
La Crosse Carbon Free Challenge

Climate Action Made Simple



LA CROSSE

Carbon Free Challenge!

Outline

- Background
- Green House Gas Emissions
- Household Participation
- Action Resources
- Tracking Progress
- Direct Engagement



Background

- Strategic Plan for Sustainability in 2009
(25% more renewable and more efficient by 2025)
- 2019 Resolution to be carbon neutral by 2050
- 2020-22 Energy Action Plan with Utility
- Climate Action Plan adopted in January 2025
(50% greenhouse gas emission reduction by 2030)



La Crosse GHG Emissions




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40%

**Over 40% of
La Crosse GHG
emissions come
from 4 household
activities where
kitchen table
decisions matter.**



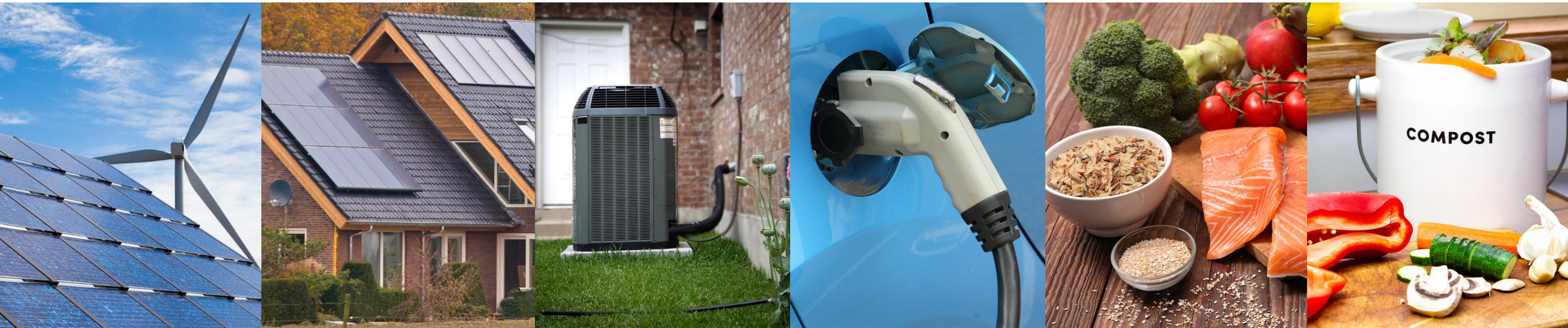
**58% of people in the
LaCrosse metro area are
worried about climate
change and want to help.**

But are not sure where to start...

*Yale Climate Maps, 63% nationally

We have Solutions

Household Actions = Big Impact



Join the Carbon Free La Crosse Challenge!
Save money while you reduce your impact
and help create a carbon free future

[Get Started](#)

[Why Join?](#)



200

HOUSEHOLDS BY
DECEMBER 2025



100

TONS OF CO2 BY
DECEMBER 2025

TOP COMMUNITY GROUP
Viterbo University

TOP TEAM
V-Hawk Drawdown Students

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Actions

Explore Actions to Take

Simple everyday actions you can take to reduce carbon pollution and save money.



Be Energy Smart



Clean Energy Home



Shift Your Ride



Eat Green & Waste Less



Be Water Wise



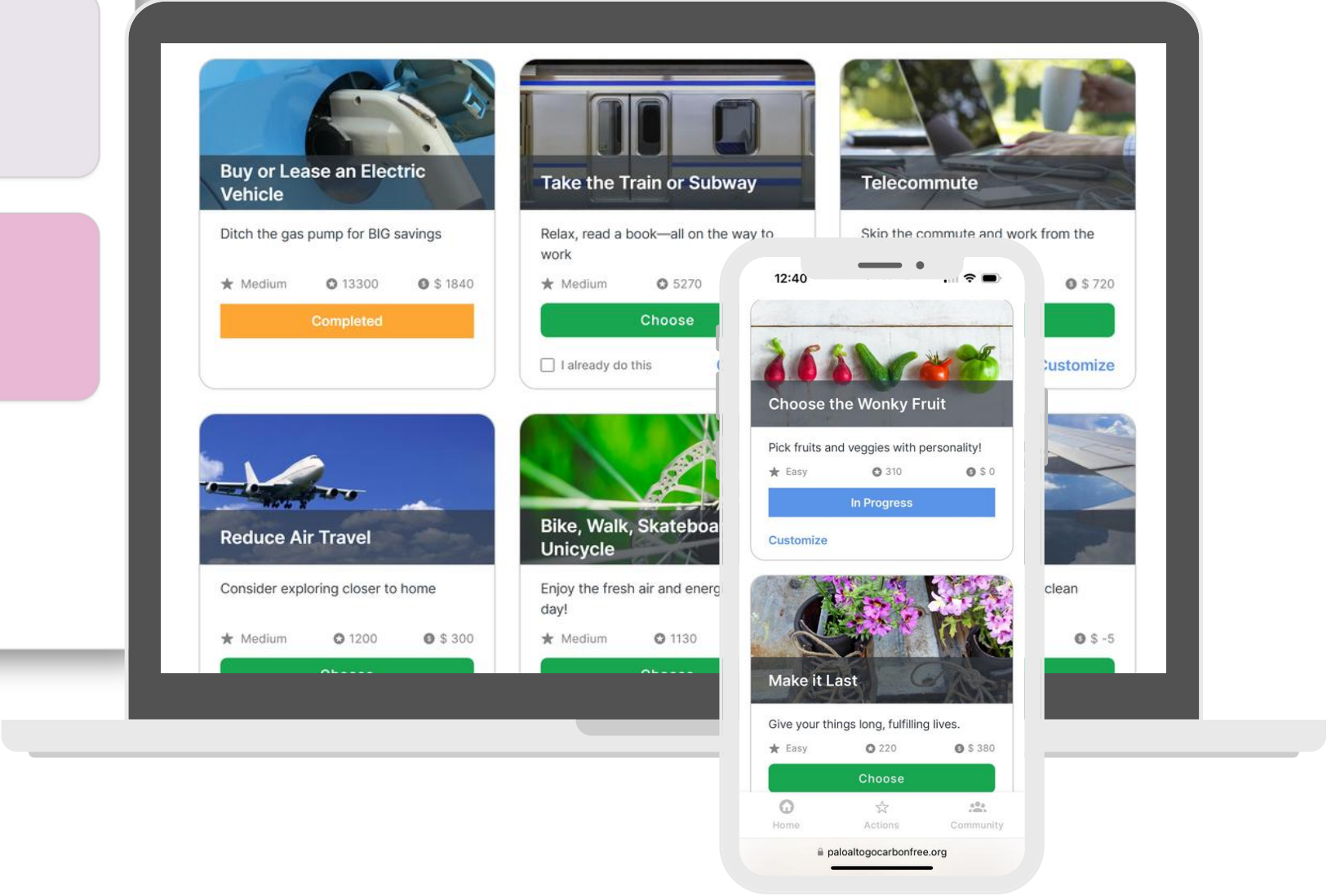
Community Action



Be Prepared & Connect






The Big Actions



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Action Resources



Post  Share 

\$0 - \$0
Upfront Cost

0.5
Hours





\$650
Annual Savings

Make a Meal Plan

Did you know the average American throws away more than 200 pounds of food every year, costing the average household of four \$1,800? That's a lot of food and money to throw out! And food waste creates methane, a powerful greenhouse gas. The great news - it's easy to reduce food waste and save money by creating a meal plan!

Impact 390 Points


CO2e Reduced
390 lbs CO2e

Steps

Why

Studies show that Americans today waste 50% more food than we did in the 1970s. While this is clearly going in the wrong direction, it also means we have a big opportunity to improve! Just a few easy changes can make a big difference.



It all starts with a bit of planning. By taking just a bit of time to make a weekly meal plan based on your favorite foods before you shop, you'll streamline your shopping and cooking - and save time, money and food.

Why is this important? Right now, about 8% of global greenhouse gas emissions come from food waste. Reducing your household food waste by making a meal plan helps eliminate some of those emissions, and means that the land, water and energy that produced your food will go to good use.

Think about what you eat

Make a plan

Use your plan and enjoy the benefits!

Figure out how much food you're saving

Resources

Information

Sample Shopping List

"Shop" your fridge, freezer, and cupboards for ingredients before heading to the grocery store.

Programs




What's in My Fridge Recipe Finder

Enter 2 ingredients you have on hand and it'll give you matching recipes!

Information

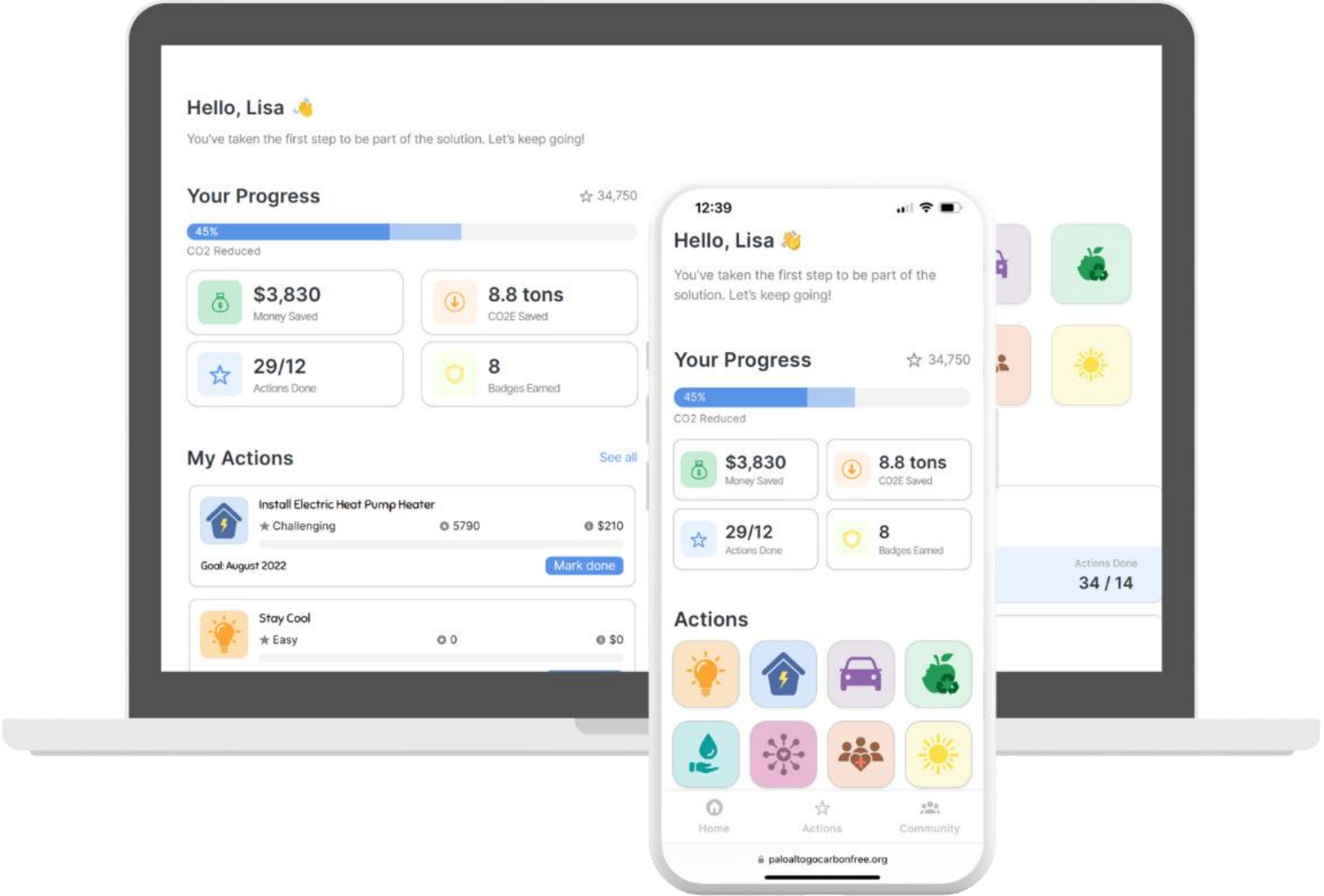
FoodFinder

FoodFinder is a food pantry locator and 501(c)(3) nonprofit that shows you when and where to get free food assistance in your area.

 Home  Actions  Community

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Track Progress



My Starting Level



My Groups

<div><div>T</div><div>The Scooter Club Group</div></div>		
Households	CO2E Saved	Actions Done
7	9.2t	34 / 11



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Groups



Rotary Club of San Jose Group

Welcome to the Rotary Club of San Jose Group! We are thrilled you've joined our community of environmentally-conscious Rotarians committed to creating a more sustainable future for San Jose and beyond! Together, we explore and try out practical ways to reduce our carbon footprint, conserve water, prepare for emergencies, and make our community healthier and safer. Our inaugural team reduced annual carbon emissions by 24 tons, saved 17,200 gallons of water, and collectively saved \$3,576! Whether you're just starting your sustainability journey or are already taking significant steps, you'll find inspiration and resources here. Together, we make a difference!

[Invite Link](#)

Group Impact

181,710
Points

122/412
Actions

\$15,799
Money Saved

62.3
CO2E Saved

Meeting Agenda Clean Energy Home & Be Energy Smart

TOPICS	KEYPOINTS
Pre-Meeting	Optional: Time for informal socializing before the meeting start time.
Welcome and Discuss Last Meeting Topic	Welcome everyone. Discuss the topic from the last meeting and ask people to share what steps they have taken. Go around the room so everyone can participate. Some questions to ask: <ul style="list-style-type: none">What actions did you choose to complete from the last meeting's category?What steps have you taken or are you planning to take on these actions?Did you get stuck or have questions on an action?What surprised you or was the most interesting? If you are discussing your household profile results ask: What surprised you or was most interesting? Did you get stuck or have questions?
Show the Home Energy Videos & Discuss	Play the Clean Energy Home & Be Energy Smart action category video. <ul style="list-style-type: none">Have a quick chat about the video - ask folks to share their reactions and what resonated with them. What surprised folks? What stood out?
Share Local Resources	Share and discuss local resources and rebate programs for this action category.
Activity: Sign up for Green Electricity	Sign Up for Green Electricity <ul style="list-style-type: none">Before the meeting, look for information about your local utility and find out how to sign up to your group leader. If your group just find the information for your local utility.During the meeting, review what you learned to sign up for Green Electricity. Invite consider signing up after the meeting. cost action with a big impact!
Discuss the Clean Energy Home & Energy Smart Action Categories	Pull up the Clean Energy Home & Be Energy Smart action category. <ul style="list-style-type: none">Take a few minutes to check out the actions.Then go around and share – which actions are you interested in doing or learning more about? Are there actions you have completed and could help others with?Ask everyone to add one action they are interested in.
Follow-Up & Next Steps	Review next steps and then send them out by email: <ul style="list-style-type: none">Go to the website to the Clean Energy Home & Be Energy Smart action category.Mark any actions that your household already does as "I already do this".Select 1 - 3 new actions in this category. Complete the actions or start making a plan to complete them before the next meeting.If you have any questions, submit them through your group leader or the question form.Confirm who is hosting the next meeting and the time/date/location.

Meeting Agenda Transportation – Shift Your Ride

TOPICS	KEYPOINTS
Pre-Meeting	Optional: Time for informal socializing before the meeting start time.
Welcome and Discuss Last Meeting Topic	Welcome everyone. Discuss the topic from the last meeting and ask people to share what steps they have taken. Go around the room so everyone can participate. Some questions to ask: <ul style="list-style-type: none">What actions did you choose to complete from the last meeting's category?What steps have you taken or are you planning to take on these actions?Did you get stuck or have questions on an action?What surprised you or was the most interesting? If you are discussing your household profile results ask: What surprised you or was most interesting? Did you get stuck or have questions?
Show Shift Your Ride Video & Discuss	Play the Shift Your Ride action category video. <ul style="list-style-type: none">Have a quick chat about the video - ask folks to share their reactions and what resonated with them. What surprised folks? What stood out?
Share Local Resources	Share and discuss local resources and rebate programs for this action category.
Activity: Find Climate Friendly Routes & Trips!	Reduce miles traveled Challenge! Choose 2 or 3 routes your team/group commonly take and brainstorm around alternative ways to use local trip planning websites, travel apps or Google Maps together as a team to find an alternative to reduce miles traveled. powered car or air travel. Some options are combining public transportation options, walking, biking or choosing alternate mode of transportation. Alternate option: Share your favorite local activities and destinations.
Discuss the Shift Your Ride Action Category	Pull up the Shift Your Ride action category. <ul style="list-style-type: none">Take a few minutes to check out the actions.Then go around and share – which actions are you interested in doing or learning more about? Are there actions you have completed and could help others with?Ask everyone to add one action they are interested in.
Follow-Up & Next Steps	Review next steps and then send them out by email: <ul style="list-style-type: none">Go to the website to the Shift Your Ride action category.Mark any actions that your household already does as "I already do this".Select 1 - 3 new actions in this category. Complete the actions or start making a plan to complete them before the next meeting.If you have any questions, submit them through your group leader or the question form.Confirm who is hosting the next meeting and the time/date/location.

Meeting Agenda Eat Green & Waste Less

TOPICS	KEYPOINTS	TIME
Pre-Meeting	Optional: Time for Informal Socializing before the meeting start time.	10–30 min
Welcome and Discuss Last Meeting Topic	Welcome everyone. Discuss the topic from the last meeting and ask people to share what steps they have taken. Go around the room so everyone can participate. Some questions to ask: <ul style="list-style-type: none">What actions did you choose to complete from the last meeting's category?What steps have you taken or are you planning to take on these actions?Did you get stuck or have questions on an action?What surprised you or was the most interesting? If you are discussing your household profile results ask: What surprised you or was most interesting? Did you get stuck or have questions?	20 min
Show Eat Green & Waste Less Video & Discuss	Play the Eat Green & Waste Less action category video. <ul style="list-style-type: none">Have a quick chat about the video - ask folks to share their reactions and what resonated with them. What surprised folks? What stood out?	10 min
Share Local Resources	Share and discuss local resources and rebate programs for this action category.	5 min
Activity: Find Out What's Recyclable!	<ul style="list-style-type: none">Find Out What's Recyclable<ul style="list-style-type: none">Look up the lists of what is accepted in your local recycling program. Review together and discuss what surprised you and what new item you will now add to your recycling bin! If team/group members live in different areas, compare what is recycled in your local area - you will likely find differences!Find your local farmer's market hereTry the New York Times quiz How Does Your Diet Contribute to Climate Change Quiz	15 min
Discuss the Eat Green & Waste Less Action Category	Pull up the Eat Green & Waste Less action category. <ul style="list-style-type: none">Take a few minutes to check out the actions.Then go around and share – which actions are you interested in doing or learning more about? Are there actions you have completed and could help others with?Ask everyone to add one action they are interested in.	10 min
Follow-Up & Next Steps	Review next steps with the team and then send them out by email: <ul style="list-style-type: none">Go to the website to the Eat Green & Waste Less action category.Mark any action that your household already does as "I already do this".Select 1 - 3 new actions in this category. Complete the actions or start making a plan to complete them before the next meeting.If you have any questions, submit them through your group leader or the question form.Confirm who is hosting the next meeting and the time/date/location.	5 min



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Community

J

JOLIE P.

03/07/2025

...

✓

Eat Lower Down the Carbon Chain

I LOVE the vegan treats at Bloomingfoods. They're a great pick-me-up during the workday (seen here stopping into Bfoods earlier this week on a windy day). You don't miss the dairy or eggs. I chose "I already do this" for eating low on the food chain because I seldom eat food that comes from cows, and have been eating that way for many years. Our local restaurants and stores like Bloomingfoods make that easy.



C

CARLY S.


03/19/2025

...

✓

Switch to LEDs

I installed all new LED lightbulbs in my living room this week - and they are really cool smart TRÅDFRI LED bulbs from Ikea. They consume 85% less energy and come with a remote control where I can do wireless dimming and change the colors of the lights. Saving energy and setting the vibe for the win!



Comment

0

2

J

JULIE D.


03/28/2025

...

✓

Bike, Walk, Skateboard or Unicycle

Love riding my Tandem to Tandem!



Comment

2

3

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bright action **Direct Engagement Services** *communities*

- Hands-on support to boost residential participation.
- Partner with cities to increase visibility, foster engagement, and drive impact.
- Low-cost service customized to each community and focused on measurable results.

Services Include:

- **Community Outreach:** Build local relationships and encourage deep participation.
- **Campaigns & Challenges:** Design and run creative, customized platform campaigns.
- **Leadership Development:** Recruit and train community champions to amplify your efforts.
- **Platform Training:** Equip your team and leaders for effective use of the BrightAction platform.
- **Strategic Collaboration:** Ongoing support and idea-sharing to meet your engagement goals.



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Direct Engagement Examples



TRI-COLLEGE GREEN EXCHANGE

Viterbo vs. UW-La Crosse vs. Western Technical College
Who will lead the way in sustainability?

 MARCH 31ST, 2025 - APRIL 18TH, 2025

How to Compete:

- ▶ Scan the QR Code or visit <https://brightaction.app/lacrosse>
- ▶ Join the Viterbo University Group.
- ▶ Complete 1 action during the challenge dates.
- ▶ Win prizes and help Viterbo take the lead!



 SIGN UP

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THE FSPA GO GREEN PROGRAM

Join a 4-part series to inspire sustainable action! Explore ways to reduce your carbon footprint, from green eating and waste reduction to water conservation and community action.

HOW TO JOIN
Email Cassi to confirm interest at wiscorpsamericorps@fspa.org

MEETING TOPICS

-  **BEING WATER WISE**
-  **EATING GREEN & WASTING LESS**
-  **TAKING COMMUNITY ACTION**

MEETING DETAILS

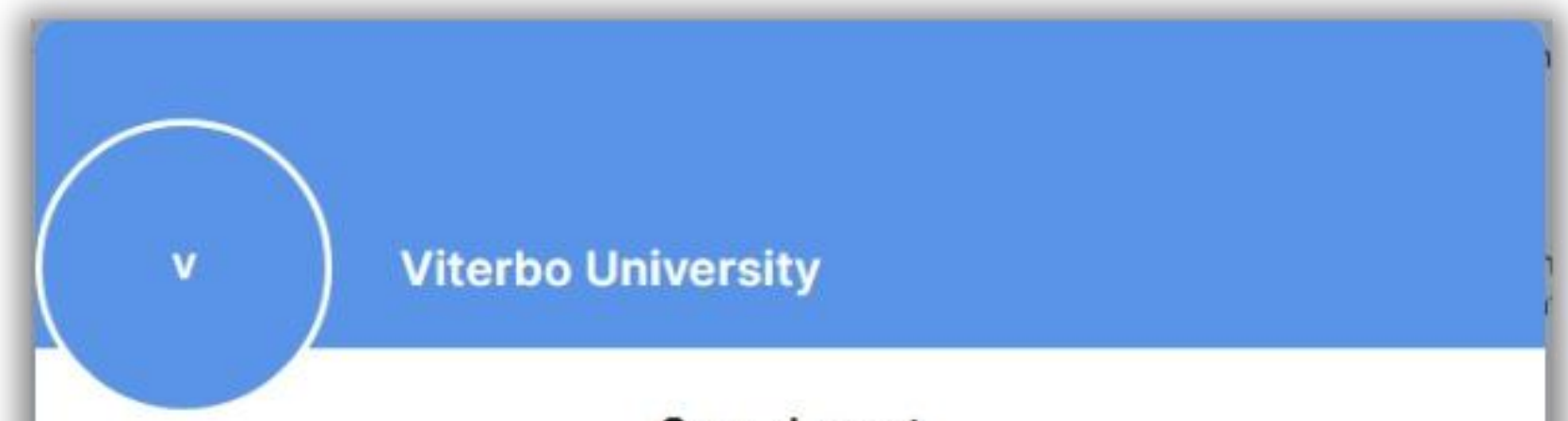
- April 30th
- May 16th
- June 27th
- July 18th

Location: Assisi Room @ St. Rose Convent
Time: 12pm - 1pm

Win **RAFFLE PRIZES** at each meeting! Reuseable bags, water bottles, gift cards and more!






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Disclaimer: Participation in this program requires a valid email address and access to a phone, tablet, or computer with internet connectivity



Viterbo University

Group Impact

-  **115 Members**
-  **153,990**
Points
-  **214/351**
Actions Done
-  **\$29,770**
Money Saved
-  **53 tons**
CO2e Saved

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Thank you!

Lewis Kuhlman

kuhlmanl@cityoflacrosse.org

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**To learn more about
BrightAction Communities
bacommunities.org**