

August 2010

Cool Davis

INITIATIVE



Coalition Partners

- City of Davis
- Care for God's Creations
- Tuleyome
- Davis Farm-to-School
- Yolo Basin Foundation
- Yolo Land Trust
- Yolo Federal Credit Union
- Davis Food Coop
- Sierra Club Yolano Group
- Yolo Food Bank
- Davis Farmers Market
- Davis Joint Unified School District
- Davis Energy Group
- Yolo-Solano Air Quality Management District
- Tree Davis
- Putah Creek Council
- UCD Arboretum
- Davis Bike Collective
- Community Alliance with Family Farmers
- Davis Bicycles
- Davis Waste Removal
- Explorit
- Green Sanctuary
- Valley Climate Action Center
- Yolo Clean Air

To subscribe to future editions of the Cool Davis Initiative Newsletter visit www.cityofdavis.org/email

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Going Solar in California

Did you know that California leads the nation in solar projects? Currently there are 62,257 solar projects and with a goal of installing 3,000 mega watts of new grid-connected solar over the next 10 years, this number is anticipated to grow. Go Solar California is a collaborative effort between the California Energy Commission and the California Public Utilities Commission. Tax incentives are still available for homeowners and businesses interested in installing solar. To learn more visit www.gosolarcalifornia.ca.gov.

Cool Davis Member Profile:



Dorothy Peterson

Dorothy retired as a teacher of 37 years from the Davis Public Schools in 1999. She continued her love for teaching through volunteering and developing gardens, nutrition and environmental programs in the schools for the past eleven years. Peterson has been the chair of Davis Farm to School, a program of Davis Farmers Market Foundation, for the past six years. With Davis Farm to School partnering with Davis Joint Unified School District during this time, the DavisRISE Program (Recycling Is Simply Elementary) was created to cut the solid waste stream in the schools over 50%; saving the school district thousands of dollars in garbage fees. The CA state PTA recognized the recycle program by passing a resolution stating their support for the replicable program to expand to schools throughout the state. The next focus for Peterson is to represent the partnerships that exist and expand the programs and opportunities between Davis Farm to School, Davis Farmers Market and DJUSD to assist in lowering the carbon footprint in the city of Davis. It's Peterson's firm belief that the universe conspires to give us gifts, both large and small to confirm that we are on the right path and that all is as it should be. Our job as a community is simply to remain available and aware, staying open to available connections.

CDI Partner Profile

Randii MacNear



As Davis Farmers Market manager, Randii has championed farmers and farmers markets for 27 years in Davis. She's responsible for the twice weekly, year-round Davis Farmers Market (Saturday mornings and Wednesday afternoons) as well as the Winters Farmers Market and the East Quad Farmers Market on the UC Davis campus. She's helped usher the Market—and farmers markets nationwide—into the 21st century success they are today. Randii co-founded the California Federation of Certified Farmers Markets, and she's a member of the UC Davis Small Farm Center Advisory Group. She's a leader in farm direct marketing throughout the nation and has advised farmers markets on the U.S. mainland, Hawaii and Japan. In March Randii launched the Davis Farmers Market's "zero waste program" at the Market's popular Picnic in the Park at the Wednesday Market. She got food vendors to use only compostable foodware and instituted waste diversion stations for recyclables, compostables and garbage in Central Park, achieving a waste diversion rate of almost 90 percent.

While the Market used to send 14 DWR totes to the landfill every Wednesday, they now only send two. She says, "Composting is the next major stage in diverting waste from the landfill. It's our way of contributing to the Cool Davis Initiative."



Cool Davis Initiative Applies for EPA Grant

The Cool Davis Initiative is an ambitious and bold plan to make Davis the most climate-friendly city in the country. Recently, the City of Davis submitted an Environmental Protection Agency grant application for funding to support this effort.

The three-year grant proposal centers on making household greenhouse gas reduction in Davis as effortless, cost effective, measurable and fun as possible. The City and its Cool Davis Initiative partners are positioned to use the funds to match the incredible energy of Davis citizens who are already working to align existing community efforts around the issue of global warming, build an unmatched toolbox of resources for households to save money while reducing their emissions, and launch a city-wide, citizen engagement program to support households as they become more climate friendly.

This EPA seed money will nourish these local efforts and allow the Cool Davis Initiative to thrive. The EPA is scheduled to announce its awards this fall.

Cool Davis 10-10-10 Weekend

What: On the Weekend of October 9-10, 2010, Davis will introduce the Cool Davis Initiative to the public and celebrate the passage of the City of Davis Climate Action and Adaption Plan in a weekend of service, education, and celebration: the Cool Davis 10-10-10 Weekend. Please join us by becoming a sponsor of this timely and historic community-wide event. Davis is joining thousands of communities around the world in addressing climate action by striving to reduce the global carbon footprint by 10% or more in 2010 (10-10-10 Global Work Party: 350.org).

Climate Action Work Day - Oct. 9, 2010 - a community-wide day of service, tentatively beginning with a rally at the Farmer's Market to gather Davis volunteers heading to climate solution work parties, workshops, and service projects occurring simultaneously around our city!

Cool Davis Festival - Oct 10, 2010 - an afternoon of celebration of culture and climate action in Davis at the Veterans Memorial Center with eco-living demonstrations, music, theater, dance, nibbles, and Mayor Don Saylor as M.C. of a very special program.

Join Us in Sponsoring Cool Davis 10-10-10:

Become a Sponsor: Take action for climate stability and a thriving Davis by becoming a sponsor of Cool Davis 10-10-10 Weekend!

The Cool Davis 10-10-10 Weekend includes two, free, community events for which sponsor businesses will enjoy an excellent level of marketing exposure through our publicity campaign estimated to reach 50,000+ people. Cool Davis Initiative sponsorship opportunities offer a range of levels to fit every budget. For details on sponsor benefits contact Lisa Murgatroyd at cooldavislisa@gmail.com.

Get Involved with Cool Davis 10-10-10 Weekend:

- Volunteer for a Climate Service Project: email Brennan at bbbird@ucdavis.edu
- Help Organize a Climate Service Project: email Brennan at bbbird@ucdavis.edu
- To Learn More: Visit <http://cityofdavis.org/cdd/sustainability/cooldavis/> or 350.org

Cool Davis 10-10-10 Weekend Sponsorship Opportunities

Environmental Hero	\$2,500	Name and logo on B Street banner plus other benefits listed for Guardian and Sentinel levels
Environmental Guardian	\$1,000	Name listed on billboard at B and Fifth Street plus benefits listed for Sentinel level
Environmental Sentinel	\$500	Name and logo prominently listed on event poster and in publicity, plus a Low Carbon Diet book.
Environmental Defender	\$250	Name listed on event poster in medium type and in other publicity, plus a Low Carbon Diet book.
Environmental Protector	\$125	Name listed on event poster in small type and in other literature, plus a LOW Carbon Diet book.
Environmental Sentry	\$60	Low Carbon Diet book
Environmental Caretaker	\$35	Thank you card for tax-deductible receipt for donation.

All sponsors will be publicly thanked in the Davis Enterprise following the event.

Please send your checks payable to Cool Davis Foundation at 2736 Brentwood Place, Davis, CA 95618. For inquiries, please contact Lisa Murgatroyd, Director of Development, cooldavislisa@gmail.com, (530) 758-1103.