



COOLCALIFORNIA
CITY CHALLENGE

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CALIFORNIA

OVERVIEW

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IMPORTANT DATES

JANUARY – MARCH 30, 2014

Cities sign up to participate in the Challenge

APRIL 1, 2014

Participants begin earning points

MAY 30, 2014

Prize money awarded to cities based on new participant sign-ups

AUGUST 31, 2014

Last day to earn points

OCTOBER 2014

Awards ceremony

WHAT IS THE COOLCALIFORNIA CITY CHALLENGE?

The CoolCalifornia City Challenge is a statewide competition engaging thousands of households in cities across California to save energy, reduce their carbon footprints and help build more vibrant and sustainable communities. In its pilot year (2012 - 2013), the program enrolled 2,670 participants in 8 participating cities and reduced over 225 metric tons of CO₂ equivalent greenhouse gas emissions, equivalent to taking 95 California homes off the electrical grid for a year.

Participants in 'the Challenge' earn points for reducing their household energy use and transportation emissions. Every point earned by participants counts as a raffle ticket toward local prizes and increases the city's rank in the statewide standings. Program sponsors provide prize money and rewards for participating cities, helping to support local sustainability efforts.

HOW DOES THE COOLCALIFORNIA CITY CHALLENGE WORK?

Please note: we've extended the dates for Round 2 of the CoolCalifornia City Challenge. Round 2 now starts April 1, 2014 and runs through August 31, 2014. Cities will sign up to participate in the program beginning in January with sign up closing on March 30th. In April, those cities that signed up to participate in the 'City Challenge' will encourage residents to sign up for the program at the CoolCalifornia Challenge Registration Page and begin tracking their household energy (natural gas and electricity) and motor vehicle emissions. Prize money will be awarded to all participating cities based on the number of new registered households at the end of May.

Starting on April 1st and running through the end of August 2014, participating households will be encouraged to track their energy and household vehicle emissions and join EcoTeams, groups of households working together to reduce their carbon footprints, and earn points in the program. At the end of August, the city with the most points will be crowned the "Coolest California City," two runner-ups will be named "Cool California Cities," and all cities participating in round two of the CoolCalifornia City Challenge will receive prize money based on the percentage of points earned by households in their city! Davis earned the title of Coolest California City in 2013. Your city could be next!

HOW CAN I SIGN UP FOR THE COOLCALIFORNIA CITY CHALLENGE?

If your city would like to participate in the next Challenge round, then please e-mail 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 round two of the Challenge. An informational webinar on the sign-up process for cities is scheduled to be held on Thursday, February 13th.