

# UC Berkeley

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Cool Campus Challenge 2015: Program Summary and Evaluation

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# Cool Campus Challenge

## Cool Campus Challenge 2015

### Program Summary and Evaluation

May 2016

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**Carbon Neutrality  
Initiative**

**CoolClimate Network**  
University of California, Berkeley  
Renewable & Appropriate Energy Laboratory

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## Executive Summary

In the fall of 2015, the Cool Campus Challenge (CCC) engaged nearly 20,000 staff, students and faculty at the University of California (UC) in an online pledge campaign aimed at reducing UC's carbon footprint and creating a culture of sustainability across campuses. The program was funded by UC's Carbon Neutrality Initiative, which calls for the UC system to be carbon neutral from building energy use and fleet operations by 2025. From October 6 to December 10, 2015, all UC faculty, staff, and students were invited to learn more about their carbon footprints on campus and at home and then pledge to complete actions that prevent greenhouse gas emissions. Participants also earned points for related actions such as uploading stories and photos about pledges they took, nominating a campus colleague as a climate hero, attending campus sustainability events, and inviting friends to participate in the challenge. The program was supported by a gamified website, twice-weekly emails, and outreach efforts and events on campuses.

Program participants saved an estimated 7,000 metric tons annually of greenhouse gas emissions from new actions and 15,000 metric tons from maintaining existing actions. A participant survey revealed that the primary motivations of participants were to improve their campus, work toward common goals, and improve the environment. There is evidence that participants will maintain their greenhouse gas reducing actions beyond the challenge. Over 70% of participant survey respondents reported that they anticipate continuing the actions pledged during the challenge for 6 months or more. The program is one of the first system-wide engagement campaigns to involve staff, faculty, and students. Its success demonstrates the importance of building a lasting culture of sustainability as a key component of meeting an ambitious goal like carbon neutrality. Staff engagement in particular is critically important, and the challenge succeeded in engaging approximately 8% of staff across the system.

This report shares the trends and results from the Cool Campus Challenge available from the online tool and an exit survey offered to participants. The results offer insights into how well the program performed in meeting expectations and the related opinions and actions undertaken by the community. This report includes a first-glance analysis of these results and offers a few thoughts on why particular phenomenon occurred. There are still more qualitative data available from the thousands of pledge verification statements and images from the campaign. Further analysis could result in a deeper understanding of opportunities and challenges to behavior and organizational change around carbon neutrality and how to build more impactful campaigns in the future.

## Overview

In 2013, University of California (UC) President Janet Napolitano announced the Carbon Neutrality Initiative (CNI), which commits all UC campuses to emitting net zero greenhouse gas (GHG) emissions from buildings and vehicle fleets by 2025. In support of this ambitious goal, President Napolitano formed a Global Climate Leadership Council (GCLC) to advise the UC system on achieving carbon neutrality while also

providing guidance for furthering its other longstanding sustainability goals. Toward that end, in 2015 the GCLC approved funding for 15 research and engagement projects, including the Cool Campus Challenge (CCC). Proposed by the Climate Action Planning and Staff Engagement Pillar of the GCLC, CCC was initially developed as an online pledged-based challenge for UC staff to reduce emissions and increase awareness of the CNI and its objectives. It was quickly realized, however, that the CCC had the potential to reach faculty and students as well. Given how critical it is that the entire UC community work together towards reaching carbon neutrality, the scope of the campaign quickly expanded.

Campuses are pioneers in behavior-change efforts. UC Berkeley's Energy Management Initiative, for example, includes a campus wide energy use policy, financial incentives for operating units to reduce energy (and partake in financial savings), real-time energy dashboards on over 100 campus buildings, and direct engagement with students, staff and faculty on campus. In addition, campuses have run student-focused energy competitions like Campus Conservation Nationals, which engages residence halls in a 3-week energy saving competition with hundreds of universities across the country. Other examples include UC Davis' Aggie Green Pledge campaign, Recyclemania, and UC Santa Barbara's drought campaign.

Additionally, UC Berkeley's CoolClimate Network (CCN) has deep experience in developing industry standard greenhouse gas management software for households and businesses. The CCC was based off of CCN's CoolCalifornia Challenge, which is a campaign to engage thousands of households in cities throughout California (Jones and Kammen, 2014). The program, which is now run by Energy Upgrade California in collaboration with the California Air Resources Board and UC Berkeley, has engaged 38 California cities over the last three years. In 2014, the CCN published a study comparing energy reduction competitions throughout the state (Vine and Jones, 2014). Building on this experience, UC Berkeley Sustainability Officer and GCLC member Kira Stoll reached out to the CCN to co-develop a first-of-its-kind competition engaging faculty, staff and students across all UC campuses.

## Program Design

### Project Team

The organizing committee and project team dedicated significant staff time to design and manage the program, online tool, and communications materials and strategies. The project team included:

- Project sponsor and member of the Global Climate Leadership Council: Kira Stoll, Sustainability Manager, UC Berkeley
- Project Director: Jewel Snaveley, Sustainability Specialist, UC Santa Barbara
- Project Communications Director: Sara McKinstry, Sustainability Director, UC San Diego

- Project Lead: Janika McFeely, Sustainability Specialist, UC Office of the President
- CoolClimate Network Program Director: Christopher Jones, UC Berkeley's Renewable and Appropriate Energy Lab
- CCC Software Developers: Eric Hulburt and Miguel Bengala: Arbol.org.
- Program Communications Strategy: Aaron Eske, M+R
- Graphic Design, Communications, and Web Development: UCOP Communications team Katherine Edwards, Vanessa Corea, Yem Ling Fong, Kate Brown Lee, and Jason Schupp.

Campus Sustainability Offices dedicated significant staff and student time to promote and run the challenge on their campuses, including developing outreach materials, training student ambassadors, and running events to encourage participation.

## Resources

The program was funded at \$50,000 from the UC Office of the President (UCOP)'s Global Climate Leadership Council. The funds were directed as follows:

- \$35,000 to UC Berkeley's Renewable and Appropriate Energy Lab's CoolClimate Network (CCN): \$25,000 for salaries to help develop and manage the program and \$10,000 for software programming.
- \$8,000 spread among each campus to provide small incentives (prizes) and outreach materials
- \$2,000 to the winning campus to use as they wanted to support the initiative
- \$5,000 for printing, trophies, MailChimp and misc. expenses

UCOP also contributed a \$46,650 marketing contract with the firm M+R to support the effort. A small amount of additional funds were provided to support UCOP and Lawrence Berkeley National Lab employees participating in the challenge. In total, the pilot project budget was around \$100,000. This does not include the value of all of the in-kind services and time contributed by the campus CCC project team or campus level contributions.

## Research and Theoretical Foundation for the Program

Energy efficiency has been a primary goal for all UC campuses for decades; however, plug loads can account for up to 30% of a building's energy use. Behavior change alone has the potential to decrease building energy use by 10 to 20% (Laitner et al., 2009; Dietz et al., 2009). The goal of the CCC was to make energy conscious behaviors standard practice across the UC campuses, helping to build a culture of carbon consciousness that engenders pride and recognition for the UC system as a whole.

According to developers of the long-running and successful Campus Conservation Nationals (Petersen, 2015), in order to achieve energy and greenhouse gas emissions reductions, users of campus facilities must be sufficiently activated, educated, motivated and empowered to engage in energy saving practices on campuses and at home.

- Activated: to be engaged in the program
- Educated: to know what to do and how to do it
- Motivated: to have the desire to take action
- Empowered: to believe that actions they take are meaningful

The CCC program logic model identified resources, activities, outputs and measurement criteria for each of these desired outcomes. For example, campuses used emails and outreach events to encourage enrollment, which was used as the metric for “activation.” Education outcomes were measured by the number of participants on each campus who learned about the CNI and took the carbon footprint calculator. Motivation was measured by the number of pledges and points earned by each campus. Empowerment was more difficult to measure; however, the stories and photos submitted by participants are the best evidence that they felt that their actions were contributing to meaningful change.

The target audience for the CCC was the almost half a million people that make up the UC community:

- 135,900 staff
- 19,700 faculty
- 42,700 other academic employees
- 238,700 students

UC faculty and staff represent over 1% of California’s civilian workforce (University of California, 2015) and provide public higher education to a large fraction of California’s college age students.

The program is based on lessons learned from previously successful inter-group competitions, including the Campus Conservation Nationals (Petersen et al., 2015), the CoolCalifornia Challenge (Jones and Kammen, 2014), and a recent review of energy reduction competitions (Vine and Jones, 2015).

The design of the Cool Campus Challenge relied heavily on the expertise of the sustainability officers engaged in the development and implementation of the program. From this practical experience, sustainability officers designed pledges relevant to a university setting, incentivized both individual and team actions, and assisted in the design of the online tool with the user experience in mind.

In addition, the design and implementation of the CCC were informed by principles of community-based social marketing (CBSM) (McKenzie-Mohr, 2013), an area of scholarship that looks to overcome barriers to behavior change. Some of the CBSM techniques implemented in the CCC include:

- Goal setting:

- Participants were focused on helping their campuses meet the 2025 UC Climate Neutrality target as well as local targets set by campuses (e.g., some campuses may have set goals for number of participants engaged).
- Commitments:
  - Participants were encouraged to publicly pledge and document their actions.
- Social norms:
  - Participants could see how frequently pledges were taken by colleagues (descriptive norms) and also read stories submitted by participants about the importance of taking actions (injunctive norms).
- Comparative feedback:
  - The tool scoreboard showed point progress by campus, team and individual, thereby communicating to participants how well they were doing comparatively. Weekly personalized emails also contextualized a participant's standing.
- Positive feedback:
  - Participants were acknowledged in the tool in positive ways for the actions they took. Emails also celebrated progress and provided friendly encouragement.
- Prompts:
  - The tool and emails provided little reminders about what participants pledged to do and included suggestions for further action.
- Incentives:
  - Each campus developed their own ways to use the program-provided incentives for active participants. Many campuses held raffles for new participants and/or high point earners, giving away solar-powered mobile device chargers as prizes.
- Local messengers:
  - The best messenger is someone within one's own community. The tool therefore utilized personalized Facebook like profile pages that were searchable along with a comment thread for each pledge so that participants could share actions in the tool and on their own social media pages.
- Authority:
  - Campuses utilized the system-wide carbon neutrality goal as a reason why individual participation was important. In addition, President Napolitano created a video to launch the campaign along with writing letters to each Chancellor to encourage participation. Weekly emails by theme were written by experts related to those themes (i.e. purchasing staff encouraging people to lease or buy Energy Star products).
- Social diffusion:
  - Campuses utilized existing campus community groups and events to promote the campaign. For example, many campuses tabled at weekly on-campus farmer's markets or Homecoming/fall welcome events to sign up new CCC participants.

Through these tools the program sought to create a positive environment that supported participants in their efforts to lead more climate-friendly lifestyles and practices. The program also builds on lessons from a recent review of energy and carbon footprint reduction competitions (Vine and Jones, 2015). The top recommendations from this report are:

- Create Well Crafted Intervention Strategies
- Change the Focus from Winning to Doing Well
- Know Your Target Audience
- Simplify Engaging Software
- Be Careful in Scaling Up
- Use Rewards But Be Careful
- Experiment
- Devote More Resources to Measurement and Evaluation
- Ensure Persistence

Embedded in the CCC is the idea of challenge and competition as a motivator for participation and engagement. While this is an important aspect of the design, the role and impact of competition in the CCC has only been evaluated on a cursory level. Future programs would benefit from a deeper understanding.

Due to limited budget and resources (as any program has) some objectives were easier to meet than others. Future programs of this type should keep these in mind. Additional suggestions are included in the Recommendations section of this report.

## Communications and Outreach

The success of the CCC hinged on the ability to engage across multiple campus constituencies; however, there were no UC system-wide mechanisms with which to promote a campaign such as this. UCOP Communications and the development team therefore worked with a consultant group to help develop messaging for the CCC that could build the broadest reach. In parallel, the Communications team designed a consistent visual look and style that drove the development of the website and challenge tool. Based on these efforts, the team prepared a communications toolkit for the campuses to assist with outreach, which included flyers, door hangers, social media content, email language and templates, and event suggestions. Campuses took these tools and created their own internal campaigns with different events and promotional strategies. For example UC Merced's PowerSave Program held weekly workshops associated with the weekly theme to encourage student, faculty and staff to participate in the challenge.

Login Sign up

UNIVERSITY OF CALIFORNIA Cool Campus Challenge

Home About How it Works Get the Word Out Heroes

**10 CAMPUSES.  
10 YEARS. 1 GOAL.  
CARBON NEUTRAL  
BY 2025.**

FROM OCTOBER 6 TO DECEMBER 10, 2015, all UC faculty, staff and students were invited to participate in the Cool Campus Challenge — a friendly, fun competition aimed at reducing UC's carbon footprint and creating a culture of sustainability across campuses.

**This Week's Tip**

We are extremely grateful for your participation and excited to continue building

**Latest Update**

Over 19,000 University of California students, staff and faculty came together in the fall to

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UNIVERSITY OF CALIFORNIA Cool Campus Challenge

Home About How it Works **Get the Word Out** Heroes

## Get the Word Out

Want to help us spread the word about the Challenge? You'll find all you need to know about promotion on and offline in our spiffy new toolkit.

Here are links to some additional resources that might come in handy:

**SOCIAL MEDIA BACKGROUNDS**

Campus-specific backgrounds for Facebook and Twitter.

**COOL CAMPUS CHALLENGE STAMP**

Circular stamps in various colors for use on print and digital pieces.

**POSTERS**

8.5x11" and 11x17" posters.

**SOCIAL MEDIA MEMES**

**CARBON NEUTRALITY LOGOS**

Login Sign up

UNIVERSITY OF CALIFORNIA Cool Campus Challenge

Home About How it Works **Get the Word Out** Heroes

## Cool Campus Heroes

**Cool Campus Heroes: Grace Lihn and Leo Steinmetz**

Leo Steinmetz, a second year Physics major at UC Berkeley, kept seeing lots of empty land at the Clark Kerr campus and wanted to find a way to put it to use. "A garden seemed the perfect thing to create," said Steinmetz. Now educational workshops at the garden, drought-tolerant crops, and dry farming are helping students learn ...

**Cool Campus Hero: Whendee Silver, UC Berkeley**

When it comes to climate change, UC Berkeley Professor Whendee Silver likes to get her hands dirty: "It is critical that we translate science into action," says Silver.

**Cool Campus Hero: Andrew John De Los Santos, UC Merced**

UC Merced undergraduate student Andrew John De Los Santos didn't realize the difference that one person can make until he started sorting through trash last fall.



Figure 1. Screenshots of website

## The Ten-Week CCC Themes and Timeline

The 2015 Cool Campus Challenge ran from October 6, 2015 through December 10, 2015. The following table lists the themes for each week of the competition.

Table 1. Weekly Themes

Weekly themes/focus areas
Week 1 ( 10/6 – 10/9): Sign-up
Week 2 (10/12 – 1/16): Education
Week 3 (10/19 – 10/23): Lighting
Week 4 (10/26 – 10/30): Plug Load
Week 5 (11/2 – 11/6): Computer
Week 6 (11/9 – 11/13): Equipment & Purchasing
Week 7 & 8, <i>week 8 is Thanksgiving week</i> (11/16 – 11/25): Transportation, Food and Waste
Week 9 (11/30 – 12/4): Heating and Cooling
Week 10 (12/7 – 12/10): Wrap up/take participant exit survey

## Pledges

Each week participants were asked to take and complete pledges designed around the weekly theme. Participants earned the full points associated with each action only after verifying completion by writing a short text, or “story,” about their experience, and optionally uploading a photo. The pledges and points associated with each pledge are in Table 2. A full description of GHG savings and assumptions is available in Appendix A of this report. GHG savings were estimated for each action assuming that the action was carried to completion for one year.

Table 2. Pledges, points and CO2 savings

WEEK	THEME	SHORT TITLE	POINTS	ESTIMATED lbs. CO2 AVOIDED
2	Education	Understand my energy use	100	0
2	Education	Start green office certification	100	0
2	Education	Review the carbon neutrality initiative	200	0
2	Education	Be a cool ambassador	100	0
2	Education	Take the cool climate calculator	500	0
3	Lighting	Turn off that overhead	240	240
3	Lighting	Make the switch to led	90	90
3	Lighting	Turn off common area lights	160	160
4	Plug loads	Power strip it	70	70
4	Plug loads	Unplug unused equipment	120	120



4	Plug loads	Reduce vampire loads	50	50
4	Plug loads	Lower the fume hood	1650	1650
4	Plug loads	Remember the commons	120	120
5	Plug loads	Conduct an equipment audit	160	160
5	Computer	Turn down monitor brightness	100	100
5	Computer	Manage computer power	500	500
5	Computer	Turn off monitor when away	200	200
6	Equipment & Purchasing	Eliminate mini-fridge	370	370
6	Equipment & Purchasing	Eliminate personal printer	150	150
6	Equipment & Purchasing	Purchase Energy Star or EPEAT	120	120
6	Equipment & Purchasing	Use cold storage efficiently	1030	1030
6	Equipment & Purchasing	Keep heat away from freezers	260	260
7&8	Transportation	Get outside your vehicle	730	730
7&8	Transportation	Take public transit	830	830
7&8	Transportation	Get transportation savvy	300	0
7&8	Transportation	Go virtual with next meeting	800	11800
7&8	Transportation	Fly more sustainably	590	590
7&8	Food & Waste	Go meatless at your events	40	40
7&8	Food & Waste	Go paperless	20	20
7&8	Food & Waste	Eliminate single use items	220	220
7&8	Food & Waste	Reduce and reuse	660	660
9	Heating/cooling	Close doors and windows	30	30
9	Heating/cooling	Eliminate space heater	300	300
9	Heating/cooling	Dress for the weather	1070	1070
9	Heating/cooling	Keep sensors accurate	360	360
9	Heating/cooling	Wash in cold water	180	180
9	Heating/cooling	Curtail that energy use	42	42

## Point Structure

The point structure was designed to provide multiple ways for participants to engage with the program, but most points were allocated for reducing greenhouse gas emissions with a specific focus on the UC campus labs, offices, classrooms and residences. The following is a list of actions that qualified for points in the program.

**Table 3. Actions and points**

<b>ACTIVITY</b>	<b>POINTS</b>
Sign up by deadline	200
Invite a friend	20
Complete research survey	500
Attend an event	200

Nominate a hero	200
Add a pledge	200
Take a pledge	20
Upload a photo of pledge	50
Share on social media	
Taking pledge before deadline	100
Verify completion of pledges	40 – 1,600, depending on the greenhouse gas savings of the pledge

## Software

The online platform was the fundamental enabling technology for the program. The landing page ([coolcampuschallenge.org](http://coolcampuschallenge.org)) provided general information and updates on the program as well as a “Login” and “Sign Up” links. Once participants created an account, they would be taken into the tool software ([pledge.coolcampuschallenge.org](http://pledge.coolcampuschallenge.org)), which was designed with behavior change principles in mind.

The top left-hand column contained personalized feedback, including participants’ points, rank out of total participants on campus, pounds of CO<sub>2</sub> saved based on verified pledges, and their status based on total number of points (Minion, Warrior, Magician, Champion and Guru, in ascending order). This information was also sent via weekly progress update emails.

Front and center on the page was a scrolling menu of the remaining pledges that participants could take. Once a pledge was clicked, participants were provided with more information on the action and its benefits, then prompted to select “I already do this” or “I pledge to do this.” If either option was clicked (earning 20 points), participants were asked to complete the action and then come back to verify what they did by uploading a story and accompanying photo. Verification earned 1 point per pound of CO<sub>2</sub> avoided by the action. Once completed, stories and photos were displayed on the user profile page, which could also be viewed by other participants. Pledges were also displayed in an activity feed for each campus, which was featured at the lower right of the profile page.

A scoreboard on the right-hand side of the profile page ranked the live point totals for each participating campus, team, and participant. Users of the software could click on any of these to view the public profiles of each user, team, or campus. The scoreboard was also accessible from the [coolcampuschallenge.org](http://coolcampuschallenge.org) home page, and rankings were included in weekly emails to participants.

**UNIVERSITY OF CALIFORNIA Cool Campus Challenge**

PROFILE CAMPUS TEAMS DIRECTORY RESOURCES - ACCOUNT SIGNOUT

**CHRIS JONES**  
ERGies  
158 out of 1751 at UCB  
Champion  
CO<sub>2</sub> saved 4,630 lbs.  
Points 9,070

**EARN MORE POINTS**  
Add an action (200 points)  
Attend an event (100 points)  
Highlight a hero (200 points)  
Invite a friend (50 points each)  
janika.McFeely@u...  
INVITE  
Share on Social Media  
Share  
Share  
Tweet

**UNPLUG UNUSED EQUIPMENT**  
Unplug shared office, classroom, lab or medical center electronic equipment that isn't used very o...  
Learn more  
Saving 120 lbs. CO<sub>2</sub> (120 points)  
Complete by October 30 for 100 bonus points  
PLEDGE

**PLEDGES TAKEN**

- Verified** 280 points  
**Turn off common area lights**  
I do my best to turn off lights in our common area, but there are security lights on all night long that I don't have control over.
- Verified** 130 points  
**Power strip it**  
I have a power strip for all my computer devices in the office.
- Unverified** 20 points  
**Turn off that overhead**
- Unverified** 20 points  
**Start green office certification**

**SCOREBOARD**

Campus	Participants	Points
#1 UCI	3969	8,588,934
#2 UCM	2539	8,044,608
#3 UCLA	3086	7,263,542
#4 UCSC	1514	5,273,580
#5 UCO	2040	4,646,608
#6 UCSB	1423	3,806,914
#7 UCB	1751	3,512,558
#8 UCR	1179	2,668,020
#9 UCSD	1155	2,647,420

My Team: **ERGies** 8,310 points

**ACTIVITY**

- Benjamin from UCSC earned 20 points for completing pledge [Go meatless at your events.](#) 9 minutes ago
- Wendy from UCB earned 500 points for verifying pledge [Take the cool climate calculator.](#) 9 minutes ago
- Wendy from UCB earned 100 points for verifying before deadline pledge [Take the cool climate calculator.](#) 9 minutes ago

Figure 2. Screenshot of challenge tool profile page

Additional points could be earned (on the lower left-hand side of the profile page) by nominating campus climate heroes, adding unique self-generated pledges, and attending campus sustainability events. For each of these actions participants were required to write a short story and encouraged to upload a photo. A selection of heroes was highlighted in emails to participants, and some were featured on the coolcampuschallenge.org home page. Even more points could be garnered by inviting friends to join the program.

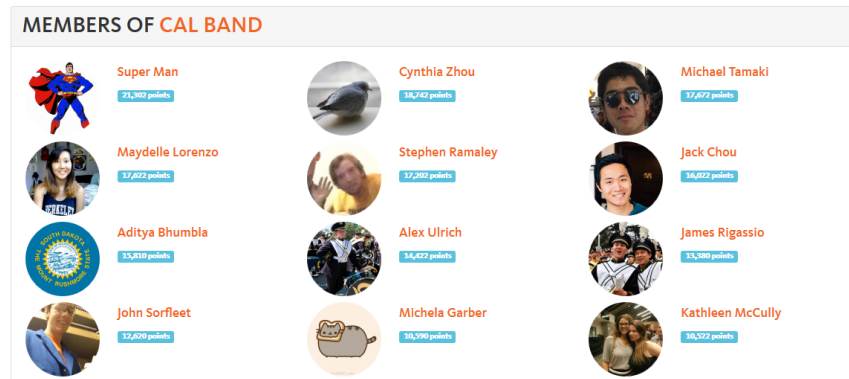
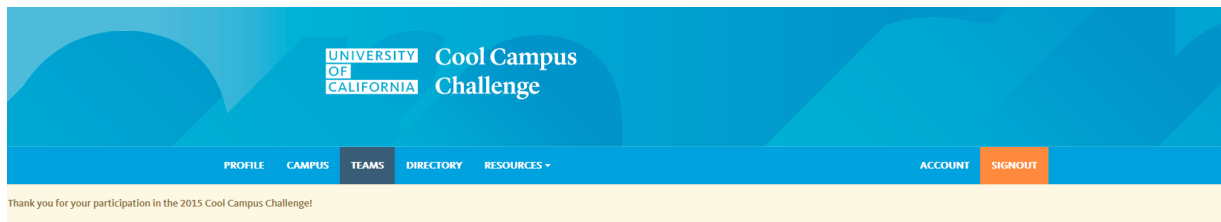


Figure 3. Screenshot of example teams page: UC Berkeley's Cal Band

The navigation bar provided links to additional features including the Team page that showed the top participants and teams on each campus. It also allowed participants to join an existing team or create a new one. Once on a team, participants were able to see how many points each member had earned and view their profile page. The Directory provided a quick way to search for participants, teams or campuses. Finally, a Resources tab provided access to links for all pledges, a carbon footprint calculator, information about the program, a live data feed, and a contact page.

### Centralized Communication

Participants received two emails each week from the system-wide program plus additional emails directly from campuses. MailChimp, an online communications platform and management tool, was used to send email communication to participants

At the start of each week participants received an email from a selected member of the UC community introducing the theme of the week (lighting, transportation, etc.) and telling a personal story about the importance of completing these actions. Authors were typically experts in their respective fields, including faculty, staff, and students from different campuses.

At the end of each week participants received an individualized progress report that included messaging tailored to the level they had reached based on their points earned (Minion, Warrior, Magician, Champion or Guru) and feedback on their progress as a participant, team (if on a team) and campus. Feedback included their rank, points, and CO<sub>2</sub> saved.

Program managers at each campus were able to use MailChimp to send tailored messages to participants on their campus. These messages ranged in content but often included information on campus-specific events and incentives. Campuses also employed many of their own communication efforts. This report does not cover the details of those efforts, but they are presumed to have been significant contributors to participation rates and depth of engagement in the challenge.

## Reported Results

The following highlights mostly the quantitative results of the campaign that could be extracted from the software tool and participant exit survey. The scope of this report intends to only include a very limited analysis of these results and offers a few suggestive thoughts on why particular phenomenon occurred. An enormous amount of data was generated by the challenge, which could be further evaluated in the future to inform a deeper understanding of opportunities and challenges to behavior change and engagement campaigns.

## Participation

A total of 19,388 people participated in the 2015 Cool Campus Challenge, equivalent to 5.3% of all full- and part-time staff, students and faculty at the University of California (Table 1). Staff had the highest participation rate (7.7%), followed by students (4.7%), and faculty (2.8%). UC Merced and UC Santa Cruz had the highest staff participation rates at 32% and 21%, respectively, while UC Los Angeles achieved the highest total number of staff participants (1,605), followed by UC Irvine (1,031) and UC Davis (1,022). UC Irvine had the highest number of student participants (2,741), followed by UC Merced (2,145) and UC Los Angeles (1,275). A rather remarkable 33% of UC Merced and 10% of much larger UC Irvine participated in the program.

**Table 4. Participation of faculty, staff and students by campus**

CAMPUS	TOTAL PARTICIPANTS	# Participants - faculty	# Participants - staff	# Participants - students	% of campus faculty	% of campus staff	% of campus students	% of Total Campus Community
UC Irvine	3,969	197	1,031	2,741	0	12%	9%	10%
UC Los Angeles	3,086	206	1,605	1,275	4%	7%	3%	4%
UC Merced	2,539	53	341	2,145	13%	32%	35%	33%
UC Davis	2,040	106	1,022	912	3%	7%	3%	4%
UC Berkeley	1,751	47	606	1,098	1%	8%	3%	4%
UC Santa Cruz	1,514	46	585	883	4%	21%	5%	7%
UC Santa Barbara	1,423	25	509	889	2%	14%	4%	5%
UC Riverside	1,179	50	282	847	4%	10%	4%	5%
UC San Diego	1,155	39	509	607	1%	4%	2%	2%
UC Office of the President	403	4	393	6	13%	43%	60%	42%
UC San Francisco	310	38	244	28	1%	2%	1%	1%
LBNL	19	-	17	2				
Grand Total	19388	811	7144	11433	2.8%	7.7%	4.7%	5.3%

The first few days of the program saw an explosion of participation. UC Davis and UC Berkeley took an early lead over the first few days with about 1,000 participants each. UC Irvine ramped up outreach efforts in the second week and had the most participants throughout the rest of the 10-week competition, followed closely by UCLA after the third week. After the first month of the program, participation rates mostly leveled off, which was somewhat by design. The first week was entirely focused on signups, and campuses were encouraged to get participation levels up early in the program in order to have the most opportunity to take and verify completion of pledges during the

program. Additionally, the program opened on each campus with an all campus email sent from a leadership office, and many campuses released news stories.

A dramatic spike in participation occurred again during the last few days of the program with over 2,000 participants signing up on the very last day. Strikingly, UC Merced jumped from 10<sup>th</sup> place to 3<sup>rd</sup> place in terms of participants (and 2<sup>nd</sup> place in points) during the last week of the challenge, in large part due to a massive student effort fueled by a competition between highly motivated Greek houses.

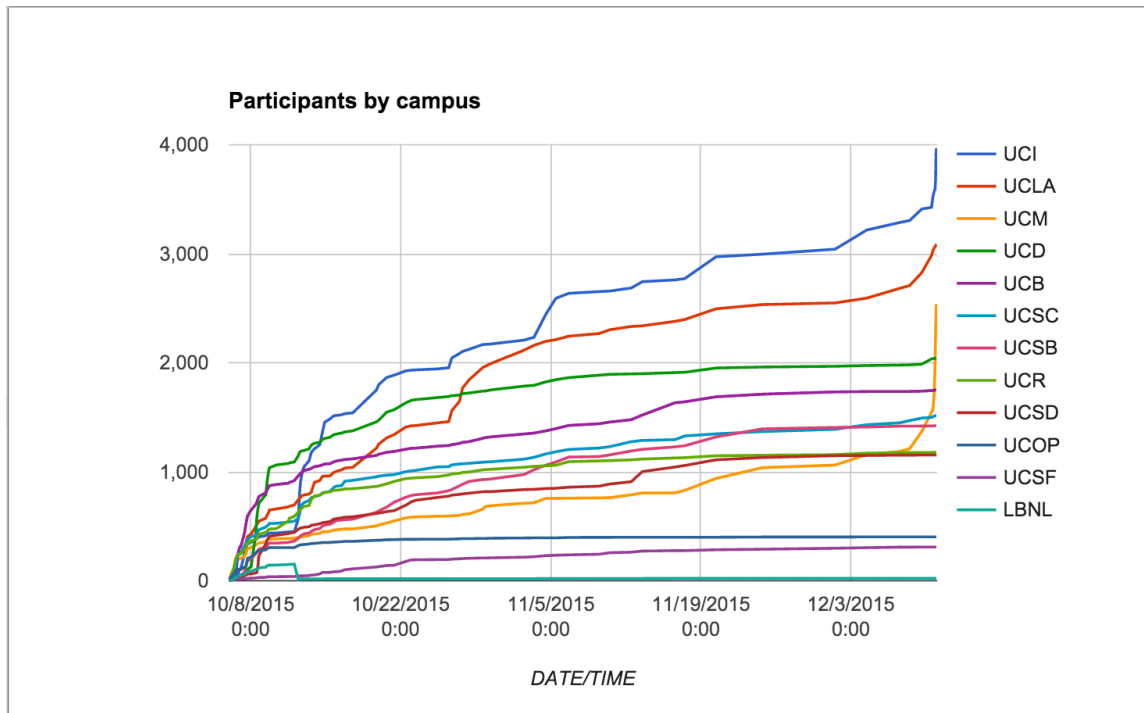


Figure 4. Participants by campus over time

## Teams

Over 450 teams were formed during the challenge. Roughly one-third of participants joined or created a team, although there was considerable variation by campus (ranging from 18% to 51% of participants by campus being part of a team). Departments, staff working groups, sports teams or simply groups of friends could create their own team. Some campuses chose to promote teams, offering prizes and awards for teams with the most members or points, while other campuses let team formation happen more organically. Participants could invite team members directly from their team page in the online tool, and this likely aided in recruitment of participants. The top three campuses with the most number of participants also had the most participants on teams; however, the winning campus, UC Irvine, had the lowest fraction of participants on teams (18%) due to the overall high number of individual participants. Participants on teams earned roughly four times as many points per person, on average, compared to participants not on teams (5,030 vs. 1,294). Further analysis would be needed to determine the extent to which team formation aided in recruitment.

**Table 5. Participants on teams by campus**

<b>CAMPUS</b>	<b>Number of participants</b>	<b>Number of Teams</b>	<b>Number of participants on teams</b>	<b>% of participants on teams</b>
UC Irvine	3969	41	731	18%
UC Los Angeles	3086	75	1002	32%
UC Merced	2539	30	835	33%
UC Davis	2040	44	565	28%
UC Berkeley	1751	56	543	31%
UC Santa Cruz	1514	44	502	33%
UC Santa Barbara	1423	72	576	40%
UC Riverside	1179	37	573	49%
UC San Diego	1155	40	388	34%
UC Office of the President	403	3	205	51%
UC San Francisco	310	13	123	40%
LBNL	19	1	3	16%
<b>Grand</b>	<b>19388</b>	<b>456</b>	<b>6046</b>	<b>31%</b>

### Points and Levels

Participants earned an average of nearly 2,500 points out of close to 20,000 points. . UC Santa Cruz earned the most points per participant, followed by UC Merced and UC Santa Barbara (Table 4). Points were primarily allocated based on greenhouse gas savings of verified pledges, with one point for every pound of CO2 saved; however, additional points were allocated for signing up, taking the research survey, inviting friends, taking pledges, adding actions, attending events, nominating heroes, and uploading photos. Campus rankings in the CCC were based on overall points earned, not exclusively on points earned for pledges.

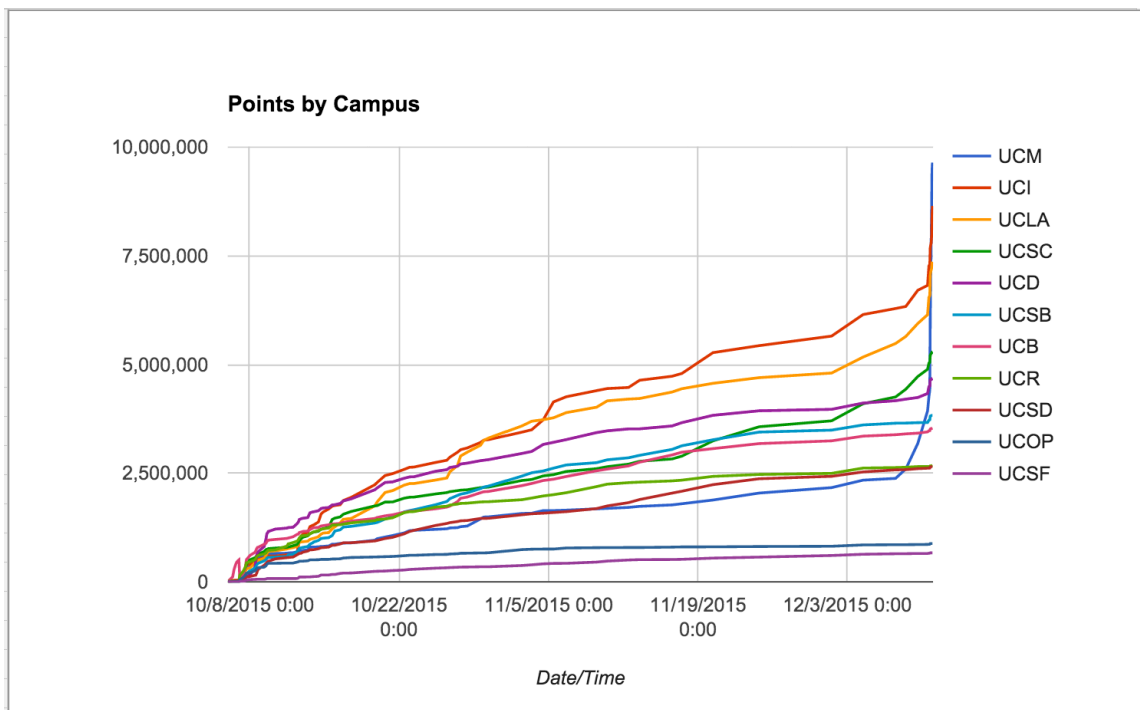
After the end of the competition, the data were scrubbed for inconsistencies to remove points gained through inappropriate use of the tool. For example, it became evident during the last few days of the competition that some participants (particularly those that signed up in the last week of the challenge) did not actually complete pledged actions but instead copied and pasted dummy text over and over to earn the verification points. Since there was over 120,000 pledges submitted, this required a mechanized method of validating pledges; therefore the project team, in consultation with the campus program leads, decided to remove all duplicate stories. While this may have had the effect of removing some valid entries, it removed the vast majority of those that were obviously invalid. Table 4 summarizes points for each campus. With the exception of UC Merced, the validation process did not change rankings.



**Table 6. Final points and rankings after validation process**

CAMPUS	Original Rank	Original Points	Total Deleted Points	Final Rank	Final Revised Points	Points Per Participant
UC Irvine	2	8,645,622	53,868	1	8,591,754	2,165
UC Merced	1	9,642,358	1,519,970	2	8,122,388	3,199
UC Los Angeles	3	7,361,390	94,418	3	7,266,972	2,355
UC Santa Cruz	4	5,297,260	22,800	4	5,274,460	3,484
UC Davis	5	4,681,158	33,510	5	4,647,648	2,278
UC Santa Barbara	6	3,830,118	22,264	6	3,807,854	2,676
UC Berkeley	7	3,537,880	24,502	7	3,513,378	2,006
UC Riverside	8	2,677,962	9,932	8	2,668,030	2,263
UC San Diego	9	2,652,230	2,700	9	2,649,530	2,294
UC Office of the President	10	882,686	700	10	881,986	2,189
UC San Francisco	11	669,298	1,050	11	668,248	2,156
LBNL	12	28,782	-	12	28,782	1,515
TOTAL	12	49,906,744	1,785,714	12	48,121,030	2,482

While the number of participants on campuses leveled out after the first few weeks of the program, the number of points earned by campuses steadily increased throughout the competition, with a large spike during the last few days (roughly 25% of all points were earned during the final week). The campuses with the most participants were not always the campuses with the most points. For example, UC Santa Cruz was 6<sup>th</sup> in terms of participants but 4<sup>th</sup> in terms of points, while UC Berkeley was 5<sup>th</sup> in terms of participants but 7<sup>th</sup> in terms of points. The campuses that increased the most in the rankings (particularly UC Merced and UC Santa Cruz) also earned the most points per participant.



**Figure 5. Participants by campus over time**

Another way to evaluate points earned is to consider the levels achieved by participants on each campus. The levels were designed to give participants intermediate goals to strive toward. Participants received weekly progress updates with language tailored to each level. The highest level, “Guru,” was achieved by 11% of all participants, with UC Merced earning the most Gurus (476), followed by UC Irvine (366) and UC Los Angeles (299). Nearly half (45%) of all participants earned more than 500 points, demonstrating an active level of participation in the program.

**Table 7. Number of participants achieving different levels, by campus**

CAMPUS	# of Gurus - 10k points	# of Champions - 5K points	# of Magicians - 2k points	# of Warriors - 500 points	# of Minions - <500 points	TOTAL
UC Irvine	366	233	252	751	2367	3969
UC Los Angeles	299	217	285	528	1757	3086
UC Merced	476	183	196	560	1124	2539
UC Davis	169	153	196	368	1154	2040
UC Berkeley	152	105	121	249	1124	1751
UCOP	271	111	142	238	752	1514
UC Santa Cruz	161	113	136	224	789	1423
UC San Diego	102	78	80	147	772	1179
UC San Francisco	112	74	90	182	697	1155
UC Riverside	29	28	43	88	215	403
UC Santa Barbara	23	27	27	52	181	310
LBNL		1	4	3	11	19
Grand	2160	1323	1572	3390	10943	19388

## Pledges

### Most Popular Pledges

Participants took a total of 122,944 pledges, of which 96,264 were verified with stories, or an average of 5 verified pledges per participant. Participants also submitted 12,180 actions, events and heroes. Nearly 4,000 participants (20% of total) pledged to “dress for the weather.” The next most popular pledges (including already completed or pledged to complete) were related to computer energy management. There was a fair degree of alignment between actions students and staff took, with the exception of taking public transit, which is more popular with students, along with a few actions related specifically to labs (e.g., fume hoods and using cold storage).

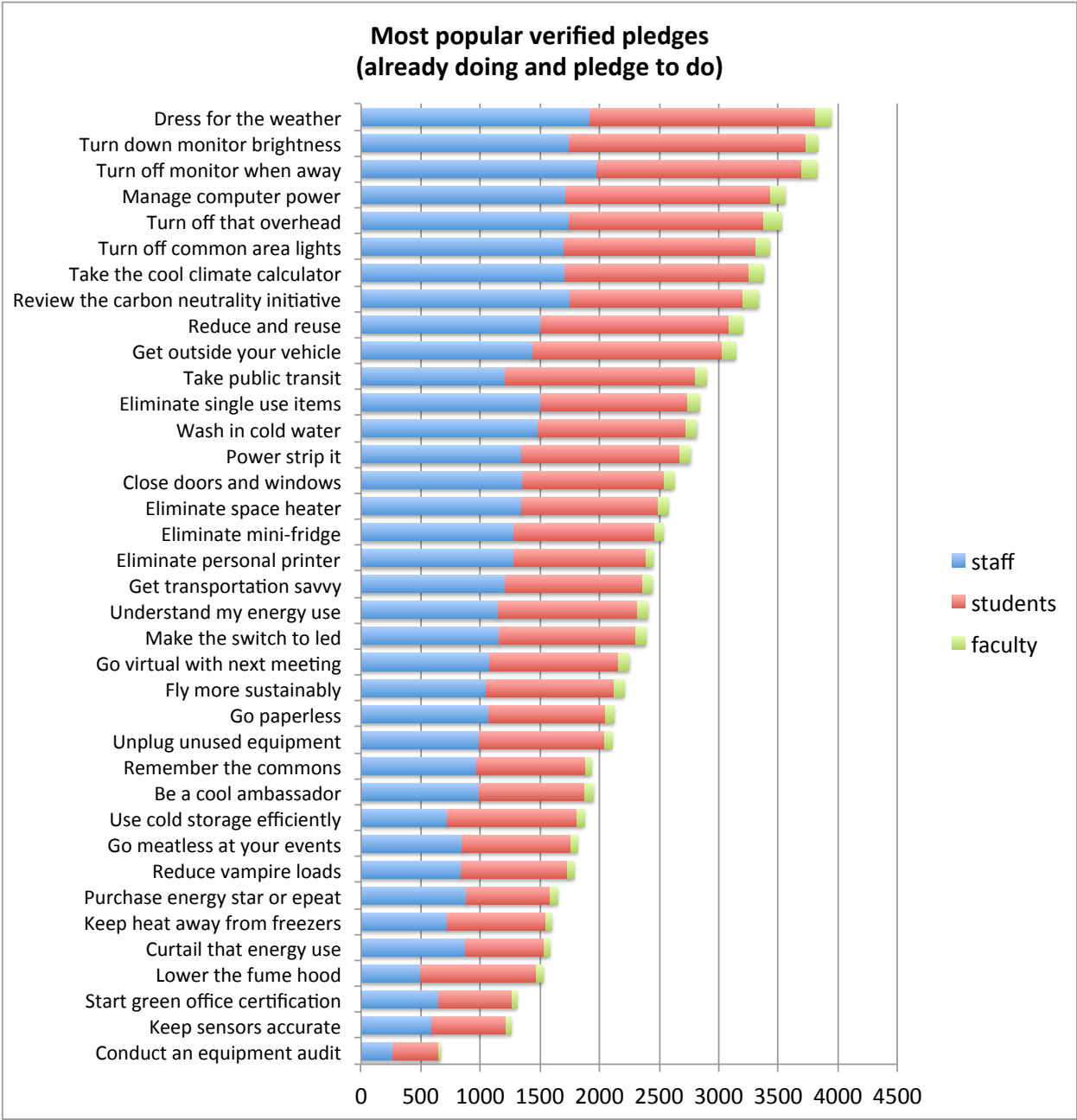


Figure 6. Most popular verified pledges

Popularity of new actions pledged

Participants were asked to choose between “I already do this” for actions they had previously completed and “I pledge to do this” for new actions they would take during and following the challenge. The most common new pledges (“I pledge to do this”) were educational, including taking the CoolClimate Calculator to review their personal carbon footprint, learning more about the Carbon Neutrality Initiative, and conducting a mini audit of their energy use. The popularity of these pledges may in part be associated with the number of points that could be earned for taking these actions and that these three

pledges were highlighted during the first two weeks of the challenge when there was the greatest surge of interest. The next three most popular actions were all related to computer usage (turning down monitor brightness, managing computer power, and turning off monitors when away). This may be a result of computers being the most common equipment among university staff and students, and the energy reduction actions around them not being well known. The least popular actions were those not always under the direct control of participants (closing doors and windows, conducting an equipment audit, keeping sensors accurate, etc.). Considering only pledges that were not already completed, each new pledge was taken by between 400 and 2,500 participants, depending on the action.

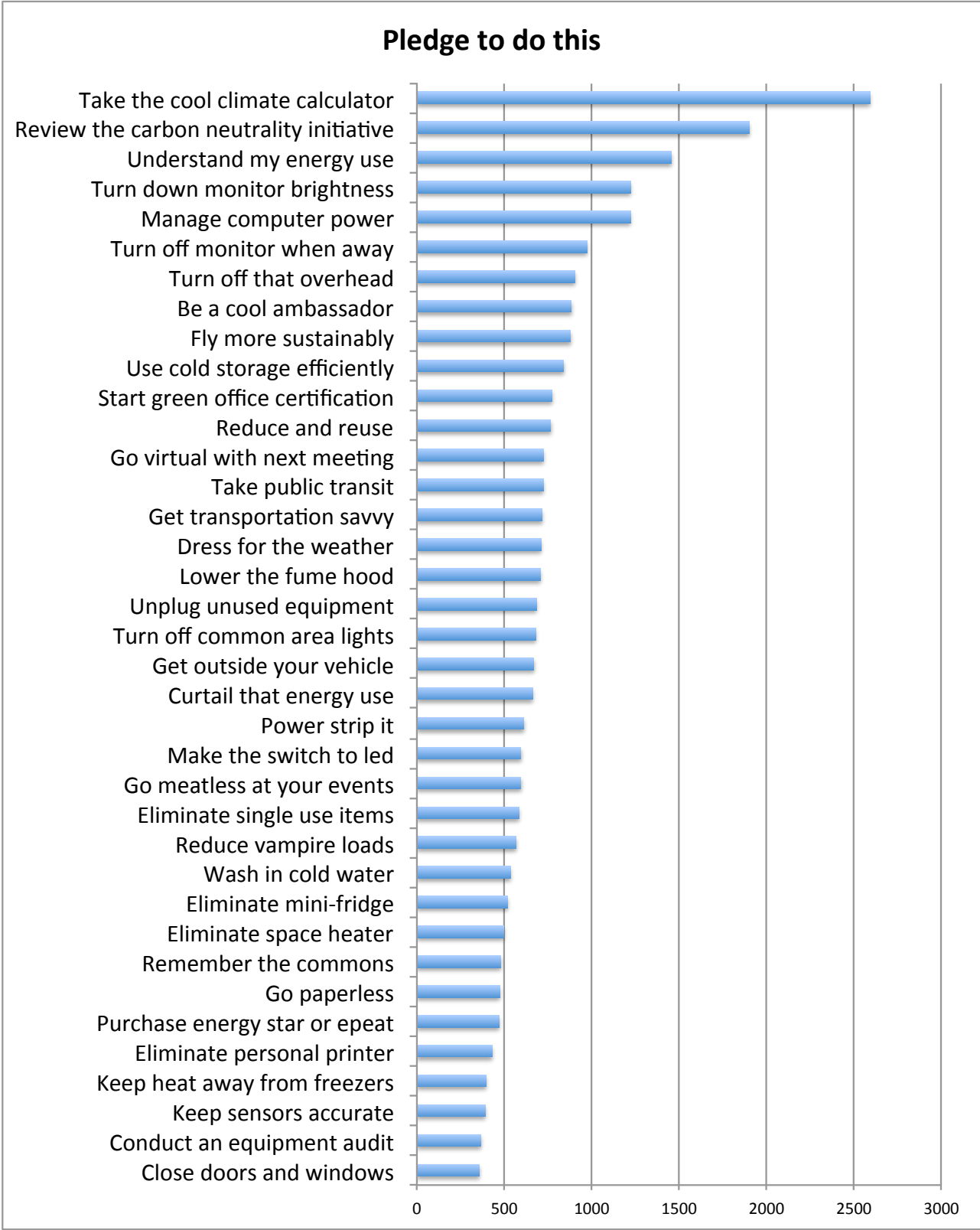


Figure 7. Number of participants taking each pledge as a new action

Based on an initial review of stories accompanying pledges, it is not clear that pledges marked “I pledge to do this” were always both “new” and completed during the timeframe of the competition. For example, Table 6 shows stories submitted as verification for the pledge “Eliminate space heater” for staff and faculty at UC Berkeley. Only two of the 10 participants appear to have completed the action during the competition. Similarly, of the 16 UC Berkeley students taking this pledge none had actually done so. The students all interpreted this action to be relevant to their homes or dorms; 7 have no space heater, 6 pledged not to use the heater in their room, and 3 left ambiguous answers like “I’m definitely pro-sweater.”

**Table 8. Example of validation stories for new pledges**

<b>Status</b>	<b>Eliminate space heater</b>	<b>New?</b>	<b>Completed?</b>
faculty	I gave up my space heater-- only used it rarely anyway.	Yes	Yes
staff	I don't use space heaters at home or at work now. I'm moving to a new work space this coming winter and I hear it gets chilly in the office. I'm pledging to dress for the weather in work space (and not bring a space heater)- this will give me a good reason to stash and wear colorful shawls and sweaters in my area to wear! I'm also looking forward to seeing the rain again this winter!	Maybe	No
staff	I eliminated the space heater in my office when I switched offices earlier this year.	No	No
staff	I'll dress warmly for the weather	Maybe	No
staff	I'm always cold, so this will be a hard one for me. I've been keeping extra layers at my desk and will try to do this better at home as well.	Yes	No
staff	I've often had to rely on a space heater in my drafty office but am pledging to wear more layers or find other places to work when its really drafty.	Yes	No
staff	My last space heater died last winter, and I won't buy another.	Yes	No
staff	This tip will also save you money on your energy bill.	No	No
staff	Unplugged - though I can't vouch for my office mate ;)	Yes	Yes
staff	We work with the sun and window coverings for heating and cooling since we have a lot of east facing windows. Not a space heater in sight! I wouldn't have anywhere to put it anyway.	No	No

This action is not representative of the whole. Eliminating heaters is a difficult action, requiring people to give up some level of physical comfort. Other easier actions, such as turning down monitors or lights, require little effort and no or limited discomfort. Nonetheless, personal space heaters consume large amounts of energy, and eliminating even a few at a time is worth the effort.

### Popularity of actions already being done

Of the 96,264 verified pledges 67% were things participants were already doing, compared to 33% that were new. Participants were more likely to verify actions they had already completed. 85% of actions that participants were already doing included a verification statement as compared to the new actions described in the previous section for which 69% included statements.

Roughly half of the pledges were previously completed more than 75% of the time by staff, and more than 70% of the time by students. Students had only slightly lower rates of previous completion of pledges. There was a high degree of consistency between the pledges students and staff had previously completed, with a few exceptions, such as taking public transit, which is more common with students.

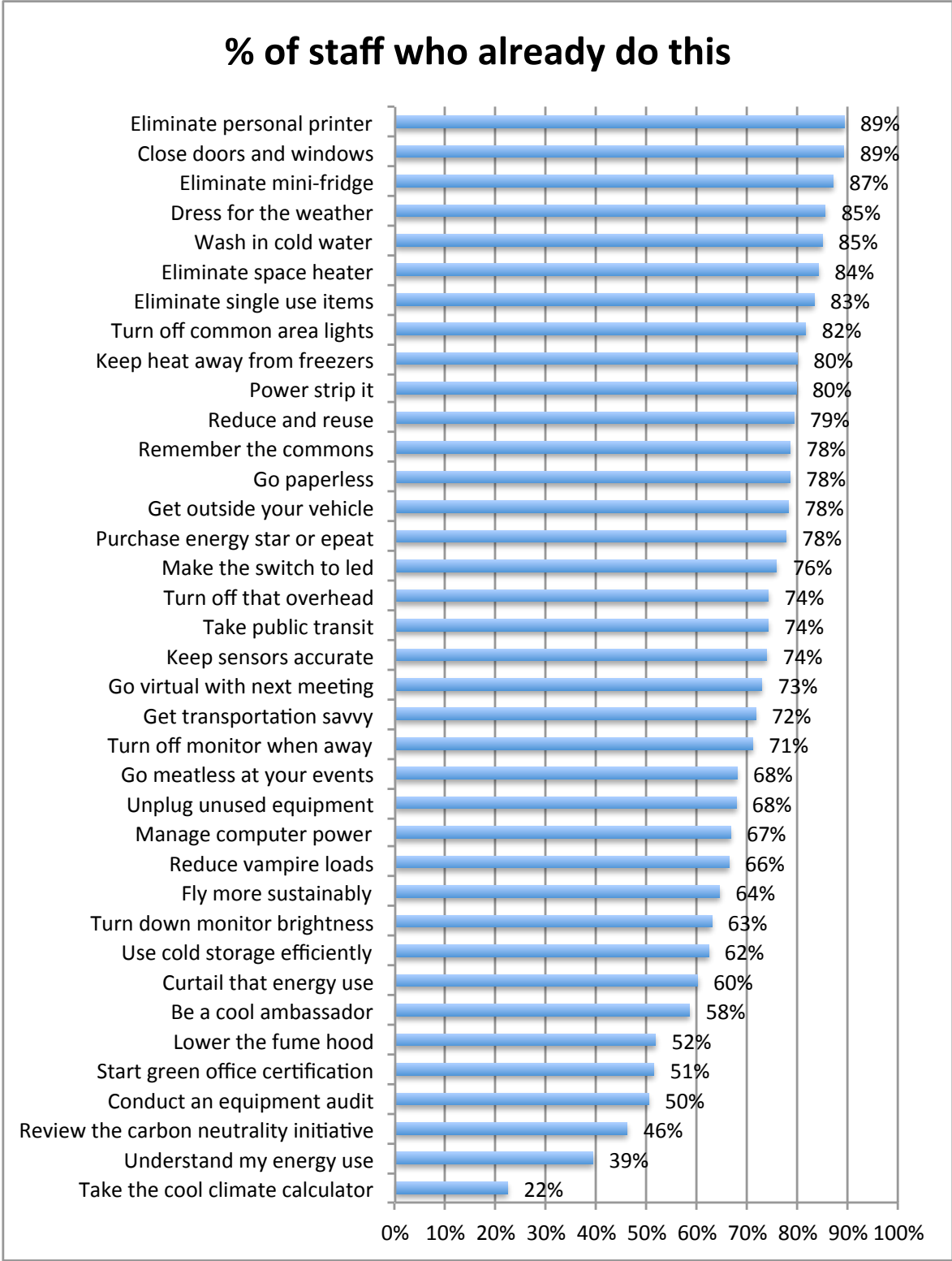


Figure 8. Percentage of staff who already take actions



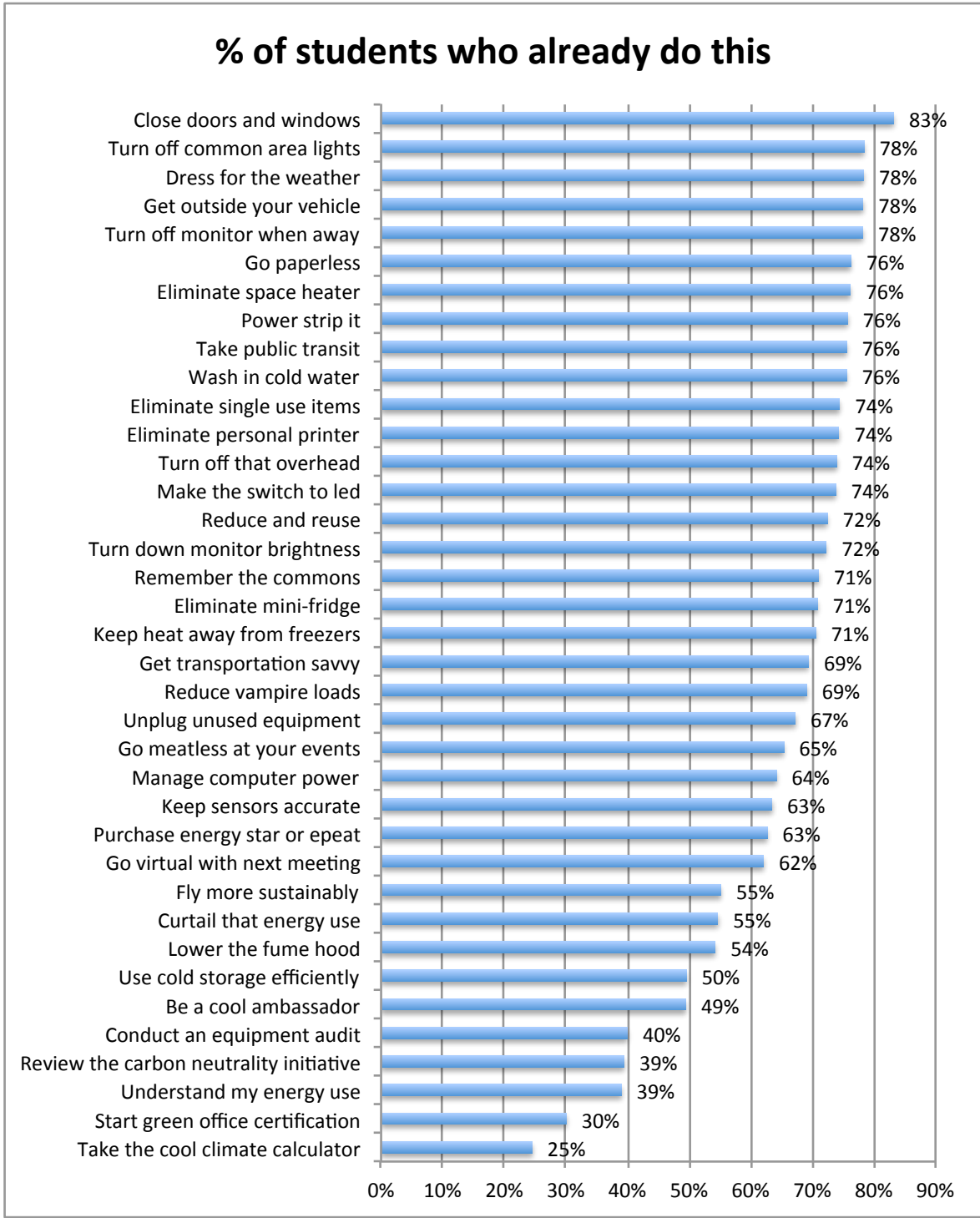


Figure 9. Percentage of students who already take actions

## Persistence of pledged actions

While pledges are only self-reported actions, there is some evidence that the pledged actions will persist after the end of the competition. Over 70% of respondents to the evaluation survey conducted at the end of the challenge reported that they anticipate they will continue the actions pledged during the CCC for 6 months or more (Figure 5).

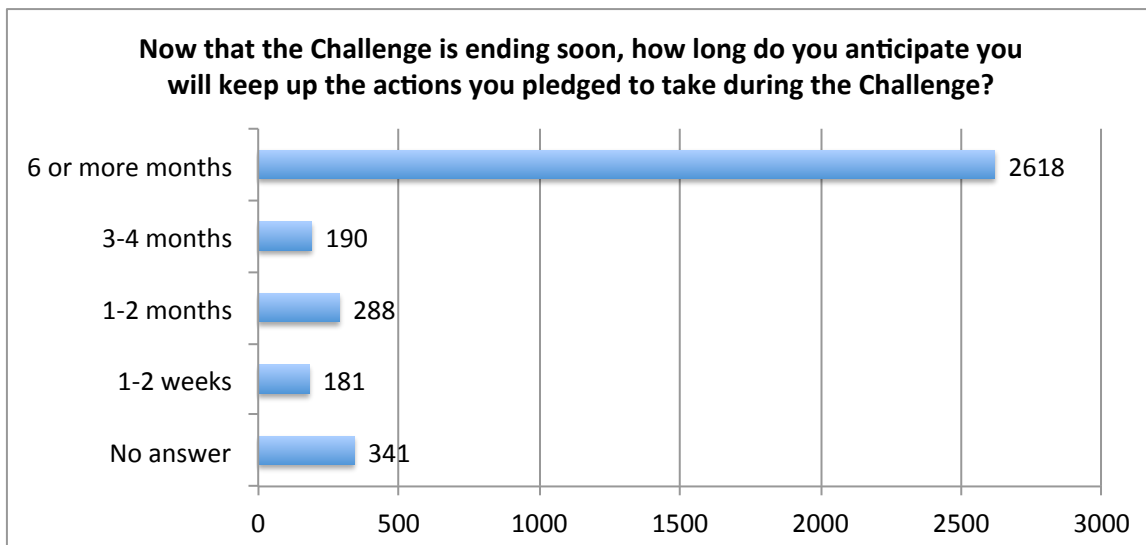


Figure 10. Self-reported persistence

## Greenhouse Gas Savings

Greenhouse gas savings were measured from verified pledges. Participants completed over 96,000 verified actions, resulting in a combined savings of about 23,000 metric tons of CO<sub>2</sub>, or a little more than one metric ton per participant

Of this amount, 7,000 were for new actions and 16,000 were for already completed actions. Roughly two-thirds of emissions were scope 3 (mostly transportation related), while one-third was from scopes 1 and 2. The 2025 carbon neutrality goal for UC focuses on scopes 1 and 2.

UC follows The Climate Registry's guidelines for reporting GHG emissions. Scope 1 emissions are released directly from activities on campus (primarily natural gas and fleet vehicles); scope 2 emissions are from purchased utilities (primarily electricity), and scope 3 emissions are all other indirect emissions (e.g. commute, air travel, and purchased goods).

**Table 9. Estimate GHG savings (metric tons CO<sub>2</sub>) by campus**

CAMPUS	Already Completed and Verified tCO <sub>2</sub> e (scopes 1&2)	Already Completed and Verified tCO <sub>2</sub> e (scope 3)	Total Already Completed and Verified tCO <sub>2</sub> e	Pledged and Verified tCO <sub>2</sub> e (scopes 1&2)	Pledged and Verified tCO <sub>2</sub> e (scope 3)	Total Pledged and Verified tCO <sub>2</sub> e Saved	Total Verified tCO <sub>2</sub> e (scopes 1&2)	Total Verified tCO <sub>2</sub> e (scope 3)	Total Verified tCO <sub>2</sub> e
LBNL	3	2	5	0	0	0	3	2	5
UC Berkeley	378	750	1,128	127	318	445	505	1,068	1,573
UC Davis	562	969	1,530	179	355	533	740	1,323	2,063
UC Irvine	1,042	1,780	2,821	392	844	1,235	1,434	2,623	4,057
UC Los Angeles	862	1,771	2,632	333	582	915	1,195	2,352	3,547
UC Merced	867	1,542	2,409	598	1,232	1,831	1,465	2,774	4,239
UCOP	89	212	300	34	40	74	123	252	374
UC Riverside	286	503	789	137	260	398	423	764	1,187
UC San Diego	320	545	864	92	206	297	411	750	1,162
UC San Francisco	78	183	261	20	37	57	98	220	318
UC Santa Barbara	441	773	1,215	179	303	482	621	1,076	1,696
UC Santa Cruz	639	1,315	1,954	224	477	701	863	1,792	2,655
Grand	5,566	10,344	15,910	2,315	4,653	6,968	7,882	14,997	22,878

Given this level of estimated savings, the CCC appears to be a very cost-effective method of reducing GHG emissions. The 2,315 metric tons of verified scope 1 and 2 emissions savings (not including all other GHG reductions) is equivalent to 8.2 MWh of electricity (2,315 tons \* 2205 lbs/ton / 0.62 lbs/kWh). At an average retail price of \$0.14/kWh, the CCC saved UC campuses over \$1 million on less than a \$100,000 investment (a simple payback of about 1 month). By comparison, the University has invested \$250M in energy efficiency projects that saved 112,000 metric tons of CO<sub>2</sub>e from 2006 to 2013 (University of California, 2016), with all projects qualifying with under 7-year simple paybacks. While the CCC savings are from self-reported pledges and not verified savings from actual energy use, the greenhouse gas benefits are certainly at least favorable. The CCC also has additional educational benefits that extend savings beyond campuses into the homes and future workplaces of UC students and staff across California.

## Participant Survey

Participants earned 500 points for completing an online research and evaluation survey, which was administered during the last week of the program. The survey was approved by UC Berkeley's Office of Protection of Human Subjects and required informed consent.

A total of 3,667 participants completed the survey for an average response rate of 19% (22% by staff and 14% by students). The ranking of total survey participants by campus very closely resembled the ranking of campuses by points (Figure 6). This seems to indicate earning points for taking the survey was a primary motivation of participants.

## Who participated in the CCC

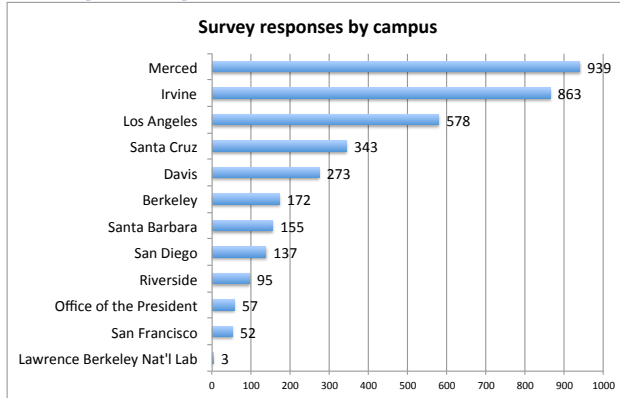


Figure 11. Surveys by campus

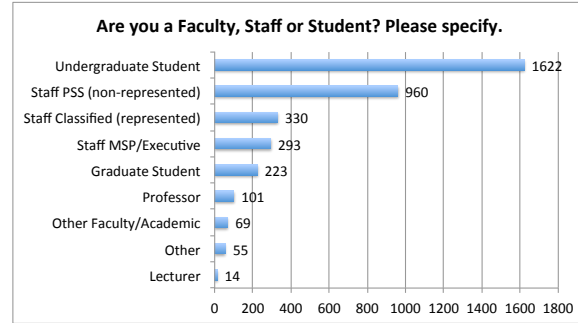


Figure 12. Surveys by campus appointment

Over two-thirds of participants were female, which is not uncommon for behavior change programs (Vine and Jones, 2015), although the difference is not generally this high. Reasons for this are unclear. The age of participants was reflective of the university population overall, with over 50% of respondents being under the age of 24.

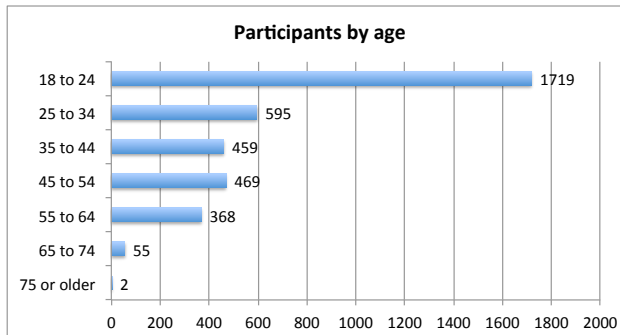


Figure 13. Survey by age

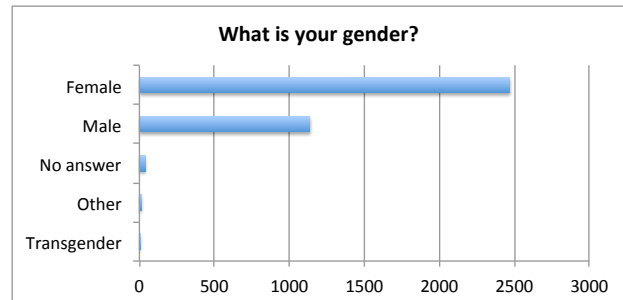


Figure 14. Surveys by gender

## Beliefs about climate change

It is not surprising that the vast majority of participants were politically liberal. Protecting the environment is a classically liberal cause, and young people also tend to be more liberal. California is also a politically liberal state relative to the US population overall. Nonetheless, roughly 400 respondents (11%) were either conservative or somewhat conservative.

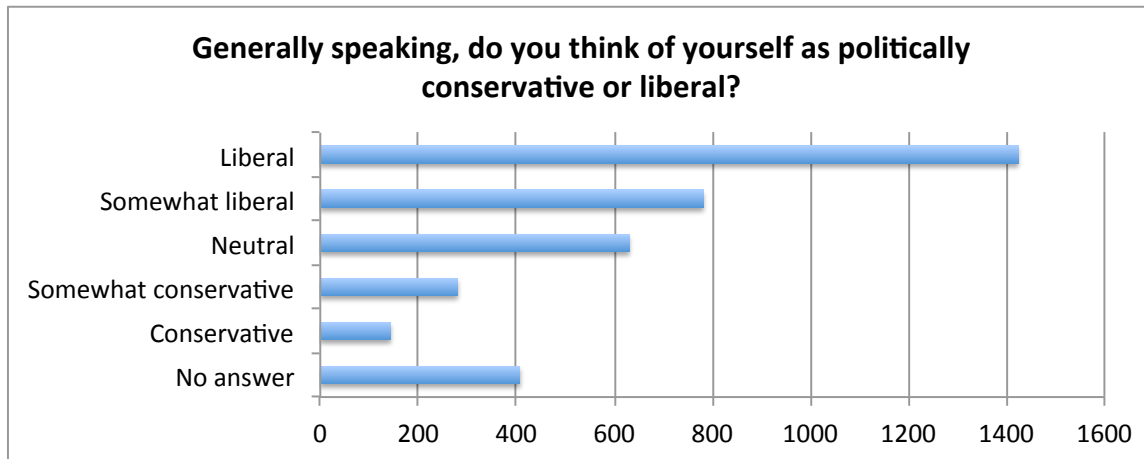


Figure 15. Political orientation

### Awareness about climate change

Several survey questions asked about the level of awareness and concern about climate change (Figures 13, 14 and 15). Participants were overwhelmingly sure climate change is happening (64% extremely sure and 88% sure or extremely sure). Nonetheless, 72 respondents (2%) were at least somewhat sure climate change is not happening and 46 respondents did not know. An even higher number of respondents (411 or 11%) believed that climate change is happening but is caused by either “natural cycles” or some reason other than human activities.

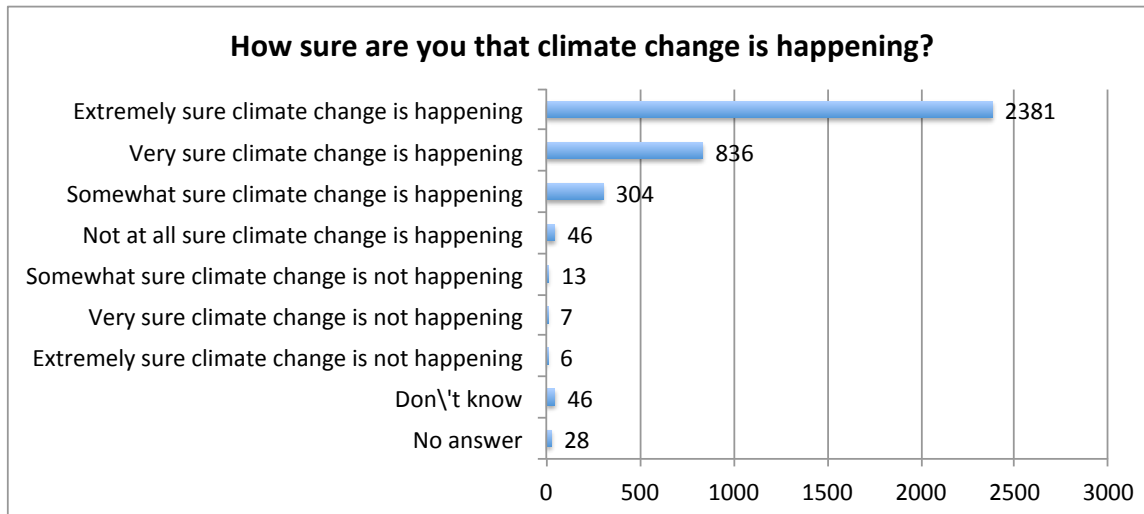


Figure 16. Awareness of climate change

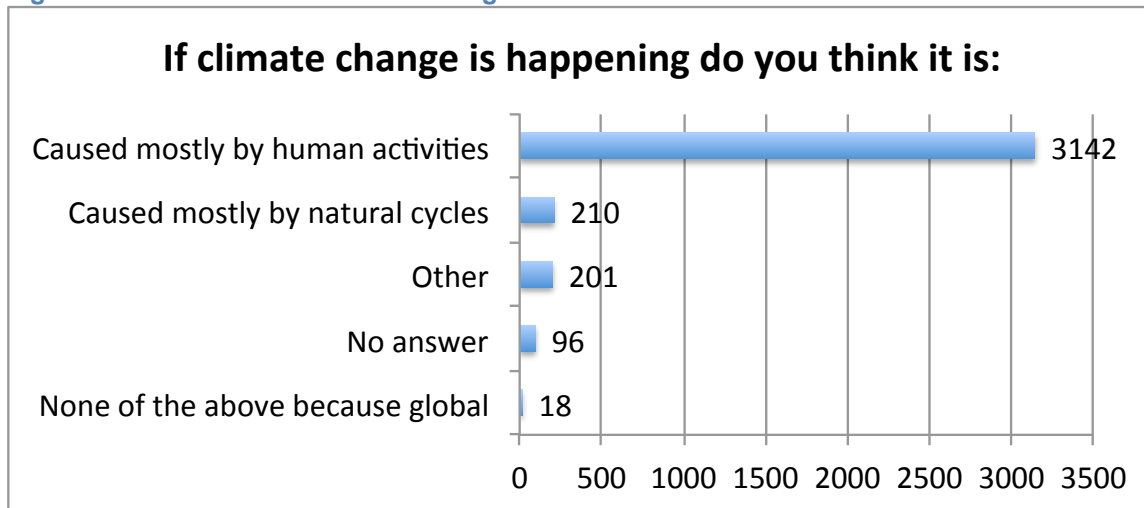


Figure 17. Cause of climate change

### Concern and empowerment

While about 11% of participants were not fully convinced that climate change was caused by human activity, over 99% of all participants were at least somewhat worried about climate change, regardless of whether they thought it was anthropogenic.

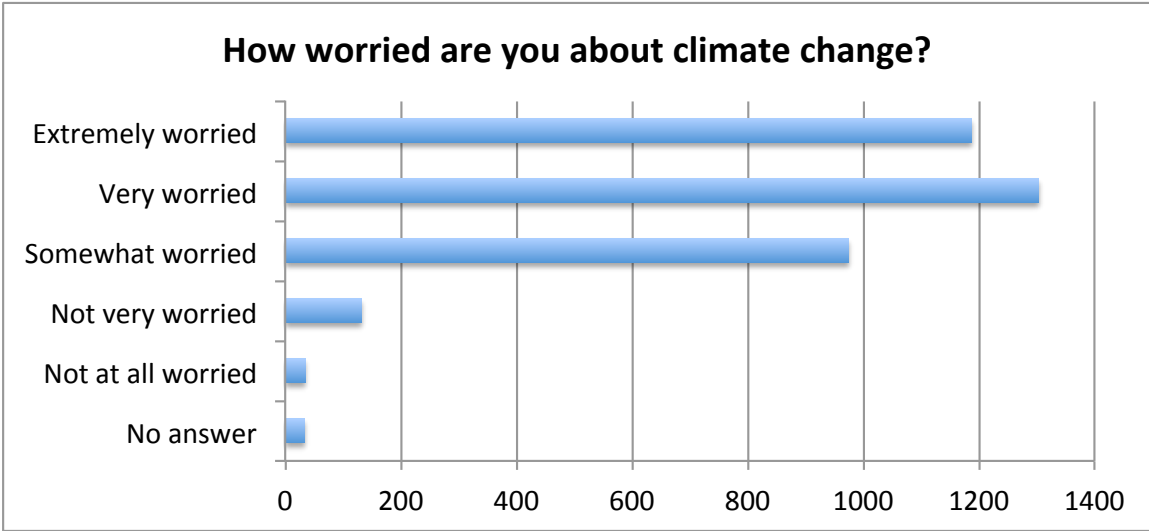


Figure 18. Level of concern about climate change

Importantly, the vast majority also believes that their actions “can make a difference to reduce climate change” (self-efficacy). It is not clear the extent to which their participation in the program increased their self-efficacy since the survey was only asked in the last week of the program. This result helps to illuminate the potential willingness of the UC community to engage in behavior change efforts in the future and to create more carbon reduction impacts.

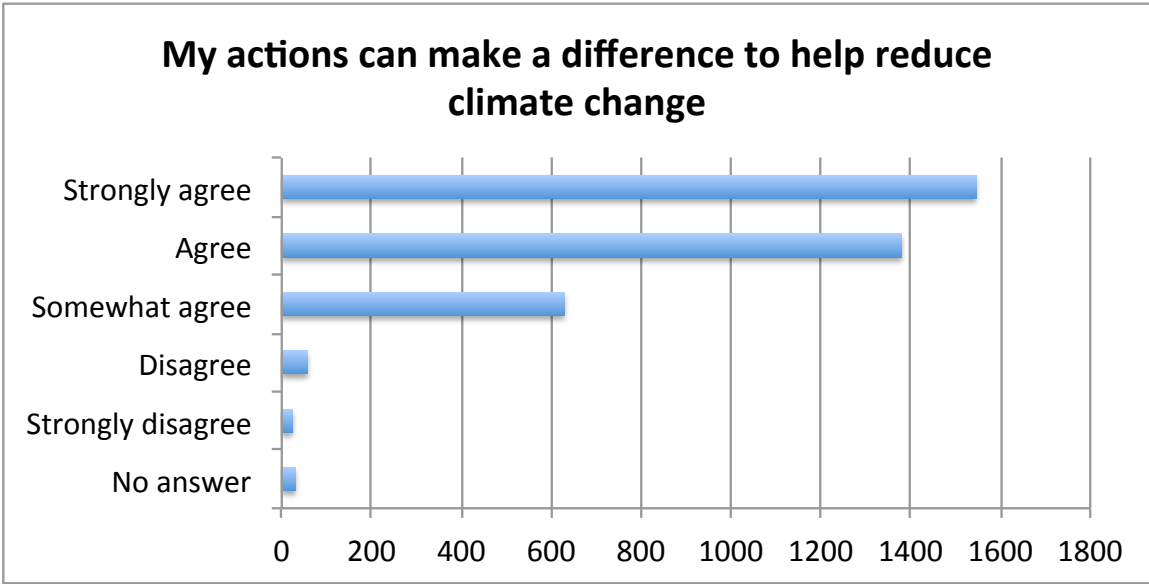


Figure 19. Belief in ability to affect climate change

**Awareness of UC sustainability efforts**

An important goal of the CCC was to raise the visibility of the Carbon Neutrality Initiative and other sustainability efforts on campuses. Most respondents (80%) had at least heard about the Carbon Neutrality Initiative, but the majority of those did not know what it was. Reading about the initiative was among the most popular pledges (8<sup>th</sup> overall). In a related question (Figure 17), the majority of participants did regularly receive communications from their campus’s sustainability office, but nearly 40% never or rarely did prior to the competition.

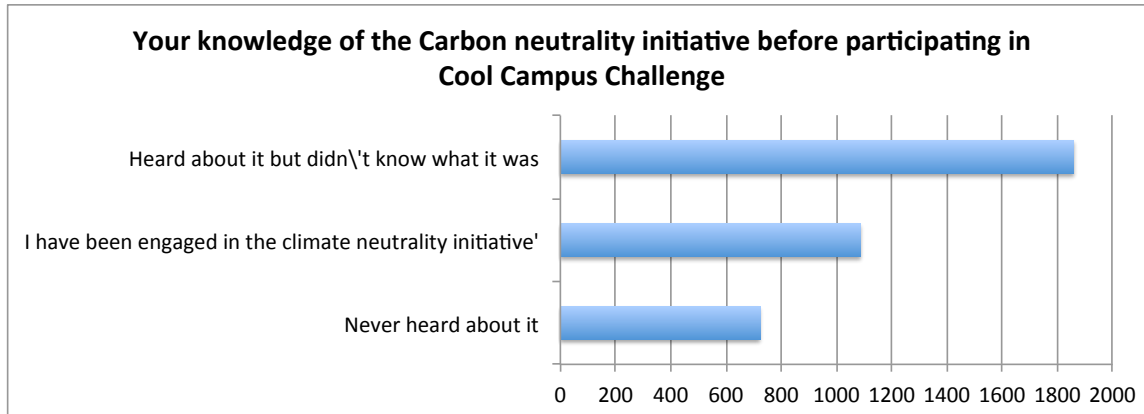


Figure 20. Knowledge of the Carbon Neutrality Initiative



Figure 21. Participation in campus sustainability communications

### Motivation to participate

Participants were asked to choose from a list of motivations for joining the Cool Campus Challenge. Consistent with the CoolCalifornia Challenge (Jones and Kammen 2014), participants had very altruistic motivations for participating. The top motivations were “Improving the UC System – where you work and/or study,” “being part of something important,” and “contributing to the University of California’s public mission.” Winning prizes ranked last on the list of motivations (similar to the CoolCalifornia Challenge),



although this was at least somewhat important of the majority of participants. Other important motivations were contributing to UC’s public mission, improving the environment, being part of the campus community, and receiving recognition for their campus.

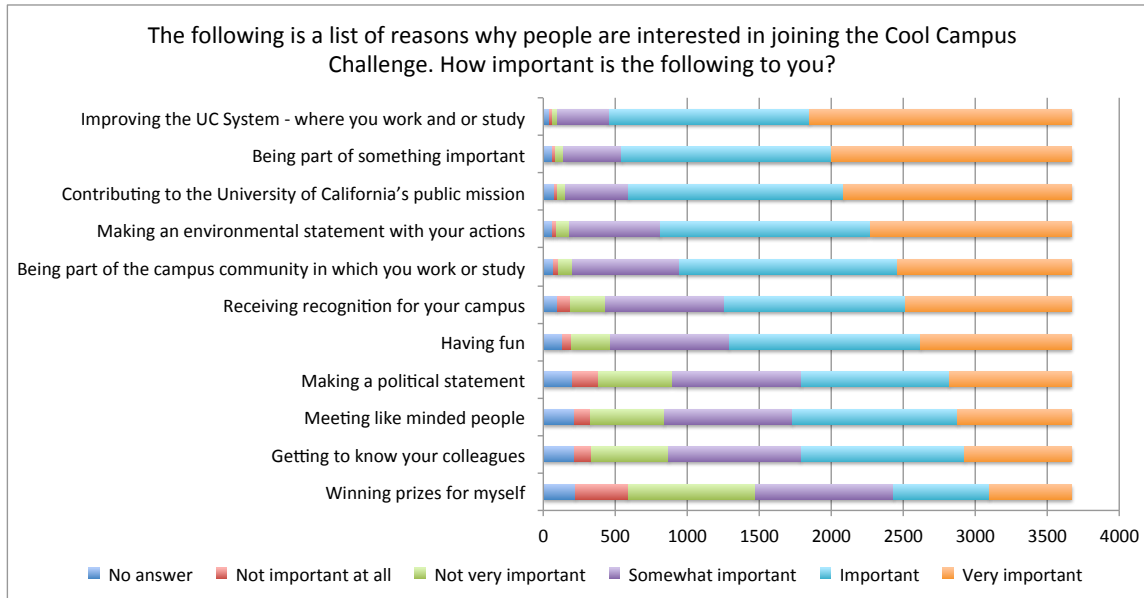


Figure 22. Motivations to join the Challenge

### Participants’ opinions of the Cool Campus Challenge

The program generally received high ratings from participants, with over 30% rating the program as excellent, 50% rating the program as good. Only a very small fraction of participants (less than 2%) rated the program as Poor or Fail. The program overall rated slightly better than the online tool, which subsequently rated slightly better than email communications. About 25% of participants did not believe they received communication with location program implementers; however, all participants should have received at least some direct communications from local program implementers via email.

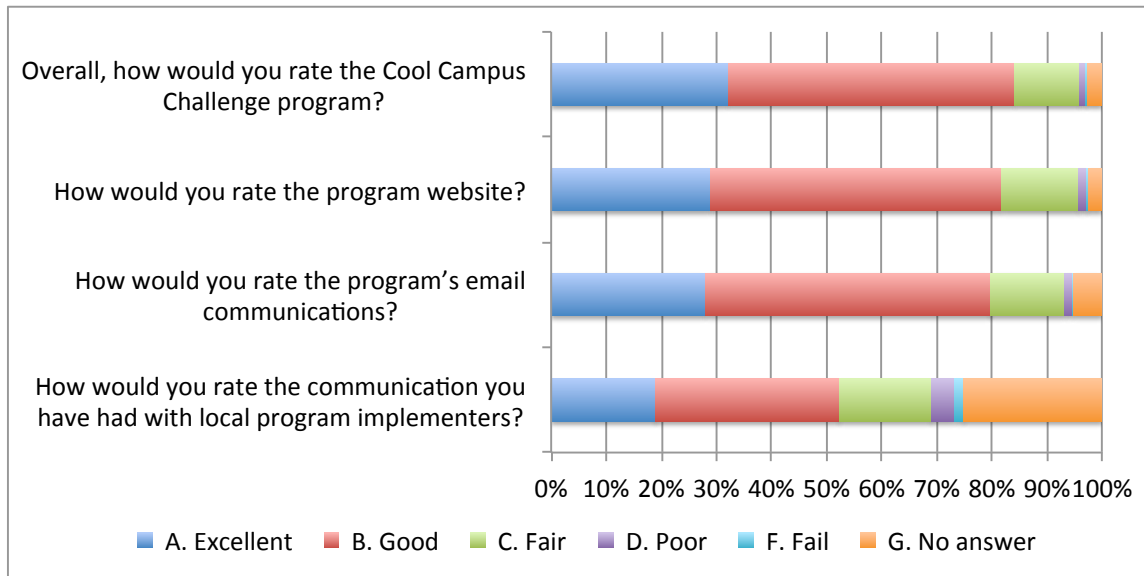


Figure 23. Overall rating of the Cool Campus Challenge

Participants were likely to have heard about the program from multiple sources. Sixty-two percent heard about the program by email and 73% heard about the program from a colleague, campus organization or another participant. Social media, events and flyers were somewhat less effective than word of mouth and email.

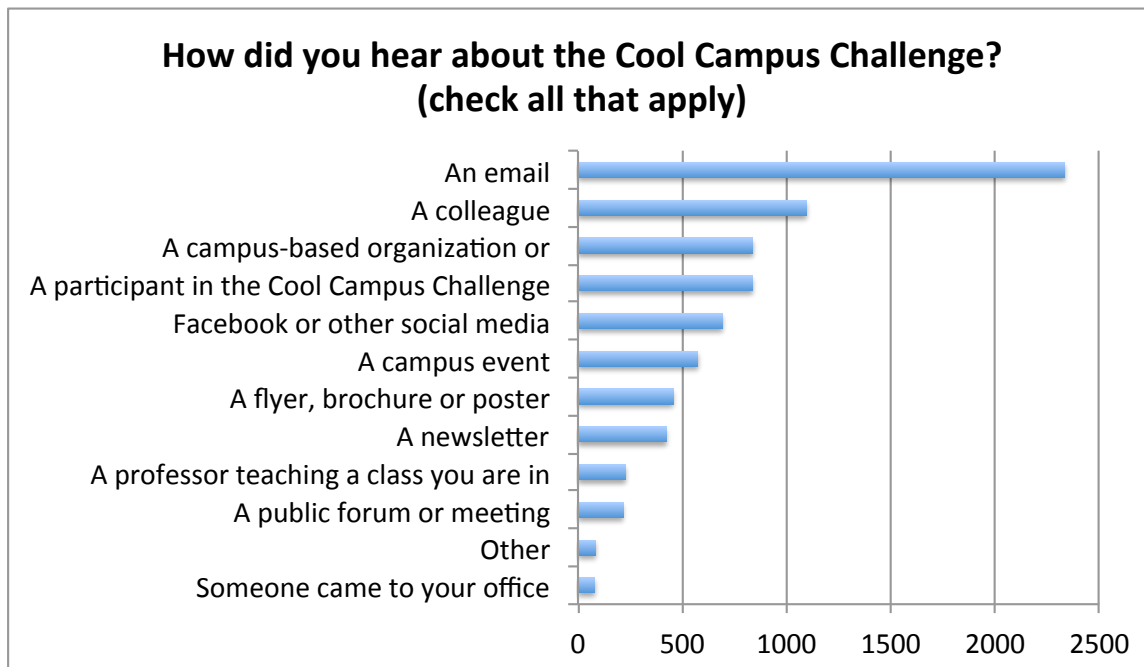


Figure 24 2. Communication channels

## Summary

### Participation

The Cool Campus Challenge more than achieved the participation goals originally set by the team. The program engaged over 5% of all students, staff and faculty across the ten UC campuses and the Office of the President. On some campuses, participation rates were considerably higher than average: UC Merced engaged one-third of the campus community, while UC Irvine (a much larger campus) engaged 10%. The program also led to nearly 100,000 verified actions, each accompanied by a short narrative (story) by participants explaining how they completed the action. Participants also submitted over 12,000 photos of their actions. A sample of photos and stories from each campus is assembled as an appendix to this report.

The most common new pledges (those not marked as “I already do this”) were educational (e.g., taking the CoolClimate Calculator or reading about the Carbon Neutrality Initiative) and simple actions such as maintaining computers and lighting. Not surprising, public transit was more popular with students. At the same time, participants pledged three times as many actions as “I already do this” compared to “I pledge to do this.” This indicates an already very high level of participation in the behaviors the program seeks to address and that are more generally in the control of the individual to choose to take action on. About half of the pledges were marked by participants as “already completed” by 75% or more of staff taking pledges.

Over 30% of participants joined the 456 teams created by participants across the 10 campuses and UCOP. Those who joined teams earned on average four times more points than those not on teams. While each campus decided what, if any, benefit there would be to joining teams, the demand for team participation was seemingly very high. At some campuses (UC Riverside and UCOP) team participation was at or near 50%. UCOP, with only three teams, had the highest team participation rate (51%), while UCLA had the highest number of participants on teams (1002) with 75 teams. It is not clear if a more or less coordinated approach to creating teams affected program participation.

### Greenhouse gas savings

The program achieved self-reported annual savings of about 7,000 metric tons CO<sub>2</sub> from new actions, including 2,300 metric tons CO<sub>2</sub> from scopes 1 and 2 and 4,650 metric tons from scope 3. Additionally, participants pledged to continue to take actions they had previously completed totaling about 16,000 metric tons of CO<sub>2</sub> annually. It should be noted that there is considerable uncertainty in self-reported pledges and actions. This was at least partially mitigated by requiring participants to write a short narrative explaining how they completed actions and optionally uploading a photo.

## Cost-effectiveness

CCC participants saved the equivalent of about \$1M in energy costs, while the total investment in the program was about \$100,000. In other terms, the program cost about \$5 dollars per participant and will lead to about 0.33 metric tons per participant in direct and indirect savings (about \$15/per metric ton). While there is uncertainty in the actual (vs. reported) savings and the persistence of those savings over time, these are certainly encouraging findings of the potential of behavior change to complement traditional energy efficiency measures. Behavior programs have the additional benefit of extending savings into the homes and future workplaces of UC students and staff, furthering the public service mission of the University. What's more, the awareness of the CNI created by the program potentially helped create a culture of support for any policy changes of new best practices recommended by the CNI for campuses to embrace. Clearly, both strategies (energy efficiency and conservation) are needed in order to have the greatest effect. The Cool Campus Challenge has the potential to greatly increase energy savings into the future, particularly if the program is able to grow, adapt and improve its effectiveness over time.

## Survey Results

Over two-thirds of participants were female. While it is common for women to have higher rates of participation than men (e.g., the CoolCalifornia Challenge), it is unclear why this is the case. In stark contrast to the CoolCalifornia City Challenge, for which only 15% of participants are typically under the age of 24 (Jones and Kammen, 2015), over 40% of participants in the Cool Campus Challenge were under 24. This is rather an obvious outcome given the audience of the program, but it should help inform future campaigns given the level of interest by both younger students and older staff. Participants were overwhelmingly liberal, with strong pro-environmental beliefs; however, about 10% of participants were conservative and about 5% of participants were skeptical of anthropogenic climate change. It is interesting to note that while their belief in climate change were not aligned with the objective of the program, there was still active participation from a broad range of the campus community.

Consistent with other similar programs, participants were primarily motivated to improve their campuses (or communities), and to be part of something important. This connection to colleagues is essential for creating a culture of sustainability on campuses, which is the ultimate goal of the program. Participants have strong beliefs that their actions make a difference, or self-efficacy, with higher rates among students. Only a tiny fraction (about 1-2%) disagreed that their actions can make a difference to help reduce climate change. It would be interesting to see if self-efficacy can be increased over time with multiple iterations of the program in the future.

## Evaluation

Participants generally rated the program highly, with 85% rating the program as either excellent (32%) or good (about 50%). Only a tiny fraction considered the program to be

poor. For a pilot program, with limited budget and time to implement, these are encouraging results; however there is considerable room for improvement. The following section provides some recommendations for future similar programs.

## Recommendations for Future Programs

While the program was highly successful at engaging the campus community, there are a number of improvements that could be made to make the program even more successful at meeting its goals of activating, educating, motivating, and empowering individuals on campus to make lasting changes that reduce the UC carbon footprint

1. **Develop separate targeted messaging for students, faculty and staff.** During the pilot program, the weekly emails were all from staff and faculty; however, students outnumbered staff in total participation. Tailored messaging to these two groups could greatly improve participation rates.
2. **Develop clear benefits for team participation.** Roughly one-third of participants joined teams without clearly defined benefits of doing so. Those who joined teams earned four times as many points. For example, campuses could use small amounts of funding to provide pizza parties for teams meeting certain levels of membership or points, regardless of whether the team is in first place. Or, more strategically, campuses could reach out to teams to help them, for example, conduct an equipment energy audit or go through green office certification.
3. **Provide more educational and fun pledges.** Taking the CoolClimate Calculator and learning about the Carbon Neutrality Initiative were by far the most popular new pledges. Educational activities also directly contribute to the educational goals of the program.
4. **Reduce the number of very common pledges.** About 75% or more of participants already completed about half of all pledges. Pledges should focus more on new actions that contribute to reducing energy consumption and GHG emissions on campuses.
5. **Share stories and photos.** Perhaps the most inspiring aspect of the program is the thousands of photos and tens of thousands of stories submitted by participants. Future iterations could do more to share the best stories and disseminate these to participants on each campus through email, social media and even public displays of campus-specific heroes people could see in person in public areas on campus.
6. **Provide positive feedback.** Participants should receive recognition for their efforts beyond just points. For example, all participants who achieve either Champion or Guru status could have access to benefits only available to them.
7. **Set clear ground rules.** The last few days of the competition saw a large number of pledges that were obviously false. Participants should know that verification requires submitting narratives and photos demonstrating how they completed actions, and understand that their points may be eliminated for not playing fair. Future campaigns could limit new signups to the first few weeks of the CCC.

8. **Find ways to engage the Gurus.** Some participants quickly maxed out all the points they could earn by completing all of the actions. The participants with the most points could have the opportunity to be mentors or participate in activities only available to the participants with the most points.
9. **Automate data collection.** Providing real-time or near real-time data and feedback was extremely laborious. At a minimum the online tool should auto-generate tables and figures and provide this feedback in real time to participants and campuses.
10. **Increase social media presence.** Social media was a much more popular form of reaching students. If future programs focus more on students, then communicating through social media could greatly improve participation rates.
11. **Test software fully before deploying.** During the first 24 hours the software was overloaded by the amount of participation. The same thing happened at the end of the CCC. The software should ideally be built and tested long in advance of the launch of future programs.
12. **Consider a shorter timeframe.** Participation rates were highest at the beginning and end of the program, with considerable leveling off in the middle.
13. **Allow for customization by campuses.** For example, campuses could include specific educational events for which participants would earn points
14. **Follow up for persistence.** Six months following the CCC ask people if they have completed pledges. Also, remind them that they made a commitment to do this.
15. **Keep up the momentum.** Other ways should be explored to keep participants engaged in pledged actions after the program has ended, particularly for ongoing actions that require continual effort and habit formation.

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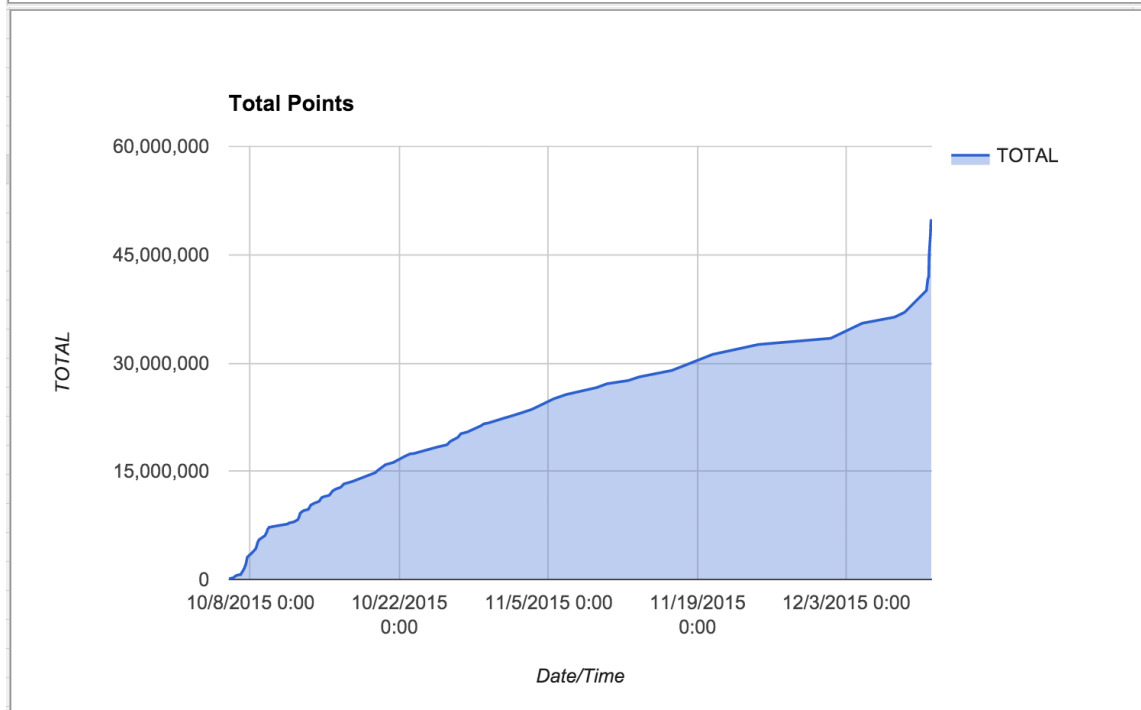
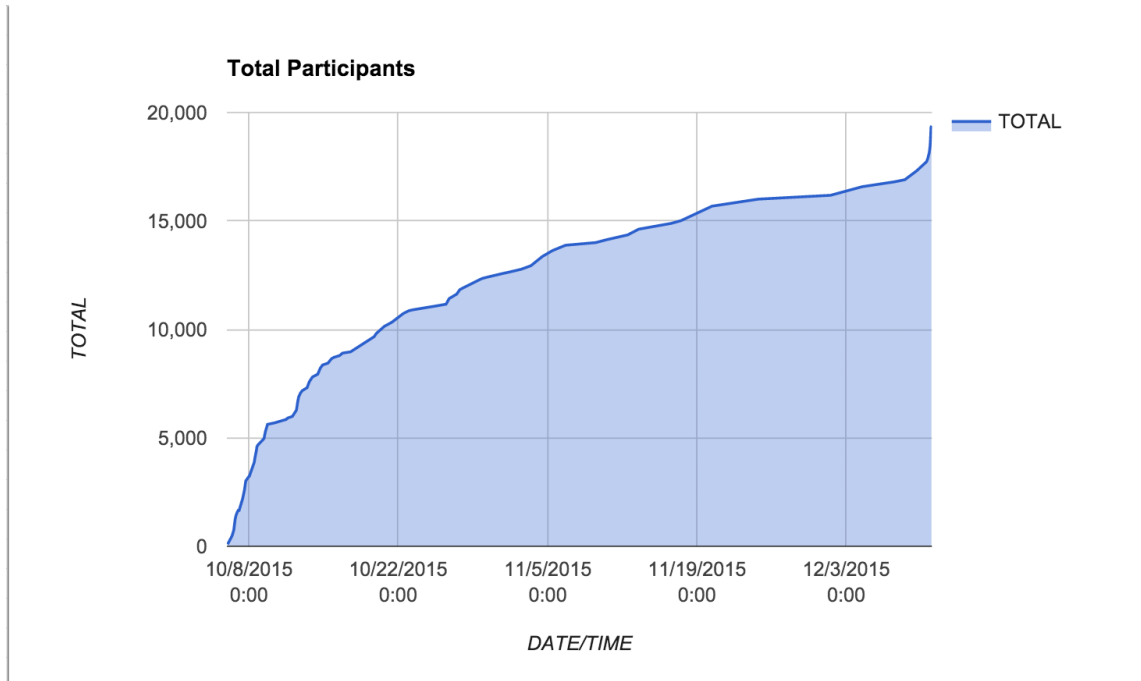
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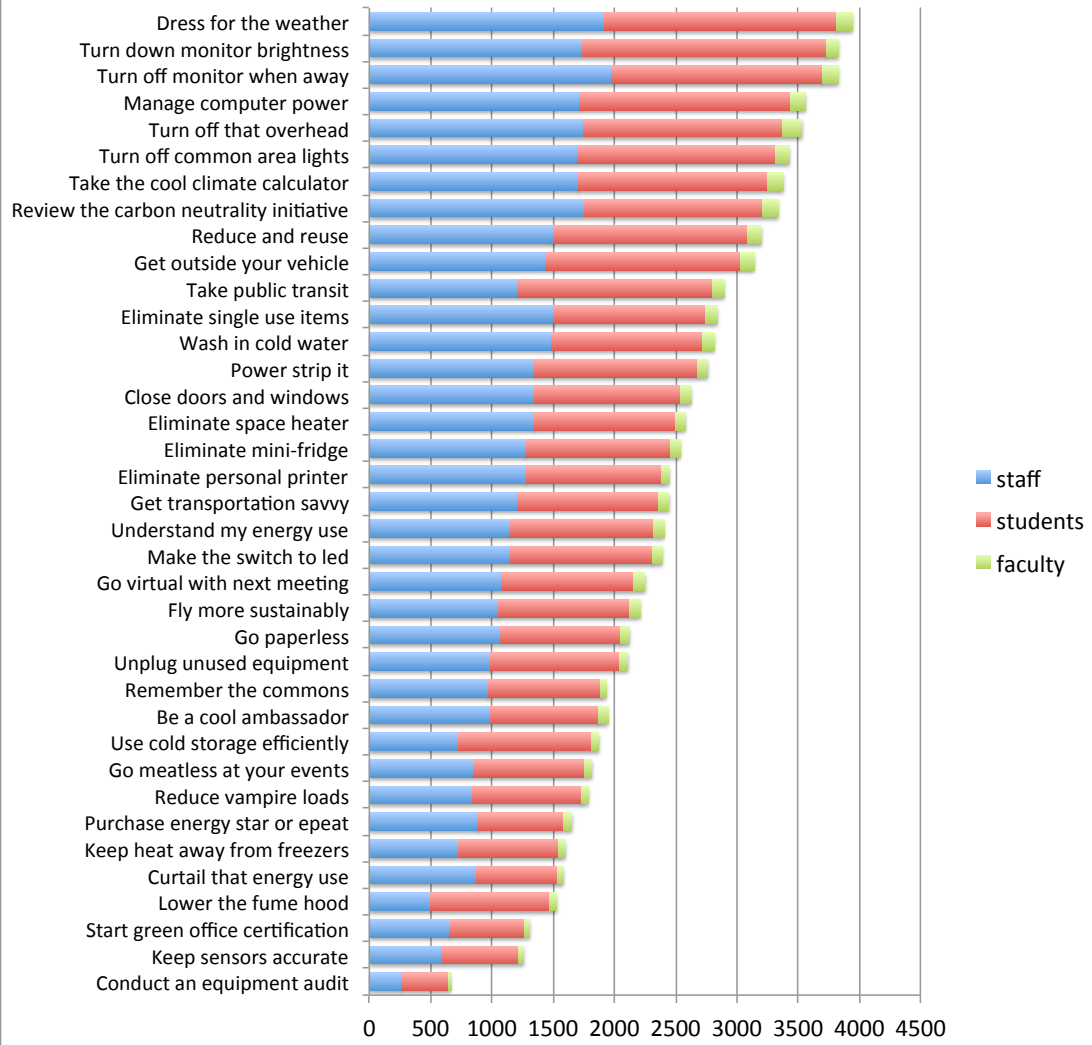
# Appendix A. Additional Figures and Tables

## Data from software tool

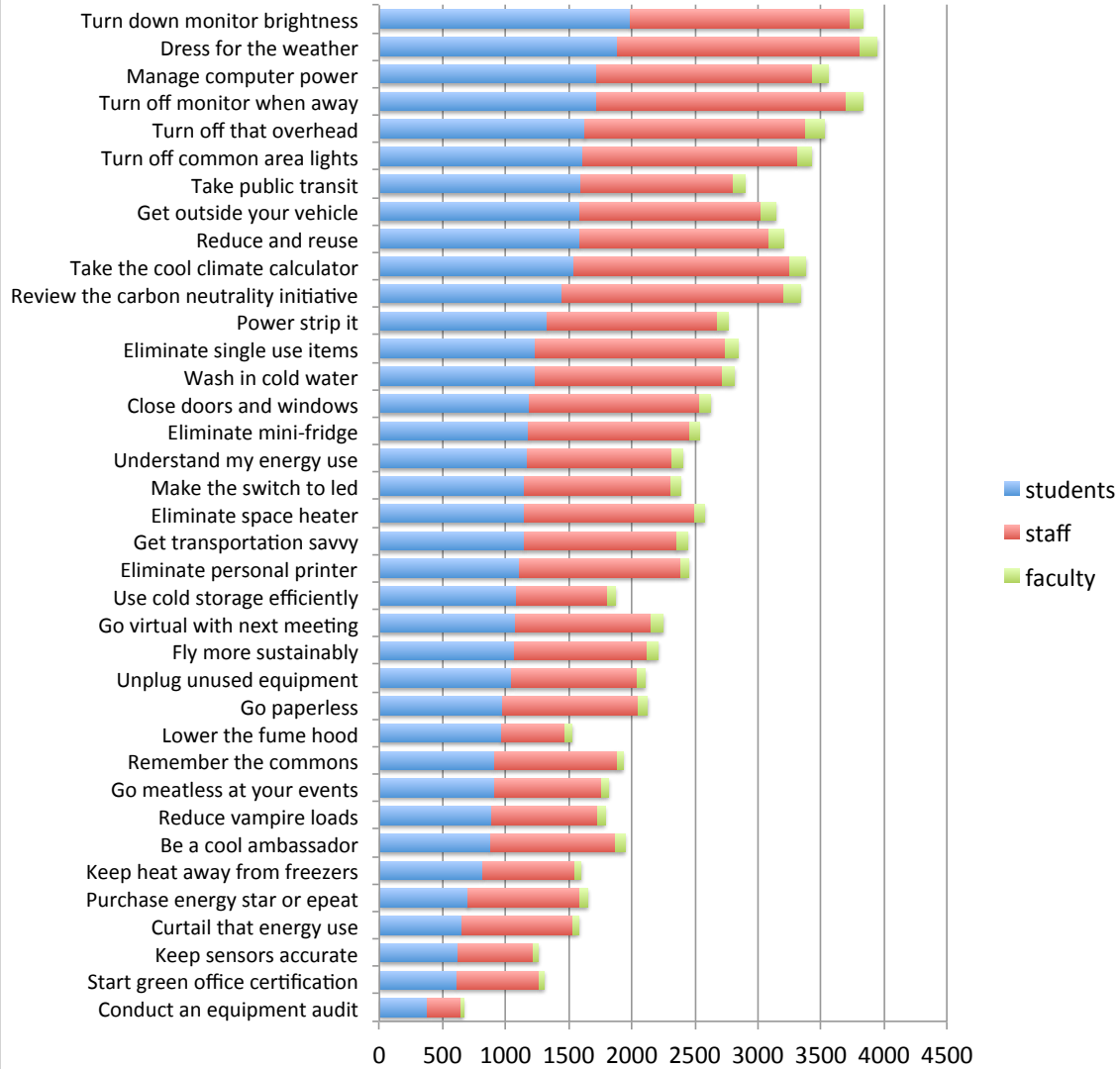




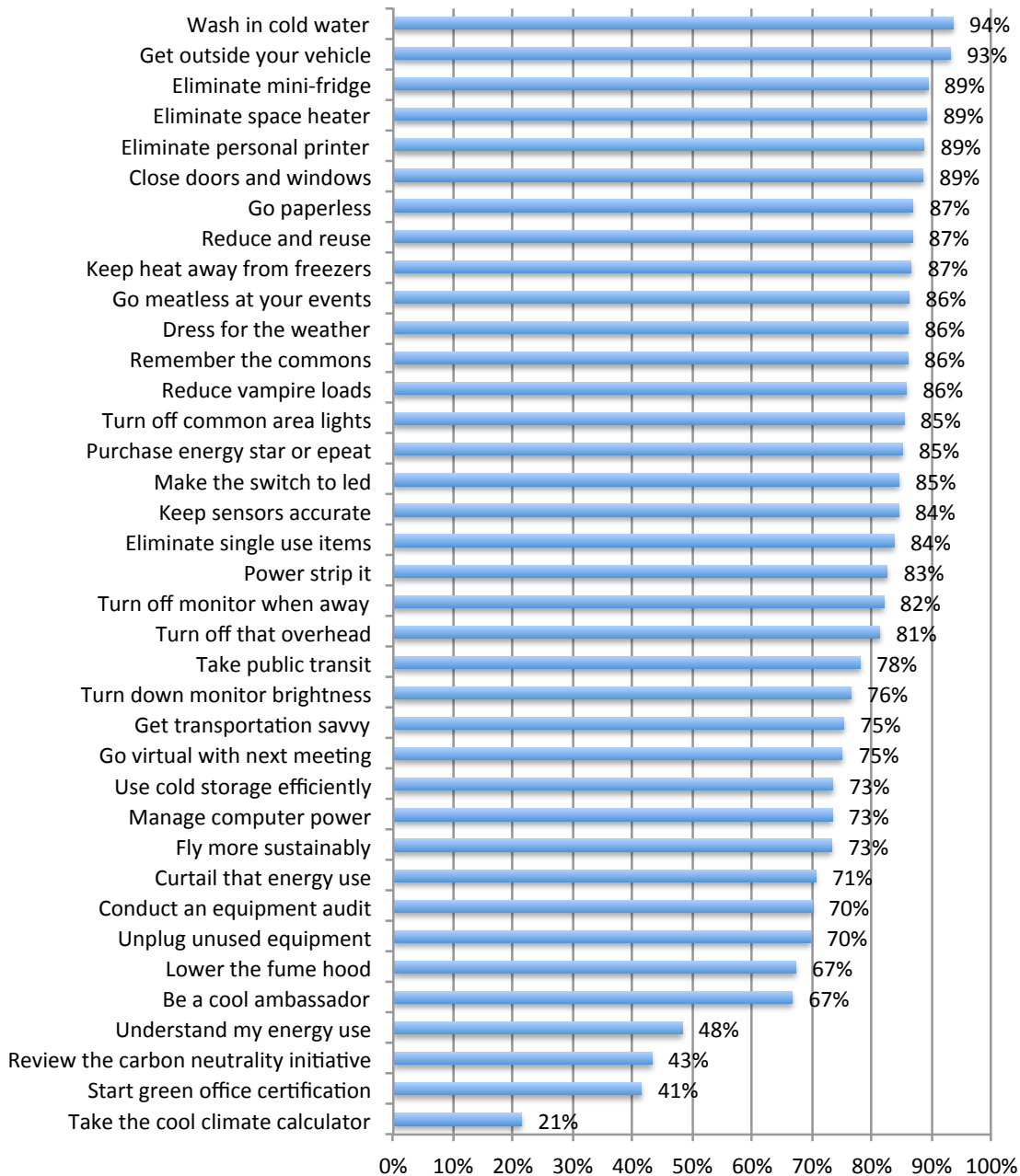
### Most popular verified pledges (already doing and pledge to do)



### Most popular verified pledges (already doing and pledge to do)

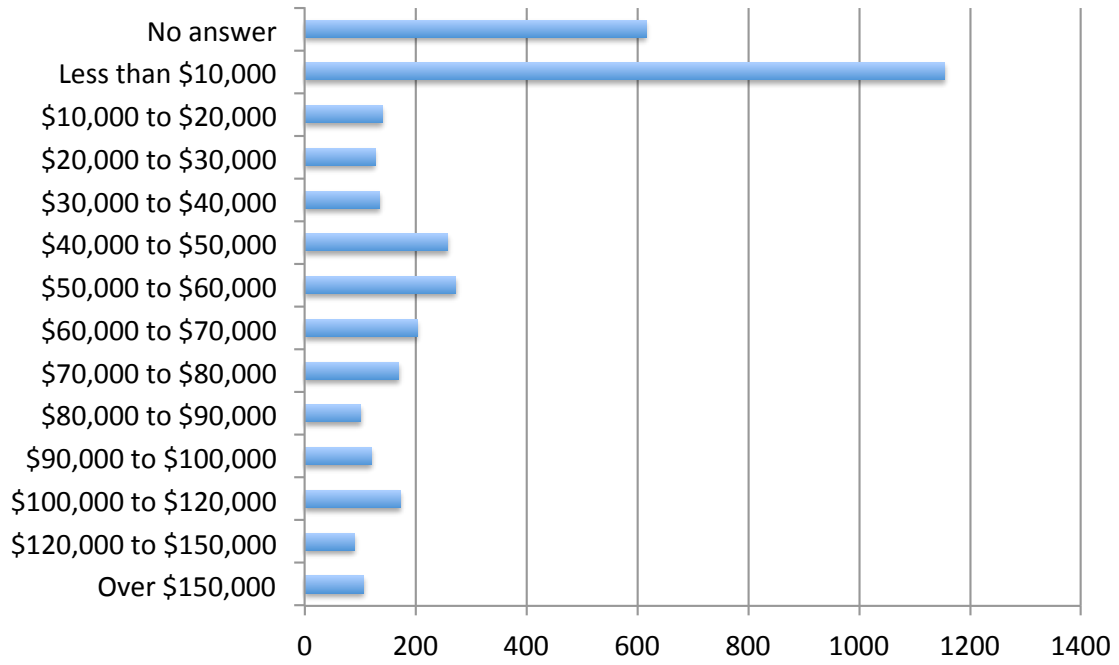


## % of faculty who already do this

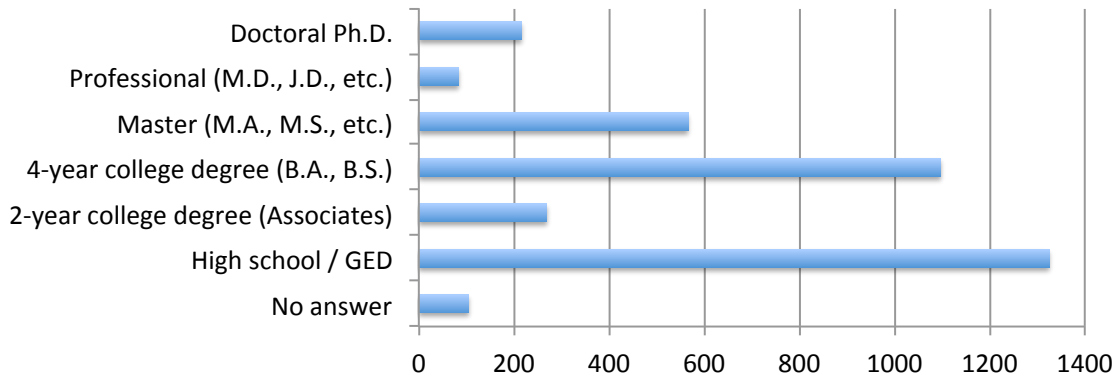


## Additional participant survey responses

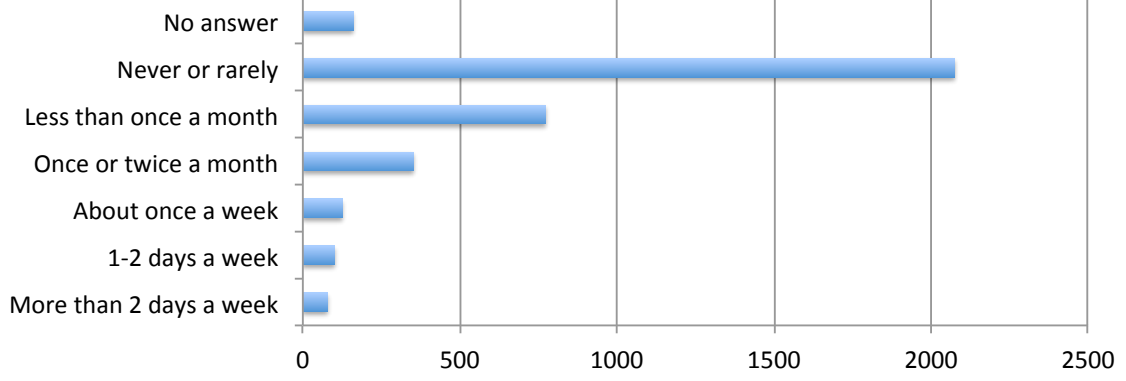
### What is your personal income?



### What is the highest level of education you have completed?



### Volunteer for an environmental non-profit organization



## Appendix B: Assumptions for Pledges

<u>Turn off that overhead</u>
Each person has one 200 watt overhead light. And one 10 Watt LED task light. lbs. CO2 savings = 190 W 2000 hours per year .62 lbs./kWH (egrid subregion non-baseload)
<u>Make the switch to led</u>
Change one 100 W incandescent bulb to 25 W CFL. lbs. CO2 savings = 75 W 2000 hours per year .62lbs.CO2 / kWH (egrid subregion non-baseload)
<u>Turn off common area lights</u>
Each person is responsible for one 200 W overhead light, plus one 100 W shared light. By creating and adhering to a lighting plan each worker saves 100 W 12 hours per day 220 work day per year
<u>Power strip it</u>
Each person has can save 50W 12 hours per day 200 days per year by disconnecting power at night.
<u>Unplug unused equipment</u>
Each person can save 50 W 20 hours per day 200 days per year by shutting off unused equipment.
<u>Reduce vampire loads</u>
Each person has can save 50W 8 hours per day 200 days per year by disconnecting unused equipment
<u>Remember the commons</u>
Every 10 people has access to 1 shared printer and 1 shared copier. Putting printer in standby

mode saves 200 kWh per year. Putting copiers in standby mode saves 200 kWh per year.

Turn down monitor brightness

You save 100 kWh per year by turning your monitor down

Manage computer power

You can save 500 kWh or more every year from putting computers in sleep mode. You can save 250 kWh or more every year from putting your monitors in sleep mode

Turn off monitor when away

You save 300 kWh per year by turning monitor off at night

Eliminate mini-fridge

4 cubic foot mini fridge costs \$80/yr at \$0.12/kWh (\$20/cu.ft). 25 cubic foot fridge costs \$50/yr (\$2/cu.ft). lbs.. CO2 saved = 4 cubic feet \$18/cu.ft / \$0.12/kWh 0.62 lbs./kWh

Eliminate personal printer

Reduces emission associated with extra ink, packaging, energy costs. No reliable data. Assume 150 lbs. CO2 savings

Purchase energy star or EPEAT

Assume 200 kWh saved per person by consistently purchasing Energy Star equipment. lbs. CO2 saved = 500 kWh 0.62 lbs.CO2/kWh

Get outside your vehicle

We assume each person normally commutes alone 10 miles roundtrip by 22 mpg car. Assume ridesharing reduces miles and GHG emissions by 2/3. Biking walking or skating 10 miles would burn extra calories of food. The savings are roughly equivalent to ridesharing with 3 people (CoolClimate Calculator). 10 miles/day 2/3110 days/year 1 lb CO2 per mile = 1470 lbs. CO2/yr

Take public transit

We assume each person normally commutes alone 10 miles roundtrip by 22 mpg car. Public transit uses about 0.25 lbs. per passenger-mile compared to 1 lb per mile for typical motor vehicles. 10 miles/day 0.75 lb CO<sub>2</sub> per mile 110 days/year = 1470 lbs. CO<sub>2</sub>/yr

Go virtual with next meeting

Hosting meeting - 8 people not flying 3000 miles roundtrip, saving 223 grams CO<sub>2</sub> / passenger-miles

Fly more sustainably

1 round trip flights to the East Coast (6,000 miles total). Assume direct flight reduces 20% of GHG emissions from fewer take-off and landing emissions

Close doors and windows

A typical 22700 square foot business with 24 employees in California uses 9011 kWh per year on air conditioning (375 kWh/employee). Assume that closing doors saves 15% of energy. lbs. CO<sub>2</sub> saved = 375 kWh 0.15 0.62 lbs. CO<sub>2</sub>/kWh

Eliminate space heater

A typical space heater uses 800 W 6 hours a days 100 days per year 0.62 lbs. per kWh

Dress for the weather

A typical 22700 square foot business with 24 employees in California spends \$8160 per year on heating @ \$0.0125 per therm. Assume layering up saves 15% lbs. CO<sub>2</sub> saved = \$8160 / 24 employees / \$0.9 per therm 13 lbs. CO<sub>2</sub>/therm 0.15.

Wash in cold water

Assume savings of 285 kWh per year (same as Energy Star washer which uses half the water). lbs. CO<sub>2</sub> saved = 285 kWh 0.62 lbs.CO<sub>2</sub>/kWh



Curtail that energy use

Assume curtailments saves 200 Watts 24 hrs/day 14 days 0.62 lbs. CO2 per kWh

Go meatless at your events

2 campus meeting events per year with 8 people at each meeting/event 500 calories of meat reduced 2.25 gCO2/calorie

Go paperless

Assume saves 20 lbs. CO2

Eliminate single use items

1 plastic item per day 1 lbs. CO2 saved per plastic fork 220 days

Reduce and reuse

1 office chair per year \$500 per chair 600 grams CO2 per \$

## Appendix C: Detailed data by campus

### Pledges – All Campuses

<b>Total Verified Staff Pledges</b>	<b>I pledge to do this</b>	<b>I already do this</b>	<b>total pledges</b>	<b>% already do this</b>
Total	13,262	31,708	44,970	71%

<b>Total Verified Student Pledges</b>	<b>I pledge to do this</b>	<b>I already do this</b>	<b>total pledges</b>	<b>% already do this</b>
Total	17,773	30,529	48,302	63%

## Cool Campus Challenge 2015 Summary - UC Berkeley

### Final Rankings

	Total	Rank (out of 10)
Points	3,513,378	7
Participants	1,751	5
Verified Pledges (new & already completed)	6480	7
Heroes / Events / Added Actions	728	7
Photos Uploaded	1013	7
Team members	543	7

### Participants

Affiliation	Number	% of total on campus
Faculty	47	1.20%
Staff	606	7.90%
Students	1,098	3%
Total	1,751	3.70%

### Participants by level

Minions <500 points	Warriors 500 points	Magicians 2,000 points	Champions 50,000 points	Gurus 10,000 points
1,124	249	121	105	152

### Teams

Number of teams	56
Participants on teams	543
Fraction of participants on teams	31%

### Top teams

Rank	Team Name	Points
1	UCB Real Estate Team	328,474
2	Cal Band	307,058
3	Student Environmental Resource Center (SERC)	210,716
4	ASUC Sustainability Team	125,918
5	Rochdale Village Co-op	98,008
6	ESPM BConnectors	88,596
7	ERGies	79,380
8	Calpirg!	76,704
9	Residential Sustainability Program	73,854
10	L&S Deans' Office	69,218

### Greenhouse Gas Savings (metric tons CO<sub>2</sub>e)

	Scopes 1 & 2	Scope 3	Total
Already completed & verified	378	750	1,128
Pledged & verified	127	318	445
Total	505	1,068	1,573

## **Selected Survey Results**

### **How old are you?**

18 to 24	58
35 to 44	31
45 to 54	31
55 to 64	25
25 to 34	24
65 to 74	3

### **Are you a Faculty, Staff or Student? Please specify.**

Staff PSS (non-represented)	67
Undergraduate Student	56
Staff MSP/Executive	17
Staff Classified (represented)	15
Graduate Student	8
Other	3
Other Faculty/Academic	3
Professor	2
Lecturer	1

### **What is your gender?**

Female	129
Male	38
No answer	4
Other	1

### **Now that the Challenge is ending soon, how long do you anticipate you will keep up the actions you pledged to take during the Challenge?**

6 or more months	152
No answer	9
3-4 months	6
I do not plan to continue any actions.	3
1-2 weeks	2

### **Are initiatives like the carbon neutrality initiative important to you in your choice to work or go to school at UC?**

Important	70
Very important	52
Somewhat important	34
Not very important	12
Not important at all	4

### **How did you hear about the Cool Campus Challenge? (check all that apply)**

An email	184
A colleague	97
A campus-based organization or department	68
A participant in the Cool Campus Challenge	68
A newsletter	39
A flyer, brochure or poster	23
A campus event	20
A public forum or meeting	16
Facebook or other social media	16
Someone came to your office	11
A professor teaching a class you are in	7
Other	4

**How often do you participate in offerings/communications from your sustainability office (newsletters, Facebook, trainings, etc.)**

Never or rarely	108
Less than once a month	83
Once or twice a month	51
Once a week or more	20
No answer	11

**My actions can make a difference to help reduce climate change**

Strongly agree	361
Agree	323
Somewhat agree	154
Disagree	13
No answer	8
Strongly disagree	4

**How would you rate the communication you have had with local program implementers?**

G. No answer	62
B. Good	38
C. Fair	32
A. Excellent	20
D. Poor	13
F. Fail	7

**Overall, how would you rate the Cool Campus Challenge program?**

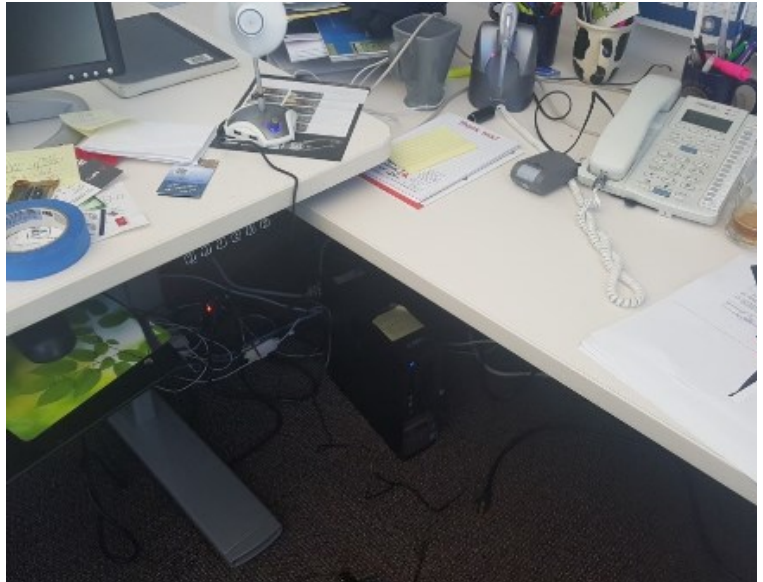
B. Good	91
A. Excellent	35
C. Fair	34
D. Poor	6
F. Fail	3
G. No answer	3

<b>Verified UC Berkeley Staff Pledges</b>	<b>I pledge to do this</b>	<b>I already do this</b>	<b>total pledges</b>	<b>% already do this</b>
Take the cool climate calculator	110	26	136	19%
Review the carbon neutrality initiative	70	67	137	49%
Understand my energy use	50	26	76	34%
Manage computer power	46	71	117	61%
Turn down monitor brightness	44	66	110	60%
Turn off monitor when away	40	111	151	74%
Turn off that overhead	29	97	126	77%
Curtail that energy use	25	33	58	57%
Be a cool ambassador	25	36	61	59%
Go virtual with next meeting	22	48	70	69%
Fly more sustainably	18	52	70	74%
Turn off common area lights	18	99	117	85%
Get transportation savvy	17	56	73	77%
Unplug unused equipment	16	38	54	70%
Power strip it	16	72	88	82%
Get outside your vehicle	16	104	120	87%
Dress for the weather	16	110	126	87%
Reduce vampire loads	15	29	44	66%
Remember the commons	14	41	55	75%
Go paperless	14	53	67	79%
Wash in cold water	14	86	100	86%
Make the switch to led	13	54	67	81%
Reduce and reuse	13	75	88	85%
Eliminate single use items	13	81	94	86%
Take public transit	13	97	110	88%
Start green office certification	12	23	35	66%
Purchase energy star or epeat	12	32	44	73%
Go meatless at your events	12	38	50	76%
Close doors and windows	11	67	78	86%
Eliminate space heater	9	73	82	89%
Lower the fume hood	7	9	16	56%
Use cold storage efficiently	7	19	26	73%
Eliminate mini-fridge	6	73	79	92%
Eliminate personal printer	6	81	87	93%
Keep sensors accurate	5	18	23	78%
Keep heat away from freezers	5	32	37	86%
Conduct an equipment audit	2	3	5	60%
<b>TOTAL</b>	<b>781</b>	<b>2,096</b>	<b>2,877</b>	<b>73%</b>

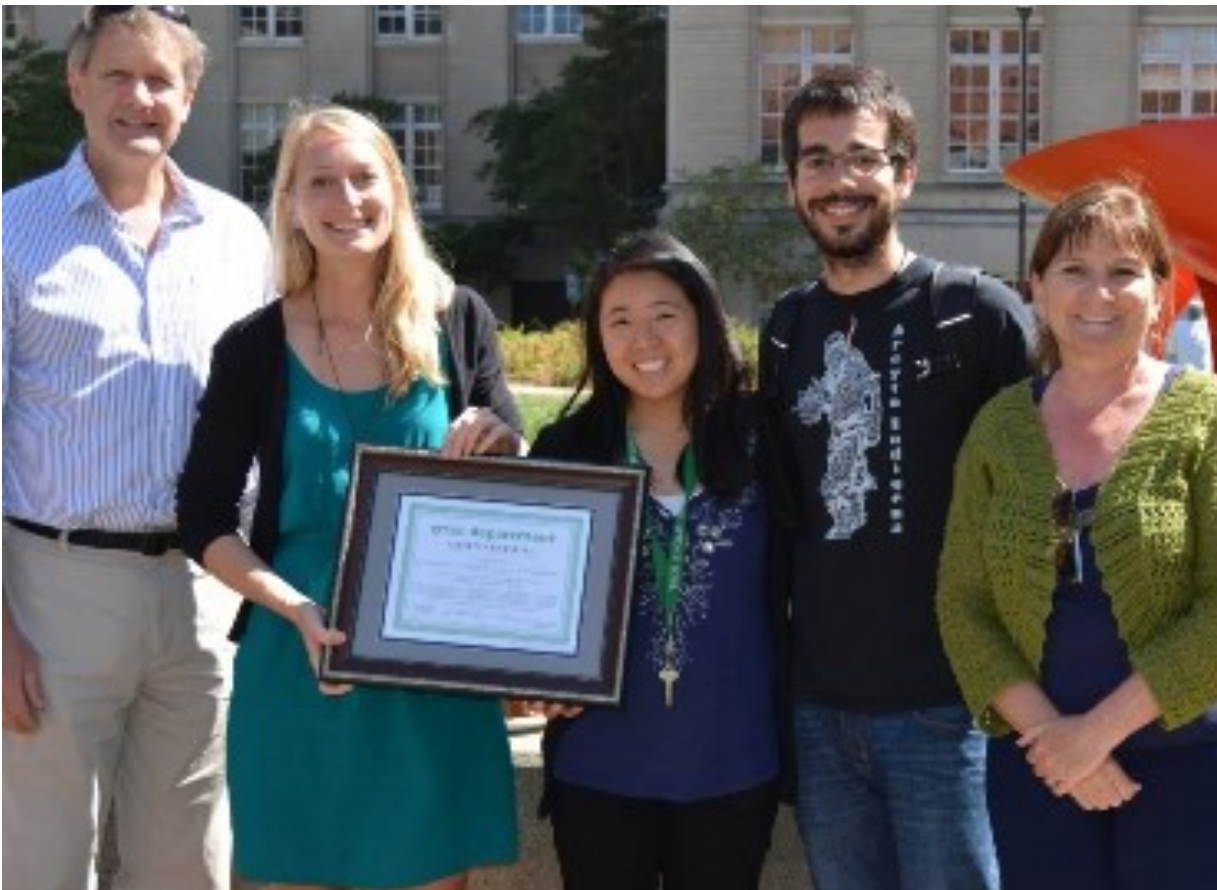
<b>Verified UC Berkeley Student Pledges</b>	<b>I pledge to do this</b>	<b>I already do this</b>	<b>total pledges</b>	<b>% already do this</b>
Take the cool climate calculator	103	29	132	22%
Review the carbon neutrality initiative	78	55	133	41%
Understand my energy use	46	38	84	45%
Manage computer power	45	94	139	68%
Fly more sustainably	35	55	90	61%
Turn down monitor brightness	34	111	145	77%
Use cold storage efficiently	32	32	64	50%
Turn off monitor when away	31	114	145	79%
Be a cool ambassador	30	41	71	58%
Turn off that overhead	30	118	148	80%
Eliminate single use items	29	75	104	72%
Power strip it	29	91	120	76%
Get transportation savvy	28	66	94	70%
Turn off common area lights	28	113	141	80%
Reduce and reuse	27	99	126	79%
Go virtual with next meeting	26	53	79	67%
Dress for the weather	25	125	150	83%
Start green office certification	24	12	36	33%
Reduce vampire loads	23	48	71	68%
Curtail that energy use	20	29	49	59%
Lower the fume hood	20	28	48	58%
Take public transit	20	128	148	86%
Wash in cold water	20	85	105	81%
Make the switch to led	19	73	92	79%
Unplug unused equipment	18	52	70	74%
Eliminate personal printer	17	86	103	83%
Go meatless at your events	17	67	84	80%
Keep sensors accurate	17	20	37	54%
Eliminate space heater	16	74	90	82%
Remember the commons	16	55	71	77%
Eliminate mini-fridge	15	73	88	83%
Keep heat away from freezers	15	43	58	74%
Go paperless	14	66	80	83%
Purchase energy star or epeat	13	32	45	71%
Get outside your vehicle	12	128	140	91%
Close doors and windows	10	76	86	88%
Conduct an equipment audit	5	9	14	64%
<b>TOTAL</b>	<b>987</b>	<b>2,493</b>	<b>3,480</b>	<b>72%</b>



I learned that we have a higher carbon footprint than most households in Berkeley or Alameda County. This is likely because our appliances are really inefficient, driving up our utilities cost, and this, in addition to the fact that I live in a house with 10 people, surely contributes to our large carbon footprint. We can definitely focus on waste and water reduction, and possibly ask our landlord about upgrading appliances to more efficient ones.



I have all my devices plugged into an IsoLÁ© IDP-3050 Power Strip with Personal Sensor. When I step away from my desk, all items except for my computer are completely powered off.



Our department got certified last spring





Dressing for the weather since '94.



I bike to and from work everyday, averaging about 5 miles everyday. This is a photo the BIO team participating in Bike to Work Day in May.



I recently had a conference call with folks from Portland Community College, Oberlin College, and Northern Arizona University. Imagine if we all had to commute to meet with one another! That would be a lot of c02 from flying and/or driving! Luckily, we were able to phone in instead of meet in person.



## BART Rider Portrait Meeting Family

I ride my bike to/from BART and my house to get some exercise, clear my head and save money.



I'm in the office 2-3 hours earlier than anyone else, so I keep all of the common area lights off until others arrive for the day. Our new construction also has motion sensors in all common areas to keep lights off when nobody is present.



I never stack anything on top of my freezer/fridge so heat/energy can escape the top and the fridge needs less energy to stay cool.





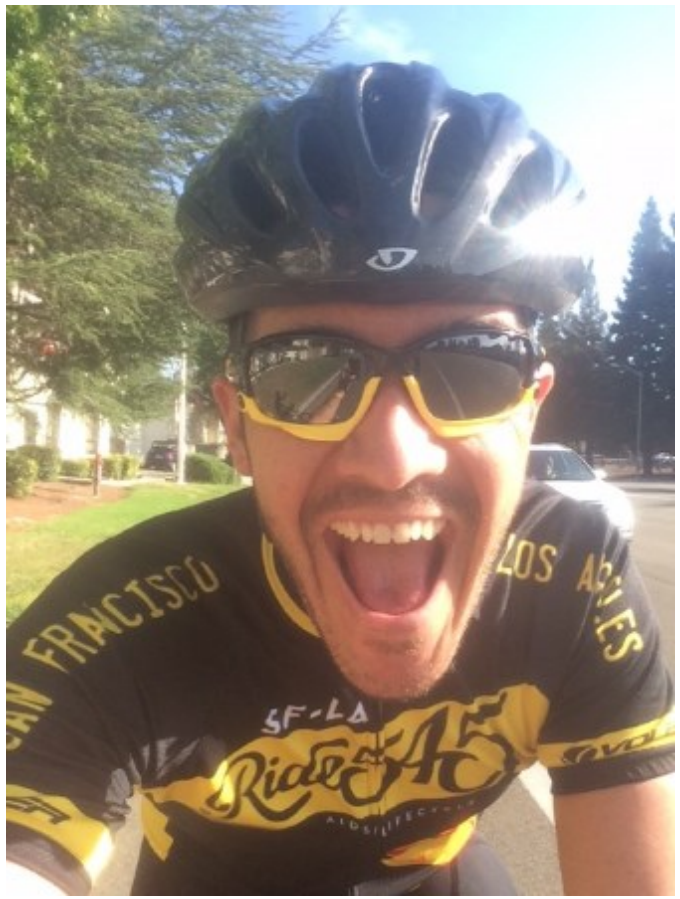
I designed UC Berkeley's Refills Not Landfills Kanteen and use it for all my hot and cold drinks instead of single-use plastic or paper cups. I also advise UC Berkeley's ReUSE student organization and we are opening a ReUSE store on campus this fall!



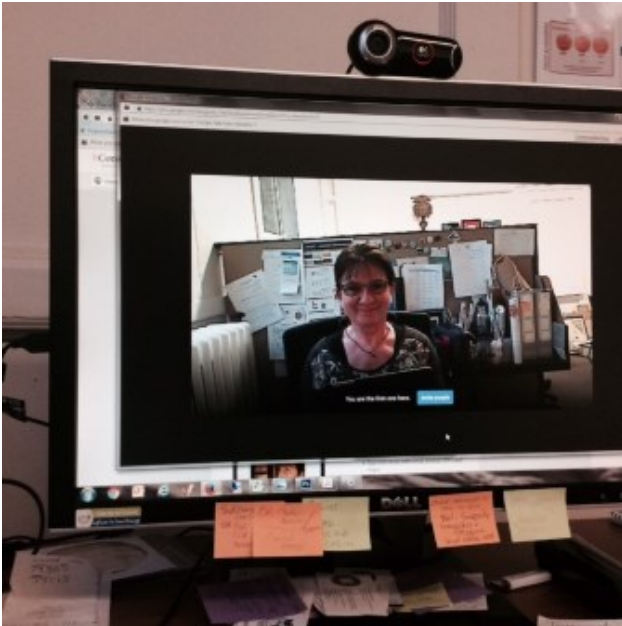
Rather than rely on mini-fridges, the LEAD Center (a staff of 25+), shares one collective refrigerator. We also wrote into the new ASUC Student Union policy- no personal/mini-fridges!



I am one of the reuse coordinators on campus! Reusing is the name of the game. My sister and I made Halloween costumes out of used paper and cardboard from a dumpster



Who doesn't love to ride a bike?!? UCB is a biker friendly campus with all kinds of new bike racks installed in the ASUC Student Union complex, self-serve repair stations, and the Bicy-Cal shop that provides services to cyclists of all kinds!



I do many of my meetings now by phone or teleconference. Recently I used Google Hangout to have a planning meeting with a colleague at UCSC. It was great to be able to work together "face to face" as we developed a facilitation training we led this summer. I'm going to start using this tool more frequently, as it is a good alternative to meeting in person. I got a desktop computer camera so I could hold these types of meetings (I recommend one with audio)!



I check my office doors and windows daily to make sure they are closed when the heat is on. I also check the office building before I leave at night to make sure we are sealed up.



I've always gotten a kick out of repurposing things so I've been doing this since I was a kid! Whenever I can afford it, I try to choose quality products that will last as long as possible. I use glass jars for \*everything\* (food storage, knick knacks, pen holders, plant containers, etc)!



This thing turns everything off 5 minutes after I leave my desk. Got it from the Haas Green Team last year. It uses motion sensors and turns off everything except my computer. Then when I walk back up to my desk, all back on. Magic.

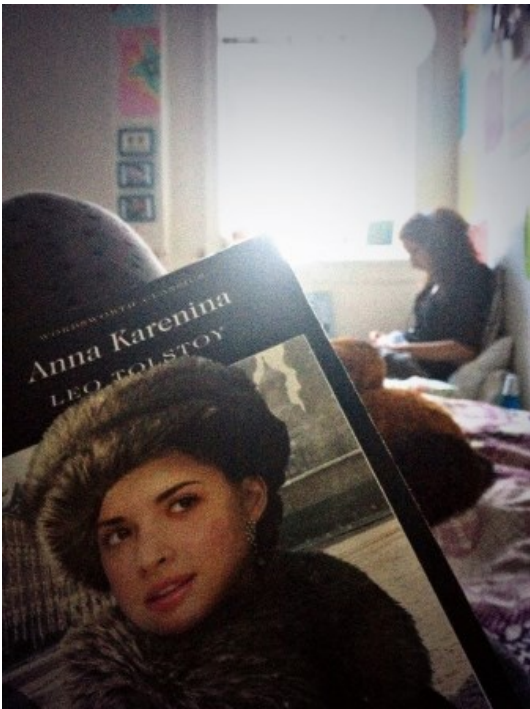




I've had the same Nalgene water bottle for almost 15 years! Don't worry, it gets washed weekly!



I've biked to work since 1995.



My family has never had overhead lights in our living room so I grew up being used to using natural light for as long as possible. Thus, we open the blinds in the morning when the sun comes up and use natural light all day! We even do this at work—sometimes my boss and I will turn off all of the office lights and open the doors and curtains to enjoy the sunlight.



I live in a vegetarian co-op with a fairly militant waste reduction ethos. If someone found a plastic fork in the trash there would be emergency meetings followed by a witch-hunt. I spend every Wednesday washing out Snapple bottles because we just can't bear the thought of throwing anything away.

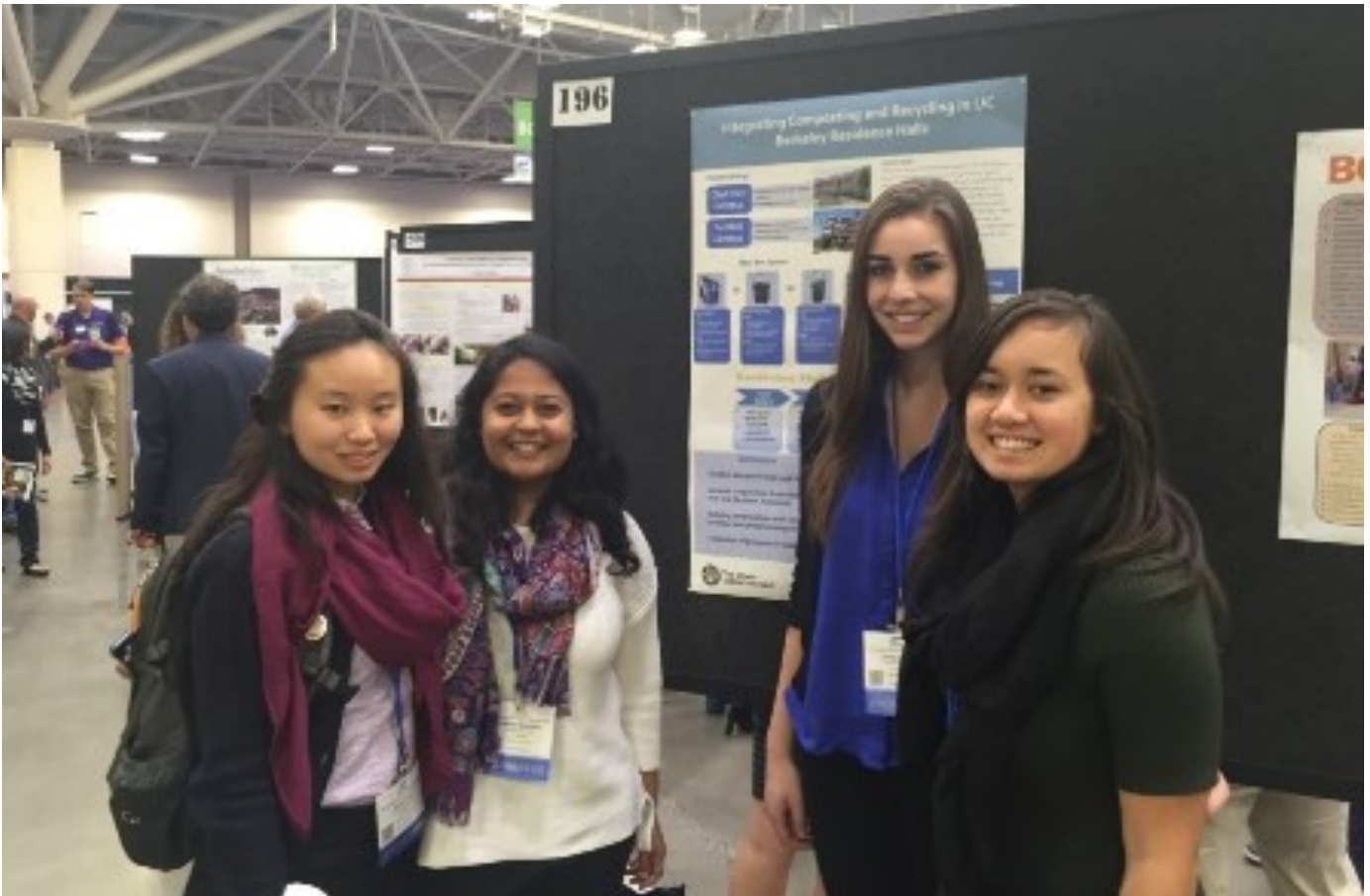


I've been a vegetarian personally for a while. We've made a significant effort to make our ECO (Environmental Coalition at Cal) meetings meat-free with our pizza options.



Students at Berkeley have taken the lead in forming a Cool Ambassador program - they are recruiting faculty, staff (including me), and faculty to join them to go out and promote the Challenge through presentations and more. How Cool. Check out this photo of a Challenge launch party students held. - about 50 people attended.





I have talked about and encouraged my roommates, club and friends to get involved with the cool campus challenge. I also taught how to use the platform at my decal.

## Cool Campus Challenge 2015 Summary - UC Davis

### Final Rankings

	Total	Rank (of 10)
Points	4,647,648	5
Participants	2040	6
Verified Pledges (new & already completed)	8767	5
Heroes / Events / Added Actions	978	5
Photos Uploaded	1237	4
Team members	565	6

### Participants

Affiliation	Number	% of total on campus
Faculty	106	3%
Staff	1022	7%
Students	912	3%
Total	2040	4%

### Participants by level

Minions <500 points	Warriors 500 points	Magicians 2,000 points	Champions 50,000 points	Gurus 10,000 points
1,124	1,154	368	196	153

### Teams

Number of teams	44
Participants on teams	565
Fraction of participants on teams	28%

### Top teams

Rank	Team Name	Points
1	TEAM FOA	959,552
2	UC Davis Library	349,512
3	UCD SPO	204,860
4	The EcoHub	169,256
5	FRS 002 - Climate Warriors	129,768
6	Division of Social Sciences	117,104
7	Cool Physics	105,382
8	Cal Aggie Marching Band-uh!	103,116
9	UC Davis Strat Comm	88,640
10	UCD Shared Services Center	65,404

### Greenhouse Gas Savings (metric tons CO<sub>2</sub>e)

	Scopes 1 & 2	Scope 3	Total
Already completed & verified	562	969	1,530
Pledged & verified	179	355	533
Total	740	1,323	2,063



## **Selected Survey Results**

### **How old are you?**

18 to 24	65
45 to 54	61
35 to 44	58
25 to 34	49
55 to 64	37
65 to 74	2
75 or older	1

### **Are you a Faculty, Staff or Student? Please specify.**

Staff PSS (non-represented)	117
Undergraduate Student	55
Staff Classified (represented)	44
Staff MSP/Executive	29
Graduate Student	12
Other Faculty/Academic	7
Professor	6
Other	3

### **What is your gender?**

Female	192
Male	73
No answer	5
Other	2
Transgender	1

### **Now that the Challenge is ending soon, how long do you anticipate you will keep up the actions you pledged to take during the Challenge?**

6 or more months	221
No answer	24
1-2 weeks	9
1-2 months	8
3-4 months	7
I do not plan to continue any actions.	4

### **Are initiatives like the carbon neutrality initiative important to you in your choice to work or go to school at UC?**

Important	119
Very important	64
Somewhat important	63
Not very important	21
Not important at all	6

**How did you hear about the Cool Campus Challenge? (check all that apply)**

An email	184
A colleague	97
A campus-based organization or department	68
A participant in the Cool Campus Challenge	68
A newsletter	39
A flyer, brochure or poster	23
A campus event	20
A public forum or meeting	16
Facebook or other social media	16
Someone came to your office	11
A professor teaching a class you are in	7
Other	4

**How often do you participate in offerings/communications from your sustainability office (newsletters, Facebook, trainings, etc.)**

Never or rarely	108
Less than once a month	83
Once or twice a month	51
Once a week or more	20
No answer	11

**My actions can make a difference to help reduce climate change**

Strongly agree	361
Agree	323
Somewhat agree	154
Disagree	13
No answer	8
Strongly disagree	4

**How would you rate the communication you have had with local program implementers?**

G. No answer	84
B. Good	77
C. Fair	48
A. Excellent	35
D. Poor	18
F. Fail	11

**Overall, how would you rate the Cool Campus Challenge program?**

B. Good	160
A. Excellent	65
C. Fair	38
D. Poor	5
G. No answer	5

<b>UC Davis Student Pledges</b>	<b>I pledge to do this</b>	<b>I already do this</b>	<b>total pledges</b>	<b>% already do this</b>
Take the cool climate calculator	84	25	109	23%
Review the carbon neutrality initiative	66	38	104	37%
Manage computer power	32	67	99	68%
Turn off that overhead	32	98	130	75%
Turn down monitor brightness	30	97	127	76%
Be a cool ambassador	28	28	56	50%
Understand my energy use	28	32	60	53%
Dress for the weather	27	117	144	81%
Turn off common area lights	27	95	122	78%
Use cold storage efficiently	27	22	49	45%
Fly more sustainably	25	38	63	60%
Lower the fume hood	22	34	56	61%
Eliminate mini-fridge	21	62	83	75%
Make the switch to led	20	58	78	74%
Reduce and reuse	20	75	95	79%
Take public transit	20	83	103	81%
Turn off monitor when away	20	93	113	82%
Go virtual with next meeting	18	34	52	65%
Curtail that energy use	16	15	31	48%
Eliminate single use items	16	73	89	82%
Go meatless at your events	16	44	60	73%
Power strip it	16	73	89	82%
Purchase energy star or epeat	16	21	37	57%
Start green office certification	16	21	37	57%
Unplug unused equipment	16	48	64	75%
Wash in cold water	16	84	100	84%
Keep heat away from freezers	15	29	44	66%
Reduce vampire loads	15	43	58	74%
Remember the commons	14	37	51	73%
Eliminate space heater	13	62	75	83%
Get outside your vehicle	13	114	127	90%
Keep sensors accurate	13	25	38	66%
Conduct an equipment audit	12	11	23	48%
Eliminate personal printer	12	67	79	85%
Get transportation savvy	12	71	83	86%
Go paperless	10	48	58	83%
Close doors and windows	9	84	93	90%
<b>TOTAL</b>	<b>813</b>	<b>2,066</b>	<b>2,879</b>	<b>72%</b>

<b>UC Davis Student Pledges</b>	<b>I pledge to do this</b>	<b>I already do this</b>	<b>total pledges</b>	<b>% already do this</b>
Take the cool climate calculator	84	25	109	23%
Review the carbon neutrality initiative	66	38	104	37%
Manage computer power	32	67	99	68%
Turn off that overhead	32	98	130	75%
Turn down monitor brightness	30	97	127	76%
Be a cool ambassador	28	28	56	50%
Understand my energy use	28	32	60	53%
Dress for the weather	27	117	144	81%
Turn off common area lights	27	95	122	78%
Use cold storage efficiently	27	22	49	45%
Fly more sustainably	25	38	63	60%
Lower the fume hood	22	34	56	61%
Eliminate mini-fridge	21	62	83	75%
Make the switch to led	20	58	78	74%
Reduce and reuse	20	75	95	79%
Take public transit	20	83	103	81%
Turn off monitor when away	20	93	113	82%
Go virtual with next meeting	18	34	52	65%
Curtail that energy use	16	15	31	48%
Eliminate single use items	16	73	89	82%
Go meatless at your events	16	44	60	73%
Power strip it	16	73	89	82%
Purchase energy star or epeat	16	21	37	57%
Start green office certification	16	21	37	57%
Unplug unused equipment	16	48	64	75%
Wash in cold water	16	84	100	84%
Keep heat away from freezers	15	29	44	66%
Reduce vampire loads	15	43	58	74%
Remember the commons	14	37	51	73%
Eliminate space heater	13	62	75	83%
Get outside your vehicle	13	114	127	90%
Keep sensors accurate	13	25	38	66%
Conduct an equipment audit	12	11	23	48%
Eliminate personal printer	12	67	79	85%
Get transportation savvy	12	71	83	86%
Go paperless	10	48	58	83%
Close doors and windows	9	84	93	90%
<b>TOTAL</b>	<b>813</b>	<b>2,066</b>	<b>2,879</b>	<b>72%</b>



I ride whenever possible for fitness as well as lowering my overall carbon footprint. I live where mountain biking is very popular as well...



My housemates and I only have our big kitchen fridge to share.



I bring my own silverware to the office, I use a reusable lunch box and Pyrex as my containers. Everything I bring with me goes home with me and can be used again and again! I love that I do not leave any waste at the office when it comes to my lunch!



In our office we have been directed to only print what is absolutely necessary. Everything else can be tracked in our electronic system.





It was difficult bring my own dishes to events with me at first, but once I got used to it, I felt so much better about my role in helping the environment!



I Bike everywhere I go, I never keep the water running when I'm brushing my teeth or shampooing my hair because that costs water and energy and what is the by product? Co2 . Back at home we had Compost as well



We had fun doing this!



I ride my bike to the Amtrak station every day rain or shine! It's a great way to wake up in the morning and relax right after work while getting in a little cardio.

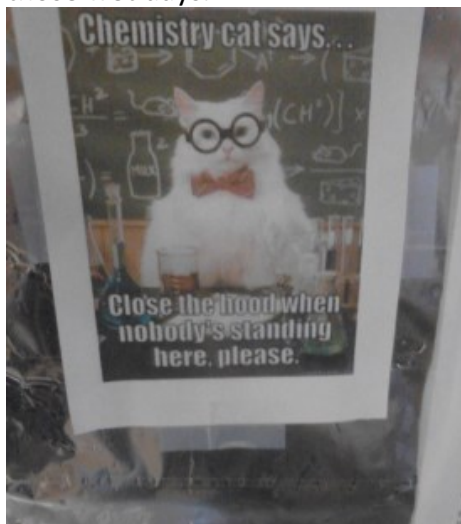




I've ridden my bike to work most days for over 30 years, but I just got fenders so I can add a few of those wet days.



Biking to work everyday is a good exercise and keeps our campus cool!!



Chemistry Cat is the most popular chemistry meme on the internet. We posted a picture of Chemistry Cat on every fume hood with a message stating, "Close the hood when nobody's standing here, please."



I have shared what I have learned about the initiative, as well as my actions, with my colleagues. I found that, like myself, one purchases milk in reusable glass bottles (pay a deposit and the return to the store). We are now looking for similar reuse arrangements for other beverages such as wine.





Discussed the Cool Campus Challenge and ways that students can reduce their energy usage at several of our weekly Campus Center for the Environment meetings.



The Utilities unit provides whole-building energy monitors to document the savings generated when fume hoods are lowered. This is a smart electricity meter. All of the other meters connect into this meter for communication with our central databases.



I work for the arboretum and we run events where we show people how to reuse household items like bottle caps, toilet paper rolls, egg cartons, and coffee tins





I'm not getting a space heater. Instead I got this Drake sweater.



My parents always taught me the importance of energy conservation and we keep a reminder checkboard on our wall with useful tips about how to reduce the most waste and keep our bills low. We've switched all our lightbulbs, set timers for specific outlets, and do everything we can to keep things green and most importantly keep things cheap.



As the Green Champion for Accounting & Financial Services, I rallied 100 percent of our staff to participate in the assessment en route to our department earning Gold-Level Green Office Certification. I was so proud when A&FS reached gold certification, which I saw as our collective and individual commitment to the environment and the University's Zero Waste by 2020 initiative.



I bike to and from work every day, 5 days per week, rain or shine. I bike to meetings on campus. Except for a 5 year period when I lived in Woodland, I have biked to work during my entire 34 year career UCD.



Our office was the first to achieve 100% participation on the personal green leaf survey! We have completed activities from the Caf  Verde menu such as Green Blitz and the Sustainabili-tree. Our community module leader recruited the Entomology grad student association to continue building efforts in this green program. We strive to be zero waste reusing and recycling when possible.

## Cool Campus Challenge 2015 Summary - UC Irvine

### Final Rankings

	Total	Rank (of 10)
Points	8,591,754	1st
Participants	3969	1
Verified Pledges (new & already completed)	16246	1
Heroes / Events / Added Actions	2,113	2
Photos Uploaded	1972	1
Team members	731	3

### Participants

Affiliation	Number	% of total on campus
Faculty	197	7%
Staff	1031	12%
Students	2741	9%
Total	3,969	10%

### Participants by level

Minions <500 points	Warriors 500 points	Magicians 2,000 points	Champions 50,000 points	Gurus 10,000 points
2,367	751	252	233	366

### Teams

Number of teams	41
Participants on teams	731
Fraction of participants on teams	18%

### Top teams

Rank	Team Name	Points
1	UCI University Advancement	785,992
2	UCI Housing	474,368
3	UCI Sustainability	326,624
4	UCI Campus Recreation	319,050
5	UCI Engineering	280,700
6	UCI Transportation	250,622
7	Grass Ninjas	206,698
8	Accounting & Fiscal Services	160,446
9	ASUCI	136,516
10	UCI Planning & Budget	120,970

### Greenhouse Gas Savings (metric tons CO<sub>2</sub>e)

	Scopes 1 & 2	Scope 3	Total
Already completed & verified	1,042	1,780	2,821
Pledged & verified	392	844	1,235
Total	1,434	2,623	4,057

## Selected Survey Results

### How old are you?

18 to 24	422
25 to 34	169
35 to 44	105
45 to 54	82
55 to 64	68
65 to 74	17

### Are you a Faculty, Staff or Student? Please specify.

Undergraduate Student	409
Staff PSS (non-represented)	184
Staff MSP/Executive	72
Graduate Student	70
Staff Classified (represented)	61
Professor	39
Other	13
Other Faculty/Academic	10
Lecturer	5

### What is your gender?

Female	569
Male	281
No answer	9
Other	2
Transgender	2

### Now that the Challenge is ending soon, how long do you anticipate you will keep up the actions you pledged to take during the Challenge?

6 or more months	588
No answer	102
1-2 months	78
3-4 months	45
1-2 weeks	35
I do not plan to continue any actions.	15

### Are initiatives like the carbon neutrality initiative important to you in your choice to work or go to school at UC?

Important	359
Very important	253
Somewhat important	154
Not very important	63
Not important at all	34

### How did you hear about the Cool Campus Challenge? (check all that apply)

An email	661
A colleague	163
A campus-based organization or department	143
A participant in the Cool Campus Challenge	140
Facebook or other social media	136
A newsletter	94
A campus event	84
A flyer, brochure or poster	67
A professor teaching a class you are in	37
A public forum or meeting	25
Other	19
Someone came to your office	7

**How often do you participate in offerings/communications from your sustainability office (newsletters, Facebook, trainings, etc.)**

Never or rarely	387
Less than once a month	221
Once or twice a month	140
Once a week or more	66
No answer	49

**My actions can make a difference to help reduce climate change**

Strongly agree	361
Agree	323
Somewhat agree	154
Disagree	13
No answer	8
Strongly disagree	4

**How would you rate the communication you have had with local program implementers?**

B. Good	274
G. No answer	255
A. Excellent	150
C. Fair	140
D. Poor	34
F. Fail	10

**Overall, how would you rate the Cool Campus Challenge program?**

B. Good	447
A. Excellent	299
C. Fair	81
G. No answer	28
D. Poor	6
F. Fail	2

<b>UC Irvine Staff Pledges</b>	<b>I pledge to do this</b>	<b>I already do this</b>	<b>total pledges</b>	<b>% already do this</b>
Take the cool climate calculator	182	62	244	25%
Review the carbon neutrality initiative	128	108	236	46%
Understand my energy use	106	69	175	39%
Turn down monitor brightness	104	174	278	63%
Manage computer power	89	189	278	68%
Turn off monitor when away	83	215	298	72%
Turn off that overhead	68	196	264	74%
Get transportation savvy	64	123	187	66%
Get outside your vehicle	63	153	216	71%
Reduce and reuse	62	199	261	76%
Fly more sustainably	60	109	169	64%
Start green office certification	60	21	81	26%
Take public transit	58	101	159	64%
Be a cool ambassador	55	94	149	63%
Use cold storage efficiently	52	76	128	59%
Go meatless at your events	50	89	139	64%
Go virtual with next meeting	49	125	174	72%
Curtail that energy use	48	89	137	65%
Eliminate single use items	45	195	240	81%
Reduce vampire loads	43	94	137	69%
Turn off common area lights	43	219	262	84%
Unplug unused equipment	42	135	177	76%
Lower the fume hood	41	50	91	55%
Make the switch to led	41	144	185	78%
Dress for the weather	38	244	282	87%
Power strip it	38	167	205	81%
Purchase energy star or epeat	32	107	139	77%
Wash in cold water	31	186	217	86%
Go paperless	30	135	165	82%
Eliminate mini-fridge	29	186	215	87%
Remember the commons	28	133	161	83%
Eliminate space heater	27	192	219	88%
Keep sensors accurate	24	79	103	77%
Conduct an equipment audit	23	30	53	57%
Keep heat away from freezers	23	94	117	80%
Eliminate personal printer	20	164	184	89%
Close doors and windows	19	192	211	91%
<b>TOTAL</b>	<b>1,998</b>	<b>4,938</b>	<b>6,936</b>	<b>71%</b>

<b>Verified UC Irvine Student Pledges</b>	<b>I pledge to do this</b>	<b>I already do this</b>	<b>total pledges</b>	<b>% already do this</b>
Take the cool climate calculator	226	76	302	25%
Review the carbon neutrality initiative	180	127	307	41%
Understand my energy use	162	105	267	39%
Manage computer power	124	234	358	65%
Turn down monitor brightness	103	313	416	75%
Use cold storage efficiently	102	117	219	53%
Fly more sustainably	88	110	198	56%
Turn off that overhead	85	241	326	74%
Be a cool ambassador	84	77	161	48%
Start green office certification	84	41	125	33%
Go virtual with next meeting	80	130	210	62%
Turn off monitor when away	76	297	373	80%
Unplug unused equipment	74	145	219	66%
Take public transit	73	204	277	74%
Reduce and reuse	72	261	333	78%
Dress for the weather	71	299	370	81%
Get outside your vehicle	70	241	311	77%
Lower the fume hood	69	125	194	64%
Get transportation savvy	68	159	227	70%
Power strip it	62	207	269	77%
Make the switch to led	61	177	238	74%
Eliminate mini-fridge	60	194	254	76%
Go meatless at your events	60	107	167	64%
Turn off common area lights	58	268	326	82%
Curtail that energy use	57	81	138	59%
Eliminate personal printer	56	155	211	73%
Eliminate space heater	53	170	223	76%
Wash in cold water	53	185	238	78%
Eliminate single use items	50	190	240	79%
Reduce vampire loads	50	131	181	72%
Keep heat away from freezers	47	112	159	70%
Remember the commons	45	141	186	76%
Go paperless	42	168	210	80%
Purchase energy star or epeat	42	92	134	69%
Keep sensors accurate	40	85	125	68%
Conduct an equipment audit	38	33	71	46%
Close doors and windows	36	202	238	85%
<b>TOTAL</b>	<b>2,801</b>	<b>6,000</b>	<b>8,801</b>	<b>68%</b>





I use a blanket at work to eliminate the use of a space heater.



I recycle and compost at home.



I worked with my lab group to unplug unused equipment and increase energy efficiency in my lab.





Here I am typing a report that I am sending to my associates at the UCI Office of Environmental Planning and Sustainability. It comprises my research on various sustainability initiatives and my opinions/suggestions on what I feel may improve our already successful energy-saving methods.



Whenever I leave my research lab at night at the Blum Center for Unconventional Security affairs I always make sure to leave the fume hood lowered and to have it shut down completely before vacating the laboratory.



I do this all the time with my hiking buddies. Hiking is good for the soul and the environment!



On of my favorite stories that combines outdoor adventures, alternative transportation and public transportation was when I lead a hike for some research students who were at UCI for the summer. We hiked from campus to Boomer Canyon all the way to the Pacific Ocean. The group got a milkshake at the Milk Shake Shack there on PCH and then we caught the OCTA bus back to campus. It was a wonderful Urban Adventure!



Unplugging work equipment at 4pm because there are no longer costumers!



There are many ways for reuse and donation is definitely one of them. The photo above was taken when we delivered the donated clothes to homeless people.



I have about 3 boxes of vases and UCI props that I reuse at all of our events. When purchases floral centerpieces, I aim to use potted plants instead of cut flowers so that they can be given away or reused again later. When shopping online through Amazon, I try to purchase reused items. I personally love used books.



I bike commute 10 miles every day and I feel great! This is an actual photo of me





I ride bus almost every day to get to the work. And I walk from the bus stop to my office. Saves gas money, parking fee, save CO2 for less driving and healthy for my body.



Glass water bottle and ceramic cup - no BPA and less landfill!



I use a gadget called, "Kill-a-Watt" to find vampire loads, or just to see how much electricity something draws over time. For all entertainment centers, and computer areas, I use a power strip, which I turn off at night, so all vampire loads are cut off.



I am the queen of reuse. I shop at yard sales and thrift stores and pick up all my office furniture at Peter's Exchange, the campus reuse center.





I am the one to see at UCI Transportation to figure out your sustainable commute! I bike to work which saves me money and I get a work out. I live 5 miles away and get home in about the same time as driving because of all that traffic. My car insurance decreased and I don't have to pay for a parking permit! Ditch your lonely ride and call us to learn about your options! We can help you figure out the train and buses, carpooling, vanpooling, and biking!



I've visited the CALi2 office and learned about new ways to help the environment. I also teach children about ways to save energy.



We hold Zero Waste Events on campus year round and hold educational events to teach about how recycling is easy and fun here on campus.





I love finding a new use for an old item that would be thrown away. In the picture you see me with a rug that I've woven out of a retired climbing rope. I offer a fun little class in how to do this weave and we teach it to the kids that participate in our summer rock climbing camps. It's a little involved but certainly not difficult once you learn how to do it!



My favorite commutes are via bicycle. It's a great way to start and end my day. I live 8 miles from campus and if I am traveling on a busy commute day I can make it into my building almost as fast on my bike as I would if I fought the traffic during those high volume times.



Coming from the tropics, I could not fathom the thought of wearing more than just a shirt with a hoodie and I was always so cold. Once I learned how to layer, I have been a much happier person! I layer at home, at work, on my bike commute, ...always!



My teammates and I always carpool to and from practice

## Cool Campus Challenge 2015 Summary - UC Los Angeles

### Final Rankings

	Total	Rank (of 10)
Points	7,266,972	3
Participants	3086	2
Verified Pledges (new & already completed)	13994	3
Heroes / Events / Added Actions	1,565	3
Photos Uploaded	1504	2
Team members	1002	1

### Participants

Affiliation	Number	% of total on campus
Faculty	206	4%
Staff	1,605	7%
Students	1,275	3%
Total	3,086	3%

### Participants by level

Minions <500 points	Warriors 500 points	Magicians 2,000 points	Champions 50,000 points	Gurus 10,000 points
1,757	528	285	217	299

### Teams

Number of teams	75
Participants on teams	1002
Fraction of participants on teams	32%

### Top teams

Rank	Team Name	Points
1	UCLA H&HS	667,350
2	UCLA Facilities Management	458,712
3	UCLA Events & Transportation	329,574
4	UCLA Library	277,616
5	M1A: Food	200,768
6	UCLA Grand Challenges	155,630
7	UCLA SRC	152,406
8	UCLA External Affairs	135,676
9	UCLA Institute of the Environment & Sustainability	127,478
10	UCLA Graduate Division	120,024

### Greenhouse Gas Savings (metric tons CO<sub>2</sub>e)

	Scopes 1 & 2	Scope 3	Total
Already completed & verified	862	1,771	2,632
Pledged & verified	333	582	915
Total	1,195	2,352	3,547

**How old are you?**

25 to 34	142
18 to 24	121
35 to 44	114
45 to 54	103
55 to 64	88
65 to 74	9
75 or older	1

**Are you a Faculty, Staff or Student? Please specify.**

Staff PSS (non-represented)	201
Undergraduate Student	101
Staff Classified (represented)	78
Graduate Student	66
Staff MSP/Executive	54
Other Faculty/Academic	33
Professor	28
Other	14
Lecturer	3

**What is your gender?**

Female	373
Male	197
No answer	7
Other	1

**Now that the Challenge is ending soon, how long do you anticipate you will keep up the actions you pledged to take during the Challenge?**

6 or more months	452
No answer	52
1-2 months	30
3-4 months	20
1-2 weeks	15
I do not plan to continue any actions.	9

**Are initiatives like the carbon neutrality initiative important to you in your choice to work or go to school at UC?**

Important	221
Very important	175
Somewhat important	124
Not very important	41
Not important at all	17

**How did you hear about the Cool Campus Challenge? (check all that apply)**

An email	408
A colleague	145
A campus-based organization or department	118
A participant in the Cool Campus Challenge	105
A campus event	66
A newsletter	55
Facebook or other social media	39
A flyer, brochure or poster	38
A public forum or meeting	30
A professor teaching a class you are in	29
Other	12
Someone came to your office	12

**How often do you participate in offerings/communications from your sustainability office (newsletters, Facebook, trainings, etc.)**

Never or rarely	237
Less than once a month	173
Once or twice a month	100
Once a week or more	49
No answer	19

**My actions can make a difference to help reduce climate change**

Strongly agree	441
Agree	329
Somewhat agree	136
Disagree	13
No answer	13
Strongly disagree	7

**How would you rate the communication you have had with local program implementers?**

B. Good	343
A. Excellent	266
C. Fair	150
G. No answer	147
D. Poor	29
F. Fail	4

**Overall, how would you rate the Cool Campus Challenge program?**

B. Good	418
A. Excellent	397
C. Fair	85
G. No answer	32
D. Poor	6
F. Fail	1



<b>UC Los Angeles Staff Pledges</b>	<b>I pledge to do this</b>	<b>I already do this</b>	<b>total pledges</b>	<b>% already do this</b>
Take the cool climate calculator	246	75	321	23%
Review the carbon neutrality initiative	165	153	318	48%
Understand my energy use	156	105	261	40%
Manage computer power	137	232	369	63%
Turn off monitor when away	134	297	431	69%
Turn down monitor brightness	120	259	379	68%
Turn off that overhead	94	222	316	70%
Fly more sustainably	87	151	238	63%
Be a cool ambassador	81	106	187	57%
Use cold storage efficiently	80	104	184	57%
Take public transit	73	237	310	76%
Reduce and reuse	72	255	327	78%
Curtail that energy use	68	103	171	60%
Get outside your vehicle	68	279	347	80%
Unplug unused equipment	68	133	201	66%
Dress for the weather	66	339	405	84%
Start green office certification	65	62	127	49%
Get transportation savvy	63	203	266	76%
Power strip it	62	177	239	74%
Lower the fume hood	60	58	118	49%
Go meatless at your events	59	107	166	64%
Go virtual with next meeting	59	164	223	74%
Turn off common area lights	59	276	335	82%
Make the switch to led	58	170	228	75%
Reduce vampire loads	57	106	163	65%
Eliminate single use items	56	255	311	82%
Wash in cold water	49	262	311	84%
Remember the commons	47	142	189	75%
Eliminate mini-fridge	45	217	262	83%
Go paperless	44	171	215	80%
Eliminate space heater	43	244	287	85%
Eliminate personal printer	42	223	265	84%
Conduct an equipment audit	41	32	73	44%
Keep heat away from freezers	41	124	165	75%
Purchase energy star or epeat	41	148	189	78%
Keep sensors accurate	39	102	141	72%
Close doors and windows	30	247	277	89%
<b>TOTAL</b>	<b>2,775</b>	<b>6,540</b>	<b>9,315</b>	<b>70%</b>

<b>Verified UC Los Angeles Student Pledges</b>	<b>I pledge to do this</b>	<b>I already do this</b>	<b>total pledges</b>	<b>% already do this</b>
Take the cool climate calculator	120	32	152	21%
Review the carbon neutrality initiative	76	56	132	42%
Understand my energy use	62	51	113	45%
Manage computer power	51	115	166	69%
Turn down monitor brightness	49	151	200	76%
Use cold storage efficiently	42	50	92	54%
Lower the fume hood	39	49	88	56%
Reduce and reuse	39	122	161	76%
Dress for the weather	34	151	185	82%
Fly more sustainably	33	77	110	70%
Get transportation savvy	30	87	117	74%
Start green office certification	30	12	42	29%
Unplug unused equipment	30	68	98	69%
Go virtual with next meeting	28	77	105	73%
Take public transit	28	129	157	82%
Eliminate single use items	27	97	124	78%
Turn off monitor when away	26	139	165	84%
Go meatless at your events	25	62	87	71%
Wash in cold water	25	92	117	79%
Remember the commons	23	58	81	72%
Turn off that overhead	23	117	140	84%
Power strip it	22	95	117	81%
Reduce vampire loads	22	54	76	71%
Curtail that energy use	21	37	58	64%
Be a cool ambassador	20	51	71	72%
Keep heat away from freezers	19	55	74	74%
Get outside your vehicle	18	132	150	88%
Purchase energy star or epeat	18	44	62	71%
Turn off common area lights	18	110	128	86%
Eliminate space heater	17	83	100	83%
Eliminate mini-fridge	16	69	85	81%
Eliminate personal printer	15	71	86	83%
Go paperless	15	78	93	84%
Keep sensors accurate	15	39	54	72%
Make the switch to led	15	85	100	85%
Close doors and windows	11	102	113	90%
Conduct an equipment audit	11	17	28	61%
<b>TOTAL</b>	<b>1,113</b>	<b>2,914</b>	<b>4,027</b>	<b>72%</b>



To save energy I am in process of installing solar system at home. At work, I always turn off lights and computer when I leave my cubicle. And I do not charge my phone at work.



I shared the Cool Campus Challenge with my colleagues.



Reuse and wash out glass bottles you already buy for discounts and food containers - can get you discounts at restaurants and cafes!



I work at the UCLA Library, my husband works for the International Institute. We carpool 4 days per week and telecommute on 1 day. We are a single-car family and carpool or rideshare everywhere.





In our house, we only have an old floor furnace which does not work very well so we don't use it and bundle up on clothing or extra blankets when it gets cold.



Instead of buying a new refrigerator, we just glued a new surface to the doors and it looks brand new.



My family owns one car, two of us work at UCLA. I commute every day from Culver City by bike, 7 miles each way.



I rarely serve meat at parties and get-togethers.



I shower as infrequently as possible to save water, I wear one set of clothes per working week to save water and use less detergent, I flush my toilet only after #2 to save water, I ride a bicycle to work every day to reduce my carbon footprint and get exercise and reduce traffic and parking congestion, I recycle whatever and whenever I can, and I minimize use of electricity, and I only turn on the house heater when absolutely necessary

## Cool Campus Challenge 2015 Summary - UC Merced

### Final Rankings

	Total	Rank (of 10)
Points	8,122,388	2nd
Participants	2,539	3
Verified Pledges (new & already completed)	15169	2
Heroes / Events / Added Actions	2,553	1
Photos Uploaded	670	9
Team members	835	2

### Participants

Affiliation	Number	% of total on campus
Faculty	53	13%
Staff	341	32%
Students	2145	35%
Total	2539	33%

### Participants by level

Minions <500 points	Warriors 500 points	Magicians 2,000 points	Champions 50,000 points	Gurus 10,000 points
1,124	560	196	183	476

### Teams

Number of teams	30
Participants on teams	835
Fraction of participants on teams	33%

### Top teams

Rank	Team Name	Points
1	Theta Tau at UCM	811,722
2	Delta Delta Delta	628,942
3	UCM School of Natural Sciences	606,442
4	UCM Earth Systems Science	313,022
5	Ohana at UC Merced	301,808
6	UCM Housing	249,298
7	UCM School of Engineering	210,666
8	Dance Coalition at UC Merced	167,398
9	UC Merced Sustainability Council	165,694
10	UC Merced Library	150,970

### Greenhouse Gas Savings (metric tons CO<sub>2</sub>e)

	Scopes 1 & 2	Scope 3	Total
Already completed & verified	867	1,542	2,409
Pledged & verified	598	1,232	1,831
Total	1,465	2,774	4,239

**How old are you?**

18 to 24	803
25 to 34	62
35 to 44	32
55 to 64	21
45 to 54	20
65 to 74	1

**Are you Faculty, Staff or Student? Please specify.**

Undergraduate Student	776
Staff PSS (non-represented)	51
Graduate Student	35
Staff MSP/Executive	27
Staff Classified (represented)	25
Other	11
Professor	6
Other Faculty/Academic	5
Lecturer	3

**What is your gender?**

Female	609
Male	320
No answer	6
Other	4

**Now that the Challenge is ending soon, how long do you anticipate you will keep up the actions you pledged to take during the Challenge?**

6 or more months	508
1-2 months	135
1-2 weeks	101
No answer	90
3-4 months	89
I do not plan to continue any actions.	16

**Are initiatives like the carbon neutrality initiative important to you in your choice to work or go to school at UC?**

Important	401
Very important	391
Somewhat important	92
Not important at all	32
Not very important	23

**How did you hear about the Cool Campus Challenge? (check all that apply)**

An email	448
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Facebook or other social media	433
A colleague	363
A campus-based organization or department	318
A campus event	314
A participant in the Cool Campus Challenge	313
A flyer, brochure or poster	212
A newsletter	119
A public forum or meeting	95
A professor teaching a class you are in	92
Someone came to your office	24
Other	17

**How often do you participate in offerings/communications from your sustainability office (newsletters, Facebook, trainings, etc.)**

Never or rarely	343
Less than once a month	260
Once or twice a month	179
Once a week or more	96
No answer	61

**My actions can make a difference to help reduce climate change**

Strongly agree	441
Agree	329
Somewhat agree	136
Disagree	13
No answer	13
Strongly disagree	7

**How would you rate the communication you have had with local program implementers?**

B. Good	343
A. Excellent	266
C. Fair	150
G. No answer	147
D. Poor	29
F. Fail	4

**Overall, how would you rate the Cool Campus Challenge program?**

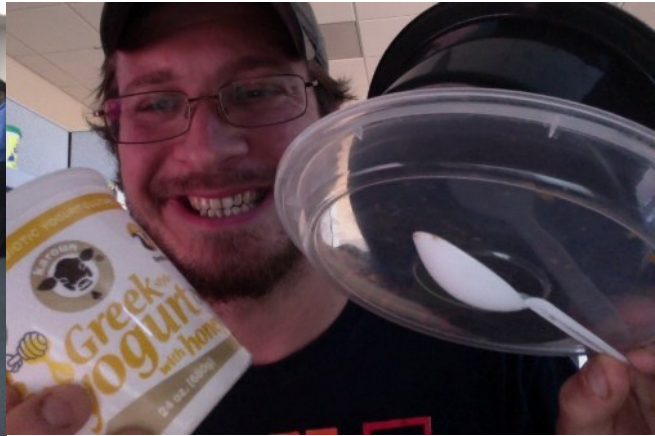
B. Good	418
A. Excellent	397
C. Fair	85
G. No answer	32
D. Poor	6
F. Fail	1

<b>UC Merced Staff Pledges</b>	<b>I pledge to do this</b>	<b>I already do this</b>	<b>total pledges</b>	<b>% already do this</b>
Take the cool climate calculator	82	19	101	19%
Review the carbon neutrality initiative	51	40	91	44%
Turn off monitor when away	48	79	127	62%
Turn down monitor brightness	44	67	111	60%
Get transportation savvy	38	32	70	46%
Manage computer power	38	75	113	66%
Understand my energy use	33	27	60	45%
Turn off that overhead	32	86	118	73%
Take public transit	31	29	60	48%
Get outside your vehicle	30	36	66	55%
Be a cool ambassador	28	32	60	53%
Go virtual with next meeting	28	49	77	64%
Turn off common area lights	28	75	103	73%
Unplug unused equipment	28	45	73	62%
Fly more sustainably	27	35	62	56%
Eliminate single use items	24	71	95	75%
Start green office certification	24	3	27	11%
Reduce and reuse	23	66	89	74%
Dress for the weather	21	106	127	83%
Go paperless	21	53	74	72%
Power strip it	21	64	85	75%
Use cold storage efficiently	21	29	50	58%
Go meatless at your events	20	25	45	56%
Curtail that energy use	19	35	54	65%
Eliminate space heater	19	75	94	80%
Keep sensors accurate	19	29	48	60%
Wash in cold water	19	67	86	78%
Lower the fume hood	18	20	38	53%
Remember the commons	18	41	59	69%
Reduce vampire loads	17	32	49	65%
Eliminate mini-fridge	16	70	86	81%
Eliminate personal printer	16	58	74	78%
Make the switch to led	16	49	65	75%
Keep heat away from freezers	14	36	50	72%
Purchase energy star or epeat	12	34	46	74%
Close doors and windows	10	68	78	87%
Conduct an equipment audit	9	8	17	47%
<b>TOTAL</b>	<b>963</b>	<b>1,765</b>	<b>2,728</b>	<b>65%</b>

<b>Verified UC Merced Student Pledges</b>	<b>I pledge to do this</b>	<b>I already do this</b>	<b>total pledges</b>	<b>% already do this</b>
Take the cool climate calculator	399	148	547	27%
Understand my energy use	312	149	461	32%
Review the carbon neutrality initiative	307	166	473	35%
Manage computer power	289	299	588	51%
Use cold storage efficiently	289	197	486	41%
Lower the fume hood	268	195	463	42%
Fly more sustainably	268	167	435	38%
Start green office certification	267	85	352	24%
Reduce and reuse	250	288	538	54%
Be a cool ambassador	246	136	382	36%
Go virtual with next meeting	243	222	465	48%
Get outside your vehicle	235	268	503	53%
Dress for the weather	234	383	617	62%
Turn down monitor brightness	232	361	593	61%
Eliminate mini-fridge	231	225	456	49%
Take public transit	229	317	546	58%
Turn off that overhead	224	286	510	56%
Get transportation savvy	222	211	433	49%
Turn off monitor when away	216	310	526	59%
Turn off common area lights	214	313	527	59%
Go meatless at your events	209	140	349	40%
Unplug unused equipment	203	231	434	53%
Eliminate personal printer	200	207	407	51%
Make the switch to led	197	237	434	55%
Eliminate single use items	196	236	432	55%
Eliminate space heater	194	235	429	55%
Power strip it	187	258	445	58%
Remember the commons	187	198	385	51%
Wash in cold water	186	235	421	56%
Purchase energy star or epeat	186	174	360	48%
Conduct an equipment audit	184	96	280	34%
Reduce vampire loads	181	180	361	50%
Curtail that energy use	180	129	309	42%
Keep heat away from freezers	177	189	366	52%
Keep sensors accurate	174	155	329	47%
Go paperless	164	201	365	55%
Close doors and windows	157	250	407	61%
<b>TOTAL</b>	<b>8,337</b>	<b>8,077</b>	<b>16,414</b>	<b>49%</b>



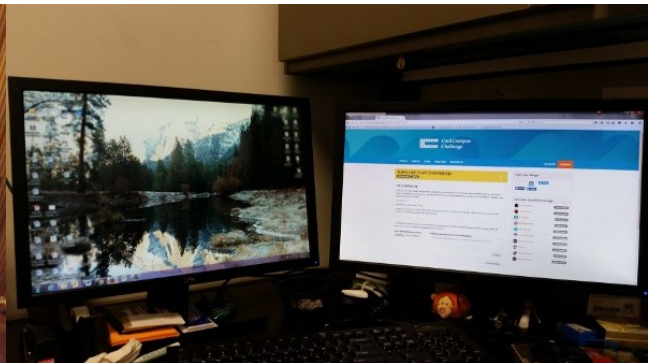
We do lab symposium and cook food using a robotic smoker. I think this is green to reduce food traveling.



My lab dishes. Disposable means you are able to dispose of it, not that you have to. Why buy new dishes? Reduce > Reuse > Recycle



Since the beginning of the school year until it got unbearably cold in the morning and too dark after classes, I biked to and from school everyday. It is an amazing feeling not just to get exercise, but to be helping the environment. Once it warms up and the days become longer, I'm heading back out on my pair of trusty tires.



I never turn on my overhead lights. I have my monitors angle in a way where I can utilize the lighting in the office and/or window (at my back) to see the monitor. I find the overhead light makes it very hard to see because it creates a glare.



I have shared with the PowerSave stakeholders and our volunteers, ways they can save energy and help implement projects that involve energy auditing and retrofitting dorms on campus.



Always wearing long sleeves, sweaters, and jackets when it's cold.





I am an EcoChampion! As someone who is charged with teaching students leadership in the global society, it is critical that we lead in a way that leaves the world a better place for the next generation. Sustainability is a massive piece of that puzzle! #UCool #ucmerced #sustainability #bobcatpride



I have cycle-commuted to work for over thirty years now. I don't use motorized transport in Merced!



I learned about how much water is used farming cattle and how much CO<sub>2</sub> is produced by them my second semester at UCM. After then I tried to reduce the amount of red meat I eat. I still enjoy an occasional steak, but the majority of my chicken is now chicken or vegetarian dishes. I'm a college student so a lot of my food is frozen, but if you look at the picture I have a large supply of vegetarian burritos as well as chicken items.



All of my roommates have LED lamps. That was one of the things that all of us bonded over. We try to conserve as much energy as possible.





Wash in cold! To put in perspective how wasteful hot water is, washing your clothes in hot instead of cold for a year, wastes more electricity than leaving the refrigerator door open 24 hours a day for a year. Heck, even washing in warm instead of cold wastes that much energy.



Me and my friends have started carpooling whenever we go off-campus for food or shopping. We also have started riding bikes (which is hard in the cold weather), but we manage!



I've found myself telling my roommates and friends small ways that they can change.



When at the lab I will remember to press the fume hood down completely when not in use.



I make sure I wear a sweater, jacket, gloves and ear muffs to keep me warm through the winter weather. When I get into a warm room I can easily take off my gloves, ear muffs and jacket to adjust to the room temperature.



Letting her use a reusable bottle!!





I went to a sustainability fair on campus where I learned tips to conserve energy.



PowerSave Campus works very hard to encourage Cool Campus around UC Merced!



I used to be scared of taking the bus only because of the schedule and running late. But taking it with a group of friends makes it easier!

## Cool Campus Challenge 2015 Summary - UCOP

### Totals

	Total
Points	881,986
Participants	403
Verified Pledges (new & already completed)	1,708
Heroes / Events / Added Actions	147
Photos Uploaded	224
Team members	835

### Participants by level

Minions <500 points	Warriors 500 points	Magicians 2,000 points	Champions 50,000 points	Gurus 10,000 points
1,124	752	238	142	111

### Teams

Number of teams	3
Participants on teams	205
Fraction of participants on teams	51%

### Top teams

Rank	Team Name	Points
1	COO White	344,918
2	President Blue	289,770
3	CFO Gold	114,664

### Greenhouse Gas Savings (metric tons CO<sub>2</sub>e)

	Scopes 1 & 2	Scope 3	Total
Already completed & verified	195,766	466,613	662,379
Pledged & verified	74,520	88,330	162,850
Total	270,286	554,943	825,229

**How old are you?**

45 to 54	19
55 to 64	19
35 to 44	10
25 to 34	6
65 to 74	3

**Are you Faculty, Staff or Student? Please specify.**

Staff PSS (non-represented)	27
Staff MSP/Executive	22
Staff Classified (represented)	6
Other	2

**What is your gender?**

Female	42
Male	14
No answer	1

**Now that the Challenge is ending soon, how long do you anticipate you will keep up the actions you pledged to take during the Challenge?**

6 or more months	48
No answer	7
1-2 months	1
1-2 weeks	1

**Are initiatives like the carbon neutrality initiative important to you in your choice to work or go to school at UC?**

Important	24
Very important	15
Somewhat important	13
Not very important	3
Not important at all	2

**How did you hear about the Cool Campus Challenge? (check all that apply)**

An email	33
A colleague	20
A participant in the Cool Campus Challenge	18
A newsletter	14
A flyer, brochure or poster	11
A campus-based organization or department	7
A public forum or meeting	6
Other	6
Facebook or other social media	5
A campus event	4

Someone came to your office 2

**How often do you participate in offerings/communications from your sustainability office (newsletters, Facebook, trainings, etc.)**

Never or rarely	21
Once or twice a month	14
Less than once a month	12
Once a week or more	6
No answer	4

**My actions can make a difference to help reduce climate change**

Agree	25
Strongly agree	21
Somewhat agree	10
Strongly disagree	1

**How would you rate the communication you have had with local program implementers?**

B. Good	22
A. Excellent	13
G. No answer	12
C. Fair	8
D. Poor	2

**Overall, how would you rate the Cool Campus Challenge program?**

B. Good	24
A. Excellent	21
C. Fair	8
G. No answer	3
F. Fail	1



<b>Verified UCOP Staff Pledges</b>	<b>I pledge to do this</b>	<b>I already do this</b>	<b>total pledges</b>	<b>% already do this</b>
Take the cool climate calculator	61	15	76	20%
Review the carbon neutrality initiative	51	43	94	46%
Turn down monitor brightness	32	32	64	50%
Manage computer power	25	40	65	62%
Turn off monitor when away	22	45	67	67%
Understand my energy use	22	13	35	37%
Be a cool ambassador	21	18	39	46%
Curtail that energy use	19	8	27	30%
Eliminate single use items	16	41	57	72%
Make the switch to led	16	30	46	65%
Reduce and reuse	16	33	49	67%
Turn off that overhead	16	66	82	80%
Reduce vampire loads	15	24	39	62%
Unplug unused equipment	15	16	31	52%
Go meatless at your events	14	17	31	55%
Fly more sustainably	13	25	38	66%
Go paperless	13	25	38	66%
Turn off common area lights	13	54	67	81%
Power strip it	12	46	58	79%
Wash in cold water	10	49	59	83%
Dress for the weather	9	50	59	85%
Lower the fume hood	8	4	12	33%
Purchase energy star or epeat	8	21	29	72%
Remember the commons	8	19	27	70%
Use cold storage efficiently	8	10	18	56%
Eliminate mini-fridge	7	44	51	86%
Get transportation savvy	7	32	39	82%
Start green office certification	7	24	31	77%
Go virtual with next meeting	6	29	35	83%
Keep sensors accurate	6	10	16	63%
Take public transit	6	53	59	90%
Close doors and windows	5	42	47	89%
Eliminate personal printer	5	46	51	90%
Eliminate space heater	5	42	47	89%
Keep heat away from freezers	5	19	24	79%
Conduct an equipment audit	4	3	7	43%
Get outside your vehicle	2	39	41	95%
<b>TOTAL</b>	<b>528</b>	<b>1,127</b>	<b>1,655</b>	<b>68%</b>



I am one of the UCOP Green Department Certification leads. We kicked off the GDC in May of 2015 beginning with the 7th floor and continuing each month until all floors were participating. Very successful run that is now continuing with the Cool Campus Challenge.



co-ordinated an event on our floor as part of the UCOP Green Certification Program on our floor called Pledges for Plates to encourage others to use their reusable plates! But sometimes I forget that I have my reusable cups and plate in my cubicle. I pledge to be more consistent in using these for lunch and when attending events!



I have recycled since I was a teenager and actually started a recycling program at an agency I worked for in Washington, DC in the 80s. I bike or take a bus to/from work and have done so since I started here in 1997.

I worked with Michael Bade and Maric Munn (now UCSF employees) on the proposal for receiving funding from the California Public Utility Commission in 2000 for creating a sustainable and "Green" UC. We began in 2004 and the program continues to fund and assist UC and its campuses/locations on energy efficiency best practices.

I have been happy with my department's sustainable practices as we continue to work for best use of resources to work with minimal "foot prints" on our environment.

I encourage all UC employees to think about how we use electricity and how to save it; how we use water and paper and to minimize the impact on our environment; how we can save gas and oil in order to control air and water pollution; and how we can leave this planet BETTER than how it was when we were born. I do this for the future generations and the life here that relies on us to protect it.



I finally got one of the reusable containers for my favorite lunch spot. And they offer a \$0.25 discount every time I use it!



I am the proud participant of a personal challenge I made 11 years ago to attempt to live and work in the same vicinity. I am happy to report I walk to work!



have 3 thermal compost bins and 1 vermiculture (worm castings) bin that I use to compost all kitchen scraps and garden cuttings. I also have 3 rain barrels that are used for outdoor irrigation. Plus, I use vegetable rinse water to water indoor and outdoor plants. In addition, I always bring water bottles, plates and utensils to events, so that I don't use paper/plastic throwaways.



Community freecycling is the ultimate reuse opportunity and I post anything that I no longer use or need. I now have a "place setting" at work that I pledge to be better about remembering to use, particularly when attending events. Will continue to explore other opportunities to reduce and reuse!





I made the switch to LED in the elevators and the lobby lighting at the Franklin building in Oakland. It runs much cooler, it is energy efficient, the light is closer to natural sunlight, and the bulbs last at least 25 times longer than traditional bulbs.



I bring my coffee from home every morning, pack my lunch, and carry my UCD water bottle wherever I go. I have stainless steel and glass containers on my list this year, so hopefully I can kick plastic for good real soon!



Because I have a window, I don't use the overhead lights at work unless absolutely needed. I just open the shades and let the light shine in! 10/30 update - who needs lights when you have so much natural light and a great view? See pic.

## Cool Campus Challenge 2016 Summary – Riverside

### Final Rankings

	Total	Rank (of 10)
Points	2,668,030	8
Participants	1,179	8
Verified Pledges (new & already completed)	4849	9
Heroes / Events / Added Actions	630	9
Photos Uploaded	1379	3
Team members	573	5

### Participants

Affiliation	Number	% of total on campus
Faculty	50	4%
Staff	282	10%
Students	847	4%
Total	1,179	5%

### Participants by level

Minions <500 points	Warriors 500 points	Magicians 2,000 points	Champions 50,000 points	Gurus 10,000 points
215	88	43	28	29

### Teams

Number of teams	37
Participants on teams	573
Fraction of participants on teams	49%

### Top teams

Rank	Team Name	Points
1	UCR Oceanography	731,292
2	UCR Sustainability	394,178
3	UCR Earth Sciences	189,998
4	UCR Housing	120,170
5	CEE - Chemical & Environmental Engineering	101,234
6	Scotty Squad	88,244
7	UCR Acts2Fellowship	88,094
8	Physical Plant	72,550
9	UCR Physics and Astronomy	46,180
10	UCR Libraries	39,762

### Greenhouse Gas Savings (metric tons CO<sub>2</sub>e)

	Scopes 1 & 2	Scope 3	Total
Already completed & verified	286	503	789
Pledged & verified	137	260	398
Total	423	764	1,187



**How old are you?**

18 to 24	52
25 to 34	20
45 to 54	11
35 to 44	8
55 to 64	4

**Are you Faculty, Staff or Student? Please specify.**

Undergraduate Student	47
Staff PSS (non-represented)	21
Graduate Student	11
Staff Classified (represented)	7
Staff MSP/Executive	4
Professor	3
Other	1
Other Faculty/Academic	1

**What is your gender?**

Female	72
Male	22
Other	1

**Now that the Challenge is ending soon, how long do you anticipate you will keep up the actions you pledged to take during the Challenge?**

6 or more months	72
1-2 months	8
No answer	7
1-2 weeks	4
3-4 months	4

**Are initiatives like the carbon neutrality initiative important to you in your choice to work or go to school at UC?**

Important	43
Very important	30
Somewhat important	14
Not very important	5
Not important at all	3

**How did you hear about the Cool Campus Challenge? (check all that apply)**

An email	49
A professor teaching a class you are in	31
A colleague	17
A participant in the Cool Campus Challenge	16

A campus-based organization or department	11
Facebook or other social media	5
A flyer, brochure or poster	4
A campus event	3
A newsletter	3
A public forum or meeting	3
Other	3
Someone came to your office	3

**How often do you participate in offerings/communications from your sustainability office (newsletters, Facebook, trainings, etc.)**

Never or rarely	39
Less than once a month	28
Once or twice a month	13
Once a week or more	10
No answer	5

**My actions can make a difference to help reduce climate change**

Strongly agree	42
Agree	27
Somewhat agree	19
Disagree	3
No answer	2
Strongly disagree	2

**How would you rate the communication you have had with local program implementers?**

B. Good	30
C. Fair	23
G. No answer	23
A. Excellent	10
D. Poor	7
F. Fail	2

**Overall, how would you rate the Cool Campus Challenge program?**

B. Good	54
A. Excellent	28
C. Fair	9
G. No answer	2
D. Poor	1
F. Fail	1

<b>Verified UC Riverside Staff Pledges</b>	<b>I pledge to do this</b>	<b>I already do this</b>	<b>total pledges</b>	<b>% already do this</b>
Take the cool climate calculator	45	17	62	27%
Review the carbon neutrality initiative	44	38	82	46%
Turn down monitor brightness	34	32	66	48%
Manage computer power	27	31	58	53%
Understand my energy use	25	4	29	14%
Turn off monitor when away	22	45	67	67%
Be a cool ambassador	20	19	39	49%
Turn off that overhead	19	45	64	70%
Turn off common area lights	18	52	70	74%
Dress for the weather	17	45	62	73%
Get outside your vehicle	16	29	45	64%
Power strip it	16	43	59	73%
Reduce vampire loads	16	13	29	45%
Unplug unused equipment	16	23	39	59%
Reduce and reuse	15	42	57	74%
Remember the commons	15	33	48	69%
Start green office certification	15	7	22	32%
Take public transit	15	18	33	55%
Close doors and windows	14	39	53	74%
Fly more sustainably	14	18	32	56%
Get transportation savvy	14	25	39	64%
Curtail that energy use	13	16	29	55%
Lower the fume hood	13	9	22	41%
Eliminate single use items	12	40	52	77%
Use cold storage efficiently	12	14	26	54%
Go paperless	11	26	37	70%
Go virtual with next meeting	10	20	30	67%
Make the switch to led	10	34	44	77%
Wash in cold water	10	49	59	83%
Eliminate space heater	9	42	51	82%
Eliminate mini-fridge	8	38	46	83%
Go meatless at your events	8	13	21	62%
Keep sensors accurate	8	11	19	58%
Purchase energy star or epeat	8	26	34	76%
Conduct an equipment audit	7	5	12	42%
Eliminate personal printer	5	34	39	87%
Keep heat away from freezers	5	20	25	80%
<b>TOTAL</b>	<b>586</b>	<b>1,015</b>	<b>1,601</b>	<b>63%</b>

<b>Verified UC Riverside Student Pledges</b>	<b>I pledge to do this</b>	<b>I already do this</b>	<b>total pledges</b>	<b>% already do this</b>
Take the cool climate calculator	77	25	102	25%
Review the carbon neutrality initiative	69	33	102	32%
Understand my energy use	40	21	61	34%
Manage computer power	39	81	120	68%
Be a cool ambassador	36	31	67	46%
Take public transit	35	64	99	65%
Lower the fume hood	33	36	69	52%
Start green office certification	33	13	46	28%
Turn down monitor brightness	33	112	145	77%
Use cold storage efficiently	33	36	69	52%
Fly more sustainably	32	42	74	57%
Power strip it	32	66	98	67%
Reduce and reuse	30	72	102	71%
Turn off monitor when away	30	95	125	76%
Eliminate mini-fridge	29	63	92	68%
Go virtual with next meeting	29	50	79	63%
Turn off common area lights	27	86	113	76%
Turn off that overhead	27	93	120	78%
Eliminate single use items	25	68	93	73%
Wash in cold water	25	71	96	74%
Go paperless	24	50	74	68%
Dress for the weather	23	106	129	82%
Go meatless at your events	23	45	68	66%
Conduct an equipment audit	22	9	31	29%
Purchase energy star or epeat	22	33	55	60%
Curtail that energy use	21	24	45	53%
Get transportation savvy	21	54	75	72%
Get outside your vehicle	20	97	117	83%
Reduce vampire loads	19	46	65	71%
Unplug unused equipment	19	57	76	75%
Eliminate personal printer	18	69	87	79%
Eliminate space heater	18	69	87	79%
Keep heat away from freezers	18	38	56	68%
Remember the commons	18	49	67	73%
Close doors and windows	17	72	89	81%
Make the switch to led	17	65	82	79%
Keep sensors accurate	14	30	44	68%
<b>TOTAL</b>	<b>1,048</b>	<b>2,071</b>	<b>3,119</b>	<b>66%</b>



We are promoting the "shut the sash campaign" in all labs on campus with the Green Lab Program



We always made to to shut the fume hoods down but now I will male it a point to close them down completely. The difference in leaving them open as opposed to open was astounding to me. I never thought that would be the case. I'll make to start shutting the fume hoods as well as remind others to do the same.



We use rechargeable batteries for all our battery operated appliances.



I re-use all plastic bags I get from the supermarket, either as trash bags or as lunch bags. I also re-use Ziploc bags





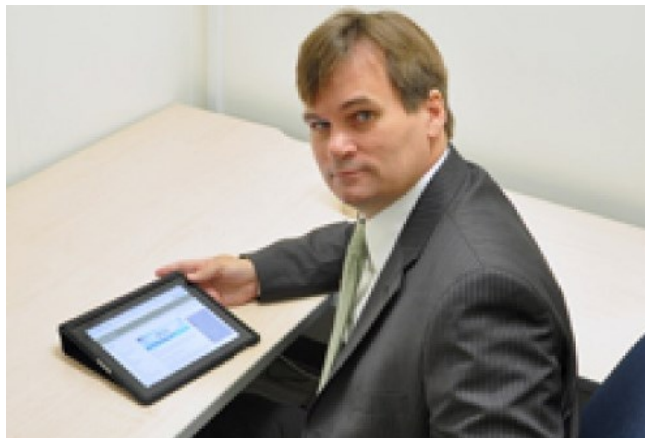
About 99% of my meetings with colleagues are online now. I used to travel ~100 miles once a week to meet with my advisor -- now we meet online!



UCR offers an ULT freezer rebate program and we require EPEAT and Energy Star products if available.



The printers at the common areas of on campus apartments computer lab are turned off after hours. And taken care by Restech Staff. I recycled my personal printer, so I no longer have a printer at my apartment. Paperless is the way to go.



My office has been paperless since 2011. We print less than 20 sheets a month! We use refillable whiteboard markers made from 83% recycled materials, We recycle and compost.



My trusty UCR ceramic coffee mug. I've had it for ~4 years and it's taken the place of ~500 cups and lids... so far.



All events sponsored by the Office of Sustainability are vegetarian, On October 6th we will be screening the Yes Men are Revolting for 90 people with vegetarian finger food and organic lemonade



My job is to promote sustainable behavior in laboratory, I communicate about recycling, water and energy saving everyday to undergrad student, grad student, post doc, lab manager, I, dept. chair and Dean.

## Cool Campus Challenge 2015 Summary – San Diego

### Final Rankings

	Total	Rank (of 10)
Points	2,649,530	9th
Participants	1,155	9
Verified Pledges (new & already completed)	5136	8
Heroes / Events / Added Actions	644	8
Photos Uploaded	746	8
Team members	388	9

### Participants

Affiliation	Number	% of total on campus
Faculty	39	1%
Staff	509	4%
Students	607	2%
Total	1,155	2%

### Participants by level

Minions <500 points	Warriors 500 points	Magicians 2,000 points	Champions 50,000 points	Gurus 10,000 points
772	147	80	78	102

### Teams

Number of teams	37
Participants on teams	573
Fraction of participants on teams	49%

### Top teams

Rank	Team Name	Points
1	UCSD BFS	387,262
2	Muir College	142,116
3	UCSD EHS Environmental Affairs	130,772
4	Eleanor Roosevelt College	111,600
5	Warren College	87,188
6	UCSD Sustainability	86,094
7	UCSD Library	78,346
8	SIO 25	76,172
9	Muir College Council (MCC)	74,336
10	UCSD Tzu Ching	50,858

### Greenhouse Gas Savings (metric tons CO<sub>2</sub>e)

	Scopes 1 & 2	Scope 3	Total
Already completed & verified	286	503	789
Pledged & verified	137	260	398
Total	423	764	1,187

**How old are you?**

18 to 24	44
25 to 34	31
45 to 54	23
35 to 44	21
55 to 64	14
65 to 74	4

**Are you Faculty, Staff or Student? Please specify.**

Staff PSS (non-represented)	58
Undergraduate Student	40
Staff Classified (represented)	20
Staff MSP/Executive	10
Professor	4
Graduate Student	2
Other Faculty/Academic	2
Other	1

**What is your gender?**

Female	89
Male	41
No answer	5
Other	2

**Now that the Challenge is ending soon, how long do you anticipate you will keep up the actions you pledged to take during the Challenge?**

6 or more months	117
No answer	8
3-4 months	5
1-2 months	4
1-2 weeks	3

**Are initiatives like the carbon neutrality initiative important to you in your choice to work or go to school at UC?**

Important	69
Very important	31
Somewhat important	21
Not very important	11
Not important at all	5

**How did you hear about the Cool Campus Challenge? (check all that apply)**

An email	93
A colleague	36
A campus-based organization or department	23

A participant in the Cool Campus Challenge	22
A flyer, brochure or poster	16
A newsletter	15
A campus event	14
A public forum or meeting	10
Facebook or other social media	9
Someone came to your office	5
A professor teaching a class you are in	2
Other	1

**How often do you participate in offerings/communications from your sustainability office (newsletters, Facebook, trainings, etc.)**

Never or rarely	54
Once or twice a month	35
Less than once a month	34
Once a week or more	8
No answer	6

**My actions can make a difference to help reduce climate change**

Strongly agree	57
Agree	56
Somewhat agree	19
Disagree	5

**How would you rate the communication you have had with local program implementers?**

B. Good	40
G. No answer	35
C. Fair	26
A. Excellent	22
D. Poor	10
F. Fail	4

**Overall, how would you rate the Cool Campus Challenge program?**

B. Good	78
A. Excellent	34
C. Fair	24
G. No answer	1

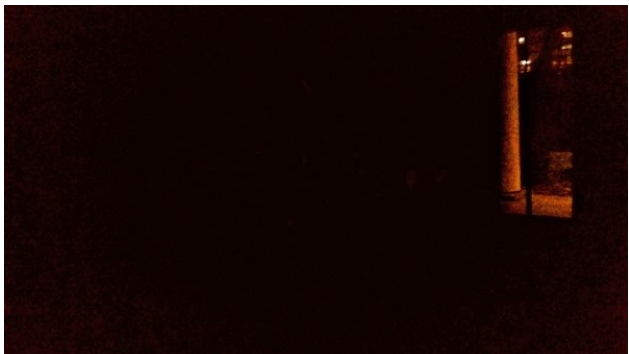


<b>Verified UC San Diego Staff Pledges</b>	<b>I pledge to do this</b>	<b>I already do this</b>	<b>total pledges</b>	<b>% already do this</b>
Take the cool climate calculator	86	28	114	25%
Review the carbon neutrality initiative	67	53	120	44%
Understand my energy use	59	23	82	28%
Turn down monitor brightness	49	56	105	53%
Manage computer power	42	56	98	57%
Turn off monitor when away	42	87	129	67%
Be a cool ambassador	37	38	75	51%
Fly more sustainably	34	31	65	48%
Get transportation savvy	29	62	91	68%
Curtail that energy use	28	33	61	54%
Turn off that overhead	27	87	114	76%
Go virtual with next meeting	24	42	66	64%
Make the switch to led	24	50	74	68%
Start green office certification	23	12	35	34%
Get outside your vehicle	21	70	91	77%
Reduce vampire loads	20	39	59	66%
Turn off common area lights	20	88	108	81%
Unplug unused equipment	19	52	71	73%
Eliminate single use items	17	91	108	84%
Power strip it	17	79	96	82%
Remember the commons	17	52	69	75%
Go meatless at your events	16	39	55	71%
Go paperless	16	52	68	76%
Reduce and reuse	16	73	89	82%
Close doors and windows	15	85	100	85%
Dress for the weather	15	110	125	88%
Eliminate space heater	15	78	93	84%
Take public transit	14	63	77	82%
Wash in cold water	13	93	106	88%
Purchase energy star or epeat	12	49	61	80%
Use cold storage efficiently	12	22	34	65%
Lower the fume hood	10	21	31	68%
Eliminate mini-fridge	9	81	90	90%
Eliminate personal printer	9	70	79	89%
Keep heat away from freezers	8	34	42	81%
Keep sensors accurate	8	24	32	75%
Conduct an equipment audit	6	8	14	57%
<b>TOTAL</b>	<b>896</b>	<b>2,031</b>	<b>2,927</b>	<b>69%</b>

<b>Verified UC San Diego Student Pledges</b>	<b>I pledge to do this</b>	<b>I already do this</b>	<b>total pledges</b>	<b>% already do this</b>
Take the cool climate calculator	54	17	71	24%
Review the carbon neutrality initiative	39	33	72	46%
Understand my energy use	28	15	43	35%
Manage computer power	21	61	82	74%
Be a cool ambassador	19	22	41	54%
Turn off that overhead	17	63	80	79%
Turn down monitor brightness	16	80	96	83%
Fly more sustainably	13	41	54	76%
Dress for the weather	12	75	87	86%
Eliminate single use items	12	57	69	83%
Lower the fume hood	12	23	35	66%
Make the switch to led	12	42	54	78%
Reduce and reuse	12	60	72	83%
Reduce vampire loads	12	35	47	74%
Use cold storage efficiently	12	26	38	68%
Power strip it	11	65	76	86%
Take public transit	11	79	90	88%
Turn off common area lights	11	83	94	88%
Close doors and windows	10	56	66	85%
Curtail that energy use	10	23	33	70%
Get transportation savvy	10	53	63	84%
Start green office certification	10	7	17	41%
Unplug unused equipment	10	34	44	77%
Turn off monitor when away	9	78	87	90%
Wash in cold water	9	55	64	86%
Go meatless at your events	8	34	42	81%
Go virtual with next meeting	8	32	40	80%
Keep sensors accurate	8	22	30	73%
Eliminate mini-fridge	7	60	67	90%
Get outside your vehicle	7	67	74	91%
Go paperless	7	42	49	86%
Purchase energy star or epeat	7	20	27	74%
Remember the commons	6	43	49	88%
Eliminate personal printer	5	48	53	91%
Keep heat away from freezers	5	33	38	87%
Eliminate space heater	4	54	58	93%
Conduct an equipment audit	3	5	8	63%
<b>TOTAL</b>	<b>467</b>	<b>1,643</b>	<b>2,110</b>	<b>78%</b>



Surprisingly or not so surprisingly I hate having a really bright screen. It's probably just because it's never too bright around where I'm using my laptop but that's good!!! Less brighter all good for the environment.



I'm one of those people that makes sure ALL the lights are off when they're not used. I will run down hallways if I have to in order to avoid the creeping dark as I turn off the lights in every room. Especially during the day when we shouldn't need lights on in the first place.

My picture is obviously difficult to see (I made some edits so our back door can be seen shining light indoors) since the lights are off.



Between my Nalgene and used surfboards, I often make the choice to use reusable items to avoid unnecessary consumption! Everything from borrowing a friend's ACE bandage rather than buying a new one to buying a used motorcycle, I try to save the environment and my wallet. XD



Meatless Mondays and meatless everyday! Great for the environment and my health! Look at these delicious vegan donuts from Tiger!Tiger! I had for brunch last weekend :D



I do participate randomly in biking to work especially on Bike To Work Day. Besides saving energy and lowering the carbon footprint, I am exercising my body which keeps my heart healthy.



As mentioned in previous activities, I take the UCSD Hillcrest shuttle to and from campus 3 times a week. I also sometimes carpool with my neighbor or other friends. When going short distances I try to ride my bike (although a few times I've ridden it to and from campus from Hillcrest!).





Always carry your water bottle! I also own my own little coffee mason jar for coffee at Muir Woods. Single use items are very harmful for the environment. This picture is from an event my friends had that used mason jars yay for reusable!!



We have worked with an outstanding team to bring efficiency through automation, eliminating the use of paper and working with sponsors to encourage more efficient methods to transmit electronically. A core achievement will reduce unnecessary burden associated with the production transport and storage of paper in our business operation at UCSD.





UCSD Fencing team knows how to be cool! I talked to my team about saving energy and saving actions at work with all of my teammates!

## Cool Campus Challenge 2015 Summary – San Francisco

### Final Rankings

	Total	Rank (of 10)
Points	4,808	10
Participants	310	10
Verified Pledges (new & already completed)	1275	10
Heroes / Events / Added Actions	139	10
Photos Uploaded	182	10
Team members	123	10

### Participants

Affiliation	Number	% of total on campus
Faculty	38	1%
Staff	244	2%
Students	28	1%
Total	310	1%

### Participants by level

Minions <500 points	Warriors 500 points	Magicians 2,000 points	Champions 50,000 points	Gurus 10,000 points
697	182	90	74	112

### Teams

Number of teams	13
Participants on teams	123
Fraction of participants on teams	40%

### Top teams

Rank	Team Name	Points
1	School of Pharmacy	169,062
2	Team #SupplyChain	75,716
3	Micro and CTB	57,182
4	Team SSC	52,652
5	UCSF Academic Senate Office	50,884
6	University Relations	28,252
7	RMS Team Jedi	25,582
8	Cool Housing	12,692
9	8Long live wires	12,610
10	Med Ed	10,410

### Greenhouse Gas Savings (metric tons CO<sub>2</sub>e)

	Scopes 1 & 2	Scope 3	Total
Already completed & verified	78	183	261
Pledged & verified	20	37	57
Total	98	220	318

**How old are you?**

18 to 24	58
35 to 44	31
45 to 54	31
55 to 64	25
25 to 34	24
65 to 74	3

**Are you Faculty, Staff or Student? Please specify.**

Staff PSS (non-represented)	67
Undergraduate Student	56
Staff MSP/Executive	17
Staff Classified (represented)	15
Graduate Student	8
Other	3
Other Faculty/Academic	3
Professor	2
Lecturer	1

**What is your gender?**

Female	129
Male	38
No answer	4
Other	1

**Now that the Challenge is ending soon, how long do you anticipate you will keep up the actions you pledged to take during the Challenge?**

6 or more months	152
No answer	9
3-4 months	6
I do not plan to continue any actions.	3
1-2 weeks	2

**Are initiatives like the carbon neutrality initiative important to you in your choice to work or go to school at UC?**

Important	70
Very important	52
Somewhat important	34
Not very important	12
Not important at all	4

**How did you hear about the Cool Campus Challenge? (check all that apply)**

An email	184
A colleague	97

A campus-based organization or department	68
A participant in the Cool Campus Challenge	68
A newsletter	39
A flyer, brochure or poster	23
A campus event	20
A public forum or meeting	16
Facebook or other social media	16
Someone came to your office	11
A professor teaching a class you are in	7
Other	4

**How often do you participate in offerings/communications from your sustainability office (newsletters, Facebook, trainings, etc.)**

Never or rarely	108
Less than once a month	83
Once or twice a month	51
Once a week or more	20
No answer	11

**My actions can make a difference to help reduce climate change**

Strongly agree	361
Agree	323
Somewhat agree	154
Disagree	13
No answer	8
Strongly disagree	4

**How would you rate the communication you have had with local program implementers?**

G. No answer	62
B. Good	38
C. Fair	32
A. Excellent	20
D. Poor	13
F. Fail	7

**Overall, how would you rate the Cool Campus Challenge program?**

B. Good	91
A. Excellent	35
C. Fair	34
D. Poor	6
F. Fail	3
G. No answer	3

<b>Verified UC San Francisco Staff Pledges</b>	<b>I pledge to do this</b>	<b>I already do this</b>	<b>total pledges</b>	<b>% already do this</b>
Take the cool climate calculator	32	7	39	18%
Understand my energy use	19	13	32	41%
Turn down monitor brightness	18	28	46	61%
Review the carbon neutrality initiative	16	20	36	56%
Turn off monitor when away	12	46	58	79%
Be a cool ambassador	10	16	26	62%
Get transportation savvy	10	30	40	75%
Turn off that overhead	9	28	37	76%
Dress for the weather	8	42	50	84%
Fly more sustainably	7	17	24	71%
Get outside your vehicle	7	27	34	79%
Eliminate space heater	6	24	30	80%
Go virtual with next meeting	6	21	27	78%
Manage computer power	6	34	40	85%
Start green office certification	6	15	21	71%
Wash in cold water	6	23	29	79%
Curtail that energy use	5	11	16	69%
Eliminate mini-fridge	5	28	33	85%
Go meatless at your events	5	16	21	76%
Make the switch to led	5	15	20	75%
Purchase energy star or epeat	5	12	17	71%
Reduce and reuse	5	27	32	84%
Conduct an equipment audit	4	4	8	50%
Eliminate single use items	4	29	33	88%
Lower the fume hood	4	4	8	50%
Turn off common area lights	4	36	40	90%
Unplug unused equipment	4	14	18	78%
Close doors and windows	3	28	31	90%
Eliminate personal printer	3	30	33	91%
Go paperless	3	22	25	88%
Keep heat away from freezers	3	9	12	75%
Keep sensors accurate	3	7	10	70%
Power strip it	3	27	30	90%
Reduce vampire loads	3	16	19	84%
Remember the commons	3	24	27	89%
Use cold storage efficiently	2	9	11	82%
Take public transit	1	36	37	97%
<b>TOTAL</b>	<b>255</b>	<b>795</b>	<b>1,050</b>	<b>76%</b>



<b>Verified UC San Francisco Student Pledges</b>	<b>I pledge to do this</b>	<b>I already do this</b>	<b>total pledges</b>	<b>% already do this</b>
Close doors and windows	1	1	2	50%
Dress for the weather	1	1	2	50%
Eliminate mini-fridge	0	1	1	100%
Eliminate space heater	0	1	1	100%
Get outside your vehicle	0	2	2	100%
Get transportation savvy	1	1	2	50%
Go paperless	0	2	2	100%
Manage computer power	3	2	5	40%
Reduce and reuse	1	1	2	50%
Review the carbon neutrality initiative	2	0	2	0%
Take public transit	0	2	2	100%
Take the cool climate calculator	0	1	1	100%
Turn down monitor brightness	2	3	5	60%
Turn off common area lights	1	0	1	0%
Turn off monitor when away	0	4	4	100%
Turn off that overhead	0	1	1	100%
Understand my energy use	2	1	3	33%
Wash in cold water	1	0	1	0%
<b>TOTAL</b>	<b>15</b>	<b>24</b>	<b>39</b>	<b>62%</b>



We do not own a car, so by default we get around by bikes and public transit. We have young kids and have done this since they were in day care (they're now in elementary school) and also shop by bike or on foot. Our family bike rocks.

## Cool Campus Challenge 2016 Summary – Santa Barbara

### Final Rankings

	Total	Rank (of 10)
Points	3,807,854	6
Participants	1,423	7
Verified Pledges (new & already completed)	7351	6
Heroes / Events / Added Actions	919	6
Photos Uploaded	1102	5
Team members	576	4

### Participants

Affiliation	Number	% of total on campus
Faculty	25	2%
Staff	509	14%
Students	889	4%
Total	1423	2%

### Participants by level

Minions <500 points	Warriors 500 points	Magicians 2,000 points	Champions 50,000 points	Gurus 10,000 points
181	52	27	27	23

### Teams

Number of teams	72
Participants on teams	576
Fraction of participants on teams	40%

### Top teams

Rank	Team Name	Points
1	Environmental Affairs Board	328,258
2	RHA Coord. Board	247,402
3	Human Resources	230,326
4	UCen	212,252
5	San Cat 7th North Floor	195,532
6	Geography	161,884
7	Business & Financial Services	111,232
8	Facilities Management	84,566
9	Library	74,486
10	Student Health	67,516

### Greenhouse Gas Savings (metric tons CO<sub>2</sub>e)

	Scopes 1 & 2	Scope 3	Total
Already completed & verified	441	773	1,215
Pledged & verified	179	303	482
Total	621	1,076	1,696

**How old are you?**

18 to 24	58
35 to 44	31
45 to 54	31
55 to 64	25
25 to 34	24
65 to 74	3

**Are you Faculty, Staff or Student? Please specify.**

Staff PSS (non-represented)	67
Undergraduate Student	56
Staff MSP/Executive	17
Staff Classified (represented)	15
Graduate Student	8
Other	3
Other Faculty/Academic	3
Professor	2
Lecturer	1

**What is your gender?**

Female	129
Male	38
No answer	4
Other	1

**Now that the Challenge is ending soon, how long do you anticipate you will keep up the actions you pledged to take during the Challenge?**

6 or more months	152
No answer	9
3-4 months	6
I do not plan to continue any actions.	3
1-2 weeks	2

**Are initiatives like the carbon neutrality initiative important to you in your choice to work or go to school at UC?**

Important	70
Very important	52
Somewhat important	34
Not very important	12
Not important at all	4

**How did you hear about the Cool Campus Challenge? (check all that apply)**

An email	184
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A colleague	97
A campus-based organization or department	68
A participant in the Cool Campus Challenge	68
A newsletter	39
A flyer, brochure or poster	23
A campus event	20
A public forum or meeting	16
Facebook or other social media	16
Someone came to your office	11
A professor teaching a class you are in	7
Other	4

**How often do you participate in offerings/communications from your sustainability office (newsletters, Facebook, trainings, etc.)**

Never or rarely	108
Less than once a month	83
Once or twice a month	51
Once a week or more	20
No answer	11

**My actions can make a difference to help reduce climate change**

Strongly agree	361
Agree	323
Somewhat agree	154
Disagree	13
No answer	8
Strongly disagree	4

**How would you rate the communication you have had with local program implementers?**

G. No answer	62
B. Good	38
C. Fair	32
A. Excellent	20
D. Poor	13
F. Fail	7

**Overall, how would you rate the Cool Campus Challenge program?**

B. Good	91
A. Excellent	35
C. Fair	34
D. Poor	6
F. Fail	3
G. No answer	3



<b>Verified UC Santa Barbara Staff Pledges</b>	<b>I pledge to do this</b>	<b>I already do this</b>	<b>total pledges</b>	<b>% already do this</b>
Take the cool climate calculator	109	32	141	23%
Review the carbon neutrality initiative	75	68	143	48%
Turn down monitor brightness	51	79	130	61%
Understand my energy use	49	37	86	43%
Manage computer power	48	78	126	62%
Turn off monitor when away	48	106	154	69%
Turn off that overhead	48	112	160	70%
Be a cool ambassador	36	38	74	51%
Turn off common area lights	34	114	148	77%
Dress for the weather	32	116	148	78%
Reduce vampire loads	30	37	67	55%
Fly more sustainably	29	37	66	56%
Start green office certification	27	25	52	48%
Curtail that energy use	26	41	67	61%
Unplug unused equipment	26	48	74	65%
Go paperless	25	62	87	71%
Reduce and reuse	25	87	112	78%
Wash in cold water	25	91	116	78%
Take public transit	24	55	79	70%
Get transportation savvy	23	76	99	77%
Make the switch to led	22	65	87	75%
Get outside your vehicle	21	93	114	82%
Power strip it	19	94	113	83%
Eliminate space heater	18	75	93	81%
Remember the commons	17	58	75	77%
Go meatless at your events	16	55	71	77%
Go virtual with next meeting	15	48	63	76%
Use cold storage efficiently	15	34	49	69%
Purchase energy star or epeat	13	55	68	81%
Close doors and windows	12	97	109	89%
Eliminate single use items	11	105	116	91%
Eliminate personal printer	10	96	106	91%
Eliminate mini-fridge	8	87	95	92%
Keep heat away from freezers	8	42	50	84%
Lower the fume hood	8	19	27	70%
Conduct an equipment audit	6	7	13	54%
Keep sensors accurate	5	34	39	87%
<b>TOTAL</b>	<b>1,014</b>	<b>2,403</b>	<b>3,417</b>	<b>70%</b>

<b>Verified UC Santa Barbara Student Pledges</b>	<b>I pledge to do this</b>	<b>I already do this</b>	<b>total pledges</b>	<b>% already do this</b>
Take the cool climate calculator	92	33	125	26%
Review the carbon neutrality initiative	77	42	119	35%
Understand my energy use	67	40	107	37%
Use cold storage efficiently	54	46	100	46%
Turn down monitor brightness	44	119	163	73%
Manage computer power	42	93	135	69%
Be a cool ambassador	40	42	82	51%
Turn off that overhead	38	105	143	73%
Lower the fume hood	37	47	84	56%
Reduce and reuse	37	102	139	73%
Dress for the weather	35	131	166	79%
Fly more sustainably	34	56	90	62%
Start green office certification	34	15	49	31%
Unplug unused equipment	34	58	92	63%
Go virtual with next meeting	29	62	91	68%
Eliminate mini-fridge	28	65	93	70%
Get outside your vehicle	28	126	154	82%
Power strip it	27	89	116	77%
Turn off monitor when away	27	123	150	82%
Purchase energy star or epeat	26	30	56	54%
Remember the commons	26	51	77	66%
Take public transit	26	116	142	82%
Turn off common area lights	26	117	143	82%
Curtail that energy use	25	35	60	58%
Reduce vampire loads	25	52	77	68%
Wash in cold water	25	87	112	78%
Eliminate personal printer	24	86	110	78%
Go meatless at your events	24	67	91	74%
Make the switch to led	24	69	93	74%
Conduct an equipment audit	23	10	33	30%
Eliminate space heater	22	93	115	81%
Get transportation savvy	21	75	96	78%
Eliminate single use items	20	83	103	81%
Close doors and windows	18	93	111	84%
Keep sensors accurate	18	38	56	68%
Go paperless	17	68	85	80%
Keep heat away from freezers	12	70	82	85%
<b>TOTAL</b>	<b>1,206</b>	<b>2,634</b>	<b>3,840</b>	<b>69%</b>



I commuted on a Segway for seven years as an alternative to driving, and have been commuting on pedal-electric bike for the past year and half. Have not regularly commuted to work in a car since 2007!



I tell my colleagues about growing my own vegetables, lessening the need to buy produce from far away farms thereby reducing the demand for fuel.



I currently work with many faculty, staff, and students on reduction initiatives. Much of this has to do with encouraging behavioral changes and how we interact with the built environment here on campus. Encouraging people to turn off their lights, equipment, and other non-essentials when not in use, training people on how to enable their energy saving features on equipment, helping people with plug-load analysis, etc.



As part of the Sustainability Office, we are daily working on climate neutrality and interacting with the Carbon Neutrality Initiative. We are in the process of working with a Bren Group Project, CarbNewt to identify the next measures that UCSB can take towards the 2025 goal of climate neutrality (scopes 1, & 2)

## Cool Campus Challenge 2015 Summary – Santa Cruz

### Final Rankings

	Total	Rank (of 10)
Points	5,274,460	4
Participants	1,514	6
Verified Pledges (new & already completed)	10532	4
Heroes / Events / Added Actions	1,449	4
Photos Uploaded	1068	6
Team members	502	8

### Participants

Affiliation	Number	% of total on campus
Faculty	46	4%
Staff	585	21%
Students	883	5%
Total	1514	7%

### Participants by level

Minions <500 points	Warriors 500 points	Magicians 2,000 points	Champions 50,000 points	Gurus 10,000 points
789	224	136	113	161

### Teams

Number of teams	44
Participants on teams	502
Fraction of participants on teams	33%

### Top teams

Rank	Team Name	Points
1	UCSC University Relations	849,592
2	UCSC BAS	587,468
3	UCSC Sustainability Office	298,322
4	UCSC Physical Plant	233,440
5	EFS Chilly Willys	187,336
6	UCSC Undergraduate Education	152,546
7	UCSC Library	143,098
8	Sustainable Crownies	113,406
9	Student Housing Services	110,346
10	ENVS for the Future	109,398

### Greenhouse Gas Savings (metric tons CO<sub>2</sub>e)

	Scopes 1 & 2	Scope 3	Total
Already completed & verified	639	1,315	1,954
Pledged & verified	224	477	701
Total	863	1,792	2,655

**How old are you?**

18 to 24	58
35 to 44	31
45 to 54	31
55 to 64	25
25 to 34	24
65 to 74	3

**Are you Faculty, Staff or Student? Please specify.**

Staff PSS (non-represented)	67
Undergraduate Student	56
Staff MSP/Executive	17
Staff Classified (represented)	15
Graduate Student	8
Other	3
Other Faculty/Academic	3
Professor	2
Lecturer	1

**What is your gender?**

Female	129
Male	38
No answer	4
Other	1

**Now that the Challenge is ending soon, how long do you anticipate you will keep up the actions you pledged to take during the Challenge?**

6 or more months	152
No answer	9
3-4 months	6
I do not plan to continue any actions.	3
1-2 weeks	2

**Are initiatives like the carbon neutrality initiative important to you in your choice to work or go to school at UC?**

Important	70
Very important	52
Somewhat important	34
Not very important	12
Not important at all	4

**How did you hear about the Cool Campus Challenge? (check all that apply)**

An email	184
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A colleague	97
A campus-based organization or department	68
A participant in the Cool Campus Challenge	68
A newsletter	39
A flyer, brochure or poster	23
A campus event	20
A public forum or meeting	16
Facebook or other social media	16
Someone came to your office	11
A professor teaching a class you are in	7
Other	4

**How often do you participate in offerings/communications from your sustainability office (newsletters, Facebook, trainings, etc.)**

Never or rarely	108
Less than once a month	83
Once or twice a month	51
Once a week or more	20
No answer	11

**My actions can make a difference to help reduce climate change**

Strongly agree	361
Agree	323
Somewhat agree	154
Disagree	13
No answer	8
Strongly disagree	4

**How would you rate the communication you have had with local program implementers?**

G. No answer	62
B. Good	38
C. Fair	32
A. Excellent	20
D. Poor	13
F. Fail	7

**Overall, how would you rate the Cool Campus Challenge program?**

B. Good	91
A. Excellent	35
C. Fair	34
D. Poor	6
F. Fail	3
G. No answer	3

<b>Verified UC Santa Cruz Staff Pledges</b>	<b>I pledge to do this</b>	<b>I already do this</b>	<b>total pledges</b>	<b>% already do this</b>
Take the cool climate calculator	177	56	233	24%
Review the carbon neutrality initiative	126	120	246	49%
Understand my energy use	95	73	168	43%
Turn down monitor brightness	76	163	239	68%
Curtail that energy use	66	95	161	59%
Turn off that overhead	64	181	245	74%
Turn off monitor when away	62	199	261	76%
Manage computer power	61	190	251	76%
Be a cool ambassador	60	97	157	62%
Lower the fume hood	60	35	95	37%
Take public transit	59	116	175	66%
Get outside your vehicle	53	151	204	74%
Unplug unused equipment	52	106	158	67%
Fly more sustainably	51	125	176	71%
Get transportation savvy	51	127	178	71%
Start green office certification	49	65	114	57%
Go virtual with next meeting	48	139	187	74%
Use cold storage efficiently	48	87	135	64%
Reduce vampire loads	47	101	148	68%
Power strip it	44	168	212	79%
Turn off common area lights	42	196	238	82%
Go meatless at your events	41	111	152	73%
Eliminate space heater	40	158	198	80%
Reduce and reuse	39	197	236	83%
Make the switch to led	37	156	193	81%
Dress for the weather	36	231	267	87%
Purchase energy star or epeat	36	110	146	75%
Go paperless	34	142	176	81%
Wash in cold water	33	183	216	85%
Eliminate single use items	32	189	221	86%
Keep sensors accurate	30	73	103	71%
Remember the commons	30	124	154	81%
Keep heat away from freezers	21	115	136	85%
Eliminate mini-fridge	20	158	178	89%
Eliminate personal printer	20	187	207	90%
Conduct an equipment audit	19	22	41	54%
Close doors and windows	17	186	203	92%
<b>TOTAL</b>	<b>1,876</b>	<b>4,932</b>	<b>6,808</b>	<b>72%</b>
<b>Verified UC Santa Cruz Student</b>	<b>I pledge to</b>	<b>I already</b>	<b>total</b>	<b>% already</b>

<b>Pledges</b>	<b>do this</b>	<b>do this</b>	<b>pledges</b>	<b>do this</b>
Take the cool climate calculator	94	25	119	21%
Review the carbon neutrality initiative	68	51	119	43%
Understand my energy use	48	28	76	37%
Manage computer power	42	89	131	68%
Turn down monitor brightness	38	116	154	75%
Fly more sustainably	37	45	82	55%
Curtail that energy use	31	28	59	47%
Turn off that overhead	31	124	155	80%
Unplug unused equipment	31	58	89	65%
Turn off common area lights	30	119	149	80%
Use cold storage efficiently	30	45	75	60%
Reduce and reuse	29	106	135	79%
Be a cool ambassador	28	44	72	61%
Dress for the weather	26	132	158	84%
Go virtual with next meeting	26	52	78	67%
Wash in cold water	25	80	105	76%
Make the switch to led	24	82	106	77%
Get transportation savvy	22	69	91	76%
Power strip it	22	92	114	81%
Eliminate single use items	21	87	108	81%
Lower the fume hood	21	28	49	57%
Reduce vampire loads	21	69	90	77%
Take public transit	21	121	142	85%
Eliminate mini-fridge	20	69	89	78%
Go meatless at your events	20	66	86	77%
Eliminate personal printer	19	77	96	80%
Start green office certification	19	10	29	34%
Eliminate space heater	18	87	105	83%
Remember the commons	18	57	75	76%
Turn off monitor when away	18	128	146	88%
Get outside your vehicle	17	108	125	86%
Go paperless	14	64	78	82%
Purchase energy star or epeat	14	39	53	74%
Close doors and windows	13	91	104	88%
Conduct an equipment audit	11	5	16	31%
Keep heat away from freezers	9	56	65	86%
Keep sensors accurate	7	25	32	78%
<b>TOTAL</b>	<b>983</b>	<b>2,572</b>	<b>3,555</b>	<b>72%</b>



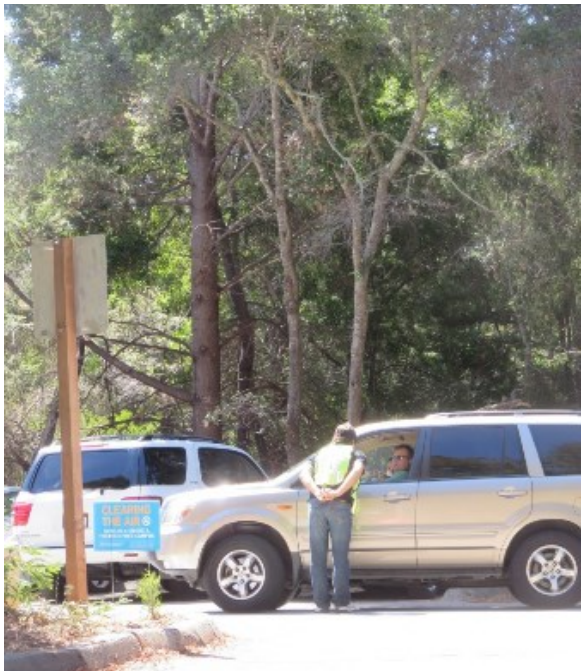
I use pasta sauce jars to hold my leftovers. I don't need to buy Tupperware. I also carry around a reusable sporknife to use instead of using disposable utensils.



I've been advising friends on solar PV systems for their homes, based on our experience.



I am on the van pool for coming to work every day. I take it in the morning and home at night. My daughter when she comes home for the Holidays takes the Cal Train from San Francisco to San Jose. My son took the train this year from Santa Barbara to Salinas and we picked him up at the train station.



Being in a satellite building, we normally organize carpools for campus meetings and events. I've been sharing an idea that would help us save energy and create team synergy. I think we should have a "Wednesday Team Bus (or carpool). Anyone needing to set up a meeting on campus would try to set it for Wednesdays and we would consolidate our travel energy as well as participate in a perfect team building campaign.





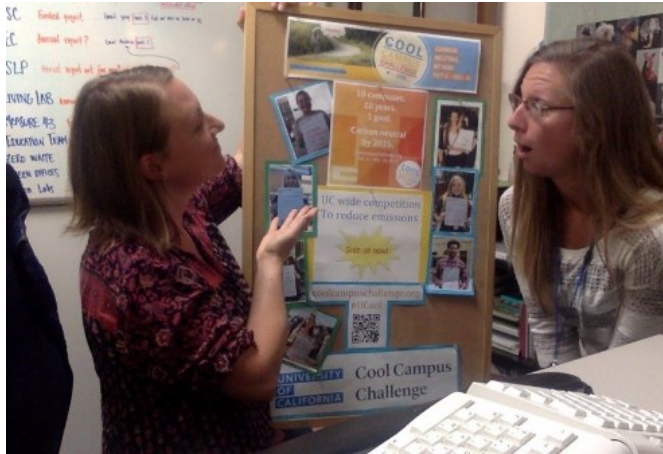
I am a Sustainability Committee member and have started a Cool Team



I have a jacket / shawl in the office and in the car-- and wear long-johns, too.



Living in Santa Cruz it's essential to dress in layers and I always do-- it allows me to regulate my body temp and reduces need for heating and cooling. Here is a photo of me this morning. It was 60 when I left my house and is supposed to be 80 this afternoon. I'm wearing a lightweight down jacket over a light weight long sleeved shirt, and a skirt with leggings underneath.



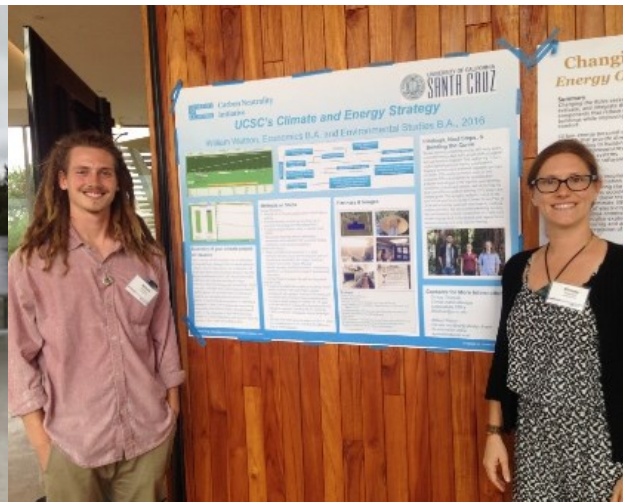
I told my husband about the CNI and the Cool Campus Challenge. I also shared with him that Alaskan Airlines seems to be the most environmentally friendly airline. Here is a photo of me sharing a bit about the Challenge and how our campus is promoting it with my colleague.



In my office we have common area dishes and silverware that everyone can use. I carry a reusable water bottle and mug and a spork/knife with me when I order out and sometimes even remember to bring my own Tupperware to take to go items in. I could do better at remembering to always do this. Here's an image of my lunch and snacks for the day, including my water bottle and coffee mug and re-usable sporkknife.



I learned that my computer equipment alone costs about \$36/yr for electricity (I share the printer so estimated my share based on 1 hr/day). I use the staff microwave about 2 min, 4-5 days per week so that worked out to \$1 or \$2 per year. About 12 staff use the staff refrigerator so I estimated my share as 2 hrs/day, and of course it is always on, so it was about \$10 for my share. I can't calculate the lighting cost as they are all area lights, but our building does have a rooftop PV array which offsets the building electricity needs by 25% (perhaps more now that we have more LED lighting).



As Climate Action Manager for UCSC, I am working on a Climate and Energy Strategy for the campus. This will be a roadmap to help us get to carbon neutrality by 2025. It includes a Strategic Energy Plan and Techno-economic scenario analysis tool to help us strategize the most cost-effective, impact suite of projects and procurement that will support our climate and energy goals.





As Green Lab facilitator, our team encourages labs on campus to become more sustainable through energy efficiency, waste reduction, and conscious procurement



As a result of this initiative, our entire building is talking and buzzing with excitement. This is very cool as excitement is also renewable.



This makes such a difference! I use my UCSC spork-knife everywhere I go on campus



I ride my bike 4 days a week; the only reason I don't ride on Thursdays is because I have a yoga class from 6:30 - 7:30am and cannot get to campus by my 8am start time. I LOVE saving money on parking! I LOVE riding down the central meadow overlooking the entire Monterey Bay! And I love catching up with my "shuttle buddies" on the ride up to campus! Oh yea, I also love the way my legs look with defined muscles!! Overall, it makes me very HAPPY!



*Nakisa Photo*

I am a member of the Financial Affairs Green Team. We educate on how to be green and promote a green attitude at work and at home.



I try to carpool whenever I can and encourage colleagues and friends to do so as well. UC Santa Cruz also has a great van pool system!



We recently hosted a retreat with our student staff and served all vegetarian food options. Our winter retreat will be entirely vegetarian for our Friday night meal.