



COOLCALIFORNIA
CITY CHALLENGE

Sponsored by: **energy**
upgrade™
CALIFORNIA

CoolCalifornia City Challenge

ARB Seminar

January 8, 2015

AB 32 and Voluntary Action



“The greenhouse gas emission reductions required under AB 32 cannot be realized without the active participation of the people of California.”

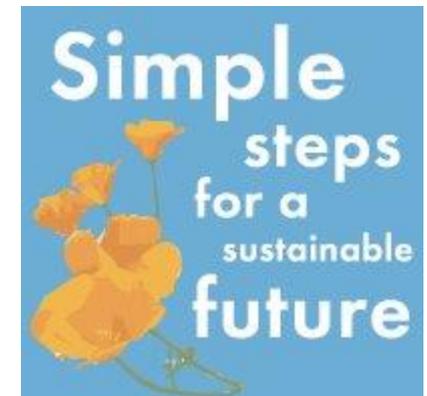
- AB 32 Scoping Plan

CoolCalifornia.org

Simple steps for a sustainable future

The CoolCalifornia.org website includes various tools to inspire climate action

- * Carbon Footprint Calculators
- * Toolkits by Audience Type
- * Access to Funding Opportunities for Sustainable Projects



CoolCalifornia Challenge Objectives

- * Research:

- * Evaluate effectiveness of city-to-city competition for encouraging reductions
- * Quantify the household GHG reductions that result

- * Program:

- * Decrease GHG emissions by household/residents within cities
- * Help cities work to engage their communities
- * Facilitate state and local government partnerships to achieve common goals