

## Climate Action Plan Advisory Group Meeting Summary

**Meeting Date:** August 1, 2007

**Prepared by:** Andrew Bascue

**Members present:** Jim Wilson, Pam Milmoie, Henry Mueller, Adriana Raudzens Bailey, Brian O'Neill, Dan Powers, Blake Jones, Ann Livingston, Francoise Poinatte, Carol Tombari, Amy Ellsworth, Joe McDonald, Michael Reid

**Members absent:** Bill Gruen, Paul Norton, Craig Eicher, Gwen Farnsworth, Jeff Fiedler, Howard Geller, Jim Hill

### **Agenda:**

1. Approval of minutes
2. Updates from Staff
3. Commercial strategies to reduce emissions. Staff will present a brief overview and then we will split into groups to discuss energy conservation and efficiency strategies and programs for the residential sector. We will reconvene to share recommendations.

### **Notes:**

#### Updates from Sarah on General Items:

- Paul Tabolt is retiring from CU and losing him from our group.
- Article in Camera on CO2 emissions – “Boulder Spews More CO2!” Some info was misinformation as well as in the blog. Sarah sent some correction information and will be meeting with the Camera to correct errors.
- PG&E has a ‘Climate Smart’ name for a carbon offset program. We are working with a local attorney to trademark the name.

#### Update from Pam Milmoie and Jim Wilson on Pollution Prevention Advisory Board:

Meeting called by Jim Marten, Exec. Dir. of CDPHE, looked to the Board for ideas to reduce GHG emissions. The August 1<sup>st</sup> meeting was attended by a diverse group of 70 people; it was well attended. The group spent three hours discussing strategies, initiatives and perspectives on climate change. Good ideas were presented along with recognition that there will be struggles in dealing with the issues. There was a discussion of developing a stakeholder process which may include ozone early action compact issues. The group is aware that state, national and international policies may all be conflicting, or at least conflicting to the direction Colorado takes on this issue. The group would hope to take those different approaches into consideration by identifying overlaps

and conflicts, then develop a plan that is as complimentary as possible. The next step is to develop a goal – maybe a carbon cap, maybe a requirement for new employment positions created in the climate change industry. The group recognized that Colorado is a potential incubator for technology because of labs and university research base – considering a way to fund an expansion of those industries. Insight will be offered to Governor Ritter in October.

Update from Dan Powers:

The Chamber of Commerce is organizing an Environmental and Economic Sustainability Forum to be held on October 25<sup>th</sup>. Businesses that have engaged in successful sustainability efforts would share their experiences. Dan asked for suggestions for Boulder businesses to invite.

Update from Beth Powell on ClimateSmart Branding and Marketing efforts:

- Save the date for launch on September 8<sup>th</sup> in Boulder Central Park during Farmers Market hours. Defining the details, will update as they are solidified. OEA is welcoming any ideas the CAP AG or others may have to help make this a successful event.
- Suggestions from CAP AG for launch event:
  - Have a table at CU/The Hill to send students down to Farmer’s Market, may not normally head down to that.
  - Carbon coaching might be a big hook to get the press there
  - Next year, tie-in the ozone exceedance and Clean Air Challenge – obvious nexus to bring ClimateSmart together with other initiatives of Boulder County Clean Air Consortium.
- Working hard to create brand recognition. Part of that is the website launch dated September 7<sup>th</sup>. Allows a user to calculate carbon emissions and compare to other footprints in other cities and countries worldwide. Working to brand that with our brand.
- As early as September 1<sup>st</sup> two-three buses will have exterior bus boards.
- KUNC contract signed for one year – running informative spots that highlight the city climate programs and directs them to the [www.beclimatesmart.com](http://www.beclimatesmart.com) website.
- Media sponsorship with Daily Camera – want sole media sponsor status in exchange for some free ads and a spot in the Friday, “At Home” and/or in the “Saturday Balance” section; either a column or a Q&A – could address questions sent via website.
- Water bill insert explaining Climatesmart campaign and programs went out to 29,000 households covering the program and the launch date.

- PowerPoint template, ClimateSmart T-shirts, SWEEP bags, yard signs, reviving the Channel 8 Green Reports, began issuing the ClimateSmart E-News 1<sup>st</sup> Tuesday of every month (sign ups solicited through events currently, in future the website will include an option to sign up for newsletters).
  - Suggested advertising Clean Air Challenge in next issue of E-News.
- The July 17<sup>th</sup> meeting in the library will turn into a Green Report Show.
- Partnering/sponsoring with EcoArts – three weeks of events in the Boulder/Denver area that put climate science together with the solutions. OEA will be helping with pledge forms at events. EcoArts will put a piece on the caboose fence and allow the community to create art there. EcoArtsOnline.org
- Also sponsoring Boulder County Going Local and co-sponsoring the “Renaissance of Local” event in Lyons on 8/2.
- Boulder Solar Week by CRC, sponsoring Hunter Lovins talk on 9/27
- Comment on the GreenRocks handout card etc:
  - Include a mention of air travel.
    - City – we are considering letting people know about how air travel impacts their footprint, look for that in the future.
  - Consider putting metrics on energy and monetary savings and how it helps people achieve their goal/city goal. Use a globe or a portion of a globe as a legend.
    - Excellent idea, we are considering the possibility of focusing on the top five most carbon intensive actions for each sector (w/ a legend for low, medium, high, no cost and also impact achievable)
  - Include case studies on website of real households that have taken specific actions and what the results were. Also include a hands-on how-to for taking specific actions tailored to DIY folks, eg, insulate your home.
    - We are going to shoot videos similar to that example to show actions/benefits as well as businesses that have taken action.
    - Adriana has been looking into developing a kiosk in hardware stores to outline what the city suggests to do to improve EE in your home and where to find it in the store.

Update from Kevin on Commercial/Industrial Energy Audits:

Presented to the City Council (see attached PPT) on 7/10, covering the 2006 GHG inventory. Look for the report on the City Council website, bouldercolorado.gov

Issues currently addressing and outcomes of current efforts:

- We struggle with whether to combine the industrial and commercial sectors in our inventory analysis.
  - The CAP AG generally agreed it makes sense to combine them but it may be difficult for people to understand how OEA plans to reduce emissions from the two, ie, the CAP outlines programs to address the sectors discretely.
    - City- we might want to look at what other cities have done to combine the sectors and how to implement programs for each.
  - State-wide inventory is similar to western-region inventory – if we mimic the terminology of those it may be easier to have the conversation about how to address the sectors or how to address the energy type. Example: their industrial processes identify ozone depleting sources as the key contributor over the next 15 years – if that’s where industry needs to focus it would be good to get that message to them. There may be more we need to track besides just the footprint.
    - We used to require ODC’s but don’t do it any longer...we have no way of tracking it now. We will look into where it fits.

How do we define this lumped sector (what do we call it)?

- A good deal is institutional. Could call it ‘non-residential’. Could define it by break down of how it’s charged by Xcel. Borrow state nomenclature and parse out industrial process emissions. “Commercial buildings and industrial processes.” “Non-residential and industrial processes.”
  - Consistency of which users are included in the lumped sector from year to year is overall the most important considerations.
  - Community emissions increased 4 percent last year. Result is a 22% reduction by 2012. Good news, WindSource and REC purchases increase and there’s a good deal of interest in solar.
  - Main drivers of the increase are seven percent increase in electricity use (kWh) and a two percent increase in natural gas (therm) use.

#### Update on Building Performance Program:

- This year’s energy audit for business focus was on reducing burden on businesses to realize implementation. Eight assessments complete, 15 applications being completed, goal is 30 for the year. Working hard to reach out to solicit interest; difficult to get commitments.

The way it works:

- Nexant completes an energy audit on the business, create a report detailing the steps and the cost/benefits, follow up by sitting down to go over the audit report and refer the owner to trade allies who do the work. This process is free. The follow-up process the need to include the decision-making owners has been seen to be the most important step of the process. This program focuses on businesses larger than 10,000 sq.
  - Suggestion to point businesses at geothermal as well as solar thermal and solar PV.
  - The plan calls for a 15-20 percent energy efficiency benefit – how many office buildings are there and is the reduction correct?

Small business performance program:

- This program tailored to businesses who don't have building contactors or building official. OEA puts more labor into these and will likely get smaller benefits but it provides equity to the entire sector.
  - Can we get an analysis of the reduction vs. sq.ft.?
  - Do we provide financial incentives for these businesses to do the work?
  - Credit unions sometimes provide low/no interest loans for this type of work. Develop something and provide it as a package to the business.

Results of the business performance program:

- The results for potential energy savings (27% kWh, 8% therms) are congruent with what was laid out in the CAP (20%, 5% respective), **if** the businesses implement everything that was suggested in their audit reports.
- Found that approximately we've saved 100,000 kWh and 8,000 therms through measures that were in-fact implemented.
  
- Note also that City Council is going to have a study session on a residential GreenPoints Code program on August 14<sup>th</sup>. This session will also include a look at commercial code to see whether Council wants staff to continue to develop such a program.

Question to the CAP AG:

Knowing that there is a lag between the audit and the implementation and a further lag between implementation and realized energy savings, do we really ramp up the audits now or do we continue to stagger them between now and 2012?

Henry - do a demonstration project with the Dairy Center and the Chamber of Commerce.

Pam – Do we want to put all our eggs in the audit basket? 62% of businesses in the County took advantage of Xcel rebates – people just don't know about the rebates and we need to increase the education and awareness.

Dan – the Trade Ally Network clients that realized a rebate were thrilled, suggested using the Trade Allies/contractors be the outlet to letting businesses know about it. They've tried to get the word out but it's difficult to get the attention for the BPP and the rebates.

Michael Reid – on the audit reports, put the investments in terms of ROR as opposed to payback period. Also, be careful to outpacing the ability to do the follow-up and try harder to get the audit report back to the business within a shorter amount of time.

Jim Wilson – would like to see if we're actually going to get the reductions needed, if not, start focusing on the other programs outlined in the CAP.

Henry – get to the customers and let them know folks aren't climate smart, to induce pressure on the business to start making improvements.

Joe – do we have access to the Xcel bills and include an insert, may not be as effective for businesses as residents. Can we talk to PUC to encourage them to push the utility companies to open this delivery method.

Amy – do we have access to specific bills to see who is are the largest users?

Francoise – in making cold calls, add in the personal approach of providing the advice of experienced businesses if desirable – allow the experienced businesses highlight the benefits.

Dan – the Chamber feels there may be some inductive effect of seeing what the competitors are doing.

Michael – the bill insert idea may not be so great because only about 20% of people that receive the inserts actually read them. However, talking to Western Disposal about including an insert in their bills may be an outlet to businesses and residents.

Adriana – Laura Snyder at the Camera is looking for feel-good climate stories – may be a good outlet to get word out about the program. Maybe also a personalize letter to the business manager of each company to inform of the program. Business conferences may be an outlet. The CAP called for awards for responsible businesses, are we pursuing that still? - yes.

Brian – the CAP AG is a solid network that knows a huge number of business owners in Boulder, use us for an outlet to those business owners.

Jim – maybe give out a call list and each CAP AG member gets four businesses to call, like a phone cascade list.

Francoise – use the neighborhood association leaders/members to take the message to their local businesses and provide the force to encourage taking advantage of the program.

Pam – County considering next year to establish Business Neighborhood groups similar to residential neighborhood groups. Facilitates dialog and then friendly competitions – excellent tie-in of the programs with a time-critical date for a business SWEEP.

Amy – could we create signs for business, “Come inside, the AC’s on, but we care about the environment so our doors are closed!”

Sarah – we’ve got an idea to pay for the retrofit of fire exit signs with LED lights.

Dan – Hill Alliance is looking into the creation of a zero-waste zone – could be a good nexus for BPP.

Next meeting will be August 29<sup>th</sup>.