

# Sky Tags

## Local Offsets Pilot Program

to fund local green projects

*A project of the*  
**Climate Action Compact**  
*City of Santa Cruz*  
*UC Santa Cruz*  
*Ecology Action*

CO2 emissions avoided  
150 tons  
per year

Individual  
Offsets from  
2% of  
residents and  
businesses

UCSC  
offsets

SC City  
Revolving  
Fund  
Contribution

\$100k  
student fees

\$100k

\$100k

10%  
overhead

**Sky Tags**  
\$250k for pilot  
5-year revolving fund

Ecology Action  
Admin /  
Marketing

Residential  
Solar  
Thermal

\$4k w/ rebates  
(50 homes  
per year)

5-year  
payback

4% rate  
of return

Local  
Green  
Investment

\$67 charge on  
water bill  
for participants

City Water  
Bill

Urban  
Forestry

Local  
Schools  
and small  
business

On-bill  
offset  
(future)

Phase 2

3 tons  
per household