



## **Clean Energy in Boulder:**

# **How municipal leadership spurs action throughout the community**

**Susan Innis**

**Green Power Marketing Director,  
Western Resource Advocates**

**[susan@westernresources.org](mailto:susan@westernresources.org)**

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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](http://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%



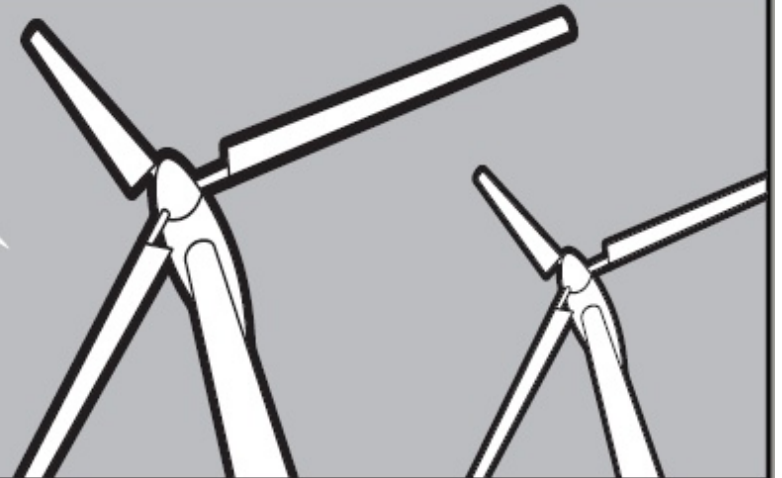


## Results!

- **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

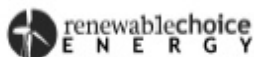
Café Siena  
Camille's Sidewalk Café  
Chelsea  
Christina's  
Classic Facets  
Classic Work Construction  
Color Me Mine  
Conor O'Neill's  
ConservEd Project  
Crazy Amy's  
Crystal Dragon  
Door to Door Organics  
e town  
The Envelope Please

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  
Trattoria 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](http://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

