



# Capital City Challenge

The two capital cities of Montpelier, Vermont, and Olympia, Washington have embarked on an unprecedented journey. They have agreed to work together on a race – a cooperative effort to see how fast they can each become the country’s first two sustainable state capitals, ensuring that present and future generations will be able to meet their needs in ways that enhance the community’s social, cultural, political, economic, built, and natural environments.

**WHAT:** It’s a challenge, a contest, designed to make citywide sustainability fun and interesting.

**WHO:** Participants will include the mayors, the city councils, and the staff of each city, along with the local stakeholders and citizens who choose to be involved.

**HOW:** The two cities are working together to agree on guideposts and milestones that mark their progress. The *guideposts* will be times when they host peer exchanges with each other and with similar cities, to bring in the best collective expertise available to the issues they face.

The *milestones* will be points in the process where progress toward the goal can be measured – a plan completed, a strategy implemented, indicators reported, new directions taken.

## You Can Participate!

Residents, businesses, organizations, and visitors to both communities have a lot of opportunities to help. Join the race, make a commitment to making the city a model sustainable community, and you'll receive a passport to document your activities. Weatherize your home, carpool to work, ride a bicycle, replace inefficient appliances, host an activity in your neighborhood - the possibilities are endless - and fun.



## Sponsorship Opportunities

Founders Circle  
Event Sponsors  
Key Investors

*See next page for details.*

We are planning a national media strategy to publicize the challenge, to encourage other capital cities to get involved and to inspire other cities and towns in our home states. We are seeking sponsors to provide funds for current sustainability initiatives, new projects, special events, and for the publicity and outreach campaign.

Green Products  
Energy efficiency  
Renewable energy  
Transportation alternatives  
Sustainable Food

Whole Neighborhoods  
Green Building & Ecological Design  
Arts, Culture, and Sacred Space  
Community Connections  
Recreational Activities

Right Livelihoods  
Sustainable Business Services  
Green Jobs  
Livable Wages  
Real Wealth Creation

Good Governance  
Participatory decision-making  
Community justice  
Access to Information  
Human Rights

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# City Profiles

## Montpelier

Montpelier is the nation's smallest state capital, with a total of 8,400 people who live here, although the city grows to an estimated 20,000 people during the day. It is an unusually well-educated city, with over 17% of its residents holding advanced professional or academic degrees, and over 30% having completed college, much higher than the Vermont average, and almost double the national average.

Montpelier has engaged in several important initiatives to address sustainability issues in the city, including a substantial effort to save energy, convert to renewable sources, and reduce GHG emissions. Over the past year, the city has also engaged a large group of stakeholders in enVision Montpelier, a 30 – 100 year plan for the city. A few of the current initiatives that the city is either funding or seeking funds to continue include:

- An energy efficiency materials co-op,
- A biomass district energy plant,
- Local on demand public transit,
- The community justice center,
- A Bioblitz to catalogue local species,
- A comprehensive bike and pedestrian improvement program,
- The Onion River Exchange,
- A local food council and food program

## Olympia

Olympia is capital of the Evergreen State, and the city motto is SPIRIT, for Service, People, Integrity, Results, Innovation, and Teamwork. They have a population of 44,450, but offer 51,000 jobs to their region.

The City has undertaken a number of new projects to reduce waste, improve energy efficiency, and to save water. Putting sustainability into action is one of the four primary goals of the City Council, and they are doing it by:

- Reducing vehicle emissions including the use of biodiesel.
- Utilizing Green Power for 100% of our Utilities' electricity needs.
- Working towards Zero Waste.
- Promoting the planting and preservation of trees.
- Engaging community members in discussing and planning for sustainable land use.
- Conserving our precious water resources.
- Protecting our streams and groundwater.
- Acquiring land for future parks.
- Building sidewalks for safe and easy walking.
- Providing and using Class A reclaimed water.

## Sponsorship Descriptions

**Founders Circle:** A limited number of key sponsors will be chosen who pledge to make a substantial contribution to the Challenge, including media and marketing support, planning funds, and providing a foundation for the cities to take innovative action on critical issues related to climate change, energy independence, and sustainable economic renewal.

**Event Sponsors:** The cities will host an annual, progressive event for the duration of the Challenge that gets local citizens involved in hands-on activities that implement sustainability strategies. Event sponsors will contribute to this high profile media event by offering products or services that people can use or funding for logistics and planning.

**Key Investors:** The cities have a number of citizen-initiated projects underway, and the key investors will provide funding to support these efforts. Investors can target their support to particular areas, or offer products and services that help the projects achieve their goals.