



The Californians are Cool Campaign



COOLCALIFORNIA
CHALLENGE

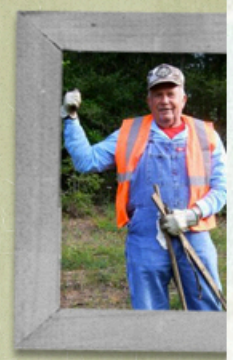
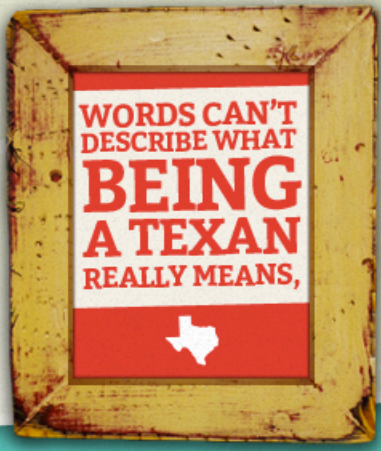
Chris Jones
U.C. Berkeley

Behavior, Energy & Climate
Change Conference 2012



Photo Source: Wikimedia Commons: Anne Ahola Ward

[DON'T MESS WITH TEXAS](#) | [LITTERFORCE](#) | [E-CARDS](#)



BUT PICTURES CAN.

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HOME: DON'T MESS WITH TEXAS
 Don't Mess with Texas means don't litter. And that's no joke.
 Since 1986, we've kept tons of trash off of Texas roads and highways. But with over 25 million people living in our great

WHAT'S NEW
[Download The Report A Litterer App](#)
 PC Users - [Download The Don't Mess With Texas Litter](#)



"Texas Lone Star shirt"
\$18.99

Medium Black
Buy



Our Most Popular "Don't Mess With Texas" T-shirt. A Must Have For That True Texan
\$12.99 Adult
\$10.99 Youth

Small
Buy
XSmall Youth
Buy



"Don't Mess With Texas" Embroidered Tee-shirt
\$18.99

Small
Buy

Californians are Cool

What makes you a Cool Californian?

You're not from California, are you?

Cool. Not Cool.

JOIN the challenge
to be the
COOLEST
CALIFORNIA
CITY



You can help make your city cool, one pound of CO2 at a time. The CoolCalifornia Challenge is a fun, innovative competition between ten California cities to reduce their community-wide carbon footprints and build more vibrant and sustainable communities. Sign up and participate with your friends, colleagues and other cities in California to reduce your impact, help your community, earn points and win prizes.



COOLCALIFORNIA
CHALLENGE

Join Today!

www.coolcalifornia.org/community-challenge

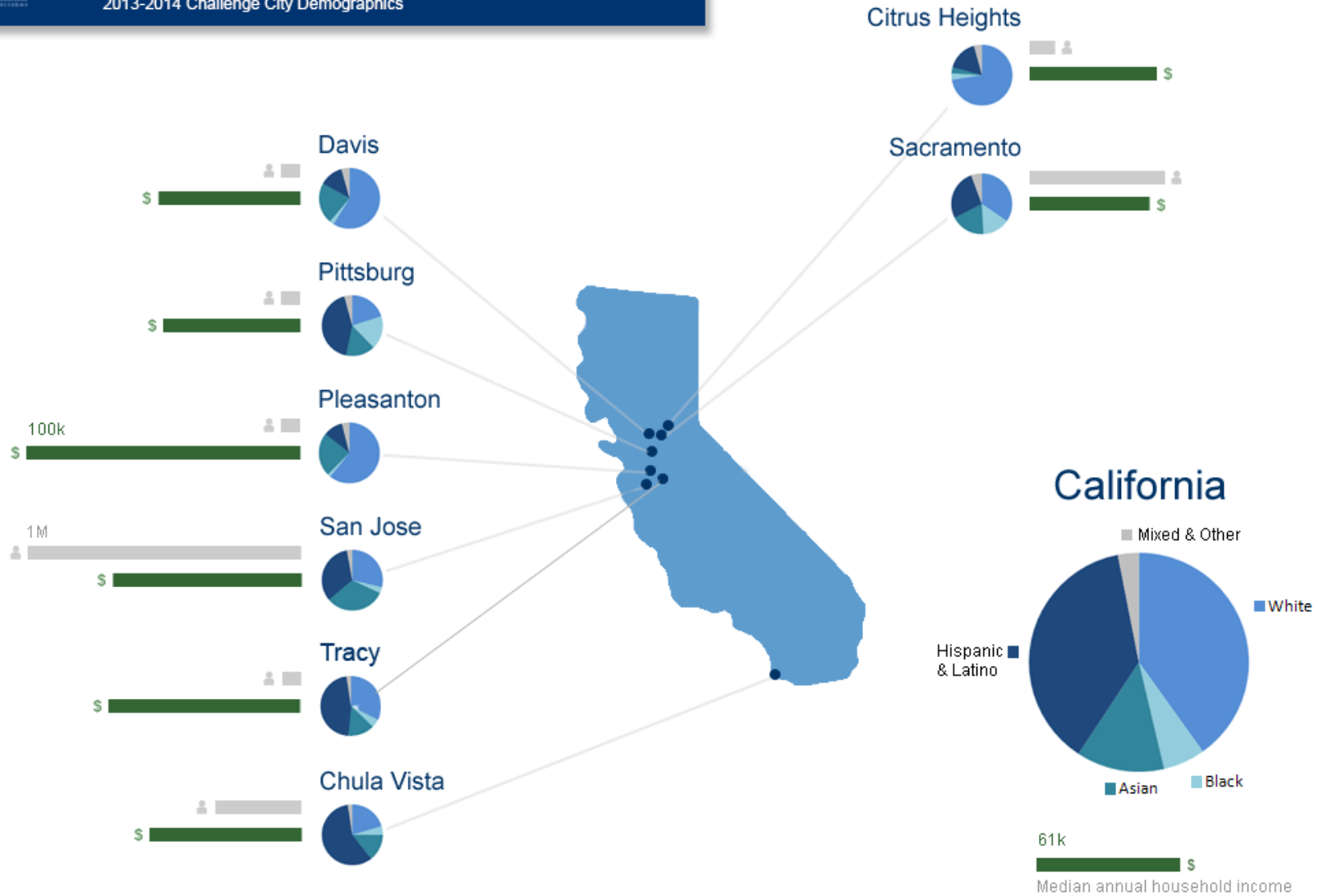
 www.facebook.com/CoolCaliforniaChallenge

 [@CoolCAChallenge](https://twitter.com/CoolCAChallenge)



Who's in the CoolCalifornia Challenge?

2013-2014 Challenge City Demographics



Source: U.S. Census quickfacts.census.gov



[Sign Out and Return to COOLCALIFORNIA.ORG](#)

COOL CA CHALLENGE

RANKINGS

place	city name	points	number of members
1	Davis	558505	355
2	Tracy	456182	372
3	Chula Vista	307953	319
4	Sacramento	258951	289
5	San Jose	211572	327
6	Pleasanton	99083	168
7	Pittsburg	90336	93
8	Citrus Heights	84660	126



How Do Participants Get Points?

Sign Up: 100 points

Upload Photo: 50 points

Report Energy and Transportation

- Beat the benchmark of similar households: 1 point per pound CO₂
- Beat past performance 3x pounds CO₂ reduced

Kudo Points

- Share actions for one time points
- Example: Upload a photo of your household's CFLs for 50 points

CoolCalifornia Challenge Timeline

Competition Kick-off April 1st

Phase I: April-July participants get points for signing up, tracking household energy, tracking transportation and recruiting friends

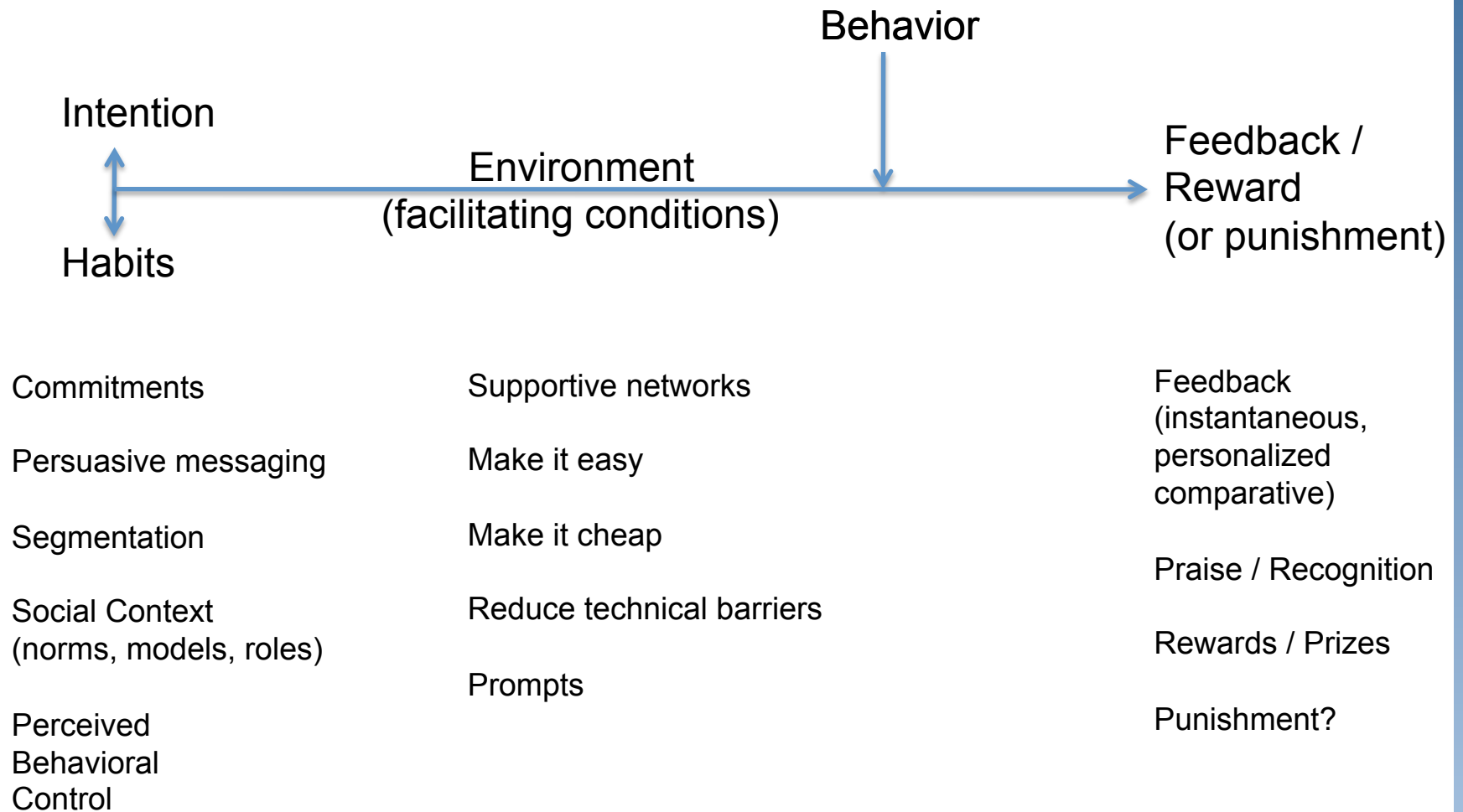
Cities with most points each month move on to Finalists Round. Other cities continue locally and gear up for next year.

Phase II: August 1st- March 31st

Participants get points for same actions as Phase I but can earn bonus points for other sustainable actions



Community-based Social Marketing Tools





COOLCALIFORNIA
CHALLENGE

TRACY

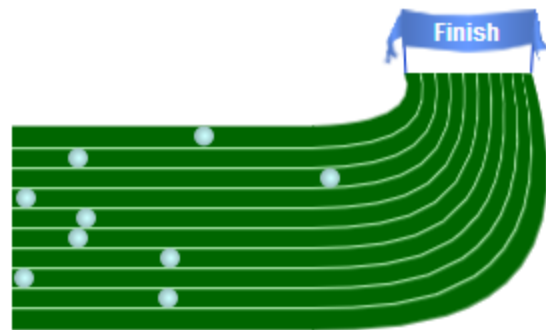


3 6 9 5 9 4

TOTAL POINTS EARNED

Ranking

[View Detailed Scoreboard](#)



Who We Are



[Newsletter Archive](#)

[Our Website](#)
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Members

[353 Households](#)



Private Private Private Private Private



Private Private Private Private Private

[View All Tracy Groups](#)

Sponsors



**Pacific Gas and
Electric Company**

all recent members events tweets



Anonymous

uploaded an energy bill and earned 20 points.
9 minutes ago



Anonymous

uploaded an energy bill and earned 20 points.
10 minutes ago



Anonymous

reported natural gas and earned 172 points.
13 minutes ago



Anonymous

reported natural gas and earned 19 points.
13 hours ago



Anonymous

reported vehicle mileage and earned 365 points.
25 hours ago



Next steps:

Finalist round of the CoolCalifornia Challenge:
Peer-to-peer capacity building





A statewide California branding campaign?

Please send me your thoughts

Chris Jones

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