

PETALUMA FOCUS GROUP – GROWING GREEN

Attendees:

- Grayson James, Petaluma Bounty
- Bill Wolpert, Architect: Prevent material going to landfill. Green building program (Santa Rosa and Petaluma)
- Ned Orrett: Engineering > ecology
- George Beeler: Design health/bio/clean indoor air quality earth lab. Environmental Tech Center Sonoma State, pushed University to do things they were not ready to do.
- Trathen Heckman, Daily Acts: living our values, transition U.S. (education/sharing models)
- Chris Monson – Integra, moved to Bolivia, green economy intrigues, telecom, sustainability coordinator
- Sam Ruark, Sonoma County Energy Watch: Green building, building materials re-use, green village expo, whole life expo – Marin green program, Seven Star – green festival, County and City operations, \$20 million – solar 1.5 mwh freecell.

Definition: Green economy – create regenerative future, live well; ecological footprint within capacity, lasts for 700 generations, live at same level, triple bottom line: profit, people, planet. Most difficult is profit > market imperfections

Influence: Herman Daly = ecological economics & Lester Brown = “sustainability” and perhaps Mathis Wackernagel = Ecological Footprint

Assets

1. Marsh and Petaluma River. Lagoon could help mitigate/help adapt to climate change. Largest intact salt marsh in California – key ecological asset in Petaluma
2. Sonoma County Energy Independence Program: with \$100+ million for local building retrofits and renewable energy via AB 811; should generate >10,000 green jobs (note the original climate plan estimates the need for a \$5B investment)
3. Water conservation > more money in economy
4. Waste reduction mandates and raising dumping fees
5. Waste stream > energy – daily waste to methane, tech assist from California Energy Commission
6. Heritage Salvage – reused material
7. Sonoma County Green Business Program – Ben Stone at EDB, evaluation and check-list
8. HydroPoint (a Petaluma business)

9. BKI (in Oakland) can create 16,000 new jobs from green economy. AB 811 (noted in #2 above)
10. Thimala – package incentives and rebates for small / design companies to save money.
11. Food economy in Sonoma and Petaluma – have world class innovators and sub-economy of suppliers/services but no regional distribution system opportunity. Tie this to retail money, food retail leakage, and policy incentives. \$160 million economy in Petaluma
12. Home of the Slow Food Movement
13. SF Food shed study. 20 M.T. produced within 100 miles; only 6 M.T. consumed. Other studies in MI, 2 times from fresh food would have economy impact of 2,000 more local jobs to \$190 million.
14. Bounty Farm
15. Old Fire Station – Eco-trust building or ‘Real Goods’, education center
16. School garden program
17. Daily Acts
18. Grayson James – Petaluma Bounty
19. Urban Growth Boundary – incentive development in station areas, in-fill
20. EE CBG – energy efficient community block grant

Opportunities

1. Eco-tourism
2. Eco-literacy training and education (Note eco literacy is ultimately necessary throughout the economy, not just in “green” resource-related endeavors)
3. Eco-design literacy and training
4. Local food distributions systems
5. Historic buildings – eco-design, green building, sustainable construction
6. Green plumbers certification
7. Energy efficiency audits
8. Saving money / increasing disposable income by not spending on water or energy
9. Dual system: gray water
10. Document leakage of energy dollars and energy taxes (also as this pertains to infrastructure associated with maintaining an ecological footprint that exceeds our fair share)

11. HERS index – when a building is rented or sold, truth in energy disclose last 2 years of energy/utility payments
12. Network of green experts
13. Green symposia / seminars, green education, green training, green tourism
14. Pricing carbon > proceeds > fund
15. Legalize marijuana (can we instead use the word “hemp?”)
16. Require safety professionals to live locally

Possible Strategies & Next Steps

1. Policy Education – mandates and implementation: water conserve, dual system, energy audit, sustainability design
2. Visitor program
3. Educate: money, regulatory officials, individuals (bureaucracy), corporations
4. Make the business case, beginning with the perspective of the cost of NOT going “green”
5. Find seed money
6. Research – need more data, document food flows, document energy flows, money on energy flows
7. Feasibility studies
8. Water – stop growing demand
9. Make the business case: quantify expectations, shorter payback (perhaps better: maximize lifecycle net benefits), funding, aggressive, investment and city involvement