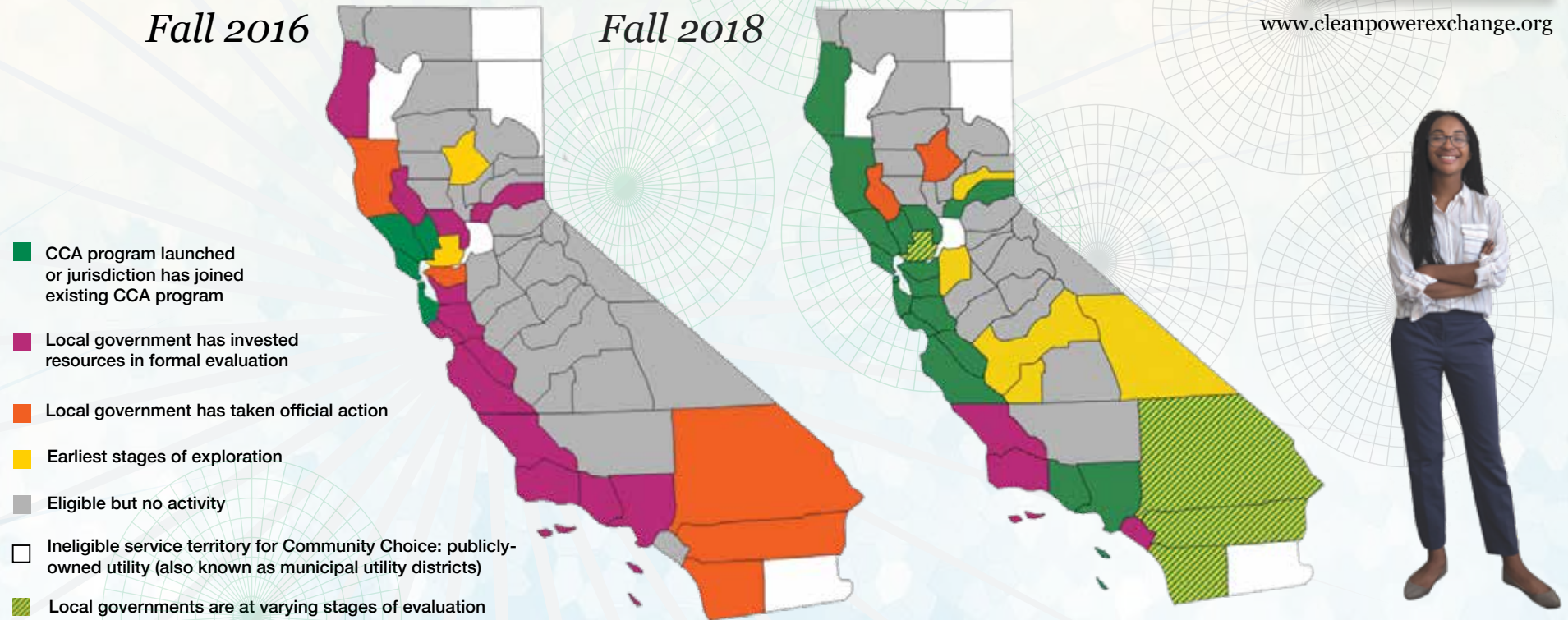
Source: Cal-CCA.org

Advocating for sound regulations

The Center continues to monitor regulatory changes that affect Community Choice Energy, and to advocate for reforms that benefit communities throughout California. As part of this work, the Center has recently retained Tosdal Law Firm to assist us with proceedings at the California Public Utility Commission.

Woody Hastings, Energy Program Manager

Community Choice is powering California



Nina Turner, Energy Program Associate

Clean Power Exchange is powering Community Choice

The Center's Clean Power Exchange program is accelerating the establishment of Community Choice Energy by providing 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 supports the transition of California's electricity system from one based on centralized fossil fuel power plants and long transmission lines to one based on local, distributed, renewable energy.

Creating a healthier Central Valley



Photo by www.dv3photography.com

The Center continues to work in the Central Valley, one of the most economically challenged areas in the state and one of the most environmentally challenged areas in the U.S. We now have a full contingent of Central Valley field staff. Our objective is to encourage elected leaders and their constituents in the Central Valley to establish Community Choice Energy in the region.

“Living in the San Joaquin Valley, I am acutely aware of our poor air quality and the impact it has on public health. Community Choice Energy will give this community a healthier, low-carbon future. Working for the Center for Climate Protection, I am helping that future become a reality at speed and scale.”

*Destiny Rodriguez
Community Relations*



“I’m pleased to be working with the Center for Climate Protection and to give electricity consumers in Stockton a choice that both helps their pocketbooks and the environment.”

*Lee Neves
Consultant, Stockton*



“As San Joaquin County and Stockton communities continue to strive towards sustainability, I am honored to be building relationships that help me share Community Choice Energy as a premier option for affordability and long term benefits.”

*Valeria Sanabia
Community Outreach Specialist, Stockton*

Keeping dollars local

“Local businesses will benefit from Community Choice Energy in multiple ways, so they have a lot to gain from supporting it. Community Choice agencies keep dollars local. Prior to the launch of Sonoma Clean Power, about 3 percent of the dollars that businesses and residents paid for electricity stayed in Sonoma County. With Sonoma Clean Power, about 25 percent of those dollars remain circulating in the local economy – an 8-fold increase. In addition, with Community Choice, businesses have more stable, predictable electricity prices.”

*LaTisha Harris
Community Outreach Specialist, Fresno*



Photo by www.dv3photography.com

Engaging elected officials and businesses

“Community Choice offers elected officials economic development opportunities that create jobs and allow revenues to be used in the community. Community Choice agencies in California have contracted for over 1,300 megawatts of clean power, and supported over 4,000 jobs. Furthermore, businesses will benefit from innovative Community Choice agency programs that cut costs and support investments in local clean energy.”

*Mike Dozier
Consultant; Former Executive Director, Office of Community and Economic Development,
Fresno State University*

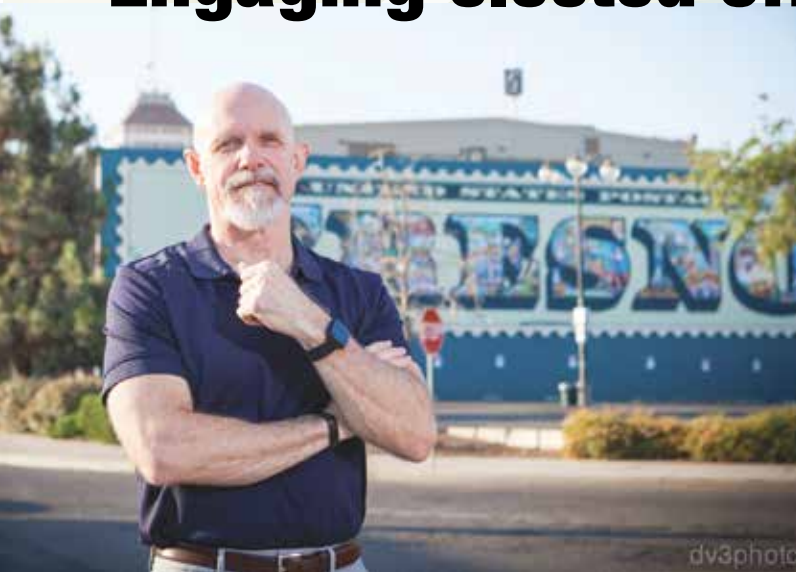


Photo by www.dv3photography.com

Helping shape Community Choice in San José

Michael Closson and Julie Allingham played key roles for the Center for Climate Protection in the initiative that led to the San José City Council unanimously voting for Community Choice Energy in May 2017. Now they are working with experts to assist San José and four other Peninsula/Bay Area Community Choice agencies to develop local clean energy resources.

With support from the Adobe Foundation, Michael and Julie are compiling resources for distributed energy projects, programs, and best practices. Through presentations and webinars, they provide resources focused on accelerating local project planning and development. The goal of this project is to encourage stronger, more differentiated Community Choice agencies, and to assist these five agencies in offering more benefits for the people and businesses in their communities while driving down carbon emissions.



The right system will do the job

Grid-connected local clean energy with storage will:

- Drive down energy costs for consumers
- Create more family-wage jobs
- Improve air quality
- Build more resilience in case of natural disasters or cyber attacks
- Reduce greenhouse gas emissions



National and State projects to help the grid

In addition to the Adobe-funded project described on the previous page, the Center is the lead partner on a team selected in May 2018 by the National Renewable Energy Laboratory to participate in a **collaborative research effort to explore new ways solar energy can improve the affordability, reliability, and resiliency of the nation's electric grid.** The Center was also selected by the California Energy Commission for a project **to empower Community Choice agencies to use grid-connected local clean energy in commercial and industrial buildings.**



Woody Hastings with project partners Chris Cone and Rick Brown at the National Renewable Energy Laboratory

Framing the conversation with policy makers

We held our fourth Business of Local Energy Symposium in Sacramento this year with a record attendance of **more than 400 Community Choice operators, government officials, businesses, and advocates**. They were inspired by this rapidly accelerating force in California's energy market.

Symposium highlights

- Two key state regulators, David Hochschild, a Commissioner at the California Energy Commission, and Mark Ferron, a Board Member of the California Independent System Operator, agreed that Community Choice agencies are **“the most innovative and exciting development in the United States in the clean energy sector.”**
- The 11 new Community Choice agencies launching in 2018 took the stage to celebrate the doubling of California Community Choice agencies to **20 in total, serving an estimated 7.4 million people and growing.**
- This year there was a **sold out pre-symposium workshop on distributed energy resources** such as solar, storage, and energy efficiency.



Photo 1: Keynote panel: Regulatory and Legislative Challenges and the Dynamic California Energy Market with: David Hochschild, Commissioner, California Energy Commission; Mark Ferron, Member, Board of Governors, California Independent System Operator; Martha Guzman Aceves, Commissioner, California Public Utilities Commission; Autumn Burke, Assemblymember 62nd District, California State Assembly; Dawn Weisz, Chief Executive Officer, MCE; and Jeff Byron (Moderator) Former Commissioner, California Energy Commission.

Photo 2: Dr. Denise Fairchild, inaugural President of Emerald Cities Collaborative, discusses Community Choice and social equity.

Photo 3: Heads of recently launched Community Choice agencies celebrate.

Photo 4: Dr. Dan Kammen from UC Berkeley delivers the keynote address on energy trends.

Connecting business leaders

The clean energy economy is the fastest growing sector of the economy and a powerful source of job generation. Last year it was a \$200 billion industry in the United States and \$1.4 trillion worldwide, but we need to go faster. Business for Clean Energy members recognize this and support policy that builds the clean energy economy. Our quarterly business networking breakfasts, our e-newsletter, and our print column in the North Bay Business Journal keep members current on critical clean energy and climate policy trends that may impact them, and provide opportunities for sharing best practices.



Solar Sonoma County

Solar Sonoma County is celebrating ten years in operation, four of them as a program of the Center for Climate Protection, and it continues serving the community with free “solar coaching” by providing prospective solar customers with referrals to three pre-qualified installers. The program is evolving to include “solar plus” – electric vehicles, energy storage, and other technologies. We thank Geoffrey Smith for his outstanding three years with Solar Sonoma County, and welcome Susan Bryer-Shelton who began in August 2018.



Sponsor spotlight: Calpine's commitment

Calpine Energy Solutions provides energy and risk management services to numerous Community Choice Energy agencies in California. They have been a strong supporter of the Center's Community Choice program.



Calpine Energy Solutions team members

“The Center for Climate Protection has a long history of being at the forefront of important climate initiatives. Calpine Energy Solutions is honored to be a partner and supporter. From their work to educate and inspire youth leaders through the ECO2school program to their work around the state on Community Choice Energy, the Center for Climate Protection is moving the needle to reduce greenhouse gas emissions. We couldn't think of a better partner and look forward to years of continued collaboration and partnership.”

Josh Brock, Director, CCA Client Services, Calpine 11

Clean vehicles will prevail

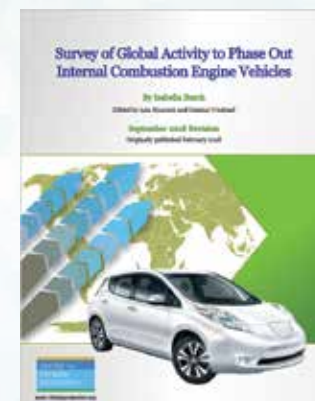


Clean car advocates, Santa Rosa, March 2018

Gas and diesel vehicles are the largest source of climate pollution in California and the U.S. They cause about 21,000 premature pollution-related deaths a year in California, as well as increased rates of asthma, heart and lung diseases, dementia, and cancers. We must phase out these vehicles as fast as possible, and we can do it.

During the past year, the Center for Climate Protection worked on a game-changing policy solution, Assembly Bill 1745, with a statewide Clean Cars coalition. Although the bill was withdrawn, we continue to build a grassroots network for the enormous political lift needed to pass legislation phasing out fossil fuel-powered vehicles.

As part of this effort, we produced a report, "Survey of Global Activity to Phase Out Internal Combustion Engine Vehicles." We found that many international players such as China, Britain, France, and India have already moved to phase out gas and diesel-powered vehicles. As well, cities worldwide have passed measures to eliminate such vehicles within their boundaries. This global perspective shows us that the shift away from climate-polluting vehicles toward cleaner alternatives is gaining momentum.



Incubating successful models

Zero emission vehicles – electric and hydrogen fuel cell vehicles – are the future of transportation. California leads the country in the number of electric vehicles (EVs) on the road. In 2017, about 96,000 EVs were sold in California, about half of all EV sales in the U.S.

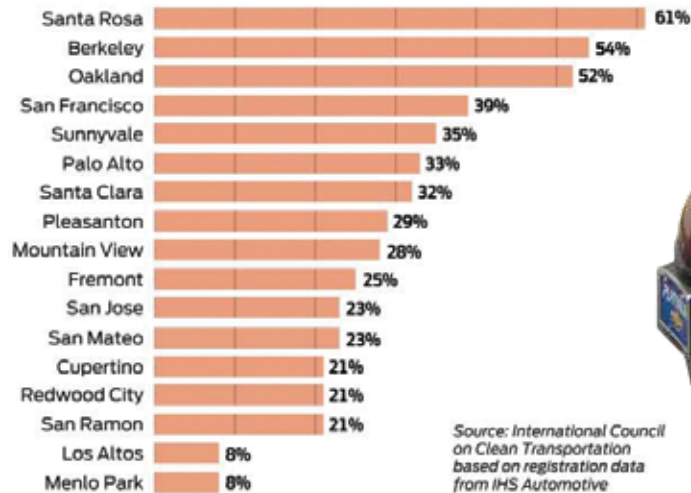
More than 7,000 emission-free EVs are on the road in Sonoma County. Sonoma Clean Power, a Community Choice agency that the Center for Climate Protection helped start, has offered an EV incentive program with impressive results. For example, Santa Rosa, the largest city in Sonoma County, increased its fleet of EVs by a greater percentage than any other city in the state (see chart below).

We proudly partner with business, government, and the broader community to accelerate the transition to clean transportation.

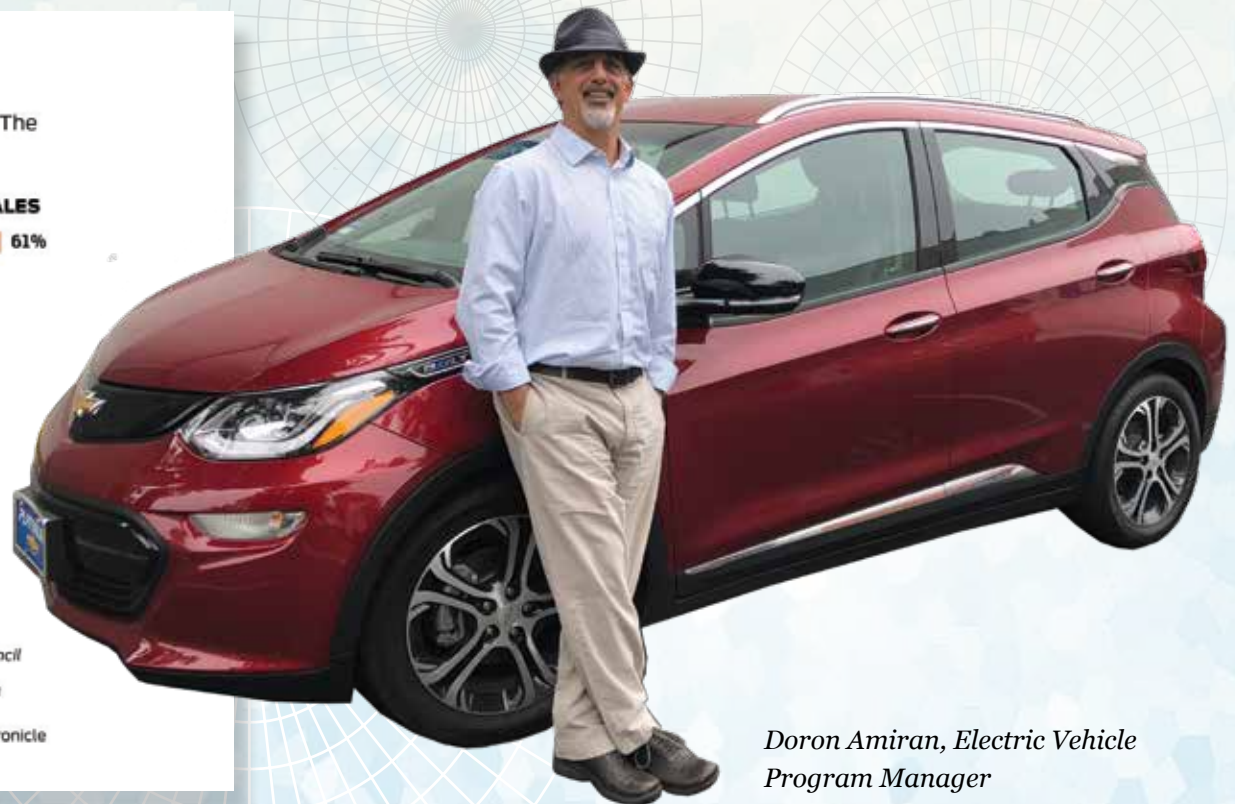
Power to the people

Sales of plug-in vehicles in Bay Area cities rose rapidly last year. The leader was Santa Rosa, which saw a 61 percent year-over-year increase in new sales.

PERCENT INCREASE FROM 2016 TO 2017 OF ELECTRIC VEHICLE SALES



Source: International Council
on Clean Transportation
based on registration data
from IHS Automotive
John Blanchard / The Chronicle



Doron Amiran, Electric Vehicle
Program Manager

Graph from *Electric cars make inroads in California — but fast enough?* by Kurtis Alexander, San Francisco Chronicle, May 7, 2018

Powering up youth leaders



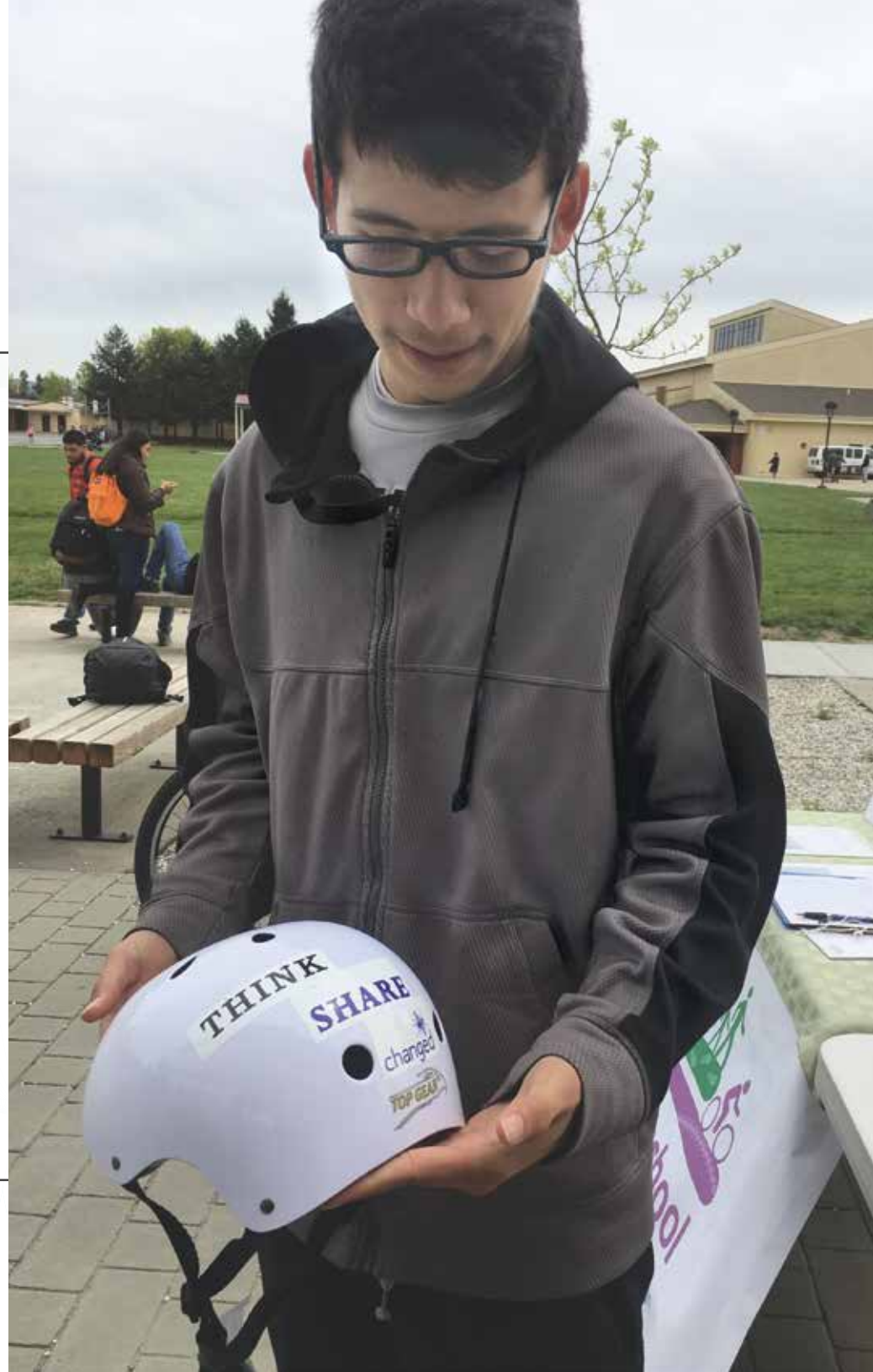
The Center for Climate Protection's ECO2school program empowers youth leaders and inspires students to take action for immediate greenhouse gas emission reductions. We teach analytical thinking and leadership skills to students while promoting healthy living, safe and low-carbon commutes, traffic decongestion, and improving air quality for the entire community.

Throughout the 2017-2018 school year, ECO2school leaders encouraged their peers to use active modes of transportation such as walking, biking, and carpooling for their school commutes. **ECO2school worked in 12 Sonoma County schools and reached more than 10,000 students.**

www.ECO2school.org



*Miguel Pineda, Youth Advisory Board member;
ECO Club President, Roseland University Prep*



Measurable impacts

71 percent of students participated in at least one behavior change activity such as walking, biking, or carpooling to school.

The ECO2school Challenge was a success with **more than 32,000 fewer miles driven** and more than 1,500 fewer gallons of gas consumed, **saving more than \$5,700**. Casa Grande High School was the top performer this year with **45 percent participation** in their school's ECO2school Challenge.

ECO2school facilitated a regional work group, which met five times over the course of the year with representation from **all nine Bay Area counties**. In partnership with Hunter's Point Family in the Bayview/Hunter's Point area of San Francisco, we launched a new scholarship to **support 24 participants and 10 paid interns** with climate education and leadership training.

We also introduced a new program this year – the World Changers Career Pathway – which supports our youth by **providing paid internships to nine high school Youth Advisory Board members, three \$1,000 scholarships to students entering college, and two paid college climate fellowships**.

Amy Jolly, ECO2school Program Manager



Green Teen Gathering: 53 participants representing 12 schools and nine different community organizations gathered at Montgomery High School in Santa Rosa to network and exchange information about improving sustainability on their school campuses. This event took place one week after schools resumed post-fires, a tribute to the students' dedication.



Community ride during a youth leadership development training

Engaging youth

Training leaders

“My work on campus led to the Center for Climate Protection’s Youth Advisory Board. During my time on the board, I have become far more educated and engaged about climate issues. For the past three years I have participated in many events such as Green Teen, the Y.E.S. Conference, and ECO2school Challenge Weeks.”

*Angelina Espinoza (right)
ECO2school Youth Advisory Board Member; Climate Club President,
Santa Rosa High School*

www.ECO2school.org



*Delaney Miller and Emily Gassaway,
ECO2school youth leaders,
Windsor High School*

Building skills

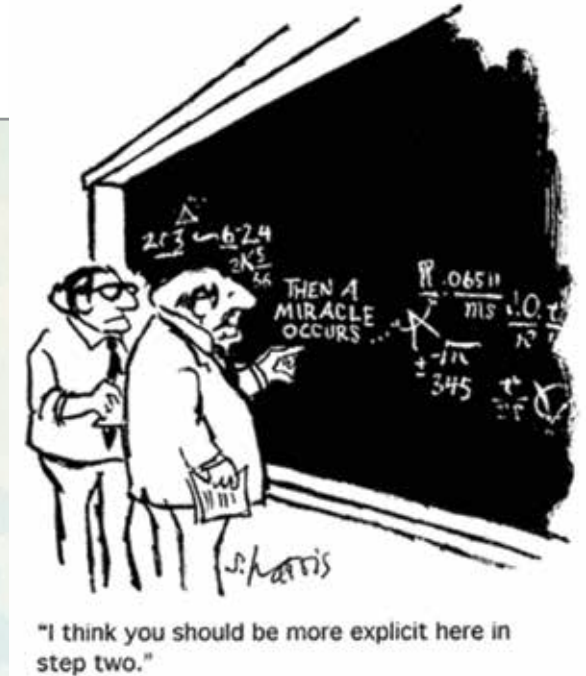
“We didn’t expect ECO2school to impact others and to benefit us personally so much. We have taken away from this experience a newfound love and determination to help the environment. By working together, we have also developed a new set of skills in leadership and communication, which have given us the confidence to move beyond the boundaries of school and begin to affect entire communities.”

Emily Gassaway

What the climate movement is missing

The Center for Climate Protection has continuously evolved its strategy, known as our theory of change, since our founding. During the past year, we clarified and substantiated our theory of change. It begins with the end in mind – a vision of a positive future for ourselves, our children, and all life – and works backwards to determine the steps. We know that to achieve this vision we must significantly and rapidly reduce greenhouse gas emissions. Much more than climate protection is needed to achieve a positive future, but without it, a positive future is impossible. As journalist Ross Gelbspan noted, “Climate change is not just another issue in this world of proliferating issues. It is *the* issue that if unchecked will swamp all others.”

Massive behavior change away from the use of fossil fuels is needed to significantly and rapidly reduce greenhouse gas emissions. So how do we bring about this massive, rapid behavior change? We find that the climate movement is missing alignment and focus on an evidence-based theory of change. Our theory of change, represented as a simplified version in the model below, helps address this need.



(Used with permission)

Activists



Build an exponentially-growing body of focused activists who exert political power.

Policy Solutions & Policy Makers

Identify & advocate for policy solutions.

Identify & elect policy makers who advocate & vote for policy solutions.

Policy makers enact desired climate policies.

Market Forces

Policies unleash market forces that change price signals, making climate-friendly choices easier for everyone.

Proving our theory of change

Having a clear theory of change is one thing; proving it is another. During the past year we have been testing our theory of change to determine if implementation of this concept will produce a powerful, exponentially growing body of committed climate activists who, when focused on powerful public policy solutions, produce greenhouse gas emission reductions at speed and scale. We designed an eight-session training course, and recruited and trained two cohorts of sixteen advocates each.

Our test succeeded in increasing participants' knowledge, resolve, hope, and sense of connection with each other. We're developing the structure to roll out the next phase of our test, and hired Destiny Rodriguez to help with this. We are grateful to the Wallace Research Foundation for its support of this important work.

As we continue to test our theory, we will communicate our findings to help the climate movement become more powerful.

*Isabella Burch, Research Intern
Jock Gilchrist, Research Coordinator
Ann Hancock, Executive Director*

Massive Behavior Change

Price signals
massively change
behavior.

Impact

Speed and scale
greenhouse gas
emission
reductions

Vision

Positive future
for ourselves, our
children, and all life.



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, 2017 - June 30, 2018 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 our leadership in climate solutions 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

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Benjamin Colby, Appleby Family Foundation
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Climate Avengers - \$500 - \$999

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 Straus Family Creamery
 Whole Foods Market

Green

Amy's Drive Thru
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 ChargePoint
 Financial Pathways
 Guayaki
 Kaiser Permanente
 Kenwood Energy
 Law Offices of Andrian & Gallenson
 Liz Uribe, Wine Country Group
 Marimar Torres, Marimar Estate
 Michael & Sun Solar
 North Coast Solar
 Pathways Energy
 Prunuske Chatham
 Pure Power Solutions
 Redwood Empire Stereocasters
 Repower by Solar Universe
 Republic Services
 SolarWorks
 SOMO Village
 Sonoma County Growers Alliance
 Sonoma Raceway
 Straus Family Creamery
 Summit State Bank
 Sun Solar Electric
 Synergy Solar
 Williams GeoAdventures
 Ygrene
 Zero Energy Associates

Bronze

Beneficial Bank
 BikePartners.net Bike Shop
 eMotorWerks
 Environmental Pollution Solutions
 Exchange Bank
 Keegan & Coppin Co.
 LEAN Energy U.S.
 M.A. Silva

School of Business and Economics
 Sonoma County Winegrowers
 Sun Light and Power
 Traditional Medicinals
 Trish McLean, Terra Firma Global Partners

Green

Green Building Architects
 NorCal Solar
 Rahaus
 River City Bank
 SimplySolar
 Sonoma County GoLocal Cooperative
 Sure Thing Carpet Care
 TrimTab Media
 Watershed Events

Business of Local Energy Symposium Sponsors

Leaders

Calpine Energy Solutions
 Clean Power Alliance
 Shell Energy North America
 Sonoma Clean Power

Innovators

EES Consulting, Inc.
 Peninsula Clean Energy

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 Constellation Energy
 Direct Energy
 MCE Clean Energy
 NextEra Energy
 River City Bank
 SMUD
 Sonoma County Water Agency

Entrepreneurs

Avangrid
 Bay Area Air Quality Management District
 California Choice Energy Authority
 energyOrbit
 GridX
 Marin Clean Energy
 Recurrent Energy
 Silicon Valley Clean Energy
 TerraVerde Renewable Partners
 The Energy Coalition
 TransAlta Renewables



Supporters

California Community Choice Association
 CleanPowerSF
 PECI
 The Energy Authority

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!

www.climateprotection.org



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 Coddling, Developer
 Joe Como, Former Director, CA Office of Ratepayer Advocates
 Andy Ferguson, Communications
 John Garn, Business Consultant
 Elizabeth C. Herron, Ph.D., Writer
 Hunter Lovins, President, Natural Capitalism Solutions
 Alan Strachan, Developer
 Greg Thomson, Clean Coalition
 Herb Williams, Government Relations
 Shirlee Zane, Sonoma County Supervisor

Staff

(top to bottom, left to right)

Ann Hancock, Executive Director
 Laurie-Ann Barbour, Administrative Manager
 Jodi Seward, Assistant to the Executive Director
 Barry Vesser, Deputy Director
 Woody Hastings, Energy Program Manager
 Nina Turner, Energy Program Associate
 Susan Bryer-Shelton, Energy Program Coordinator
 Amy Jolly, ECO2school Program Manager
 Maitreyi Siruguri, ECO2school Program Coordinator
 Kevin Anderson, ECO2school Program Coordinator
 Amanda Begley, ECO2school Program Coordinator
 Doron Amiran, EV Program Manager
 Stacey Meinzen, Communications Manager
 Karen Barnes, Development
 Destiny Rodriguez, Community Relations, California
 LaTisha Harris, Community Outreach Specialist, Fresno
 Valeria Sanabia, Community Outreach Specialist, Stockton

Science & Technical Advisors

Fred Euphrat, Ph.D.
 Dorothy Freidel, Ph.D.
 Edward C. Myers, M.S.Ch.E.
 Edwin Orrett, P.E.
 John Rosenblum, Ph.D.
 Zeno Swijtink, Ph.D.
 Alexandra von Meier, Ph.D.
 Mathis Wackernagel, Ph.D.
 Ken Wells, E.I.T.
 Ai-Chu Wu, Ph.D.

Board

(top to bottom, left to right)

Efren Carrillo, President
 Larry Robinson, Vice President
 Jonathan Weintraub, CPA, Treasurer
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 Jane Bender
 Susan Thomas
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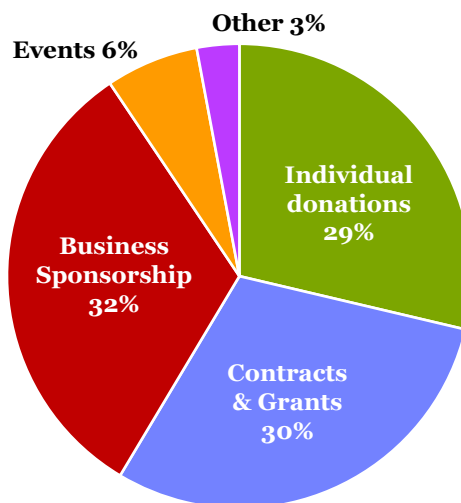


In Fiscal Year 2017-18, the Center for Climate Protection substantially increased revenue by securing significant grants to support our work on the growth of Community Choice Energy programs throughout California, particularly in the Central Valley. We received \$1,324,354 in support in the the following categories: \$605,865 in contracts and grants, \$334,347 in individual contributions, \$309,668 in business sponsorship, \$63,209 in event revenue, and \$11,265 other.

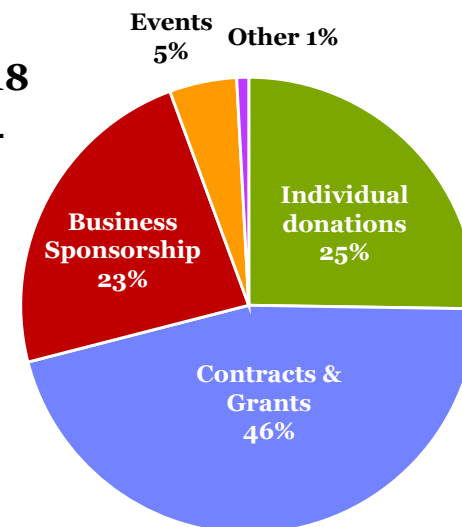


Revenue

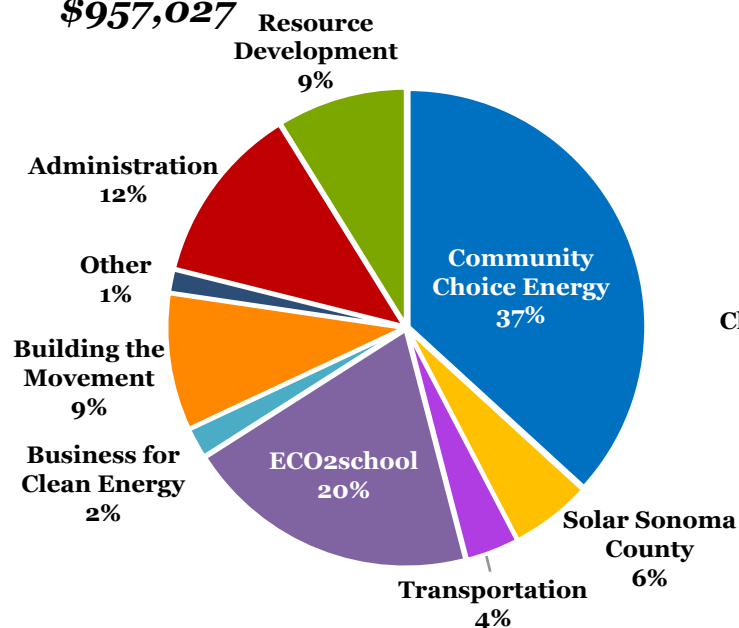
FY 2016-2017
\$933,165



FY 2017-2018
\$1,324,354

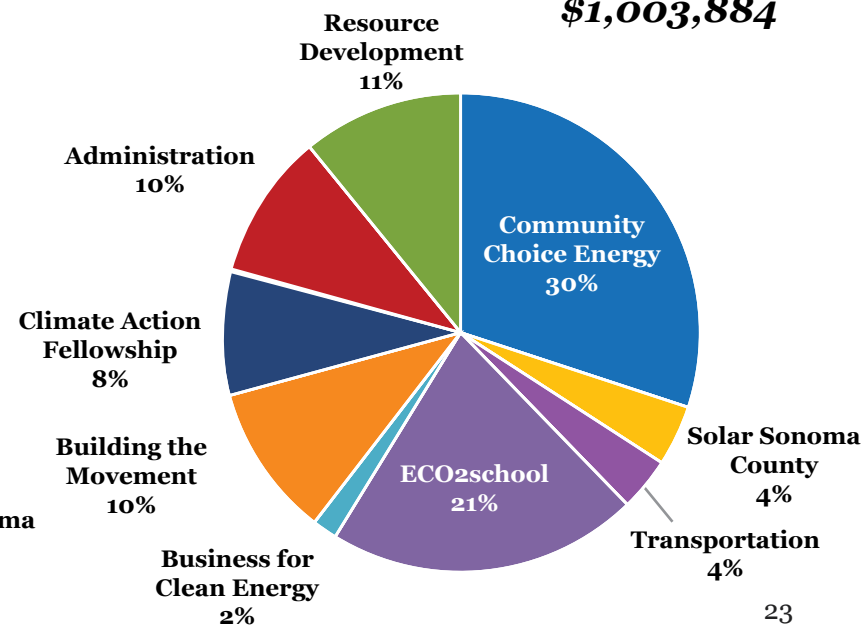


FY 2016-2017
\$957,027



Expenses

FY 2017-2018
\$1,003,884



Barry Vesser,
Deputy Director

“What’s your name, again?”

There’s been some confusion about our name.... so we made a fun video to clear things up. Go to www.youtube.com and type in “Center for Climate Protection” to see it.



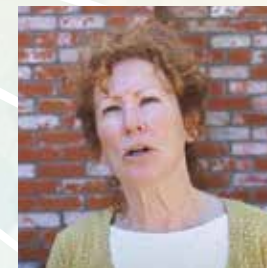
CENTER FOR CLIMATE STUFF?



CLIMATE SITUATION CENTER?



GLOBAL REDWOOD FOREST
PROTECTION AGENCY?



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SONOMA CLIMATE CENTER?



Selected photos throughout this report were generously donated by Karen Preuss. www.karenpreuss.com



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