

THE WORLD IN 2050

COOL BLOCK CLASS PROJECT

Preparation Materials:

- Watch the Cool City Challenge [backstory video](#).
- Watch Cool Block Deeper Dive video (go to [Cool Block](#) and scroll to bottom of page)
- Read Cool Block website "About the Program"
- Read the table-of-contents, introduction, and the first two sections of pilot version of [the Cool Block book](#) (the program details have evolved, but this will give you an overall sense of the program).
- Read *Social Change 2.0* Introduction (PDF)
- Review Project Team Options (below)

Strategy Materials (required for members of strategy teams, optional for others):

- Cool California white paper (PDF)
- *Social Change 2.0* for a deeper dive into second order change (transformative social change) (PDF)

Cool Block Program: Platform Materials:

- Cool Block "Leadership Resources"
- Cool Block "Action Plan"

Project Schedule:

- Week 1: Review Preparation Materials (see above)
- Week 2:
 - Cool Block/Cool California presentation
 - Form project teams
 - On-board students to the Cool Block platform
 - Cool Block program training (where applicable)
- Weeks 3-8: Execute Project
- Week 9: Project Team presentations
- Week 10: Project Team presentations; submit Project Team Report

Cool Block Project Team Options:

- 1) PERSONAL ACTION TEAMS: Participate in accelerated version of Cool Block program
- 2) COMMUNITY LEADERSHIP TEAMS: Support the start-up of the Santa Barbara Cool Block initiative
- 3) RESEARCH TEAMS: Conduct Cool Block gap analysis and refine content for specific audiences
- 4) STRATEGY TEAMS: Develop Cool California implementation strategies

- 5) SOCIAL ENTREPRENEUR TEAMS: Develop a Cool Block entrepreneurial project
- 6) MARKETING/COMMUNICATIONS TEAMS: Develop communication strategies for specific Cool Block audiences

All teams create a final Project Team Report, as described below. In addition, all teams report out weekly with:

- STATUS to be shared with teaching team and program support team.
- ISSUES to be shared with the program support team for resolution.
- FINDINGS which may be valuable to other project teams.

Cool Block Project Team Descriptions:

- 1) PERSONAL ACTION TEAMS: Participate in an accelerated version of the Cool Block program

- a) Who:

Suitable for Cool Block teams that can be formed among class members. Five to eight class members living in close proximity form a Cool Block team which represents a loosely-defined Cool Block.

- b) What:

- i) For context, read “How and Why to be a Cool Block Leader”, Chapter 6 in the pilot version of the Cool Block book.
- ii) Project team conducts the Cool Block program, starting from the Team-Building-Meeting (TBM) and continuing through Topic 5, moving at a weekly pace, for a total of six team meetings.
- iii) All teams will receive an introductory training provided by the Cool Block Program Support Team, which previews the support they will use throughout the program (zoom, 1 hour).
- iv) The team designates a Block Leader to hold the Team Building Meeting (using provided meeting guide) and review and manage achievements on the team (using Block Leader tools provided)
- v) Each team member leads or co-leads a Topic Meeting (using provided meeting guides):
 - Topic 1: Energy-Resilient Home – Prepare your household for energy black outs.
 - Topic 2: Disaster Resilient Household and Block – Become more resilient as a household and block in case of a natural disaster.
 - Topic 3: Cool Lifestyle – Refine daily lifestyle practices to reduce your carbon footprint.

- Topic 4: Cool Home and Cool Wheels – Make your home and transportation systems more efficient to further reduce your carbon footprint.
 - Topic 5: Water Stewardship – Reduce your water use and impact on the local ecosystem.
- vi) Each team member executes the Action Plan through Topic 5 in collaboration with others living in their household (if any). Team members living in the same household share an account and execute the Action Plan together in collaboration with any others living in their household. All action results are reported to the Cool Block platform
- vii) Note any action definition adjustments needed or recommended for a household like yours.
- viii) Note any action gaps – where are there not enough options for a household like yours to reach a “Cool Household” achievement goal? What action options should we be adding? (Report these to the relevant Research Teams)
- ix) Team reviews the block scale collective actions in Topics 6-8 and identifies actions of most interest for potential future action team projects. This is the content of the topics: Topic 6 – Safe, Healthy and Green Block, Topic 7 – Resourceful and Community Rich Block, Topic 8 – Empower Others.
- c) Project Team Report:
- i) Your block: description of block, team purpose statement, and summary of team experience
- ii) Topics 1-5 Actions / Carbon reduction / Topic “Cool Block” Goal Achievement Results
- iii) Action adjustment needs and gaps noted, if any
- iv) Topic 6-8 actions of most interest and why
- v) Feedback on:
- Team Building Meeting, Topic Meetings and Action Plans
 - Action Recipes
 - Local Resources
- vi) Additional forms of support recommended
- d) Additional Community Service Opportunity:
- i) Form personal action team projects to execute on actions of interest from Topics 6-8.
- ii) Apply to become a Cool Block Coach to the emerging Santa Barbara Cool Block community.

2) COMMUNITY LEADERSHIP TEAMS: Seed the emerging Santa Barbara Cool Block community

a) Who:

Suitable for class members who are medium- to- long-term members of the Santa Barbara community, and who can commit to leading the full 4-month program during 2019 as a Cool Block Leader on their block.

b) What:

- i) For context, read “How and Why to be a Cool Block Leader”, Chapter 6 in the pilot version of the Cool Block book.
- ii) All teams will receive an introductory training provided by Cool Block Program Support Team, which previews the supports they will use throughout the program (zoom, 1 hour).
- iii) Research and document Local Resources to support Topics in the Action Plan (1 week):
 - Divide the Topics across all COMMUNITY LEADERSHIP TEAMS
 - Share with the PERSONAL ACTION TEAMS as they become available
 - Provide to Cool Block Santa Barbara Program Manager, who will further curate them to have entered into the Cool Block platform.
- iv) Each team member becomes a Cool Block Leader and recruits a Cool Block team on the block where they live in Santa Barbara (5 weeks). This includes:
 - Neighborhood Walk
 - Information Meeting
 - Team Building Meeting

The actions above result in a plan and schedule for doing the full Cool Block program together during 2019.

- v) Throughout this process, team members coach one another in a Block Leader coaching circle, led by the TA using the Cool Block Coaching Resources and guidance provided by the Cool Block program support team.
- vi) Recruit additional Block Leaders to join the Santa Barbara Cool Block community; refer them to the Santa Barbara Cool Block Program Manager.

c) Project Team Report:

- i) Local Resources gathered
- ii) Your block: description of block, and team recruitment experience and results within your block, including any issues and how you resolved them
- iii) Team coaching experience and results

- iv) Feedback on Leadership Resources
- v) Personal vision statements (from Information Meeting)
- vi) Team purpose statement (from Team Building Meeting)
- vii) Schedule for conducting the program
- viii) Additional forms of support recommended

d) Implied Community Service Commitment:

Follow through as a Cool Block Leader in Santa Barbara with the team you have formed; complete program in 2019 and move into a sustaining mode.

e) Additional Community Service Opportunity:

Apply to become a Cool Block Coach to the emerging Santa Barbara Cool Block community.

3) RESEARCH TEAMS: Conduct Cool Block gap analysis and refine program content for specific audiences

a) Who:

For team members most interested in studying and evolving the detailed action content of the program

b) What:

i) Assess Action Plan options for:

- College students living on- and off- campus
- Young professionals
- Families with children living at home
- Empty-nesters
- Retirees
- Other?

ii) list the actions well-suited to each profile and identify gaps.

iii) Research and recommend Action enhancements and additions to address the gaps; for carbon actions, include recommended CO2 savings to be credited; for disaster resiliency includes addressing wildfires and mudslides.

iv) Assess the Local Resources list gathered by the COMMUNITY LEADERSHIP TEAMS. Identify areas where the local resources available are strong, and where they could or should be enhanced to support robust action.

v) Identify areas for future Action Plan and/or Local Resource research and evolution.

c) Project Team Report:

- i) Prepare findings, conclusions and recommendations for each of the questions above.
- ii) Augment with additional material if team wishes.

d) Additional Research Opportunity:

Each team member may pursue areas of future research that are of interest.

4) STRATEGY TEAMS: Develop Cool California implementation strategies

a) Who:

For team members who wish to step deeply into the system-scale transformation challenges and opportunities of the Cool California initiative.

b) What:

For context, study the strategic materials described above. Then, choose from the following:

- As part of the Eco Vista initiative, develop a Cool Isla Vista and Carbon Neutral Isla Vista by 2030 strategic plan following the outline of the Cool California white paper. Include in the strategic plan the pathway to get 25% or more of the blocks engaged and then moving to a carbon neutral Isla Vista, a funding strategy to support it and how UCSB students and faculty can be engaged.
- Develop a strategic plan for scaling Cool California via establishing Cool Block/Cool City initiatives within California university campuses and the surrounding community. Include in the strategic plan the pathway to enrolling the UC system and then moving toward the other universities and colleges, how the students will engage with the local communities including the City Councils to get their support, a funding strategy to support it and how local university students and faculty can engage.
- Develop a strategic plan utilizing Cool Block's whole system climate solution to scale through cities statewide based on the insight that a carbon neutral California by 2045 begins with carbon neutral cities by 2030. Include in the strategic plan the current challenges of CA cities in executing their climate action plans and how this strategy can help activate these plans, pathways to scaling Cool Blocks whole system climate solution across cities, and how to engage the key state climate agencies including California Energy Commission, Air Resources Board and Governors office in supporting this initiative.
- Review the Cool California white paper vision section and select a particular idea or ideas described and develop a strategic plan for building it out. Include in the strategic plan how you would deploy this strategy in Isla Vista and/or Santa Barbara, a funding strategy and how to engage UCSB students and faculty.

c) Project Team Report:

- i) Describe the strategic objective chosen and why
- ii) Present your strategic plan
- iii) Augment with a slide presentation

5) SOCIAL ENTREPRENEUR TEAMS: Develop a Cool Block social entrepreneurial project.

a) Who:

For team members who wish to step deeply into the social entrepreneurial opportunities of the Cool Block's carbon neutral economy market building capacity.

b) What:

Study Cool Block Actions, then:

- i) Develop social entrepreneurial business ideas based on the 118 actions that can help in scaling Cool Blocks into Cool Cities and carbon neutral cities. Note that Cool Blocks at scale is building a robust market for these eco-business ideas. Bottom up demand for Cool Block products and services meets top down supply of these products and services.
- ii) Use Cool Block Isla Vista and Cool Block Santa Barbara to test them.

c) Project Team Report:

Present your idea and business plan.

d) Future Project Opportunity:

Develop your idea into a social enterprise and pioneer the emerging carbon neutral economy that Cool Block is helping establish in cities throughout California, America and the world.

6) MARKETING and COMMUNICATIONS TEAMS: Develop communication strategies for specific audiences

a) Who:

For team members who are Marketing or Communications majors, or who are otherwise savvy at social media and other communications strategy elements, who can help us develop targeted communication strategies for scaling the Cool Block program.

b) What:

Study the messaging used in the Cool Block program, website and videos. For each of the demographic profiles below, develop a communications plan targeted to that audience.

- College students living on- and off- campus
- Young professionals

- Families with children living at home
- Empty-nesters
- Retirees
- Other?

To create each plan:

1. Conduct primary research (interviews), supplemented by secondary research (existing studies and relevant websites), to discover:
 - i) What excites them and concerns them about the challenges the Cool Block program seeks to address?
 - ii) What messaging styles do they best respond to?
 - iii) What messaging platforms and formats do they look to for messaging?
 - iv) How are they best influenced? What sources do they trust?
 2. Develop recommendations for communication elements, media channels, communication frequency and core messages that would resonate with this audience
 3. Develop a sample deliverable which incorporates these recommendations, e.g. an article, a video, an advertisement, an Instagram series, other.
- c) Project Team Report:
- i) Prepare findings, conclusions and recommendations for each audience.
 - ii) Include the sample deliverables for each audience.
 - iii) Augment with additional material if team wishes.
- d) Additional Marketing Opportunity:

Each team member may apply to become a Marketing Intern to help execute a communications plan for the Cool Block.

Cool Block Program Support Team:

The following team will provide support to John and his TA team as follows.

Who:

- 1) Santa Barbara Cool Block Program Manager – Robin Elander
- 2) Cool Block Platform Manager – Sue Lebeck
- 3) Cool Block and Cool California Architect and Empowerment Institute CEO – David Gershon

What:

- 1) Cool California/Cool Block presentation – David with Sue
- 2) Cool Block program training and oversight – Sue with Robin and TA
- 3) Cool Block program coaching support – TA with Sue and Robin
- 4) Cool Block Community Leadership – TA with Sue and Robin
- 5) Research, Marketing/Communication support – David and John
- 6) Cool California strategy oversight – David and John
- 7) Social Entrepreneur oversight – David and John
- 8) Issues and Feedback processing – Sue with Robin, John and TA
- 9) Cool Block platform administration and customer service – Sue