



City of Arts & Innovation

News Release

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Riverside Accepts Cool California City Challenge, Jumps Out to Early Lead

Registration is open for five-month, statewide environmental challenge designed to save energy

RIVERSIDE, Calif. – Riverside is encouraging residents to get involved with the Cool California City Challenge, a statewide contest designed to save energy, reduce the state’s carbon footprint and determine the “Coolest California City.”

Residents can help Riverside gets its share of \$100,000 in prize money by signing up for the challenge by May 30 and participating through Aug. 31. Residents can compete on behalf of Riverside either individually or as part of a local Ecoteam by tracking their household energy and vehicle emissions.

Riverside will receive 600 points every time a resident signs up and completes a short survey on the Cool California webpage. Registration takes less than a minute and can be found through the City’s www.greenriverside.com website.

“The Cool California City Challenge is a great fit for Riverside because it plays to our strengths as a sustainable city, where we take conservation seriously,” Riverside Mayor Rusty Bailey said. “I encourage everyone to get involved with Cool California and show the rest of the state just how green we are in Riverside.”

The program is administered locally by Riverside Public Utilities, the City’s locally-owned water and electric utility. RPU personnel are working to involve City residents in the Cool California City Challenge because the goals of the Challenge dovetail with the utility’s ongoing and award-winning efforts at water and energy conservation.

“Programs like Cool California illustrate what a difference one person or one family can make just through simple things like adjusting your thermostat or ridesharing one day a week,” Bailey said. “Once you have signed up, the website really helps you understand how even little things can make a difference.”

Ten cities have qualified to participate in the 2014 Challenge. Other cities in the area include Corona, Claremont and Rancho Cucamonga. The top finisher of the 10 entries will be named the “Coolest California City” and two runner-ups will be named a “Cool California City.”

As of Monday, April 7, Riverside had 150 member and 51,172 points, while Claremont and Corona were in second and third place, respectively.

The initial Cool California City Challenge in 2013 was won by the City of Davis, which bested seven other cities. The program was credited with reducing more than 225 metric tons of carbon dioxide equivalent greenhouse gas emissions.