



## 2014 STAY COOL for Grandkids Accomplishments:

Here are the accomplishments for the year 2014:

- Recruited more than 100 STAY COOL members. We currently have 115 members in the San Diego region and 9 others on our mailing list who are located outside our region.
- We have 150+ Facebook followers. We experimented with Facebook advertising in 2014 which resulted in more than 20 new members and boosted several posts.
- We hired a stellar summer intern, Ana Reyes. Ana was able to work on the following projects:
  - Creation of three STAY COOL informational and promotion videos. View them here:
  - Climate Action Plan tracking in the San Diego region. Ana created online documents for analyzing CAP progress in San Diego's communities.
  - Ana also helped with outreach to South County / Hispanic communities and met with the Climate Collaborative.
- We developed a Member Declaration and currently have 21 signatures.
- The first STAY COOL t-shirts were created and distributed to members who have signed our member declaration.
- STAY COOL offered five educational meetings in 2014 with a combined attendance of more than 120:
  - December 9: Nancy Bragado, the Deputy Planning Director with the City of San Diego on the City of San Diego's Climate Action Plan draft.
  - September 24: Dr. Charles F. Kennel on his May trip to the Vatican and on "Creation Care"
  - July 15: Jim Stone of Circulate San Diego and Laura Schumacher about the San Diego Unified PTA Council's update on climate change education.
  - May 14: Dr. Dan Cayan, a Research Meteorologist at the Scripps Institution of Oceanography (SIO)
  - March 6: Brendan Reed from the City of Chula Vista on their sustainability programs and Climate Action Plan.
- We launched our first blog with 10 entries in 2014.
- We joined a coalition of non-profits working to track Climate Action Plans. We have met with this group once and are mapping out a plan to track CAPs and engage our members in advocacy.
- Designed and ordered folded STAY COOL business cards with climate change talking points.
- Created an attractive event booth and promotional materials. Attended the following outreach events with a STAY COOL informational table:

- Climate Leadership Conference: January, 2014
- Oceanside Earth Day: April, 2014
- Fiesta Del Sol in Barrio Logan: July, 2014
- Civic Leaders Event at TSDF: August, 2014
- Politifest at Liberty Station: August, 2014
- League of Women Voters Luncheon: September, 2014
- Balboa Park Sustainability Expo: October, 2014
- We participated in several outreach and advocacy actions:
  - Letters to the editor (UT San Diego) published four times by STAY COOL members.
  - 19 hand written letters sent to Congressional Representatives and San Diego City Council Members.
  - Participated with t-shirts and banners in the March 21 People's Climate March in downtown San Diego
  - Submitted a letter in support of a measurable and enforceable Climate Action Plan to the San Diego City Council Environment Committee in advance of a new draft CAP.
  - Attended the SANDAG San Diego Forward public participation workshops on Transportation.
  - Submitted five letters to the SANDAG board of directors requesting they don't appeal a challenge to the Regional Transportation Plan.
- The STAY COOL website was enhanced and re-designed in 2014. Traffic to the site increased from 421 unique visitors in 2013 to 1,386 unique visitors in 2014.