Seattle Climate COOLective
Community Action Studio

Approach, Successes, Lessons Learned
City of Seattle Office of Sustainability & The Environment

- History of Climate Action
  - Mayor Greg Nickels began the US Mayors Climate Protection Agreement
  - 2006 1st Climate Action Plan
  - Met 2012 GHG reduction goal in 2010
  - In process of updating Climate Action Plan – to be adopted by fall 2012
  - Engaged citizenry: Carbon Coaches, Seattle Climate Partnership, Seattle 2030 District, Green Sports Alliance, Cool Moms, Climate Solutions...
City of Seattle Office of Sustainability & The Environment

• Need:
  • Create a sustainable model for climate action
  • Leverage the networks of community-based organizations to:
    • Give them tools they need
    • Take greater climate action
    • Create persistence
COOLective Background

1. Purpose
2. Timeframe
3. Program Components
Action Studio =

Address climate change by addressing it together!
Purpose

What:
- Develop community action focused campaigns
- Focus on high-leverage – high-impact actions
What are the principle sources of carbon in Seattle and what are our targets?

Citywide GHG Emissions by Sector
Metric tons of carbon dioxide equivalent

Transportation
- Marine Transportation
- Air Transportation
- Road Transportation

Industrial & Other
- Industrial Processes & Other
- Industrial Operations

Buildings
- Commercial
- Residential

Seattle Climate Protection Goals
- 7% below 1990 emissions
- 80% below 1990 emissions

6.8 million metric tons
How

- Engage in-tact organizations with tract records and passion
- Train them over multiple group and 1:1 sessions
- Provide tools and step by step workbook to plan campaign
- Provide funding to implement their campaigns: $3,000/team
Best Practices

- Create a team charter
- Make a public commitment: individual and organizational
- Focus on “bright spots” and current assets
- Identify and understand key stakeholder interests and barriers
- Leverage social network/community support
- Leverage existing successful programs and tailor to local needs
- Pilot test, refine, monitor, evaluate, refine
Timeframe

2010
Q2: recruit teams
Q3: training
Q4: creative briefs

2011
Q1: MOUS, 1st campaigns launch
Q2: remainder of campaigns launch
Q3: campaigns wrap-up
Program Components

- Five Session Training Program
- Workbooks
- 1:1 Coaching
- City of Seattle Resources
- National Resources
Campaign & Program Development

**Step 1: Initial Planning**
- Goals, Objectives & Success
  - Team Charter
  - Session 1

**Step 2: Check Assumptions**
- What you know & need to know
  - Logic Model
  - Session 2

**Step 3: Clarify Audience, Objectives, Actions**
- Influencers, Barriers & Motivations
  - Stakeholder Map
  - Asset Map
  - Session 3

**Step 4: Design Campaign/Program**
- Best Practices Mapping, Plan Details & Verification
  - Campaign/Program Brief
  - Verification Plan
  - Session 4

**Step 5: Pilot Test, Learn, Refine**
- 6 Steps to Pilot Test and Refine
  - Logic Model
  - Campaign/Program Brief
  - Pre or Post-Session 5
Climate Action Campaign Toolkit
Promoting climate action in your community

We've made promoting climate action in your community easier

Climate Action Campaign Toolkit is an easy way for communities across the country—and most people—to promote climate action and sustainable living. The Toolkit is designed to make climate action easier for individuals, groups, and organizations. It includes tools and templates to help you get started.

Get Started

How to get started with the Climate Action Campaign—tools for planning and executing activities to meet your target audience, building community, and more.

Tools & Templates

Tools and templates to help you plan, execute, and document your campaign activities.

Print Materials & Marketing

Print materials and marketing strategies for getting the word out about your campaign in your community.

Campaign Resources

Web Tools & Templates

Print Materials & Marketing

START YOUR CAMPAIGN

5 MPG: NOT COOL

CARPOOLING. THAT'S COOL.

Riding every weekend in a fuel-efficient car is cool. Not only can it keep a few more atoms in the air, it can save you a lot of money, too! (Should you need to.) Call us at 1-800-IMCOOL for more information on how to sign up for our newsletter. Check out our website at www.imcoolcampaign.org for more information.

print templates

website templates
do-it-yourself home energy audit

A step-by-step guide for identifying and improving your home’s energy efficiency
Participants & Projects
Goal #2: Engage their parishioners in reducing energy usage at home

Goal #1: Demonstrate the value of the energy audit by focusing on three church owned single family homes
The Campaign:
Stop idling within school zones.

Why:
To reduce harmful vehicle emissions around children, promote clean air, and reduce carbon emissions.
Less Cars, More Fun with the PNA!

Plan your trip with the Green Planet Travel Agency
Washington Physicians for Social Responsibility PRESENTS:

the Balanced Menus Challenge
IMAGINE
that we could do something just one day per week to reduce our climate impact while supporting good, family-wage “green” jobs.

CONSIDER
the possibilities from using transit one day per week to reduce SOV jams and our impact on climate--saving us time, money, and energy.

THINK
What would it mean for your family to Try it on FRIDAY? What would it mean to spend more time with family on the weekends? What would it mean to help build a robust green economy locally for union sisters and brothers? What would it mean for your children to inherit a healthy environment?
OK... But what if it’s **RAINING** on Friday??

## Build More Shelters

- Community requested
- Minimum 50 riders per day
- Shelters damaged 3x per year are taken out
- Appx. $20,000 to build a shelter
- < 25% of stops have shelters
- Possible exploration of PPP
Successes & Lessons Learned
<table>
<thead>
<tr>
<th><strong>Successes</strong></th>
<th><strong>Challenges</strong></th>
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<tbody>
<tr>
<td>• Exceeded goal of 50 households participating.</td>
<td>• Getting the church to “walk the talk”</td>
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<td>• Reduced idling by over 65% at one elementary school</td>
<td>• Admin, teachers and parents all need to buy-in to make the program a success.</td>
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<td>• Positive community response.</td>
<td>• Tracking progress /measuring success.</td>
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<td>• Two hospitals signed up for Balanced Menus Challenge (goal was one)</td>
<td>• Overcoming administrative reluctance</td>
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<tr>
<td>• Workers will likely ask for transit benefits at next contract negotiation.</td>
<td>• Goals were overly ambitious – getting a bus shelter built is a much more complicated project.</td>
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Lessons Learned

- 5 sessions/10 weeks is too long.
- Capacity of organization and buy in from leadership is critical.
- Projects need more than one or two key people to be successful.
- People need less education on climate and more on effective campaign development/program design.
- Groups often need additional “hand-holding” to be successful.
- Completing the workbook leads to successful campaigns.