

**Direct action against the climate crisis.**

**cool  capital challenge**

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

## Direct action against the climate crisis.

- The time to act is now.
- A new solution: The Village Green.
- We have the power.
- The Cool Capital Challenge.
- Cool now.
- Less is more.
- The ripple effect: Making waves.

# The time to act is now.

- Climate change is now destroying lives world-wide.
- Scientists: cut greenhouse gases 80-90% by 2050.
- < 10 years to change the climate crisis trajectory.
- It is not too late to save future generations.





# The Village Green

# The Village Green

- Village greens -- safe, vibrant community parks
- Restored tree canopy and natural/human habitat
- Greenways and trails for fitness and transit
- Natural outdoor play and discovery for all
- Green workforce and economic development
- Community gardens and farm markets
- Healthy streams and stormwater diversion
- Environmental justice: remove toxic sites
- Dramatic reduction of energy consumption

# We have the power.

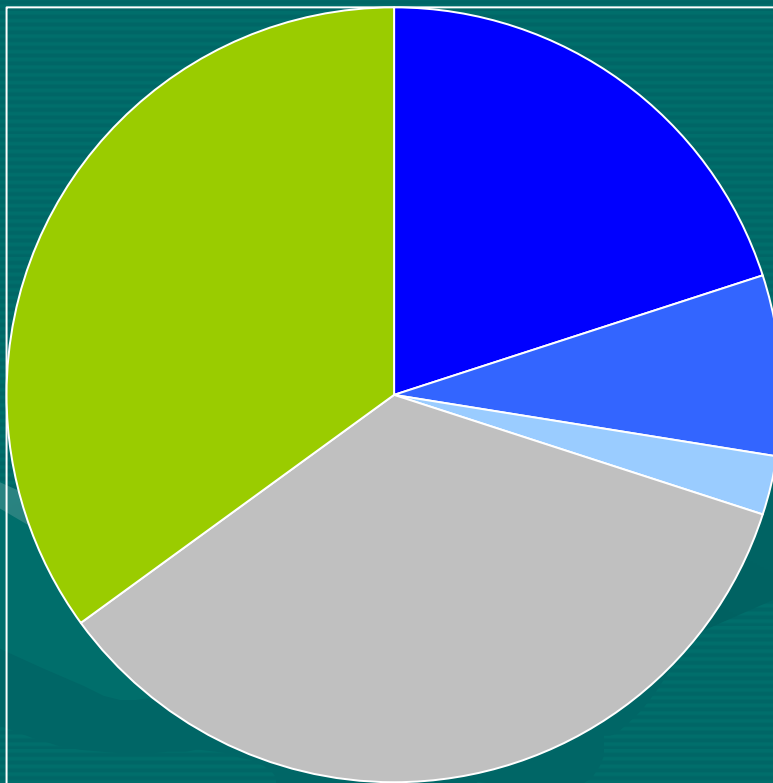
- US is biggest per capita greenhouse gas emitter.
- DC region emits more than many countries.
- 1973- : Efficiency biggest single power source.
- Capital region can be a model of energy reform.
- We have the answers, and we know what to do.

# cool capital challenge

- The Cool Capital Challenge is a partnership of businesses, agencies, non-profit organizations, congregations and individuals that is dedicated to taking action now against climate change.
- The goal is to reduce the carbon-dioxide emissions in the Washington D.C. metro area by one billion pounds – the equivalent of taking 80,000 cars off the road!
- Collectively, the people and businesses of Washington D.C. CAN make a difference.

- So far, Cool Capital has received pledges from organizations, communities, congregations, schools, and clubs amounting to 265 million pounds—that's more than one-fourth of our one billion pound goal!
- Individuals, organizations, and businesses are all integral in the pursuit of this goal—and that means getting communities involved. Every contribution is important, and each of us has the power!

## Carbon Lowering Wheel



- Households - 200 million
- Carbon Busters - 75 million
- Community (non-household) - 25 million
- Businesses and Institutions - 350 million
- Agencies - 350 Million

# The Breakdown

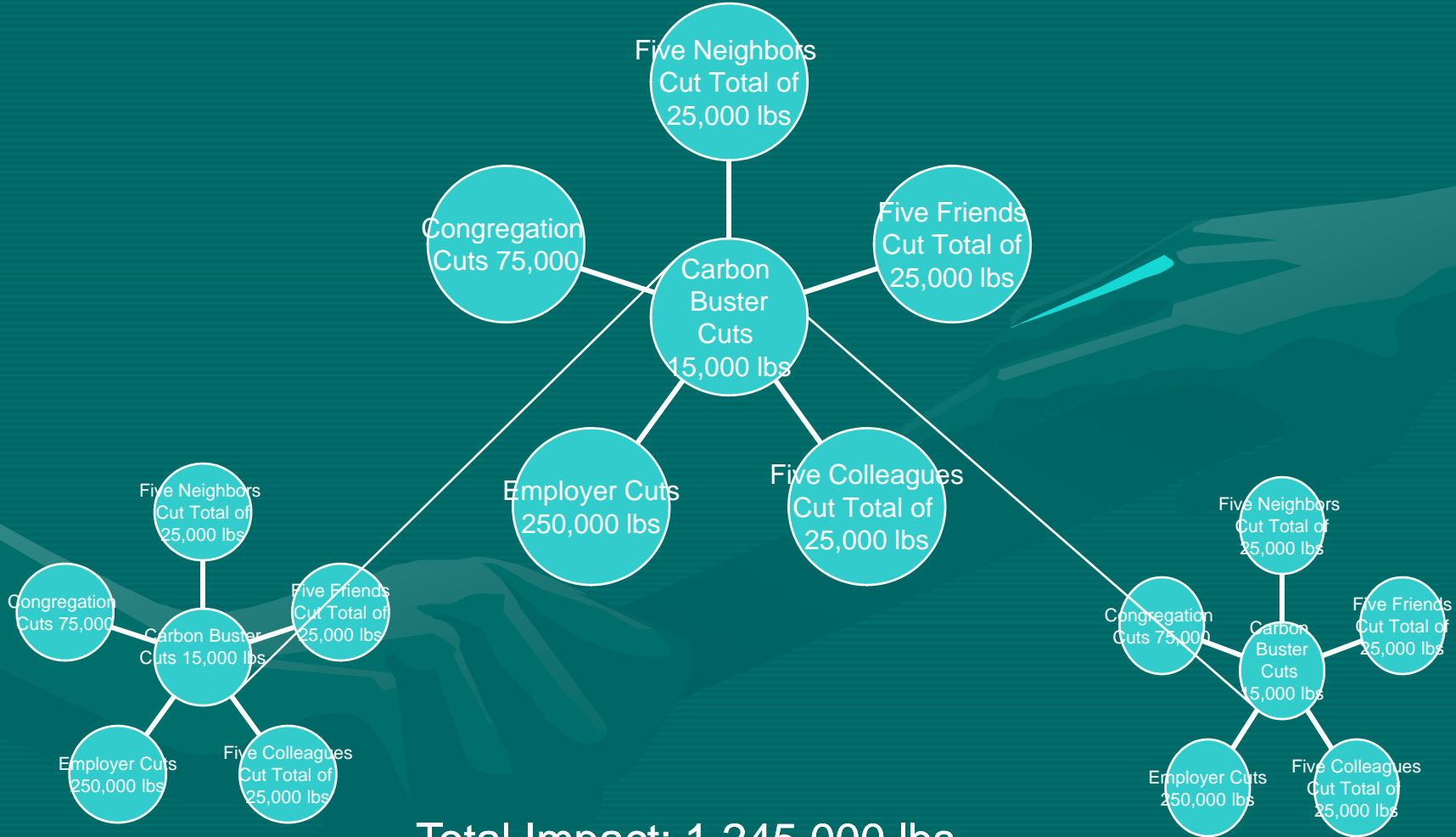
- 30,000 households each cutting 5,000 pounds for a total of: 200 million lbs.
- 5,000 Carbon Busters each cutting 15,000 pounds for a total of: 75 million lbs.

# Carbon Busters

- Make changes in their own homes
- Encourage others to make changes
- Work with Cool Capital to spread the word
- Help partners meet the Challenge.
- Help mobilize other Carbon Busters.



# The Power of One Carbon Buster



Total Impact: 1,245,000 lbs



Dover

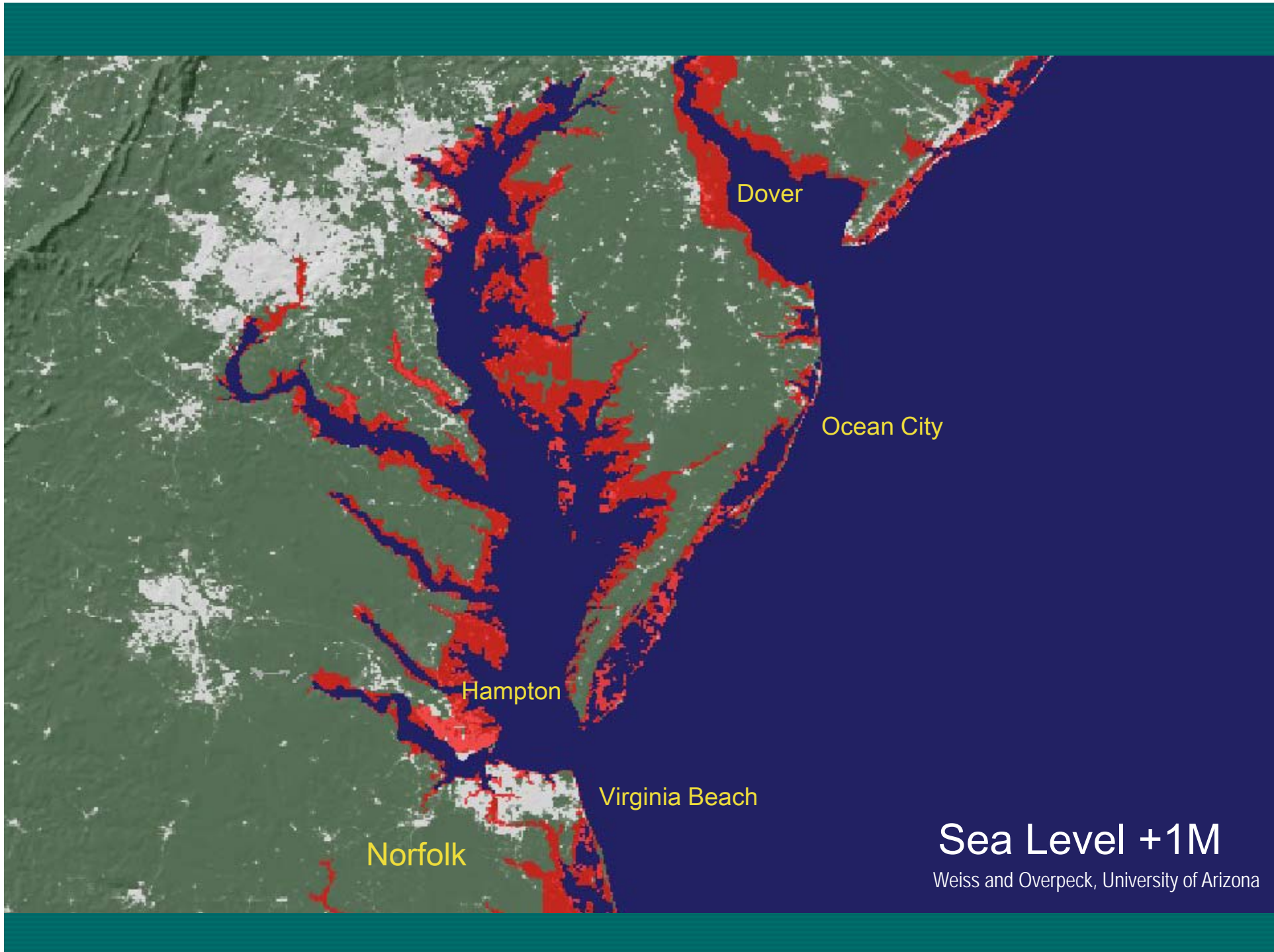
Ocean City

Hampton

Virginia Beach

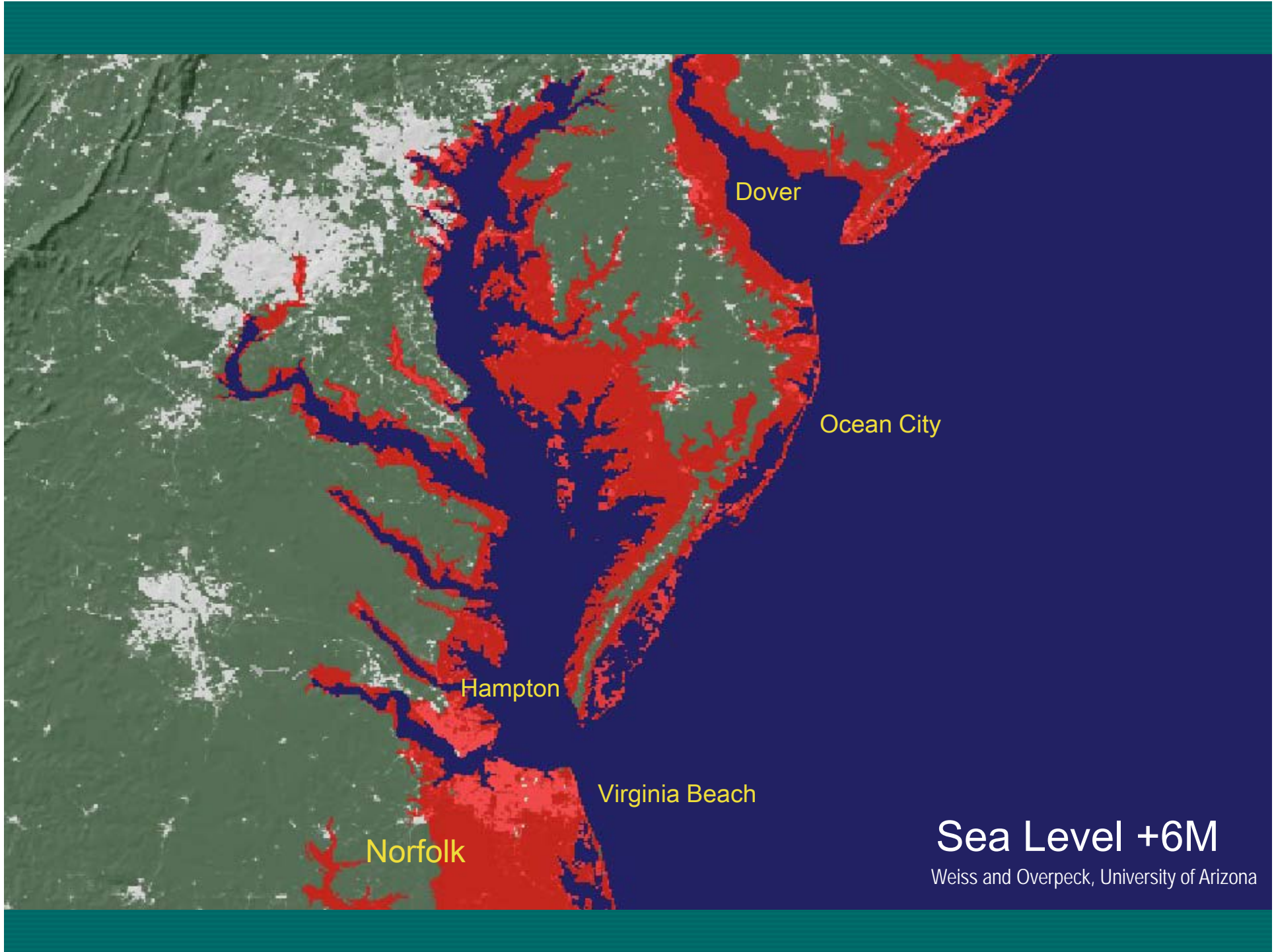
Norfolk

Weiss and Overpeck, University of Arizona



Sea Level +1M

Weiss and Overpeck, University of Arizona



Dover

Ocean City

Hampton

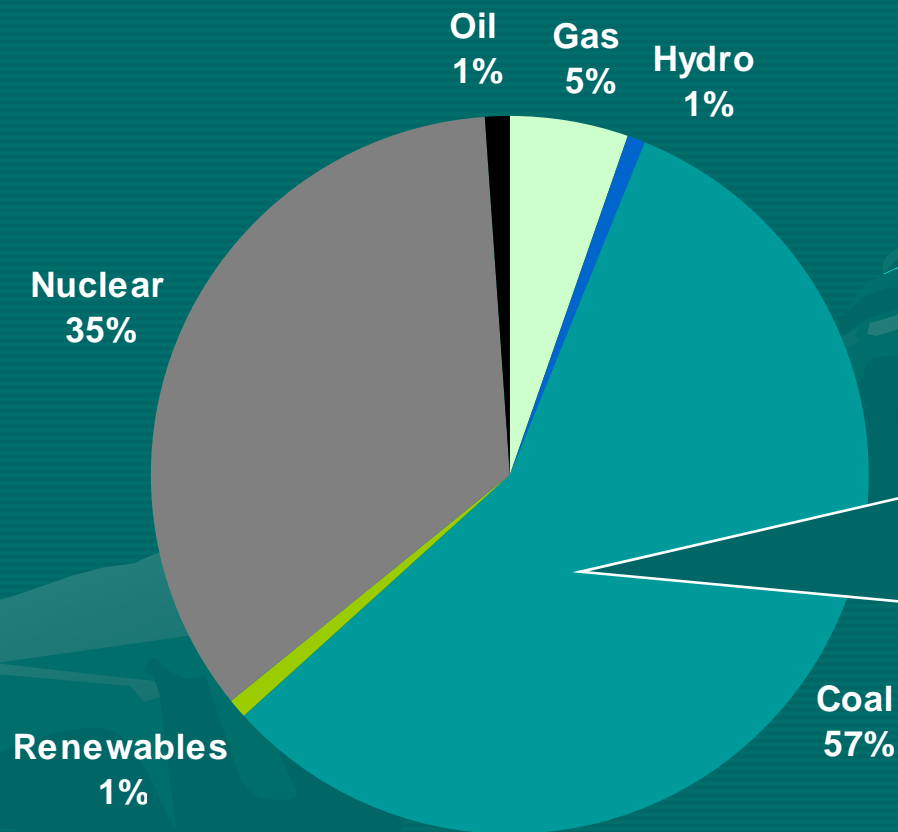
Virginia Beach

Norfolk

Sea Level +6M

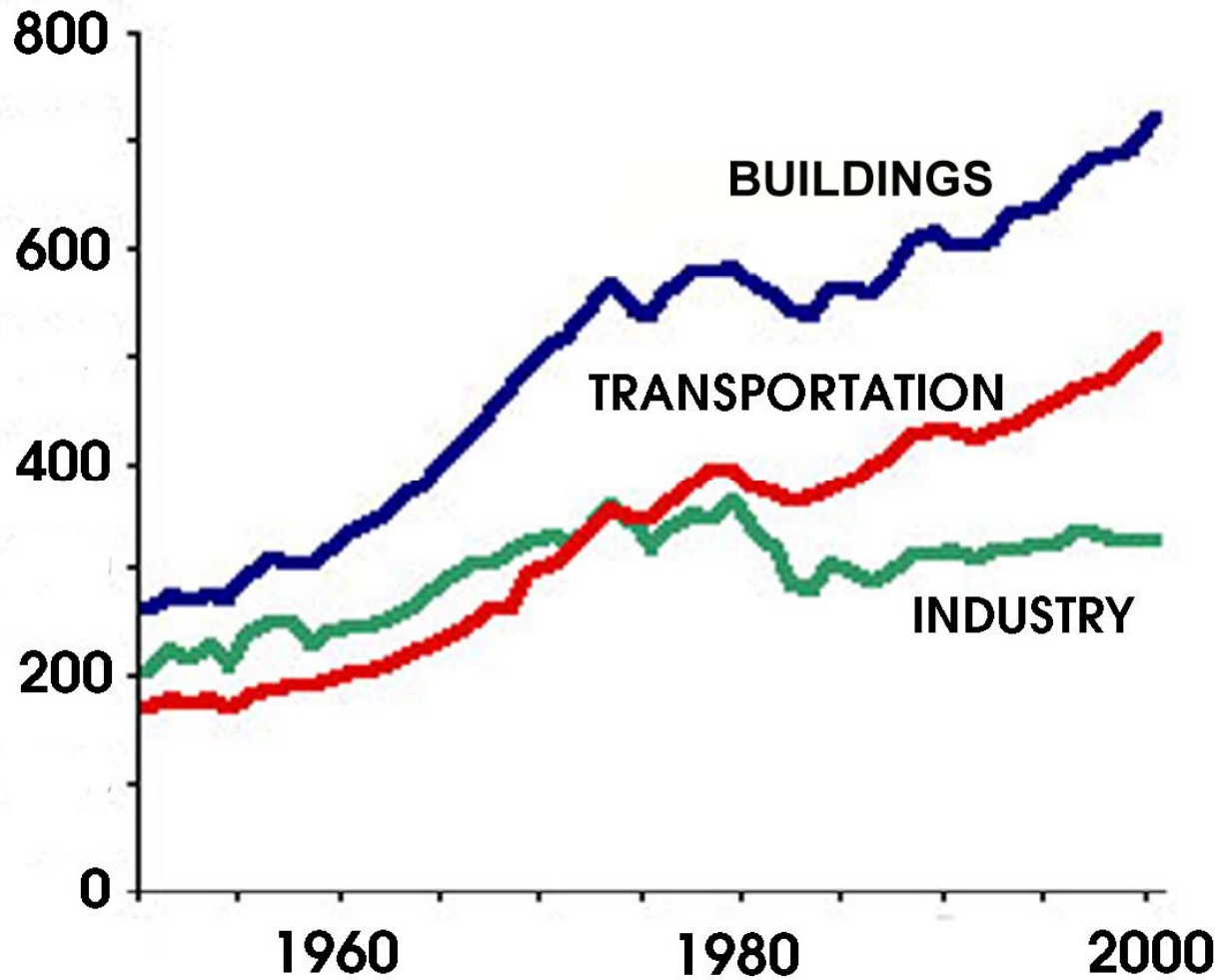
Weiss and Overpeck, University of Arizona

# Most Mid-Atlantic (PJM) electricity comes from coal



23,600 US deaths each year and \$160 billion in US healthcare bills can be attributed to air pollution from power plants.

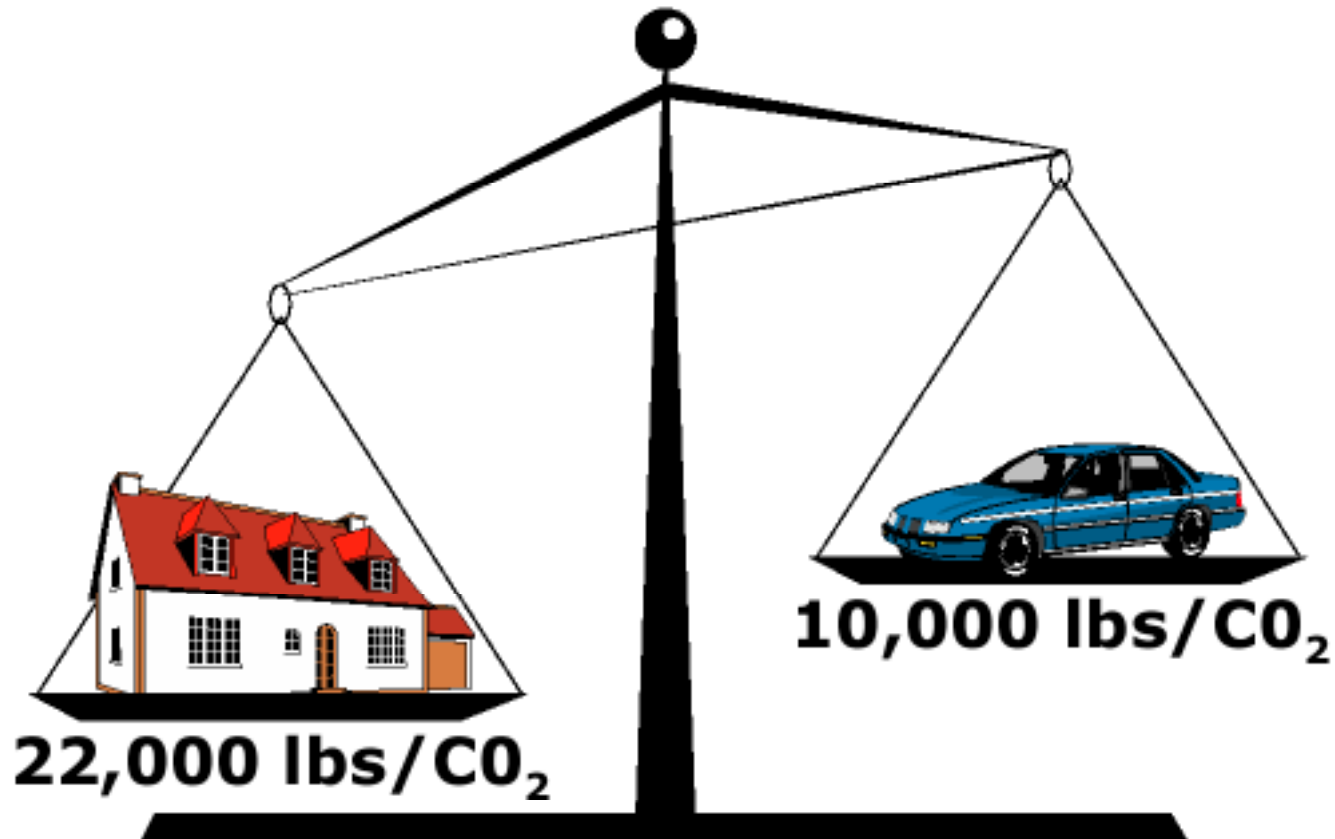
Source: 6/2006 PEPCO Standard Offer Service Disclosure



## CO2 EMISSIONS by SECTOR

(Million Metric Tons of Carbon)

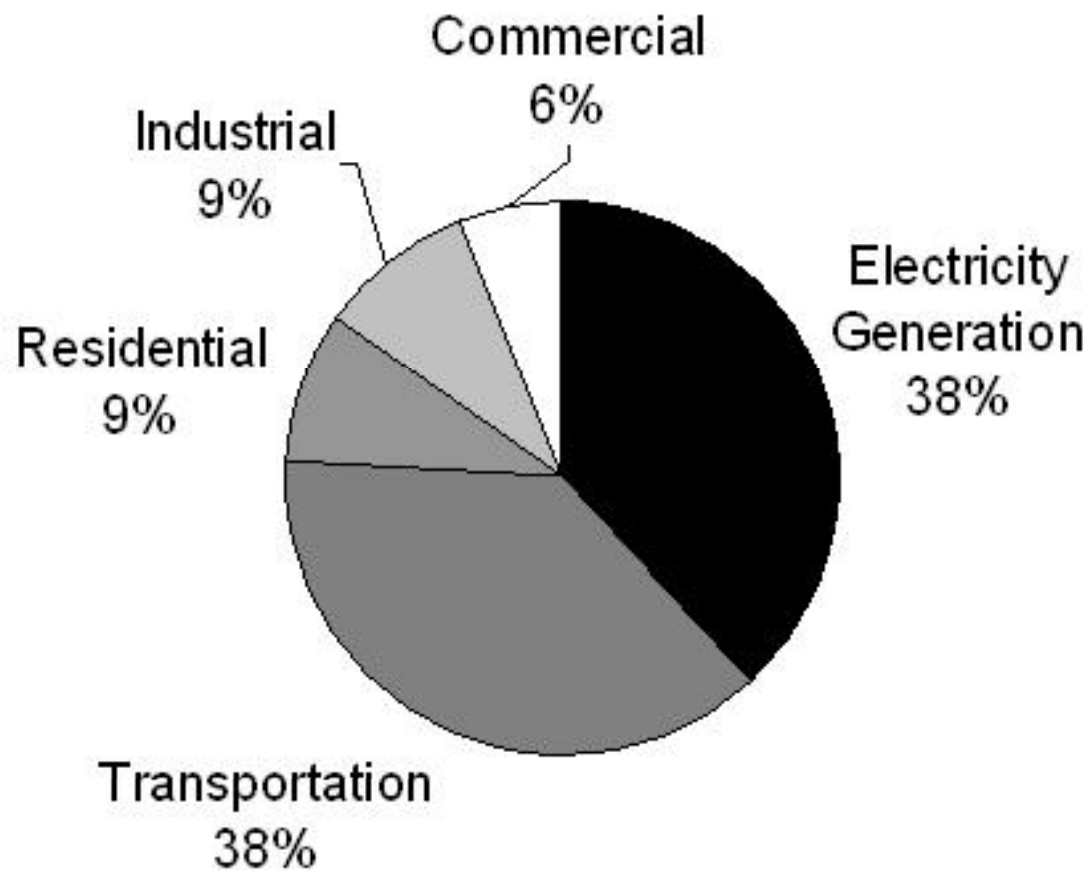
# Annual Carbon Dioxide Emissions from the Average House vs. the Average Car



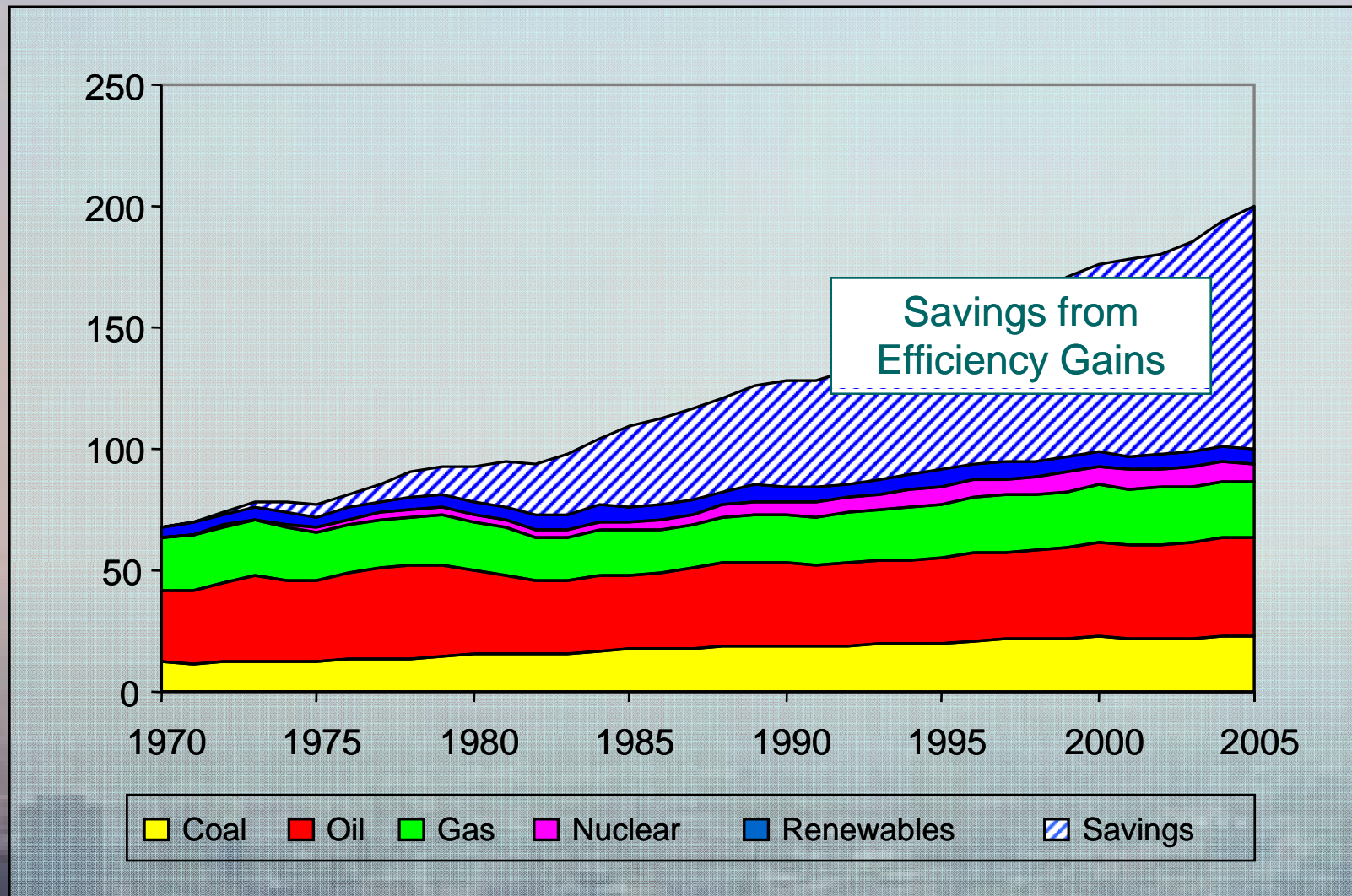
**Each year the average house releases over twice as much greenhouse gases as the typical car.**

**Housing generates 20% of all U.S. CO<sub>2</sub> emissions  
Commercial buildings generate 18% of all US CO<sub>2</sub>**

# Maryland Carbon Dioxide Pollution by Sector, 2004



# U.S. Energy Supply by Source (Quadrillion Btu)

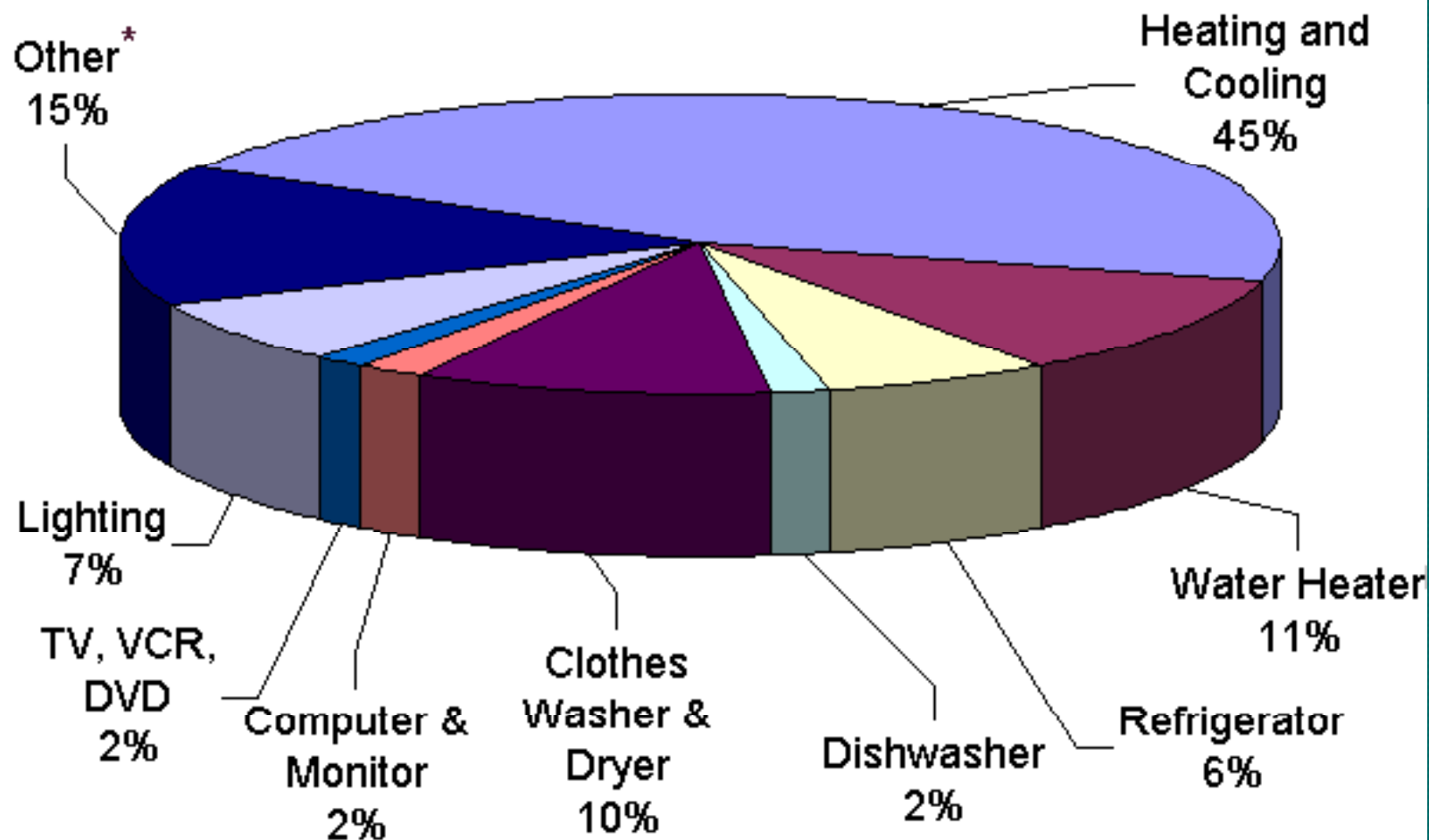


Note: Data from U.S. EIA, *Annual Energy Outlook* (2007)



Center for Energy and Environmental Policy

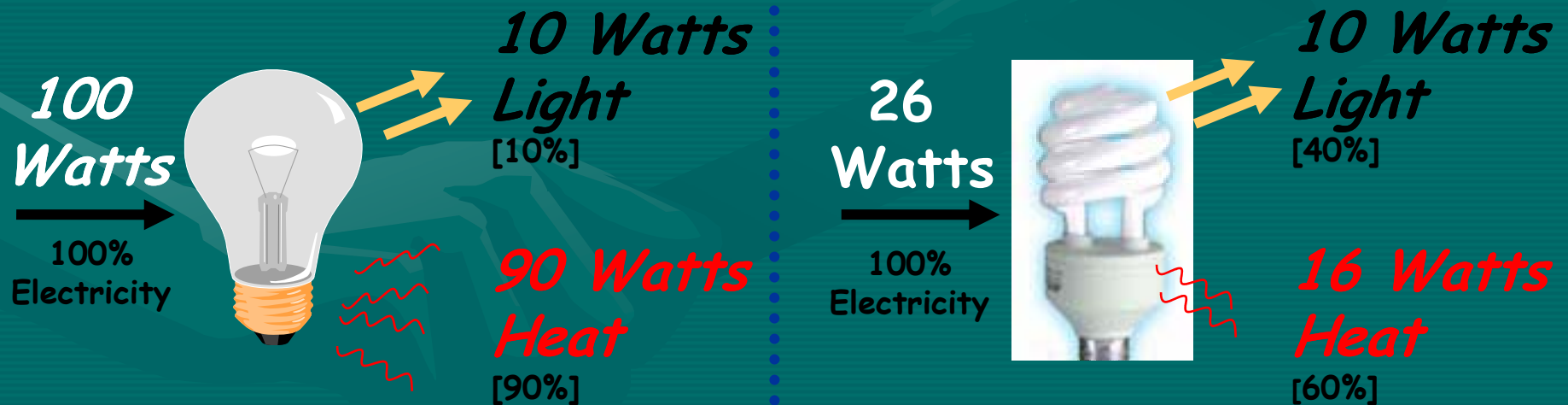
# Average US Homeowner's Energy Costs



Source: EPA

*VALUING WHAT YOU CAN'T SEE*  
*LIGHT BULB PERFORMANCE*

*Compact Fluorescent vs. Incandescent:*  
*Same Light,*  
*~80% less heat,*  
*700% more durability*



*1,000 Hour Life*

*8,000 Hour Life*

*VALUING WHAT YOU CAN'T SEE*  
*VALUE BASED ON*  
*PERFORMANCE*

*Incandescent  
Lighting  
(8 years)*



Init. Investment:	\$ .50
8-yr. Operation:	\$64.00
8-yr. Added Cool'g:	\$12.00
Bulb Replacement:	\$ 3.50

Total Cost: **\$80.00**

*CFL  
Lighting  
(8 years)*



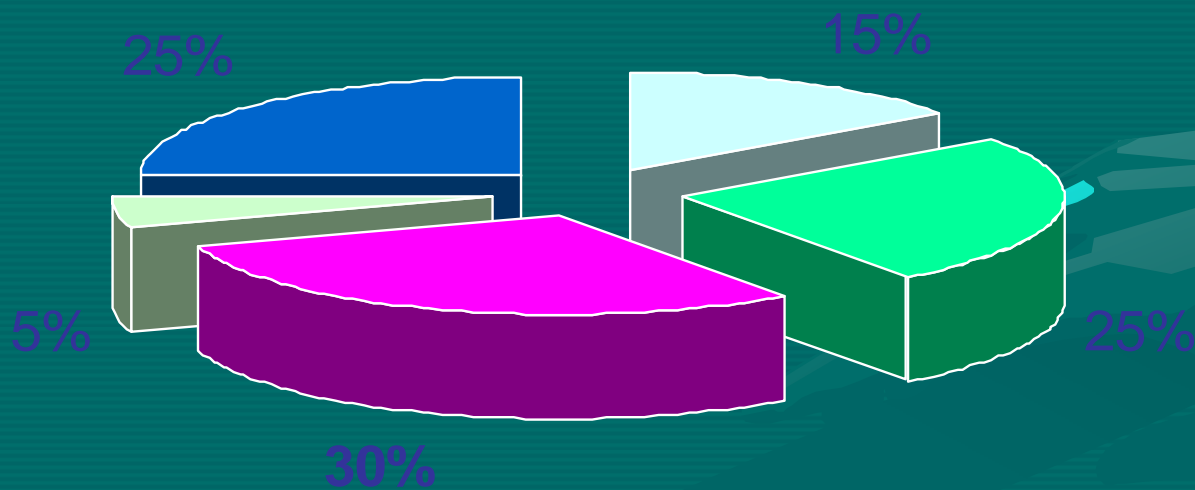
Init. Investment:	\$ 4.00
8-yr. Operation:	\$16.00
8-yr. Added Cool'g:	\$ .00
Bulb Replacement:	\$ .00

Total Cost: **\$20.00**

# Efficiency Drives the Economy

- Energy services create more jobs and investment than all the energy supply industries combined
- \$1 invested in efficiency creates more jobs than \$1 invested in supply
- Efficiency has saved more energy than any fuel produced since 1973

# Typical Energy Uses in DC Area Office Buildings



Source: Transwestern Commercial Services

# Lighting

- Turn off lights when leaving a room.
- Use **natural light** as much as possible
- Change incandescent light bulbs to **compact fluorescent**.
- Use **Solar Lights** for your patio or walkway instead of electric.
- Switch to Green Energy
- Purchase Green Renewable Energy Certificates

# Heating And Cooling Tips

- Close blinds, curtains or shades during hot days or cold winter nights.
- Close all windows and doors in the house when the AC or heating is on.
- Use a programmable thermostat.
- Lower thermostats at night and in the winter; raise in the summer.
- Add shade to room AC units if they are in the sun.
- Turn off the AC in the spring and fall and use window fans.
- Clean or replace AC unit filters.
- Have a technician clean coils and tune up the central AC every 3 years.
- Install shading devices to avoid heat build-up.
- Weatherize your home.
- Switch to low-e double pane windows if replacing windows.
- Plant deciduous trees to provide shade and cut air conditioning costs.
- Close the damper in my chimney when the fireplace is not in use.
- Replace 15-year-old AC units with high efficiency models.

# Appliances

- Put electronics on a power strip and turn off at the switch when not in use.
- Unplug un-used electronics.
- Disable screensavers, and use a “smart” power strip to turn off your computer’s peripherals.
- Wash clothes in cold water.
- Use a clothes line for drying.
- Install low flow shower heads.
- Limit showers to 5 minutes or less.
- Keep your water heater thermostat no higher than 120°F.
- Unplug or dispose of a refrigerator or freezer that is not consistently used.
- Use the energy-saving settings on your dishwasher and let the dishes air-dry.
- Defrost refrigerators and freezers for greater efficiency.
- Use energy-efficient products.
- Get a home energy audit.
- Replace old refrigerators, furnaces, boilers, and water heaters.

# Transportation

- **Get better gas mileage – and save up to 30%:**
- **Drive a stick shift.**
- **Shift slow and low.**
- **Use cruise control.**
- **Drive the speed limit.**
- **Decrease using the brake** to slow down. Scan for upcoming stops.
- **Coast.** Pay attention to the road and let momentum do more work.
- **Empty the car of junk.** Lightening your load will help increase fuel efficiency.
- **Change your oil** every 3000 miles.
- **Check your tire pressure.**
- Drive vehicle less each week by **walking, biking, and combining trips.**
- Drive less each week by **carpooling, taking public transit, or telecommuting.**
- **Utilize shared car services**, such as ZipCar.
- **Replace vehicle** with a fuel efficient model.
- **Reduce airplane travel.**
- **Use free videoconferencing services** where possible.

# Going Local

- Support **local organic food growers** at local farmer's markets.
- Look for recreation and vacation possibilities closer to home to **cut down on air travel or long car trips.**

# Reducing Consumption

- Use **re-usable alternatives to disposable products**; if you must use disposable, recycle.
- Use **less wrapping paper, consider re-gifting, or give energy efficient items.**
- Use services like **Freecycle.com** and **Craigslist** to find or to give away used items.
- **Eat less meat.** Consider eating 2 vegetarian meals a week. Producing meat is very energy intensive.
- **Recycle your clothes.** Donate your clothes to Goodwill or Church organizations or share them with friends.
- **Purchase clothes from thrift shops.**
- Reduce plastic and energy waste by **avoiding bottled water and other plastic bottles.**

# Building Community

- Ask people to boost energy efficiency and take the Cool Capital Challenge.
- Support renewable energy through your utility.
- Buy carbon offsets or renewable energy credits.
- Invest responsibly, encouraging development of renewable energy.
- Help make public buildings are models of energy efficiency.
- Urge your local library, businesses, and congregations to install bike racks.
- Promote community carpooling plans and construction of bike lanes.
- Ask utilities to promote energy efficiency and use clean, renewable energy.
- Write to your local newspaper about the Cool Capital Challenge.
- Ask elected officials and utility regulators to commit to the Cool Capital Challenge
- Encourage industry to protect the future health of the environment by reducing carbon emissions through the Cool Capital Challenge.



How will you lead the way to  
one billion pounds of change?

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



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On our way to  
**1 Billion Pounds**

**CO<sub>2</sub>**  
**259,205,240**

Pounds Pledged

**\$**  
**\$ 25,371,829**

Annual Savings

**Individuals**

2,355,240

**Institutions**

Downtown DC BID	71,000,000
GWPL	40,000,000
Sierra Club	40,000,000

**Teams**

**Government Agencies**

Metro (WMATA)	31,297
DC Office of Planning	28,435
United States House of Representatives	11,518
Foreign Agricultural Service,	0,000

## Take on Global Warming, Pound by Pound

### What is the Challenge?

Cool Capital Challenge unites individuals, schools, congregations, businesses, governments and other institutions to take a billion-pound bite out of the Capital Region's carbon dioxide emissions by April 2008. Together we can meet the challenge of global warming.

### Cool Capital Summer Kick-Off!

Help green the Josephine Butler Parks Center and take tons of carbon out of the air! See calendar for details.

### Be Part of the Solution

You can take on climate change by making a few money-saving changes in your home, at work, or on the road. Your pledge makes a difference, so take the challenge. We're here to help.

Take the  
Challenge



Institutional  
Challenge



Cool Capital Summer  
Kick Off!

