



Sacramento Municipal Utility District

- >Carbon Calculator
- >Carbon Offset Program
- >www.ourgreencommunity.org

ENERGY FORUM

May 1, 2008

Janis Erickson



Why Carbon programs?

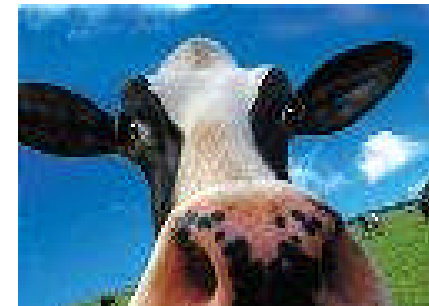
- Sacramento summertime temperatures are predicted to increase by 10 degrees F, worsening air pollution, increasing forest fire risk, reduced Sierra snow pack by as much as 70-90 percent by the end of the century. Some might call this global warming.
- Four ways to reduce emissions
 - **Renewables**
 - **Efficient cars/alternate fuels**
 - **Energy efficiency**
 - **Carbon offsetting**





Carbon Offsetting

- Mitigates carbon emissions that are difficult to reduce.
- Accomplished by funding equivalent emissions reductions.
- SMUD customers can calculate carbon impact, enroll in LiveGreen offset program and learn about other opportunities. \$\$\$ will build local projects.
- Two dairy digester under construction now — digesters capture the methane given off by manure and use it to make electricity.





Enrolling in Carbon Offset Program

- Links:
 - › [www.SMUD.org/Residential Services](http://www.SMUD.org/Residential_Services) , [/Community &Environment](http://www.SMUD.org/Community_Environment) , [/Your Account](http://www.SMUD.org/Your_Account) or [/LiveGreen](http://www.SMUD.org/LiveGreen) pages.
 - › www.ourgreencommunity.org home page.
- Residential and Commercial customers are eligible
- “Carbon footprint” = all the emission associated with home electricity, gas, gasoline for cars, flights and even emissions associated with products and food purchased.
- The cost to offset is \$10 per tonne of CO₂
- Education and efficiency recommendations are key components of the calculator

1

CALCULATE

2

BUY OFFSETS

LEARN

THREE MINUTES FOR A GREENER FUTURE

Three minutes. That's how long it takes to measure your impact on the environment. If you like, you can invest one minute more and offset the impact by enrolling in SMUD's Carbon Offset program. Your dollars will help build local carbon reductions projects, such as SMUD's Dairy Digester project. This calculator, commissioned by SMUD, contains a lot of information specific to the Sacramento area and our lifestyle. Start below and see how you measure up.



HOME



AUTO



AIR TRAVEL



PRODUCTS

Calculate your impact on the environment

A few basic questions to get started:

What's your zip code?

Are you a SMUD customer? ☒ YES ☐ NO

How many people are there in your household?

NEXT

BUY OFFSETS

If you want to skip the calculator, you can buy offsets right away. We'll use Sacramento averages to calculate your impact on the environment.

LEARN

Learn more about:
[Global Warming](#)
[The Calculator](#)
[Carbon Offsets](#)
[SMUD's Local Projects](#)



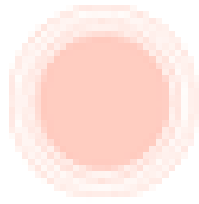
www.ourgreencommunity.org

Objectives

- Engage customers and position District as green leader
- Work with green groups and agencies
- Online community that lets users express themselves (Web 2.0)
- Serve as expert resource
- Lead people to SMUD solutions

Performance

- Modest in advance of marketing effort



SMUD

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OURgreenCOMMUNITY

learn, share, live green

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On The Green

Sacramento goes for the green

[COMMENTS](#)

April 08, 2008

350 of Sacramento's movers and shakers are on a power trip this week - green power, that is. Hoping to get a ...

Green is the color of golf - for now

April 08, 2008

Golf Digest magazine caters to equipment geeks who desperately want to lower their scores, either by switching to the ...

The Year Of Living Greenly

Spring forward, fall back

[COMMENTS](#)

March 12, 2008

Anything you do enough times becomes a habit. I'm finding that's clearly the case in my life as I work in ...

Mea culpa, mea culpa: The Vatican puts pollution in the 'sin' category

[COMMENTS](#)

March 10, 2008

I knew all that Catholic guilt would come in handy

How big is YOUR carbon footprint?

[click here](#)

SHOULD PARADES GIVE FOSSIL-FUEL USERS THE BOOT?

Modern American parades have come to be dominated by internal combustion engines. "You say 'parade' to me and I think of cars and trucks pulling floats, decorated cars and princesses with the little wave," said Kori Titus, director of policy, communications and youth programs at [Breathe California of Sacramento-Emigrant Trails](#), an advocacy group for healthy air.

Indeed, practically no parade is without beauty queens or dignitaries perched in classic convertibles or other fancy automobiles. In this year's New Year's Day Rose Parade -- one of the best-known and celebrated parades in the nation -- 45 of 46 floats were propelled by fossil fuels.

With rising concerns about world oil supplies and prices, climate change and deteriorating air quality, people are starting to ask why.

[CONTINUE](#)[0 COMMENTS](#)

EVERY LITTLE BIT HELPS, AND IT NEEDN'T COST MUCH



How much money do you have on you? No, really, put it on the table. Enough for a burger and fries? A tank of gas? More? What if you found out that any amount of money you could name could help reduce the amount