

Cool Campus Challenge 2015

Program Summary and Evaluation

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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 Hulburd 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 \$61,350 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.
- \$11,000 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
- \$13,500 for printed material, trophies, MailChimp and misc. expenses

UCOP also contributed \$46,650 to engage marketing firm M+R and additional design support for 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 \$108,000. 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:

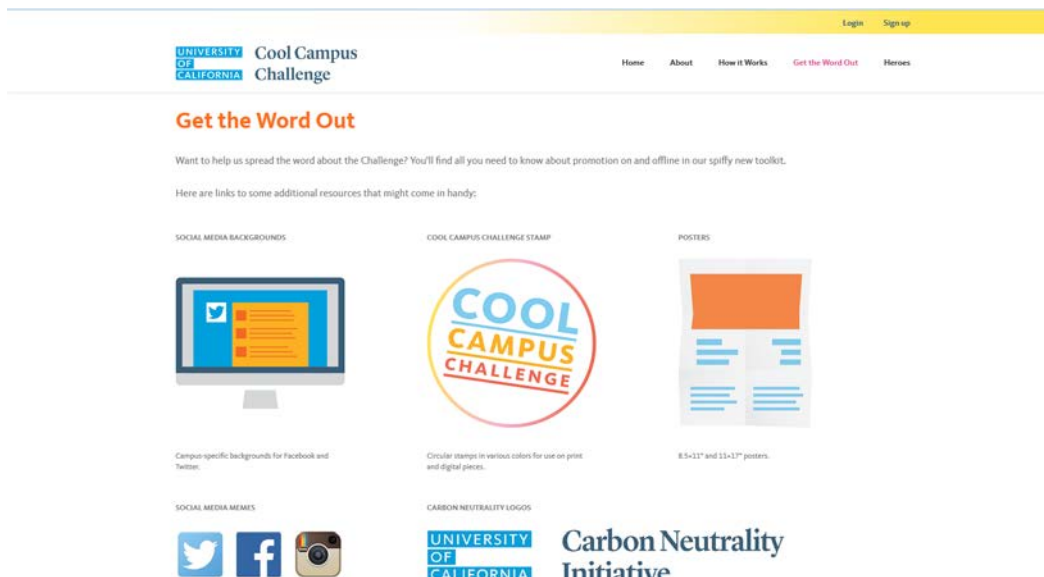
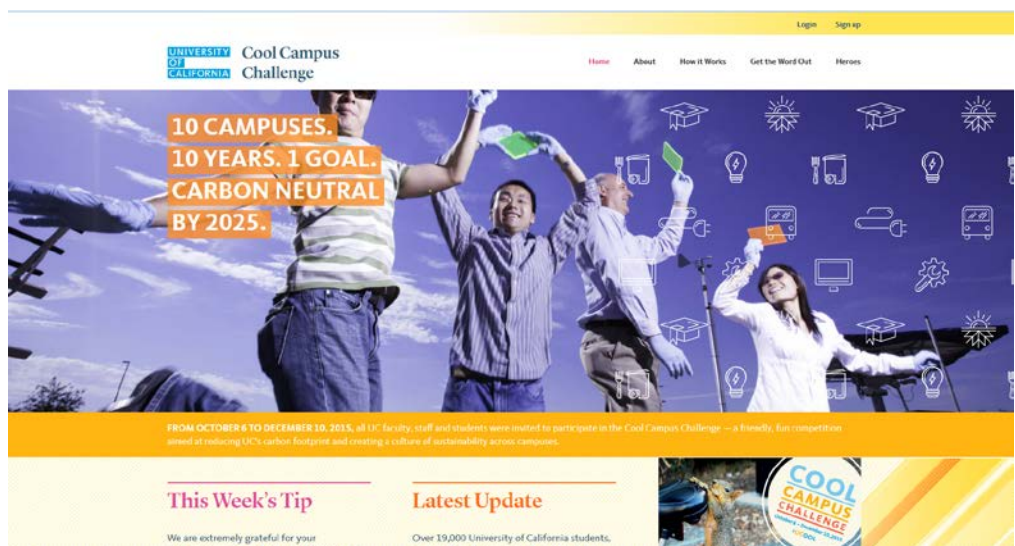
- Create Well Crafted Intervention Strategies
- Change the Focus from Winning to Doing Well
- Know Your Target Audience
- Simplify Engaging Software
- Be Careful in Scaling Up
- Use Rewards But Be Careful
- Experiment
- Devote More Resources to Measurement and Evaluation
- Ensure Persistence

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.



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, week 8 is Thanksgiving week (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

| ACTIVITY | POINTS |
|-------------------------------|---|
| 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) 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), 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 CO₂ 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 CO₂ 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 home page, and rankings were included in weekly emails to participants.

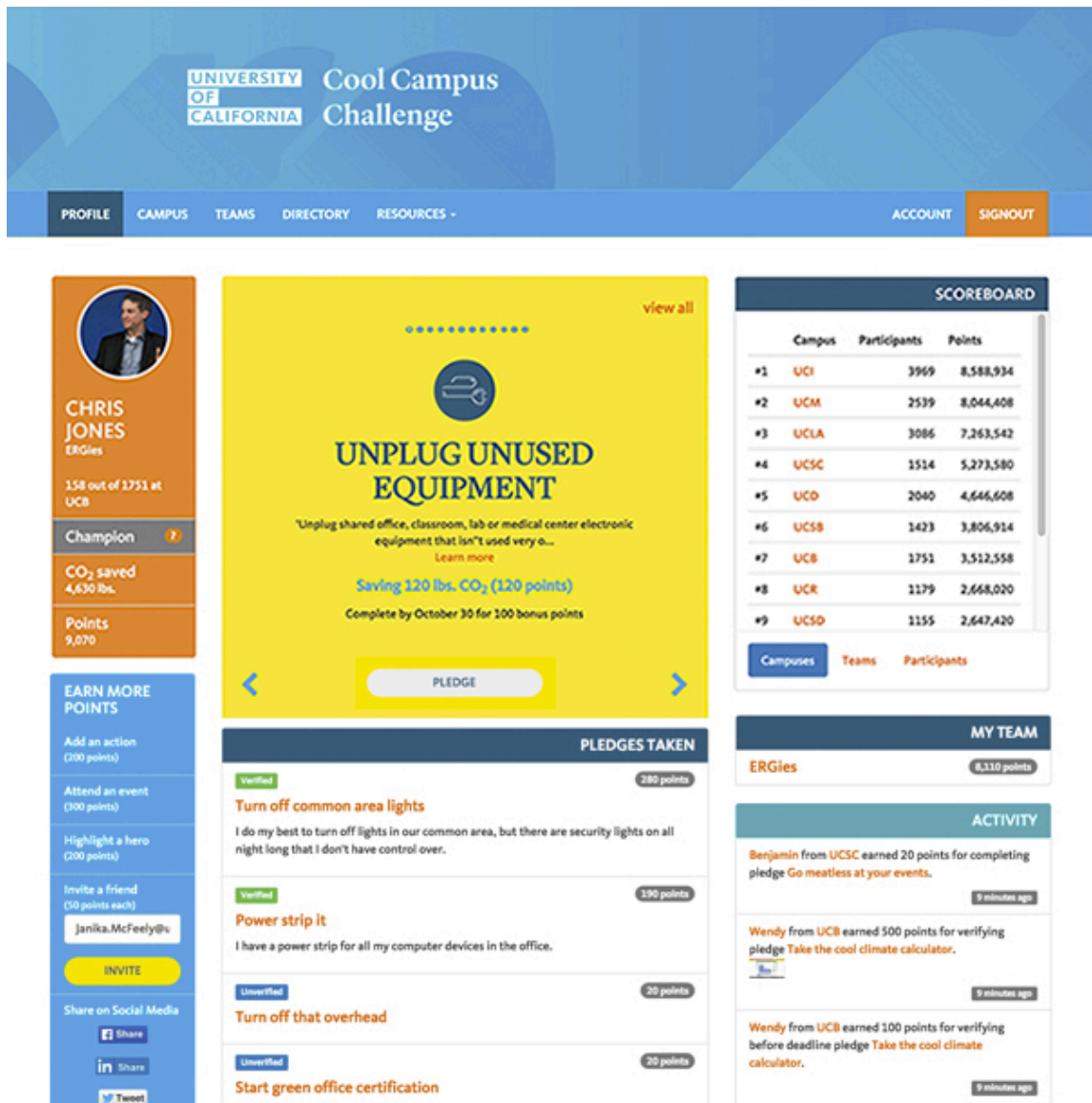


Figure 2. Screenshot of challenge tool profile page

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.

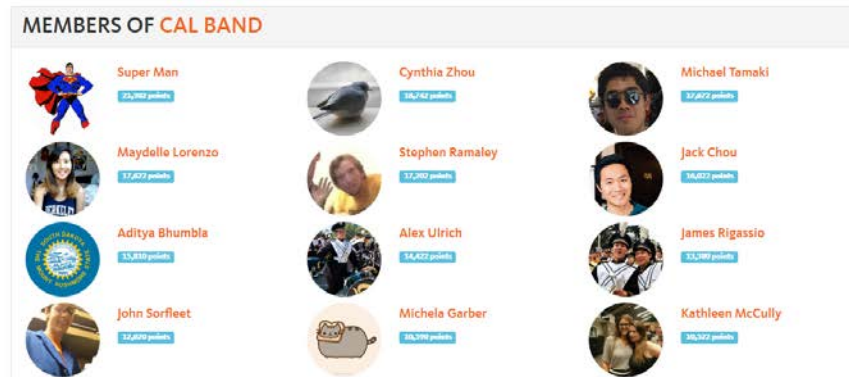


Figure 3. Screenshot of example teams page: UC Berkeley's Cal Band

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 CO₂ 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 10th place to 3rd place in terms of participants (and 2nd 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.

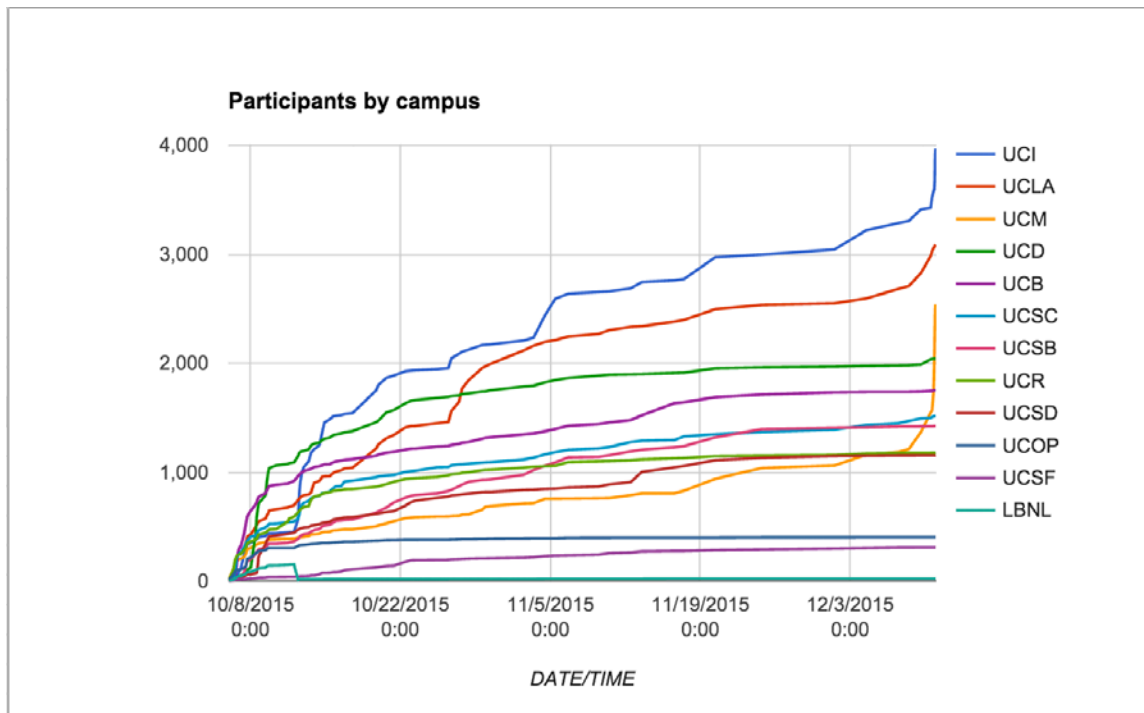


Figure 4. Participants by campus over time

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

| CAMPUS | Number of participants | Number of Teams | Number of participants on teams | % of participants on teams |
|----------------------------|-------------------------------|------------------------|--|-----------------------------------|
| 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% |
| Grand | 19388 | 456 | 6046 | 31% |

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.

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).

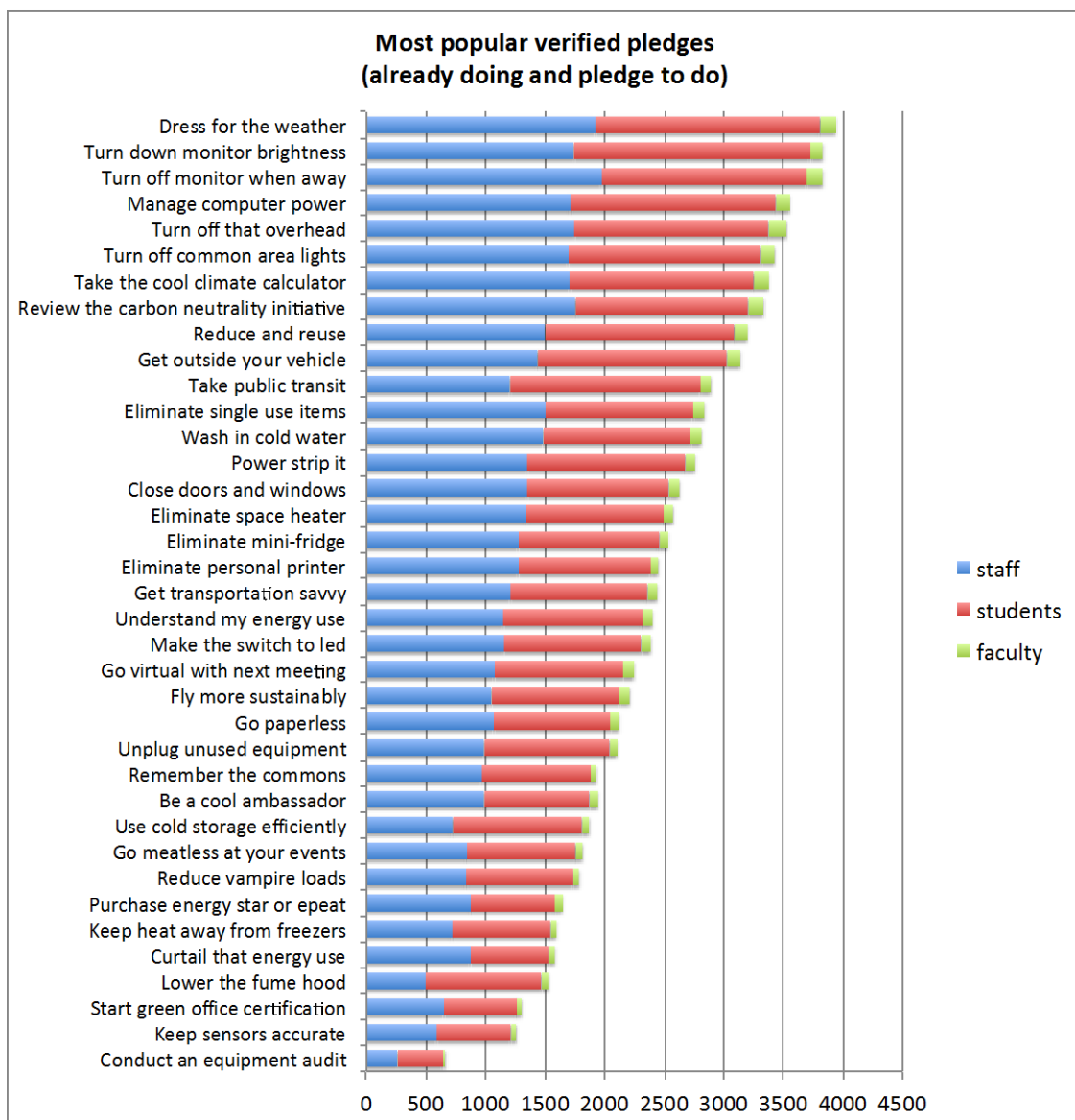


Figure 6. Most popular verified pledges

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.

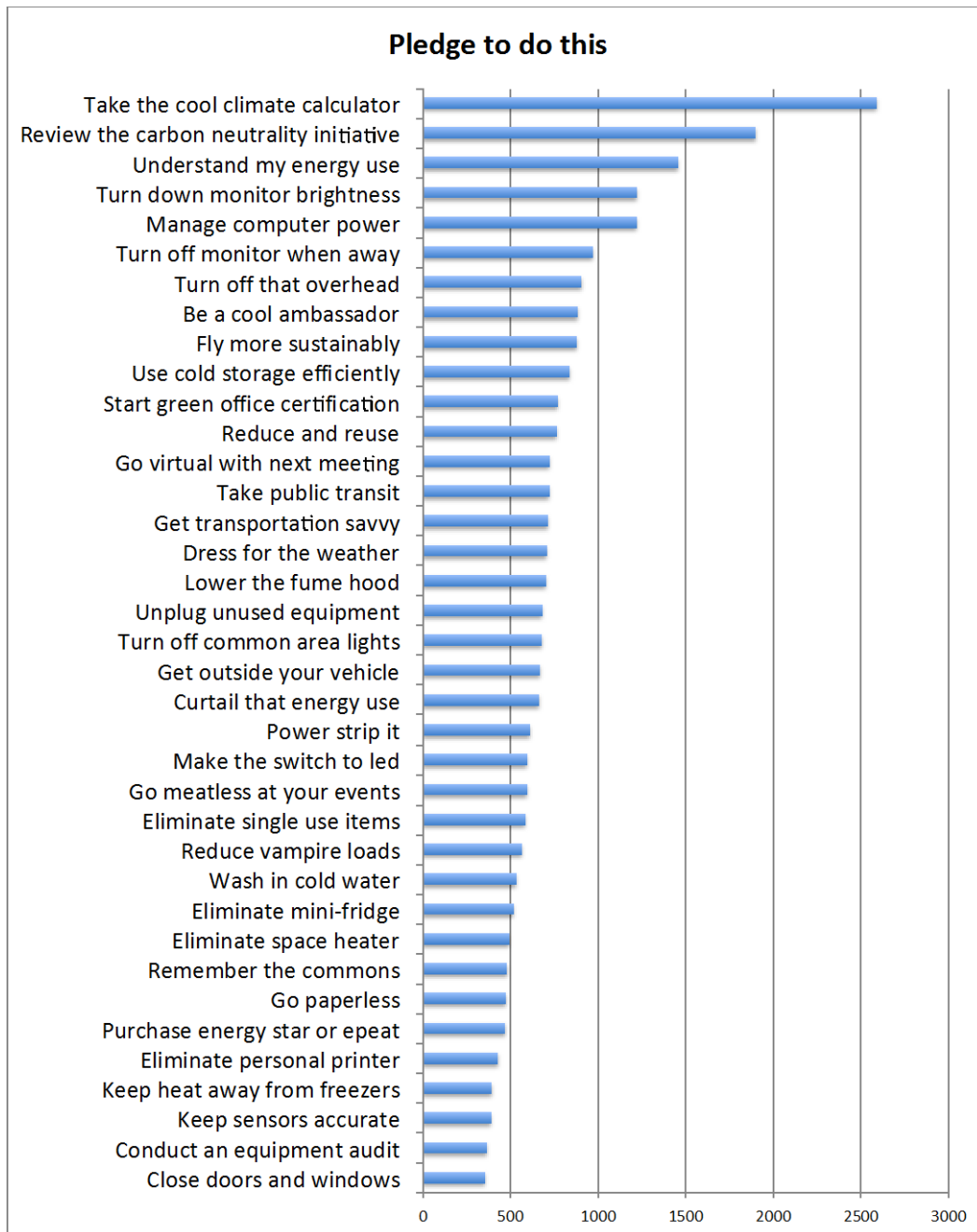


Figure 7. Number of participants taking each pledge as a new action

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

| Status | Eliminate space heater | New? | Completed? |
|---------------|--|-------------|-------------------|
| 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 it is 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.

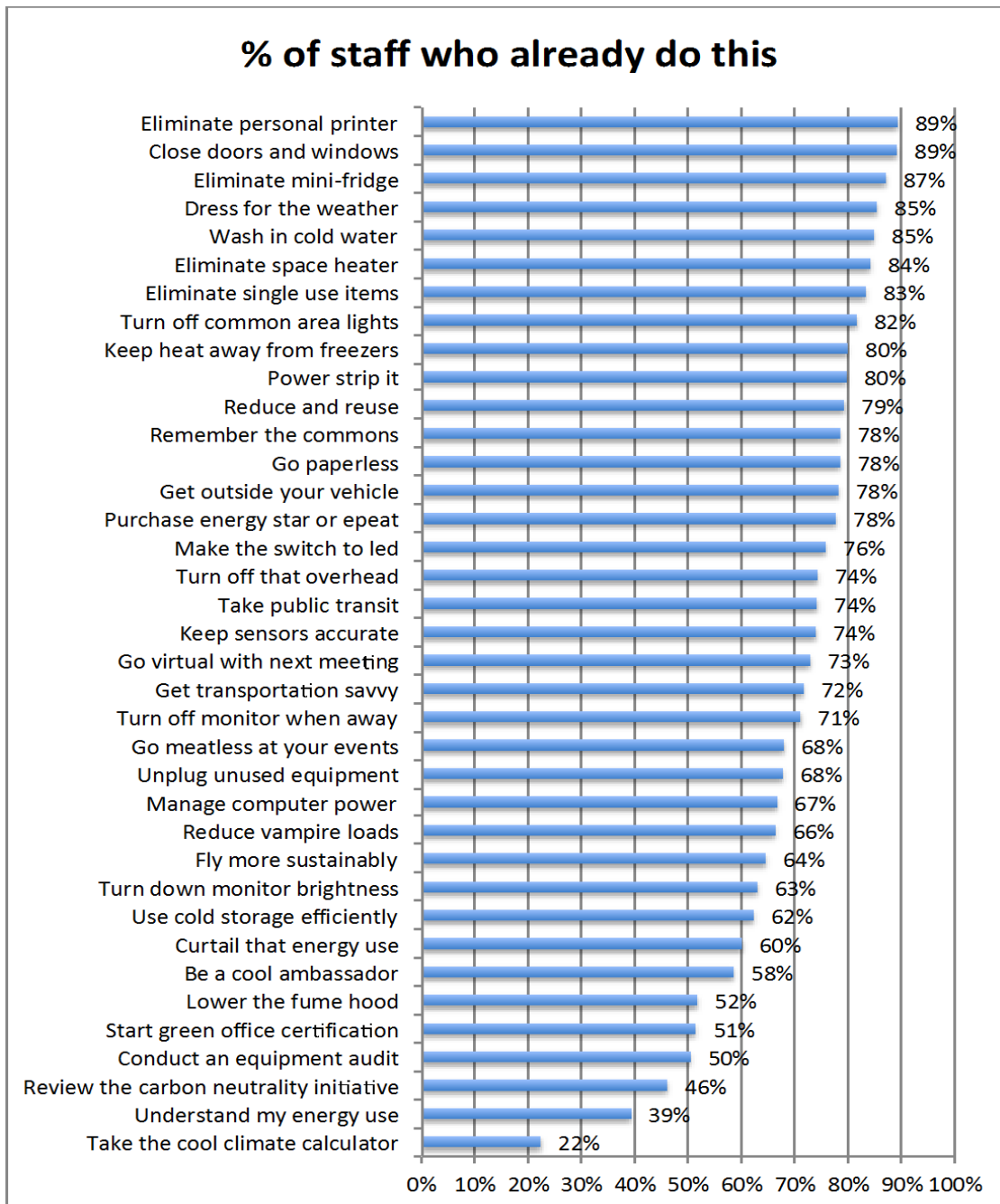


Figure 8. Percentage of staff who already take actions

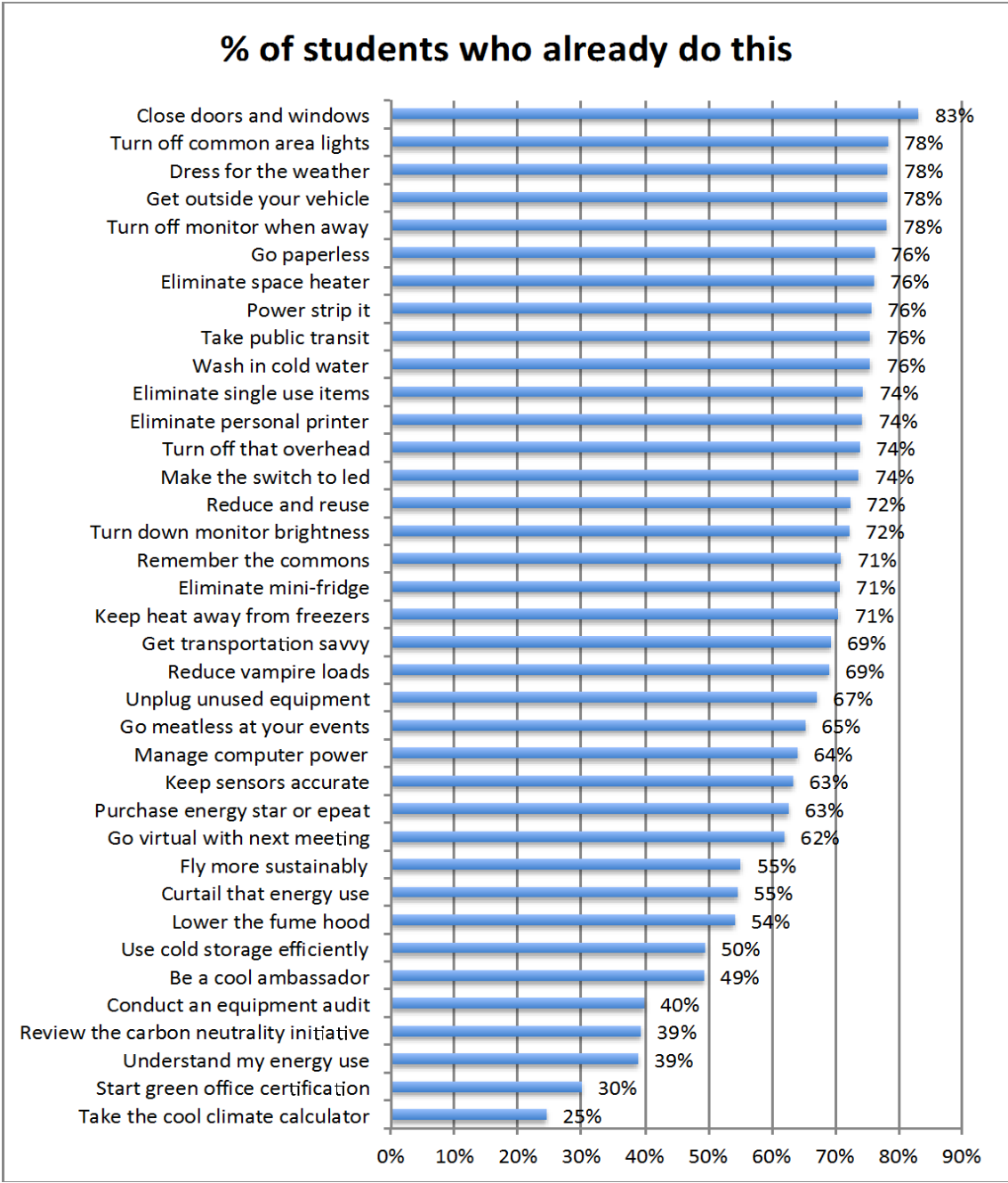


Figure 9. Percentage of students who already take actions

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).

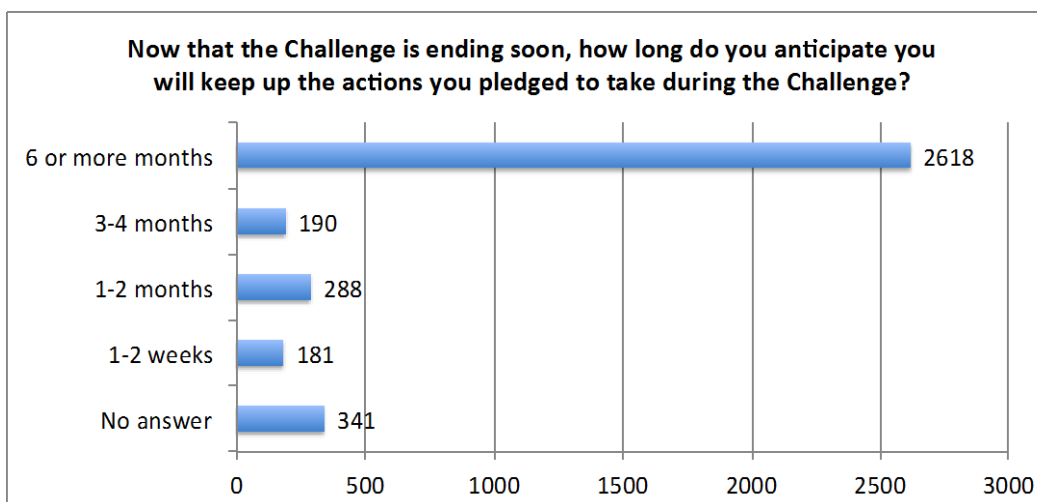


Figure 10. Self-reported persistence

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 CO₂, 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 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 CO₂) by campus

| CAMPUS | Already Completed and Verified tCO ₂ e (scopes 1&2) | Already Completed and Verified tCO ₂ e (scope 3) | Total Already Completed and Verified tCO ₂ e | Pledged and Verified tCO ₂ e (scopes 1&2) | Pledged and Verified tCO ₂ e (scope 3) | Total Pledged and Verified tCO ₂ e Saved | Total Verified tCO ₂ e (scopes 1&2) | Total Verified tCO ₂ e (scope 3) | Total Verified tCO ₂ 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 CO₂e 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

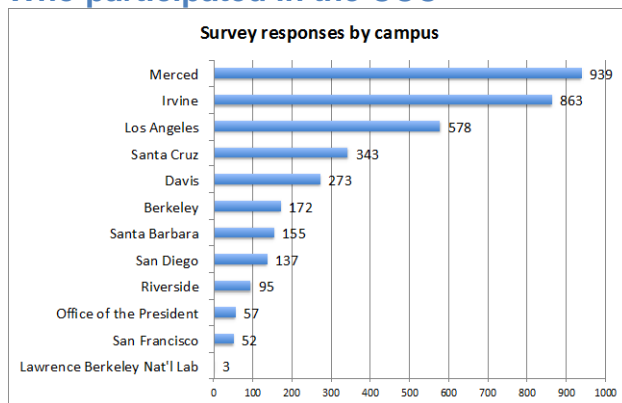


Figure 11. Surveys by campus

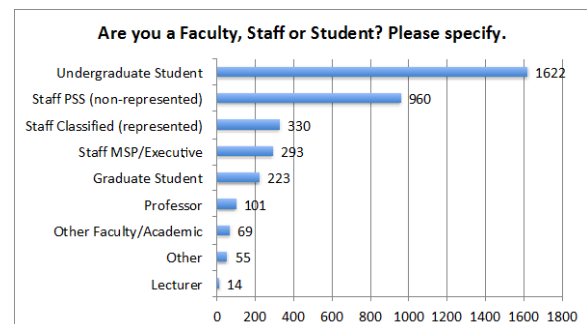


Figure 12. Surveys by campus appointment

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.

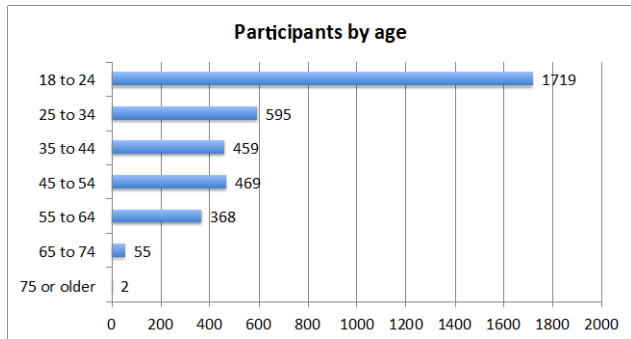


Figure 13. Survey by age

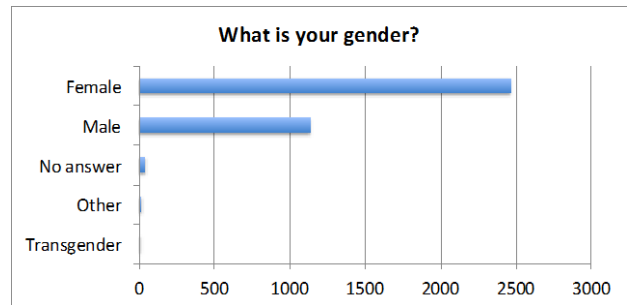


Figure 14. Surveys by gender

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.

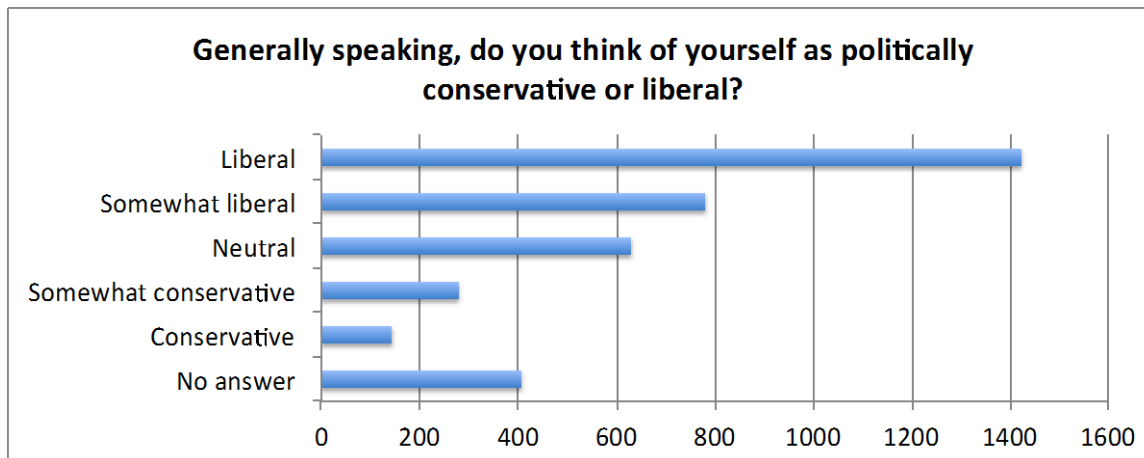


Figure 15. Political orientation

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.

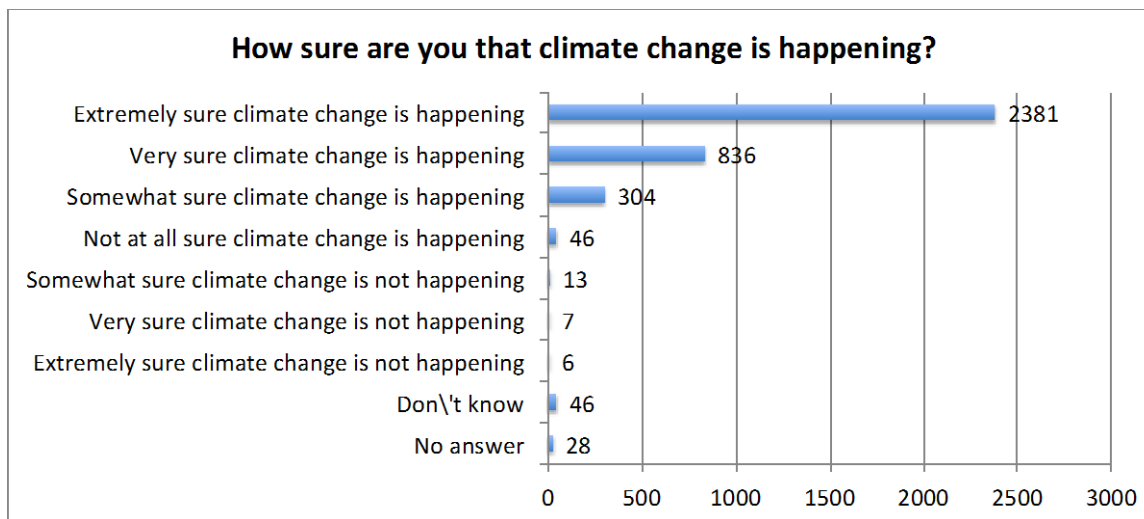


Figure 16. Awareness of climate change

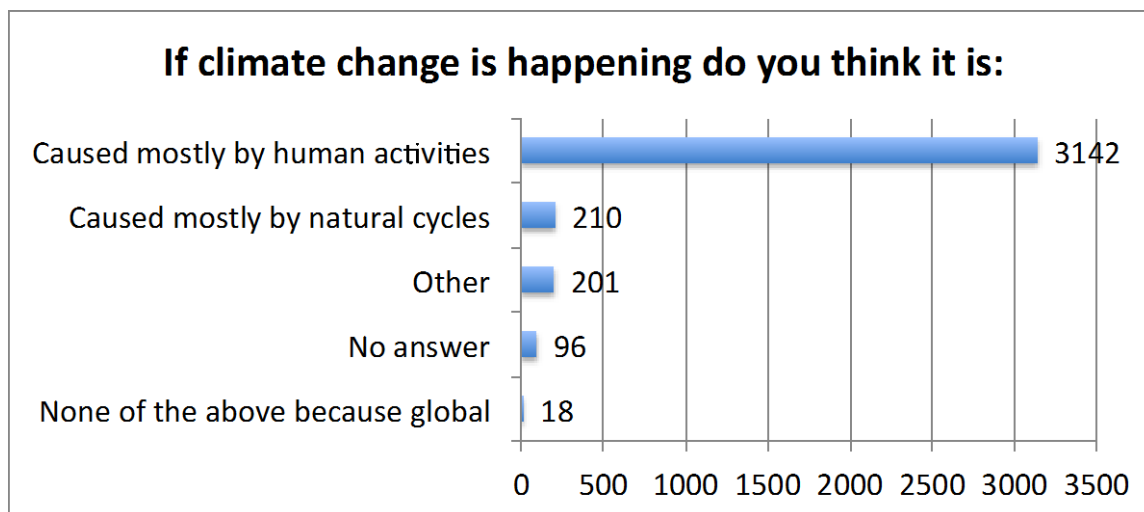


Figure 17. Cause of climate change

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.

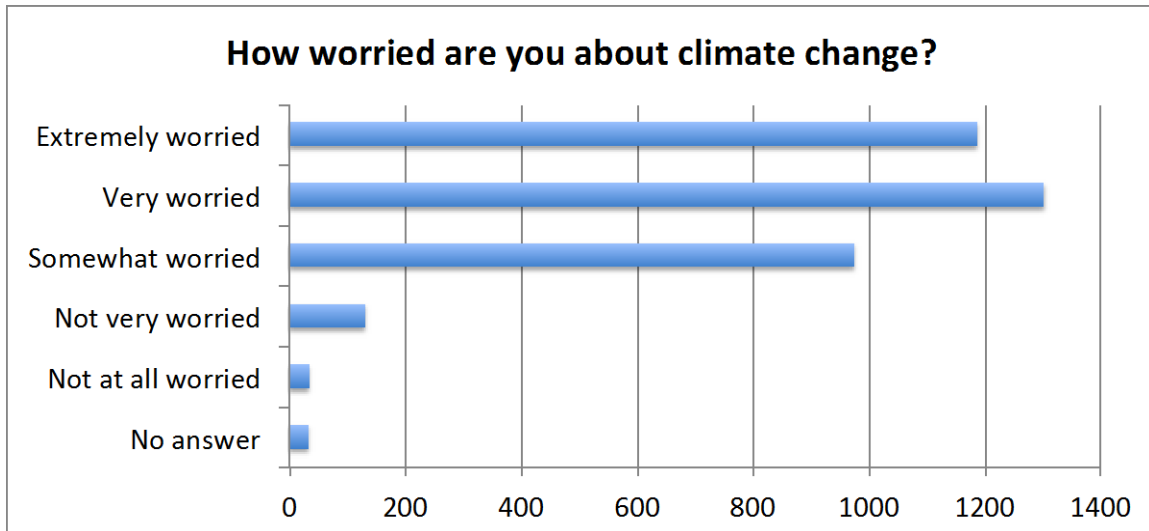


Figure 18. Level of concern about climate change

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.

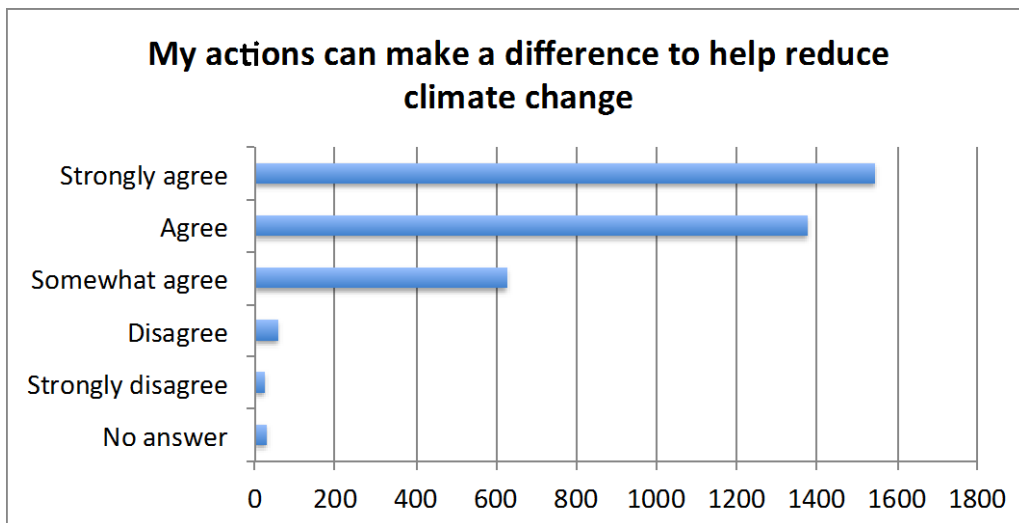


Figure 19. Belief in ability to affect climate change

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 (8th 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.

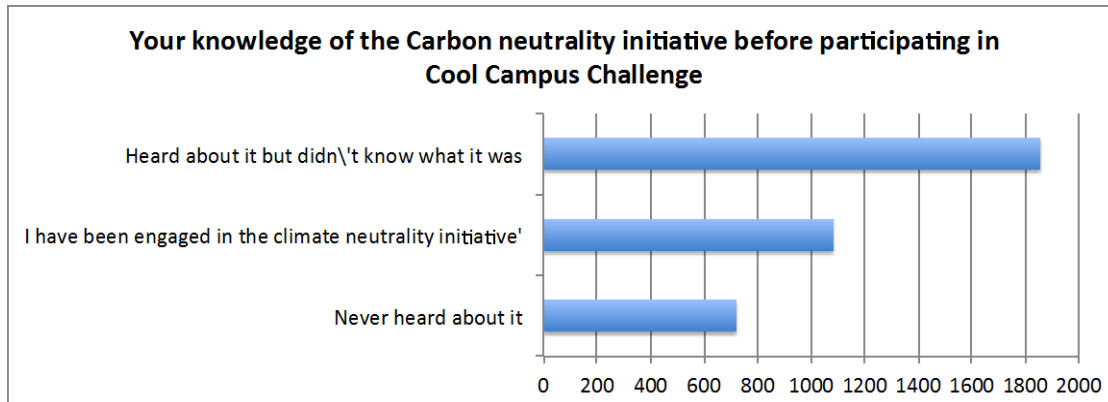


Figure 20. Knowledge of the Carbon Neutrality Initiative

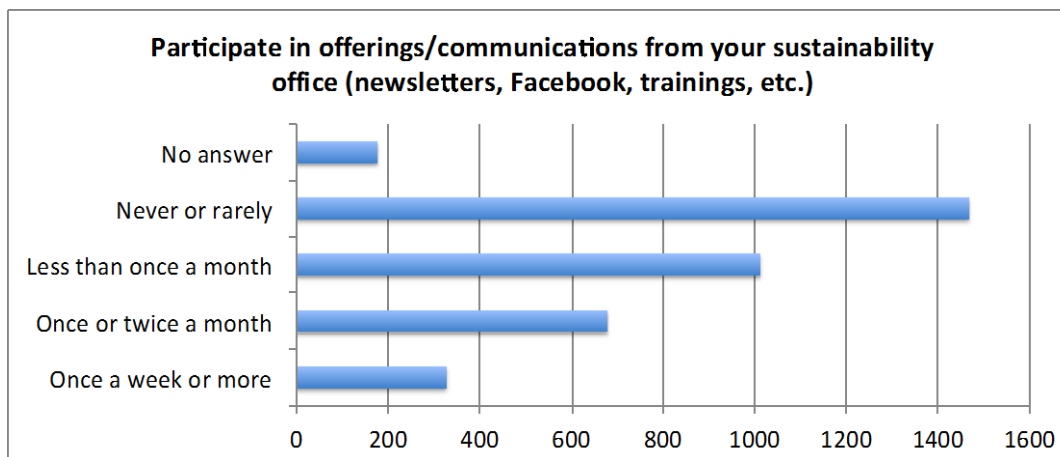


Figure 21. Participation in campus sustainability communications

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.

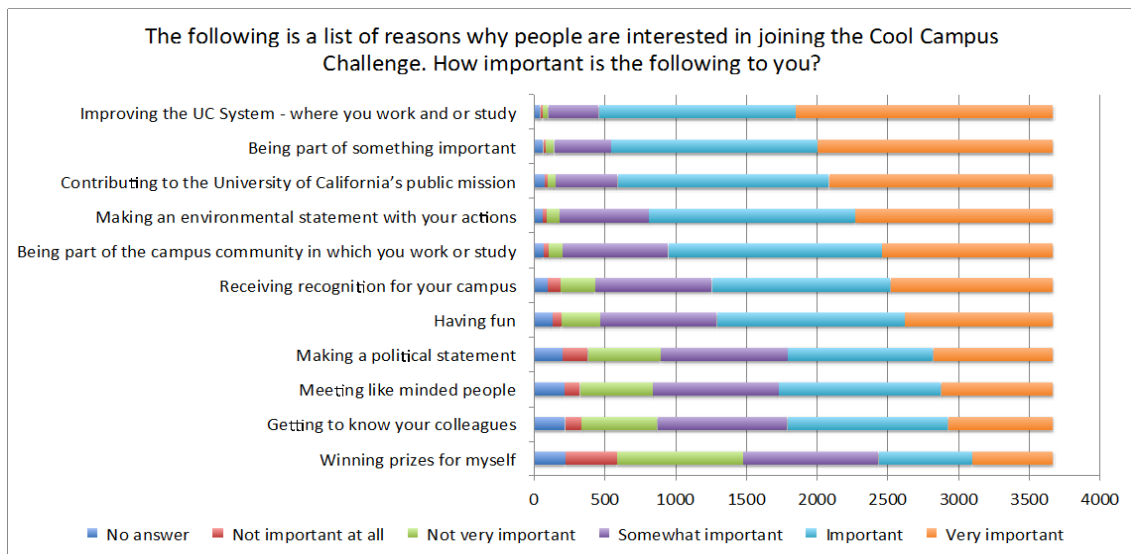


Figure 22. Motivations to join the Challenge

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.

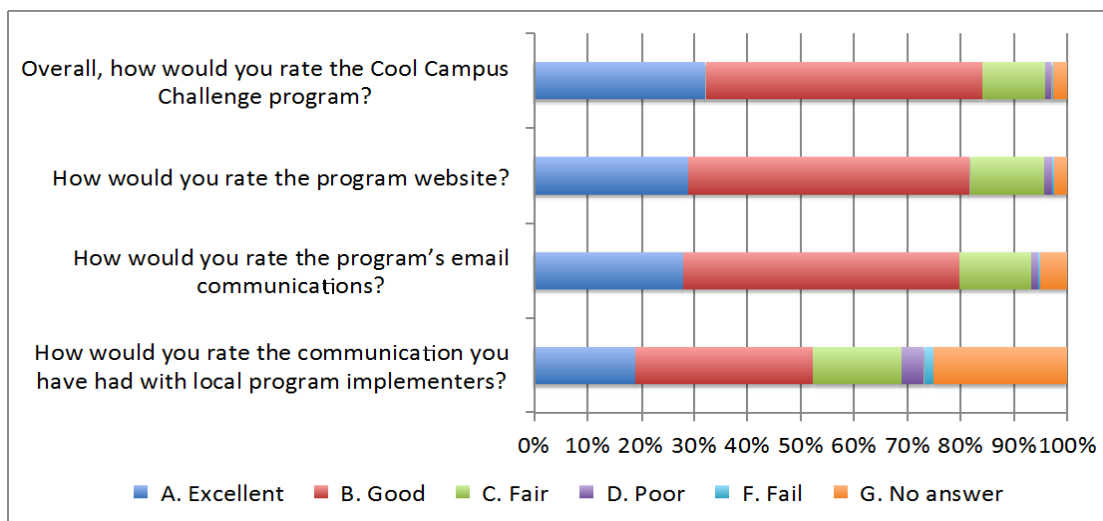


Figure 23. Overall rating of the Cool Campus Challenge

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.

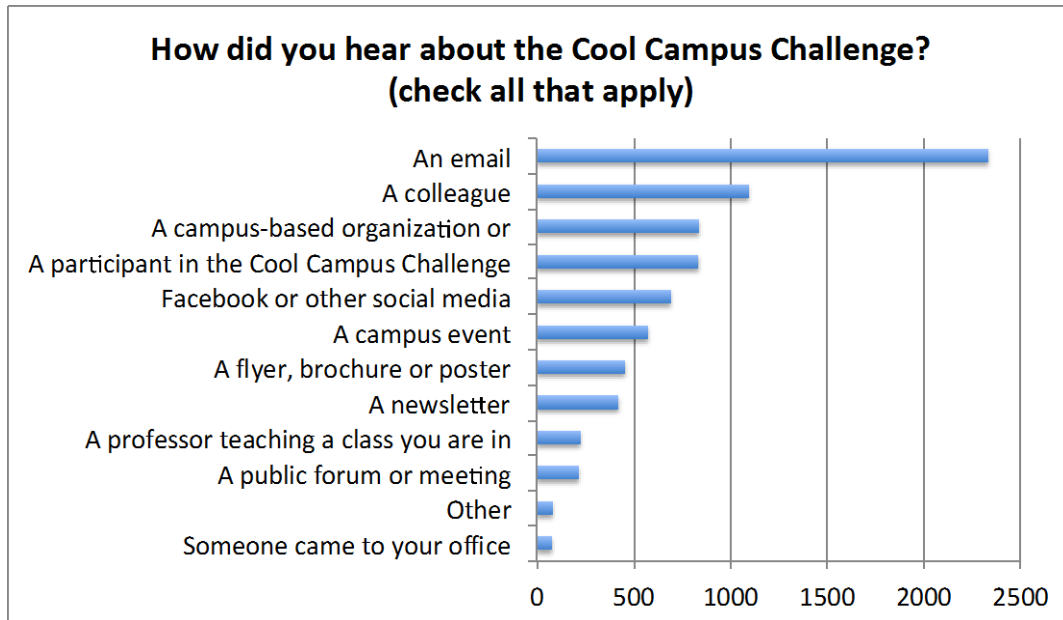


Figure 24. Communication channels

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 CO₂ from new actions, including 2,300 metric tons CO₂ 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 CO₂ 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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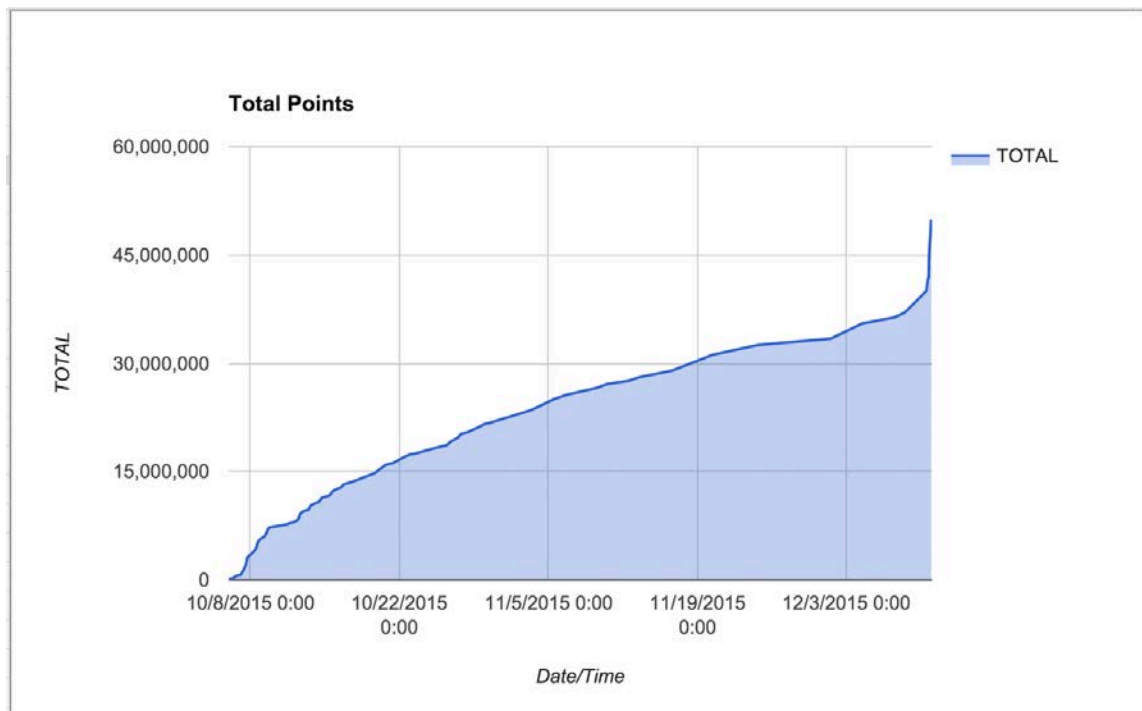
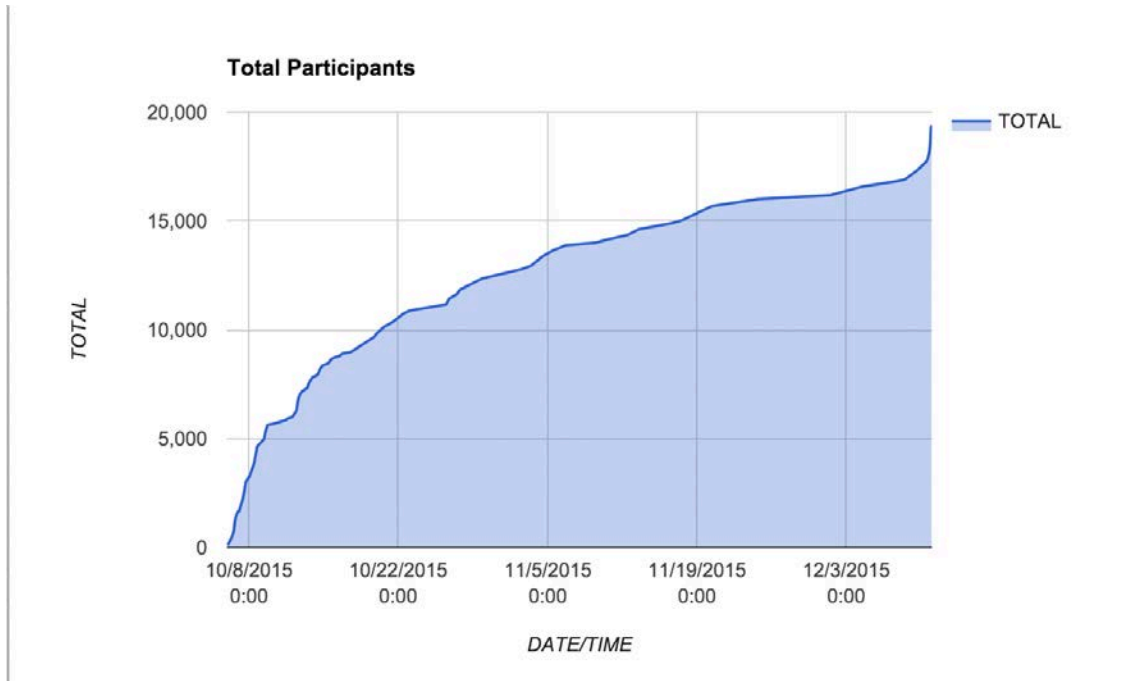
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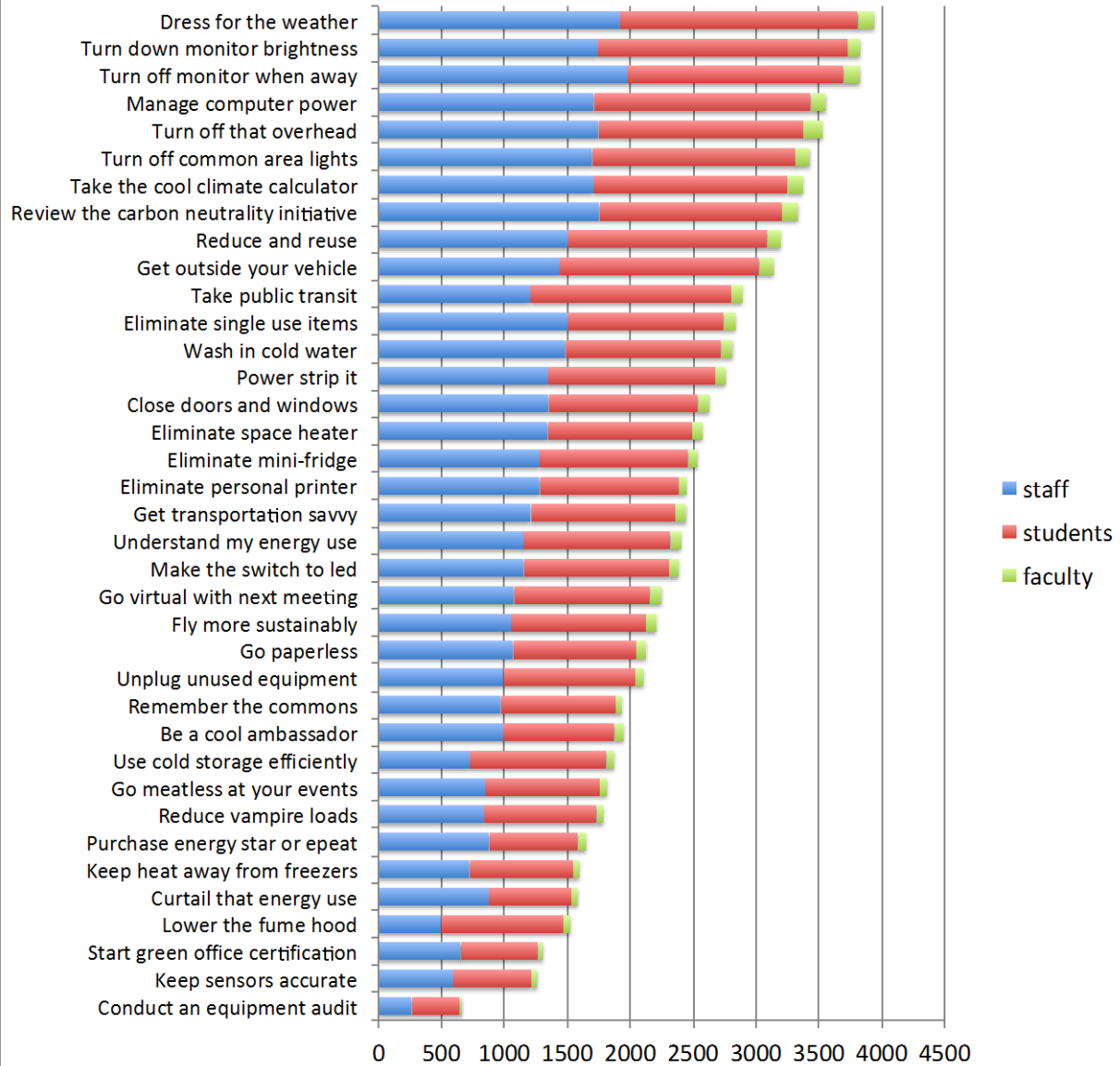
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Appendix A. Additional Figures and Tables

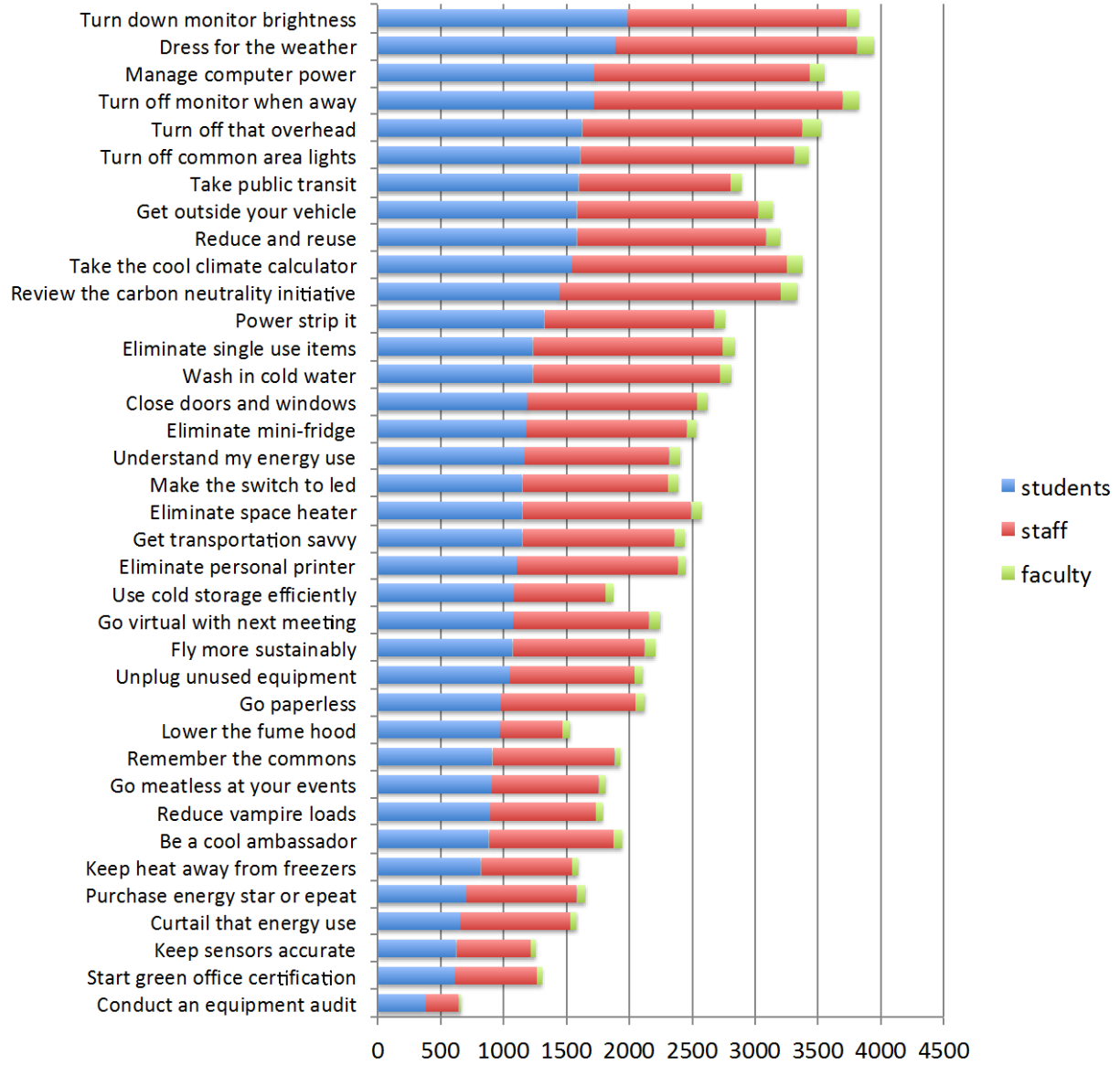
Data from software tool



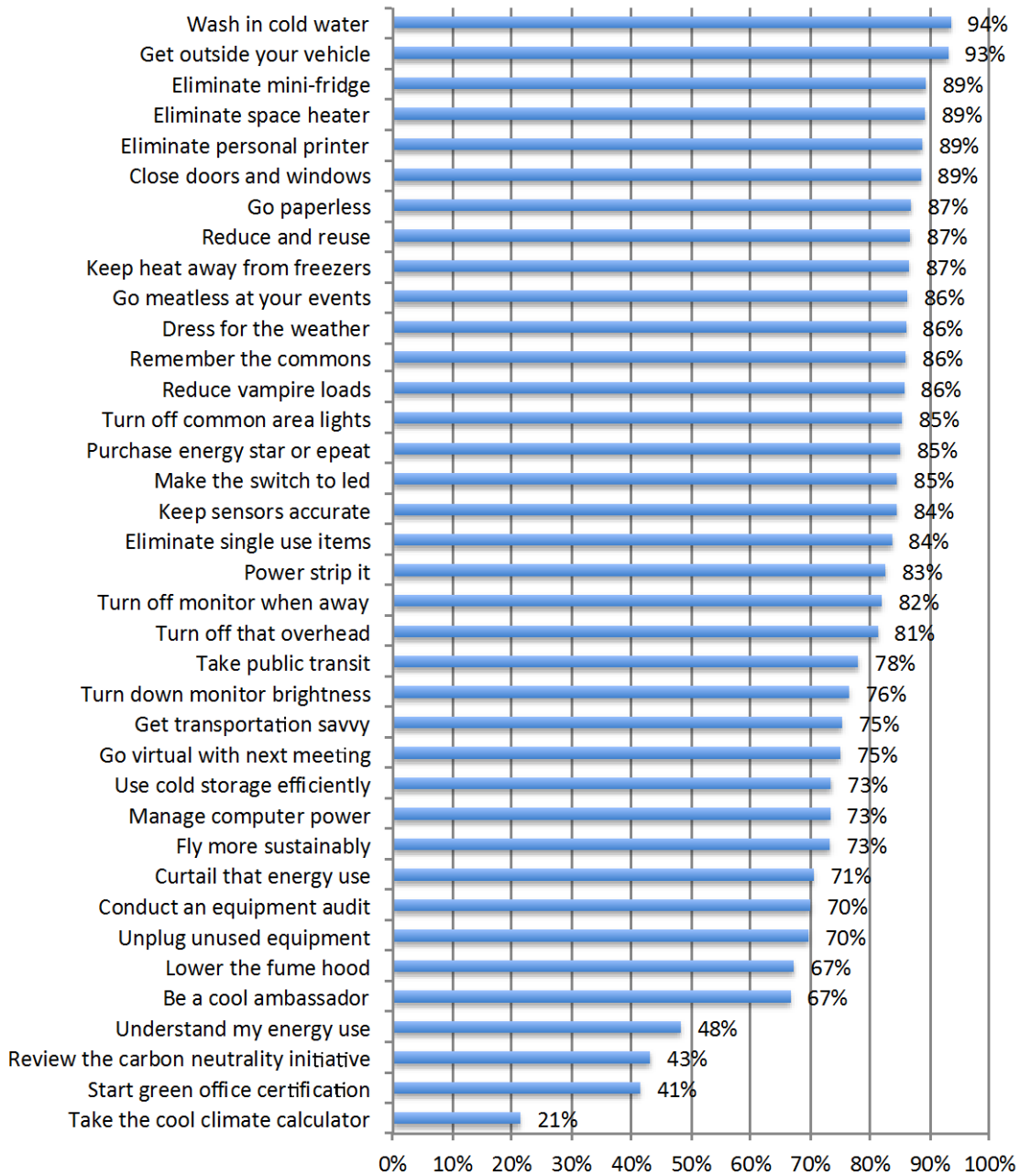
**Most popular verified pledges
(already doing and pledge to do)**



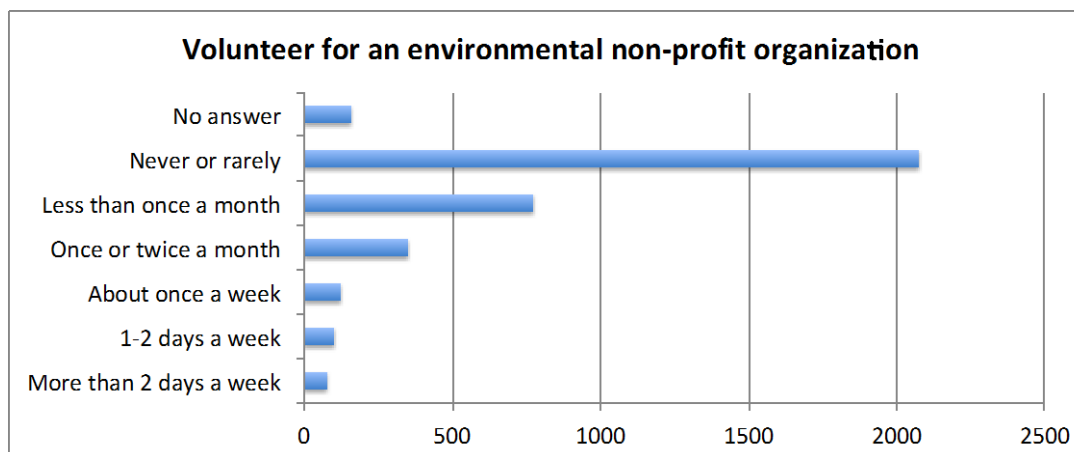
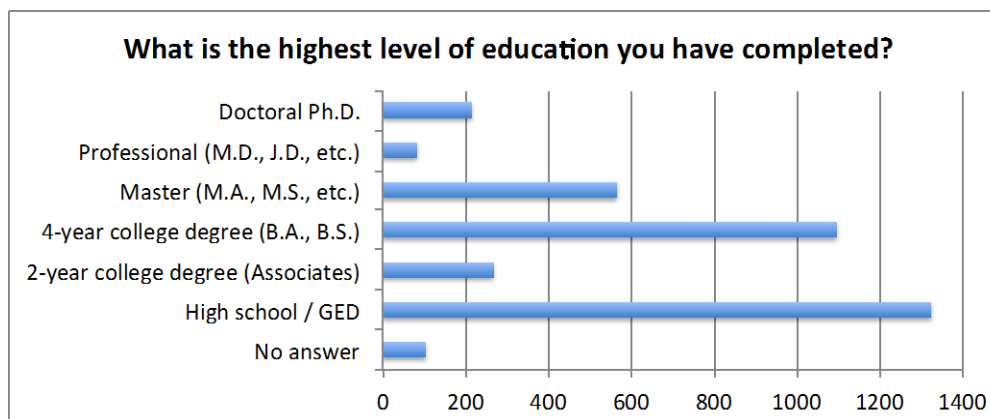
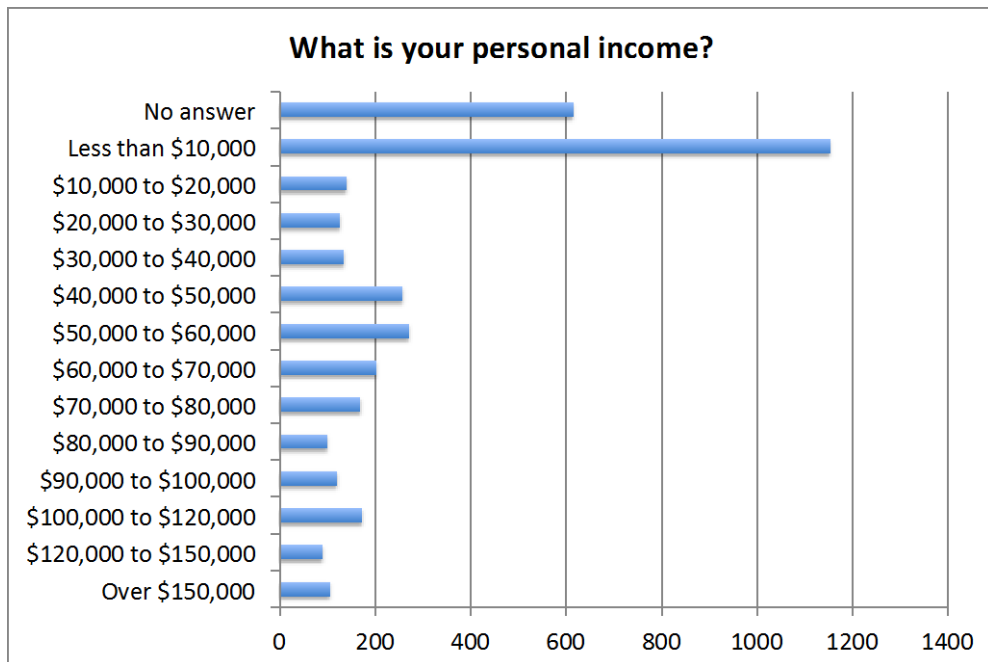
Most popular verified pledges (already doing and pledge to do)



% of faculty who already do this



Additional participant survey responses



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 CO2 per mile 110 days/year = 1470 lbs. CO2/yr

Go virtual with next meeting

Hosting meeting - 8 people not flying 3000 miles roundtrip, saving 223 grams CO2 / 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. CO2 saved = 375 kWh 0.15 0.62 lbs. CO2/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. CO2 saved = \$8160 / 24 employees / \$0.9 per therm 13 lbs. CO2/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. CO2 saved = 285 kWh 0.62 lbs.CO2/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

| Total Verified Staff Pledges | I pledge to do this | I already do this | total pledges | % already do this |
|------------------------------|---------------------|-------------------|---------------|-------------------|
| Total | 13,262 | 31,708 | 44,970 | 71% |

| Total Verified Student Pledges | I pledge to do this | I already do this | total pledges | % already do this |
|--------------------------------|---------------------|-------------------|---------------|-------------------|
| 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 CO₂e)

| | 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?

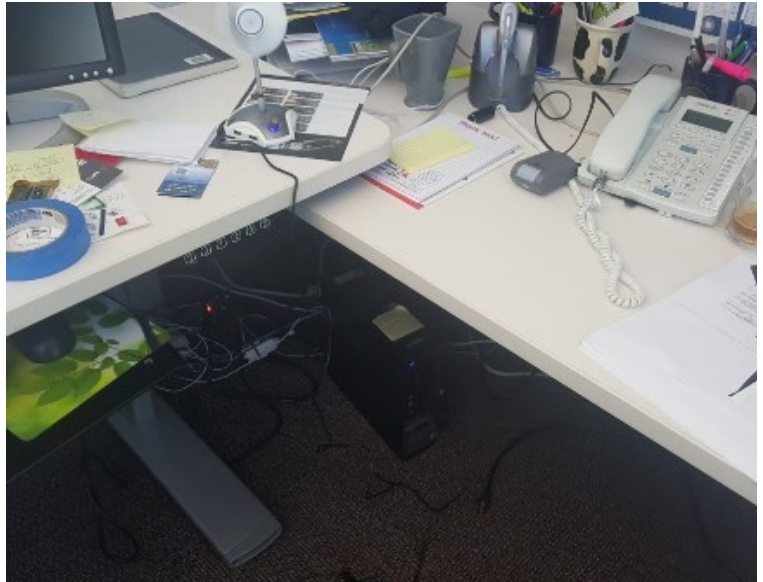
| | |
|--------------|----|
| B. Good | 91 |
| A. Excellent | 35 |
| C. Fair | 34 |
| D. Poor | 6 |
| F. Fail | 3 |
| G. No answer | 3 |

| Verified UC Berkeley Staff Pledges | I pledge to do this | I already do this | total pledges | % already do this |
|---|---------------------|-------------------|---------------|-------------------|
| 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% |
| TOTAL | 781 | 2,096 | 2,877 | 73% |

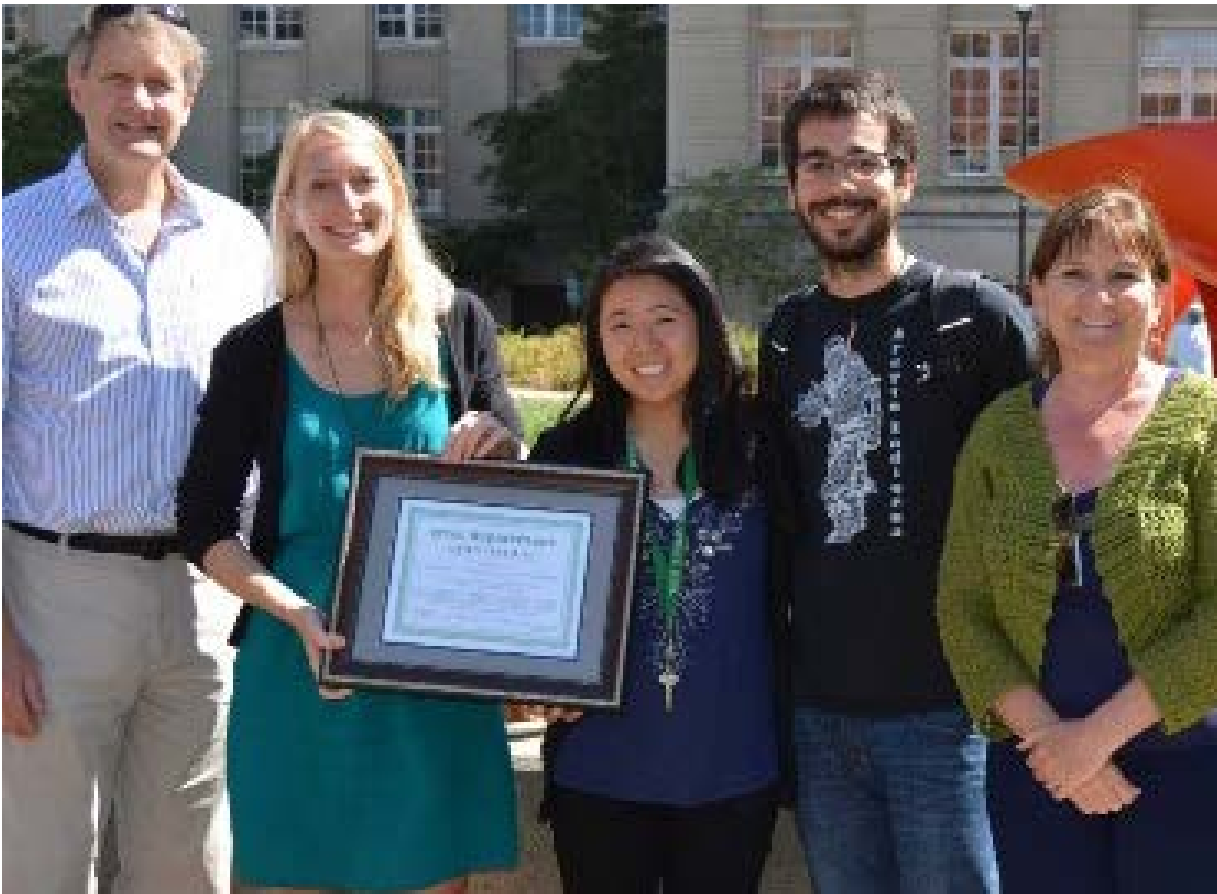
| Verified UC Berkeley Student Pledges | I pledge to do this | I already do this | total pledges | % already do this |
|---|---------------------|-------------------|---------------|-------------------|
| Take the cool climate calculator | 103 | 29 | 132 | 22% |
| Review the carbon neutrality initiative | 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% |
| TOTAL | 987 | 2,493 | 3,480 | 72% |



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 IsoÁ© 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.

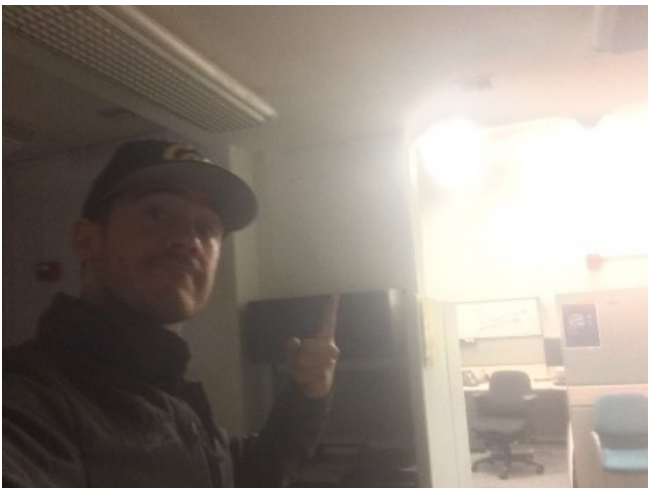


I recently had a conference call with folks from Portland Community College, Oberlin College, and Northern Arizona University. Imagine if we all had to commute to meet with one another! That would be a lot of CO2 from flying and/or driving! Luckily, we were able to phone in instead of meet in person.



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.



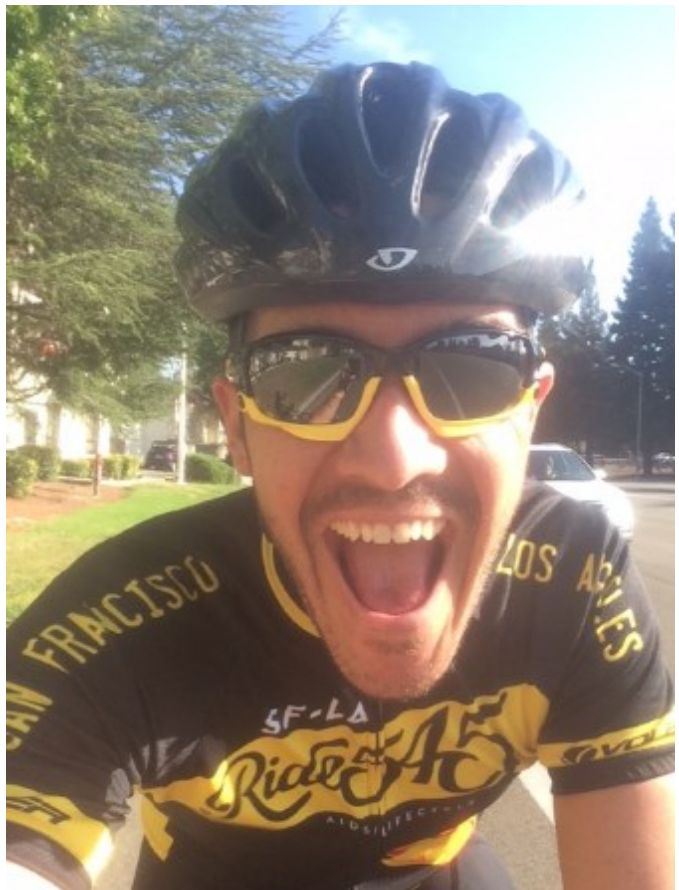
I designed UC Berkeley's Refills Not Landfills Kanteen and use it for all my hot and cold drinks instead of single-use plastic or paper cups. I also advise UC Berkeley's ReUSE student organization and we are opening a ReUSE store on campus this fall!



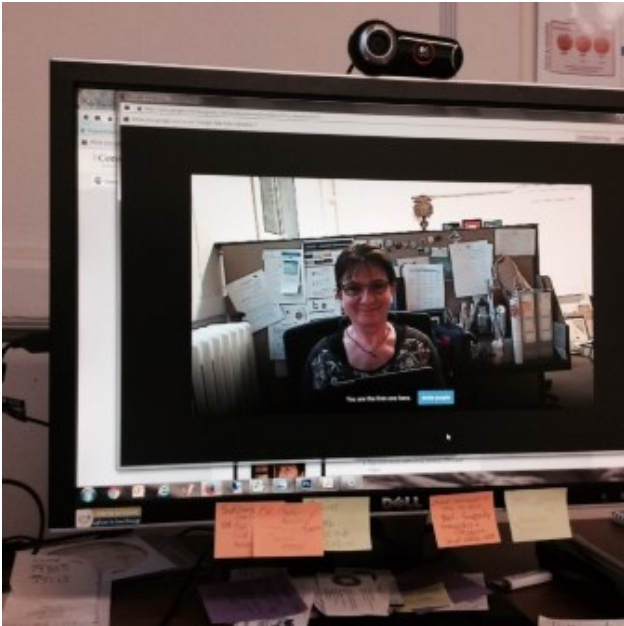
Rather than rely on mini-fridges, the LEAD Center (a staff of 25+), shares one collective refrigerator. We also wrote into the new ASUC Student Union policy- no personal/mini-fridges!



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)!



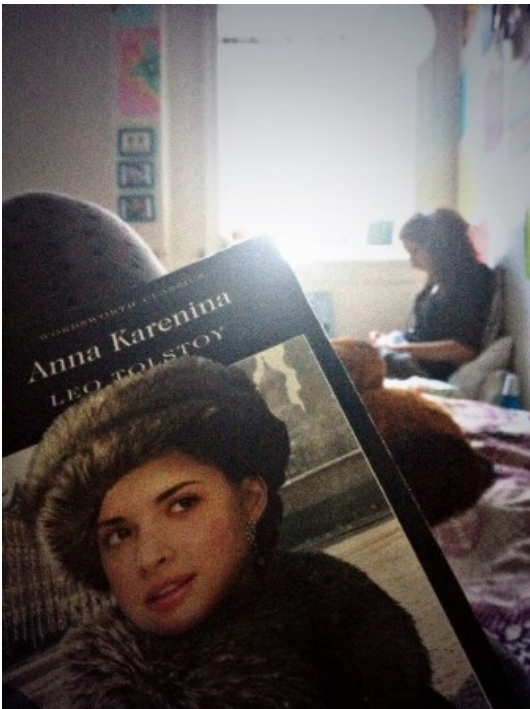
This thing turns everything off 5 minutes after I leave my desk. Got it from the Haas Green Team last year. It uses motion sensors and turns off everything except my computer. Then when I walk back up to my desk, all back on. Magic.



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—oftentimes my boss and I will turn off all of the office lights and open the doors and curtains to enjoy the sunlight.



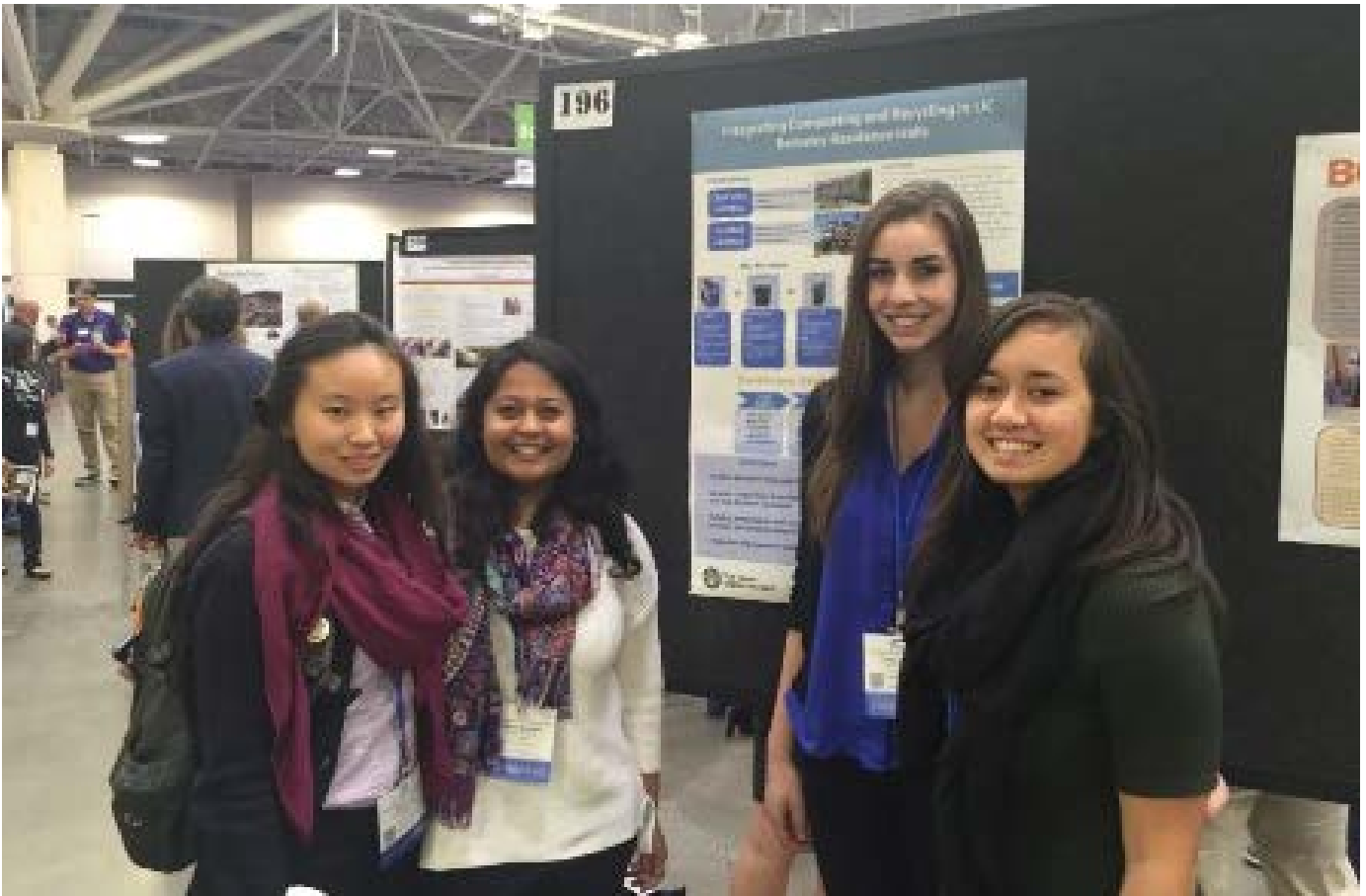
I live in a vegetarian co-op with a fairly militant waste reduction ethos. If someone found a plastic fork in the trash there would be emergency meetings followed by a witch-hunt. I spend every Wednesday washing out Snapple bottles because we just can't bear the thought of throwing anything away.



I've been a vegetarian personally for a while. We've made a significant effort to make out 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 CO₂e)

| | 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 |

| UC Davis Student Pledges | I pledge to do this | I already do this | total pledges | % already do this |
|---|----------------------------|--------------------------|----------------------|--------------------------|
| 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% |
| TOTAL | 813 | 2,066 | 2,879 | 72% |

| UC Davis Student Pledges | I pledge to do this | I already do this | total pledges | % already do this |
|---|----------------------------|--------------------------|----------------------|--------------------------|
| 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% |
| TOTAL | 813 | 2,066 | 2,879 | 72% |



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 cost water and energy and what is the by product? Co2 . Back at home we had Compost as well



We had fun doing this!



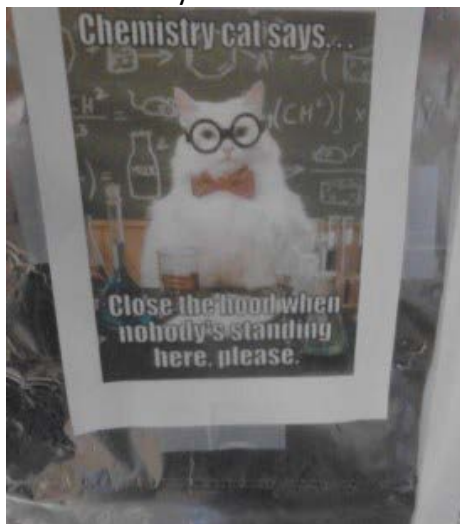
I ride my bike to the Amtrak station every day rain or shine! It's a great way to wake up in the morning and relax right after work while getting in a little cardio.



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 CO₂e)

| | 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?

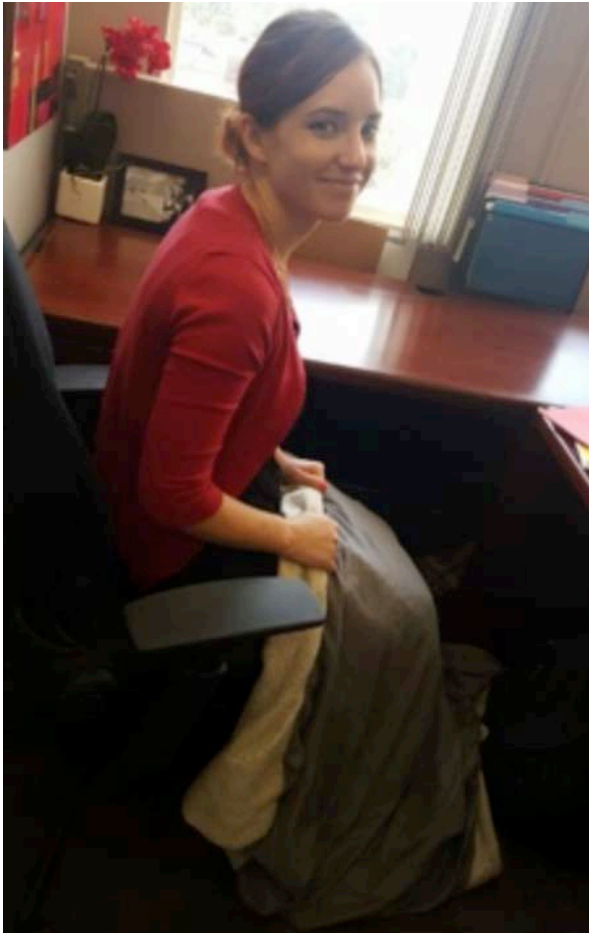
| | |
|--------------|-----|
| B. Good | 274 |
| G. No answer | 255 |
| A. Excellent | 150 |
| C. Fair | 140 |
| D. Poor | 34 |
| F. Fail | 10 |

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 |

| UC Irvine Staff Pledges | I pledge to do this | I already do this | total pledges | % already do this |
|---|----------------------------|--------------------------|----------------------|--------------------------|
| 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% |
| TOTAL | 1,998 | 4,938 | 6,936 | 71% |

| Verified UC Irvine Student Pledges | I pledge to do this | I already do this | total pledges | % already do this |
|---|----------------------------|--------------------------|----------------------|--------------------------|
| 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% |
| TOTAL | 2,801 | 6,000 | 8,801 | 68% |



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 CO₂e)

| | 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 |

| UC Los Angeles Staff Pledges | I pledge to do this | I already do this | total pledges | % already do this |
|---|----------------------------|--------------------------|----------------------|--------------------------|
| 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% |
| TOTAL | 2,775 | 6,540 | 9,315 | 70% |

| Verified UC Los Angeles Student Pledges | I pledge to do this | I already do this | total pledges | % already do this |
|--|----------------------------|--------------------------|----------------------|--------------------------|
| 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% |
| TOTAL | 1,113 | 2,914 | 4,027 | 72% |



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 CO₂e)

| | 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 |
| 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?

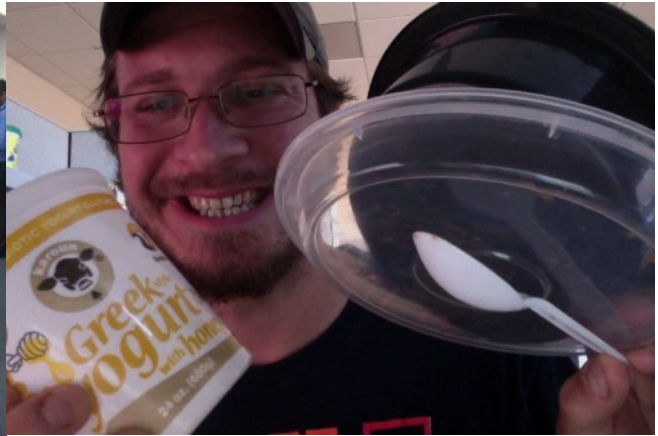
| | |
|--------------|-----|
| B. Good | 418 |
| A. Excellent | 397 |
| C. Fair | 85 |
| G. No answer | 32 |
| D. Poor | 6 |
| F. Fail | 1 |

| UC Merced Staff Pledges | I pledge to do this | I already do this | total pledges | % already do this |
|---|----------------------------|--------------------------|----------------------|--------------------------|
| 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% |
| TOTAL | 963 | 1,765 | 2,728 | 65% |

| Verified UC Merced Student Pledges | I pledge to do this | I already do this | total pledges | % already do this |
|---|----------------------------|--------------------------|----------------------|--------------------------|
| 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% |
| TOTAL | 8,337 | 8,077 | 16,414 | 49% |



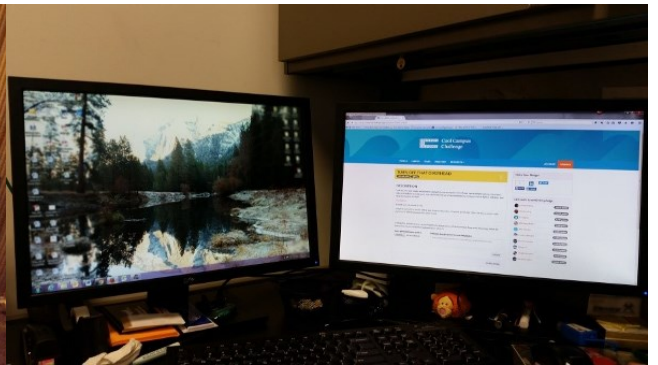
We do lab symposium and cook food using a robotic smoker. I think this is green to reduce food traveling.



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 CO2 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 CO₂e)

| | | | |
|------------------------------|--------------|---------|---------|
| | 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 |

| Verified UCOP Staff Pledges | I pledge to do this | I already do this | total pledges | % already do this |
|---|----------------------------|--------------------------|----------------------|--------------------------|
| 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% |
| TOTAL | 528 | 1,127 | 1,655 | 68% |



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 it's 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 CO₂e)

| | 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 |

| Verified UC Riverside Staff Pledges | I pledge to do this | I already do this | total pledges | % already do this |
|--|----------------------------|--------------------------|----------------------|--------------------------|
| 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% |
| TOTAL | 586 | 1,015 | 1,601 | 63% |

| Verified UC Riverside Student Pledges | I pledge to do this | I already do this | total pledges | % already do this |
|--|----------------------------|--------------------------|----------------------|--------------------------|
| 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% |
| TOTAL | 1,048 | 2,071 | 3,119 | 66% |



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



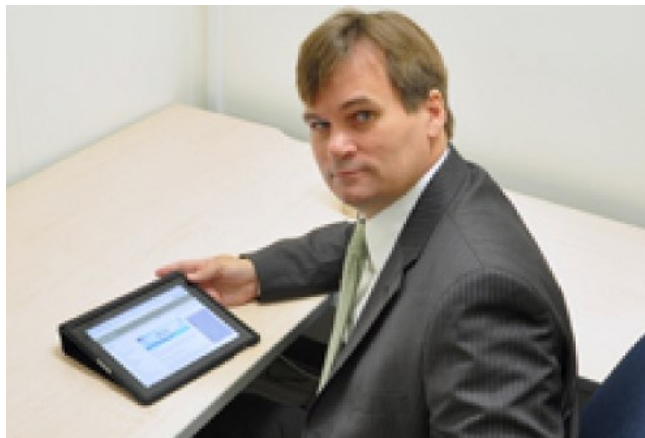
About 99% of my meetings with colleagues are online now. I used to travel ~100 miles once a week to meet with my advisor -- now we meet online!



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 CO₂e)

| | 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?

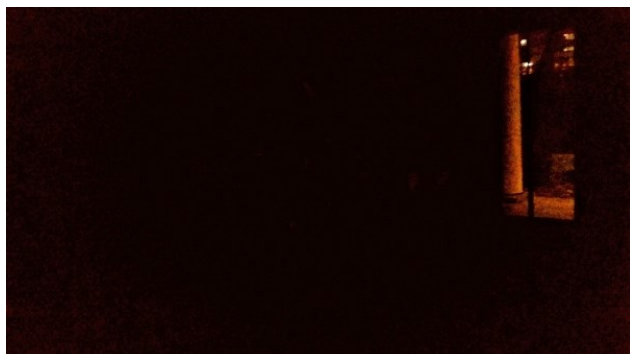
| | |
|--------------|----|
| B. Good | 78 |
| A. Excellent | 34 |
| C. Fair | 24 |
| G. No answer | 1 |

| Verified UC San Diego Staff Pledges | I pledge to do this | I already do this | total pledges | % already do this |
|--|----------------------------|--------------------------|----------------------|--------------------------|
| 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% |
| TOTAL | 896 | 2,031 | 2,927 | 69% |

| Verified UC San Diego Student Pledges | I pledge to do this | I already do this | total pledges | % already do this |
|--|----------------------------|--------------------------|----------------------|--------------------------|
| 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% |
| TOTAL | 467 | 1,643 | 2,110 | 78% |



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 CO2e)

| | 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 |

| Verified UC San Francisco Staff Pledges | I pledge to do this | I already do this | total pledges | % already do this |
|--|----------------------------|--------------------------|----------------------|--------------------------|
| 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% |
| TOTAL | 255 | 795 | 1,050 | 76% |

| Verified UC San Francisco Student Pledges | I pledge to do this | I already do this | total pledges | % already do this |
|--|----------------------------|--------------------------|----------------------|--------------------------|
| 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% |
| TOTAL | 15 | 24 | 39 | 62% |



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 CO₂e)

| | 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 |
| 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 |

| Verified UC Santa Barbara Staff Pledges | I pledge to do this | I already do this | total pledges | % already do this |
|--|----------------------------|--------------------------|----------------------|--------------------------|
| 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% |
| TOTAL | 1,014 | 2,403 | 3,417 | 70% |

| Verified UC Santa Barbara Student Pledges | I pledge to do this | I already do this | total pledges | % already do this |
|--|----------------------------|--------------------------|----------------------|--------------------------|
| 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% |
| TOTAL | 1,206 | 2,634 | 3,840 | 69% |



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 CO₂e)

| | 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)

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|--|-----|
| 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 |

| Verified UC Santa Cruz Staff Pledges | I pledge to do this | I already do this | total pledges | % already do this |
|---|----------------------------|--------------------------|----------------------|--------------------------|
| 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% |
| TOTAL | 1,876 | 4,932 | 6,808 | 72% |

| Verified UC Santa Cruz Student Pledges | I Pledge to do this | I already do this | total pledges | % already do this |
|---|----------------------------|--------------------------|----------------------|--------------------------|
| 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% |
| TOTAL | 983 | 2,572 | 3,555 | 72% |

