



Taming Bigfoot® 2021: Recovering Greener

**A Carbon Footprint Reduction Competition to
engage the community and reduce CO₂ emissions**

Presented by Bob Bindschadler
Local 20/20 Climate Outreach Group





Global Climate Change Crisis

The bad news:

- Global temperatures continue to break records
- Exceeding the Paris Agreement targets of 1.5-2.0°C rise in global temperature will result in widespread dangerous climatic consequences
- Regional impacts include decreased snowpack, increased forest fires, acidifying waters, rising sea level

The good news:

- Recent research indicates that if we bring down human greenhouse gas emissions to next to zero, the warming will level off, and the climate could stabilize within a decade or two.
- COVID-19 period provided demonstration that lifestyle changes can result in large and sudden decreases in greenhouse gas emissions (~10% reduction in US in 2020) but temperature responds more slowly

This just in....



"We have a narrow moment to pursue action at home and abroad in order to avoid the most catastrophic impacts of that crisis and to seize the opportunity that tackling climate change presents."

From President's Climate Executive Order (January 27, 2021)

Jefferson County

- Adopted a goal of 80% reduction in carbon emissions (from 1990 levels) by calendar year 2050
- Climate Action Outreach Group felt people were asking:
 - “what can/should I do?”
 - “will my actions really make a difference?”
- Taming Bigfoot emerged as a community-engagement activity



Taming Bigfoot (2016)



Objectives

✓ Education

- Learn the relative effectiveness of various carbon-cutting actions
- Wrestle with the many trade-offs to consider in formulating a greener lifestyle;
- Experience that individually crafted approaches to one's personal carbon footprint can be easier to implement than prescribed approaches

✓ Community-building

- Engage agencies and businesses as partners, not adversaries
 - Sustainability is a **common good** and a **common responsibility**
- Cooperative, collective action is more effective than finger-pointing
- Share the effort with teammates

✓ Have Fun

✓ Reduce greenhouse gas emissions

- Provide data to measure reductions
- Reduce carbon footprints

Taming Bigfoot (2016)

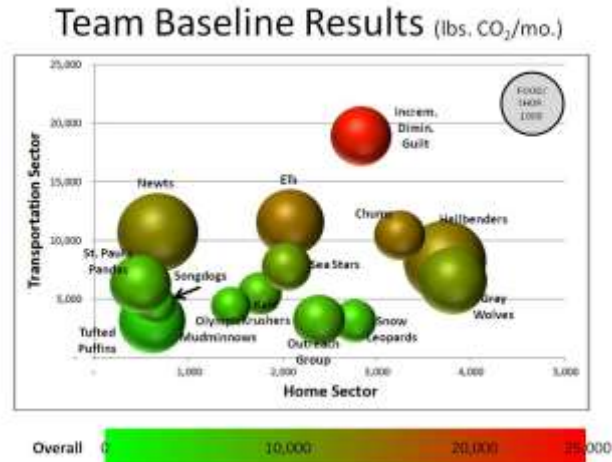


Results

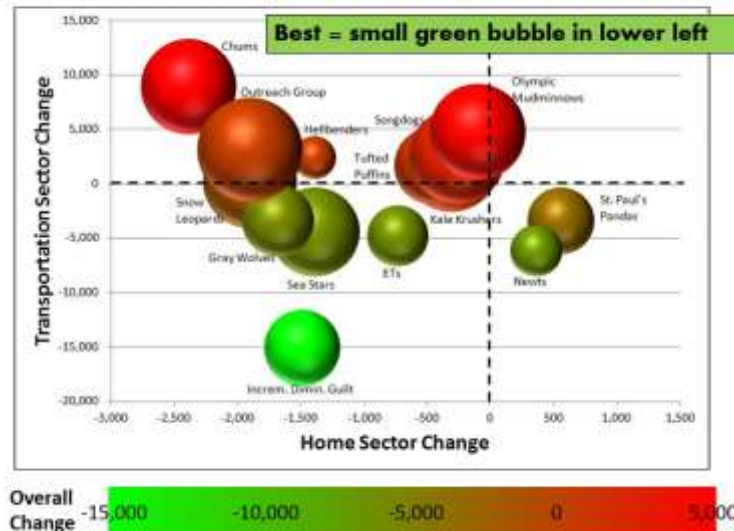
- ALL Objectives met!
- 13 teams of 7 persons each (nearly 100 participants)
- 20 business sponsors
- People DID enjoy the activity
 - Teams
 - Friendly competition
 - Customized calculator
- ~10% reduction in emission was achieved over 2 months

Taming Bigfoot 2016 lasted 3 months

First month's data illustrated a variety of starting footprints



Team Absolute Reductions (lbs. CO₂/mo.)



Most teams could reduce some sector of their footprint over next 2 months



Zoe Ballering:

118 lbs

60 /mo

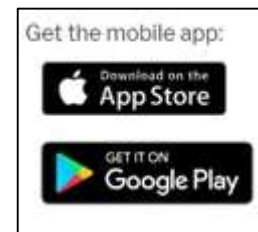
Taming Bigfoot got loose!

- Edmonds, Seattle, and Whidbey Island all ran competitions
 - Each with a locally customized calculator
- Calculator is now used by various people across the country

Website



Smartphone app



Data are shared by each tool, so you can use either or a combination of both

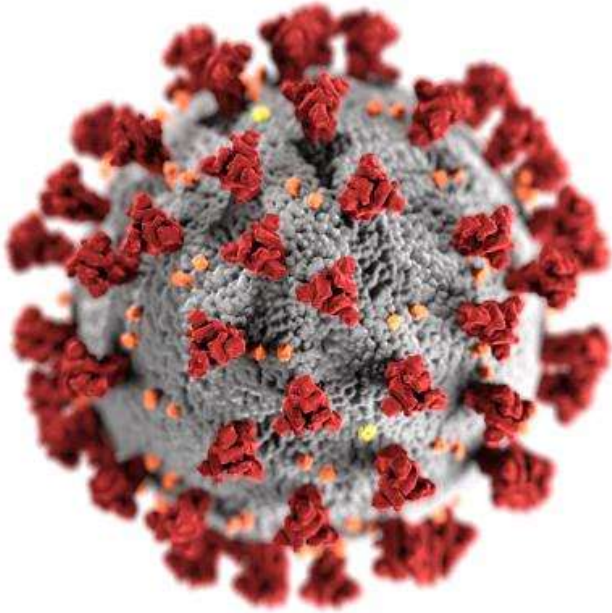
Bigfoot is back!

Taming Bigfoot 2021: Recovering Greener

Additional Goals

- Attract new participants
- Compare data with pre-pandemic conditions
- Educate people about post-pandemic opportunities
- Include presentations on recent energy inventory and other “greening” activities





AVOIDED asking struggling businesses for prizes

HEARD that a 3-month activity was less attractive

REALIZED that it will be hard to alter lifestyles to reduce carbon footprint in a stay-home environment

FOUND it difficult to recruit participants during COVID pandemic

But we remained INTERESTED in measuring the impact of COVID-19 on people's impact on climate, so we....

Modified Taming Bigfoot 2021

- Focused on measuring people's pandemic footprint
- Limited competition to just one month (Feb 1-28)
 - No baseline period
 - 2016 data provide useful pre-pandemic baseline information
- No requirement to further reduce carbon footprint during challenging times
- Retained most other aspects:
 - 7-person teams
 - Engage new participants (plus some 2016 "veterans")
 - Customized calculator
 - New data entry tools
 - Keep it enjoyable
 - Prizes

Teams

Feral Nephilim

Greg Brotherton*
Stacey Brotherton
Tom Brotherton
Cass Brotherton
Rachel Carben
Joel Carben
Sage Brotherton

Sustainable Wannabees

Carol Cummins*
Laura Tucker
Hank Walker
Tracy Grisman
Mandi Johnson
Lisa Crosby
Ella Becker

Family Behrenfeld

Tim Behrenfeld*
Kirsten Behrenfeld
Akeyla Behrenfeld
Tusker Behrenfeld
Mara Dotson
Fred Dunlap
Ben Bauermeister

Planet Protectors

Janis Inman*
Karen Anderson
Lara Gaasland-Tatro
Jenifer Taylor
Lynn Taylor
Polly Lyle
Linda Noble

The Carbonites

Marley Loomis*
Kyle Babcock
Spencer Erdman
Cyndy Bratz
Mylo Curtis
Owen Rowe
David Covert

Reserves

Cindy Jayne
Dave Wilkinson
Bob Bindschadler



* Team Leader

Participant Diversity

#	Characteristic
6	is under 30 years of age
19	lives within Port Townsend city limits
12	lives outside Port Townsend city limits
8	owns a local business
7	is a tele-worker
7	works outside the home
3	parents a child younger than 12 years old
7	is retired
3	works in a food-producing industry
5	has a policy-making role within the community
15	does not drive a car regularly (less than 5 times per week)
9	works/volunteers in education

Collecting Your Data

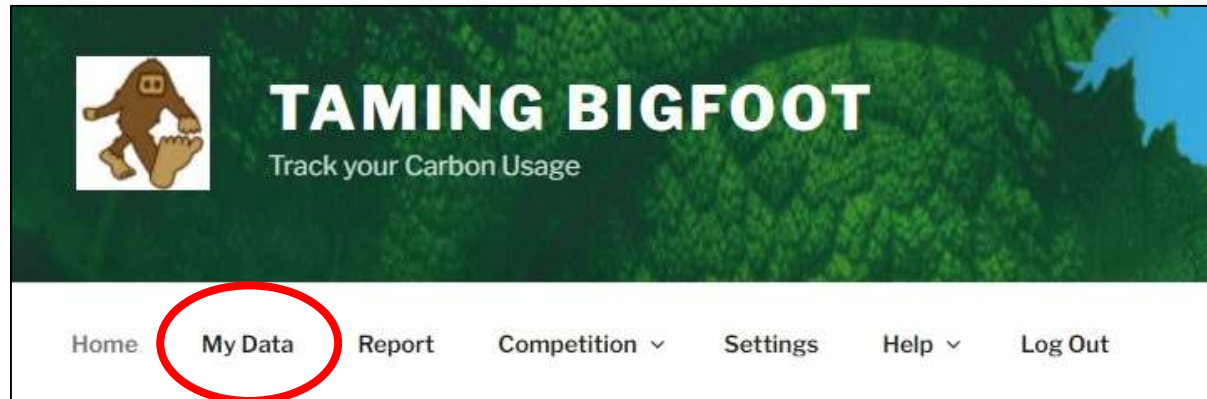
- 3 Major Sectors
 - Home Energy (incl. water and garbage)
 - Transportation (personal and public)
 - Food & Shopping (limited shopping items)
- All data should reflect your individual share
 - The calculator will do this automatically for Home Energy and Food purchases based on the “Household Size” value in your Settings
 - Doesn't apply to Transportation, Food consumed and Shopping



As well as robust documentation available on the Taming Bigfoot website

<http://taming-bigfoot.org>

Entering your Data



- Enter your data in a timely manner
 - Current date is “auto-filled”, but you can change it
 - Up-to-date data make the competition status more accurate
- You can edit/delete any of your entries at any time

ADD DATA

Date: 1/28/2021

Household size: 2

Home Energy
Transportation
Food
Shopping

Energy

Electricity: kWh

Natural gas: CCF

Heating oil: gal.

Propane: gal.

Wood: cu. ft.

Wood pellets: lbs.

Water

Municipal: ccf.


Garbage

Non-recycled
garbage: lbs.

1. Home Energy

- PUD's Smart Hub is a good tool for monitoring electricity usage
- or Read meters
 - Note: Don't put in meter reading; rather subtract current reading from past reading to get amount used
- Well/septic users will capture water usage through their electricity data
- Garbage is recorded by weight or estimated by bag size (see documentation on website)

Smart Hub [\(https://jeffpud.smarthub.coop/\)](https://jeffpud.smarthub.coop/)



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Home | Billing & Payments ▾ | My Profile ▾ | My Usage ▾ | Notifications ▾ | Contact Us ▾ | [Have a Question? Get Help. »](#)

My Usage

Usage Explorer

Average Usage

Usage Comparison


Usage Management

My Usage

This My Usage section provides several tools for you to analyze your past and current usage, as well as plan and conserve in the future. Compare your use and costs, set markers to monitor changes in your usage over periods of time, and get energy saving tips. Click the tabs below to learn more about these tools:

Analyze Your Usage | Plan and Save | Explore Usage Management

Usage Explorer




Usage Explorer gives you a detailed look at your past and current usage, all in one place.

View your usage and weather trends by month, or if available by day or hour.

[Use the Usage Explorer tool](#)

Usage Comparison




Usage Comparison lets you compare two bills worth of usage history side by side.

View the differences between this month last year, or other combinations to see how your bill varies each month.

[Use the Usage Comparison tool](#)

Average Usage



Average Usage shows you what your typical or average usage is for your selected time period.

For example, see your average usage on each day of the week (such as Tuesdays), over the course of a year. Or see your typical usage in each hour of the day over the course of 2 weeks. Discover when you can save the most on your utility bill.

[Use the Average Usage tool](#)

ADD DATA

Date:

[Home Energy](#)
[Transportation](#)
[Food](#)
[Shopping](#)

Private

Gas: gal.

Diesel: gal.

Bio-diesel: gal.

Shared

Carpooling: miles

Shuttle/Van Service: miles

Bus: miles

Urban light rail: miles

Trains: miles

Ferries: miles

Airplane: miles

Carbon offsets: lbs.

2. Transportation

- Tracking by gallons of fuel used is more accurate than mileage but either is acceptable (don't double enter!)
- Electric car users will record this transportation in Home Energy (electricity)

x

ADD DATA

Date:

[Home Energy](#)
[Transportation](#)
[Food](#)
[Shopping](#)

Consumption

Beef or lamb: number of 4oz. servings

Pork or turkey: number of 4oz. servings

Chicken or fish: number of 4oz. servings

Household Size:

Groceries

Local food: % of \$ spent on food

Organic produce: % of \$ spent on produce

Clothing: \$ spent

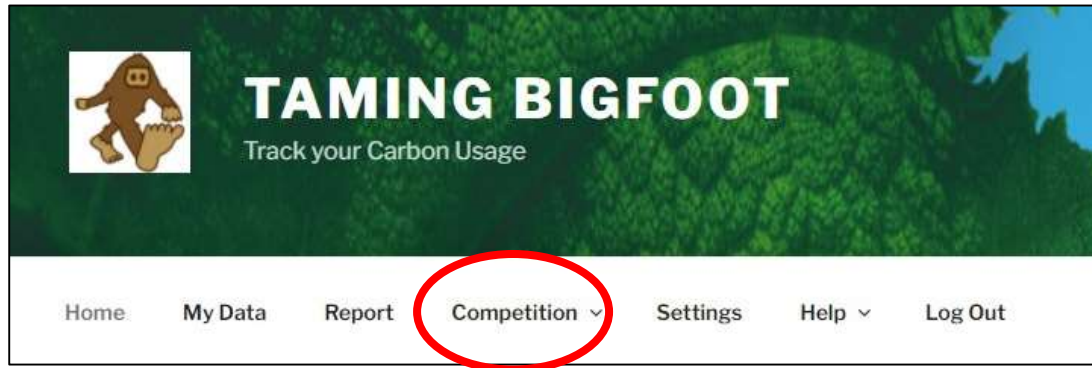
Printed newspapers and books: \$ spent

[Home Energy](#)
[Transportation](#)
[Food](#)
[Shopping](#)

3. Food & Shopping

- Recorded dollars spent on food will be divided by the number of people you enter.
- Dollars spent on food includes the amount spent on produce
- “Local” is defined as coming from WA, OR, BC
- Very limited items in Shopping area
 - Too many variables to consider

You can Monitor the Competition



	Participant	Team Leader	Me
Your Own Single Entries	Y	Y	Y
Your Sector Subtotals	Y	Y	Y
Your Teammates Single Entries	N	Y	Y
Your Teammates' Sector Subtotals	Y	Y	Y
Other Team's Single Entries	N	N	Y
Other Team's Sector Subtotals	Y	Y	Y

Prizes (to be awarded March 14)

- Cubic yard of bio-char from Olympic BioChar*
 - Truck-load of compost*
 - Earth Machine Composter
 - Bicycle tune-ups
 - Smart power strips
 - Trees planted in your name
- More to be revealed!

*can be shared!



'Like' our Facebook Page!

Taming Bigfoot® 2021
Recovering Greener!



Taming Bigfoot

@TamingBigfoot · Community



Watch for fun
facts, prizes and
ideas!!

Related Activities



Climate On Tap

Create a **Climate**
for **Change!**

- **Feb. 1** - “The Paris Agreement”: what does it mean now that we’re back in?
- **Mar. 1** - what topic would you like to suggest?

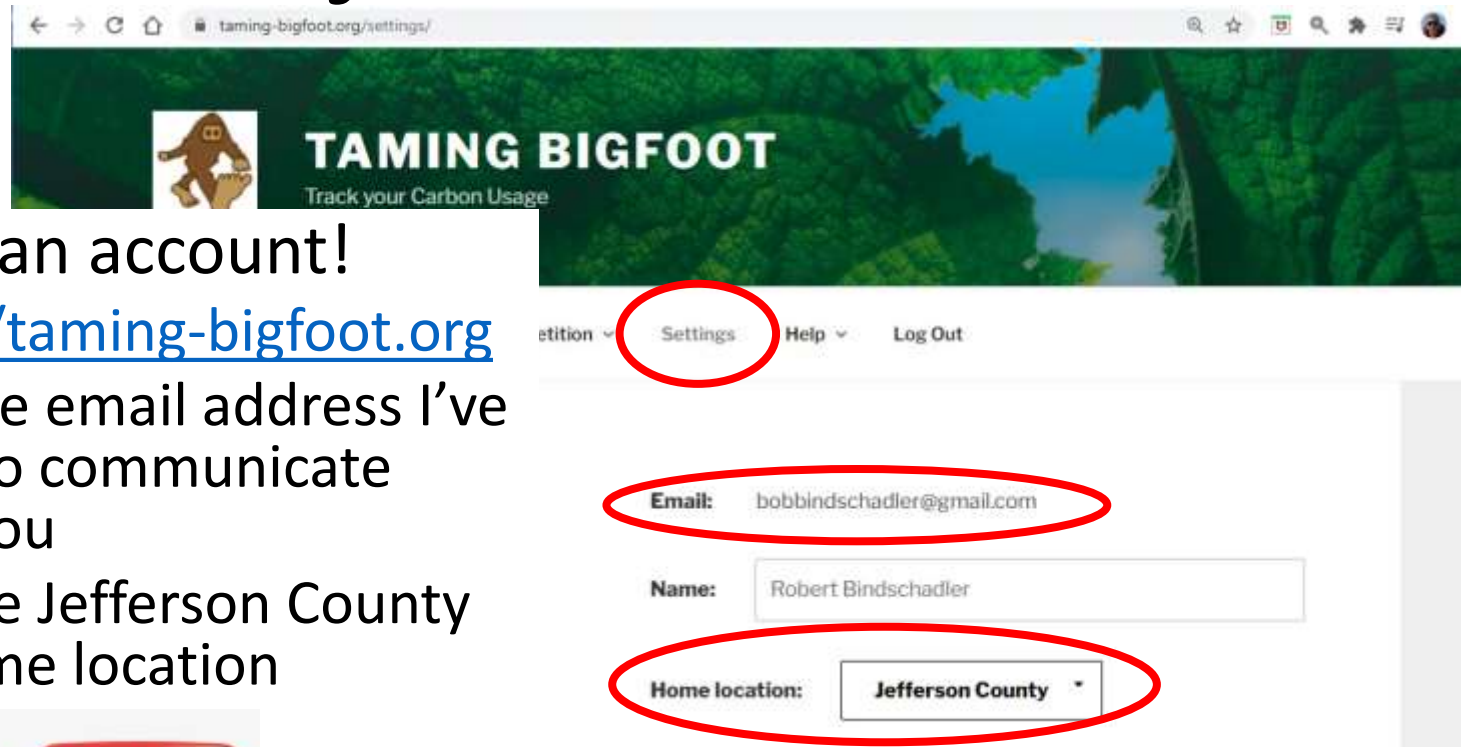
Competition Updates through February

Information on the recent Jefferson County Energy Inventory

Awards Presentations on Sunday, March 14, 2021 (7pm)

We start in just a few hours!

- Register an account!
 - <http://taming-bigfoot.org>
 - Use the email address I've used to communicate with you
 - Choose Jefferson County as Home location

A screenshot of the Taming Bigfoot website's settings page. The browser address bar shows "taming-bigfoot.org/settings/". The page header features a green forest background with a cartoon Bigfoot character and the text "TAMING BIGFOOT" and "Track your Carbon Usage". A navigation menu includes "Competition", "Settings" (circled in red), "Help", and "Log Out". The settings form contains the following fields: "Email:" with the value "bobbindschadler@gmail.com" (circled in red), "Name:" with the value "Robert Bindschadler", and "Home location:" with a dropdown menu showing "Jefferson County" (circled in red).

Enjoy learning about your carbon footprint!



Questions?

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