



MEETING AGENDA

Thursday, July 21st ~ 3:30 – 5:30 pm
1818 5th Street – Upstairs Conference Room

*PLEASE NOTE – The numerical order of items on this agenda is for convenience of reference.
Items may be taken out of order upon request.*

- 1) **Bob Dunning's 11 word stories in the Davis Enterprise.** Here are some fun ones so far:
4 minute showers, wear clothes twice, but keep the TP!
Mothers worried, kids biking, Davis Bicycles! bracelets worn, Mothers are happy!
Save a bottle, save a can, get some change in exchange!
Healthy lifestyles, local foods, sweet music, it's the Cool Davis Festival!
- 2) **Discussion Items**
 - Meeting Structure Changes
 - Timing of future CDI Core Meetings to include partners. See proposal.
 - CDI Website Proposal & Google Groups for Internal Use
- 3) **Project Group Report Submissions (5 min each)**
 - Festival
 - LCD
 - Measurement
 - Small Steps Survey
 - Lite House – next meeting on July 24th
- 4) **Support Group Action Items Submitted (5 min each)**
 - Communications - next meeting on August 8th
 - Finance & Fundraising – next meeting on July 25th
 - Leadership – See proposal to include anyone interested.
- 5) **Action Items**
 - Partnership/Sponsorship Proposal
 - Would like to send an email to partners inviting them to participate in our monthly meetings, with an “opt-out” provision to be removed from this type of notification.
 - New Partnership Approvals – Yolo County Housing; Church & Society Committee of Davis United Methodist Church
 - Partnerships in the works*: Davis Media Access; Davis Dollars; Village Homes; Free Wheeler
 - *need interview response questionnaire
 - Planning for the next Partner Meeting – Date/Venue

6) Summary Items

- September 24th – 350.org celebration. Village Homes has room for 145 people.
- Library Grant – networking with other non-profits. Possibly will participate in their fair for “older adults” on August 28th, 1 – 5 pm.
- July 4th Zero Waste – First attempt with 20 stations with 3 bins each (compost/recycling/trash). Needed more bins spread out, plus roving volunteers to help guide folks to separate their trash.
- Migrant Community – Yolo County Housing-Lutheran Church would like to make sure Cool Davis projects reach them.

7) Next Meeting/Agenda Items/Newsletter Items

- Thursday, August 4th - 3:30-5:30 pm

Item 2 Proposal for New CDI Meeting Structure

The Leadership Support Group proposes a change to the current meeting structure of the CDI.

We propose that the Core meet the first Thursday of every month from 3:30 - 5:30 pm, with the option of extending the meeting another ½ hour with the inclusion of a special speaker.

Partners will be notified of the meeting time and invited to attend. They will also be encouraged to bring any items of interest to share with the Group, such as any upcoming events, etc., provided that the deadline for agenda submissions are met.

The third Thursday would be re-designated as a Leadership meeting to discuss the agenda for the following month, confirm any quest speakers/presentations and any other business items. This meeting would also be open to help facilitate ideas and listen to any policy/procedure questions that would need to come before the main group.

We propose to begin this new structure either in August or September, as decided by a vote of the group.

Cooldavis.org web design brief

Goals

1. Engage Davis community – particularly students, families, businesses and community organisations - in simple steps to cut carbon with a view to developing longer-term carbon reduction strategies
2. Provide introductory and background information on all aspects of the Cool Davis Initiative, with ways to get involved, for the Davis and wider public
3. Provide a central information-sharing and communications space for all CDI projects and working groups

Audience

Aim is to reach an audience of 75% of Davis households by 2020, who have the following characteristics:

- ⤴ 50% of population is under 26
- ⤴ 25% of households are families with children
- ⤴ 55% rent their own house, condo or apartment
- ⤴ 12-20% are already engaged on green issues (but we want to deepen their involvement), but majority are not engaged so will need persuading (some via turning awareness into action; others via family/community/health messaging; others by concerns around energy costs; others who need a simple step in)

Content structure

- **About**
 - Goals
 - Mission
 - Science
 - History
 - Structure (links to Cool Davis Foundation)
 - Minutes
- **Blog/News** – ability for posts targeted at certain groups, will include newsletter
- **Events**
 - Google Calendar
 - Featured events (own page eg CDI Festival)
 - Archived events
- **Projects/Working Groups**
 - Low Carbon Diet
 - Healthy Living Festival
 - Business Composting Scheme
 - Lite House project
 - UCD Make Davis Cool
 - Finance and Fundraising
 - Measurement, Learning and Evaluation team
 - Communications team
 - CDI core team
- **Partners**
 - Featured partner
 - City of Davis

- CDI partners
- Green Business network
- **Resources**
 - Carbon Calculator (use cool california's calculator)
 - Davis case studies: five or six examples of people/businesses etc who have done it with their top tips
 - Energy saving tips (links to websites)
 - Incentives and rebates
 - City of Davis resources
 - Zero waste
 - CDI printable downloads (posters etc)
- **Take action**
 - Quick money-saving tips
 - Make a low-carbon plan
 - Get involved in a project
 - Schools
 - Students
 - Faith groups
 - Businesses
 - Community groups

Design

Clean (not busy), bold, engaging and easy to read

Inspiration: 350.org;

Platform

The website will be built on wordpress.org, a popular open-source website platform used by 25 million people, which is both easy to update and flexible enough to meet current and future web needs.

Relationship to Cool Davis Foundation

CDI will take the web address: cooldavis.org; the existing website will become specifically the website for the Cool Davis Foundation (www.cooldavisfoundation.org) and be focused specifically on the work of the fundraising work of the Foundation rather than the broader work of the Cool Davis Initiative. There will be clear links between the two websites

Engaging new people

Use of boxes on home page and throughout the website to promote action and inspire people:

- ⤴ Use of simple action boxes: time clocks for different actions: If you have ten minutes, 1 hour, 1 day
- ⤴ Case studies of people in Davis who have taken action
- ⤴ Did you know boxes? Key facts that change on refreshing

Home page: top aimed at new people, below changing content. So top would aim to answer three key questions: What is Cool Davis? What quick things can I do? How can I get more involved? Like on <http://www.transitionus.org>

Layouts

Home page: top aimed at new people, latest from blog, highlights to key sections particularly one CDI project, featured event, featured partners, action

Project: Background text, Contact details, latest events in Calendar, blogs categorised as linked to project

Featured events: Background text, programme, contact details, resources, confirmation attending (linked to facebook event page or eventbrite page), linked blogs

Strong integration with social media

1. Icons to facebook, twitter, youtube, flickr on home page. Ideally a box that shows 'likes' and friends who have liked on FB plus a box perhaps with tabs that shows latest posts on FB and Twitter
2. Twitter feed on news pages
3. Bold Share this button on every article (addtoany) and ability to like a page and display likes at bottom
4. Ability to comment via facebook

Other functionalities

- ⤴ Sign-up newsletter lists
- ⤴ Multi-author blog; ability to categorise blogs by audiences
- ⤴ Google Calendar for events
- ⤴ Integration with eventbrite.com

Cool Davis Initiative Interview Questions for Potential CDI Partners 2011*

Cool Davis Initiative Partners include organizations, such as, businesses, non-profits, faith groups, school committees, city committees, and others. The *only* requirement of Partners is that they support and agree with the mission of CDI:

The mission of the Cool Davis Initiative - created by a network of residents, businesses, the City of Davis, and local groups - is to inspire our community to reduce greenhouse gas emissions, adapt to a changing climate, and improve the quality of life for all. (And have fun.)

The object of CDI outreach to potential partners is to find out what local organizations are already doing about carbon reduction and how CDI can help. Advantages to becoming CDI Partners include the opportunity to learn more about the CDI and its many Partners, share their own organization's actions relative to the climate crisis and find mutual ways to help each other meet challenges, participate in mutually reinforcing publicity, collaborative projects, and net-working, and have representatives attend CDI core group meetings.

CDI Interview Questions for Potential CDI Partners 2011.	
Interviewer Lynne Nittler	Date June 29, 2011
Organization Yolo County Housing	Email Lbaker@ych.ca.gov
Person Interviewed Lisa A. Baker	Phone 630-669-2219
Role in Organization Executive Director	Address 147 W. Main St, Woodland, CA
1. Does your organization have a current Mission Statement? If so, what is it? Working Together to Provide Quality Affordable Housing and Community Development Services for All	
2. During the course of your organization's work, what are two to three accomplishments you are most proud of? a. Providing over 2,300 units of affordable housing in the communities we serve; b. being the HUD SF Office's Public Housing Authority of the Year for 2010; c. Our work in sustainability and computer virtualization	
3. What are you planning to do in the future? A comprehensive housing strategy to help plan for future activities; transitioning to a new Housing Commission representative of the whole jurisdiction; a multi-jurisdictional and multi-million dollar energy retrofit project	
4. What is your organization doing in regards to sustainable living and climate change? Documented our carbon footprint; changed our procurement to require green/sustainable unless it is not feasible; transporting scrap lumber to co-generation plant instead of to the landfill; beta-testing solar hot water systems for Davis Solar; replacing over 1,700 single-pane windows with ultra high efficiency windows; eliminating multiple servers through our virtualization project; participating in the Climate Change Compact; and a bunch more.	
5. Is your organization actively pursuing specific actions related to measurable GHG reductions, water conservation or other environmental issues? If so, what? Yes. We are preparing for an Energy Performance Contract to overhaul multiple systems for GHG reductions, participate in the Yolo Energy Watch and in the Climate	

Change Compact and require the use of recycled materials where we can, along with requiring green/sustainable products in our daily activities. We have adopted an Energy Plan to guide our continued focus on GHG reduction.

6. Has your organization calculated its carbon footprint? **Yes**

7. What sort of needs and/or barriers have you faced with regards to your goals? How might CDI help you to overcome these barriers? **Mostly, it's a matter of funding. And matching existing programs to our needs.**

8. How do you think that the CDI can forward your climate action goals? **By helping us to continue to educate our residents**

9. Would your organization be interested in becoming a CDI Coalition Partner? **Yes** (*The only "requirement" is support of the CDI mission statement.*) If so, would your organization be interested in sending a representative to the CDI meetings? **Yes, we would be open to that.**

10. Would your organization be interested in having CDI promote your organization with marketing materials (CDI newsletter, articles, website listings, etc?) **Yes, we are open to that.**

11. May we use this information to compile a public inventory of actions? **Yes.**

12. May we contact you again? **Yes** Would you like to receive news/updates from the coalition? **Yes** Is there someone else in your organization we need to contact as well?

* When you have completed your interview, please transfer the answers to the CDI Interview Template in excel (CDI Interview Template.xls) entity and send it to dsayer@cityofdavis.org. Please copy jemoore@aol.com.

Cool Davis Initiative Interview Questions for Potential CDI Partners 2011*

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The mission of the Cool Davis Initiative - created by a network of residents, businesses, the City of Davis, and local groups - is to inspire our community to reduce greenhouse gas emissions, adapt to a changing climate, and improve the quality of life for all. (And have fun.)

The object of CDI outreach to potential partners is to find out what local organizations are already doing about carbon reduction and how CDI can help. Advantages to becoming CDI Partners include the opportunity to learn more about the CDI and its many Partners, share their own organization's actions relative to the climate crisis and find mutual ways to help each other meet challenges, participate in mutually reinforcing publicity, collaborative projects, and net-working, and have representatives attend CDI core group meetings.

CDI Interview Questions for Potential CDI Partners 2011.	
Interviewer Judy Moores	Date June 26, 2011
Organization Church & Society Committee of Davis United Methodist Church	Email cramerjc@gmail.com
Person Interviewed Jim Cramer	Phone 756-3973
Role in Organization Chair of Church Council	Address 1225 Cedar Place, Davis 95616
1. Does your organization have a current Mission Statement? If so, what is it? The mission of the United Methodist Church is to make disciples of Christ for the transformation of the world. The Church & Society committee actively pursues social justice and environmental sustainability for the "transformation of the world."	
2. During the course of your organization's work, what are two to three accomplishments you are most proud of? We have helped found numerous community organizations such as Suicide Prevention, Davis Community Meals, Interfaith Rotating Winter Shelter, and Grace House.	
3. What are you planning to do in the future? More of the same.	
4. What is your organization doing in regards to sustainable living and climate change? We have implemented various energy conservation measures, created Grace Garden to grow food for low income populations, and have led 6 Low Carbon Diet groups.	
5. Is your organization actively pursuing specific actions related to measurable GHG reductions, water conservation or other environmental issues? If so, what? Currently we are investigating the installation of solar panels to supply nearly all of our electricity.	
6. Has your organization calculated its carbon footprint? No	
7. What sort of needs and/or barriers have you faced with regards to your goals? How might CDI help your to overcome these barriers? Financing of the solar system, and smugness about not needing the Low Carbon Diet. CDI cannot help here.	
8. How do you think that the CDI can forward your climate action goals? Pressuring the city and state to pass bonds for the financing of solar energy for nonprofits that cannot	

benefit from tax incentives.

9. Would your organization be interested in becoming a CDI Coalition Partner? (*The only "requirement" is support of the CDI mission statement.*) If so, would your organization be interested in sending a representative to the CDI meetings?

10. Would your organization be interested in having CDI promote your organization with marketing materials (CDI newsletter, articles, website listings, etc?) Sure, why not?

11. May we use this information to compile a public inventory of actions? Yes

12. May we contact you again? Would you like to receive news/updates from the coalition? Is there someone else in your organization we need to contact as well?
Yes. Karen Hudson-Bates

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