



10 FOR CHANGE

2011 Utility Efficiency Exchange

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Agenda

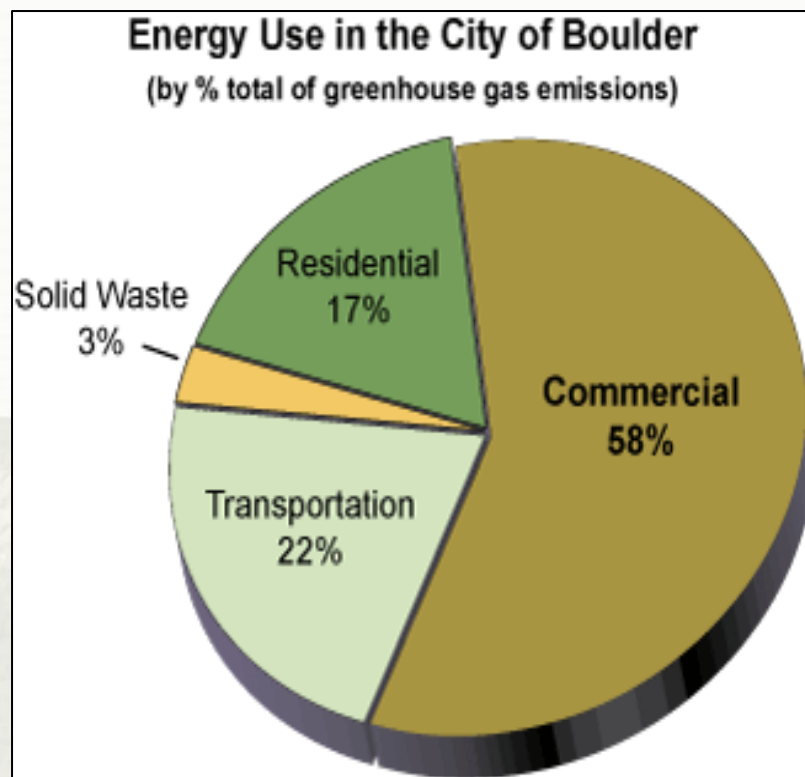
- What is 10 for Change?
- Program objectives
- Founding members and partners
- Funding sources
- Program benefits & features
- Success stories

What is 10 for Change?

- Challenge area businesses to reduce greenhouse gas (GHG) emissions by 10%
- Over 100 Boulder area businesses committed to reducing their energy use.
- A free and voluntary annual challenge
 - Administered by the City's Local Environmental Action Division (LEAD).

Objectives

- Assist businesses with leveraging rebates and incentives for projects
- Facilitate networking events for businesses to share their experiences in sustainability





Development of 10 for Change

Co-founded in late 2008 through a public-private partnership between the City of Boulder, Cleantech Solutions, and local firm Hogan Lovells.

10 for Change is endorsed by Boulder City Council and our program partners:

- Boulder Chamber of Commerce
- Downtown Boulder Inc.
- Boulder Independent Business Alliance (BIBA)

Program Funding

Climate Action Plan (CAP) Tax

- Passed in November 2006
- Based on per kWh usage
- Collected through utility bill
- Customers who subscribe to wind-generated power through Xcel Energy's Windsource program are not taxed

Current CAP Tax Rates:

Electricity User Type	Tax Rate	Average Annual Tax
Residential	\$0.0049 /kWh	\$21
Commercial	\$0.0009 /kWh	\$94
Industrial	\$0.0003 /kWh	\$9,600

Additional Funding

- Part of *EnergySmart*
- Member sponsorships
 - Every other month, a member or two sponsor a networking event



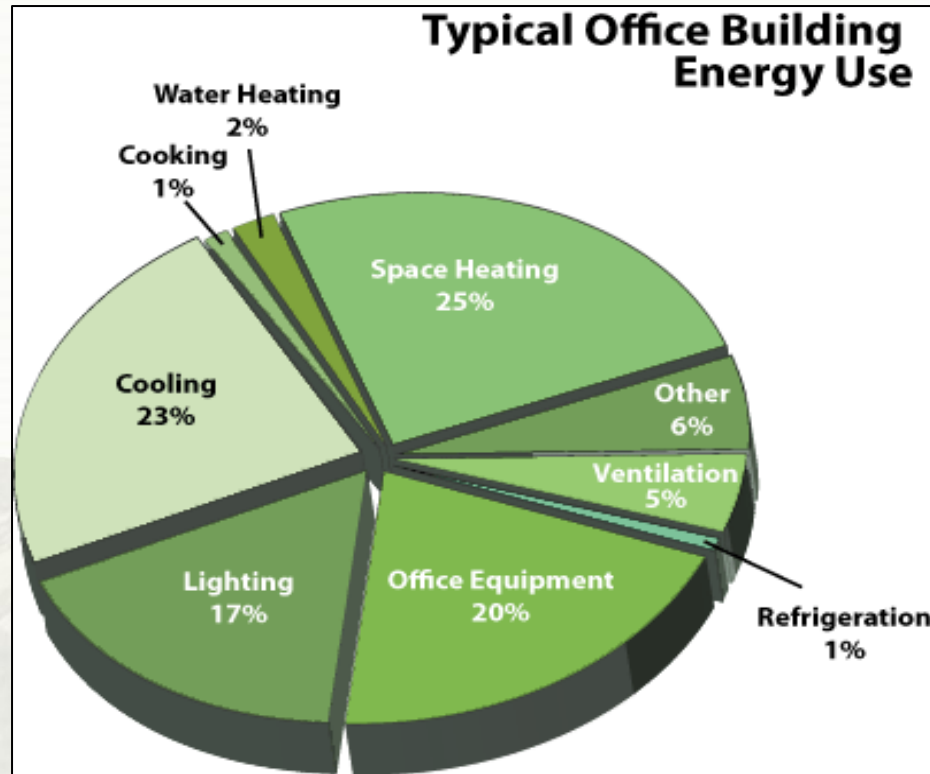
Program Benefits

- Energy, Water, & Waste Reduction
Education
- Technical Resources & Financial
Information
- Business Development
- Business Recognition & Publicity

Program Features

In an effort to help business focus on areas for reduction:

- Sustainability Actions Scorecard (SAS)
- Quarterly Reports
- Joint Ad Campaign
- Site Visits and One-on-One Assistance
- In the pipeline... Possible EcoPass discount



Sustainability Actions Scorecard (SAS)

Excel based scorecard ranks sustainability actions into two tiers while encouraging participation in:

- Outreach
- Energy
- Waste
- Transportation
- Water

Quarterly Reports

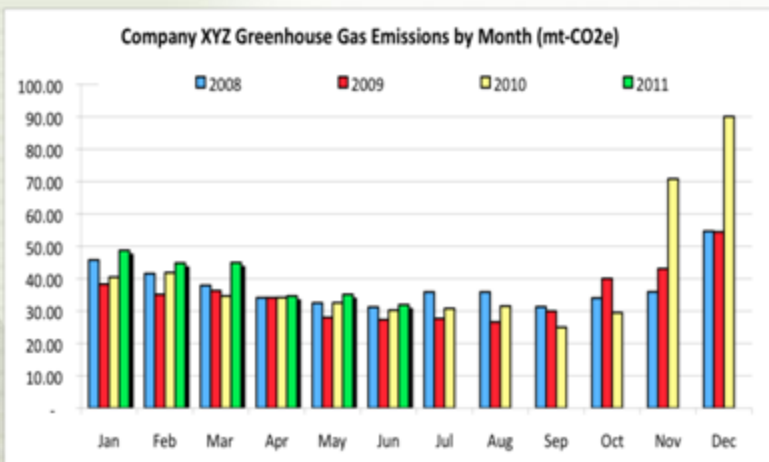
- Billing data collected directly from Xcel Energy
- Weather Normalized
- Calculated for GHG Changes

Energy and GHG Performance Table

Today's percentage saved compared to the same quarter of the baseline year

	2011	Q1	Q2	Q3	Q4	SUM
Electricity		5%	45%			40%
Gas		68%	25%			43%
GHG		10%	44%			34%

Since joining the 10 for Change program you have **DECREASED** total GHG emissions by an average of **55%** per year.



Month	2008	2009	2010	2011
Jan	45.76	38.31	40.47	48.74
Feb	41.58	35.13	41.87	44.83
Mar	37.93	36.31	34.66	44.97
Apr	34.11	34.13	34.17	34.64
May	32.50	28.02	32.56	35.14
Jun	31.23	27.33	30.27	31.95
Jul	35.88	27.69	30.78	N/A
Aug	35.88	26.63	31.53	N/A
Sep	31.33	29.98	24.98	N/A
Oct	34.02	40.05	29.48	N/A
Nov	35.94	43.10	70.83	N/A
Dec	54.67	54.45	90.08	N/A
Total Emissions	450.83	421.13	491.69	240.28
Monthly Average	37.57	35.09	40.97	40.05

Joint Ad Campaign

- Business photoshoot provides a personal insight to business
- Reoccurring template allows a familiar look and feel for 10 for Change as a program
- Provides information and highlights regarding sustainability actions other businesses can take

**THERE IS MORE THAN ONE WAY
TO BOOST YOUR BOTTOM LINE**

*Ask the Boulder
Outlook Hotel*

- ▶ Boulder's first net zero hotel
- ▶ We divert 85% of our waste to recycling or compost
- ▶ All of our paper-based products are 100% post-consumer recycled
- ▶ The ROI on our eco-investments is more than 1,500%

10 for Change is a group of over 100 Boulder businesses committed to reducing their energy use by 10%. Join the conversation. www.10forChange.net

The City of Boulder is working to reduce its greenhouse gas emissions. The Climate Action Plan tax, which funds 10 for Change and other innovative Boulder programs, helps us get there. 10 for Change is also funded by member sponsorships and managed by the City of Boulder's Local Environmental Action Division (LEAD). 10 for Change is endorsed by the Boulder Chamber, Downtown Boulder Inc., and the Boulder Independent Business Alliance (BIBA). Founding members: Hogan Lovells, Clean Tech Solutions, City of Boulder.

**10 FOR
CHANGE**

Site Visits and One-on-One Assistance

- Creates a comfortable and personable program
- Allows businesses a chance to ask questions and map out a game plan
- Encourages special interests and projects, such as how to build your own sustainability team
- An opportunity to deliver resources and teach businesses how to use them

Member Business Testimonial

BSW Wealth Partners

- Purchase Wind Power RECs
- Steps taken go paperless—scanning instead of copying, use of thumb drives
- Restrooms use all recycled products
- Company bicycles are provided
- IMPACT portfolio provides socially and environmentally conscious clients a means to invest directly in local communities, support green real estate, and sustainable agriculture as well as invest in like-minded companies

Member Business Testimonial

"We are grateful for the availability of information, resources, and funding from the City of Boulder's programs to make this first of many investments in renewable energy possible for GSA. The Society is committed to demonstrating environmental leadership and we want other commercial and nonprofit entities to know that these valuable resources exist," said Jack Hess, GSA's Executive Director.

Thank You!

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or

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