

Cities Leading the Way Sierra Club's Cool Cities Campaign

www.sierraclub.org/coolcities



The Sierra Club

Explore, Enjoy and Protect the Planet

- Founded in 1892, the Sierra Club is America's Oldest Grassroots Environmental Organization.
- We have 800,000 members nationwide and chapters in all 50 states and Puerto Rico.
- Cool Cities is the Primary Campaign for the Sierra Club's Priority Smart Energy Solutions Initiative.



What is Cool Cities?

- Building Local Coalitions
- Local Communities Making a Commitment to Solve Global Warming
- Putting Proven Smart Energy Solutions to Work
- Changing the National Consciousness



What Defines a Cool City?

- **STEP 1:** Educate
- **STEP 2:** Commit
- **STEP 3:** Develop Plan
- STEP 4: Spread the word



Cool Cities In Your Community

- How does Sierra Club's Cool Cities Campaign Help?
- By Providing:
 - Support Within the Community
 - Public Recognition for Taking Action
 - Policy Assistance
 - Connection With National Decision Makers



Building Public Support

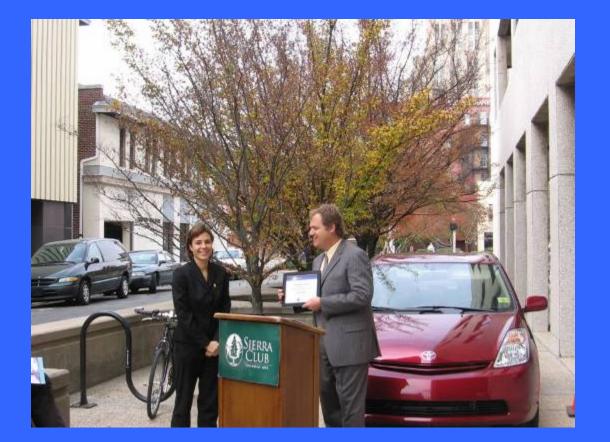
- Educating Citizens about Local Solutions
- Demonstrating Public Support for Action
- Building Community Partnerships



Public Recognition

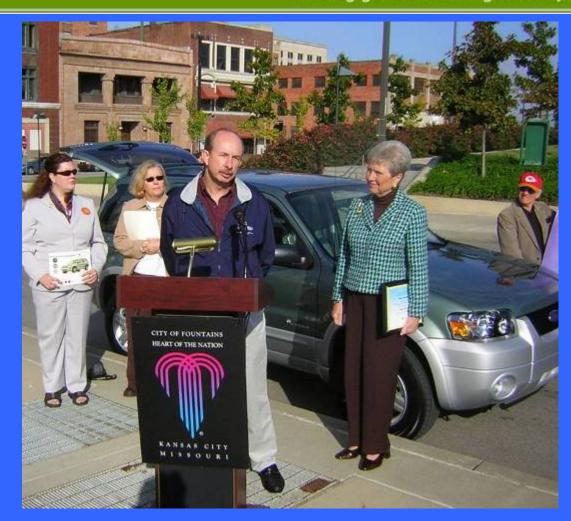
- Communities that make a commitment deserve recognition.
- We are working with communities of all sizes across the country.





Chapel Hill, NC



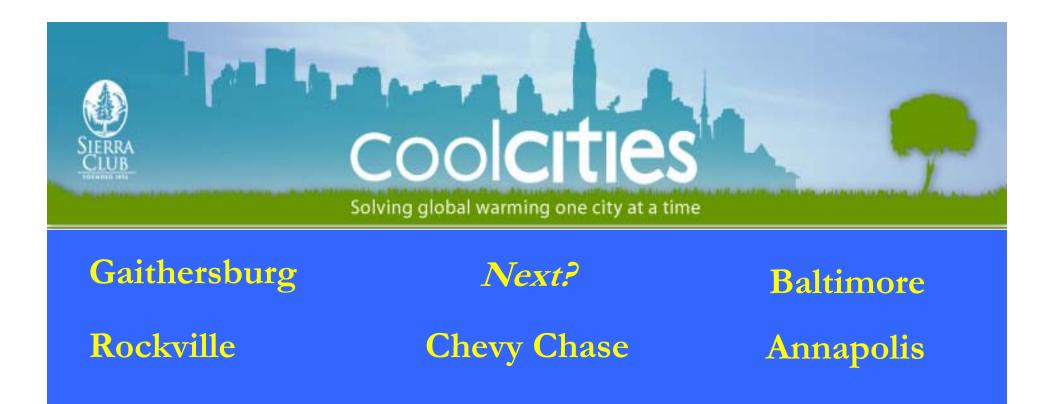


Kansas City, MO





Lincoln, NE



Washington, DC

Arlington Alexandria

Richmond

Next?



Policy Assistance

- Help develop policies that reduce global warming emissions.
- Cool Cities Campaigns Focus on 3 Clean Energy Solutions:
 - Energy Efficiency
 - Green Vehicles
 - Renewable Energy



Green Vehicles: Charlotte, NC





Renewable Energy: Fort Collins, CO







Energy Efficient Transit: Metro DC







Sierra Club CoolCities Campaign

www.CoolCities.us

Sierra Club Metro DC Office

www.sierraclub.org/metrodc Chris.Carney@SierraClub.org | 202-281-9565

Washington, DC Chapter of Sierra Club

www.dc.sierraclub.org

Maryland Chapter of Sierra Club

www.maryland.sierraclub.org

Virginia Chapter of Sierra Club

www.virginia.sierraclub.org