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Redwood City Cool Campaign

Redwood City residents can work together to lower our community's carbon emissions, take action to protect the climate, and help to reverse the devastating trajectory of global warming. Each month we'll challenge ourselves to reduce our home energy use and live more sustainably. With each challenge will come encouragement, tips and ideas for taking care of our neighborhoods, our city, and the planet. This project is being done in collaboration with the Cool Campaign developed by Bay Area non-profit, Acterra.

What is a Cool Campaign?

- A community project to address climate change
- A Community Building program that brings people together
- An opportunity for community members to take real action and get real results

What happens?

- Join the campaign kick-off meeting at City Hall with other participants, where you'll learn more about the program and be asked to commit to make just ONE change during the campaign.
- Be part of an email list comprised of Redwood City community members who have pledged to participate.
- You'll receive Monthly Challenges via email, as well as biweekly reminders.
- Participate in our new website created for online discussions, support, and information about each month's Challenge. The site also includes community resources to support you in completing each Challenge.
- The campaign ends with a community celebration back at City Hall. This will be an opportunity to see the sum of our achievements, receive public recognition for our accomplishments, and consider other opportunities for climate protection work in the Redwood City community.

How will we know if we are making a difference?

- You'll receive a "1-Minute Survey" each month to complete
 - Surveys are anonymous
 - Results for the community as a whole will be tallied and announced to the larger group
 - Measurable CO₂ and KWH reductions can be counted

How long does the Cool Campaign Last?

It's up to you! We have materials prepared for a five-month campaign with very achievable Monthly Challenges that cover:

- Winter Heat and Light
- Water Conservation
- Home Appliances
- Consumer Choices
- Transportation

Who can participate?

The Redwood City Cool Campaign is focused on residents of Redwood City. We encourage you to involve your whole household - it's a great opportunity for parents, children, and teens to work together!

Is the Cool Campaign Right for you?

Light Green – Maybe you're "light green" – you're concerned about what you've learned about global warming. You've seen what a difference recycling can make and you've started using reusable bags when you do your grocery shopping. You know that there is more you can do at home but you are not quite sure what steps to take or how to get started.

Participating in the Redwood City Cool Campaign is a great place for you to start. You'll get lots of support and step-by-step advice on how to implement each Monthly Challenge. There are no regular meetings so you can accomplish each step at your own pace and convenience. If you get stuck you can get answers to your questions and great advice and tips online. You'll feel good by knowing that you are making a difference in combating global warming, and you'll have the tools you need to be a resource to other members of the community. .

Deep Green – Are you a "deep green" environmentalist? You have weather-stripped your home, changed your light bulbs to CFLs, and use energy star appliances. When you travel you use public transportation, ride your bike and (as a last resort!) drive a hybrid car. Perhaps you even live off the grid and have xeriscape landscaping surrounding your home.

Your participation in the Redwood City Cool Campaign will bring your knowledge, experience, and expertise to the entire group – and that will be invaluable! It would be great to have you participate in online discussions and to offer tips to group members about how to put each Monthly Challenge into practice. After participating in the Campaign you will have the tools you need to organize a similar campaign at your workplace, your child's school, your neighborhood, your congregation, or other community group.

For more information contact:

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