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Solving global warming one city at a time

Cities Leading the Way

Sierra Club's Cool Cities Campaign

www.sierraclub.org/coolcities



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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.



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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



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What Defines a Cool City?

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



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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



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Building Public Support

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



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Public Recognition

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



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Chapel Hill, NC



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Kansas City, MO



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Lincoln, NE



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Gaithersburg

Next?

Baltimore

Rockville

Chevy Chase

Annapolis

Washington, DC

Arlington

Alexandria

Richmond

Next?



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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



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Green Vehicles: Charlotte, NC





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Renewable Energy: Fort Collins, CO





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Energy Efficient Transit: Metro DC





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Sierra Club CoolCities Campaign

www.CoolCities.us

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