



**Neighborhood Climate Action Support
from the City of Boulder**

Connecting neighbors with each other and to resources; striving for a sustainable future for the Boulder community.

Purpose: The city of Boulder's Office of Environmental Affairs is tasked with implementing the Climate Action Plan (CAP) which requires reductions in community greenhouse gas emissions equaling a 25% reduction from 2008 levels by the year 2012. An education, outreach, and marketing campaign and its programs are called *ClimateSmart™*. With this program we intend to facilitate and norm ClimateSmart behaviors and purchasing decisions related to conservation, efficiency, renewable energy and alternative transportation options.

Themes: engagement, community, sharing, fun, leadership, education and support, optimism, structure, celebrating successes, social capital, meaningful impact, model community.

Elements of most neighborhoods: Schools, parks, community centers, places of worship, HOAs, neighborhood associations, libraries, etc.

What can ClimateSmart offer to your group?

- Facilitation of your core team's initial visioning session
- Materials and ideas to set goals for reducing carbon footprints at home, at work, and on the road
- Connections with sustainability-focused local community resources & organizations
- A PDF map created for your neighborhood, for use in your group
- Printing of flyers + MS Word flyer template
- Your events promoted on the beClimateSmart.com website and Facebook page
- Web links to your group's website
- Event space rental
- ClimateSmart T-shirts (organic cotton \$5)

CASE STUDY: How Whittier neighborhood got started:

- Initial meeting organized by two leaders who used the neighborhood association email and spread it virally. Discuss visions, assign committee leads.
- Steering committee formed at first meeting commits to future communications (committee heads form around Solar, Education, Carbon Reduction, Events, Sponsorships, NECO pass/Transpo, recycling, etc.)
- Kickoff event planned (movie night) and homes flyered with invite info (speaker, movie, block party) – use neighborhood map for marking flyer routes!
- Emails collected at kickoff meeting
- Website and email group created by volunteers
- Kickoff event – collect more emails and use email for future communications

Learn more about ***ClimateSmart at Home*** at www.beClimateSmart.com/programs