Cities Leading the Way
Sierra Club’s Cool Cities Campaign

Sierra Club Cool Cities Campaign
cool.cities@sierraclub.org
www.sierraclub.org/coolcities
What is Cool Cities?

• Local Communities Making a Commitment to Solve Global Warming
• Putting Proven Smart Energy Solutions to Work
• Building Local Coalitions
• Changing the National Consciousness
The Mayor’s Climate Protection Agreement

- Cities pledge to reduce global warming emissions 7 percent below 1990 levels by 2012.
- Unanimously endorsed by U.S. Conference of Mayors

http://www.seattle.gov/mayor/climate/
Currently, over 300 cities from 46 states representing more than 50 million people have signed the U.S. Mayor’s Climate Protection Agreement.
Cool Cities Puts Action Behind the Mayor’s Agreement

• Many Cities Do Not Have a Plan to Meet the Goals of the U.S. Mayor’s Climate Protection Agreement
• The Cool Cities Campaign is About Turning Commitments into Action
Smart Energy Solutions at Work


• The Cool Cities Campaign Focuses on 3 Clean Energy Solutions: Energy Efficiency, Green Vehicles & Renewable Energy
Solution #1: Energy Efficiency

• Energy Efficiency Means Using Less Energy Through Better Technology.
  – Make New Buildings More Efficient
  – Energy Efficiency Retrofits to Existing Buildings
  – Energy Efficient Street Lighting
  – Public Benefits Funds
  – Combined Heat & Power
Energy Efficiency: Salt Lake City, UT

- Installed 861 LED traffic signals, saving over $32,000/year.
- Expanding to all of city’s 1630 red and green lights, which is expected to reduce over 500 CO2 tons/year with $53,000 savings/year.
- CFL replacement in city/county office buildings saves the city over $33,000/year and reduces CO2 emissions by 344 tons per year.

slcgov.com/environment/actionplan.htm
Energy Efficiency: Scottsdale, AZ

- Green building program helps builders and home owners to integrate energy and water efficiency features into new homes.

- Between 1998 and 2003, green building program worked with 99 builders and issued 230 permits for green building projects.

- In March, Scottsdale became the first U.S. city to require that all new city buildings and renovation projects meet LEED GOLD standards for energy efficiency and sustainability.
Solution #2: Green Vehicles

- The Technology Exists Today to Significantly Reduce Global Warming Pollution from America’s Cars, Trucks, and SUVs
  - Green Municipal Fleets
  - Hybrid Vehicle Incentives
  - Clean Buses & Public Transit
Green Vehicles: Charlotte, NC

• Purchasing over two dozen hybrids by 2006, more than tripling the city’s current amount of hybrids.

• Switching from a gas-only Ford Taurus to a hybrid Toyota Prius or Honda Civic would save taxpayers $800-$1200 annually per vehicle, including over $400 in annual fuel costs.

• Payback of the extra purchase cost within 2.5 to 5.5 years, depending on the model chosen and miles driven.
Green Vehicles: Houston, TX

80% of all new vehicle purchases and over 50% of the City's fleet will be hybrid vehicles by the year 2010.

Over five-year life-cycle, each Prius projecting almost $1,900 net savings, compared to gas-only sedan.

Over the lifetime of the vehicle, the Prius releases 43 fewer CO2 tons compared to an average sedan.
Solution #3: Renewable Energy

• By Harnessing Natural Sources of Energy like the Sun and the Wind, Renewable Energy Can Replace Our Reliance on Polluting Fossil Fuels.
  – Renewable Energy Standards
  – Solar and Wind Installations
  – City Utility Contracts & Other Incentives
Renewable Energy: Fort Collins, CO

- 15% of city's electricity with renewable energy by 2017 and reduce per capita consumption 10% by 2012. Projected reduction of 472,000 CO2 tons.

- Funding comes from 2% increase in customer rates. Even with these increases, Ft. Collins’ electricity rates below the state average, and will see lower energy costs as a result of the energy efficiency programs.
Renewable Energy: Waverly, IA

• 1st municipal utility to install its own turbines, serves 4,300 customers in a 33 square mile area.

• Turbines on land leased from farmers provides additional income for the farmers.

• Goal is 10% of the total local power supply. Now 5.52% of area's total electricity, enough for 761 homes/year, which translates into reducing annual CO2 emissions by nearly 6,850 tons
Cool Cities: What Are We Trying to Accomplish?

- Get Cities to Put Smart Energy Solutions to Work Reducing Global Warming Emissions
- Energize, Support, and Build Local Volunteer Activism
- Build Local Coalitions & Partnerships
- Turn Mayors into Clean Energy Advocates to Make Progress at the State and National level
Four Steps to Becoming a Cool City

• **STEP 1:** Take the ‘Cool Cities Pledge’
• **STEP 2:** Conduct a Global Warming Emissions Inventory
• **STEP 3:** Create a Solutions Plan
• **STEP 4:** Implement and Monitor Progress
So How Do We Make that Happen?

✓ Step 1: Get Your Team Together
Form a Local Cool Cities Campaign Organizing Committee
So How Do We Make that Happen?

✓ Step 2: Engage the Entire Community
Reach Out and Invite the Participation of Community Partners
So How Do We Make that Happen?

✓ Step 3: What’s Already Being Done

Research Your City’s Current Energy Policy. What are Other Cities in the Region Doing?
So How Do We Make that Happen?

✓ Step 4: Understand Your City Government

Analyze Your Mayor and
Other Key Decision Makers
So How Do We Make that Happen?

✓ Step 5: Complete Your Game Plan
Finalize Your Campaign Plan With Your Organizing Committee and Coalition Partners
So How Do We Make that Happen?

✓ Step 6: Ask For What You Want

Make the Ask to Your Mayor and Follow Up With a Meeting
So How Do We Make that Happen?

✓ Step 7: Make it Public
Organize a Cool Cities News Conference
So How Do We Make that Happen?

✓ Step 8: Hold Feet to the Fire
Put Pressure on a Reluctant Mayor
So How Do We Make that Happen?

✓ Step 9: Move Your Mayor From Talk to Action

Holding Your Mayor Accountable for Developing and Implementing an Action Plan
So How Do We Make that Happen?

✓ Step 10: Keep Your Campaign Moving Forward
Keep Your Volunteers and Coalition Partners Interested, Energized, and Engaged
Cool Cities Resources

- Cool Cities Report and Factsheet
- Cool Cities Activist Toolkit
- Cool Cities Website
- Cool Cities Staff and Volunteers
Cool Cities Report and Factsheet

Cool CITIES
Solving Global Warming One City at a Time

COOL CITIES TAKE THE LEAD
Cities are at the front line of global warming, and must take the lead in addressing it. This report outlines how cities can take action to reduce their greenhouse gas emissions and adapt to the impacts of climate change.

GLOBAL WARMING: WHAT IS IT AND WHY SHOULD I CARE?
Global warming is a scientific phenomenon where the Earth's average temperature increases due to the accumulation of greenhouse gases in the atmosphere. This increase in temperature can lead to various environmental and societal impacts.

GREENHOUSE GASES
The report identifies the main greenhouse gases contributing to climate change and discusses the measures cities can take to reduce their emissions.

SOLUTIONS
The report provides practical solutions for cities to address climate change, including strategies for reducing emissions, adapting to the impacts of climate change, and promoting sustainable development.

SOURCES
The report draws on a wide range of sources, including scientific studies, policy documents, and best practices from around the world, to provide a comprehensive overview of the challenges and opportunities facing cities in the fight against climate change.

S러어 클럽 site: sierriclub.org/coolcities

Cool Cities: Solving Global Warming One City at a Time
SIERRA CLUB
COOL CITIES CAMPAIGN

Solving Global Warming One City at a Time

Activist Toolkit

October 2006

SIERRA CLUB’S GLOBAL WARMING & ENERGY CAMPAIGN
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Cool Cities Website
www.sierraclub.org/coolcities
AMERICANS AGREE

global warming
is a growing problem...
But it’s a problem we can solve.
If we act now.

“We have at most ten years—
not ten years to decide upon action,
but ten years to fundamentally alter the trajectory of global greenhouse emissions.”

—James Hansen
NASA Goddard Institute for Space Science
REVERSING GLOBAL WARMING MAY BE THE MOST DIFFICULT THING WE’VE EVER DONE...
WE CAN ALL be part of the SOLUTION.
BUSINESS AS USUAL

CURRENT BEST PRACTICES
AMERICA LEADS

More efficiency and renewables, less fossil fuels. Carbon emissions decrease.

Global temperature stabilizes.
If we cut emissions 2 percent a year for the next 40 years, we can get there.
Changing how we produce and consume energy will...

SAVE MONEY  CLEAN UP AIR AND WATER  IMPROVE SECURITY
Clean energy = Good jobs
THREE SCENARIOS

Business as usual
Heavy dependence on fossil fuels.

Current best practices
More efficiency and renewables, but not enough.

America leads
More efficiency and renewables, less fossil fuels.
THREE SCENARIOS

Business as usual
Big jump in emissions.
Rising global temperature.

Current best practices
Emissions grow, but more slowly.

America leads
Emissions decrease.
Global temperature stabilizes.
AMERICA LEADS

More efficiency and renewables, less fossil fuels. Carbon emissions decrease.

Global temperature stabilizes.
EFFICIENCY

Our largest, cheapest, most accessible energy source.
Raising fuel economy to 40 miles per gallon can save 3 million barrels of oil a day.
Weatherizing homes can save energy, provide jobs, and improve living conditions.
RENEWABLES

Harnessing the power of the wind, sun, oceans, and plants.
TRANSITIONAL FUELS
COOL CITIES

294 mayors and counting...
The Mayor’s Climate Protection Agreement


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- Unanimously endorsed by U.S. Conference of Mayors [http://www.seattle.gov/mayor/climate/]
Seattle City Light: the first major electric utility to achieve zero net global warming emissions.
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Smart Energy Solutions at Work

• Cities Around the Country Are Already Putting Smart Energy Solutions to Work to Reduce Emissions, Cut Energy Use, and Lower Energy Bills.

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11 states have Clean Car laws.

22 states have adopted a Renewable Portfolio Standard.
California legislature and Governor Arnold Schwarzenegger agreed to a **25 percent cut in carbon dioxide emissions by 2020.**
ENERGY-EFFICIENT DESIGN

Alberici Constructors

Overland, Missouri

Company headquarters is 60 percent more efficient than a conventional building.
SOLAR SAVINGS

Solar power saves the Maltese family $800 a year.

Ralph Maltese and Sheila Peck
Santa Cruz, California
WIND POWERS
THE SCHOOLS

Spirit Lake Community
School District

Spirit Lake, Iowa
WIND FARMER

Paul Neppels
Armstrong, Iowa

Iowa farmer raises energy alongside corn and soybeans.
Palm Springs Wind Farm
San Gorgonio Pass, California
WE CAN ALL be part of the SOLUTION.
MAKE YOUR NEXT CAR A HYBRID

Barbara Winterson (left) and her new hybrid
Kennebunkport, Maine
MAKE YOUR HOUSE ENERGY EFFICIENT
CHOOSE ENERGY-EFFICIENT LIGHTING

If every American household changed five bulbs, global warming emissions would be cut by 1 trillion pounds a year — the equivalent of 8 million cars.
THINK
Consider what energy is required to produce what you buy and use.

Calculate your emissions at:
climatecrisis.net
Taking the temperatures of the mall.

Frank Zaski
Franklin, Michigan
DEMAND ACTION from government and businesses.
CURRENT BEST PRACTICES

AMERICA LEADS
More efficiency and renewables, less fossil fuels. Carbon emissions decrease.

Global temperature stabilizes.

ENERGY USAGE
quadrillion BTUs

- efficiency
- renewables
- nuclear
- natural gas
- coal
- petroleum

YEAR
2010  2020  2030  2040  2050
American ingenuity... UNLEASHED
But what about India and China?
The world looks to America for leadership.
Be part of the solution.