



Join citizens of Greater-Rochester to
Save Money, Energy and the Planet.

Goal

The Cool Rochester program aims to help residents, businesses and municipalities in the Greater-Rochester area reduce their collective carbon dioxide emissions by 1 billion pounds by 2012. We intend to do this by facilitating conversations about choices, disseminating detailed actionable information, providing practical tools and unleashing the power of community around a shared vision of a sustainable future for our children.

Recruitment

A broadly focused marketing campaign will bring the Cool Rochester Challenge to Rochester-area residents, inviting participants, volunteers and partners to join this community-wide effort. Businesses, municipalities, and community groups will have the opportunity to become Cool Rochester partners, each committing to a CO₂ reduction pledge of 5 million pounds or more, from within their own internal operations, from among their constituents and among those they serve. These partners will be invited to a Partnership Recruitment event, to be hosted by Mayor Robert Duffy at City Hall in September 2009. Ongoing Recruitment Events will be held annually throughout the duration of the Challenge.

Registration and Pledges

All participants in the Cool Rochester Challenge will register on the Cool Rochester website by calculating their current carbon footprint (household and / or workplace), and by making a pledge to reduce it by a targeted amount. All pledges will be displayed on the website homepage, to serve as references and inspiration for others.

Programs

As participants register on the website, they will be able to choose between three programs: Residential, Business, and Municipal. Each program will provide participants with the necessary tools, training, support and recognition to successfully and measurably reduce their carbon footprint. Cool Rochester will encourage businesses and municipalities to engage other organizations within their field to form "Communities of Practices" to progress through the program together: sharing best practices, insights, goals, and resources, in an atmosphere of friendly "co-opetition". As participants complete the residential program, they will be encouraged to become "Cool Ambassadors" and encourage their family, friends, and coworkers to join the Challenge.

Tracking Results

All participants will be encouraged track their progress on the Cool Rochester website. Tools will be provided to enter meter read data to see the savings achieved. Our relational database will provide customized reports to assess the relative effectiveness of various actions. Participants will be able to track their individual progress as well as that of the larger group that they are affiliated with. Meanwhile, progress towards the original pledge will be charted.

Rewards, Recognitions and Incentives

By tracking participants' progress on the website database, Cool Rochester will be able to provide feedback and encourage progress. Those accomplishing their goals will be recognized, and those struggling will be offered encouragement and assistance. Incentive programs will encourage participants to record their progress online, and to reward those meeting and exceeding their goals. A monthly e-newsletter will be sent to all participants to share success stories, tips, Q&A's, resources, and other relevant information. Cool Rochester will hold a periodic award "celebrations" to recognize outstanding accomplishments, encourage participation, and motivate participants to stay involved in the program.

If this sounds like something you want to be involved in, please feel free to sign up now at www.coolrochester.org