

*pharmaceutical/medical device firms, communications, technical R&D, specialty foods, and service sectors all represented, with none dominating. There must be a sufficient number of jobs which pay enough to support living the community, such as there are in Harbor Bay. I will promote this model at Alameda Point, along with working with the Green Corridor to attract investment in "green industry" and research for clean up as a niche market for Alameda.*

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- What roles will alternative energy sources such as hydropower, geothermal power and solar power play in Alameda's future? What is the City doing, especially the City's Alameda Municipal Power company, and what more could the City do to conserve energy?

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*Alternative energy, such as hydropower and geothermal power already in Alameda Municipal Power (AMP) portfolio must be supplemented with more solar power and other alternatives such as wind, tidal and any newer technologies. As a resident owned company, I will push to have AMP continue their outreach to residents to conserve power. We can take steps with continual review and upgrades of codes so that building upgrades and new construction become even more efficient users of power. We also must provide financial incentive to rate payers to conserve in balance with the need for revenues to bring more clean energy on-line.*

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#### GENERAL INFORMATION ABOUT YOUR ENVIRONMENTAL COMMITMENTS

a. Please identify pro-environmental actions you have taken either as a private individual and/or public official in your career and any environmental or civic organizations active on environmental or environmental justice matters in which you have been active.

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*I supported the Alameda ICLEI initiative, maintaining AC Transit service in Alameda, the policy for vehicle purchase favoring clean vehicles, Bike-to-Work Day, the City's purchase of Eco-passes from AC Transit for City Employees, banning Styrofoam, and key clean up requirements at Alameda Point to name a few.*

*I am the City's representative to the Restoration Advisory Board and sit on the AC Transit-City of Alameda Liaison committee to actively work on the hard decisions that have direct impact on our environment.*

*Personally, the majority of my commute and in-City transportation is by AC Transit or in my personal all electric vehicle (a 2006 GEM two-seater).*

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b. Please attach any written environmental campaign material or platform plank.

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- See [WWW.FrankforMayor.Org](http://WWW.FrankforMayor.Org) -

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c. Why should the Sierra Club support your candidacy?

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*I would be honored to have the Sierra Club's endorsement. I would like to continue to lead in areas like public transportation, future renovation and developments and in bringing "Green practices" and businesses to Alameda because our future as a City depends on it. I have made the political and personal commitment to building a sustainable Alameda and would like to continue leading these efforts as Mayor.*

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#### **CANDIDATE AND CAMPAIGN INFORMATION**

a. Briefly describe the major bases of support you hope to gather for your campaign. What other endorsements have you received so far? From whom else (individuals, groups) will you be seeking endorsements?

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*Current list of elected officials endorsing my candidacy include:*

*The Hon. Judge Richard Bartalini, (Ret.)*

*The Hon. Keith Carson, Alameda County Supervisor Dist 5*

*The Hon. Ignacio de la Fuente, Vice Mayor of Oakland*

*The Hon. Fred Sims, Alameda County Board of Education Trustee Area 5*

*The Hon. Sandre Swanson, State Assemblyman, 16th District*

*The Hon. Nate Miley, Alameda County Supervisor, 4th District*

*The Hon. Elsa Ortiz, AC Transit Board*

*The Hon. Joel Young, AC Transit Board*

*I am also endorsed by the Carpenters Union Local 719*

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b. What level of time commitment do you expect to devote to Alameda city business?

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*I will commit a significant level of time to Alameda City business. Over the past eight years, I have spent a good deal of time as a City Councilmember I will commit to the additional time needed to fulfill the additional duties as Mayor.*

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c. Please provide electronic, telephone, and physical addresses for the campaign.

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*Committee for Frank Matarrese for Mayor 2010*

*c/o 29 Courageous Court – Alameda 94501*

*(510) 759-9290 [frank@frankformayor.org](mailto:frank@frankformayor.org) [www.frankformayor.org](http://www.frankformayor.org)*

*FPPC ID 1247509*

*1534 Webster Street – Campaign Headquarters*

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**The Sierra Club can:**

1. Endorse.
2. Engage in actions short of endorsement, which can allow a candidate to identify supporters by their Club titles or use Club mailing lists for mailings. The Club may describe the candidates' records in newsletter articles or in campaign materials mailed to the nearly 600 Alameda Sierra Club members.
3. Oppose.
4. Remain neutral. The Club may describe the candidates' records in newsletter articles.

**SIERRA CLUB ENDORSEMENT PLEDGE (REQUIRED FOR INTERVIEW)**

A few candidates have misrepresented action short of endorsement in their literature or statements to the press as a Sierra Club endorsement. Others, while not endorsed, have quoted selectively from Sierra Club articles to suggest Club support for them or opposition to their opponent. To protect the validity and credibility of the Sierra Club endorsement, we ask each candidate seeking our endorsement to sign the following pledge:



(1) I understand that a Sierra Club endorsement requires a two-thirds vote by two or more volunteer leader committees, and that Sierra Club rules prohibit reporting on individual committee votes to prevent misrepresentations of a Sierra Club endorsement prior to completing the full endorsement process.

(2) I will not misrepresent a Sierra Club endorsement for my campaign or any other campaign or issue.

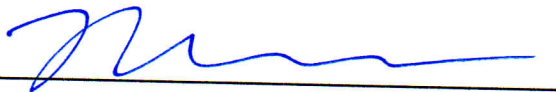
(3) I will not quote the Sierra Club, Sierra Club leaders, or Sierra Club publications, nor will I identify supporters of my campaign by their Sierra Club affiliation, without first obtaining written permission by an authorized Sierra Club representative.

(4) This pledge covers all employees, campaign consultants, and others representing or retained by my campaign, and I will take all necessary actions to insure that others acting on my behalf will not violate this pledge.

Name: Frank Matarrese

Office Sought: City Mayor of Alameda

Signature: \_\_\_\_\_



Date

23 AUG 2010