

## The Climate Wise mission.

To build and serve an active group of businesses and organizations that is committed to making Fort Collins a world-class community through climate protection, environmental stewardship and economic vitality.

## Moving forward.

Climate Wise is fortunate to have a large and diverse group of organizations, Advisory committee, sponsors and volunteers committed to the success of the program and the community. With a decade of successful initiatives, Climate Wise business partners prove they can continually lessen their environmental impact while saving money. Through its leadership, the Climate Wise program serves as a shining example of effective public-private partnership that is now studied across the country as a model for catalyzing public awareness and business innovation.

In addition, program staff strive to model efficiency by adopting new best practices and systematically improving operational effectiveness during a time of continued growth. In the coming years, our efforts will continue to empower our community with the skills and knowledge to help others through mentoring, peer networking, project implementation, planning and goal setting.



Climate Wise

BUSINESS SMART

[fcgov.com/climatewise](http://fcgov.com/climatewise)

(970) 221-6700



In 2011, Climate Wise staff moved to Fort Collins Utilities. This move will help provide important resources needed to support current and future Climate Wise businesses. The program also received three federal stimulus grants to help with operational costs, supporting program growth and future innovation.

Climate Wise staff seek to engage, inspire and mobilize organizations to help the community reach common goals together.

## Climate Wise as a model.

The successful Climate Wise program model was highlighted at three sessions, including one keynote address, at the Inaugural Conference of the Colorado Climate Network. The Network showcased successful programs from Utah and Colorado,

with County commissioners, legislators, program managers and federal representatives in attendance.

## Colorado Industrial Energy Challenge.

Staff assisted with the Southwest Energy Efficiency Project's new Colorado Industrial Energy Challenge, an energy reduction/goal setting program for large industrial and manufacturing businesses. Three Fort Collins businesses participated in the inaugural event: Avago Technologies, Woodward and New Belgium Brewing Company.

## Recognition.

Fort Collins was ranked among the top 22 "2010 Smarter Cities" for its programs and investments in green energy by the Natural Resources Defense Council.

"Climate Wise has been beneficial to our small school by aiding us in developing goals, designing projects to meet these goals, and providing timelines and a framework which encourages us to stay on top of these actions. The more projects we implement the more we see individual staff members, student and family attitudes change regarding the choices they make. In my opinion, Climate Wise has been a big part of getting the initial momentum needed to change this thinking and also helps us continue to keep it rolling. As a school community made up of 150 families and 25 staff members, attitudinal changes and implemented projects can take on a larger scope than any one individual could hope to do alone.

Thanks for everything you all do to help us stay on top of these extremely important issues."

*Seth Turner, Rivendell School  
2009 Partner*

# Climate Wise

## 2010 Summary of Accomplishments.

### Ten Years of Business Innovation.

2010 was another remarkable year for Climate Wise. Participation increased by 54 organizations and the program now supports more than 250 business partners. More importantly, partners in the program far exceeded the greenhouse gas reduction goal two years early by increasing the effectiveness of conservation projects—projects that saved them more than \$13 million in 2010.

These accomplishments are sure signs of a successful program. But Climate Wise can celebrate more than just impressive statistics. The program has become a breeding ground for creative solutions to everyday business challenges. Participating partners are sharing ideas and best practices and they're challenging one another to find more efficient ways to reduce greenhouse gases and save money.

Backed by strong relationships, solid data and innovative ideas, Climate Wise is leading our community toward increased sustainability. I look forward to its continued success.

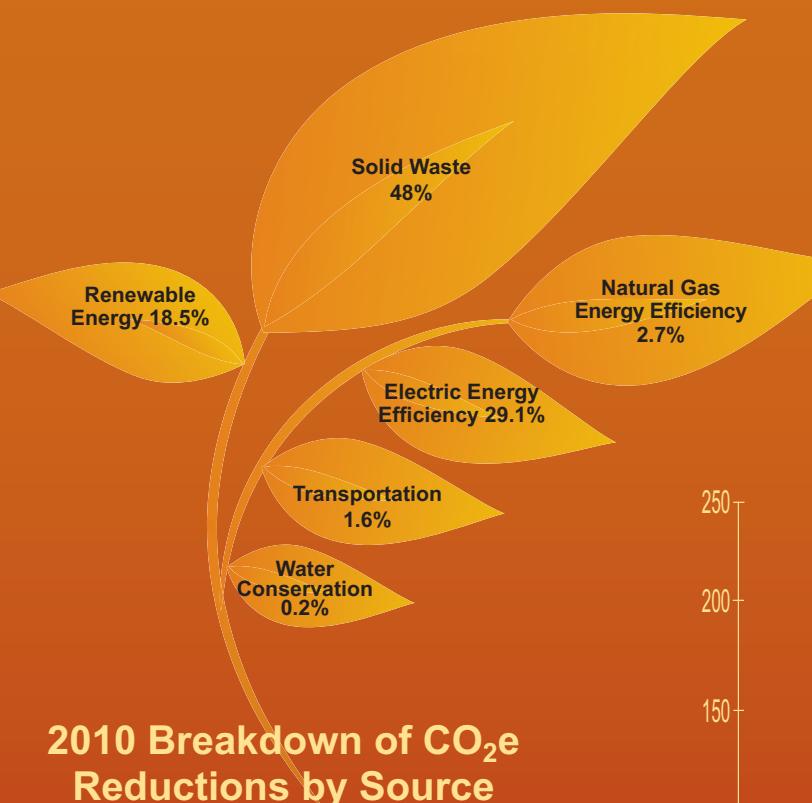
Sincerely,

Darin Atteberry  
City Manager



## Climate Wise, Business Smart.

Climate Wise is a free, voluntary program to help businesses combine money saving practices with environmental protection. Now, the award-winning program supports more than 250 local businesses and organizations with their efforts to voluntarily reduce greenhouse gas emissions through waste reduction, energy efficiency, water conservation and transportation reduction. These actions result in cost savings and added benefits to partners such as public recognition, technical assistance, on-going business support, seminars, tools and resources for savings, peer networking opportunities, customer loyalty and employee pride.



In 2010, the Climate Wise program grew by 54 organizations to include 247 business partners. These partners have made significant progress to the new goal by reducing greenhouse gas emissions by 136,000 tons in 2010.

### Partnerships.

The Fort Collins Area Chamber of Commerce partnered with Climate Wise to offer monthly Green In Action educational workshops with topics such as green marketing and building deconstruction methods.

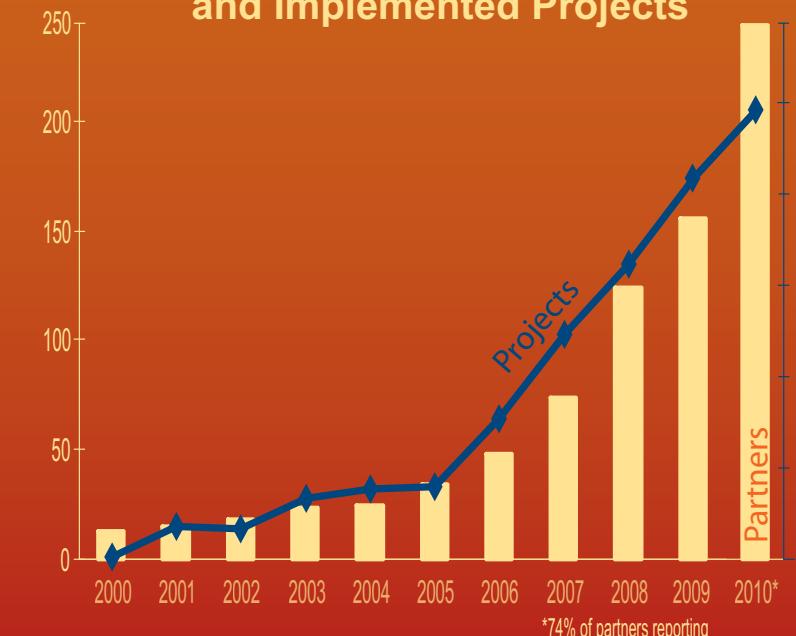
The Northern Colorado Business Report and Climate Wise partner Cambon Studios published a special feature highlighting business partner successes.

Climate Wise and the North Front Range MPO partnered to provide Lunch and Learn webinars about commuter tax opportunities, alternative transportation and electric fleet planning.

### 2010/2011 Grants.

- American Recovery and Reinvestment Act (ARRA) Federal Stimulus – offer technical assessment assistance to new and existing partners
- Colorado Governor's Energy Office, "Greening MainStreet" – assistance with events, outreach and assessment administration
- Colorado Governor's Energy Office – upgrades to the *myClimateWise* database

### Program Partners and Implemented Projects



Climate Wise is now reporting in metric tons to be consistent with the *City of Fort Collins Climate Action Plan*.

## Events and seminars.

### Climate Wise annual Fall Fair.

More than 150 businesses were represented at the Fall Fair to learn topics such as green leasing, energy efficiency financing and project planning. Through partner sponsorships, workshop costs were reduced by 63 percent.

### Full house at EnvirOvation 2010.

Climate Wise partners, guests and community members acknowledged and celebrated business achievements on April 8, 2010.

### Reporting workshops and *myClimateWise*.

The *myClimateWise* database provides business partners with the ability to record projects, submit partner level documentation and manage their meeting attendance. The database makes tracking and reporting projects easier for partners and reduces program costs, saving Climate Wise staff approximately 308 hours during the first quarter in 2010. More than 60 businesses attended the *myClimateWise* reporting workshops during last year.

### Innovative practices.

Smaller business partners were given Green Cones for composting, through a grant from the City of Fort Collins Natural Resources Department.

Climate Wise staff began quarterly group "Coffee Talk" meetings to discuss assessment reports, program ideas, partner goals, matching new partners with mentors and more. This new format offers efficient, customized assistance to small businesses.



43 business partners sponsored Bike-to-Work Day breakfast stations



Climate Wise Fall Fair

EnvirOvation—A Climate Wise Showcase

## A sampling of New Partner Projects in 2010—success in action.

### Waste Reduction.

**Mountain Valley Floors** donated 750 lbs. of flooring samples (particle board, tiles, carpet and vinyl) to the CSU Interior Design program.

**The Rio Grande Mexican Restaurant** recycled 150 lbs. of plastic bottle caps and 130 lbs. of aluminum bottle caps and fry pans in addition to donating more than 400 lbs. of broken plates to a local artist.

**Sign-A-Rama** started a campaign sign recycling program.

**Mountain Whitewater Descents** began a partnership with One World Running to clean and donate shoes left by guests in the parking lot.

**The Larimer County Food Bank** recycled 58,020 lbs. of cardboard that couldn't be used to store food. The Food Bank also expanded its waste reduction efforts to include produce in its composting program. The result was 8,724 lbs. of food composted between July and the end of 2010.

**The Colorado Marathon** replaced its 6-page brochure with a 1-page entry form for more than 3,000 annual entries.

### Alternative Transportation.

**Employees in AMD's GO Green alternative transportation program** saved 50,602 miles through a combination of carpooling, vanpooling, biking, mass transit and telecommuting.

**AlphaGraphics** optimized their scheduling and delivery route for fuel and vehicle maintenance savings.

When biking to work, **REI employees** now earn free bike tune-ups. This helps support the employees who rode 16,678 miles to and from work in 2010, collectively saving \$8,339 in transportation costs.

### Energy.

**Intel** converted seven roof top units to chilled water, reducing the use of 1.5M kWh of electricity annually to condition the same office and lab spaces.

**The Neenan Company** installed an indirect evaporative cooler in their server room. Energy savings are estimated at 80–90%.

**Courtyard by Marriot** removed Internet connectivity boxes from 112 rooms, eliminating 3.8 Amps per room, 24 hours/day, 365 days/year, totaling a 410,108 kWh reduction per year.

**Gallegos Sanitation, Inc.** initiated an employee challenge titled Green Recovery and realized a 2,000 kWh savings during the first month.

**ReSource** installed a pellet stove that burns beetle kill pine and avoided the use of non-renewable resources to generate 12.8 million Btus of heat.

### Water Conservation.

**Snooze A.M. Eatery** installed waterless urinals and avoided using 40,000 gallons per year.

Sixteen volunteers at **Our Saviour's Lutheran Church** removed 2,900 square feet of Kentucky bluegrass in the church yards and sowed native, drought-tolerant blue grama grass. The grass sod was donated and sod scraps were composted.



Flooring samples donated by Mountain Valley Floors



Shoe recycling at Mountain Whitewater Descents



Talk & Tour at The Neenan Company

## Making Fort Collins a better place.

### Cost Savings.

Annual cost savings for partners of the Climate Wise program exceeded \$13 million in 2010. Since the program's inception, cumulative savings to partners are nearly \$39 million.

### Did you know?

Climate Wise business partners reduced 136,000 metric tons of CO<sub>2</sub> in 2010, which is approximately equivalent to:

- 12 million trees planted
- A reduction of 1,800,000 round trip vehicle trips between Fort Collins and Denver
- A reduction of 160,000 round trip airline flights from Denver to New York City
- Removing 21,000 vehicles from the road this year
- Taking 414,000 60-Watt light bulbs—in use 24 hours a day—out of service

### Partnership demographics.

Partners in the program employ nearly 33,243 people ranging from small one-employee businesses to Colorado State University, the largest employer in Northern Colorado.

Climate Wise partners contributed more than \$22,000 to the program through sponsorship, service and in-kind donations.

Climate Wise celebrated its 200th partner, United Way of Larimer County.

### Survey results.

61.1% of partners have recommended Climate Wise to other businesses in the community.\*

Partners rated overall customer service from Climate Wise staff at a 3.2, with 3 being above average and 4 being well above average.\*

\*Mid-year survey with 53.4% response rate

### Measures that matter.

#### Water conservation:

Cumulative water savings since the year 2000: 6,300,000,000 gallons or 6 billion gallons

Approximately equivalent to:

- the annual water use of 101,000 homes
- filling City Park pool 30,000 times

#### Electric energy:

Cumulative savings since the year 2000: 480,000,600 kWh

Approximately equivalent to the annual energy use of 43,000 homes

#### Natural gas energy:

Cumulative savings since the year 2000: 12,000,000 therms

Approximately equivalent to the annual natural gas use of 17,000 homes

#### Material diverted from landfill by reduction, reuse, or recycling:

Cumulative savings since the year 2000: 170,000 tons

Approximately equivalent in weight to 12,000 Transfort city buses

*\*Climate Wise is now reporting in metric tons to be consistent with the City of Fort Collins Climate Action Plan*

**"Climate Wise brings a sense of clarity to our green priorities at the Food Bank and provided a roadmap for us to work towards a tangible goal. We are now measuring our impact and that has brought great satisfaction and pride."**

*Korrie Johnston, Food Bank for Larimer County, partner since 2009*

# Climate Wise Business Partners Make a Difference.

## Strategic leadership: Advisory Committee transformation.

To better serve the growing number of participants, the Advisory Committee was restructured to increase effectiveness and the program's impact on the community.

The new structure will help Climate Wise:

- Provide outreach, education and engagement to reach program and community goals
- Increase awareness and participation within partner businesses by engaging employees
- Improve ClimateWise database functionality and further analyze partner level requirements

With new subcommittees, the Advisory Committee will increase focus on mentoring, recruitment and outreach, program structure and corporate responsibility.

Thank you to Trebuchet Group for donating facilitation services at Advisory Committee meetings.

Thank you 2010 Advisory Committee for your dedication.

## Climate Wise Advisory Subcommittees.

**Infrastructure Committee** – provide technical and programmatic updates, partner level guidelines and myClimateWise tool feedback.

- Kyle Glidewell, Water Pik, Inc. – Chair
- Patti Westfall, Sign-A-Rama – Co-chair
- Holly Jo Roseberry, Hewlett-Packard Company
- Nicole Radone, In-Situ, Inc.
- Maria Elena Price, ExperiencePlus! Bicycle Tours
- Dianne Ewing, Avago Technologies
- Susan Graham, Keep It Simple Coaching
- Dawn Putney, Toolbox Creative
- Noah Guillaume, Northern Colorado Business Report

**Mentoring Committee** – develop guidelines and program database to match mentors and mentees.

- Jerry Becker, Woodward – Chair
- Ashley Haas, Brinkman Partners – Co-chair
- Stacey Baumgarn, Larimer County
- Jim Cambon, Cambon Studios
- Ben Costello, Mountain Whitewater Descents
- Nicole DiPierre, Fort Collins Veterinary Emergency Hospital
- Sarah Fry, Dresser-Rand Enginuity
- Claire Goodwin, Poudre Valley Hospital
- Marty Schultz, EnviroFriendly Lawn Care
- Becca Walkinshaw, Gallegos Sanitation, Inc.
- Erich Whisenhunt, Rio Grande Mexican Restaurant

**"I truly want to thank our mentoring group and Climate Wise staff for allowing me to be a part of the mentoring team; I enjoyed the opportunity and the sometimes candid conversations. This has been a very inspiring few months for me."**

*Jerry Becker, Woodward  
2007 partner*

## Level Awards.

	2010	2009	Change
Platinum	23	19	21%
Gold	30	16	88%
Silver	98	93	5%
Bronze	1	4	-75%

Visit [fcgov.com/climatewise](http://fcgov.com/climatewise) for a list of the 152 organizations that achieved a level.



2010 Advisory kick-off meeting