



CRP: Silicon Valley Decarbonization Action Campaign

Be Part of Reducing Fossil Fuel Use

Karen Nelson, Chapter Co-Chair and Decarbonization Action campaign Director

Consider signing up for one or more of these Decarb Action teams? These are our first stage efforts. Plus, your ideas will be important as we develop our experience and expertise to adjust and expand to our efforts.

- **All-Electric Lifestyle team.** Moving our community away from fossil fuel use to clean renewable energy starts one home or business at a time. Over time as we learn and our wins accumulate, we can take pride in helping the Bay Area become a case study for GHG emission reduction. Some of our actions include:
 - **Resident Education sub-team** about the health, safety, cost, and planet saving benefits of the shift from fossil fuel use to electricity. Our education efforts will include presentations in conjunction with our Speakers Bureau and the development and delivery of media-based education, pamphlets, door hangers, letters to the editor, articles, and social media in conjunction with our chapter Communication program.
 - **The Switch Is On sub-team.** Our chapter is an ambassador organization collaborating with the Building Decarbonization Coalition (BDC). Become a sub-committee member and we'll work to encourage a shift to heat pump technology for our home and business HVAC and water heating, along with induction stove use. We'll educate, promote, and create our own resources tools where there are gaps in available tools from the BDC and other experts and organizations. One big gap in the SIO's website information is a set of tools to help consumers understand installation requirements and questions to ask contractors they are assessing to hire. We can help develop these tools with SIO.
 - **Tools and Resources sub-team** to create documentation for instructions, guides, and resource referrals to help residents make good choices as they switch to clean energy use.
 - **Community Choice Energy sub-team** will work with our local Community Choice Aggregate agencies and inform people about their value to our community, the work they're doing to bring us affordable clean energy and engage in public comments directly with them. Our focus includes San Jose Clean Energy, Silicon Valley Clean Energy, and the Central Coast Community Energy agencies.
- **GoGreen team.** Our chapter is working with San Jose Climate Smart to create small neighborhood, friend, or family groups to learn about and take action to increase their green lifestyle. The City's new [GoGreen Teams program](#) helps residents learn about climate solutions and take action to create a safer and healthier future and a more resilient community. In

addition to helping with climate change, many of the actions also save money and will improve our indoor air quality and health. The program is a fun, easy way to connect with your network and members and make a big local impact! The city provides everything our participating members need to complete a series of fun and interactive meetings on solution and resilience topics including videos, games, actions, and discussions. At the virtual training, the city will provide you with a GoGreen Leader Toolkit and walk you through all the materials and resources you will need, share tips for creating your GoGreen group and answers likely questions.

If you're interested in learning more about the GoGreen program, join Karen's virtual meeting to speak with Patrick Jurney of the GoGreen staff. Email her at knelson@pacificmedia.com to sign up and help select a best date for the meeting.

- **Business Climate Governance team.** Our goal is to convince local corporations and businesses to take action for greenhouse gas emission reduction for their company and across their value chain. Our work starts with educating businesspeople about the importance of emission control to sustain their business operations for long-term success. In the process we'll encourage the development of business plans that incorporate emission control objectives and tactics along with incorporating progress evaluation into their management decision-making. As we grow our list of green companies, I'm hoping that we'll gain visibility as change-makers in our region.

This task requires collaboration with other organizations that may be already working to achieve this goal which should also expand our influence.

Let me know if you're interested to learn more about these opportunities to make a difference. And I'd like to hear your ideas for these and other Decarbonization Action campaigns. Hope you will sign up for one or more of these teams. Let's get started.

Email me at Knelson@pacificmedia.com to learn more and to participate in our upcoming Campaign meeting.