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From: Boyd Cohen

To: jfmurray1@comcast.net

Sent: Wednesday, January 31, 2007 4:54 PM

Subject: U.S. Mayors Climate Protection Commitment

January 31, 2007

Dear Mayor John F. Murray,

My name is Boyd Cohen and I am an academic and businessman working in the field of social, environmental and economic sustainability. I am writing to you as a U.S. citizen (living in Canada) who is gaining a renewed sense of respect for the U.S. because mayors like you are deciding to take the bold move of committing to Kyoto targets for your city despite the federal government's failure to do so. Like many citizens around the world, I am concerned about the future of our planet and humankind and believe that urgent and substantial corrective action is required.

The challenge as I see it is that as multiple new interacting challenges emerge, governments try to address them with multiple, paper-based strategic plans, which too often results in more disconnected strategic initiatives rarely yielding the needed change. At a time when we need dynamic, coordinated change, all too often, we get disconnection, confusion and inertia.

Imagine if every citizen could see an elegant, compelling, visual strategy map for your city that showed bold, measurable steps towards a socially, environmentally and economically sustainable future. Imagine every citizen, from Mayor to school child, being able to see a visible path of where you are, where you want to get to and whether you're on track.

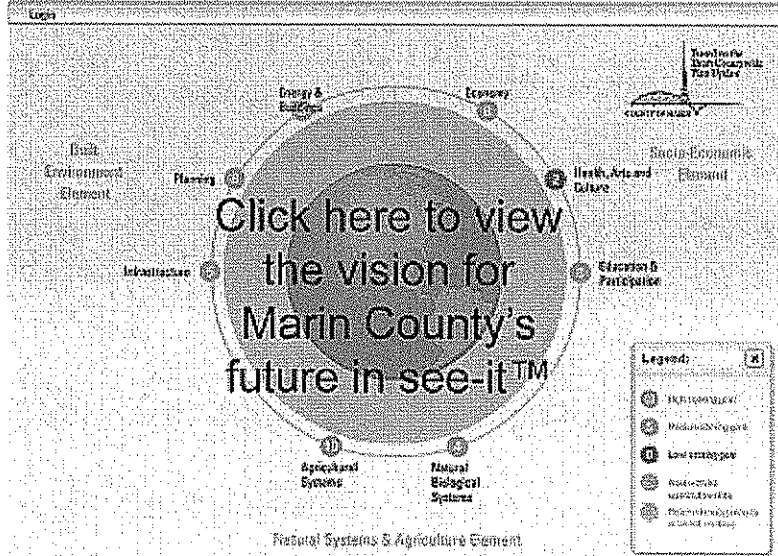
Imagine interactions between Mayor, staff and citizens becoming a virtuous circle of increased trust and achievement, connecting every citizen to the community's larger goals.

Imagine most of the plans and reports being replaced by a dynamic tool that helps everyone to get the right things done.

In addition to being a professor in sustainability at Simon Fraser University in Vancouver, I am President of Real Living Solutions (RLS), a software and consulting company that has developed see-it (TM), a visual strategy software and process that takes governance into the 21st century.

RLS's combination of knowledge, process and see-it(TM) software helps leaders, such as Mayor Chavez of Albuquerque, county officials at Marin County, California and numerous leaders in Canada, determine a holistic vision for the future, which encompasses issues ranging from climate change to homelessness to job growth and to then convert that vision into an actionable, interactive strategy map in see-it(TM). This process takes days and saves years.

In order to better understand the power of see-it(TM) observe how Marin County, an active client, is harnessing this software to effectively communicate its Countywide Plan by following this link www.future-marin.org. Their Countywide Plan was created from around 700 pages of PDF text, unlikely to create significant alignment or engagement. see-it(TM) is very easy to set up, an indication of this is that within one month we helped Marin County to launch a see-it (TM) site complete with engaging visuals and language, which will build common purpose, trust, focus and achievement.



Each community is in its own unique planning stage and through our tailored consulting services, we can help communities develop their vision and strategies and transform them into a visually, engaging model.

Please feel free to phone me at anytime on my direct line 604.628.8617. If I have not heard from you, I will try to reach by phone the week of February 12.

Sincerely,

Boyd Cohen, Ph.D. LEED AP
 President
 Real Living Solutions

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