



# News Release

Loma Prieta Chapter  
Palo Alto, CA

**October 30, 2007**  
**FOR IMMEDIATE RELEASE**

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## **Sierra Club Praises San Jose City Council's Support for Mayor Reed's Green Vision and Urges Rapid Implementation**

**The Sierra Club's Loma Prieta Chapter applauds the San Jose City Council's unanimous vote to support Mayor Chuck Reed's bold Green Vision for San Jose. Mayor Reed's Green Vision is precisely the kind of visionary leadership Silicon Valley, and the whole country, needs to implement smart energy solutions, stimulate new technologies, drive economic opportunity, and protect our natural resources.**

"Silicon Valley is the world's leader in technological innovation and is poised to lead in the clean technology sector. The private sector is moving quickly and the public sector must too. Mayor Reed's plan will stimulate thousands of clean tech jobs, build needed expertise, dramatically cut greenhouse gas pollution and safeguard our children's future," said Sierra Club Director Rafael Reyes.

The Sierra Club's Cool Cities initiative has empowered citizens throughout the region and nation to encourage cities to commit to reducing greenhouse gas emissions throughout the community and to develop and implement smart energy solutions. After the first year of the Loma Prieta Chapter's Cool Cities Campaign, a total of 18 cities in the Peninsula and South Bay have signed the U.S. Mayors Climate Protection Agreement and 20 cities have Cool Cities Teams of residents pressing for action on emissions reductions. The Loma Prieta Chapter, which includes Santa Clara, San Mateo, and San Benito Counties, is supporting the efforts of cities to establish citizen green ribbon taskforces, to develop comprehensive climate action plans, and to implement innovations like green building techniques for their communities.

"We are thrilled by Mayor Reed's plan. Improving energy efficiency, increasing renewable resources, and reducing waste not only cut pollution but will save the city money in the long run. These goals are ambitious yet achievable and a perfect fit for Silicon Valley's 'can do' attitude and ability to innovate," said Annie Stauffer, volunteer leader for San Jose's Cool Cities team.

The Sierra Club San Jose Cool Cities Team is actively educating citizens on Mayor Reed's Green Vision and looks forward to assisting the city in educating the community on steps everyone can take to reduce energy use and global warming emissions.

It is fitting that the San Jose City Council has voted to unanimously accept Mayor Reed's bold Green Vision just days before the Step It Up National Day of Climate Action on November 3. On this day people in hundreds of communities including San Jose, Mountain View, Palo Alto and across the



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country are rallying to ask our political leaders and candidates to take bold action to cut global warming emissions. Solutions to our energy challenges require action at every level: federal, state, personal, institutional, and local. The Green Vision for San Jose provides not only local leadership but a model for communities nationwide.

**Sierra Club Cool Cities Campaign:** <http://coolcities.us>

**Loma Prieta Chapter's Global Warming Campaign:** <http://lomaprietaglobalwarming.sierraclub.org>

**Step It Up:** <http://stepitup2007.org>