



Clean Energy in Boulder:

How municipal leadership spurs action throughout the community

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**WESTERN RESOURCE
ADVOCATES**

Energy Program

Western Resource Advocates

- Non-profit law and policy organization est. in 1991
- Advocate sustainable energy policies in six states of the Interior American West
- **Green marketing program** encourages voluntary purchases of renewable energy



BOULDER WIND CHALLENGE

2 month campaign to get 500 more residents and businesses to sign up for green power



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Partnership between City,
clean energy advocates,
renewable energy
suppliers and EPA Green
Power Partnership

BOULDER WIND CHALLENGE





City's Motivation for Wind Challenge

- Promote renewable energy use in the community
- Promote City's purchase of renewable energy for city buildings
- Develop partnerships with private sector
- Reduce greenhouse gas emissions to help meet Council's Kyoto Goals





Advocates' Motivation for Wind Challenge

- Promote renewable energy use in community
- Assist City in meeting climate goals
- Use green power purchases to help finance new wind farms in Colorado
- Help consumers understand array of options available





Campaign Activities

- Press kickoff event recognizing existing business support for renewable energy (IBM, Whole Foods, E-town)
- Information tables at community events, farmers market
- October energy awareness month – efficient light bulb giveaway, energy tips for winter heating season
- Direct outreach to businesses
- Radio ads
- Newspaper coverage





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Mayor Mark Ruzzin at press kickoff event



The City of Boulder and Western Resource Advocates encourage households and businesses in Boulder to use wind energy. By signing up to purchase wind energy or renewable energy credits from one of the participating suppliers you can help our community:

- be a leader in the use of clean, renewable energy
- reduce greenhouse gas emissions that contribute to global warming
- reduce air pollution and reduce water consumed for power generation
- stimulate Colorado's economy by supporting innovative businesses and technologies.

How do I sign up?

Visit www.cogreenpower.org or contact a supplier directly.





- A challenge to communities to buy green power in an amount that collectively meets the EPA Green Power Partnership's benchmarks
- Intended to motivate collective action of a community's local government, businesses, and citizens to meet or exceed the EPA's minimum purchasing benchmarks





- Reduce impacts of electricity generation
- Community pride and image
- Build bridges in the community
- Media coverage of a good story
- Stepping stone for more collective sustainable action





- Local government must be a Green Power Partner (**purchase renewables for city building energy use**)
- Local government (or its designee) initiates and supports **Green Power Community campaign**
- Local government (or its local utility) provides electricity use **data** and campaign updates





Annual Electricity Use	Green Power Purchasing Levels
If Community's annual electricity use is...	The Community, at a minimum, uses this much green power
Over 100,000 MWh	2%
100,000 – 10,000 MWh	3%
Under 10,000 MWh	6%



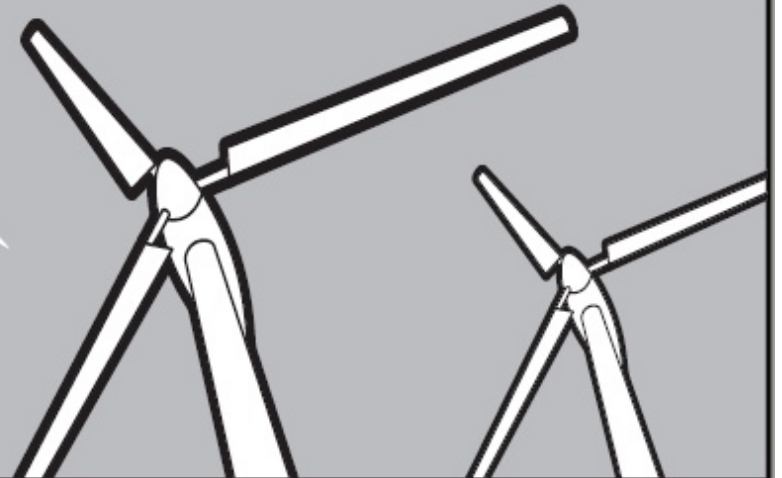


Results!

- **1,150** new wind power subscribers in 2 months. (Double the initial goal of 500)
- **16 million kWh** of renewable energy (about 6 MW of wind power)
- Environmental benefits equal to taking 2,440 cars off the road for a year or planting 92 acres of trees
- Recognized as EPA Green Power Community



BOULDER WIND CHALLENGE



Three cheers for these wind-powered businesses. Please thank them for their commitment to using clean, renewable energy. Sign up today to help Boulder reach the goal of 500 new wind power purchasers by October 31.

8th and Pearl Antiques
All Terrain Frames
Allison Espresso and Pastry
Alpha Graphics
Art Cleaners
Blue Skies Gifts
bluetrope consulting
Bombay Bistro
Boulder Army Store
Boulder Lumber
Boulder Sports Recycler
The Brewers Association
Steven L. Buffer DDS
Café Blue

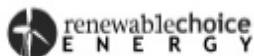
Café Siena
Camille's Sidewalk Café
Chelsea
Christina's
Classic Facets
Classic Work Construction
Color Me Mine
Conor O'Neill's
ConservEd Project
Crazy Amy's
Crystal Dragon
Door to Door Organics
e town
The Envelope Please

Eppie's Ices
Farfel's Farm LLC
Fox Theatre
The Frame Up
Frasca Food & Wine
Gondolier
Grant Place Builders
Harvey M. Hine Architects
Hopscotch Technology
Illegal Pete's
Izze Beverage Co.
Jacque Michelle
Jones Drug and Camera
Karma Cuisine

Keller Williams Green Agents
The Kitchen
La Sportiva N.A. Incorporated
Lucille's Creole Café
Master Goldsmiths
McKirnan Bed & Bath Co.
The Middle Fish
Mosaic Architects
Namaste Solar Electric, Inc.
Page Two
Patriot Wind, LLC
Pedestrian Shops
PEH Architects
Pharmaca

Premier Computers
The Pulse
Red Pepper Kitchen & Bath
Redfish
Revolution Cleaners
Robb's Music
Rocky Mountain Racquet
Specialties
Shambala Meditation Center
Sid Factor Seven
Sidney's Café
Skye Creative
Smith Klein Gallery

T-Bar
Teko
Tonic Oxygen Bar
Trafforia on Pearl
Traveler's Juice and Java
University of Colorado
Students Union
Wild Oats
Wind Over the Earth
Wonderland Caffe Espresso
Word is Out Women's Bookstore



SIGN UP TO BUY WINDPOWER AT www.cogreenpower.org BY OCTOBER 31st



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Lessons Learned

- Set reasonable but ambitious goals
- Figure out data collection upfront
- Figure out funding issues (who pays for what)
- Short campaign time was manageable and successful, Boulder plans to repeat periodically
- Figure out which renewable energy suppliers to work with (Green-e certification? Local utility?)
- Find champions who can dedicate time to the campaign





What You Can Do in Your Community

- Lead by example with energy efficiency, green buildings, and renewable energy purchases
- Partner with others in the community
- Take an inventory of greenhouse gas emissions
- Develop and implement an action plan to reduce emissions

