



CLEANER CONTRA COSTA CHALLENGE

Presentation to the Contra Costa County Board of Supervisors

September 24, 2019

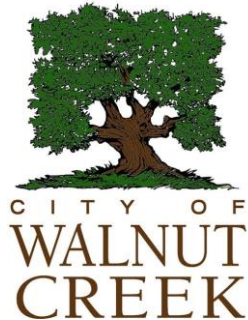
Jody London, County Sustainability Coordinator

Jody.London@dcd.cccounty.us

Cleaner Contra Costa Challenge



CITY OF SAN PABLO
City of New Directions



BAY AREA AIR QUALITY
MANAGEMENT DISTRICT

A HEALTHY BREATHING ENVIRONMENT FOR EVERY BAY AREA RESIDENT

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 CO₂ 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

Join a Community
Group

Create a community
group

#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

Andrew McKleroy

Community Engagement Coordinator

Sustainable Contra Costa

andrew@sustainablecoco.org

(510) 599-7268