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Tuesday, January 06, 2009

Ms. Pilar Magaña
Title
California Energy Commission
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Dear Ms. Magaña,

Thank you for the opportunity for BREATHE LA to present this AB 118 Green Education Services project concept. It is my honor to represent BREATHE LA and its Green Salon Series—a project that launched last year to wide acclaims and has been attracting large crowds around AB 32 and other environmental issues. The success of the series and its outreach format can serve as a template for this project and will be woven into the proposed Green Institute of Learning. We have also secured participation from celebrity “green advocates” like Ed Begley, Jr.

BREATHE LA has drafted a plan to embolden the California Energy Commission around effectively educating and certify individuals and businesses throughout the state, ensuring the sustainability goals of AB 118. This project concept is merely the beginning of the consideration process and it will likely take at least an additional meeting to formalize what would be optimal—with the understanding that a formal bidding process would take place. That being said, however, I fully welcome your feedback and potential collaboration. The time spent will allow us to reach an agreement about the format required and then develop the necessary content for the formal request in spring 2009.

Thank you for your review and consideration. It would be very exciting for BREATHE LA to align ourselves with an entity so deeply committed to California’s environmental community. We are enthusiastic to be the Educational Coordinator for AB 118 and looking forward to following up with you on the next steps.

Sincerely,

Brad S. Lebowsky
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“Protecting the ‘Breath of Life’ since 1903”

BREATHE California of Los Angeles County (BREATHE LA) is an independent, public benefit organization dedicated to the future of clean air and healthy lungs in Los Angeles County. BREATHE LA was established in 1903 and has over a century of accomplishments. First established to fight then-epidemic Tuberculosis, BREATHE LA has long been a leader in efforts to improve air quality and lung health in Los Angeles. Now part of BREATHE California, a statewide organization, BREATHE LA is dedicated to service in our local communities. For more information, visit www.BreatheLA.org.

Educational Coordinator AB 118: BREATHE LA

BREATHE LA is proposing to become the Educational Coordinator for AB 118. To be successful, BREATHE LA must develop a structured program that can be delivered via Instructor and the Internet. The content of this program must be developed carefully and in collaboration with the multiple business sectors, California Energy Commission, regulatory agencies, public officials and the environmental community.

To begin, BREATHE LA would develop a structure that meets the four sustainability goals of AB 118. The goals are as follows:

Sustainability Goal No. 1: Identify and support alternative fuels and technologies with the best potential for meaningful petroleum and GHG emission reductions associated with California's transportation system to help the state meet its goal of reducing GHG emissions to 1990 levels by 2020 and 90 percent below 1990 levels 2050. (California Global Warming Solutions Act of 2006; AB 32; Governor's Executive Order S.03.05).

1. Projects with a minimum 10 percent reduction in GHG emissions, including direct and indirect land-use changes, from the petroleum baseline.
2. Bridging technologies with long-term potential for substantial reductions in GHG emissions.

Sustainability Goal No. 2: Recognize, support and encourage production of alternative fuels and vehicle technologies that are more environmentally efficient and less environmentally damaging than current baseline practices for the production of petroleum fuels, production of basic agricultural commodities, and extraction of natural resources, when measured on a life-cycle basis. Ensure that the amounts of land, water, and natural resources used for alternative fuel production, and the resulting pollution generated from air, water, toxic, and solid waste streams, do not further and unacceptably degrade already damaged ecosystems, water basins, and air basins. It is assumed that all projects subject to California Environmental Quality Act (CEQA) will at a minimum mitigate significant impacts to comply with state and federal law.

Sustainability Goal No. 3: The Energy Commission's goal is to identify and promote practices and programs for certified, sustainable production of biofuels that can serve California markets with low GHG transportation fuels and provide economic benefits to under-privileged peoples and societies globally.

Sustainability Goal No. 4: Minimize risk of unanticipated consequences from alternative fuel production to food supplies essential to human consumption, prices of basic food commodities, and potential abuse of basic human and labor rights.

How these sustainability goals will affect various individuals and businesses must be studied before content is created and implemented. It will require initial funding from the California Energy Commission in addition to collaborating with BREATHE LA

to assemble the leaders, senior management, and public officials who will be most beneficial in providing feedback and ideas around content development.

Deliverables

BREATHE LA develops a comprehensive approach to the educational component of implementing AB 118. This will require five phases: 1) Assessment, 2) Business Sector Development, 3) Program Development, 4) Program Implementation and Certification, and 5) Evaluation and Progress Assessments.

Assessment

In order to implement a sound and comprehensive educational program, we should research and meet with the California Energy Commission and the following industries to acquire needs, knowledge level and their specific plans as it relates to the four sustainability goals.

1. Alternative renewable fuel projects that relates to commercial vehicles. This can include Cal Trans, Public Transportation, the Post Office and other government vehicles. Assessment must be conducted with all levels of individuals within this sector.

2. Alternative and renewable fuel projects that relates to passenger vehicles. This can include taxi and limo companies, ride share programs and companies that employ large amounts of people that commute to work. Employees must be surveyed to properly assess this sector.

3. Local utilities that provide rebates or develop and improve alternative and renewable low-carbon fuels, including electricity, ethanol, dimethyl ether, renewable diesel, natural gas, hydrogen, and biomethane, among others, and their feedstocks that have high potent.

4. Small to Medium size businesses that develop and improve alternative and renewable low-carbon fuels, including electricity, ethanol, dimethyl ether, renewable diesel, natural gas, hydrogen, and biomethane, among others, and their feedstock that have high potent. Assessment must be conducted with all levels of individuals within this sector.

In all assessments, appropriate language for key demographics, individuals and business sectors will be considered. BREATHE LA can deliver any education mode in different languages (including sign language) based on the needs of the community or the business sector.

Business Sector Development

By assessing the above-mentioned business sectors and the individuals that work for them, BREATHE LA can customize educational programs to meet the specific needs of each sector. Taking the time to assess and collaborate with these business sectors, stakeholders will have a greater interest and participation in the educational programs being offered and have more ownership in the ultimate outcome.

BREATHE LA will conduct at least two sessions with each business sector to gather information and understand the educational needs relating to the implementation of AB 118.

Each program developed will be tested, evaluated and enhanced to ensure that each business sector is receiving the best educational resources available to implement AB 118 and achieve one or more of the sustainability goals. Once the testing is completed, the final Program Development will take place.

Program Development

A Program Director from BREATHE LA will compile the assessment and business sector development data to create the following educational methods to educate and certify businesses:

BREAHTHE LA's Green Salon Series: This method is designed for line level workers, community organizers/advocates and individuals in general. The Green Salon Series can be brought to a public forum and engage communities throughout California. This format is ideal for economically disadvantaged communities. The series will include keynote speakers from the California Energy Commission, stakeholders from the specific business sectors, public officials connected to AB 118 and known experts in the field of new alternative fuel technologies. In addition, larger businesses or public entities can host the salons or conferences at or near their location. The content developed for this educational method will include green workforce training for individuals not only within the business sector, but also with the regions we visit. This specific green workforce training will allow many levels of workers to see and understand AB 118's goals and implementation process at work—and then take that knowledge and added skill-sets to reduce emissions at home.

BREATHE LA's Green Institute of Learning: These four to six week courses are designed for management level certification of AB 118 knowledge and implementation expertise that cannot be accomplished in a "conference" or "public" forum. Those individuals that are certified will be featured on the BREATHE LA Internet site so other organizations throughout California can recognize their expertise regarding AB 118.

Virtual Content: Conferences and key content will be provided on BREATHE LA's Internet site and video host sharing channel (i.e. YouTube) to allow maximum participation and knowledge creation throughout the state.

Program Implementation

Once the program is finalized, the following would take place:

- ♦ Advertising/marketing throughout the community and business sector affected.
- ♦ Facility procurement, food services and BREATHE LA's Green Salon Series supplies and equipment must be secured.
- ♦ Keynote speakers secured in advance.
- ♦ Program Materials printed and available to all participants.
- ♦ Sign-in procedure to capture all participants, contact information and business information for follow-up surveys and final assessment scheduling.

- ♦ A survey to capture emissions to date as to establish a baseline for approval after the BREATHE LA's Green Salon Series is delivered.
- ♦ A workshop to develop written action plans for each participant to be submitted after the BREATHE LA's Green Salon Series to be used at the final assessment.
- ♦ Internet content, including video to be presented on BREATHE LA's Internet site, to be made available for review by all business sectors, regulatory agencies and the public at large.
- ♦ Certification classes conducted for management and public officials representing all business sectors and level of government.
- ♦ BREATHE LA will become the knowledge base and incubator of thoughts around alternative technology and alternative fuels for all of California.

Evaluation and Progress Assessment

An evaluation process is crucial to completing any educational program. In partnership with the California Energy Commission, regulatory agencies, stakeholders and BREATHE LA the evaluations will involve any business participating in one or more of the educational methods described above. This process will detail how each business implemented AB 118 and how they have made progress on their action plan developed at one or more of the educational methods listed above. In addition, each business will:

1. Identify and support alternative fuels and technologies with the best potential for meaningful petroleum and GHG emission reductions.
2. Recognize, support and encourage production of alternative fuels and vehicle technologies that are more environmentally efficient and less environmentally damaging than current baseline practices for the production of petroleum fuels, production of basic agricultural commodities, and extraction of natural resources, when measured on a life-cycle basis.
3. Identify and promote practices and programs for certified, sustainable production of biofuels that can serve California markets with low GHG transportation fuels and provide economic benefits to under-privileged peoples and societies globally.
4. Minimize risk of unanticipated consequences from alternative fuel production to food supplies essential to human consumption, prices of basic food commodities, and potential abuse of basic human and labor rights.

After the assessment is complete and signed by all parties, it will be presented to the California Energy Commission for review and certification. Those businesses that achieve the goals of AB 118 will be featured on BREATHE LA's website.

Next Steps: After review of the above outline, BREATHE LA would like to have at least one meeting in person—or by teleconference—with Ms. Magaña and the California Energy Commission to obtain feedback on and align the project with the goals of implementing AB 118.