

# Empowering Residents on Climate Solutions and Building Resilient Communities



## The Challenge

On Average Residential Emissions = **40% to 60%** of total city emissions

San Jose, CA = 40%	Fremont, CA = 50%	Piedmont, CA = 85%

## Residential Emission Sources

- Household Electricity Use
- Household Heating Fuel Use (Natural Gas/Propane/Fuel Oil)
- Household Transportation
- Household Waste Generation

**QUESTION**  
What percent of your city emissions come from Household sources?

## The Solution

### The Power of Policy + Engagement

Example: Electrifying Transportation

Policy	Engage the Community
<ul style="list-style-type: none"> <li>Install EV charging stations</li> <li>Require charging infrastructure on new buildings</li> <li>Free parking at charging stations</li> </ul>	<ul style="list-style-type: none"> <li>Community education on benefits and savings from EV's</li> <li>Easy access to rebates and incentives for EV purchase</li> <li>EV ride and drive events</li> </ul>

## Your residents care and want to help

**73%** of Californians are worried about climate change

Yale Climate Opinion Maps 2021

## Engaging the Community

### What Works

Easy to use information for residents to learn about solutions and find resources for taking action	Events & Activities - EV ride & drive, composting classes, etc.	Empowering community leaders and existing social groups
Community Based Social Marketing highlighting solutions	Provide or connect residents with incentives and financing options	Educate local contractors ex: heat pump technology

## Community Climate Solutions

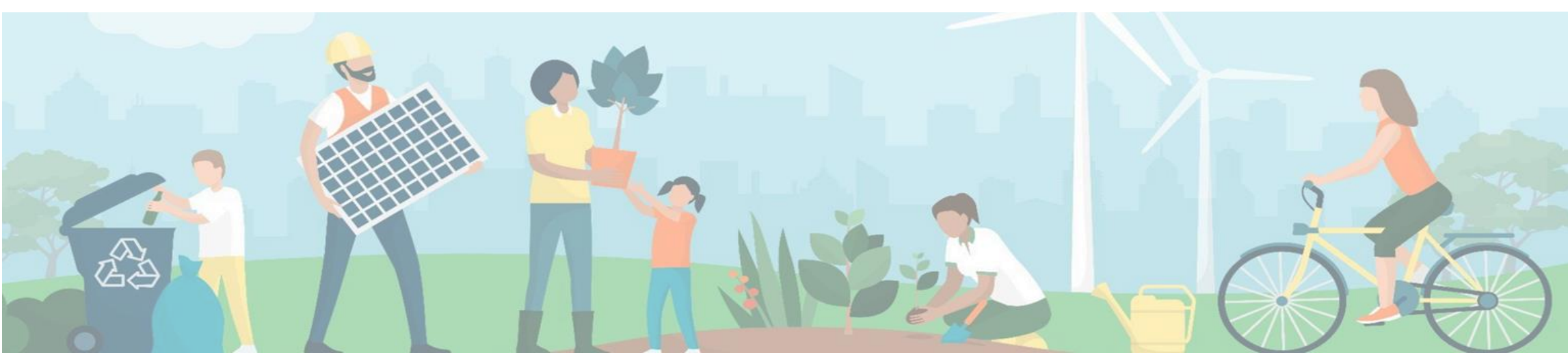
### BrightAction

CCS is working with over 40 cities and counties across the U.S. to help them combine the power of policy with low cost, effective community engagement strategies. The program includes the BrightAction platform which provides residents easy, engaging access to resources on actions. The platform has the most robust household carbon calculator and provides residents personalized information on the impact and savings from actions. Residents can save from \$1,000 - \$3,000 or more by taking actions in the program. Results to date:

<b>20,000</b> Households engaged	<b>17,000+</b> New actions completed	<b>8,000+</b> MT CO2e reduced
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## COMMUNITY CLIMATE SOLUTIONS

Building a safe, healthy future



The CCS approach centers community-based engagement providing local communities a framework to learn about climate change and resilience solutions and take actions together. We have developed custom engagement programs for many communities.

Working With Youth Group Girl Scouts Five Week Challenge	Working With Educators Teacher Curriculum Grades 8-12	Working With Faith Communities Monthly Themes & Gatherings	Working With Service Organizations Rotary Teams
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