



Status update on Beyond the Pump campaign November 25, 2014

Berkeley moving ahead—On November 18, 2014 the Berkeley City Council voted to support climate change labels on gas pumps. They asked the City Manager and City Attorney to draft an ordinance for their final approval. Two city commissions in Berkeley approved the proposal to require consumer information labels on gas pumps. The Community Environmental Advisory Commission (June, 2014) and the Energy Commission (September, 2014).

San Francisco ready to act—The City Attorney is nearly finished drafting language to require climate change labels on gas pumps. The SF Environment Commission will hold a hearing on the issue TODAY!. The early draft of the wording is:

The operator of any Service Station shall post or cause to be posted on each pump used to dispense gasoline or other motor fuel to the public a legible and conspicuous label which contains the following statement: "The U.S. Environmental Protection Agency (EPA) has determined that a typical passenger vehicle burning one gallon of fuel produces on average almost 20 pounds of tailpipe carbon dioxide (CO₂), which the EPA has determined is the primary greenhouse gas that is contributing to recent climate change. This is a message from the City and County of San Francisco. To learn about San Francisco's efforts to reduce greenhouse gas emissions, go to: www.sfclimate.org."

The operator shall attach the label either to the hose of each pump or on top of the nozzle of each pump.

The climate change labels proposal was endorsed by the Sierra Club Bay Area Chapter earlier this year. The Beyond the Pump team is continuing to reach out environmental and community groups to gain endorsements.

350 Bay Area has an online petition for those supporting the campaign. Please sign our petition and join us to build a movement to warn people of the dangers of gasoline and global warming.

For more information contact Jamie Brooks—510-402-8407 or Jack Lucero Fleck—626-806-6683.



Gas Pump Warning Label FAQs

1. Is it legal for cities to require warning labels?

Cities have a responsibility to protect public health. Warning labels have to be factual and based on authoritative government sources. Quoting California's AB32 Global Warming Act or the EPA (see San Francisco proposed wording) can comply with this requirement.

2. Won't the oil companies fight this, making it a costly legal battle?

Most companies are willing to put warning labels on their products since doing so tends to limit their product liability. Tobacco companies eventually welcomed warning labels for that reason. If oil companies resist putting warning labels on their products, the next logical step would be to sue them for the consequences of using their products, which in the case of climate change is well proven scientifically.

3. Do warning labels do any good?

People cannot make good choices unless they have good information. Cigarette smoking is down since warning labels and a massive education campaign began. Warning labels are not a solution to the problem of global warming, but they stimulate thinking about the deep cuts in the use of fossil fuels that are required.

4. Don't people already know that burning gasoline is causing climate disruption?

Many people do know, but many more are confused. Just as many smokers were in denial about the fact that cigarette smoking causes cancer, many people still deny that global warming exists, that the danger is real and immediate, and that it is mostly caused by burning fossil fuels. The problem is that oil companies have deliberately spread misinformation about global warming so people do not understand the dangers we face.

5. Are people too short sighted to understand the need to stop burning fossil fuels?

People act every day in ways to protect their long term interests—we brush our teeth to avoid dental problems, we save money for a rainy day, we retrofit our bridges and buildings to withstand earthquakes.

6. Are warning labels too negative? What if people feel there is no positive alternative?

There are many good alternatives, and fortunately, in the Bay Area, over 30 cities have climate action plans explaining how to reduce fossil fuel use. The plans include conservation, energy efficiency, renewable energy, public transportation, pedestrian facilities, bicycles, electric vehicles and many more. The warning label should point to the city's climate action plan as a positive alternative to burning gasoline.



TWO POSSIBLE LOCATIONS FOR HOSE TALKERS



POINT OF PURCHASE HOSE TALKER

HOSE TALKER SPECS

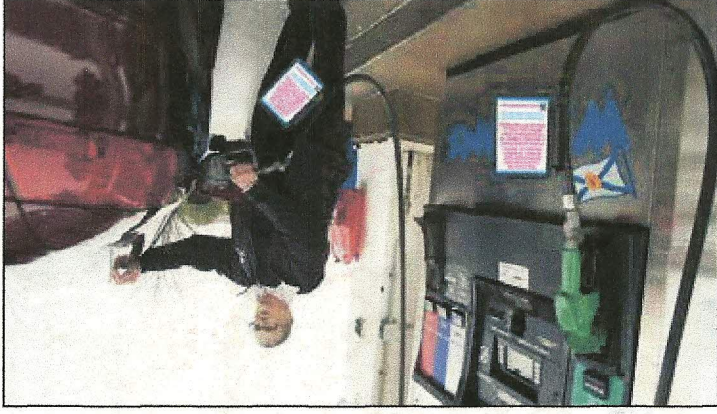
**Major supplier of this POP device:
The Point-of-Purchase Store (1-877-767-0099)
Model #: PHT0406**

- Fits ALL gas hoses
- Fixed to gas hose with two adjustable ties
- Made of durable materials
- Frames hold a 4" x 6" double-sided graphic

ADVANTAGES

- One model for all gas stations in Berkeley
- No risk of interfering with the California Air Resources Board (CARB) regulations for vapor recovery system gas nozzle handles
- Larger graphic area is 24 sq. inches, and double sided for viewing from all angles
- Easy installation means less time and cost
- Has been used in numerous advertising campaigns with high level of success
- No Berkeley gas stations are using them currently/will not compete with other advertising

HIGH VISIBILITY AND DOUBLE SIDED



IMPLEMENTATION COSTS

- POP talkers needed for all Berkeley stations 16 gas retailers/114 hoses total (@ \$10/each, shipped in boxes of 6)

- Labels: printed on 20mil styrene board/quantity of 500 total to account for loss and refreshing POP devices quarterly * \$250.00
- Installation: procurement of materials, assembly, station installation, travel time, overhead, etc., (@ \$50/hr labor, 40 hours) ** \$2,000.00
- Maintenance: recommend quarterly updating/refreshment of graphics \$1,000.00
- **BUDGET PER YEAR *** \$4,500.00**

* POP specialists recommend refreshing graphics at least quarterly to maintain relevance.

** Costs are a preliminary budget for contracting with an outside vendor to implement and maintain this campaign. RFP could be written by City to obtain a vendor at a best cost to City. Vendors for implementing POP campaigns are numerous. City could prefer to implement campaign entirely with city resources too. Citizen advocates are unsure of costs for engaging internal City of Berkeley resources.

*** Budget is for estimate purposes, based on research on other point-of-purchase campaigns using hose talkers at gas retailers, using outside vendors to install and regularly maintain the labels. Offsets from fees and/or fines to gas retailers is not included.

PUBLIC OUTREACH OPTION FOR PROGRAM

The City might consider adding a larger public education outreach effort for the initial launch of the labels. Ideas to consider may include developing a micro-website with valuable information on services and support, a series of community meetings to inform citizens about the merits of the program, a city-wide event to increase awareness of the labels and promote sustainable transportation improvements, and public relations to media to provide them with information about the innovative program.

Costs may range from \$15-20,000

KEY MESSAGES:

**CITY
SPONSORED
GREETING &
STATEMENT**



**THIS IS A MESSAGE FROM THE CITY
AND COUNTY OF SAN FRANCISCO:**

**GRAPHIC
ELEMENT**



**PROBLEM &
FACTUAL
STATEMENT**



THE U.S. ENVIRONMENTAL PROTECTION AGENCY (EPA) HAS DETERMINED THAT A TYPICAL PASSENGER VEHICLE BURNING ONE GALLON OF FUEL PRODUCES ON AVERAGE ALMOST 20 POUNDS OF TAILPIPE CARBON DIOXIDE (CO₂), WHICH THE EPA HAS DETERMINED IS THE PRIMARY GREENHOUSE GAS THAT IS CONTRIBUTING TO RECENT CLIMATE CHANGE.

**SOLUTION &
ANSWERS**



TO LEARN ABOUT SAN FRANCISCO'S EFFORTS TO REDUCE GREENHOUSE GAS EMISSIONS, GO TO

WWW.SFCLIMATE.ORG



10 ways to reduce gas use

1. Walk
2. Bike
3. Take the bus or BART
4. Carpool--with three people in the car you've cut your CO2 by 2/3!
5. Drive more slowly--driving 10 mph slower on the highway can save 12% or more on fuel consumption.
6. Accelerate and decelerate more gradually-- Avoid that great sucking sound of gas guzzling.
7. Inflate your tires to the proper level
8. Combine trips to reduce total miles driven
9. Make sure your next car gets better miles per gallon than your present car, ideally make it an electric car, and better yet power it with solar panels on your roof if possible.
10. Next time you move or buy a house, find a place close to transit, and closer to your school or workplace to reduce total miles driven.

The Bay Area goal is at least 80% reduction in greenhouse gases by 2050—we can do this if we all do our part!

Some more ideas about reducing gas use:

- Switch 1 Day's Commute: If you can't do it every day, try switching one day a week to commuting to work by bus, bicycle, carpool or walking. That's a 20% reduction in your commute miles!
- Car Free Sundays: try creating a car free day in your household. This would be a dedicated day when mobility is accomplished on bike, public transit or by walking.
- Running an electric car on solar power reduces your carbon footprint by nearly 80%, even counting the manufacture of the car, the batteries, and the solar panels! (and it only costs 3 cents per mile to run on electricity when you charge at night, so you can save money too!)
- Think About Car Rentals: When traveling, look for the highest fuel efficient vehicle to fit your needs
- Join the Berkeley Climate Action Coalition or other climate activist groups (e.g. Sierra Club, 350 Bay Area and many more!) and be part of the solution—Work to support legislation that will encourage higher density transit oriented development, bike paths, transit funding, pedestrian improvements, subsidies for electric cars, subsidies for solar and wind power and other clean energy, and be part of active efforts to stop fracking, shipping flammable crude oil by rail, and tar sands oil in Bay Area refineries. Divest our pension funds from fossil fuels. Support a Bay Area Climate Action Plan to drastically cut carbon pollution--100% renewable is 100% doable!



**SIERRA
CLUB**
FOUNDED 1892

**San Francisco Group, Sierra Club,
85 Second Street, 2nd Floor, Box SFG, San Francisco CA 94105-3441**

November 24, 2014

Commission on the Environment
1455 Market Street, Suite 1200
San Francisco, CA 94103

Dear Commissioners:

The Sierra Club supports the proposed "Greenhouse Gas Information Labels for Gas Pumps" ordinance introduced by Supervisor John Avalos (File No. 141094) and urges its approval by the Environment Commission.

The Club supports this ordinance for two main reasons:

1. It's important that consumers be given tools to make informed decisions. The proposed gas pump labels will do exactly that by informing people buying gasoline how much tailpipe carbon dioxide is produced by burning one gallon of fuel, and by explaining that CO2 emissions are a significant factor in recent climate change.
2. The labels won't only provide a warning, but will also provide a resource for people wishing to make changes. Directing people to the sfclimate.org site gives the city the opportunity to highlight numerous ways to reduce gasoline use – from improving mileage to avoiding solo driving altogether, by car-pooling, taking public transit, biking, or walking.

These labels have the potential to be part of a larger strategy for the city of San Francisco to seriously address climate change.

To maximize their effectiveness, we urge that the labels be as clear and easy to read as possible.

Sincerely,
Karen Babbitt

Chair, San Francisco Conservation Committee