

## East Bay Community Resilience Challenge 2018 Final Report



**Sustainable Contra Costa**

[www.SustainableCoCo.org](http://www.SustainableCoCo.org)

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# I. PROGRAM HIGHLIGHTS

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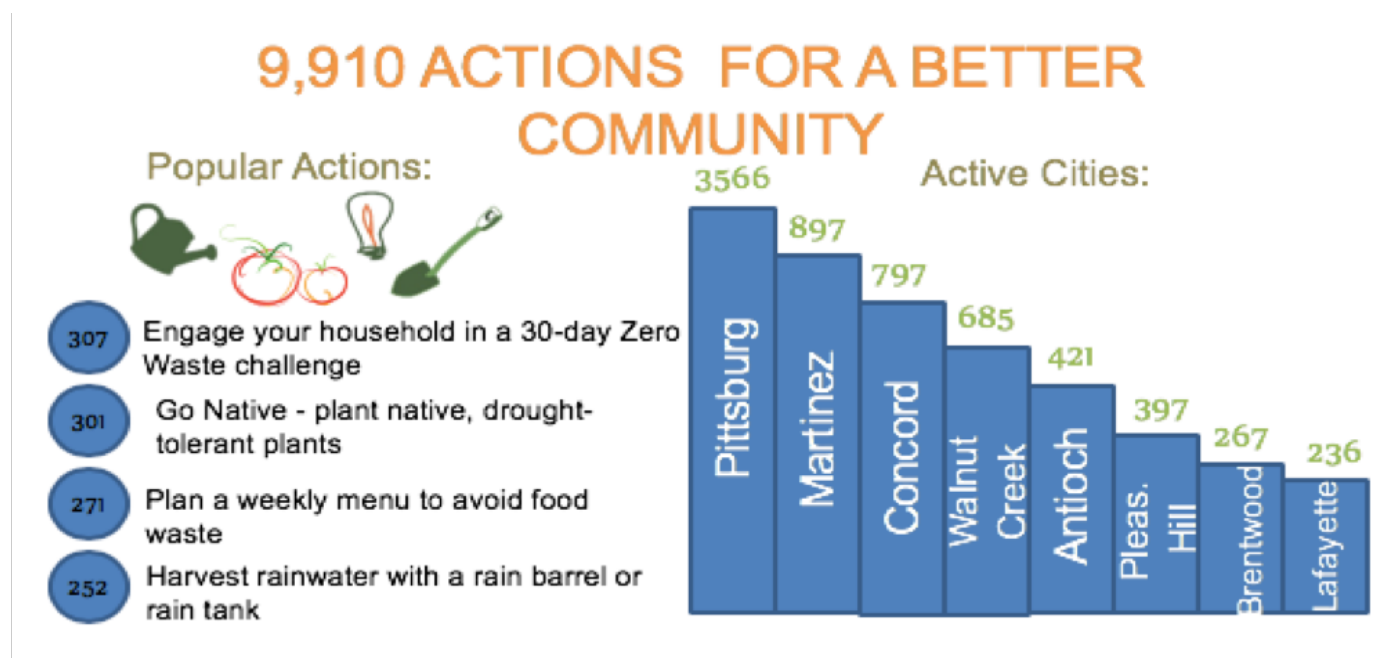
The East Bay Community Resilience Challenge has inspired thousands of citizens, leaders, and groups to take practical action to save water, grow food, conserve energy, reduce waste, and build community and the local economy. From 2012 – 2018, 8,729 East Bay participants have registered 47,816 resilience-building actions throughout the East Bay!

Community members registered 9,910 actions in the Spring 2018 East Bay Challenge. This year's pledges indicate hot-button issues that people want to do something about. 577 people made food-related pledges, especially planning or expanding their vegetable garden, planting a fruit tree, and starting a worm compost bin. 600 people committed to reducing their waste production with measures like engaging their family in a 30-day Zero Waste Challenge, creating weekly menus to eliminate food waste, and using only reusable containers for 30 days.

591 people pledged to build community and the local economy by volunteering or donating to a local nonprofit, getting engaged in a local issue they care about, or expanding their knowledge at a Sustainable Living Skills Workshop. Of the 551 people pledging energy saving actions, over a third pledged to "Turn the key, be idle-free!" Residents interested in water-saving pledged to plant native gardens, harvest rainwater, install drip irrigation and install greywater systems!

Some of our most enthusiastic Challenge participants this year were youths. Students from a total of 92 schools participated in the Challenge committing to a total of 3,602 sustainable actions.

**Total Actions Registered: 9,910**  
**Partners & Sponsors: 40**  
**Community Events: 30**  
**Student Pledges: 3,602**



## II. 2018 Sponsors & Community Partners

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We are grateful to **Trathen Heckman**, who started the Community Resilience Challenge in Sonoma County in 2010, for his incredible leadership, and to the entire **Daily Acts** team for their generous support in bringing the Challenge to the East Bay. The East Bay Challenge is coordinated by Sustainable Contra Costa (SCOCO).

### Sponsors

**Thank you to our 2018 East Bay Community Resilience Challenge Partnering Cities:** Antioch, Martinez, Pittsburg, Pleasant Hill and Walnut Creek

**Thank you to our 2018 East Bay Community Resilience Challenge Sponsors:** Half Price Books, Sloat Garden Centers, Contra Costa Water District, Sustainable World Coalition, Mt. Diablo Resource Recovery, Orchard Nursery, EcoMulch, YogaWorks, Bill's Ace Hardware, Central Contra Costa Sanitary District, RecycleSmart, Ruth Bancroft Garden, and Contra Costa Centre Transit Village Association.

### Community Partners

**The 2018 East Bay Community Resilience Challenge was a collaboration of dozens of Partner Organizations including:** Pacific Coast Farmers Market Association, Contra Costa Certified Farmers' Markets, Rodgers Ranch Heritage Center, Rodgers Ranch Urban Farm, Los Medanos College Sustainability Committee, Diablo Valley College Sustainability Committee, John Muir Association, Wagner Ranch Nature Area, Sustainable Rossmoor, Sustainable Lafayette, Lafayette Chamber of Commerce, Kaiser Medical Center Walnut Creek, Pittsburg Environmental Center, Pleasant Hill Garden Study Club, Markham Regional Arboretum, Kensington Community Center, Bringing Back The Natives Garden Tour, Bike East Bay, Bike Concord, 511 Contra Costa, SOMO Village Event Center, Moraga Chamber of Commerce. Friends of the Creeks, John Muir Health, Walnut Creek Youth Commission, Pleasant Hill Instructional Garden.

## III. Actions Registered

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**ENERGY & POLLUTION: 1,114**

**FOOD: 1,388**

**WATER: 1,219**

**WASTE: 1,273**

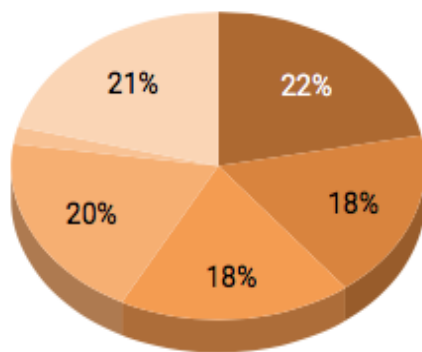
**COMMUNITY/ECONOMY: 1,314**

**STUDENT PLEDGES: 3,602**

## A. SAVE ENERGY & REDUCE CARBON FOOTPRINT

There were 1,114 actions registered related to energy use.

<i>Action</i>	<i># registered</i>	<i>% of total</i>
Retire your Dryer - hang a clothesline	243	22%
Power Down - weatherize your home (stop drafts, insulate roof, etc.)	197	18%
Go Low Impact - use sustainable and healthy products, such as those with low embodied energy, sourced locally, made from renewable or waste resources	203	18%
Work in your PJ's - work from home one day a week	218	20%
Other	20	2%
Turn the Key, be Idle Free - turn off vehicle when idling more than 30 seconds	233	21%
	<b>1114</b>	



- Retire your Dryer - hang a clothesline
- Power Down - weatherize your home (stop drafts, insulate roof, etc.)
- Go Low Impact - use sustainable and healthy products, such as those with low embodied energy, sourced locally, made from renewable or waste resources
- Work in your PJ's - work from home one day a week
- Other
- Turn the Key, be Idle Free - turn off vehicle when idling more than 30 seconds

## B. FOOD PRODUCTION

There were 1,388 actions registered that related to Food.

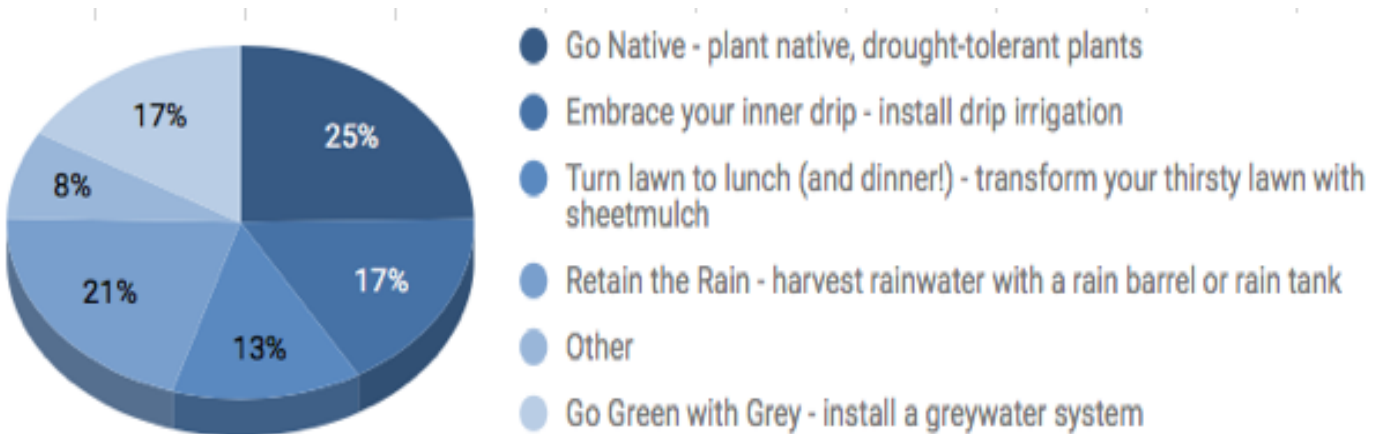
<i>Action</i>	<i># registered</i>	<i>% of total</i>
Get Growing - Plant or expand an edible, pollinator and/or wildlife habitat garden	291	21%
Other	154	11%
Get Fruit-full - plant a fruit tree	235	17%
Farm some Carbon - improve soil health with compost & minerals	234	17%
Get your wriggle on - start a compost or worm bin	246	18%
Living la vida Locavore - Buy locally produced foods for 90 days (become a locavore, join a CSA)	228	16%
	<b>1388</b>	



### C. WATER CONSERVATION

There were 1,219 actions registered to save water.

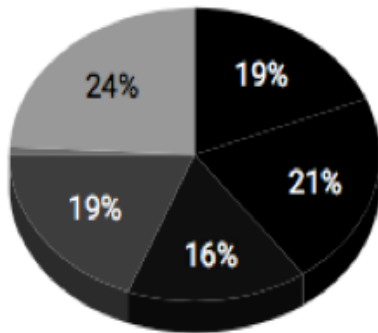
<i>Action</i>	<i># registered</i>	<i>% of total</i>
Go Native - plant native, drought-tolerant plants	301	25%
Embrace your inner drip - install drip irrigation	206	17%
Turn lawn to lunch (and dinner!) - transform your thirsty lawn with sheetmulch	160	13%
Retain the Rain - harvest rainwater with a rain barrel or rain tank	252	21%
Other	98	8%
Go Green with Grey - install a greywater system	202	17%
	<b>1219</b>	



## D. WASTE REDUCTION

There were 1,273 actions registered to reduce waste.

<i>Action</i>	<i># registered</i>	<i>% of total</i>
Reduce Your Single-Use - use only reusable containers for 30 days (water bottles, shopping bags, food containers)	239	19%
Rethink Your Waste - plan a weekly menu to avoid food waste (and save money!)	271	21%
Bulk Up - buy in bulk and avoid individually wrapped items	201	16%
Detox your Life - eliminate toxic products and properly dispose of hazardous waste and medicines	244	19%
Other	11	1%
Aim for Zero Waste " engage your household in a 30-day Zero Waste challenge	307	24%
	<b>1273</b>	



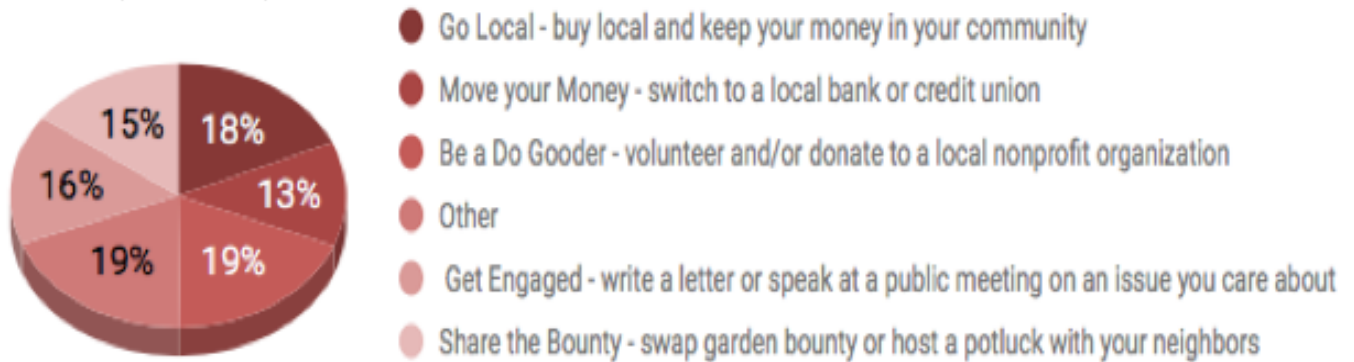
- Reduce Your Single-Use - use only reusable containers for 30 days (water bottles, shopping bags, food containers)
- Rethink Your Waste - plan a weekly menu to avoid food waste (and save money!)
- Bulk Up - buy in bulk and avoid individually wrapped items
- Detox your Life - eliminate toxic products and properly dispose of hazardous waste and medicines
- Other
- Aim for Zero Waste " engage your household in a 30-day Zero Waste challenge



## E. BUILD COMMUNITY & LOCAL ECONOMY

There were 1,314 actions registered to build community and the local economy.

<i>Action</i>	<i># registered</i>	<i>% of total</i>
Go Local - buy local and keep your money in your community	242	18%
Move your Money - switch to a local bank or credit union	168	13%
Be a Do Gooder - volunteer and/or donate to a local nonprofit organization	245	19%
Other	252	19%
Get Engaged - write a letter or speak at a public meeting on an issue you care about	211	16%
Share the Bounty - swap garden bounty or host a potluck with your neighbors	196	15%
	<b>1314</b>	



## F. STUDENT ACTIONS

There were 3,602 actions registered by school-age children representing 92 schools. Volunteers at tabled events made certain to involve both kids and adults in pledge drive activities by engaging with children with a child's pledge sheet. This year, we received a lot of involvement with several schools but Rancho Medanos Junior High School in Pittsburg was the most involved school, with 248 students participating with a total of 2,486 actions.

### 3,602 ACTIONS FOR A BETTER COMMUNITY – Contra Costa Schools

#### Popular Actions:

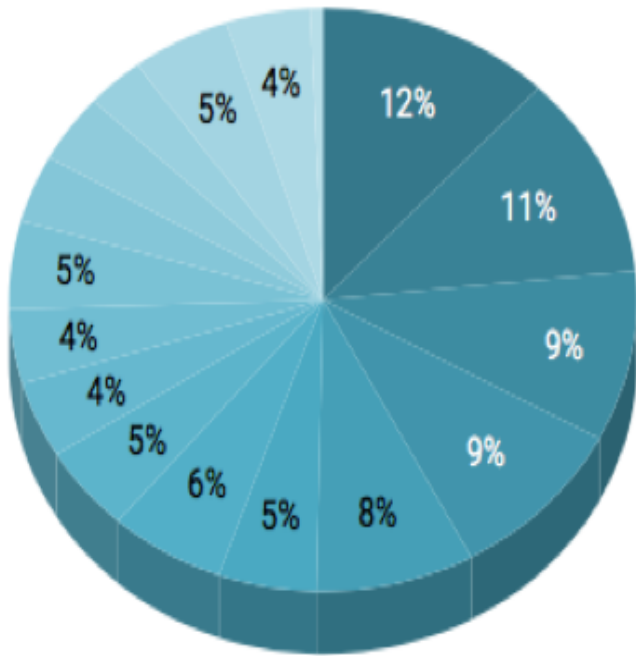


- 434 Turn on lights only when necessary
- 409 Turn off the faucet during hand washing & teeth brushing
- 341 Keep showers under 5 minutes
- 335 Pack a zero-waste lunch in reusable containers

Most Active School: [Rancho Medanos Middle](#) - 2486

Feedback from teachers who participated in previous years suggests that teachers cannot always add extra activities, like taking the Challenge, to an already full springtime curriculum. If time allows, teachers are more likely to participate if Challenge volunteers drop off pledge sheets for students, rather than sending materials for teachers to print.

<b>Action</b>	<b># registered</b>	<b>% of total</b>
I will turn on lights only when absolutely necessary and turn them off behind me.	434	12%
I will turn off the faucet while I soap my hands and brush my teeth.	409	11%
I will keep my showers under five minutes.	341	9%
I will pack a zero-waste lunch in reusable containers.	335	9%
I will ride my bike or walk whenever possible.	294	8%
I will talk to my parents about helping me to keep these pledges.	182	5%
I will dry my hands at home with a cloth towel instead of a paper towel	214	6%
I will remind my parents to turn off the car when waiting in the parking lot	173	5%
I will remind my parents to shop with reusable bags	153	4%
I will play outside more and watch less TV	148	4%
I will drink from a reusable bottle and recycle single-use bottles	176	5%
I will pick up any litter that crosses my path	135	4%
I will plant a flower or vegetables	138	4%
I will remind my parents to shop locally, like at farmer's markets	107	3%
I will write on both sides of my binder paper	183	5%
I will spread the word about sustainability to my siblings and classmates	156	4%
Other _write-in)	24	1%
	<b>3602</b>	



- I will turn on lights only when absolutely necessary and turn them off behind me.
- I will turn off the faucet while I soap my hands and brush my teeth.
- I will keep my showers under five minutes.
- I will pack a zero-waste lunch in reusable containers.
- I will ride my bike or walk whenever possible.
- I will talk to my parents about helping me to keep these pledges.
- Dry my hands at home with a cloth towel instead of a paper towel
- Remind my parents to turn off the car when waiting in the parking lot
- Remind my parents to shop with reusable bags
- Play outside more and watch less TV
- Drink from a reusable bottle and recycle single-use bottles
- Pick up any litter that crosses my pass
- plant a flower or vegetables
- Remind my parents to shop locally, like at farmer's markets
- Write on both sides of my binder paper

## G. TOTAL ACTIONS REGISTERED IN EACH CITY

<b>City</b>	<b># Actions</b>	<b>% of total</b>
Alameda	33	0%
Alamo	59	1%
Albany	2	0%
Antioch	421	4%
Arnold	9	0%
Bay Point	113	1%
Benicia	46	0%
Berkeley	101	1%
Bethel Island	6	0%
Brentwood	267	3%
Byron	10	0%
Calistoga	8	0%
Canyon	8	0%
Castro Valley	21	0%
Citrus Heights	18	0%
Clayton	65	1%
Clyde	6	0%
Colfax	2	0%
Concord	797	8%
Danville	101	1%
Darien	17	0%
Discovery Bay	5	0%
Dublin	42	0%
El Cerrito	5	0%
El Sobrante	19	0%

Emeryville	6	0%
Fairfield	33	0%
Fremont	54	1%
Hayward	41	0%
Hercules	87	1%
Kensington	14	0%
Kingston	10	0%
Lafayette	236	2%
Livermore	27	0%
Marina	13	0%
Martinez	897	9%
Milbrae	7	0%
Moraga	208	2%
Neward	13	0%
Oakland	118	1%
Oakley	159	2%
Orinda	153	2%
Other	145	1%
Pacheco	71	1%
Pacifica	10	0%
Palo Alto	6	0%
Paso Robles	11	0%
Pinole	45	0%
Pittsburg	3566	36%
Pleasant Hill	397	4%
Pleasanton	25	0%
Richmond	76	1%
Sacramento	64	1%
San Francisco	6	0%

San Jose	4	0%
San Leandro	26	0%
San Lorenzo	49	0%
San Pablo	12	0%
San Ramon	136	1%
Sonora	39	0%
St. Paul	23	0%
Unknown	157	2%
Vacaville	80	1%
Vallejo	17	0%
Walnut Creek	685	7%
Watsonville	3	0%
	<b>9910</b>	

## IV. WORK PERFORMED

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### A. PROGRAM MANAGEMENT

SCOCO manages the East Bay Community Resilience Challenge, including program development and oversight, collaboration with Daily Acts and other partners, website and technical infrastructure, generation of high quality print materials, public education and outreach, and data analysis and reporting.

#### **Designing and Updating the Challenge**

Each year SCOCO works with Daily Acts to edit the Challenge pledge action list, creating new actions to provide diversity and emphasize action on items of local concern. Previous year's Challenge pledges must be evaluated and updated in order to give people new choices. There is no Challenge if most people are already doing all the activities listed. For example, it doesn't make sense to ask residents to "recycle your bottles and cans" when recycling has become a state-mandated activity — so now the Challenge goes beyond recycling to embrace reuse and waste reduction with a 30-day Zero-Waste Challenge.

We have found that when people look at the Challenge for the first time and review all of the possible actions listed, they often want to check off the ones they are already doing. So last year SCOCO redesigned the paper pledge sheet used at tabling events to include 2 columns of check-boxes for the action items — one for actions people are already doing, and the other for new pledges this year. The "I am doing this now" feature was extremely popular, as people appreciated the opportunity to get acknowledged for what they are already doing, particularly people who are committed to doing many of the actions listed. The data for "I'm doing this now" could not be input into the existing Challenge pledge database, but is available for analysis regarding the frequency of environmentally positive behaviors already adopted by Contra Costa residents.

#### **Registration, Data Collection, Analysis and Reporting**

Participants register their actions either on a paper pledge form collected by a Challenge team member or by completing the pledge form online at: [www.eastbayresiliencechallenge.org](http://www.eastbayresiliencechallenge.org). Over 20 staff members and volunteers assisted this year with collecting people's pledges at a variety of farmer's markets, fairs, festivals and other events. The online registration form is directed into the Daily Acts' central online registration system – creating consistency and cohesiveness among program partners. Detailed information is collected and tracked including project description, location, and type of action taken.

Community groups register their events and projects through a form on the SCOCO website. Our project administrator receives a notification of new Partner Organization events and publishes their event on the [EastBayResilienceChallenge.org](http://EastBayResilienceChallenge.org) website.

SCOCO staff and volunteers enter the paper pledge Challenge data online, compile and analyze the data, and distribute follow-up reports.



## **B. PUBLIC EDUCATION & ENGAGEMENT**

Of the 9,910 total actions registered, at least 90% of those pledges were collected in person on paper pledge forms. SCOCO staff and volunteers conducted public education about sustainable practices and collected pledges at dozens of public events such as farmers markets and festivals. “Tabling” at these outreach events has proven to be a great opportunity for the SCOCO team to talk with individuals about how to implement sustainable actions that are suitable for that person or family. SCOCO offers classes throughout the county to teach people how to do activities such as: sheet mulching, lawn conversions, healthy gardening practices, composting, water conservation and installing greywater systems, and much more.

SCOCO and Challenge partners also conducted an extensive social media campaign throughout April and May.

### **Community-Based Organizations Outreach**

The East Bay Community Resilience Challenge partnered with 27 local organizations and community groups in 2018. These partnerships honor and acknowledge the depth, diversity and quantity of groups already working on community resilience projects. We defined a Community Partner as an organization who co-branded an event in April or May with the Community Resilience Challenge goals and helped to promote the Challenge. **(Please see the Appendix for a full list of Partner Events)**

### **Government Outreach**

SCOCO encouraged East Bay city managers and mayors to participate in and promote the Challenge throughout their communities. Three cities, Antioch, Martinez, and Pleasant Hill, passed a proclamation declaring May as Community Resilience Challenge Month. Partner cities and municipalities hosted community events and projects, collected pledges at public events, and promoted the Challenge through email and social media. Sustainable Contra Costa focused outreach efforts at events within the Partnering cities and districts. This paid off in pledges, as our 5 partner cities - Antioch, Martinez, Pittsburg, Pleasant Hill and Walnut Creek - accounted for 5,966 of the 9,910 pledges, or 60.2% of Challenge participants.

## V. SCOCO Community Resilience Challenge Program Budget

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Contributions included financial sponsorship for the program, donated prizes, and special offers.

### Incentives Donated:

- EcoMulch donated one free yard of EcoMulch for all who registered their actions
- Orchard Nursery donated coupons for 1 free veggie start for every participant
- YogaWorks donated 200 1-week club memberships
- Bill's Ace Hardware donated \$400 in gift cards for Challenge participants
- Sloat Garden Centers donated seeds and 2 \$50 gift cards
- Mt. Diablo Resource Recovery donated reusable bags
- Half-Price Books donated 200 reusable bags
- Sustainable World Coalition donated Sustainable Sourcebooks
- Contra Costa Water District donated shower timers and water efficient shower heads
- Ruth Bancroft Garden hosted our closing event and gave out plants for raffle prizes

### Direct Program Expenses:

Contract Services (project management, I.T., graphics, etc.):	\$10,110
Printing & Supplies:	\$196
Misc. Fees, Stipends, Transportation:	\$13
Total program expenses:	<b>\$10,319</b>

### Sponsors:

City of Antioch	\$1500
City of Martinez	\$2000
City of Pittsburg	\$1500
City of Pleasant Hill	\$1500
City of Walnut Creek	\$1500
Contra Costa Water District	\$1500
RecycleSmart	\$1500
Contra Costa Centre Assoc.	<u>\$1500</u>
	<b>\$12,500</b>

## VI. Survey & Looking Ahead

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Once the Challenge ended, participants who supplied their e-mail address were sent a follow-up survey. Of the respondents, 89% said they had followed through with their pledge(s), while the remaining 11% had either partially completed their pledge(s), had forgotten their pledge(s), or other.

Other data included how the participants learned about the Challenge. 33% first encountered it through SCOCO participation at local farmer's markets and 44% through SCOCO's newsletter, website, or social marketing. The remainder checked off "Other", which mostly consisted of attending Partner events such as Earth Day events where SCOCO volunteers staffed a table with info about the Challenge and other sustainability related activities and opportunities.

When asked for more detail about their pledge, responders mentioned hanging a clothesline, reusing shower water to water their plants, and planting their own vegetables. Those who responded also indicated that many items SCOCO supplied as incentives for taking the Challenge are going to good use; such as the hose sprayers and reusable metal straws. Many have also started to compost or to compost more, in order to cut down on their trash and food waste; some have worked with their local government to get worm composting bins supplied to others in their community. A number of participants were inspired to go above and beyond their pledge by talking to others about sustainability and even installing solar panels.

Finally, respondents had many ideas for improving the Challenge, such as faster follow-ups via e-mail, and text messages or reminders to help them remember what they pledged to do. Respondents also suggested getting the word out even more through additional channels.

These survey results will be a great touchstone for starting off next year's Challenge, as the feedback informs us about what we are already doing right — such as tabling at a great variety of events to get the word out, and engaging people around a wide variety of local issues so that there is something doable for everyone. There is of course always room for improvement. As people rely more on smart phones, a CRC phone app and a scanable QR code might be a future investment to consider for incorporating updated technology into data input and interactive media.

# APPENDIX

## CRC 2018 Partner Events

### **Saturday, April 14**

Rodgers Ranch Expo

### **Wednesday, April 18**

Los Medanos Earth Day

### **Thursday, April 19**

Diablo Valley College Earth Day

### **Saturday, April 21**

John Muir Earth Day Birthday

City of Concord Earth Day

Keep Antioch Beautiful Day

Mt. Diablo Resource Recovery's Family Earth Day

### **Sunday, April 22**

Wagner Ranch Wildlife Earth Day

Lafayette Earth Day

### **Tuesday, April 24**

Kaiser Earth Day

### **Wednesday, April 25**

Contra Costa Centre Transit Village Earth Day

### **Saturday, April 28**

Pittsburg Environmental Center Drip Installation Workshop

### **Tuesday, May 1**

Edible Landscaping Presentation by Rosalind Creasy

### **Saturday, May 5**

Markham Regional Arboretum Plant Sale and Talk

Kensington Community Center Worm Composting Workshop

### **Sunday, May 6**

Bringing Back The Natives Garden Tour

### **Thursday, May 10**

Bike to Work Day Lafayette BART Energizer Station

Bike To Work Day Concord

Zero Waste Symposium

**Saturday, May 12**

Moraga Community Faire & Car Show

Walnut Creek Creek Cleanup

Lose Your Lawn and Get a Garden - Lawn Conversion Workshop

**Thursday, May 17**

Home Canning Workshop

**Thursday, May 24**

John Muir Health Green Fair - Concord

**Saturday, May 26**

Pittsburg Environmental Center Home Composting Workshop

**Thursday, May 31**

John Muir Health Green Fair - Walnut Creek

**Saturday, June 2**

Sustainable Saturday at Ruth Bancroft Garden

**Thursday, June 7**

Pittsburg Green Footprint Festival

**Saturday, June 9**

Pleasant Hill Citywide Garage Sale

**Saturday, June 27**

Walnut Creek Youth Conference