

You keep track of the weather...  
You monitor how much money you spend...



What about your energy use?  
Your carbon footprint?

## How can we know where we're going if we don't know where we are?

Think about all of the indicators we use everyday to make our lives better - the weather page, traffic reports, financial indices. We hop on the scale to find out how the diet's going...or not.

## Up until now we've lacked similarly consistent and easily accessible feedback on environmental issues.

Community Pulse places important environmental information in a shared context so we can align our actions for positive change.

## It tells us where we're at now, how we can do better, and why it's important to try.

Community Pulse seeks to

1. Make information about the environment as approachable and "worthwhile" as other information that we use in our everyday lives
2. Link individual actions with collective social change
3. Stimulate a dialogue that inspires an array of individuals to take action.



## THE METHOD

It's intuitive - we are capable of resolving problems, but only if we know what they are, what needs to be done, and how we can do better. This is the basic formula behind Community Pulse.

Community Pulse provides monthly, per person information on four of our biggest resource challenges: energy use, water use, CO<sub>2</sub> emissions and waste disposal. We provide the county average, as well as the average for each of the incorporated cities within the county. We compare this data to targets set by regional and state agencies. We also provide facts and suggestions, links to additional resources, and a spotlight on what local businesses, organizations, and individuals are doing to improve the quality of our community.

We try to infuse each issue with a sense of humor. "Imagine the weight of 78,000 Hummers rising into the atmosphere - that would be equivalent to the weight of the CO<sub>2</sub> emissions that Sonoma County residents generated in July." That's not a good thing, but the image is pretty funny.



# COMMUNITY PULSE

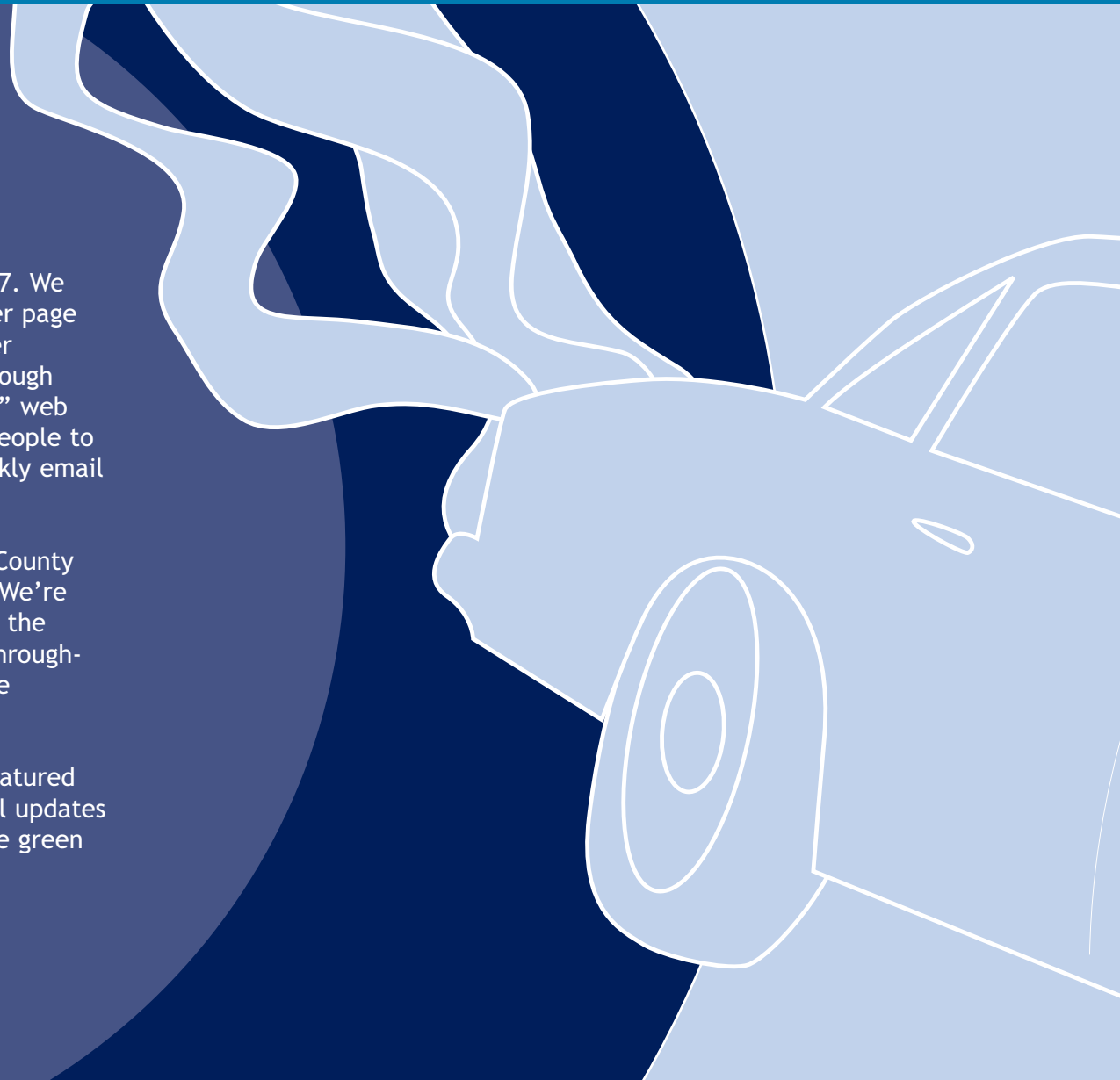
Providing Indicators for Action

## GAINING MOMENTUM

Community Pulse launched in Sonoma County in May 2007. We ran “infotisements” twice monthly as part of the weather page in The Press Democrat - reaching a daily audience of over 220,000 people. We continue to promote this service through issues on the cover of the Empire News section, “in kind” web advertising, and media interviews. The goal is to drive people to the website for more information and to sign up for weekly email updates.

We’ve leveraged the success of this program in Sonoma County by launching a complementary program in Napa County. We’re also providing the same information for California to put the county information in context. As this project expands throughout the Bay Area and the state we hope to inspire a little friendly competition between communities!

We’d like to offer your business the opportunity to be featured on the Community Pulse website and in our weekly email updates to subscribers. Community Pulse can help you market the green attributes and values of your organization!





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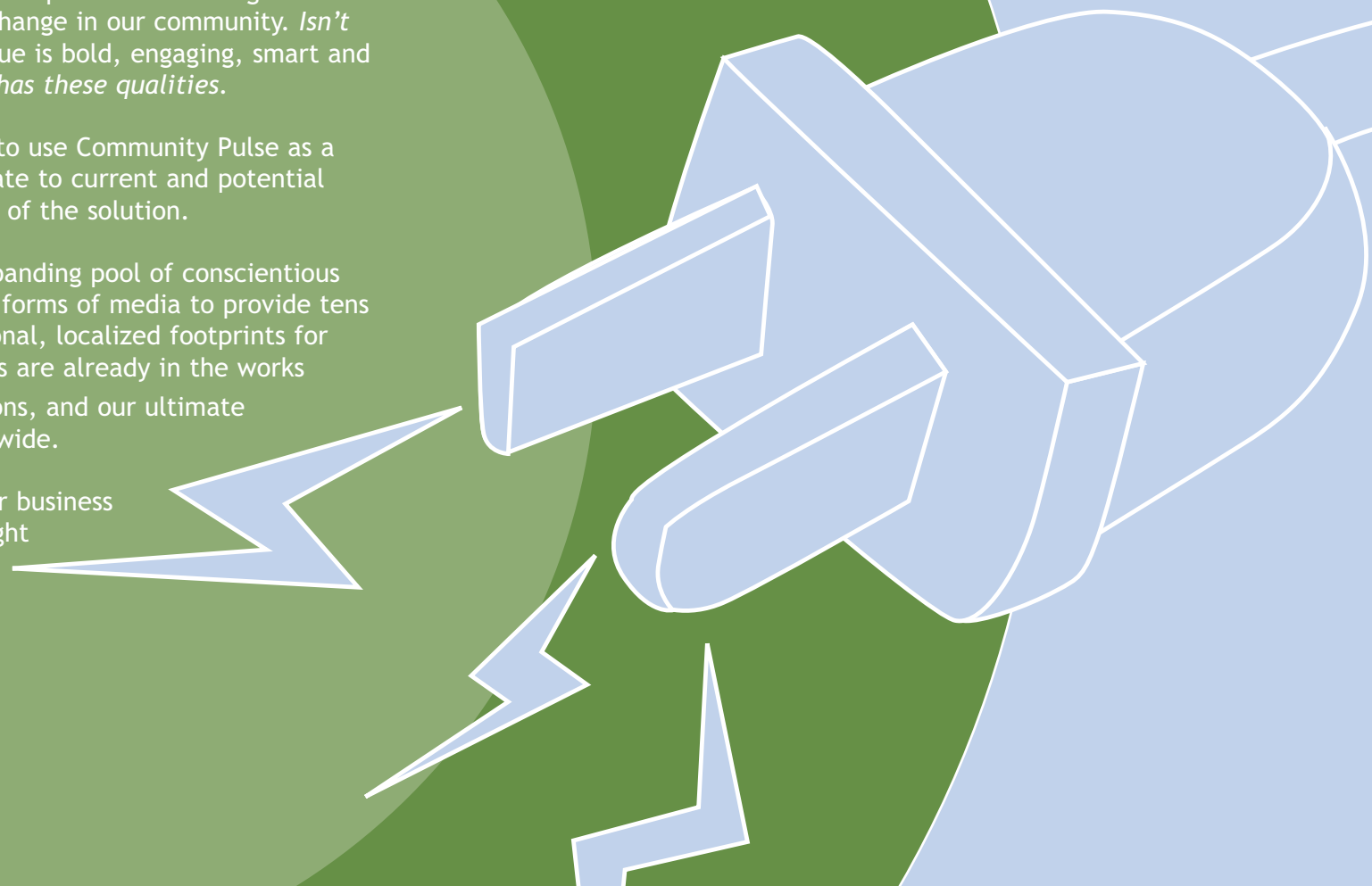
## WHY ADVERTISE?

Community Pulse is an innovative concept-there's nothing else like it. We are at the forefront-driving change in our community. *Isn't this where you want to be?* Each issue is bold, engaging, smart and inspiring. *We believe your business has these qualities.*

We're offering you the opportunity to use Community Pulse as a social marketing tool and demonstrate to current and potential customers that your business is part of the solution.

Community Pulse appeals to the expanding pool of conscientious consumers. We're utilizing multiple forms of media to provide tens of thousands of residents with personal, localized footprints for CO<sub>2</sub>, energy, water and waste. Plans are already in the works to expand publication to other regions, and our ultimate goal is to take this state and nationwide.

Here's your chance to associate your business with a project that has already caught the attention of our community.





# COMMUNITY PULSE

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## MONTHLY SPONSORSHIP SPECS

### PACKAGE:

Be leaders - Influence Demand

### WEBSITE PRESENCE:

Your logo will be featured on our Sonoma County web page ([www.communitypulse.org/sonoma](http://www.communitypulse.org/sonoma)) with a hyperlink to your website.

A tile ad will be placed on a relevant issue page.

### EMAIL PRESENCE:

A skyscraper ad will be placed in our weekly email updates.

### WEB AND EMAIL:

We'll put together a short feature spotlighting some of the efforts you've taken to "green" your organization and improve efficiency.

### MONTHLY

\$1,000

### SIX MONTHS:

\$5,000



## CONTACT

### COMMUNITY PULSE

Attn. John Garn  
 P.O. Box 11  
 Graton, CA 95444

**PHONE:**  
 707.824.9620

**EMAIL:**  
[action@communitypulse.org](mailto:action@communitypulse.org)

