



## Frequently Asked Questions (FAQ)

### *What does the CoolCalifornia City Challenge seek to accomplish?*

The CoolCalifornia City Challenge seeks to engage residents and communities to work together to achieve California's climate change, greenhouse gas emission reduction and energy efficiency goals. The mechanism for this engagement is city-to-city competition and collaboration. The competition offers an opportunity for cities to learn from each other and connect with their residents about the easiest and best ways to cut their carbon footprints with tasks they can do at home and with their transportation choices. It's a lifestyle investigation into low carbon living and it ties into cities' climate action plans for increasing sustainability.

The inherent value of this program is the cities' engagement with their residents. The Challenge provides a fun way for local governments, organizations and communities to come together using existing social networks to engage and motivate hundreds of participants to achieve a common sustainability goal. The focus of the Challenge is to develop peer-to-peer capacity building and demonstrate the power of collective action.

### *How does my city sign up?*

Any California city interested in the program is encouraged to join and participate. Cities may sign up starting in January 2014. First, let us know your intent to sign up by sending an e-mail to **challenge@coolcalifornia.org** with "Add My City" in the subject line. Upon receipt of your e-mail, we'll work with you to get your city officially signed on for the next round of the Challenge. An informational webinar on the sign-up process for cities will be held on Thursday, February 13<sup>th</sup>. Cities must be signed up by March 30<sup>th</sup> to qualify for round two of the Challenge and be eligible to receive prize money as part of the contest.

To participate officially in the Challenge, interested cities must submit a letter of support from a city manager or equivalent stating the city's commitment to participate in the program. Letters of support should include at least the following:

1. Entity or office that will be responsible for administering program locally
2. Contact information of local program administrator
3. A brief paragraph explaining the city's interest in participating in the program

Please address letters of support to:

Daniel M. Kammen

Class of 1935 Distinguished Professor of Energy

310 Barrows Hall #3050

University of California

Berkeley, CA 94720-3050

kammen@berkeley.edu Tel: 510-642-1640 Fax: 510-642-1085

Please also send a PDF copy of the application letter to following:

Chris Jones, Program Manager, U.C. Berkeley: cmjones@berkeley.edu, Tel: 510-643-5048

Tabetha Willmon, Contract Manager, California Air Resources Board: twillmon@arb.ca.gov, Tel: 916-324-0664

The city must decide to either administer the program itself or designate a community based non-profit organization to administer the program. If a non-governmental organization will be in charge of administering the program locally, we will also need a letter of support from this organization.

Contact Chris Jones, program manager, ([challenge@coolcalifornia.org](mailto:challenge@coolcalifornia.org)) with any questions about the Challenge.

### ***As a participating city, what do I have to do?***

Once signed up for the Challenge, cities then work to engage their residents and community members to participate by creating an account on the CoolCalifornia City Challenge website and logging their energy use and travel reductions. Every resident in participating cities has the opportunity to contribute to the program. Within cities, households and groups of households will be recognized for their contributions to help make cities green and more livable. These contributions include actions such as tracking and reducing energy consumption and vehicle miles. By signing up for the Challenge and reporting these actions, participants earn points, which further the ranking of their city in the competition.

Some activities you should expect to take part in as a city participating in the Challenge include:

- Develop creative ways to engage your residents
- Reach out to community organizations and local businesses to solicit participation and/or donations for raffle prizes
- Participate in monthly calls with the CoolCalifornia team
- Align community activities with local Climate Action Plans, as applicable
- Learn from other cities about their success in community engagement

### ***How do cities motivate participants?***

The key to success is creating a positive environment that supports participants in their efforts to lead more climate-friendly lifestyles. Some of the successful techniques used by Challenge cities include:

- Commitments – encouraging participants to publicly agree to take particular actions
- Goal setting – setting targets for individual and community achievements

- Norms – helping participants understand what others are doing and how others may expect them to act
- Prompts – little reminders about what participants have said they would do, ideally at the time and place when they said they would do them
- Social diffusion – working through trusted community messengers and local social networks to increase participation
- Persuasive messaging – finding out what matters to participants and helping them meet those needs
- Feedback – encouraging participants when they do well and letting them know how to do better
- Incentives – raffle prizes and special offers available exclusively to Challenge participants; prize money for cities to support local sustainability efforts
- The Fun Factor – making participation fun and celebrating success!

The CoolCalifornia City Challenge program management and software supports cities in their efforts to accomplish these goals.

### ***What do points do?***

Every point earned by a participating household counts as a point for their city, as well as their Ecoteam if they create or join a team in the online software. Points are tallied-up and the city with the most points by the end of the competition is crowned the "Coolest California City," and two runners up are each crowned a "Cool California City". Points also earn participants and Ecoteams the chance to win prizes from green businesses, helping to stimulate green economic development. While points are earned through actions taken by individuals at the household level, the rewards earned from points benefits not only them but their Ecoteam and city as well.

### ***How do participants and cities earn points?***

There are several ways for participants to earn points. Simple actions such as signing up for the Challenge will earn 100 points, and more points can be earned for simple tasks such as uploading a photo, inviting friends to join, and filling out an online survey. Participants also earn points by entering information from their energy bills and tracking the miles driven of each vehicle they own. Households earn one point for every pound of CO<sub>2</sub> below average California households with similar characteristics (calculated by the software). Households can also earn "bonus points," which are worth three times the value of normal points, for improving over their past performance. Points are tracked in the online software and can earn raffle prizes.

### ***What about my city's existing sustainability practices?***

We're working with your city! The program is designed to integrate with your city's existing sustainability initiatives and support citywide greenhouse gas reduction goals. The Challenge serves as a platform to actively engage diverse populations of residents, acting in multiple contexts (households, peer networks, schools, businesses, at the policy level, etc.), under a shared goal of lowering energy consumption and greenhouse gas emissions.

### ***Who runs the CoolCalifornia City Challenge?***

The CoolCalifornia City Challenge is collaboration between California government, university and non-profit organizations with support from program sponsors. The program is administered by the CoolCalifornia Challenge Management Team of the University of California, Berkeley's Renewable and Appropriate Energy Laboratory. CoolCalifornia aims to provide all Californians with the tools they need to take action to protect the climate and keep California cool. Participating cities help administer programs at the local level and serve as the primary point of contact for program participants.

### ***Sponsors***

The CoolCalifornia City Challenge is made possible in large part by contributions from Program Sponsors in addition to key supporters including the California Air Resources Board, the California Public Utilities Commission and the University of California, Berkeley's Renewable and Appropriate Energy Laboratory. The primary sponsor and partner for the 2014 CoolCalifornia City Challenge is Energy Upgrade California™. For information about sponsorship opportunities, please see the sponsorship page or contact the CoolCalifornia City Challenge at [challenge@coolcalifornia.org](mailto:challenge@coolcalifornia.org).