

## Climate Goals

- Reduce greenhouse gas emissions and sequester CO2
- Help thousands of residents and businesses implement energy efficiency improvements at home and at work
- Significantly increase the number of property owners and tenants investing in, and benefiting from, energy efficiency programs

## LOCAL SUCCESS STORIES

Sonoma County, CA

- Climate Center
- Sonoma Clean Power
- Climate Emergency Declarations
- Statewide leader with diverse partner network

## NATIONAL SUCCESS STORIES

Boulder, CO

- Approximately 250,000 to 750,000 cumulative metrics tons (MT) of avoided greenhouse gas emissions
- CAP tax has generated \$17.3 million in revenue to fund programs that have reduced GHG emissions 16% from 2005 levels

## Measure Benefits

The Climate Resilience Tax Credit Measure will fund programs and services to reduce greenhouse gas emissions by incentivizing large gas users to reduce energy consumption, save money on energy costs over time, and fund critical climate action initiatives that empower residents and business participate in money-saving, carbon reducing practices.

## CONTACT INFORMATION

421 GROUP

PHONE: (707) 861-8421

EMAIL: info@421.group

# Climate Resilience Tax Credit Measure

## EXECUTIVE SUMMARY FOR 2020 BALLOT

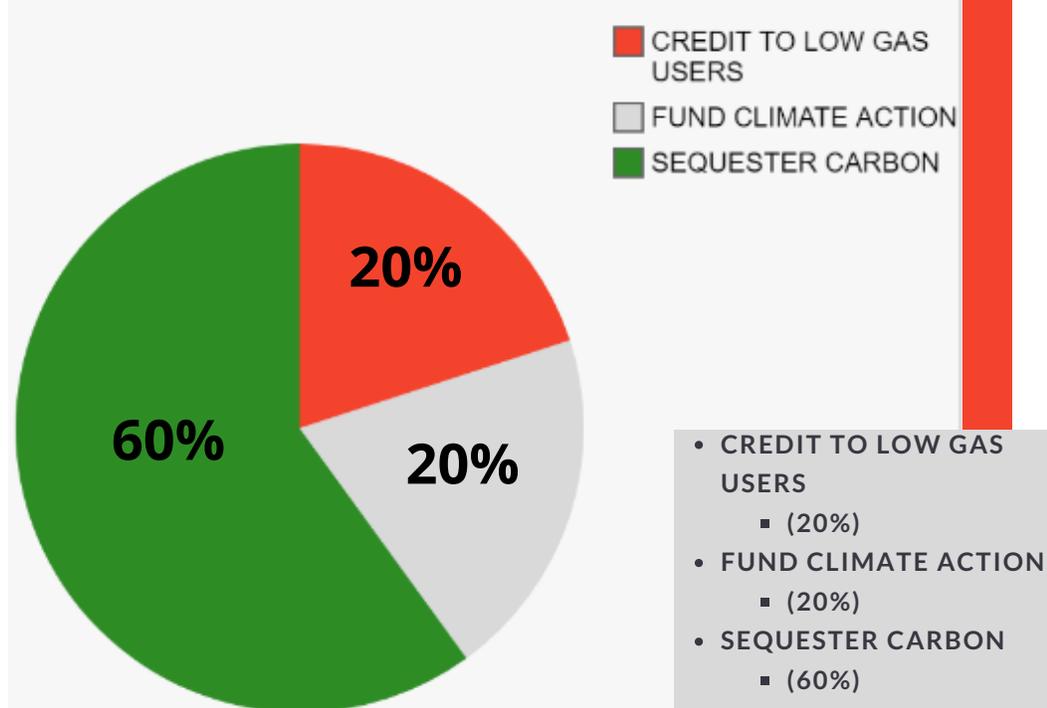
### Introduction

Finding mechanisms that fund climate solutions is key to drawing down a trillion tons of CO2 by 2035, which would fulfill the Paris Accord. Targeted taxes at the local level can put a price on carbon that will scale climate action. Many California cities have an existing tax on natural gas and electricity which collect approximately \$1.5 billion annually. By doubling the tax on large users of natural gas (currently taxed at 5%) in Sonoma County most cities can raise millions of dollars each year and incentivize conversion to electrical appliances and vehicles. By keeping the tax on electricity the same or lowering it for 100% renewable electricity usage, cities can encourage transition off fossil fuels.

### UTILITY TAX

The Climate Resilience Tax Credit Measure will fund programs and services to reduce GHG emissions by incentivizing residents and businesses to reduce energy consumption, save money on energy costs over time, and minimize reliance on external energy sources by building microgrids.

### POTENTIAL ALLOCATION OF REVENUE RAISED



- CREDIT TO LOW GAS USERS
  - (20%)
- FUND CLIMATE ACTION
  - (20%)
- SEQUESTER CARBON
  - (60%)

## Targeted Jurisdictions

- Santa Rosa
- Sebastopol
- Petaluma
- Sonoma County

## Key Messages

- Combating climate change through increasing an already existing tax on the large users of gas, those who pay \$1,000+ in gas costs per month (**climate action**)
- Providing a credit for the remaining gas users, lowering the cost of living for working families (**money back**)
- Large energy users are purchasing wholesale, while small businesses and residents are purchasing at retail prices (**fairness**)

# Climate Resilience Tax Credit Campaign

EXECUTIVE SUMMARY FOR NOV. 2020 BALLOT

## Campaign Goals

1. Create a campaign of urgency to reduce fossil fuel emissions and solidify carbon
2. Fund climate action initiatives
3. Incentivize users to reduce emissions
4. Provide a rebate or credit to the majority of gas users
5. Serve as a model campaign to be replicated nationwide

## Developing the Coalition

### Non Governmental Orgs

- Climate Center
- SCCA
- LWV
- SCCA
- Sierra Club
- Citizens Climate Lobby

### Political Leaders & Elected Officials

- City Councilmembers
- Mayors
- State Agencies
- Statewide Representatives

## CAMPAIGN TIMELINE

