

THE COOL BLOCK RECOGNITION PROGRAM

WHY WE CREATED IT

Based on many interviews with block leaders, program participants and various city agency partners we have created a new recognition program. Here are the main learnings we attempted to incorporate.

1. People wanted specific guidance by topic area as to what is important, and specific measurable goals to target in their actions.
2. City agencies were very interested in furthering their goals in each topic area down to specific actions.
3. We needed to include a team component beyond individual recognition. People were motivated for the good of the whole more than as individuals. With the whole being their block, city and planet.
4. Individuals who went deep in a specific topic wished to be recognized.
5. We needed to make sure that with all the effort that goes into starting and supporting a team that all the stakeholders in this program could see tangible results beyond just the social connection.

BENEFITS

1. The recognition by the city will be a source of pride for all residents and will enhance the block's long-term livability through motivating residents to sustain these positive changes over time.
2. It will motivate participants to invest the requisite time to achieve robust sustainability, resiliency and livability outcomes for their households, block and planet.
3. It will transform a group of neighbors into a high performing team capable of achieving both short and long term benefits for their lives and block.
4. It will inspire other blocks in the city and around the world to replicate this achievement on their block thus increasing the team's social impact through the ripple effect of their collective action.
5. It will make a difference in the viability of our planet to sustain human life.

HOW IT WORKS

The Cool Block recognition program is based on three levels of participation for a team. Your city will recognize your team according to the level it achieves with a Cool Block designation (a Cool Block pole marker for your block, or other type of designation) and individual certificates per participant.

1. **Level 1: Cool Block** – Each household on the team has taken the designated number of actions per topic to have the team recognized by the city as having basic competence in each of the five theme areas: carbon reduction, water stewardship, disaster resiliency, livability and empowerment of others.
2. **Level 2: Master Cool Block** – The Level 1 criteria have been met and for each theme area one or more members of your team have achieved mastery level. This enables the team to have proficiency in each theme area. i.e. carbon master, water master, etc.
3. **Level 3: Grand Master Cool Block** – Each member of your team has achieved Level 2 mastery in each theme area. This enables your team to have deep expertise across all aspects of the program.

Note: If you do not choose to participate in your city’s recognition program, to get the best experience in using our action planning tool click on the Level 1 goal. You do not have to achieve the goal to use the planning tool. But we hope you do!

RECOGNITION REQUIREMENTS

Level 1: Cool Block

Carbon Reduction	Topic 1	Complete four or more actions. Achieve a 25% carbon footprint reduction across both topics.
	Topic 2	Complete four or more actions. Achieve a 25% carbon footprint reduction across both topics.
Water Stewardship	Topic 3	Complete four or more actions.
Resiliency	Topic 4	Complete or update all five of the priority resiliency actions.
	Topic 5	Complete or update all four of the priority resiliency actions.
Livability	Topic 6	Lead or co-lead one or more block-based action teams.
	Topic 7	Lead or co-lead one or more block-based action teams.
Cool City	Topic 8	Lead or co-lead Action 104 – “Sustaining the Program.”

Level 2: Master Cool Block

Recognition is given for individuals who achieve mastery in a theme area. For a team to achieve Master Cool Block status at least one team member must achieve mastery in each theme.

Mastery designation will be awarded to individuals in each theme area who achieve the Cool Block goals previously described PLUS the following:

Carbon Master	Topic 1 Topic 2	Achieve a carbon footprint of less than 20,000 pounds without carbon offsets.
Water Master	Topic 3	Complete an additional four actions.
Resiliency Master	Topic 4	Complete an additional three actions.
	Topic 5	Complete an additional three actions and Lead or co-lead Action 70 "Helping Out Vulnerable Neighbors in Need" and Action 71 "Building Deep Resiliency."
Livability Master	Topic 6	Lead or co-lead two additional block-based action teams.
	Topic 7	Lead or co-lead two additional block-based action teams.
Empowerment Master (Cool City)	Topic 8	Lead or co-lead Action 104 "Creating More Cool Blocks" AND Action 105 "Becoming a Cool Block Coach"
Cool Master		Achieve mastery in all areas.

Level 3: Grand Master Cool Block

This is a team status level *only* achieved when all team members achieve mastery in all theme areas.

