



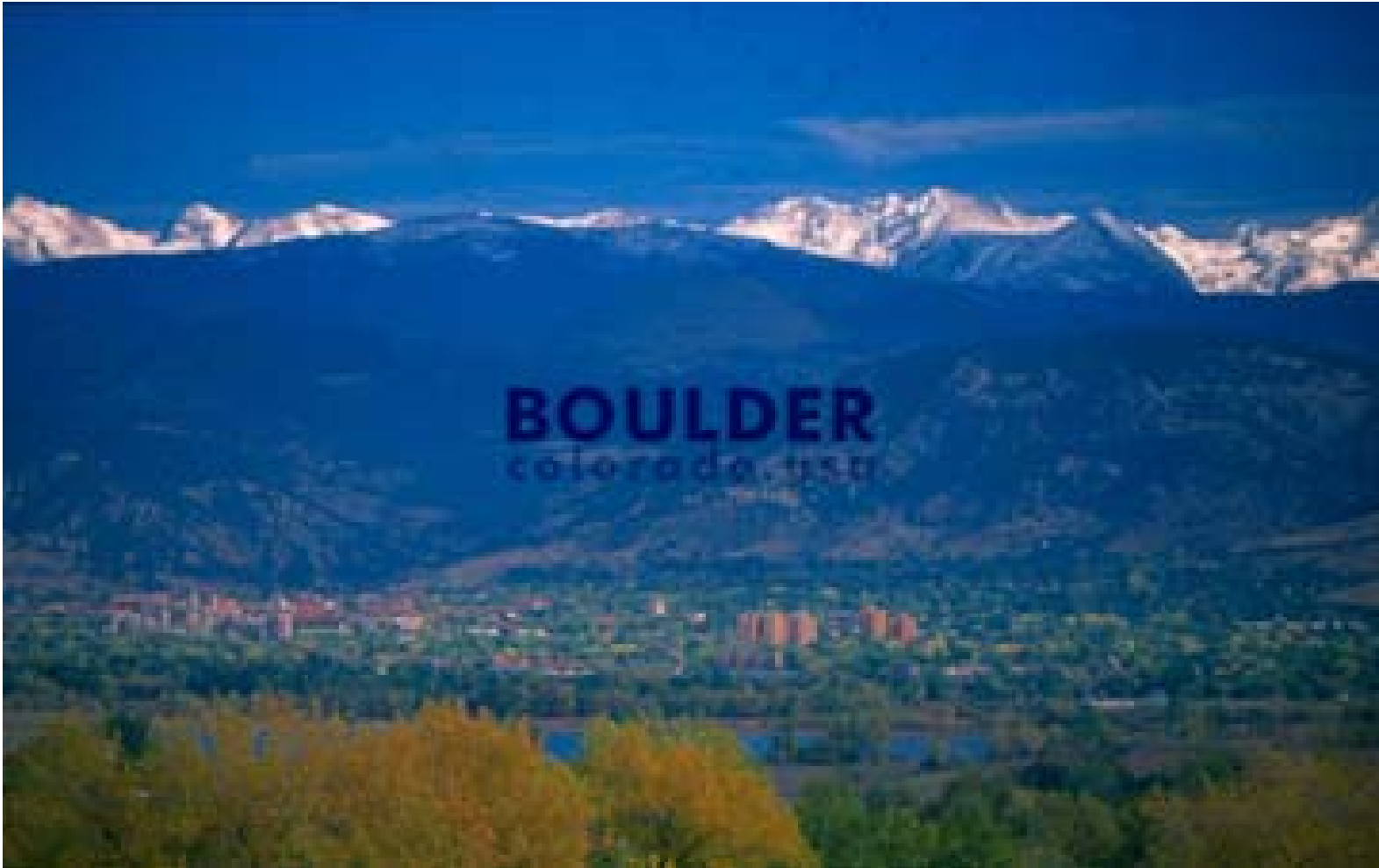
WESTERN RESOURCE
ADVOCATES



The Boulder Wind Challenge*

*or, the Highs and Lows of Getting
1,200 Sales in 2 Months

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susan@westernresources.org





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

BOULDER WIND CHALLENGE





September – October 2005

Goals:

- ❖ qualify for EPA Green Power Community
- ❖ 500 more residents and businesses signed up for green power



Mayor Mark Ruzzin at press kickoff event recognizing existing business purchasers



CERTIFICATE OF **APPRECIATION**

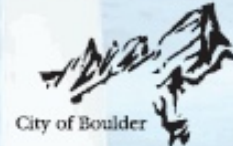
Presented to

Sid Factor Seven: Product House

for their commitment to renewable energy purchases that protect the environment and move us towards a sustainable energy future.

Mark R. Ruzzin

Mayor Mark Ruzzin, City of Boulder



City of Boulder



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.**



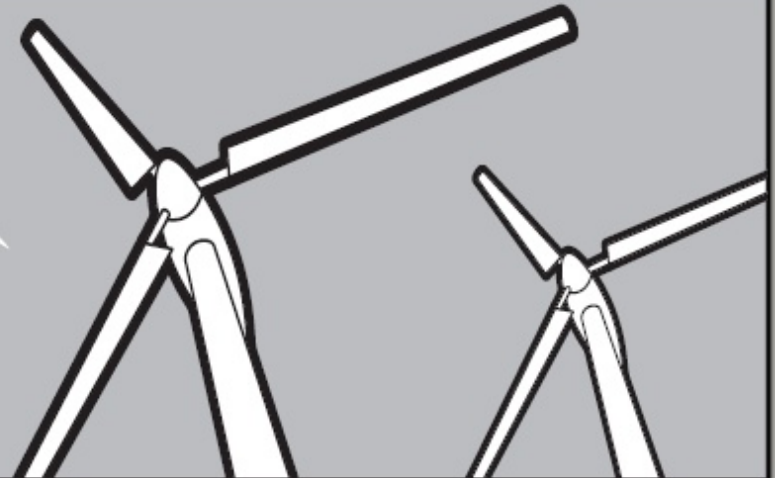
Centralized Website

www.cogreenpower.org

details on products offered, how
wind works, links to websites,
phone numbers,
information on Green-e



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

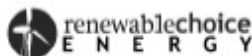
Café Siena
Camille's Sidewalk Café
Chelsea
Christina's
Classic Facets
Classic Work Construction
Color Me Mine
Conor O'Neill's
ConservEd Project
Crazy Amy's
Crystal Dragon
Door to Door Organics
e town
The Envelope Please

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
Traattoria 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



Results!

- **1,150** new wind power subscribers in 2 months. (Double the initial goal of 500, and now 16% of all Boulder electric accounts)
- **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

2006: Expand Challenge throughout Boulder County, aim for 10,000 total green power purchasers



BOULDER COUNTY

WIND CHALLENGE

Help Boulder County
BLOW AWAY
Global Warming

Sign-up to
Buy Windpower
by January 30th

10000

9625

9250

8875

8500
CUSTOMERS

www.cogreenpower.org

303-444-1188

ext. 221



Office of Environmental Affairs



WESTERN RESOURCE
ADVOCATES



COMMUNITY ENERGY



renewable choice
ENERGY





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
- It helps when the local utility *gives away* wind power



Many Lessons Learned

- **Figure out which renewable energy suppliers to work with (Green-e certified? Local utility? Local offices?)**
- **Encourage friendly competition among suppliers**
- **Find champions who can dedicate time to the campaign**
- **Make sure the newspaper really proofs paid advertisements**
- **Make sure city zoning allows for EPA road sign**