



Plan It Green

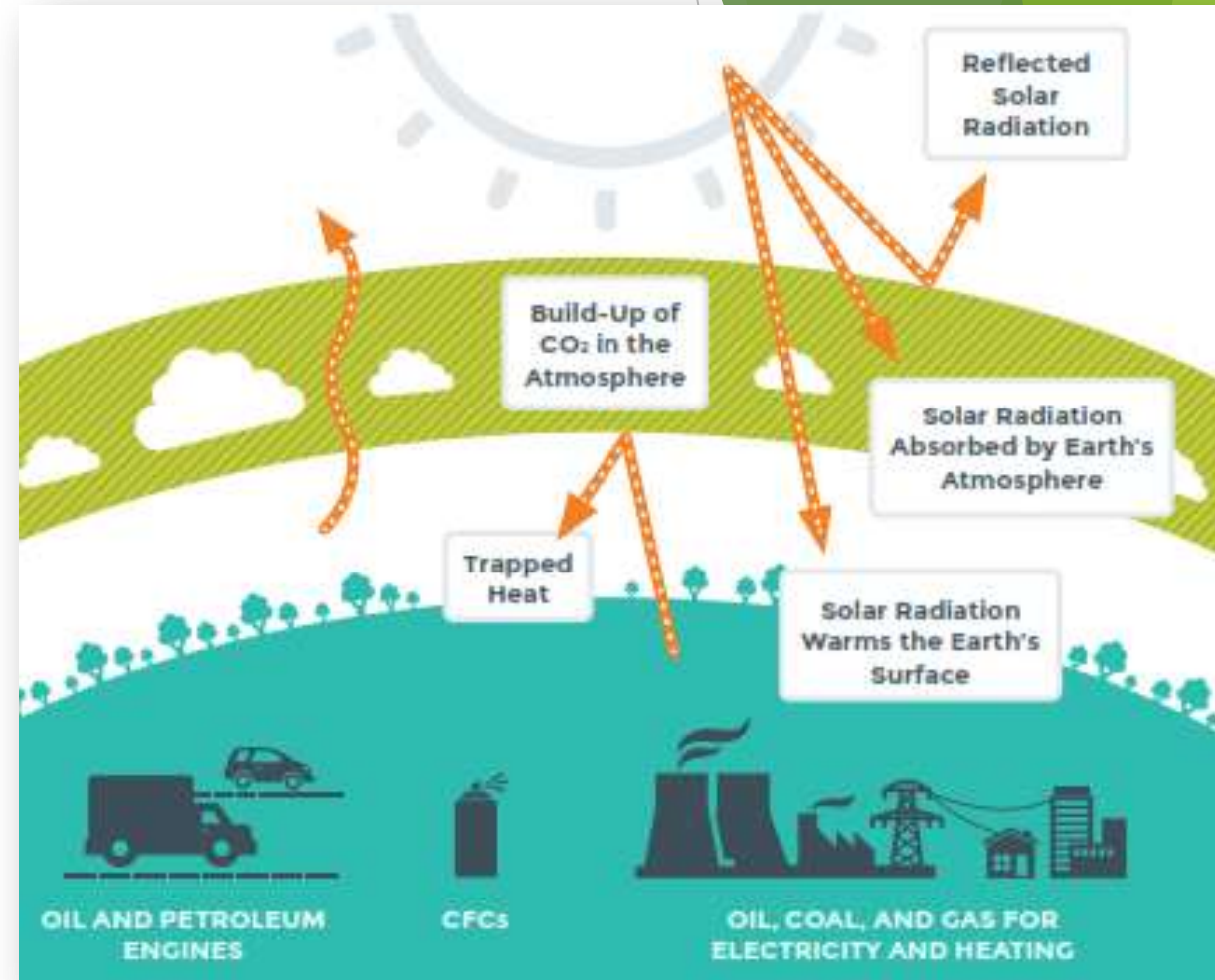
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Mitigating Climate Change

- ▶ 2% GHG reduction per year
- ▶ Regional
 - ▶ 10% GHG reduction by 2020 (Climate Action Champions)
 - ▶ 80% GHG reduction below 2008 by 2050 (Cool Counties)
 - ▶ GHG reduction of 82% below 2010 by 2050 (Compact)
- ▶ CCAP Goal NU-2
 - ▶ Promote urban forestation for carbon sequestration and storage
- ▶ Resolution 2008-775 for Plan-It Green



Plan It Green

- ▶ Revenue generating carbon offset program
- ▶ Event attendees and organizers pledge funds to offset carbon emissions
- ▶ Funds provide for reforestation projects
- ▶ Trees remove carbon dioxide from atmosphere locally

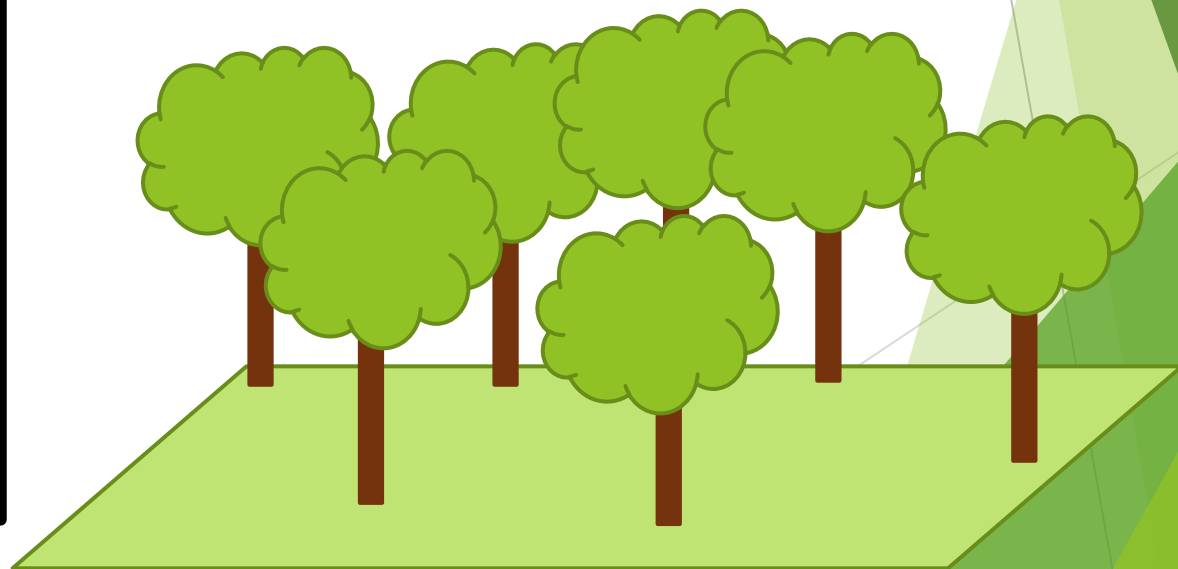


Urban Reforestation- Carbon Sequestration

Emissions

GHG

CO₂ Intake



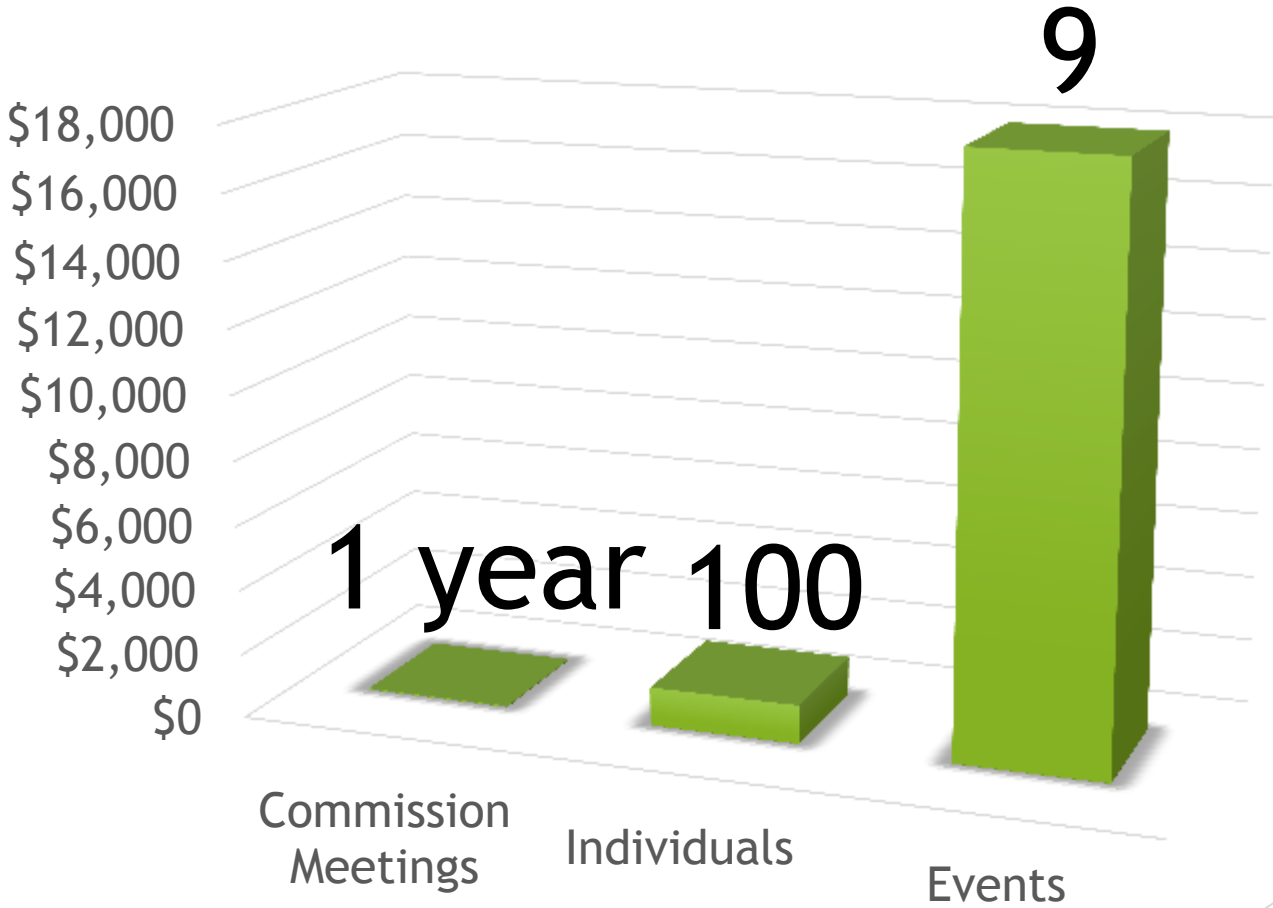
Carbon Footprint Calculator

1. What's My Event's Carbon Footprint?
2. How many people are attending the event?
3. Where are the attendees primarily coming from?
4. How many days will the event last?
5. Estimated percentage of attendees staying in hotel overnight?
6. Is the event site green?
7. How many meals are provided per person during event?
8. What percentage of the meals will be vegetarian?

= tons of eCO₂ from electricity use,
fuel and food processing



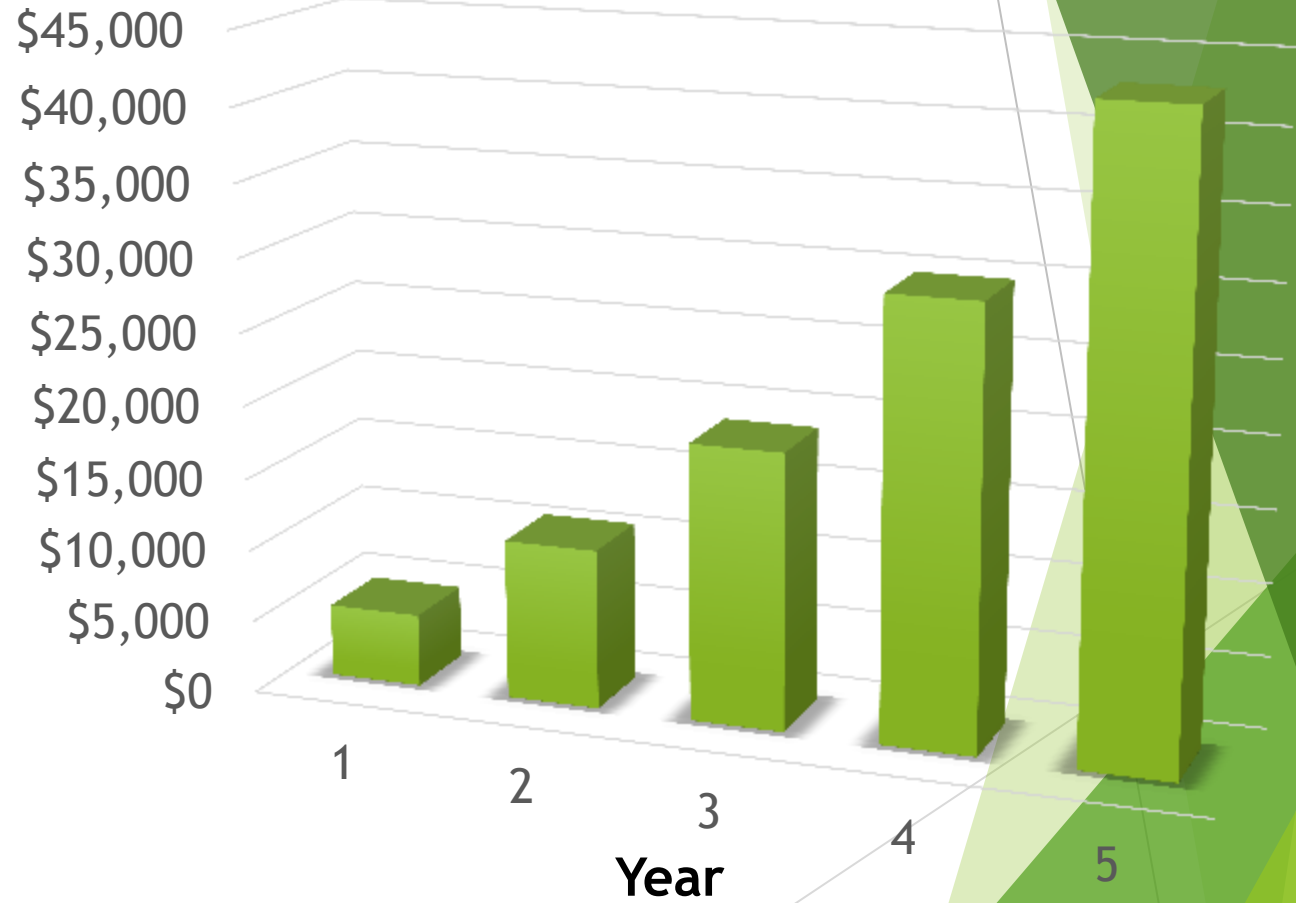
Opportunities



Potential Revenues

- ▶ Based on
 - ▶ % population that buy green
 - ▶ Tourism population
 - ▶ Number of local events
 - ▶ Average impact of 5 day event
 - ▶ Offset cost of \$10/ ton

Estimated Annual Revenue



Achievement

- ▶ Highly visible projects and signage promoting County's commitment to reducing GHG
- ▶ Local air quality and climate improvement
- ▶ Alignment of multiple plans and goals



Questions

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the slide, with some extending towards the left. The overall aesthetic is clean and modern.