

## **Cool It! 2006-2007 Solution Plan Instructions and Sample Plan**

### Instructions:

1. To complete your Cool It! Solution Plan follow the directions for items 1 through 10 of the Solution Plan form.
2. Be sure to review the Solution Plan section of the Cool It! Judging Criteria and make sure that your plan includes the information judges will need to evaluate each criteria.
3. Also review the Cool It! Sample Solution Plan below. The sample plan is provided as a guide in completing the form. The Sample Plan gives a simple example of how each item might be completed. It is not necessarily a model of a good plan or a bad plan. Teams are welcome to use ideas or language from it if they wish to without penalty.
4. Your Plan should focus on goals and actions up to February 2008, when you will submit your Implementation Report for the Cool Results Award. You may also include goals and actions that go beyond that date.
5. Your Solution Plan and your Greenhouse Gas Inventory must be submitted together by first class US Postal Service mail or another mail delivery service postmarked no later February 28<sup>th</sup> 2007. They should be mailed in a 10" by 12" (or similar size) envelope. The documents should not be stapled or folded. Use a paper clip to hold them together. Include your team number on the first page of both the GHG Inventory and the Solution Plan. Do not put the names of coaches or students on either document.
6. Mail completed Greenhouse Gas Inventory and Solution Plan together to:

Cool It! Challenge c/o  
Robert Sibley  
54 Arch Street,  
Riverside, CT 06878

## Cool It! 2006-2007 Solution Plan

For Help in completing this form see the Cool It! Sample Solution Plan and Instructions.

**Team Number:** CI 07-77 **Division:** Middle School\_\_\_\_\_ High School\_\_x\_\_

1. **Title:** *State the title of your project:* **Our Town Clean Energy Campaign**
2. **Define the local issue or problem:** *Briefly describe the local climate change related issue, situation or problem that your project is designed to help solve.*

Our Town is a good town where people care about the environment. But people are not aware of the problem of global warming or what they can do about it right now. Many people still drive big gas guzzling cars and SUVs, have not changed to energy efficient light bulbs, don't recycle as much as they could, and few have signed up for the clean energy option on their electric bills.

We think the problem is that most people in Our Town don't know how serious the problem of global warming is, and they don't know that there are simple things that they can do to help solve the problem.

3. **Project Overview:** *Briefly describe your solution project, and explain how it helps to solve the issue or problem you described in #2 above.*

People think of Our Town as a model community, and in many ways it is. But when it comes to fighting global warming we are not really doing our share, let alone being a model or leader for other towns and cities to follow. The **Our Town Clean Energy Campaign** will change that. Here is how:

The Connecticut Clean Energy Fund and SmartPower sponsor the Connecticut Clean Energy Communities Program. To become a Clean Energy community a town or city has to (1) get at least 100 electric customers to sign up for the clean energy option on their electric bill and (2) get the town government to officially commit to getting 20% of its municipal electric power from clean renewable sources by 2010. Every town that achieves these goals gets a free solar electric (PV) system installed on whatever town owned building they choose.

The Connecticut Clean Energy Communities Program also rewards towns who take the lead in signing up the most residents and businesses for the clean energy option. They will give additional solar electric systems to the first town to get both 750 and 1000 sign ups, and to the first town to get either 5% or 7.5% of electric customers signed up.

The Connecticut Clean Energy Communities Program provides a great opportunity for Our Town to become an environmental leader and to get free stuff. But it won't be easy. Our Town already has over 100 sign ups for the clean energy option, but other towns like West Hartford and New Haven already have over 500 sign ups.

Our project, the **Our Town Clean Energy Campaign** will increase awareness in Our Town of the problem of global warming and to help the town and its residents take action to help stop it. We will do this by getting Our Town to become a leading Connecticut Clean Energy Community, by leading other Connecticut towns in sign-ups for the clean energy option and getting the town government to commit to 20% by 2010.

Doing this will not only make Our Town an environmental leader in Connecticut it will also qualify the town for free Solar Electric (PV) generating systems from the Connecticut Clean Energy Fund. That's a win-win solution.

4. ***Project Goals:*** *List the specific measurable goals your project is designed to achieve.*

The specific goals of the **Our Town Clean Energy Campaign** are:

1. By February 2008 Our Town will be the first community in Connecticut to do one of the following: (a) get either 750 or 1000 sign ups for the clean energy option, or (b) get either 5% or 7.5% of all electric customers in town to sign up.
2. By February 2008 the Our Town Representative Town Meeting (RTM) will pass a resolution committing the town government to 20% by 2010.

5. ***Project Metrics:*** *Describe how you will measure success in achieving each goal listed in #4 above. Include (a) the unit of measurement, (b) where you will get your data, and (c) how you will show that your data is accurate.*

- For goal #1, increasing the number of clean energy sign-ups:
  - a. We will measure success by the number of clean energy sign-ups in our town.
  - b. We will get the information from the Clean Energy Communities Web page for our town ([www.ctcleanenergy.com/communities/OurTown.htm](http://www.ctcleanenergy.com/communities/OurTown.htm)).
  - c. We will document the number of people signed up by submitting a copy of the Web page that includes the date and number of sign ups with our Cool It! Implementation report in February 2008. To document Our Town being the first to reach 750 or 1000 sign ups or to get either 5% or 7.5% of households signed up for the program, we will submit a letter or other document from the Connecticut Clean Energy Fund.
- For goal #2, getting the Our Town RTM to pass a resolution committing the town government to 20% by 2010:
  - a. Our measurement of success will be the passage of the resolution.
  - b. We will get the data from the official minutes of the RTM meeting.
  - c. We will document the passage of the resolution by submitting a copy of the official minutes of the RTM meeting in which the resolution was passed with our Cool It! Implementation report in February 2008. For a second form of documentation we will submit copies of any articles from local newspapers that report on the passage of the resolution.

6. **Project Action Plan:** *List and describe the actions that team members, partners and others plan to take (or have already taken) to achieve your goals. Provide details. Make it clear what has already been done and what you plan to do. Organize your list in a logical way, for instance by date or by the goal they will achieve, etc.*

**a. Clean Energy Sign-Up Campaign:**

To get the number of clean energy sign-ups we need to succeed we have to inform all town residents and businesses about the clean energy option and encourage them to sign up. To do this we will do the following:

- 1) **Schools:** We will put our Clean Energy Campaign posters up in every school in town, and we will hand out flyers to students and teachers at the town middle schools and the high school that students can take home and give to their parents. We will also ask the schools to send flyers home with students.
- 2) **Town Organizations:** We will contact all the organizations in Our Town like the Land Trust, the Rotary Club, the Flower Club, the Junior League, the historical society and many others and ask them encourage their members to sign up for clean energy to put up the poster and distribute flyers to their members. We will also ask to give a presentation about global warming and clean energy at one of their meetings.
- 3) **Town Businesses:** We will ask all the stores in town to put up our clean energy posters in their windows and to sign up for the clean energy option themselves. We will also ask the better business bureau to ask all their members to sign up.
- 4) **Town Churches:** We will ask all the churches and synagogues in town to put up the clean energy poster, send out flyers to their members, ask members to sign up during their church services or meetings, and for the churches to sign up as well.
- 5) **Newspapers, Television and Radio:** We met with the editor of the Our Town Post newspaper and he has agreed to write an editorial telling people to sign up and recommending that the town RTM pass the 20% by 2010 resolution. He also said the paper would put an article about our program in the newspaper. We are also going to meet with the local Public Access Cable TV station and the local AM radio station to try to get them to talk about our program and encourage people to sign up.
- 6) **Town Residents:** All of the actions listed above will help to inform town residents about the clean energy sign-up. We will also set up a clean energy information and sign up table on Saturday's in front of the post office on Main Street and at other times and places where there will be a lot of residents.
- 7) **Other:** Our team will meet every month to see how many clean energy sign-ups there are and to make a schedule of actions for the next month. This will give us the chance to try new ideas and make sure we are getting enough sign-ups to reach our goal. Also see the list below for actions that our partners have already agreed to take.

**b. RTM passing the 20% by 2010 resolution:**

To get the 20% by 2010 resolution passed by the RTM we will do the following:

- 1) Town Officials: We will meet with the following town officials to encourage them to support the resolution, to provide information to the RTM about how the town could implement the resolution once passed, and to get their advice about what else needs to be done to get the resolution passed. The First Selectman, the Town Administrator, the Town Environmental officer.
- 2) RTM members: We will also meet with a number of RTM members to try and get their support for the resolution and develop a strategy for submitting the resolution.
- 3) Community support: To insure that there is enough support in the RTM to pass the resolution we will get as many organizations and institutions in our community as possible to officially support the passage of the resolution. We already have a commitment from the Post newspaper that they will publish an editorial supporting it. We will approach all organizations in town and ask that they write a letter officially supporting the resolution. These include the land Trust, Garden Club, Junior league, the Hospital, the Rotary and Lyons Club, all the churches and synagogues, and others.

**7. Project Partners:** *List all individuals, groups or organizations that have agreed to assist you. (your partners) Describe what they have agreed to do. List separately those that you plan to ask to assist you. (potential partners)*

- a. Partners: The following organizations have agreed to help with the Our Town Clean Energy Campaign:
  - 1) The Our Town Land Trust: The Executive Director of the Our Town Land Trust has agreed that they will encourage their members to sign up for the clean energy option in their email newsletter, and the Director will propose to the board of Directors that the land Trust officially recommend that the RTM pass the 20% by 2010 resolution.
  - 2) The Our Town Audubon Society: The Director of Education stated that: (1) They will encourage their members to sign up for the clean energy option in their newsletter. (2) They will recommend that the RTM pass the 20% by 2010 resolution. They will put up a Our Town Clean Energy Campaign poster.
  - 3) The Our Town Board of Education has agreed to allow team members to put up Our Town Clean Energy Campaign posters in all the public schools.
  - 4) The Our Town Post newspaper has agreed to publish an editorial supporting the Our Town Clean Energy Campaign and encouraging residents to sign up for the clean energy option and the RTM to pass the 20% by 2010 resolution.
  - 5) Four stores on Main Street have agreed to put the Our Town Clean Energy Campaign poster in their window. These are Jordans, The Gap, J&B Quickprint, and Borders bookstore.
- b. Potential partners: We plan to ask the Rotary Club, the Lyons Club, the Garden Club and other local organizations to become partners and support the campaign by asking their members to sign up for the clean energy option.

**8. Project Resources:** *List any resources, including materials, money, or services, that you have received, or that have been promised, for use in your project. Describe where you got them and how you will use them. List separately resources that you will try to get.*

- J& B Quickprint has agreed to print 100 11 x 17 inch posters for the Our Town Clean Energy Campaign for free when we give them a design.

**9. Project Sustainability:** *Describe how your project, or the benefits of your project, will continue after you submit your Cool It! Implementation Report in February 2008.*

The Our Town Clean Energy Campaign will be self-sustaining after we have successfully achieved our goals. First, Once the RTM has passed the 20% by 2010 resolution the town will be committed to achieving the goal by 2010. The solar electric system(s) that will be installed because of achieving our goals will help the town to meet its goal. Second, once people and businesses have signed up for the clean energy option on their electric bill most, if not all, will continue to buy clean energy. This is because they don't have to do anything to continue, they are automatically in the program until they tell the electric company to change. Also, when people sign up it will be because they understand it is the right thing to do to help fight global warming. They should have no reason to change their minds, so they will want to continue. So the benefits of the OUR TOWN Clean Energy Campaign will be automatically sustained.

**10. Attachments:** *Attach any project related documents that will help the judges better understand the project. These may include project schedules, organization charts, promotional materials, letters of support, etc. Attachments are not required.*

There are no attachments with this plan.