

**To: Mayor and Members of the Town Council**  
**From: Maryann Moise Derwin**  
**Re: Authorization for \$1600 to join Sustainable Silicon Valley and ICLEI**

On September 13, the Portola Valley Town Council authorized the Mayor to sign the U.S. Mayors' Climate Protection Agreement, pledging to reduce the Town's emissions of greenhouse gasses to at least 7 percent below 1990 levels by the year 2012. To reach that goal, the Climate Protection Force Task Force was formed in early October and this group of enthusiastic volunteers has already met twice and broken into three separate committees—Metrics, Building Projects and Energy Efficiency, and Education—to conduct the task force work.

To assist this effort, the Mayor, the Planning Manager and I believe it would be advantageous to join Sustainable Silicon Valley (SSV) and ICLEI--Local Governments for Sustainability, at a combined initial cash outlay of \$1600: \$1000 to become a pledging partner of SSV and \$600 to join ICLEI. These organizations can help us determine baseline emissions and target levels; can offer tools, education and special resources to assist us; and can provide a built-in network of neighboring organizations and governments to talk to who are working on the same goals.

**Therefore, we ask the Town Council to consider authorizing the expenditure of \$1000 to join SSV and \*\$600 to join ICLEI.**

\*In addition to the elected official, ICLEI also requires a staff member to serve as liaison, so a minimum amount of staff time would be necessary.

Detailed reports about these organizations follow.

## **SUSTAINABLE SILICON VALLEY**

**WHAT IS SSV?** Sustainable Silicon Valley (SSV) is a multi-stakeholder collaborative of representatives from business, the environmental community and government. Their mission is to collaborate with organizations and the community to achieve environmental sustainability in Silicon Valley.

SSV has identified six top environmental pressures:

1. Use of energy from non-renewable sources as measured by CO2 emissions
2. Use of fresh water
3. Urban sprawl
4. Habitat development and fragmentation
5. Use of non-renewable raw materials
6. Discharges of toxic chemicals to the air

As its first initiative, SSV is engaging its pledging partners to work towards a goal of reducing regional carbon dioxide (CO2) emissions 20% below 1990 levels by 2010. (This

compares to the Kyoto Protocol's goal of a 5% reduction over the same period, and to Governor Schwarzenegger's recent call for California to reduce emissions to 2000 levels by 2010, to 1990 levels by 2020, and to 80% below 1990 levels by 2050.)

SSV proposes reaching this goal by facilitating strategies for increased energy and fuel efficiency and by using renewable sources of energy.

**WHO ARE THE PLEDGING PARTNERS?** SSV partners come from San Mateo, Santa Clara, northern Santa Cruz and southern Alameda counties. To date, pledging partners include the towns and cities of Los Altos Hills, Morgan Hill, Palo Alto, San Jose and Sunnyvale; the counties of San Mateo and Santa Clara; Foothill-DeAnza Community College District and Santa Clara University; Acterra, the Sierra Club Loma Prieta Chapter and Our City Forest; Bay Area Air Quality Management District, Santa Clara Water District and Santa Clara Valley Transportation Authority; and 3 Phases Energy Services, Adobe, Agilent, Akeena Solar, Alza, Applied Materials, BD Biosciences, Calpine, Cisco, eBay, ETM Electromatic, Great Mall, HP, Hyperion, Integrated Archive Systems, Integrated Design Associates, LifeScan, Lockheed Martin, Minerva Consulting, NASA Ames Research Center, Oracle, Palo Alto Research Center, P G & E, Roche Palo Alto, Schering-Plough Biopharma, SF International Airport, Seagate Technology, Specialty Solid Waste & Recycling, Symantec, Sun Microsystems, Sustainable San Mateo County, Toyota Sunnyvale and Watt Stopper/Legrand.



**WHY SHOULD WE JOIN?** According to Sally Tomlinson, SSV Executive Director:

- SSV will provide one-on-one networking opportunities. Ms. Tomlinson has arranged for veteran SSV partners to talk with new partners about climate action programs and can connect the Town with others in the SSV network who may be able to help with particular projects or needs.
- SSV monthly meetings offer topical education and provide opportunities to form our own network of colleagues to learn from and share with. Past topics have included CO<sub>2</sub> reporting protocols, energy efficient purchasing guidelines and benchmarking for energy efficiency. The next meeting will focus on retro-commissioning.
- SSV educational forums provide in-depth presentations on CO<sub>2</sub>-reduction topics to help partners in planning their climate action strategies. Recent topics have included integrated green building design, alternative energy strategies, taking the CO<sub>2</sub> out of the commute, and public attitudes toward climate action.
- The online SSV reporting tool provides partners with an easy way of monitoring progress in energy savings, and comparing progress with goals. The tool calculates CO<sub>2</sub> from electricity, natural gas and vehicle fuel information.
- SSV helps partners gain recognition for their CO<sub>2</sub>-reduction actions. The SSV report was covered on the front page of the business section of the *San Jose Mercury News* on October 25, and ABC7 gave it two minutes of evening news coverage. The 2500 copies of the report itself get distributed widely, and a partner's presence on their website adds to the recognition for their climate action programs.

## **HOW DO WE JOIN?**

1. Sign and submit a pledge letter and designate a point of contact person.
2. Pay annual dues of \$1000, payable on a calendar basis every January. (At this late month of the year, our invoice would be issued for 2007 dues.)
3. Send SSV our logo to be posted on their website.
4. Report our CO<sub>2</sub>-emitting fuel usage to SSV annually in the spring.
5. Share our progress with, and learn from other participants.

## **ICLEI--LOCAL GOVERNMENTS FOR SUSTAINABILITY**

**What is ICLEI?** ICLEI is an international membership association of local governments dedicated to addressing environmental problems through local actions. ICLEI was founded in 1990 as the International Council for Local Environmental Initiatives. Today the organization is known as ICLEI - Local Governments for Sustainability.

ICLEI's cornerstone campaign in the U.S. is the Cities for Climate Protection (CCP). This program engages more than 500 cities, towns, and counties in the U.S. and over 600 municipalities worldwide in reducing the pollution that causes global warming. Any city, county, or town can participate in the CCP Campaign by adopting a resolution or making an executive proclamation that commits to achieving the CCP 5 Milestones:

1. Conduct a baseline emissions inventory and forecast. The inventory and forecast provide a benchmark against which the city can measure progress.
2. Adopt an emissions reduction target for the forecast year.
3. Develop a Local Action Plan, a strategy for reducing greenhouse gas emissions, based on the results of the emissions inventory.
4. Implement policies and measures in the Local Action Plan to quantify benefits of the actions and track success in meeting targets.
5. Monitor and verify results. ICLEI's software provides a uniform methodology for cities to report on measures.

**WHY SHOULD WE JOIN?** ICLEI and the CCP network of local governments provide a wealth of resources for participating cities and counties to use including:

- Complete toolkits
- Sample local action plans
- Sample inventories and data collection forms
- Software for measuring emissions and progress
- Access to a national and world wide professional network of peers through listservs, newsletters, conferences, case studies, publications and workshops
- Technical assistance with the emissions inventory, measures identification and quantification, CACP software and policy-making
- Notification of relevant grant opportunities

- Sample press releases and outreach materials

**WHICH CITIES, COUNTIES AND GOVERNMENTAL AGENCIES IN CALIFORNIA ARE MEMBERS OF ICLEI'S CCP?**

In California, members to date include Arcata, Berkeley, Chula Vista, Cloverdale, Cotati, Davis, Fairfax, Healdsburg, Los Angeles, Marin County, Marin Municipal Water District, Novato, Oakland, Petaluma, Rohnert Park, Sacramento, San Anselmo, San Diego, San Francisco, San Jose, Santa Cruz, Santa Clara County, Santa Monica, Santa Rosa, Sausalito, Sebastopol, Sonoma, Sonoma County, West Hollywood and Windsor.

**HOW DO WE JOIN?**

1. Fill out the full membership application form and send to ICLEI. Members pay an annual fee based on population. For our town, the annual fee is \$600. Since the membership year is January 1 – December 31, dues payments are pro-rated based on the payment date.
2. Adopt an action resolution pledging to reduce greenhouse gas emissions. (We have already done this.)
3. After passing the resolution, designate a staff member and an elected official to serve as the city's liaisons to ICLEI's CCP.



## SUSTAINABLE SILICON VALLEY THE PLEDGING PROCESS

Sustainable Silicon Valley (SSV) is a partnership of organizations that are addressing the region's most critical environmental issues. In its first program, the CO<sub>2</sub> Initiative, SSV engages partners who make pledges to reduce their carbon dioxide (CO<sub>2</sub>) emissions through energy efficiency and the use of renewable sources of energy.

SSV has adopted a regional goal of reducing CO<sub>2</sub> emissions to 20% below 1990 levels by 2010, but SSV partners set their own goals. Partners in SSV choose their own baseline year and a CO<sub>2</sub> percentage reduction goal to reach by 2010. Each pledging partner also chooses how to meet this target. Some organizations choose to normalize their data based on square feet, number of employees, or product output.

Becoming a Pledging Partner of SSV is easy:

- Sign the SSV Pledge letter: This letter states that your organization will set CO<sub>2</sub> reduction goals, and will report progress towards those goals to SSV annually. In the letter, you identify the facilities or campuses that you intend to include in your CO<sub>2</sub> reduction goals, but you do not need to specify your targeted reductions at this time. A sample pledge letter is on page 2 of this summary.
- Pay annual Partnership dues: SSV Partnership dues are modest, and help support the educational and information-sharing activities that will help you identify the best strategies to reach your goals.
- Send us your Logo: We will want to acknowledge your organization as one of our pledging partners on our website.
- Report your organization's CO<sub>2</sub>-emitting fuel usage to SSV annually in the spring: Using the simple online SSV reporting tool, you will report to SSV the number of kilowatt-hours of electricity and therms of natural gas your organization has used in the past year and the years back to your baseline. If you choose to report on fleets or employee commutes, you will also report gasoline and diesel use. SSV will make the conversion to CO<sub>2</sub>. Reporting can be as easy as looking at your utility bills.
- Share your progress with, and learn from, fellow participants: Once you are participating, you will become a valuable resource to others, having learned from your own efforts and outcomes. The quarterly SSV educational forums are an opportunity for information sharing among partners, and for learning from energy professionals. The ongoing Energy and CO<sub>2</sub> Best Practices Working Group is a step-by-step process mentored by SSV partner LifeScan, which has over 10 years' experience in energy efficiency programs that are saving over \$1.3 million/year at two of its facilities.
- See your impact combined with others: The annual SSV CO<sub>2</sub> Report tells the story of the achievements of SSV partners and illustrates the value of combined efforts. The first 19 pledging SSV partners have avoided the emission since their baseline years of over 740 million pounds of CO<sub>2</sub>, which is the equivalent of having taken over 233,000 homes off the electric grid for one year, or having removed 73,000 cars from the road for a year.
- Gain recognition: Enjoy recognition from SSV, the press and the community for your steps in improving the environment, saving energy and saving money.

### Annual Partnership Dues:

#### Businesses:

1-25 employees	\$ 250		
26-100 employees	\$ 500	Government Agencies and Academia	\$1000
101-1000 employees	\$1000	Non-profits	\$ 100
1001-3000 employees	\$1500		
3001 and more employees	\$2500		

*Sustainable Silicon Valley is a 501 c) 3) public benefit corporation.  
Contributions are tax deductible. The Federal Identification Number is 56-2464045.*

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Sally Tomlinson, Executive Director

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650-321-3846

**Pledge to Participate – Sustainable Silicon Valley**  
**(Sample letter written on organization's letterhead and signed by a responsible officer of the organization)**

Date

Ms. Sally Tomlinson  
Executive Director  
Sustainable Silicon Valley  
224 Airport Parkway, Suite 620  
San Jose, CA 95110

Dear Ms. Tomlinson:

(Organization) is pleased to support the efforts of Sustainable Silicon Valley (SSV) and hereby commits to take part in SSV's Carbon Dioxide (CO<sub>2</sub>) Emissions Reduction Initiative.

The following campuses or facilities are included in this commitment:

1. \_\_\_\_ (address) \_\_\_\_\_
2. \_\_\_\_ (address) \_\_\_\_\_
3. \_\_\_\_ (address) \_\_\_\_\_

As we make this commitment we understand that by May 31, 2007, we will complete the SSV reporting tool for the facilities identified above for a twelve (12) month period. In this report we will identify:

1. a baseline reporting year for each facility, 1990 or later;
2. a goal for CO<sub>2</sub> emissions reduction (percentage and year) for each facility;
3. a normalizing factor (optional) for each facility;
4. the amount of electricity and natural gas used in each facility annually since the base year selected;
5. the amount of diesel and/or gasoline used in each facility for any or all of the following: fleet, employee business use of personal vehicles, employee commuting (optional clause for each facility);
6. a comparison of energy use reported for each facility in the current year to the base year; and
7. a brief description (one-two paragraphs) of some (two-five) of the key actions taken that led to the decreasing emissions of CO<sub>2</sub>. We understand that this information will likely be shared with others as "best practices" and included in SSV's annual reports with or without (at our option) attribution.

The information we submit will be used in the SSV report published annually. Energy use will be reported either in kWh of electricity, therms of natural gas or gallons of diesel/gasoline. If we choose to normalize our energy use/, we will also include the normalizing factor in this annual report. If we get better data after submitting our annual report to SSV, for example, more accurate or comprehensive data or data certified by a third party, we will submit the improved data.

We also understand that the SSV Carbon Dioxide Emissions Reduction Initiative is a voluntary project; there are no sanctions for our failing to meet our goal. Nonetheless, we will make a concerted effort to reach the goal established.

The following person is the point of contact for our organization for this project: **(name), (address), (telephone), and (email)**.

Sincerely,

**Signature**

**Typed name and title**

**Senior Management Representative**

# What the CCP Elected Liaison Can Expect

ICLEI provides the following support to elected official liaisons:

- **Communication** You will receive CCP correspondences, including the CCP bulletin “Hot Off the Press”, notification of grant opportunities, and periodic updates on global warming science and policy.
- **Policy Guides** You will receive ICLEI's “Best Practices Guide to Climate Protection” and other publications that summarize successful emissions reduction policies that other local governments are implementing.
- **Invitations to CCP Workshops** You and the staff liaison from your community will receive invitations to ICLEI's national CCP workshops. ICLEI has in the past covered travel and lodging costs for these workshops to ensure that the large majority of CCP communities send two representatives. Elected officials meet colleagues from other CCP communities, learn from their successes, and receive specialized training focusing on the elected officials role in emissions reduction.
- **Ongoing Assistance** You will have access to ongoing assistance from ICLEI staff. ICLEI provides contacts and facilitates communication with other CCP liaisons nationally and internationally and recommends resources outside of ICLEI. ICLEI also provides additional assistance tailored to elected officials, including help in publicizing climate protection successes, talking points on global warming, and opportunities for recognition.

## Elected Liaison Role

- ✓ Keeps the jurisdiction's elected body apprised of progress in local GHG reduction efforts
- ✓ Keeps the elected body informed of opportunities e.g. grant funding, other assistance
- ✓ Helps keep local government and community motivated to accomplish climate protection goals
- ✓ Participates in CCP Training Workshops

*Designating an elected liaison to the CCP is essential. The elected liaison keeps his or her political body informed of opportunities and progress of the jurisdiction's work on the five Campaign Milestones and helps build and maintain support for the goals and work of the CCP.*