

From: [Napa Sierra Club](#)
To: [MeetingClerk](#)
Cc: [Melendez, Ryan](#); [Crosby, Jamison](#); delliott@cityofnapa.org; [Scott Thomason](#)
Subject: Support for Continuing and Strengthening the Napa County Climate Challenge
Date: Wednesday, February 25, 2026 4:38:47 PM
Attachments: [260225 Support for Napa County Climate Challenge.docx](#)

[External Email - Use Caution]

Greetings. I am submitting public comment to the members of the County Climate Action Committee and staff for Friday's meeting. Please see attached.

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Best,
Nick Cheranich
Chair, Napa Sierra Club Group ExCom





Thursday, February 26, 2026

Subject: Support for Continuing and Strengthening the Napa County Climate Challenge

Greetings Climate Action Committee Members and Staff,

On behalf of our 2,000+ members and supporters in Napa County, I write to express strong support for continuing the Napa County Climate Challenge platform, developed by Bright Action Communities. I also encourage the County to strengthen its promotion and use.

Many residents care deeply about climate change but are uncertain where to begin. This platform translates concern into concrete action. It helps individuals understand where household emissions come from and provides specific, trackable steps to reduce them. Research suggests that household-level action could reduce U.S. carbon emissions by as much as 40% if broadly adopted. That is not a marginal contribution — it is transformative.

We have regularly encouraged our members to participate through newsletters, and the response has been positive. Participants appreciate having a structured, accessible way to measure progress and stay engaged. I have also written about the platform [on our website](#) to further raise awareness. (You are more than welcome to read it and use it.)

The platform is particularly valuable for local schools. Many educators want meaningful climate curriculum but lack practical tools. The Climate Challenge allows teachers to organize students into teams, track actions, and incorporate a gamified structure that increases engagement. It connects learning with real-world impact.

The addition of new features, such as fire-wise safety measures, expands the platform's relevance. In a county increasingly affected by wildfire risk, this integration makes the tool even more practical and locally grounded.

That said, participation will remain limited without stronger outreach. If the County and municipalities more actively promoted the platform, usage would likely grow substantially. Given the scale of the climate challenge we face, it is worth asking: are we fully leveraging one of the few tools that empowers residents directly?

I urge you not only to continue supporting the Climate Challenge, but to invest in making it more visible and effective. With stronger promotion and institutional backing, it can play a meaningful role in reducing emissions and building climate resilience in Napa County.

Thank you for your consideration.

Sincerely,

Nick Cheranich
Chair, Napa Sierra Club Group

From: tjsg@comcast.net
To: "Napa Sierra Club"; [MeetingClerk](#)
Cc: [Melendez, Ryan](#); [Crosby, Jamison](#); delliott@cityofnapa.org
Subject: RE: Support for Continuing and Strengthening the Napa County Climate Challenge
Date: Wednesday, February 25, 2026 8:39:27 PM

[External Email - Use Caution]

Excellent letter.

From: Napa Sierra Club <napavalleyssierraclub@gmail.com>
Sent: Wednesday, February 25, 2026 4:34 PM
To: meetingclerk@countyofnapa.org
Cc: ryan.melendez@countyofnapa.org; Jamison.Crosby@countyofnapa.org; delliott@cityofnapa.org; Scott Thomason <tjsg@comcast.net>
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