



P L E A S A N T O N

Help Pleasanton become the “Coollest City in California”

What is the CoolCalifornia Challenge?

The CoolCalifornia Challenge is a friendly competition between ten California cities to reduce their community-wide carbon footprints and build more vibrant and sustainable communities. Cities participating in the CoolCalifornia Challenge 2012 are Chula Vista, Citrus Heights, Davis, Gonzales, Pittsburg, **Pleasanton**, Sacramento, San Jose, Santa Cruz, and Tracy.

Everyone wins!

The CoolCalifornia Challenge is a competition that provides participants with points and rewards for taking particular actions. Unlike most competitions, the points benefit not only individuals, but entire communities. Beginning April 1, 2012 and continuing through May and June, the top three cities with the most points will earn recognition as “Cool California Cities” and the top city will be named the “Coolest California City”.

Cast your vote!

A member of each household can sign up to earn points for Pleasanton. Points also earn participants the chance to win prizes from green businesses, helping to stimulate green economic development, and to help local charities by donating points on their behalf. To sign up, visit:

<http://coolcalifornia.org/communitychallenge/individuals>.

How do participants and cities earn points?

Each household will earn 100 points just for signing up and more points for simple tasks like filling out an online survey, uploading a photo and inviting friends to join. Next, participants will enter information from their most recent energy bill and start tracking the miles driven of each vehicle they own. Households earn one point for every pound of CO₂ below average California households with similar characteristics (calculated by the software). In the second month and following months, households will also earn “bonus points,” worth three times the value of normal points, for improving over their past performance. The value of bonus points also increases when participants reach certain goals, providing increasing motivation to reduce energy and transportation emissions. Points are tracked in the online software and count as raffle tickets, which participants can allocate to different prizes, or donate to local charities. Each month a new set of actions that qualify for points will be added to the Challenge. After nine months, the city with the most points will be crowned the “Coolest California City” and be awarded a grand prize.

Who runs the CoolCalifornia Challenge?

The CoolCalifornia Challenge is a collaboration between California government, university and non-profit organizations. The program is administered by the CoolClimate Network (CCN), a research consortium in the Renewable and Appropriate Energy Laboratory at the University of California, Berkeley. This program is supported in part by a research contract from the California Air and Resources Board and is a program of the statewide climate action portal CoolCalifornia.org. Participating cities administer programs at the local level and serve as the primary point of contact for program participants.