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Solving global warming one city at a time

Building Your Local Cool Cities or Cool Counties Campaign



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Cool Cities: What Are We Trying to Accomplish?

- Get Local Governments 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



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Four Steps to Becoming a Cool City

- **STEP 1:** Take the ‘Cool Cities Pledge’
- **STEP 2:** Conduct a Global Warming Emissions Inventory - ICLEI
- **STEP 3:** Create a Solutions Plan
- **STEP 4:** Implement and Monitor Progress



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Accomplishments in Iowa

- 1) More than 30 Cities Signed
- 2) 6 of the 8 largest Cities
- 3) Johnson County
- 4) League of Cities Hosting Special Event on Sept. 26th
- 5) Des Moines Mayor Frank Cownie as 'Whip'



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So How Do We Make that Happen?

✓ Step 1: Get Your Team Together

Form a Local Cool Cities Campaign Organizing
Committee



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- ✓ **Step 2: Engage the Entire Community**
Reach Out and Invite the Participation of
Community Partners



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✓ Step 3: What's Already Being Done

Research Your City's Current Energy Policy.

What are Other Cities in the Region Doing?



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- ✓ **Step 4: Understand Your City Government**
 - Analyze Your Mayor and
Other Key Decision Makers



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✓ Step 5: Complete Your Game Plan

Finalize Your Campaign Plan With Your
Organizing Committee and Coalition Partners



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✓ Step 6: Ask For What You Want

Make the Ask to Your Mayor and Follow Up
With a Meeting – NEVER one on one



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✓ Step 7: Make it Public

Organize a Cool Cities News Conference



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So How Do We Make that Happen?

- ✓ **Step 8: Move Your Mayor From Talk to Action**
 - Hold Your Mayor Accountable for Developing and Implementing an Action Plan
 - Ensure that a citizen-based task force is in place
 - Move to joining ICLEI quickly



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Volunteers – David Zahrt and Jim Baker

Vision:

A county-wide effort to reduce carbon footprint resulting in competition in the amount of emissions reduced, tax dollars saved, and alternative energy entrepreneurial ventures launched in order to become a demonstration that can be replicated.



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Challenges in Northwest Iowa

- 1) Unchallenged assumption that energy consumption will grow endlessly
- 2) Startup resources (just \$600 in some cases) absent
- 3) Council Members are fans of Fox News
- 4) “We can’t possibly make a difference”
- 5) Need vision, financial resources, good strategy



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Success in Iowa City and Johnson County

- 1) Powerful local group formed
- 2) Iowa City Signed on
- 3) Johnson County Joined ICLEI
- 4) Expanding to Coralville and North Liberty
- 5) Plan for JCCOG to Make Cool Cities a Priority



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Cool Cities Resources

Cool Cities Website (www.coolcities.us)

Sierra Club Volunteers In Your Community

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