

CEAP General Meeting
Thursday, August 7, 2008
7pm

CEAP Chair Walt Hayes opens meeting and welcomes visitors.
Opens floor for public comment.

Public Comments:

Norma Jean Bowman: Her church has been promoting the use of reusable cloth bags, and has promotional materials other churches might be able to use.

Amy Adams: She is part of an environmental action committee for Palo Alto Medical Foundation (PAMF). She is interested in how they might work with CEAP.

Walt: Suggest we feature you to talk about your groups accomplishments.

Peter Dreckmeier (City Councilman): There will be a City Council hearing on August 19th regarding whether Palo Alto retains a local composting facility or trucks waste to a remote facility.

Success Story: First Presbyterian Church (Susan Chamberlain)

Starting from a viewing two years ago of An Inconvenient Truth, a group developed within the church focused on raising awareness and taking action on climate change. Their first project was an Advent kit which included compact florescent light bulbs. Subsequently they used Earth Day services as a chance to put climate change discussion "in the pulpit". They also experimented going paperless by not using a printed bulletin, and making announcements verbally. The response was favorable, and now have an electronic newsletter going to over half the congregation. Earth Day Services also were a chance to promote carpooling to the church, and they had an environmental action booth after services. The Church has also sponsored a series of educational programs, including a "Cleaning Up Eden" series, and a monthly column in the newsletter. These efforts provided a way to "build a base" and led to the Church applying for a Green Business Certification from the county, which is now nearing completion. This was a really good thing both in getting the Church greened up, but also to engage more people within the Church. They are initiating a program in October with Acterra to do a "Cool Campaign". This will ask each person in the congregation to lower their carbon footprint over a period through Earth Day 09, with surveys on progress every month. Goal is to get 80% participation. After that, they hope congregation will step up to larger challenges. In summary, the group started small and now has 15-20 people. Programs were based on the interests of the people involved.

Lessons learned:

- 1) take names and build an email list
- 2) structure time for reflection and action after events,

- 3) start small,
- 4) choose activities which engage people in conversation,
- 5) get more people involved,
- 6) work with Acterra!

Comment from Debbie Mytel (Acterra): Cool Campaign name changing to “Act Green”. Program is available to religious and school groups. Contact debbiem@acterra.org. Can run program Jan –Jun or Oct-Apr (Earth Day). Acterra dependent on donations, have a matching grant for this program up to 15k, but only half way there.

CEAP Chair Walt Hayes:

We were going to have media center report from Lorna Fear but she is not available tonight; we do have written report that we will send via email.

Carroll Harrington, Palo Alto Chamber of Commerce: Steve Schneider talk is on tape. Will be on Stanford website, and will be broadcast in Sept. , will inform us of details. Will meet with Schneider tomorrow for Q&A for Bay Area Green.

Walt: We will break into segments now. In addition to discussing your segment activities, we would like you to consider the questions on the agenda:

1. Are CEAP meetings meeting your needs?
2. Is there anything else you would like to see?
3. What would make them more productive/fit your needs?

8:40 General Session resumes with Reports from Segments

Faith Group (Bill Cutler):

Does the meeting answer our needs? Yes and No. Duplication of Interfaith Working Group meeting. That is good and bad.

Anything else to see? Would like better way to exchange among segments.

More Productive? CEAP should be taking political action. We need to extend to world at large.

Business Segment (Mark Sabin)

Putting together questionnaire to businesses to gauge whether they doing any green initiatives, and to test interest in green certification. Trying to get a baseline and then start outreach.

Meeting Needs? The group would like to see a continuance of the GRTF work on cross-segment initiatives. GRTF set up a lot of things which city adopted. We should be continuing that and trying to facilitate and measure the progress towards objectives.

Neighborhoods (Sheri Furman)

Working on how we are going to reach the residents. Trying to develop a network of volunteers who would attend neighborhood events. Debbie Mytels went to PAN meeting last thursday to discuss Bay Area Green and Green At Home. Have solicited PAN leaders to find neighborhood leaders. We are working on a flyer of “things you can do” including easy, moderate and challenging steps. We will use that flyer in multiple contexts and distribute it in various ways.

CEAP meeting needs? How do we work with other segments? Having segment meetings and these tend to be rehash of those. Could be better to use the time to mingle with other groups.

Government Group (Wendy Hediger)

Had a presentation about zero-emission vehicle proposals, using hydrogen from renewable energy sources for city vehicles, and promoting community retrofit of hybrids to be plug-ins. The question was how the city might be involved in such an effort. City has been working on developing a city green team, working on guideline for GHG reduction plans. Metrics are 5% reduction set in CPP. Annette Puscarich represented the City with a conference presentation at a recent state conference. Presentation on PA’s environmental action created a great deal of interest among attendees from other cities.

CEAP meetings meeting needs?: Yes, mostly. The city needs the community to meet the CPP goals. CEAP is still getting started, but is doing a great job. We want to see more cross-pollination among segments. Maybe by not breaking up in segments? Feedback before was that we wanted segment breakouts, but maybe that is changing. Want to hear back from segments on what is working, what is not, what are the roadblocks that the city might be able to help on?

CEAP Chair Walt Hayes: Planning committee will consider the feedback.

Announcement from Lucy Wicks of Stanford.

Sept 10th, 4-6 PM: Please come tour Stanford’s new Y2E2 (Environmental Sciences) building & meet Stanford’s Sustainability Program Manager. Stanford has an environmental action group working in teams arranged by issue area. There will be a short presentation in addition to the tour. Presentation. 4-6 (Stanford.edu)