

Cool Cities Now

www.sierraclub.org/coolcities/

Welcome

Welcome to the first edition of Cool Cities Now. Our goal is to provide you with activist tools to help grow your Cool Cities campaigns. These tools include web links to resources such as the Cool Cities web site, various literature

sites where you can educate yourself about things like renewable energy and good news stories from Sierrans who are actually doing the campaign. We would appreciate your stories and lessons learned so this

newsletter is a living document on our efforts across the country, and perhaps the world.

Thanks for being involved in this very cool campaign.

The Cool Cities Ramp-up Plan by Rafael Reyes

There is great excitement about making an impact on global warming through the Cool Cities campaign. But you may be wondering how your group or chapter should get started. This is a brief synopsis from the Loma Prieta chapter plan. You can use it and adapt it to your needs in your group or chapter.

Goals

- Establish city teams in a number of cities in the region
- Ensure team leaders understand the strategy and are familiar with resources
- Begin generating media attention for the campaign

Basic Plan

1. Identify the chapter "mobilizer" and establish a core campaign team
 2. Recruit the initial kernel of team leaders
 3. Recruit chapter-wide via email
 4. Training session
 5. Mentor 3-6 teams during initial phase
 6. Begin approaching regional partners
 7. Generate media in advance of big event
 8. Hold big kickoff event
- See the website for the complete plan.

Individual Highlights:

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The Current Structure of Cool Cities

Who is at the national level to help steer the Cool Cities campaign?

The Cool Cities Core team is:

- Rafael Reyes (Board of Directors)
- Lane Boldman (Chair of the Council of Club Leaders)
- Michael McGinn (Seattle Green Ribbon Commission member)
- Joan Saxe (Chair Global Warming & Energy Committee),
- Nathan Wyeth (SSC)
- Tom Wolper (BEC Steering Committee)
- Brendan Bell (Cool Cities Regional Representative)
- Glen Brand (Campaign Director)

It takes time and persistence to have a campaign.

Who is helping at the state level?

So far, the Cool Cities Mobilizers are:

- **New Hampshire** Bob Norman
- **South Carolina** John Hartz
- **Washington D.C.** Jessica & Akima
- **New Jersey** Faith Teitelbaum
- **Connecticut** Molly McKay
- **Wyoming** John Spahr
- **Loma Prieta** Julio Magalhaes
- **Texas** Julia Jorgensen
- **Maryland** Dave O'Leary

What's Happening In... New Jersey

The New Jersey Cool Cities campaign is going full steam. In the summer we went to several festivals and collected about 150 names and e-mails. That was the beginning of our mailing list.

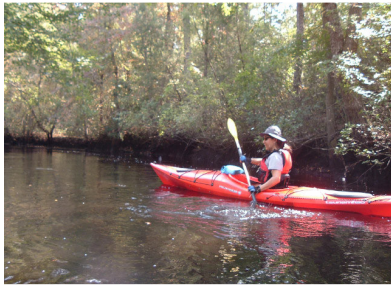
We've had 3 state-wide trainings in various parts of the state, as well as many local town trainings. 60 people showed up at the last training.

We now have a core group that helps the state coordinators with their problems and trainings.

We always show the short version of Kilowatt Ours at trainings and that is our hook. By the time that is done, everyone wants to do something.

We have 23 towns signed on but not every town has a committee. We're working on that now.

What's Happening In... D.C.



Cool Cities is thriving in our nation's capital. The Cool Climate Action Team (Cool CAT) are working hard to educate institutions, businesses, and members of the public on the many ways in which they can improve their energy efficiency. The DC chapter was only founded recently, but already has a wide variety of programs and volunteer opportunities such as selling CFL light bulbs, arranging energy

audits, and providing information to the community. With a strong working relationship with our neighboring chapters in Virginia and Maryland we hope to hold more training sessions in the area and educate more people on the importance of energy efficiency.



What's Happening in...Kentucky

Lane Boldman
Council of Club Leaders
Chair
Cumberland Chapter
(KY) Executive
Committee

Kentucky has two cities signed on. Currently, Lexington is moving on with the next phase of "Cool Cities". We have a core team of volunteer activists and key municipal employees who are meeting regularly and

are beginning to set priorities and the scope of the project. We have sent in a proposal for the Mayor of Lexington to form an "Office of Sustainability" who's charge will be to facilitate and monitor goals of the Cool Cities initiative, as well as other sustainability issues. We are also currently gathering our baseline information on greenhouse gas emissions.



What's Happening In... Maine

It's really exciting to see all the enthusiasm that these Cool Cities have been able to mobilize", said Erika Morgan, Executive Director of Maine Energy Investment Corporation. "We look forward to advising their efforts in solar, bio-diesel and green power. By selling Green Tags, for example, a Cool City could earn a solar electric system for their school".

Maine Partners for Cool Communities is available to help towns and cities get started with a free two-hour seminar which includes easy to implement steps for reducing carbon emissions and saving

money.

For more information, assistance in working with your community and how to get involved in a Cool Communities/Cities campaign, call the Maine Chapter – Sierra Club office at 207.761.5616. Visit the web at http://maine.sierraclub.org/cool_cities_maine.htm or Guide to Local Global Warming, go to: www.coolcities.us.

Partners

Erika Morgan, Executive Director of Maine Energy Investment Corporation
American Lung Association of Maine – Norm Anderson

Maine Council of Churches – Anne D. Burt
Physicians for Social Responsibility of Maine – Melissa Boyd
Sierra Club, Maine Chapter – Joan Saxe & Kathy Robertson

Advisors
Lyn Cayting, Maine Department of Environmental Protection, Air Bureau
Dudley Greeley, Environmental and Economic Sustainability Office
University of Southern Maine.

"Start with 'low-hanging fruit' when approaching town leaders." Said Patrick Hossay, professor, Richard Stockton College of New Jersey

What's Happening in...Virginia

Sierra Club activists have met with County Supervisors who have expressed interest in a CO2 reduction program. Activists have asked the County to:

- adopt a CO2 reduction goal similar to the Kyoto goal
- conduct an inventory of CO2 emissions from County sources in order to develop a plan to meet the reduction goal,
- fund a dedicated staff member to direct the program,
- provide citizen access to responsible County staff, and
- provide an annual report on its progress.

Activists are seeking support from community, faith groups, business groups, to support our efforts with the County.

- The County has a unit that has been promoting the importance of energy conservation and emissions reductions.
- On-going energy conservation initiatives include:
 - replacing older, less efficient HVAC and lighting systems,
 - purchasing 5% of its electricity from renewable sources,
 - investing in new hybrid vehicles for County and School use,
 - building and renovating schools with energy efficiency as a priority,
 - reducing energy consumption through better climate control in buildings, and
 - placing restrictions on the purchase of SUVs.

Coalition Corner

Roanoke Valley Cool Cities Takes Off!

Roanoke Sierra Club is committed to the Cool Cities campaign slogan: "Solving Global Warming One City at a Time" We plan to be part of the solution in the Roanoke Valley by advocating for energy conservation, efficiency, and clean, renewable energy. To succeed we need to reach out to all corners of the community to forge alliances on this critical issue, and that's just what we're doing. At

our August ExCom meeting, we approved the formation of a local coalition for our campaign - it's called Roanoke Valley Cool Cities Coalition, or RVCCC for short.

We started networking . . . not only with our friends in the environmental movement, but casting a wider net to people we know in business, government, education, churches and

professional organizations. The results thus far have been very rewarding. Within just over a month, 17 affiliates have signed on. The list is impressive, and our process of building the coalition has just begun! For an up-to-date list of affiliates, visit the coalition web site: WWW.RVCCC.ORG.

Coordinator
www.rvccc.org

- Lessons Learned -

Some of the lessons we learned so far are:

- We had towns sign on without a committee behind them...now we have been struggling to find people to make sure the town has support from the Club
- How do you group people who show up at training? We had people put pins in a map showing where they were from. We put circles around the close towns and grouped them into zones. Then people from each zone picked a coordinator.
- The most important thing you can gather is a sign-up sheet with zip codes, towns and e-mails. Make a distribution list in your e-mail and voila.....a powerful local tool.
- make sure you sign up on the national site and keep your town 'goings-on' up to date

A Sample 'Kilowatt Ours' Movie Invitation

Dear Friend,

This is an invitation to Morris Township residents to come to Claire and Fred Mayer's house

Sunday, 19 November 2006 at 7 PM.

to view the film "Kilowatt Ours" and learn about the Cool Cities project.

This film reveals the consequences of our Coal-powered economy. According to Dick Cheney, America needs nearly 1900 new coal-powered plants over the next 20 years to meet our projected energy demand. Filmmaker Jeff

Barrie takes viewers on a journey from the coalmines of West Virginia to the solar panels in Florida, as he discovers solutions to America's energy-related problems, the causes of Global Warming and Climate Change.

This 30-minute film will provide the motivation for talking about how we, in Morris Township can learn ways to save energy and (Dollars) for the township and for ourselves. You possibly know about the more than 300 US cities that followed the example of Seattle's Mayor, Greg

Nickels, and signed a pledge to reduce Global Warming mainly by reduced energy consumption. Each city will set their goal, timetable and process according to their own circumstances.

If you like the idea or simply want to learn more please consider joining such a group In any case come to see Kilowatt Ours, express your views and partake of desserts and beverages.

We would appreciate your RSVP to this invitation by email or phone as soon as possible

Where: Claire and Fred Mayer's
15 Parkview Plaza,
Morristown NJ 07960

When: Sunday, 19
November at 7 PM

Web Corner

Critical websites to become familiar with:

<http://clubhouse.sierraclub.org/coolcities>

ICLEI www.iclei.org

SEATTLE
<http://www.seattle.gov/mayor/climate/>

Kilowatt Ours DVD
www.kilowattours.org

LITERATURE AND GUIDES:

[How to Conduct an Energy Audit: A Short Guide for Local Governments and Communities](#)

How Renewable Energy and Energy Efficiency Can Fuel Our Future
Clean Power Comes on Strong

Loma Prieta Plan

[The Activist Toolkit](#)

[The Sierra Club Grassroots Training Organizing Manual](#)

The Tools For Training:

A Powerpoint briefing to give in your trainings based on the Activist Toolkit

A Cool Flyer to use for advertising a training

A Cool Cities PDF file for taking to (KinKo's) and making into a banner – for about \$100 it could be indoor or outdoor with brass grommets to tie.

A cool Powerpoint briefing done by Friends of Clearwater on renewable energy – just be sure to

give them credit!

Find all these tools on our Cool Cities website.

Send comments and articles to:

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