



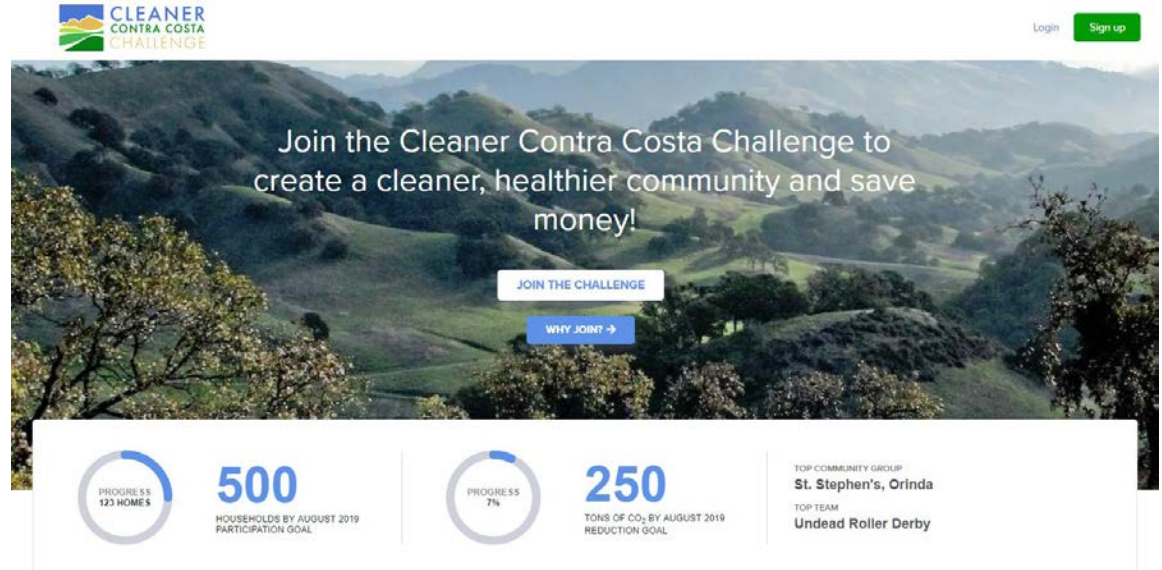
CLEANER  
CONTRA COSTA  
CHALLENGE

# WHO WE ARE

Contra Costa County, Sustainable Contra Costa, and the cities of Antioch, Walnut Creek, and San Pablo collaborated to develop the Cleaner Contra Costa Challenge through a 2-year pilot program funded through the Bay Area Air Quality Management District (BAAQMD) Climate Protection Grant Program.

## OUR GOALS

- Increasing public awareness of the importance, ease, and effectiveness of taking sustainable actions
- Empowering residents and local leadership to lead the Cleaner Contra Costa Challenge and create a legacy of taking action



# GRANT GOALS: ENGAGING OUR COMMUNITY

Engaging 4,500 households throughout Contra Costa County.  
Inspiring and supporting real actions and real results!

- 8% reduction in energy use in participating households
- 7% reduction in water consumption
- Reduction of 1.8 tons of GHG emissions per household
- Total program GHG emission reduction of 8,219 tons



# 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!

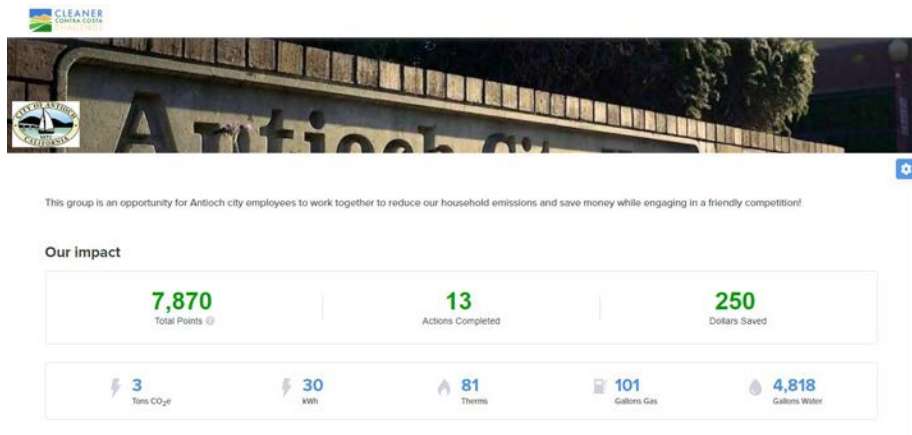
[www.cleanercontracosta.org](http://www.cleanercontracosta.org)

# CREATE YOUR OWN TEAM OR COMMUNITY GROUP

## COMMUNITY GROUP

A public group with unlimited capacity

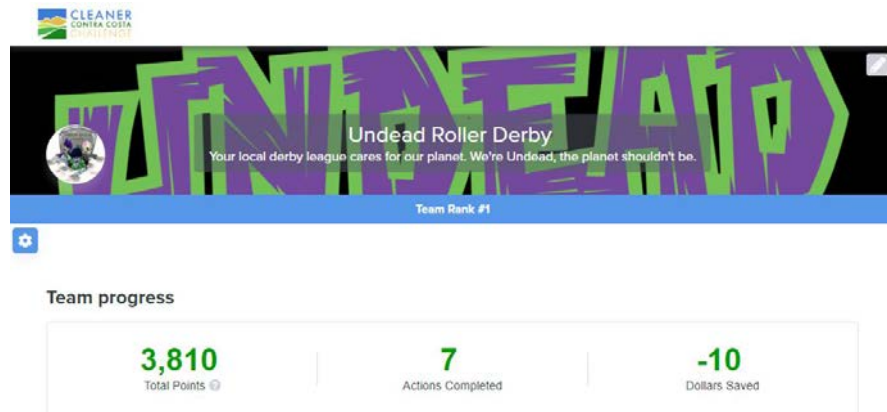
*Examples:* Faith Groups, School Groups, Non-profits, Employees, Co-Workers, Hobby Groups, etc.



## TEAM

A private group of up to 10 households

*Examples:* Friends or Family, Neighbors, Sports Teams, Clubs, Gym Buddies, Coffee Groups, etc.



# PROMOTE ACTION



## Install Solar Panels

Go Solar! Let sunshine power your home

☆ Challenging    ★ 7,500    \$ 400

Resources 3

### Financing

Antioch PACE Financing Partners

[Property Assessed Clean Energy](#)

### Financing

Bay Area SunShares Discount Solar & EV Purchase Program

*Buy an electric vehicle or purchase solar PV at a discounted price.*

### Programs

SmartSolar Online Marketplace

*Get instant online quotes from multiple, pre-screened local solar installers.*



## Install Electric Heat Pump Heater

Go heat pump for a big impact!

☆ Challenging    ★ 4,000    \$ 480



## Wash Clothes Wisely

Fill it up and save some water for the fish

★ Easy    ★ 130    \$ 10



# OUR CURRENT OUTREACH STRATEGIES

- Students & Youth Groups
  - Engage student and youth groups to create “teams”
  - Encourage youth (and their parents!) to complete actions
- Community Groups
  - Conduct presentations and platform demonstrations to encourage community group sign-ups
  - Facilitate ongoing engagement meetings/events to provide hands-on training and support
- Businesses
  - Host lunch-time discussions with employees to encourage participation on the platform
- General Public
  - Tabling at community events to encourage residents to sign-up



# OUTREACH TOOLKIT AND TEMPLATES

## POSTCARDS



### JOIN THE CHALLENGE!

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

This challenge is made possible with funding through the  
Bay Area Air Quality Management District.  
Visit [CLEANERCONTRACOSTA.ORG](http://CLEANERCONTRACOSTA.ORG) or email Jacenda Davis at  
[JDA@SUSTAINABLECOCO.ORG](mailto:JDA@SUSTAINABLECOCO.ORG)

[CLEANERCONTRACOSTA.ORG](http://CLEANERCONTRACOSTA.ORG)

CREATE YOUR PROFILE

ADD YOUR ENERGY PROFILE



### ¡PARTICIPE EN EL RETO!

Participe en el *Reto de un Contra Costa más Sano*. Ayuda tu comunidad ser más  
limpia, sana y para ahorrar dinero!



1 VISIT

2 HAGA

3 COME

4 TOME

5 ¡TRA

## STICKERS



## BOOKMARKS



CLEANER  
CONTRA COSTA  
CHALLENGE

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

REDUCE  
WASTE



GROW  
FOOD



SAVE  
WATER



CONSERVE  
ENERGY



TRAVEL  
LIGHTLY



BUILD  
COMMUNITY



Join the challenge  
and take ACTION at:  
[cleanercontracosta.org](http://cleanercontracosta.org)

Printed on 100% recycled paper  
Funded by a grant from the Bay Area  
Air Quality Management District

[cleanercontracosta.org](http://cleanercontracosta.org)

## ACTION POSTCARDS



CLEANER  
CONTRA COSTA  
CHALLENGE  
[cleanercontracosta.org](http://cleanercontracosta.org)

Funded by a Grant from the Bay Area Air Quality Management District.

You can earn 2,840 points when you take action  
to replace your lawn with a garden!

Save money and water by replacing your lawn with a garden.  
Lawns require 62 gallons of water 10'x10' portion each week,  
which makes it the largest consumer of outdoor water.



Replace Lawn

Imagine the possibilities! Native flowers, dining  
area, zen garden, ping pong table...

Medium 2,840 \$ 0

Join the Cleaner Contra Costa Challenge and  
Register Your Lawn Replacement Today!

More information contact Antioch's Environmental Resources Line:  
(925) 779-6137 or connect with us on social media at #EcoAntioch!



# OUTREACH TOOLKIT AND TEMPLATES

## Email Templates

Initial outreach and event follow-up:

- [Cleaner Contra Costa Challenge Outreach Email Text](#)
- [Cleaner Contra Costa Challenge Follow-Up Email Text](#)

## Press Release

- [Cleaner Contra Costa Challenge Outreach Press Release](#)

## Graphics

- [Logo Designs and Other Graphics](#)



# OUTREACH TOOLKIT AND TEMPLATES

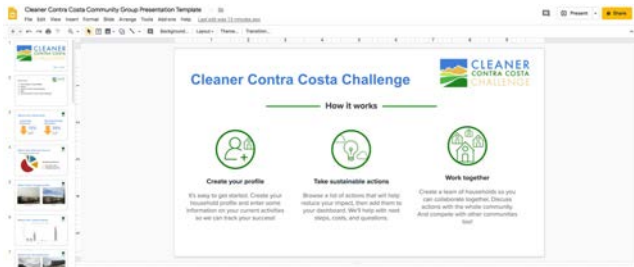
## Presentations

Slide decks from presentations:

- Student groups
- Community groups
- Business groups

Presentations include an overview of the Challenge and platform demo

- [Sample slide deck](#)



## Social Media Posts

Facebook and Instagram posts

## Newsletter Blurbs

General newsletter blurbs to encourage sign-ups (available in English and Spanish)

*Note: All social media and newsletter blurbs shall include the Challenge logo, the Challenge website, and funding recognition: "Funded by a grant from the Bay Area Air Quality Management District." Posts are encouraged to include contact information.*

# SUPPORTING THE CHALLENGE

## WHY

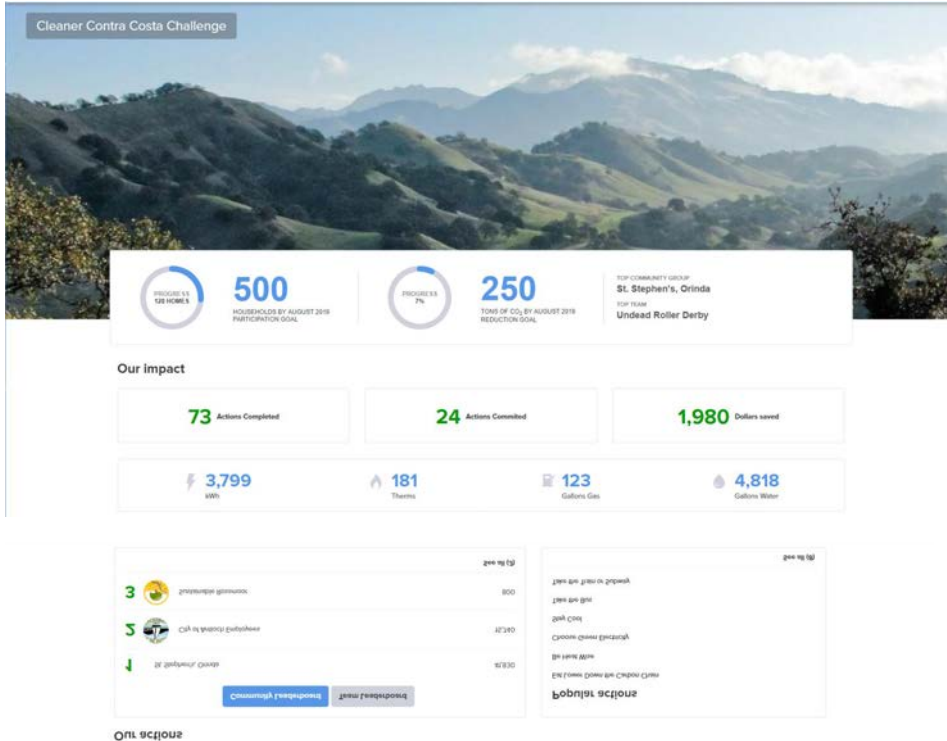
- “One-stop shop” for sustainability information
- Connect residents to low or no-cost resources
- Spanish translation (coming soon!)
- Opportunities for local customization

## HOW

- Social Media Posts
- Newsletters
- Website update
- Message Boards
- Community presentations
- Tabling Events
- Start a community group (or citywide competition!)

***What is the best way to reach out to your community?***

# CUSTOM CITY LANDING PAGES



COMING SOON!

## Requirements:

- Cover photo
- Solid waste collection rate data
- Water usage rate data

## Abilities:

- Track sign-ups and impact metrics by jurisdiction
- Local “Why Join” page (*long-term feature*)
- Events calendar (*long-term feature*)
- Blog (*long-term feature*)



**JOIN TODAY!**

[www.CleanerContraCosta.org](http://www.CleanerContraCosta.org)

**SCAN ME WITH YOUR  
PHONE CAMERA**

**QUESTIONS?**