

Creating a Carbon Fund

Expanding Options to Fund Climate Action



**Statewide
Energy
Efficiency
Collaborative**



**Local
Government
Commission**

Webinar – June 21, 2017



Dr. Tiffany Wise-West | Principal, EcoShift





The Monterey Bay Regional Climate Action Compact is an action network of organizations committed to working collaboratively to address climate change.

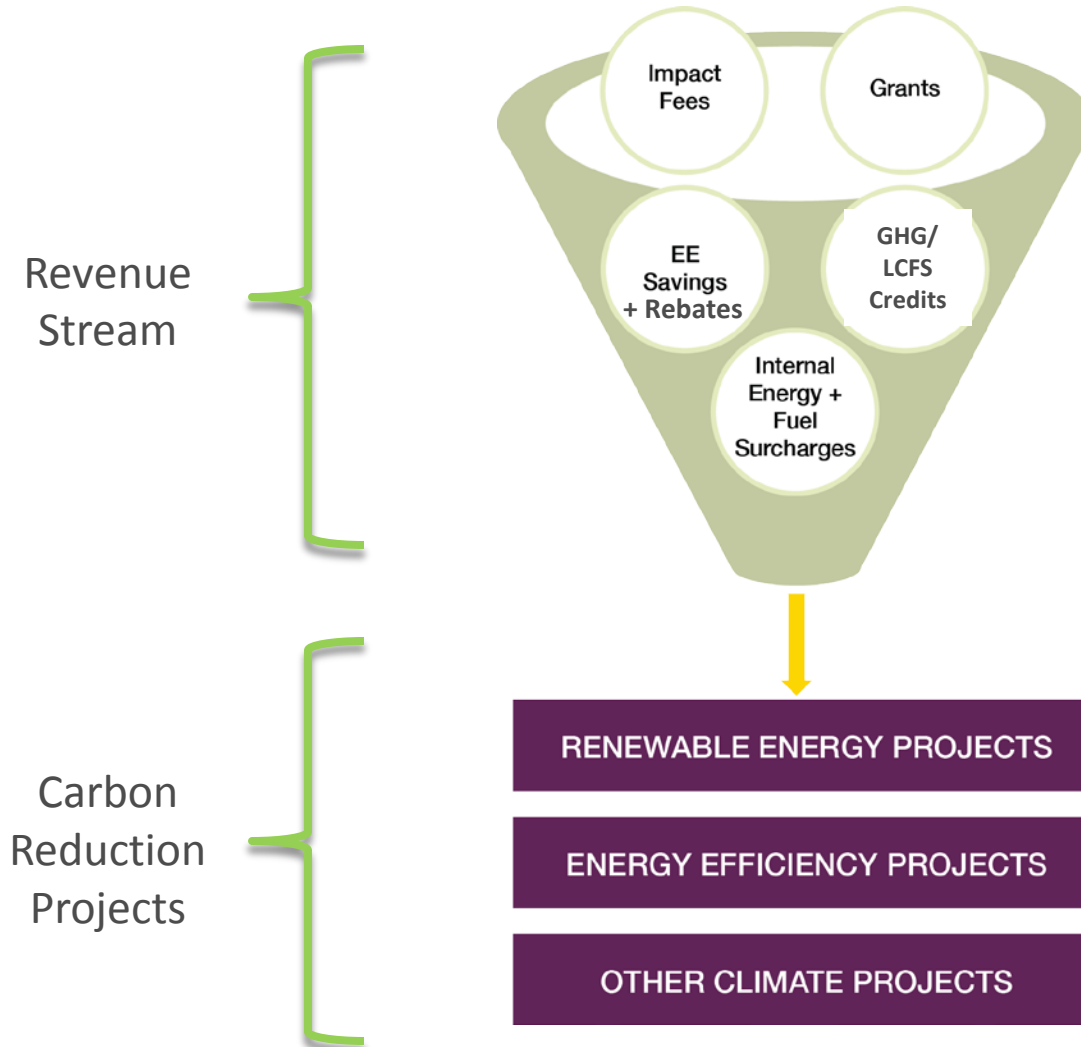


Agenda

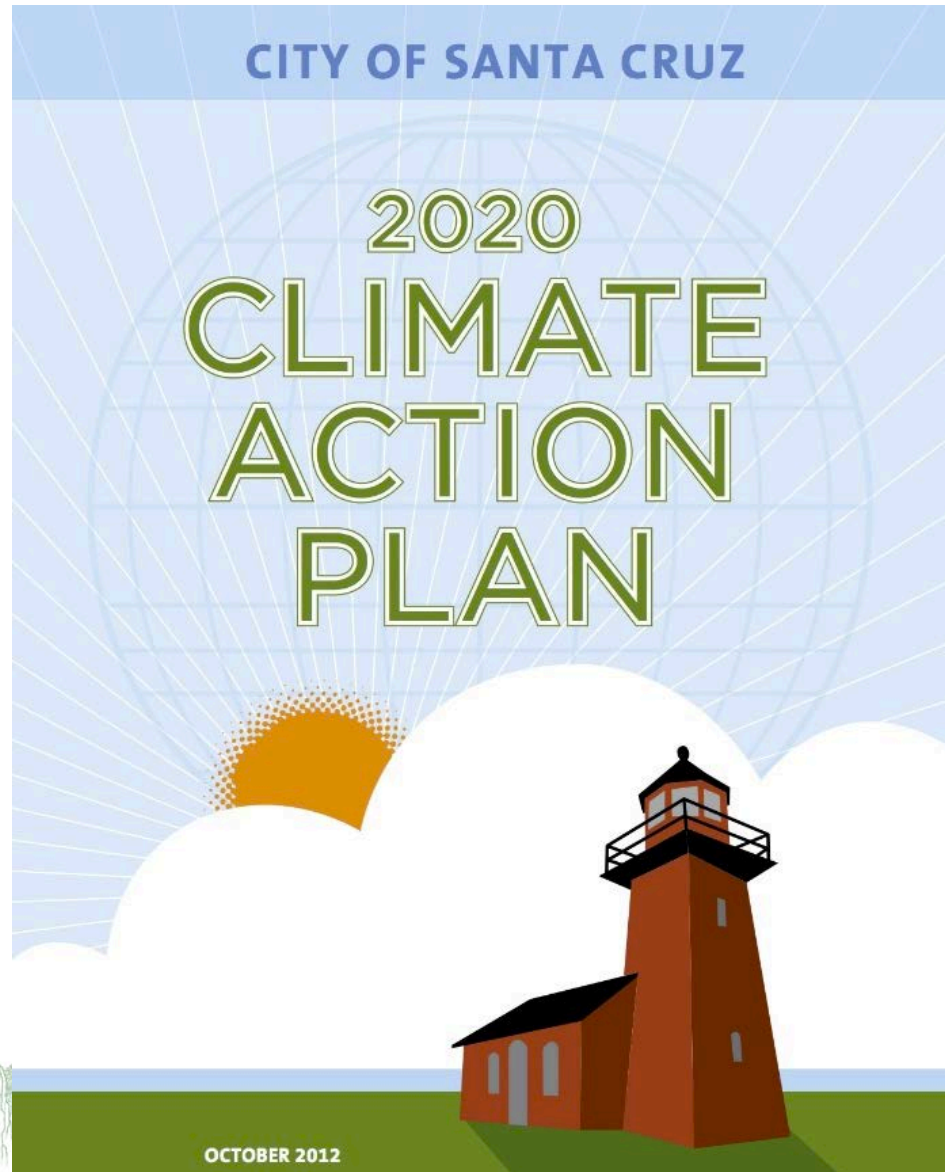
1. What is a Carbon Fund?
2. Benefits of Carbon Funds
3. Keys for Success
4. Carbon Fund Case Studies
5. How to Establish & Manage a Carbon Fund



What is a Carbon Fund?



Benefits of Carbon Funds



Benefits of Carbon Funds

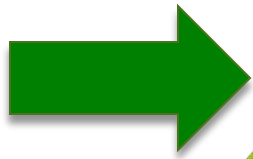


Benefits of Carbon Funds



Benefits of Carbon Funds

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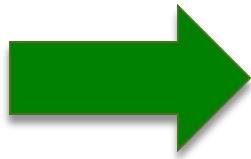
California Assembly Bill



Benefits of Carbon Funds

COMMUNITY INVESTMENT

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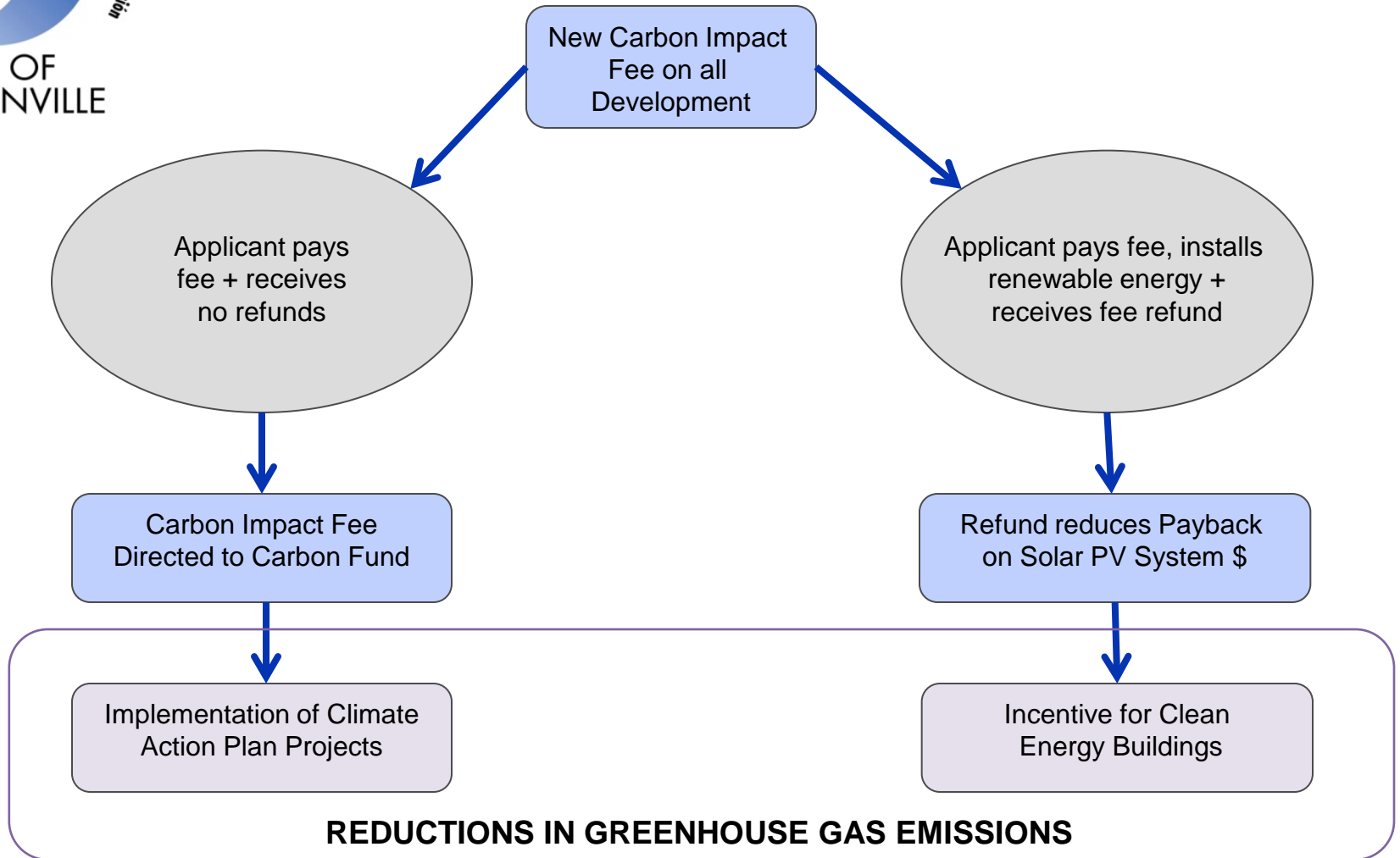
Keys for Success

1. Inclusive + transparent
2. Demonstrate carbon + cost savings
3. Minimize administrative burden
4. Engage internal + external stakeholders
5. Sustainable revenue models
6. Policies for fund collection + distribution





City of Watsonville





City of Watsonville

Carbon impact fee on all development, refunded for clean energy buildings

Year established: November, 2015 went into effect

Revenue generation: Annual revenue \$80k in first year

Fund distribution: Staff proposals vetted + prioritized by City execs

Administration: Planning + Community Development Dept. administers with Finance Dept. accounting for fees and refunds

Website: www.cityofwatsonville.org/163/Carbon-Fund-Ordinance





City of Santa Cruz

Phase 1: Establish account for EE Rebates, Utility credits + Grants
Phase 2: EE savings + Fuel surcharges + GHG Rx/LCFS credit sales

Year established: Phase 1 in late 2016; Phase 2 in 2018

Phase 1 Revenue generation: >\$75,000 in first year

Phase 2 Revenue generation: Estimated \$ 53,000 annually in year 1

Fund distribution: Proposals vetted + prioritized by Sustainability Team, City Manager + City Council

Administration: City Manager's Office Climate Action Program w/ Finance Dept. accounting for funds



Student Fee Measure + Voluntary Community Contributions

Year established: 2010

Annual revenue generated: > \$120k

Metric tons CO₂e avoided to date: 20,000 MT CO₂e

Fund distribution: Competitive grants to staff, faculty, students + community

Administration: UCSC Sustainability Office

Website: www.sustainability.ucsc.edu





Monterey Bay Carbon Fund

Voluntary Contributions to Offset Travel, Commuting and Events

Year established: 2012

Revenue generated to date: >\$600,000

Metric tons CO₂e avoided (30 yr projection): 1,745 MT CO₂e

Fund distribution: competitive grants + offset purchases

Administration: Non-profit agency via web portal

Website: www.theoffsetproject.org





Western NC Green Building Council



Your Local Solution to Global Pollution

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[Who It Benefits](#)

[Why It Matters](#)

[Our Supporters](#)

[About Us](#)

Support local **clean-energy projects** while reducing **your carbon footprint.**

To get started, choose below:

Individual

Business



Learn more below.

A PROGRAM OF



Website: www.cutmycarbon.org/





Western NC Green Building Council

Voluntary Contributions to Offset Individual + Business emissions

Year established: August 2016

Revenue generated to date: \$18,000

Metric tons CO₂e avoided to date: 845 MT CO₂e

Fund distribution: energy efficiency and solar PV for non-profits

Administration: Non-profit agency via web portal and Stripe payment platform

Website: www.cutmycarbon.org/



Establish Carbon Fund

1. Set priorities + parameters
2. Assess revenue opportunities + \$ generation potential
3. Assess political will + process for each
4. Stakeholder engagement
5. Select, design and launch program
 - Craft policy: define rules, process + timeline
 - Conduct outreach + internal training



Manage Carbon Fund

1. Plan for fiscal accounting + project selection
2. Solicit + implement carbon reducing project proposals
3. Evaluate, select + implement projects!
4. Achieve real carbon reductions



A Call to Action!

1. Prepare for exploratory discussions
2. Initiate discussion w/internal stakeholders + management
3. Conduct opportunity analysis + present fund options
4. Establish fund + gain management approval
5. Rally support of external stakeholders + promote
6. Manage fund + implement carbon reducing projects!



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Learn more about carbon funds in the July issue of *Western Cities magazine*

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Thank you! Questions?

EcoShift Consulting, LLC

www.ecoshift.com

Sustainability Tools | Climate Change Strategy | Lifecycle Analysis
Energy | Carbon Accounting | Green Tech, Infrastructure + Transportation

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