



September 22, 2010

Mary Nichols  
Chairman  
California Air Resources Board  
P.O. Box 2815  
Sacramento, CA 95812-2815

**Re: SB 375 Targets**

Dear Chairman Nichols:

I write on behalf of the Silicon Valley Leadership Group to encourage the California Air Resources Board to adopt stretch targets for SB 375 implementation.

By way of background, the Silicon Valley Leadership Group, founded in 1978 by David Packard of Hewlett-Packard, represents more than 325 of Silicon Valley's most respected employers on issues, programs and campaigns that affect the economic health and quality of life in Silicon Valley, including energy, transportation, education, housing, health care, tax policies, economic vitality and the environment. Leadership Group members collectively provide nearly one of every three private sector jobs in Silicon Valley.

This year, our 7<sup>th</sup> Annual CEO Survey showed that housing and transportation remain top quality of life challenges. The availability of a world-class transportation system along with affordable homes close to jobs is a crucial recruitment and retention issue for businesses in Silicon Valley.

In addition, the Leadership Group has been an early and strong supporter of AB 32, California's landmark greenhouse gas reduction law. SB 375, which encompasses the land use and transportation planning and implementation strategies for AB 32, is one important tool in achieving our greenhouse gas emission goals.

Michelangelo once said, "The greater danger for most of us lies not in setting our aim too high and falling short; but in setting our aim too low, and achieving our mark." When it comes to the success of AB 32, we should set goals that encourage change and innovation. Furthermore, the Leadership Group has been a long-time supporter of key strategies MPOs have proposed to achieve the most aggressive targets. Specifically, we are strong advocates of accommodating our region's future growth entirely within our existing cities and building compactly around transit and services. On the transportation side, we are also long-standing supporters of encouraging mode shift, increasing the gas tax and speeding the adoption of new technologies such as electric vehicles.

We understand that stretch targets will require new funding priorities and enabling legislation. We look forward to working with policymakers at the state and federal level on these issues.

Sincerely,

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President & CEO

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