



NEWS RELEASE

For Immediate Release
April 22, 2009

Contact: Bob Smith, (714) 536-1084
Jennifer Searfoss, (616) 822-4848

For Earth Day – Orange County Should Be Climate Aware *Local Sierra Club challenges city leaders to enact tax-saving policies*

In honor of Earth Day, the Orange County Sierra Clubs are pleased to announce their effort to encourage adoption of California's AB 32 and city action to reduce carbon emissions. Modeled after Sierra Club's Cool Cities program, the local initiative – *Juicing Orange County* – creates a report card for all 34 cities to measure their climate awareness. The results of this report card will first be released on December 7, 2009 as international leaders meet in Copenhagen for the United Nations Climate Change Conference. The report card will demonstrate the progressive actions Orange County, Calif. city leaders are taking to combine tax savings and green house gas reductions.

“This effort is aimed at doing something about global warming instead of talking about it in Sacramento,” said Chuck Buck, co-chair of the Orange County Global Warming Subcommittee. “We want to take this from the State Capitol and encourage City Hall to consider taxpayer savings on energy conservation while responsibly implementing AB 32.”

Juicing Orange County Report Card Categories

Category	Description
Cool Cities Endorsement	Signatory to the U.S. Mayors Climate Protection Agreement
Green Fleet	Ethanol, biofuel, compressed natural gas and hybrids; Clean transportation policies such as no-idling for municipal vehicles; Employee policies on carpooling and telecommuting; City ordinance to close drive-thrus
Smart Lighting	CFL and LED - interior and exterior of city buildings/land
Onsite Energy Production	Solar, methane capture and wind energy production
Energy Consumption Reduction	City installation of motion detection for interior lights; City policy to turn off electronics for nights and weekends; Evaluate opportunities to increase pump efficiency in water and wastewater systems
Smart Purchasing	City procurement procedures to give preference to green products and merchants; Purchase only Energy Star appliances for city use
Green Building	City LEED buildings; Green roofs; City building retrofits for electricity and water consumption reduction and heat capture; Building code improvements requiring green building techniques (LEED), improved weatherization/insulation techniques for new buildings and rehabs; Land use policies that reduce sprawl, preserve open space, promote mixed use zoning and create compact, walkable urban communities
Pubic Engagement	Civic education program on climate awareness; Citizen grant programs (green building programs); Increase recycling rates in city operations and in the community; City coordinated carpool programs; Promote citizen tree planting to increase shading and to absorb CO2 with fire safety in mind; Strong citizen engagement on fire prevention

Report card workbooks will be distributed to cities in June with their responses due in October. Interested city lawmakers should refer to <http://angeles.sierraclub.org/ocglobalwarming> to learn more about this important initiative.

“Some Orange County cities are already leaps and bounds ahead of other Orange County cities,” concluded Paul Carlton, co-chair of the Orange County Global Warming Subcommittee.

“Notably, Irvine and Huntington Beach have made great strides in adopting climate aware city policies and civic engagement activities that save tax payers real money. We want to recognize them for their efforts and actively encourage other Orange County cities to think proactively on how to enact responsible, climate aware policies.”

About Juicing Orange County

This program is lead by the Orange County Global Warming Subcommittee. Subcommittee members include representatives from the Orange County, Rio Hondo and Sierra Sage regional groups of the Angeles Chapter of the Sierra Club. Since 1892, the Sierra Club has been working to protect communities, wild places and the planet itself. Juicing Orange County is an effort to engage city leaders in the County to enact responsible, climate aware policies.

About Cool Cities

The Cool Cities campaign was launched in 2005 by the Sierra Club to encourage local leaders throughout the country to move forward with innovative solutions to reduce heat-trapping global warming pollution. This campaign showcases local leadership on the part of over 180 U.S. mayors to curb global warming. For more information, visit coolcities.us.