



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.

2011 Summary of Accomplishments.

Continued business innovation.

2011 was another remarkable year for ClimateWise. Participation increased by 54 organizations and the program now supports more than 300 business partners. Once again, partners in the program have far exceeded their greenhouse gas reduction goals by implementing innovative conservation projects, which saved them more than \$13 million in 2011. Partners saved 149,000 tons of greenhouse gases during 2011 and since 2000, have cumulatively saved \$59 million.

Just as our business partners are committed to reducing their greenhouse gases while saving money, so is the City committed to supporting sustainability in our community. A portion of the voter-approved Keep Fort Collins Great sales tax revenue has allowed ClimateWise to offer more resources to participating businesses. In addition, we created the Office of Sustainability, which combines our Environmental Services Department and Economic Health Office. The creation of this office demonstrates the City's overall commitment to sustainability, and will increase efficiency and coordination of our efforts.

Between the new Office of Sustainability, the ClimateWise program, and other conservation efforts, the City of Fort Collins will continue to be a leader in this area.

Sincerely,

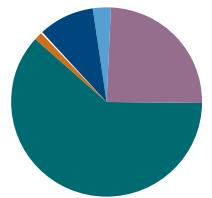
Darin Atteberry
City Manager





ClimateWise business smart.

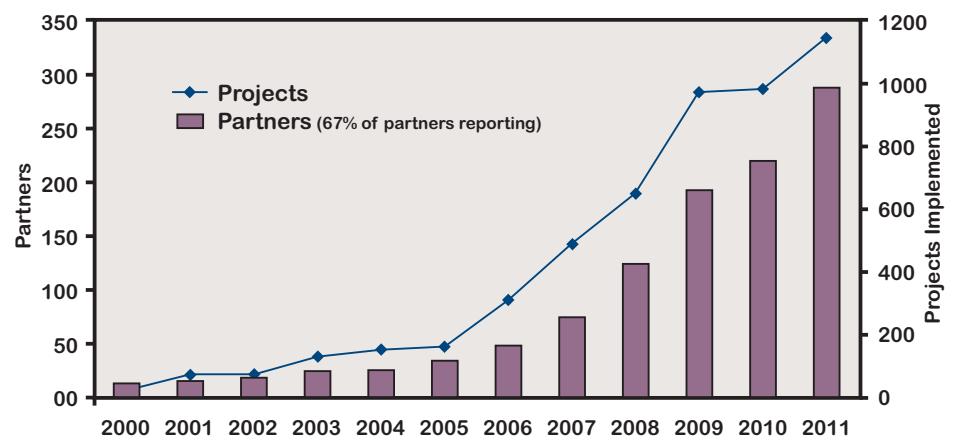
ClimateWise is a free voluntary program that helps businesses combine money-saving practices with environmental protection. The award-winning program supports more than 300 local businesses and organizations with their efforts to voluntarily reduce greenhouse gas emissions through waste reduction, energy efficiency, water conservation and transportation reduction. These actions result in cost savings and added benefits to business 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.



2011 Breakdown of CO₂e Reductions by Source

Solid Waste 61.5%
Renewable Energy 24.6%
Electric Energy Efficiency 9.5%
Natural Gas Energy Efficiency 2.9%
Transportation 1.4%
Water Conservation 0.2%

Program Partners and Projects Implemented



2011 at a glance.

The ClimateWise program grew by 54 organizations to include 304 business partners.

- Business partners reduced greenhouse gas emissions by 149,000 metric tons, exceeding the 2012 goal of 140,000 metric tons.
- Cost savings for businesses were about \$13 million.

Mission accomplished... again.

In 2011, ClimateWise partners completed more than 1,100 projects that helped reduce greenhouse gas emissions. These projects saved more than \$13 million and 149,000 metric tons of CO₂e, exceeding the program's emissions reduction goal for a third time.

Partnerships.

People power. Partner volunteers and student interns supported the program by logging more than 606 hours valued at \$12,944 in areas such as website redevelopment assistance, research and related reporting, event help and more.

Leveraging resources. The Fort Collins Area Chamber of Commerce continues to partner with ClimateWise to offer monthly Green In Action educational workshops; The Northern Colorado Business Report and Cambon Studios helped publish a Partner Profile magazine highlighting business partner successes.

Defining the benefits of ClimateWise. Through a service learning partnership with Colorado State University's Political Science Department, various sectors of ClimateWise partners were interviewed and observed regarding the intangible benefits of participating in the ClimateWise program. Findings include:

- ClimateWise is the catalyst for more activity.
- Employees are changing personal behaviors, even at home.
- ClimateWise participation helps organizational efforts in leadership development.
- Participants feel the benefits of the program outweigh the commitment.

Transportation Choices. Under a Department of Energy grant, ClimateWise partnered with SWEEP (Southwest Energy Efficiency Project) to research cost-benefit analysis for transportation-based recommendations in assessment reports.

Analysis was conducted on bicycling, transit, carpooling and teleworking in Fort Collins. Outcomes include employers that support employees who use these transportation options to work. For bicycling as an example, the business considers the employee's costs of bicycle, maintenance, clothing, etc. as well as health benefits (reduced absenteeism and health care costs). The employee's annual benefit equates to approximately \$2,252 while the employer benefits by saving \$4,500 per employee annually.

Pedal power. CSU's Department of Health and Exercise Science partnered with ClimateWise to showcase a new energy-harvesting bicycle designed to put energy back into the electric grid. The bikes have display monitors that show how many kWh the cyclist generates, along with quiz questions on energy use and reduction.

ClimateWise partners tested new energy-harvesting bikes and donated the energy saved to non-profit organizations.



Strategic leadership: ClimateWise Advisory Committee produces plans, programs.

Advisory committees are core to the ClimateWise program structure and development. The 2011–2012 ClimateWise Advisory Committee consisted of four subcommittees, totaling 25 dedicated business partners who worked with staff to increase ClimateWise's program effectiveness and community impact.

Summary of Advisory Committee goals:

- provide more outreach, education and engagement to reach ClimateWise and community goals
- increase awareness and participation within partner businesses by engaging employees
- improve myClimateWise database functionality and further analyze partner level requirements for diverse business groups

Subcommittee accomplishments.

Mentoring Committee developed Mentor/Mentee pledge forms and surveys, along with tracking forms and instructions. The committee also is working to show the volunteer hours and program support partners provide to ClimateWise.

Corporate Social Responsibility (CSR) Committee unveiled a pilot program, plan and application for integrating elements of CSR into the ClimateWise program.

Ambassador Committee developed an award to recognize businesses that serve as outstanding program ambassadors by recruiting new organizations to join ClimateWise.

Infrastructure Committee beta-tested the new myClimateWise database and a new partner-only discussion platform.

Thank you so much for all of your help. I think the new *myClimateWise* database is working great. This is my first year reporting and I found the forms to be very clear and helpful. Thanks for all your hard work to help businesses get affiliated with the reporting systems.

- Jen Houska, Houska Automotive



"ClimateWise is Colorado's premier voluntary program for reductions in heat-trapping pollution by businesses and other organizations. Its members, now more than 300 strong, saved over \$13 million in 2010. Their emissions reductions are responsible for 30% of the community reductions made in Fort Collins, which has the best record of local emissions reductions in our state. This is exactly what we need in Colorado to both protect our climate and strengthen our economy."

- Stephen Saunders, President, Rocky Mountain Climate Organization (RMCO)



Additional 2010/2011 grants.

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



Events and seminars.

Annual Conference, Business Innovation Fair. More than 230 businesses were represented at the Fair to learn about topics such as environmentally preferred purchasing, Advanced Meter Fort Collins, Mason Transportation Corridor and advanced recycling.

Workshops. Based on partner feedback, a variety of educational workshops were offered in 2011 to help partners set new goals and reach new levels. Examples include:

- **Challenge workshop** – to help Gold and Platinum partners define their behavior-based ClimateWise Challenges, a requirement needed to meet Platinum level
- **Greenhouse Gas (GHG) Baseline Tool and Goal Setting** – this workshop helped partners establish baseline data and provided tools to set and track goals
- **Sustainability Management Planning** – introduced initial guidelines for developing a Sustainability Management Plan (SMP)



New innovation.

The **myClimateWise database**. The database provides business partners with the ability to record projects, submit partner level documentation and manage their meeting attendance. It makes tracking and reporting projects easier for partners and staff and reduces program costs.

Partner recognition.

Along with the valuable ongoing assistance to help partners reduce GHG emissions and meet program levels, ClimateWise also provides recognition of partners in various publications, radio spots, local cable channel and community presentations. The more partners participate and earn higher levels, the more recognition they receive. Visit www.fcgov.com/climatewise/recognition.php to learn more.



From top left to bottom: Partners attend a Talk and Tour at the Larimer County Garbage Garage. Partners tour the new Fort Collins Museum of Discovery. More than 102 ClimateWise businesses sponsored Spring and Winter Bike to Work Day breakfast stations.

Above: Small business leaders meet at Brendle Group.



Success in action.

Waste reduction.

Shaw & Associates – As a new partner, introduced their clients to ClimateWise by implementing e-billing and stating a commitment to improve their operational footprint.

Brinkman Partners – Saved 3,025 lbs. of tempered glass from a deconstruction project and posted available materials on the ClimateWise partner List Serv. All of the glass was successfully repurposed at other partner facilities. [Watch partner video](#).

Our Saviour's Lutheran Church – Recognized a need for enhanced recycling messages at the church and with help from ClimateWise staff, created a new bin system that has improved recycling and compost waste.

Fidelity National Title Company – Received two awards in 2011 based on projects that were implemented using its ClimateWise assessment:

- Green Affiliate of the Year award by the Fort Collins Board of Realtors for waste diversion and source reduction; and
- Green Certificate of achievement through its parent company

Downtown Business Association and Bohemian Foundation – Combined efforts for Bohemian Nights NewWestFest waste diversion resulting in 3.56 tons of recyclable and 1.42 tons of compostable material diverted from the landfill. Overall they achieved a 78% waste diversion rate. [Watch partner video](#).



Tetra Tech purchased trucks with Eco-Boost engines.

Our Saviour's Lutheran Church installed new recycling bins system.

Water reduction.

Jax Outdoor Gear – Worked with a contractor to landscape areas previously used for employee parking and equipment storage. The restored area includes native trees, shrubs, herbs and grasses with adaptations to the local climate, ensuring that future water use for landscape maintenance will be minimized.

Eco-Maids – Instead of using hot water and mops for floors, teams now use reusable microfiber pads with minimal quantities of biodegradable cleaning solution from concentrate. This practice saves an average of 24 gallons of water per day, per team, or an annual water savings of 15,600 gallons.

Listen to what other partners are saying about ClimateWise:

- ReSource Fort Collins ([link to video](#))
- GreenRide ([link to video](#))
- Poudre School District ([link to video](#))

“Thanks for all the help, ClimateWise – I thought reporting my data would be so much more complicated. You all did a great job facilitating the process and I wish I would have known earlier how easy the end game was – I would have worried so much less!”

- Lorin Bridger, Waterwise Land and Waterscapes

Making Fort Collins a better place.

Cost savings. Annual cost savings for partners of the ClimateWise program were about \$13 million in 2011. Since the program's inception, cumulative savings to partners are nearly \$59 million.

Did you know? ClimateWise business partners reduced 149,000 metric tons CO₂e in 2011, which is approximately equivalent to:

- 13 million trees planted or
- A reduction of 2 million round trip vehicle trips between Fort Collins and Denver or
- A reduction of 176,000 roundtrip airline flights from Denver to New York City or
- Removing 23,000 vehicles from the road this year or
- Taking 452,000 60-Watt light bulbs—that were in use 24 hours a day—out of service

Measures that matter.

Water conservation. Cumulative water savings since the year 2000: 9,000,000,000 gallons or 9 billion gallons

Approximately equivalent to:

- the water use of 13,000 homes (over the same period)
- filling City Park pool 42,000 times

Electric energy. Cumulative savings since the year 2000: 586,000,000 kWh

Approximately equivalent to the energy use of 6,300 homes (over the same period)

Natural gas energy. Cumulative savings since the year 2000: 14,600,000 therms

Approximately equivalent to the natural gas use of 1,900 homes (over the same period)

Material diverted from landfill by reduction, reuse, or recycling.

Cumulative savings since the year 2000: 254,000 tons

Approximately equivalent in weight to 18,000 Transfort city buses

2011 partnership demographics.

Partners in the program employ nearly **34,660 employees** ranging from small one-employee businesses to Colorado State University, the largest employer in Northern Colorado.

ClimateWise partners contributed more than \$17,550 to the program through sponsorship, service and in-kind donations.

Partners rated overall customer service from ClimateWise staff at a 1.6, with 1 being Exceeds Expectations and 2 being Meets Expectations.*

*Mid-year survey with 42.1% response rate



ClimateWise as a model.

The successful ClimateWise program model was highlighted at the Colorado Renewable Energy Conference and the 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.

Natural Capitalism Solutions named ClimateWise as a national best practice program, along with six outreach programs spanning from Boston to Seattle.

Other agencies that explored the ClimateWise model include:

- State of New Mexico, Pollution Prevention Department (Green Zia Environmental Leadership Program)
- University of Chicago (through a student project)
- CSU graduate students (presented at a national conference in New Orleans)
- Town of Durango's Four Core Program
- Rocky Mountain Climate organization's Save Our Snow program is based on ClimateWise, and includes City of Aspen, Town of Vail and Park City.

Awards.

- Harvard University's Top 50 Innovative Government Program
- Outstanding Achievement in Local Government Innovation award from the Alliance for Innovation

“To improve our voluntary environmental recognition program, we contacted ClimateWise and found it to have a very successful program in terms of recruitment and business participation. In New Mexico, we're using some program assessment materials ClimateWise shared so we can improve and expand recruitment of businesses and adopt pollution prevention and waste minimization practices. The goal is to provide a tool for businesses to perform their own preliminary, self assessment without the fear of regulatory exposure.”

- Michelle Vattano, Green Zia Environmental Leadership Program, New Mexico Environment Department

Above: Almost 400 ClimateWise partners, guests and community members acknowledged and celebrated business achievements on April 7, 2011. Partner sponsorships and in-kind contributions reduced the event venue costs by 90%.

Left: ClimateWise Reporting Workshop.



New Belgium Bike to Work Day breakfast station.

Thank you Partner Advisory Committee for your dedication.

Advanced Energy
 Anheuser-Busch, Inc.
 City of Fort Collins
 Clean Air Lawn Care
 DDA/Downtown Business Association
 Experience Plus! Bicycle Tours
 Fort Collins Food Co-op
 Green Events, LLC

Hewlett Packard Company
 In-Situ, Inc.
 New Belgium Brewery
 Outpost Sunsport
 Sign-A-Rama
 Toolbox Creative
 Trees Water People
 Water Pik

Platinum Partners.

Anheuser-Busch, Inc.
 Avago Technologies
 Brinkman Partners
 Cafe Ardour
 City of Fort Collins
 Colorado State University
 Dresser-Rand Enginuity
 Gallegos Sanitation, Inc.
 Green Ride Colorado
 Hewlett-Packard Company
 Intel Corporation
 Larimer County Government
 NewMark Merrill Mountain States
 (Fort Collins Marketplace)
 Platte River Power Authority
 RB+B Architects, Inc.
 ReSource
 Rio Grande Mexican Restaurant
 Trebuchet Group
 Trees, Water & People
 Vineyard Church of the Rockies
 Woodward

Gold Partners.

Advanced Energy
 BHA Design, Inc.
 Cambon Studios
 Coloradoan
 Cupboard (The)
 DBA - Downtown Business Association
 Drahota
 ExperiencePlus! Bicycle Tours
 Feet (The)
 Fort Collins Food Co-Op
 Fort Collins Veterinary Emergency Hospital
 Green Events, LLC
 Hot Corner Concepts
 Houska Automotive Services
 In-Situ, Inc.
 Mountain Whitewater Descents
 Neenan Company (The)
 North Front Range MPO
 Poudre River Public Library District
 Poudre Valley Hospital
 Primal Echo, LLC
 Public Service Credit Union
 Sign-A-Rama Ft. Collins
 Toolbox Creative
 USDA Agricultural Research Service
 USDA Natural Resources Research Center, Bldg. A
 Water Pik, Inc.

Silver Partners.

Advanced Micro Devices, Inc. (AMD)
 AlphaGraphics
 Armstrong Hotel (The)
 Be Local Northern Colorado
 Best Western University Inn
 Butter Cream Cupcakery
 Cargill, Inc.
 Citron Work Spaces
 Clean Bees Housekeeping
 Community Foundation of Northern Colorado
 Coopersmith's Brewing Co.
 DDA - Downtown Development Authority
 Dellenbach Motors
 EcoMaid
 Eco-Thrift
 Faith Evangelical Free Church
 Farnsworth Group
 Fine Print Imaging
 Foothills Mall
 Fort Collins Brewery
 Fort Collins Club
 Fort Collins Nursery
 Gabby Communications, LLC
 Haynes Mechanical Systems
 Institute of Business and Medical Careers (IBMC)
 Jax Outdoor Gear
 Jody J. Roth, CFP
 Kruger & Clary, CPAs
 Laser Engraving Designs, LLC
 Leapin Lizard Labels
 LSI Corporation
 Martin Marietta (formerly Lafarge West, Inc.)
 Mountain Valley Floors
 Northern Engineering Services, Inc.
 Outpost Sunsport
 Primp Hair Studio & Boutique
 Professional Document Solutions
 Rainbow Restaurant & Catering (The)
 Realtec Commercial Real Estate Services, Inc.
 Ridekick International
 Rocky Mountain Innosphere (RMI2)
 Rosabella Consulting, LLC.

Sitzman-Mitchell (Scotch Pines Village Shopping Center)
 Starbucks - City Park & Elizabeth
 SunGlo Window Films
 TechniGraphics, Inc.
 Treehouse Montessori School
 Trinity Lutheran Church
 United Way of Larimer County
 USDA-APHIS - National Wildlife Research Center
 USFS Rocky Mountain Research Station
 Vista Solutions Corporation
 Wild Iris Living
 Wright Life (The)

Bronze Partners.

Centers for Disease Control and Prevention
 Dohn Construction, Inc.
 Jax Ranch & Home
 One Tribe Creative
 SOLAS Energy Consulting Company US, Inc.



*Aaron Schulte, Anheuser-Busch
 ClimateWise Platinum Partner
 Photo by Cambon Studios*



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