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RACE FOR GOVERNOR

Tech-savvy Newsom makes his run official



By Carla Marinucci
CHRONICLE POLITICAL WRITER

San Francisco Mayor Gavin Newsom formally declared his 2010 campaign for California governor Tuesday with a tech-savvy approach — simultaneous announcements on Facebook, Twitter and YouTube — and a message of “generational” change aimed at the influential young “millennial” voters who helped elect President Obama.

Newsom, in an interview with The Chronicle, said his announcement dramatizes his intention to offer voters a far different vision, and resume, than other potential candidates. The mayor said his campaign represents “an opportunity to — I want to use the phrase ‘turn the page’ — but it is an opportunity to spin to the future. That’s something you’ll hear me promoting a lot in the next year and a half.”

Clearly aiming to draw a
Newsom continues on A11

“We can’t afford to keep returning to the same old tired ideas and expect a different result.”

Gavin Newsom

Analysts expect to see even less of mayor during race

By Heather Knight and Erin Allday
CHRONICLE STAFF WRITERS

Mayor Gavin Newsom has been increasingly absent from San Francisco, and his decision to officially enter the 2010 race for California governor prompted speculation he’ll spend even less time at City Hall, as the city copes with one of its worst budget crises in history.

This month alone, Newsom has traveled to Miami and New York to raise funds, attended an environmental conference in Washington, D.C., and vacationed in Hawaii.

On Tuesday, the day he announced his gubernatorial run online, he jaunted to Palo Alto to tour Facebook headquarters. He’ll round out the week with campaign stops in Los Angeles and San Diego today and a trip to the California Democratic Party convention in Sacramento this weekend.

The jet-setting schedule comes weeks after
Mayor continues on A11

EARTH DAY



Photos by Mike Kepka / The Chronicle

Race to build 20 green homes in 4 days

Phil Tran, from the Emeryville Home Depot, above, joins Erika Symmonds, right, of Brooklyn, N.Y., and other Habitat or Humanity volunteers in a four-day event to frame 20 green homes in East Oakland.



More on Earth Day

► **In Bay Area:** Net tool tracks CO₂ footprint by ZIP code. **B1**

Events to celebrate Earth Day

Communities and businesses around the Bay Area are celebrating Earth Day in lots of different ways.

So join in: Immerse yourself in reusable diapers, plant some trees, take in a landmark climate change film or cruise on a solar-powered ship. Even simpler: Just go fly a kite.

Here are a few events around the region today and Saturday:

— *Kelly Zito*

San Francisco

► **Earth Day Cruise.** Cruise San Francisco Bay on the wind- and solar-powered Hornblower Hybrid. Tickets \$10. 11 a.m.-4 p.m. at Pier 33. For more information, call (415) 981-7625 or go to www.alcatrazcruises.com.

► **Diaper Discovery Day.** Busy Bee Bottoms, the Real Diaper Association, Bare Ware Diapers and Martha Bruce will display alternatives to disposable diapers. 10 a.m.-2 p.m., Martha Bruce Photography Studio, 1555 Yosemite, No. 22. www.busybeebottoms.com.

► **Earth Day Program.** “The North Pole Was Here — Imagine,” an updated slide show based on Al Gore’s film “An Inconvenient Truth.” Noon-1:30 p.m., Main Library, Koret Auditorium, 100 Larkin St. For more information, go to links.sfgate.com/ZGVQ.

San Carlos

► **San Car-less Day and Highlands Park Celebration.** Activities feature kite-flying and nature. 1-3 p.m., 2600 Melendy Drive. For more information, call the San Carlos School District at (650) 508-7333.

On Saturday

Marin County

► **Mount Tamalpais State Park projects.** Trail maintenance, campground restoration, trash removal. 9 a.m.-1 p.m. More information: links.sfgate.com/ZGVQ.

Berkeley

► **Eastshore State Park projects.** Nonnative fennel and acacia removal and pruning of blackberry bushes in Berkeley Meadow. 9 a.m.-noon. More information: links.sfgate.com/ZGVQ.

Belmont

► **Earth Day Festival.** Tree-planting, discussions and entertainment. 10 a.m.-3 p.m. Barrett Community Center, 1870 Ralston Ave. For more information, call (650) 595-7441 or go to www.belmont.gov/earthday.

FUEL STANDARDS

State to adopt stringent gas rules

By David R. Baker
CHRONICLE STAFF WRITER

In a move that could spur nationwide action, California regulators are poised to order sweeping changes in the fuel sold within the state, discouraging oil use and boosting alternatives such as ethanol, biodiesel and natural gas as a way to fight global warming.

The California Air Resources Board is expected to approve on Thursday a far-reaching rule called the Low Carbon Fuel Standard, the biggest step yet in the state’s campaign to slash greenhouse gas emissions.

Starting in 2011, the standard would steadily lower the allowable “carbon intensity” of fuels, the amount of greenhouse gases released for every unit of energy produced. By 2020, fuel refiners and distributors within the state would have to cut the carbon intensity of their fuels by

Fuel continues on A13

► **In Business:** Donations are up at San Francisco’s SCRAP as the recession leads to more downsizing, mergers and closures. The nonprofit recycles everything from fabric to office furniture. **C1**

S.F. DEVELOPMENT

Extra city fees for One Rincon will be paid after all

By Robert Selna
CHRONICLE STAFF WRITER

The developer of One Rincon, the dominant new high-rise condominium tower just north of the Bay Bridge, now says he plans to pay the city-imposed fees that were central to gaining approval to build the skyscraper.

Developer Mike Kriozere’s reversal came days after telling The Chronicle that the 62-story condo project was not making expected profits and funds probably would not be available to pay all of the fees he negotiated in 2005.

This week, Kriozere’s spokesperson said he plans to pay the \$5.4 million in fees that would be spent on things like rent subsidies, job training programs and community development in

Rincon continues on A13