



MEMORANDUM

TO: PEOPLE and ORGANIZATIONS INTERESTED IN HELPING DISTRIBUTE FREE COMPACT FLUORESCENT LIGHTBULBS

FROM: CARL ZICHELLA, SIERRA CLUB REGIONAL STAFF DIRECTOR; MARIA GATES, SENIOR FIELD ADMINISTRATIVE COORDINATOR, KRISTY LYN LEVINGS, CONSERVATION ORGANIZER

DATE: AUGUST 20, 2007

RE: DISTRIBUTING COMPACT FLUORESCENT BULBS

Friends:

First of all, thank you for your interest in helping with this extraordinary opportunity. PG&E is donating 500,000 60w replacement compact fluorescent bulbs (CFLs) to the Sierra Club to distribute free of charge to people living in their service territory. This is genuinely important. ***Five hundred thousand CFLs could prevent the release of hundreds of thousands of tons of CO₂ a year.*** CFLs cut lighting-based CO₂ by 80% over incandescent lighting. If every household in America switched one incandescent bulb out for a CFL, the effect would be like taking one million cars off the road. If we were able to distribute a half-million CFLs, PG&E may be willing to donate a half-million more. As you can see this is a golden opportunity to do some real good. The goal is to distribute them by the end of November. We will also provide a recycling bag for each CFL we distribute so eventually spent CFLs can be properly disposed of.

Distributing this many CFLs will be a very big chore. We will be working with youth serving organizations, churches, labor unions, housing advocates, and anti-poverty organizations as well as environmental groups to make this a success. Your participation is critical to this effort. **Because this is a regulated program by the California Public Utilities Commission (CPUC), we have a few guidelines that must be followed:**

1. Ask recipients to sign for and provide their addresses to us verifying that the units were not sold or stolen. (The form for this is also attached)
2. Give up one (1) CFLs per person. People must be present to receive bulbs.
3. Identify the distribution activities on your Agreement Form with the leader's name and the dates: (Ex. John Smith and group; door-to-door knocking in Sonoma 10-1-07--10-15-07 or EX. Joan Smith; Autumn Festival, Tabling Napa, 10-17-07 & 10-18-07);
4. Distribute within PG&E territory only. (Maps provided upon request.)

TO GET YOU STARTED AS A DISTRIBUTION PARTNER, PLEASE DO THE FOLLOWING:

1. **Determine an appropriate delivery site to receive your bulbs and state it clearly on your Agreement Form.**
2. **Sign an Agreement Form and fax to us** (attached) that states you will distribute the bulbs for free, and not resell them. It also serves as your order form indicating how many bulbs you would like and where to ship them to. Our fax number is (916) 557-9669.
3. **Collect and return to us the names, addresses, and phone number** using the attached CFL Distribution Sign-Off sheet. *Original sign-up sheets should be mailed to Sierra Club.*

If you have suggestions for other partners, please feel free to put them in contact with me or forward them this message ASAP.