

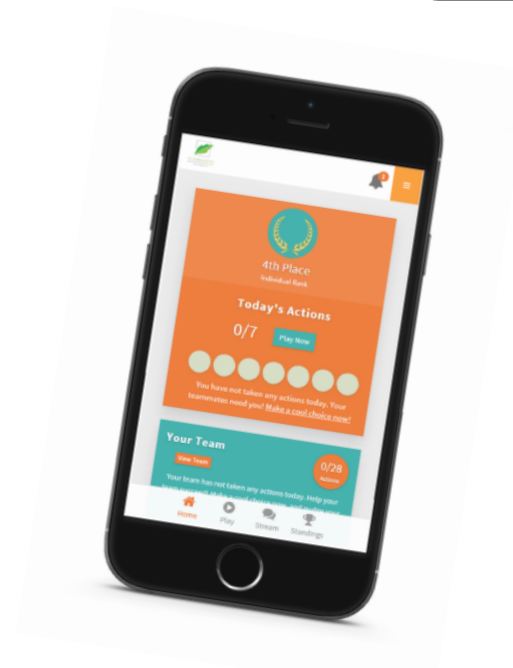


## **Going for Green in Northeast WI: A Summary of Results**

Presented by: Kathy Kuntz, Executive Director at Cool Choices

# Cool Choices Program

- Form teams with colleagues
  - Report actions daily for 6 weeks
  - Earn points
  - Win prizes, bragging rights
- 
- *Transparent system*
  - *Facilitates conversation*
    - *Coaching, collaboration, sharing*

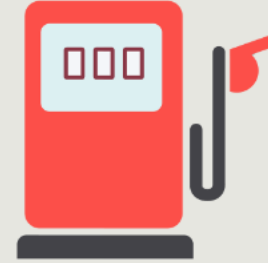


# THE MCKNIGHT FOUNDATION





**1358**  
players



**70,631**  
gallons gas  
conserved



**5,104,665**  
lbs. of  
CO<sub>2</sub>  
avoided



**1,757,056**  
kWh  
electricity



**5,155,822**  
gallons  
water saved



**\$506,420**  
savings



# PRACTICES TO PROMOTE



**Calibrate your flat panel TV's picture**



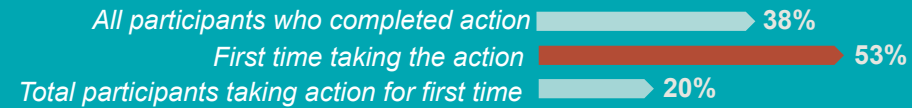
**Avoid “jack rabbit” driving**



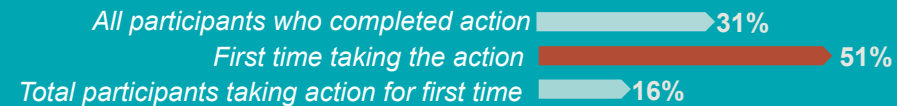
**Turn off your engine instead of idling**



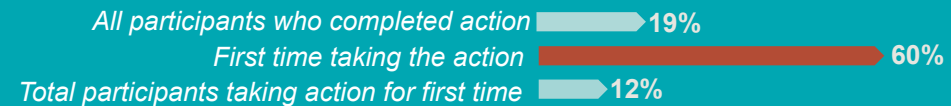
**Walk instead of driving today**



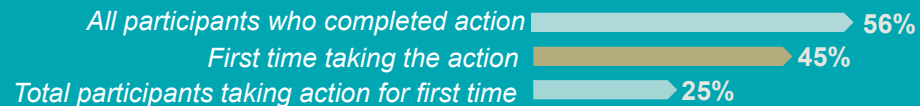
**Carpool to work today**



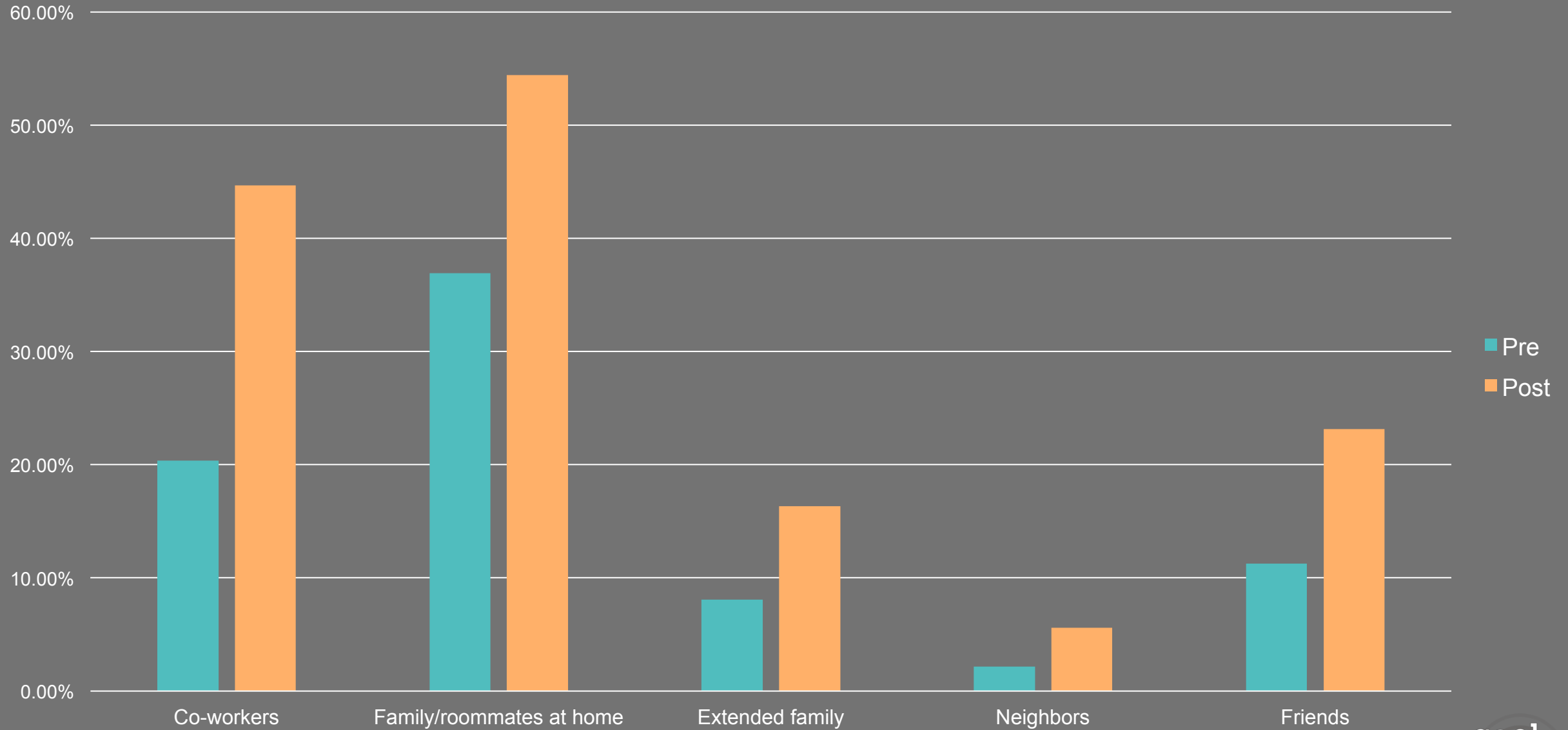
**Use public transit today**



**Opt for a meatless meal today**



# Talked at Least Weekly About Sustainability With...



# HOW CAN YOUR COMMUNITY HELP YOU?



# Encourage more recycling

## CLARITY

Clearer signage of what belongs in which bin; utilizing specially-designed bins with clear illustrations

## ↑ FREQUENCY

Make bins and special recycling available more often

*"Offer more than 1x per year collection of chemicals, batteries, hazard materials etc. to keep the stuff from lying around with the potential of harm"*

## REDUCE & REUSE

Provide tools and suggestions for eliminating waste & reusing– these are often hidden compared to bins. More holistic approach to helping reduce waste before it needs to be recycled

## SHOW US THE MATH

Fines/penalties; reduced fees for recycling; competitions

*"Prize-linked recycling. [For] example, the county charges \$15 to recycle a TV, if instead they charged \$20, but put \$5 into a lottery/raffle fund where at the end of the year each person that recycled a TV gets 1 entry to win that money. If the prize was high enough, I bet some people would pick up TV's from the side of the road to gain another entry."*

## ALWAYS PAIR BINS

Especially in public: parks, gas stations, restaurants, bus stops; if recycling isn't offered, people won't carry recyclables to the next bin

*"I don't see any recycling cans in public places. They should be right next to the garbage cans."*



# Encourage more walking, biking, and transit

## BRING IN NEW RIDERS

Use free transit days, bring-a-friend days, etc. to encourage riders new to transit to experience it easily; have free transit on large event days

*"Offer free public transit days."*

## MAKE TRANSIT EASY

Clearer routes; make bus stops obvious with useful information; employers should research routes and promote to commuters; encourage the use of apps like Google Maps

*"Our bus schedule and routes are very hard to understand and use. If they could make it more user friendly I would have used the bus as an option for my son to get to the school this year."*

## PLACES FOR PEOPLE, NOT CARS

Prioritize people, not cars in planning and in engagement programs

*"City could set up a 'business crawl': if you take the bus to the businesses you get perks or discounts."*

*"Reduce the number of public parking spots in the community."*

## SAFE INFRASTRUCTURE

People will walk and bike if infrastructure is in place; consider bike lanes and sidewalks over parking spaces and car

*"Add bike lanes to every street - not just a few."*

## BIKE STORAGE

More frequent and safer storage, including covered storage; don't make riders risk losing or damaging

*"Install bike racks for employees to secure bicycles at their facilities."*



# Encourage saving energy

## TAKE BIG STEPS

Push beyond business-as-usual; implement new, ambitious requirements and goals. Folks want to see bold visions

*"Require all new housing developments to include solar panels installed on them."*

## PROVIDE INFORMATION

Utilize existing communications infrastructure and community events to provide information

*"I live in a small community that sends out a weekly newsletter. They could add tips and incentives to the newsletters like Cool Choices does for energy savings."*

## PROMOTE CURRENT RESOURCES

Make incentives & resources better-known (such as Focus on Energy); consider partnerships with landlords & realtors or new lease & mortgage requirements

*"Provide Focus on Energy contact information to new homeowners/tenants."*

*"Promote the free programs available to all residents of Wisconsin such as those outlined in the Cool Choices challenge. Until this challenge I was unaware of the free light bulbs and water reduction fixtures available."*

## LEAD BY EXAMPLE

LED street lights; lights and equipment off when not in use; make municipal and business efforts visible

*"Lead by example and make sure all municipal buildings use led lights, low flow aerators, turn the temps down, etc."*

*"Switch to more LED lights throughout the city. Also turn off business lights after business is closed for the night."*





# Encourage saving water

## INCENTIVIZE LOWER WATER USE

Offer incentives for households that decrease water use; offer ways to see house water use

*“Set up a cash back/tax break incentive for families who decrease their water consumption from the following year based on the percentage it decreased.”*

## LEAD BY EXAMPLE

Municipality and business water use should be on the leading edge of water conservation; smarter and stricter ordinances and policies

*“Limit lawn watering to 1 day a week.”*  
*“Turn off sprinkler system when raining.”*

## RAIN BARRELS

Eliminate restrictions on rain barrels; make rain barrels and their use easy to access

*“Give away free or sell discounted rain barrels.”*

*“Have a demonstration on how to install and utilize a rain barrel at our Town Hall or local park.”*

## SMART LAWN USE

Be smart about lawn type; engage businesses such as landscaping companies in this effort

*“Provide information to residents about planting native grasses and plants instead of turf grass.”*





# Set a good example

## Ride with mayor highlights accomplishments, gaps in bike network

CHRIS HUBBUCH chubbuch@lacrossetribune.com Jun 7, 2017 1



Local bike riders joined Mayor Tim Kabat on a bicycle tour of the South Side to highlight some of the city's progress as well as the missing links in our infrastructure.

BUY NOW

## Volkswagen CEO: Volkswagen Managers Need To Drive Electric

September 4th, 2018 by [The Beam](#)

By Erika Clugston

Volkswagen CEO Herbert Diess announced recently at a management event that company employees will be asked to switch to clean electric cars with the promise of bonuses and other incentives. While top managers have shown little enthusiasm, Diess is of the opinion that the company cannot ask customers to buy clean cars when employees are still driving diesel.





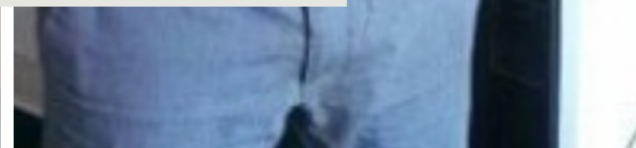
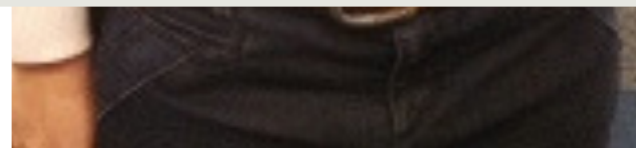
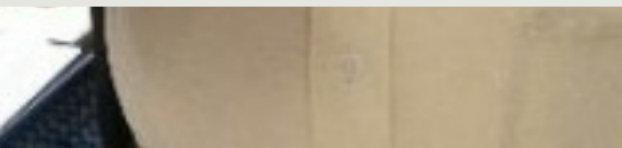
**Don't make it difficult  
to do the right things**







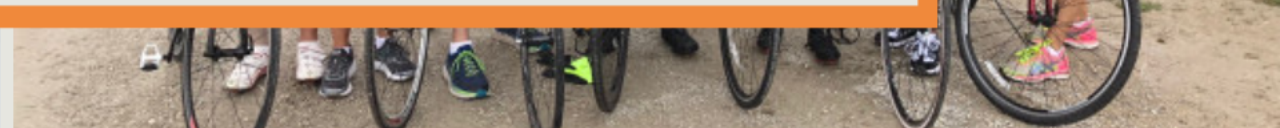
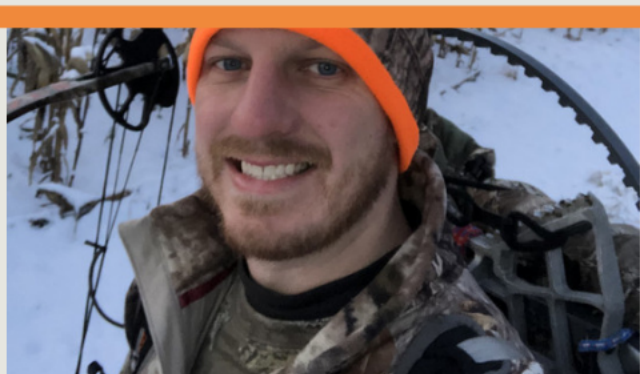
Recognize those of us who are trying







# Significant Business-Community Synergies



# THANKS!

Kathy Kuntz

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