



# CLEANER CONTRA COSTA CHALLENGE

Presentation to the Contra Costa County Board of Supervisors

September 24, 2019

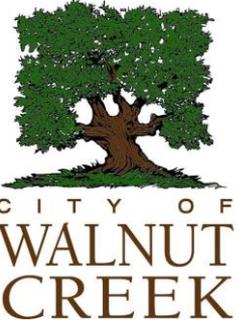
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# Cleaner Contra Costa Challenge



CITY OF SAN PABLO  
*City of New Directions*



ANTIOCH  
CALIFORNIA

Community  
Climate  
Solutions

# Cleaner Contra Costa Challenge



- Pilot program of a software application that lets residents assess their energy and resource consumption and learn how they can conserve
- Two-year grant from the Bay Area Air Quality Management District- \$199,000
- Behavior Change - 1.1 million County residents
  - ❖ Pilot marketing and outreach strategies
  - ❖ Initial focus in San Pablo, Antioch, and Walnut Creek
- This pilot program has a goal to enroll 4,500 households and is expected to achieve the following savings:
  - ❖ 8% reduction in energy use in participating households (electricity and natural gas)
  - ❖ 7% reduction in water consumption in participating households
  - ❖ Reduction of 1.8 tons of greenhouse gas emissions per participating household
  - ❖ Cost savings of \$260 per household
  - ❖ Total program greenhouse gas emission reductions of 8,219 tons
  - ❖ Total participant cost savings of \$1.1 million



Join the Cleaner Contra Costa Challenge to  
create a cleaner, healthier community and  
save money!

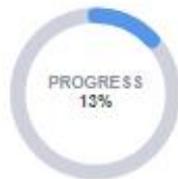
[JOIN THE CHALLENGE](#)

[WHY JOIN? →](#)



**500**

HOUSEHOLDS BY NOVEMBER  
2019 PARTICIPATION GOAL



**250**

TONS OF CO<sub>2</sub> BY NOVEMBER  
2019 REDUCTION GOAL

TOP COMMUNITY GROUP

**St. Stephen's, Orinda**

TOP TEAM

**Undead Roller Derby**

# Cleaner Contra Costa Challenge



## How it works



### Create your profile

It's easy to get started. Create your household profile and enter some information on your current activities so we can track your success!



### Take sustainable actions

Browse a list of actions that will help reduce your impact, then add them to your dashboard. We'll help with next steps, costs, and questions.



### Work together

Create a team of households so you can collaborate together. Discuss actions with the whole community. And compete with other communities too!

# Start a Team or Community Group



Join or Start a Team

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Join a Community  
Group

Create a community  
group

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**#1**

**City**

Walnut Creek

# Recommended Actions



## Choose Green Electricity

Go Renewable without home solar!  
The easiest way to make a BIG impact.

★ Easy    ⚙️ 9,000    💰 -120



## Combine Trips

A bit of planning = big savings

★ Easy    ⚙️ 830    💰 \$ 230



## Bike, Walk, Skateboard or Unicycle

Enjoy the fresh air and energize your day!

★ Medium    ⚙️ 830    💰 \$ 230



## Reduce & Reuse

The two most important R's

★ Easy    ⚙️ 1,750    💰 \$ 0



## Switch to LEDs

A few light bulbs = big savings

★ Easy    ⚙️ 130    💰 \$ 60

Here are a few actions we recommend to get started!

# Join the CLEAN Team Challenge



September 23- March 19, 2020

1. Sign up
2. Form or Join a CLEAN Team
3. Earn points by completing sustainable actions
4. Have fun, earn prizes, & be recognized!



# Questions



Contact us to see how you can get involved!

[CleanerContraCosta.org](https://CleanerContraCosta.org)

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