



**CLIMATE
ACTION**
COLLABORATIVE

#BeBetterTogether

Climate Action Collaborative Stakeholders Meeting

Oct 1, 2018



Energy
Grid & Renewable



Buildings
Residential & Commercial



Transportation
Fuel Emissions



Waste
Materials Management



Agenda

- I. Welcome & Meeting Goals
- II. Session 1: CAC Governance Update
- III. Session 2: Sector Working Group Updates
- IV. Session 3: EcoCycle Presentation
- V. BREAK
- VI. Session 4: Holy Cross Energy Presentation
- VII. Session 5: Cause Marketing for 2019
- VIII. Adjourn!



Meeting Goals

- #1 Share updates on working group initiatives
- #2 Learn from Kate Bailey with EcoCycle about the importance of waste diversion in reducing GHG emissions
- #3 Learn about Holy Cross's new commitment to 70% RE by 2030 and impacts to the community and Collaborative work
- #4 Keep Up Momentum!

Session #1

CAC

Governance Update

- Approval of June 2018 Minutes
- Update on income for 2019
- Update on fiscal sponsor letter



Budget

CAC 2019 Budget	
Staff Time Expense (Kim & WMSC Admin)	\$80,000.00
Staff Time Expense (WMSC Marketing)	\$28,000.00
Marketing Budget	\$30,798.00
Incidentals	\$1,000.00
Total CAC Budget for 2019	\$139,798.00



Marketing Budget

Marketing Budget Breakdown

Website + e-newsletter	\$2,000	Hubspot + Website Upgrades
Print Media (Vail Daily)	\$12,000	24 full pages/yr \$1K month
Radio Media	\$2,500.00	
Paid Digital	\$6,000.00	Facebook, paid-search, GDN pre-roll
Content Production + Distribution/Native	\$7,200.00	
Printing & Copying	\$1,000.00	Events, posters and content for tabling, banner, etc
Creative Asset Production	\$3,000.00	Digital Video, Info Graphics
Event Activation Assets	\$2,000.00	Tents, giveaways, event materials, stickers, window clings,

All budgets and tactics for 2019 TBD based on EO committee recommendations.

Income 2019

Organization	2019 Funding Request Sent
Eagle County	\$56,000.00
Edwards Metro District	\$5,000.00
ERWSD	\$6,000.00
WECMRD, ERYC	\$5,000.00
Holy Cross Energy	\$15,000.00
RA Nelson	\$3,333.00
Town of Avon	\$11,900.00
Town of Basalt	\$5,000.00
Town of Eagle	\$5,000.00
Town of Minturn	\$1,775.00
Town of Vail	\$15,000.00
Vail Honeywagon	\$1,000.00
Vail Resorts	\$5,000.00
Vail Health	\$5,000.00
R&H Mechanical	\$1,000.00
Total Budget if all contributions are confirmed	\$141,008.00
Total add funds to reach 2019 budget	\$54,790
Total Confirmed Income to Date for 2019	\$85,008

Other Governance Updates

1. Update on Fiscal Sponsor Letter





Session #2

Sector Working Group Updates

1. Updates from Sector Groups
 - Energy Supply – John-Ryan
 - Education & Outreach - Paul
 - Buildings – John G
 - Transportation – Adam
 - Materials Management – Sophia

Sector Group Update: Energy Supply

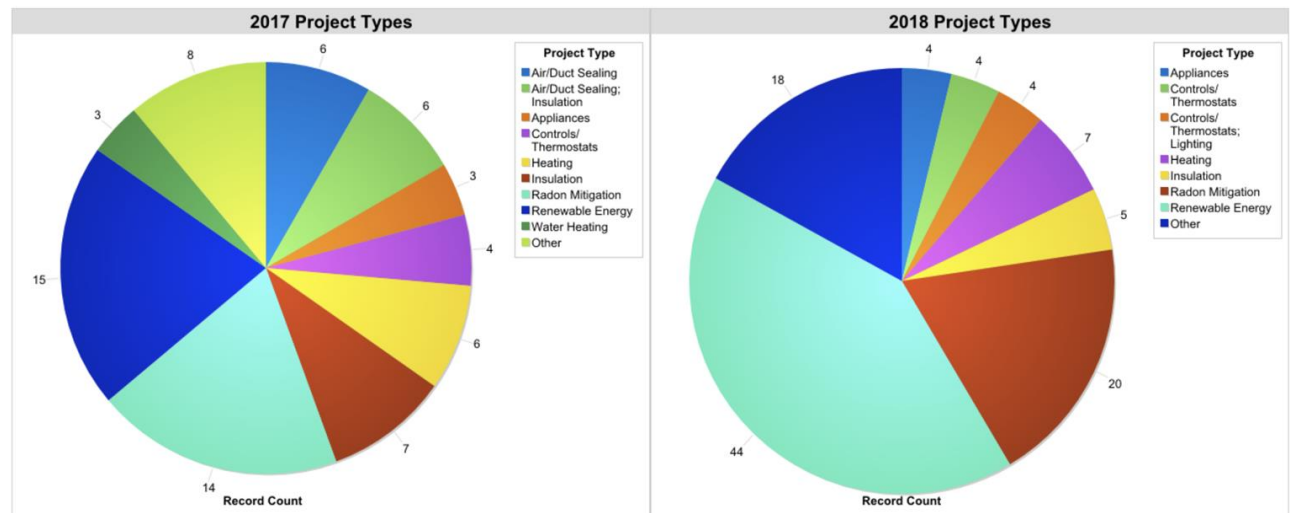
- SolSmart in Minturn - Resource for Communities



“SolSmart is a national designation program recognizing cities, counties, and towns that foster the development of mature local solar markets.”

Sector Group Update: Energy Supply

- Increased demand locally for on-site solar
- Tax Credits Expiring in 2020
- Continued growth in both commercial and residential thanks to great local incentives



Sector Group Update: Energy Supply



Seventy70Thirty



If we achieve 50% renewable energy mix on the grid by 2030 it will reduce our local GHGs by 76,872 metric tons of CO₂. (Holy Cross's new commitment would get us even more GHG savings). We need to achieve a reduction of 332,688 metric tons of CO₂ to reach our 2025 goals, and this achievement by Holy Cross would get us 23% of the way to our 2025 goal.

Sector Group Update: Energy Supply



Renewable Energy Purchasing Program



Our commitment to a cleaner,
more sustainable future.

Making the switch to renewable energy is easy and affordable. By participating in our Renewable Energy Purchasing program you can power your home or business with Colorado produced solar, wind and hydro power.

[TELL ME MORE](#)

What type of renewable energy are you interested in receiving?

- ☐ Wind at \$1.25 per 100 kWh
- ☐ Hydro at \$1.75 per 100 kWh
- ☐ Solar at \$2.00 per 100 kWh

HOW IT WORKS

Joining our REP program is one of the simplest and most direct ways you can support renewable energy.

Purchase renewable energy blocks. Each block is equivalent to 100 kilowatt-hours of renewable electricity. The price per block varies depending on the energy source (Wind \$1.25 per 100 kWh; Hydro \$1.75 per 100 kWh; Solar \$2.00 per 100 kWh). Purchasing blocks is a good option if you want to cover some of your electricity use with renewable energy. When purchasing blocks it's good to know your average electricity usage. To see how much electricity you use each month login to your free [SmartHub account](#).

Go 100% renewable for your electricity! You pick the renewable energy source you'd like to receive and we track your usage each month to make sure the little extra green you pay, matches exactly how much electricity you use each month.



Sector Group Update: Energy Supply

- Need to get more local partners involved:
 - Solar Installers
 - School District
 - Clean Energy Collective
 - Garfield Clean Energy
- Solar-Ready workshop through USGBC

Sector Group Update: Energy Supply

Local Demonstration...

- LEED Certified
- 42kW Solar PV
- NO Fossil Fuels
- Electric Heat Pumps
- Modulating Electric Boilers
- EV Station
- Pathway to netzero



Borgen Precourt
Center for
Sus



18 Marketing Update

- Logo & brand developed.
- Website established. Seeking additional content.
- Blog established. Seeking additional content.
- Paid local campaigns started late September.
 - Vail Daily
 - Google PPC
 - Facebook (October)
 - KZYR (October)
 - Waste Wizard (October)
 - Initial call to action = Climate Action Pledge
- Basic event brand items ordered.
- Eagle County Waste Wizard launched collaboratively with WM Sustainability.
- Email newsletter established and resonating.



Our Goal

Reduce Eagle County Carbon Emissions 25% by 2025

Climate Action Collaborative
For The Eagle County Community
Founding Partners

- Colorado Mountain College Edwards Campus
- Eagle County
- Eagle County Schools
- Edwards Metro District
- Eagle River Water & Sanitation District
- Eagle River Youth Coalition
- Holy Cross Energy
- Matt Inden Photography
- RA Nelson
- R&H Mechanical
- Town of Avon
- Town of Basalt
- Town of Eagle
- Town of Minturn
- Town of Red Cliff
- Town of Vail
- Upper Eagle River Water Authority
- Vail Daily
- Vail Health
- Vail Honeywagon
- Vail Resorts
- Vail Valley Foundation
- Vail Mountain School
- Walking Mountains Science Center
- WECMRD

Take The Climate Action Pledge

CLIMATEACTIONCOLLABORATIVE.ORG

Photo By Matt Inden, Climate Action Collaborative

GHILLE SUIT UP



Members of the Peruvian Army Special Operations march in their ghille suits during a military parade marking the Armed Forces' anniversary in Lima, Peru.

ROSENSTEIN

From page A19

has made two public announcements of indictments brought by the special counsel — one against Russians accused of hacking into Democratic email accounts, the other against Russians accused of running a social media troll farm to sway public opinion.

On Friday, Trump's eldest son, Donald Trump Jr., tweeted the Times story and said: "Shocked!!! Absolutely Shocked!!! Ohhh, who are we kidding at this point? No one is shocked that these guys would do anything in their power to undermine (at)

roadblocks/ramp."

The story also elicited from members of Cong. Rep. Mark Meadows' Republican who chairs Freedom Caucus, said this story is true, it end troubling culture at FBI for F.U.L.L. transparency. Senate Democratic leader said the Times story as a pretext for the firing Deputy Attorney General in order to install an officer the president to interfere counsel's investigation.

SAUCE ON THE

FAMILY PIZZERIA & ITALIAN

Avon's Newest Italian Restaurant

Join us for live music this Sunday from 4-6pm



FEATURING:
Kevin Danzig
Live on our patio weather permitting

Open for lunch and dinner every day

970-949-3291 | www.SauceOnTheCrn.com
101 Fawcett Road, Suite 100, Avon, CO
Located just off I-70 next to Walmart and Home Depot



Our Goal

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- WECMRD

Take The Climate Action Pledge

CLIMATEACTIONCOLLABORATIVE.ORG

Photo By Matt Inden, Climate Action Collaborative

Holy Cross Energy sets new goals for renewable energy

Daily staff report
By Matt Inden

GLENWOOD SPRINGS — Holy Cross Energy, the electric cooperative serving Eagle, Garfield and Pitkin counties, has announced that it has adopted seventy-two percent, its new clean-energy and greenhouse gas reduction goals for its future power supply resources.

By 2020, Holy Cross will:

- Use clean and renewable resources to supply at least 70 percent of the power provided to Holy Cross members, compared to 39 percent today.
- Reduce the greenhouse gas emissions associated with Holy Cross's power supply by 70 percent from 2014 levels, compared to 25 percent today.
- Accomplish both of these goals with no additional increase in the cost of power supply.

'CLEAN ENERGY FUTURE'

"With today's announcement, Holy Cross is leading the responsible transition to a clean energy future," said Bryan Hasenog, Holy Cross president and CEO. "Thanks to advances in technology and changes in energy markets, we have the opportunity to bring on new renewable energy resources at costs comparable to our existing supply. This will enable us to meet our clean-energy goals while maintaining the reliable, affordable and safe service our members have come to expect."

To meet its new goals, Holy Cross will

increase its purchases of renewable energy while reducing its dependence on coal-fired generation and will further improve the energy efficiency of its network and the buildings, vehicles and businesses connected to it. Lastly, Holy Cross will accelerate investments in new renewable energy resources directly connected to its electric distribution grid and the homes and businesses it serves.

The new goals were formally adopted by the Holy Cross Energy Board of Directors at the group's Wednesday, Sept. 19, meeting in Glenwood Springs. The decision followed a lengthy process of evaluating Holy Cross power supply options and corresponding costs. Holy Cross also reached out to its local communities, surveyed its membership and participated with local stakeholders to develop goals that are aligned with the desires of its members for a cleaner, more sustainable power supply.

"To see projections showing that we can achieve this very ambitious goal at rates entirely competitive with where they otherwise would have been is a win for all of our members — providing a significantly cleaner energy mix, while protecting our members who are more vulnerable to higher monthly expenses," said Megan Gilman, chair of the Holy Cross Board of Directors.

Holy Cross has long-term power supply commitments through contracts with Public Service Company of Colorado (a subsidiary of Xcel Energy) and the Western Area Power Administration.

Live Music Friday Night!

Andy Cyphert will be performing at 8PM Friday at Southside Benderz.



Southside
Benderz

Brewery • Boulder • WY • Food

Avon, Next to Christy Sports
970-470-4730

Blog

Top Posts by Views

This year ▾

BLOG POST

PAGE VIEWS

[A Collaboration Built For Action](#)

27

[New Compost Facility in the Eagle Valley](#)

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[Climate Action Collaborative E-Bike Share Demo!](#)

16

[Dos & Donts of Backyard Compost](#)

12

[When Clean ≠ Green](#)

8

[See all posts by views](#)

CLIMATE
ACTION
COLLABORATIVE

HOME THE COLLABORATIVE GET INVOLVED



AUG
22

How to Dispose of Household Hazardous Waste

Climate Action Collaborative, Recycling •
By Walking Mountain Science Center • August 22, 2018

Disposal of Household Hazardous Waste in Eagle County

*All household hazardous waste can be brought to the HHW Facility located two miles north of Wolcott (Exit #157) off Highway 131, at the ...

Details >



AUG
01



AUG
21

When Clean ≠ Green

Forever Green, Climate Action Collaborative •
By Elizabeth Esche • August 21, 2018

Health & Sustainability aren't mutually exclusive

If you've ever gone to the grocery store to shop for your family, you know that reading labels can be revelatory, but time consuming. To speed up ...

Details >



AUG
02

Composting with Bears - Steps to Keep Your Compost Bear-Free

Climate Action Collaborative, Composting •
By Kimberly Schlapfer • August 02, 2018

It doesn't have to be bad news bears when it comes to compost.



Dos & Donts of Backyard Co

Climate Action Collaborative, Composting •
By Andrew King • August 01, 2018

How do I keep my backyard co

DOS

Details >



New Compost Facility in the Valley

Climate Action Collaborative • By Shawn Bruce
August 02, 2018

New compost facility is great for gardeners – and for local greenhouse gas emissions

Custom date range ▾



08/01/2018 ▾

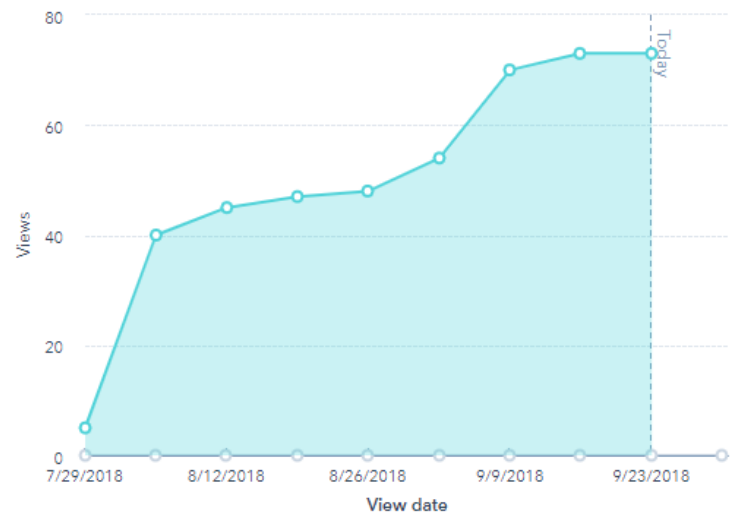


09/30/2018 ▾

compared to Previous period ▾

Previous period Views

73 ∞





Take the Climate Action Pledge!

To Reduce Your Carbon Footprint

If you are concerned about the serious risks that climate change poses for present and future generations in Eagle County, take the Climate Action Pledge. Together we can meet our goal to reduce Eagle County emissions 25% by 2025 and 80% by 2050.

By Taking the Pledge:

- I promise to do my best to reduce emissions caused by me.
- I will pay attention to the climate footprint of my energy use, traveling, eating habits and electronic devices and appliances.
- I pledge to consider addressing my unavoidable climate footprint by offsetting my emissions with clean energy credits.
- I will share my experiences in making cleaner choices with my family, friends and colleagues and encourage them to sign the pledge too.

- ☐ I will purchase #1 & #2 recyclable items when shopping for best recycling results
- ☐ I will use a reusable bag when shopping
- ☐ I will eliminate plastic utensils and drinking straws from my daily life
- ☐ I will bring a reusable water bottle with me wherever I go
- ☐ I will compost at my home
- ☐ I will leave the car behind. Get on the bus, carpool, walk, or bike to work at least 1 day every week
- ☐ I will purchase an electric vehicle

- ☒ I will have a home energy audit conducted
- ☒ I would like Energy Smart at Walking Mountains to contact me to schedule an energy audit

- ☒ I will upgrade high energy light bulbs with efficient LED bulbs
- ☒ I would like to be sent information on future FREE LED light bulb swaps in Eagle County

- ☒ I will replace old appliances with high efficiency 'Energy Star' certified units
- ☒ I would like to receive information on local energy efficiency rebates

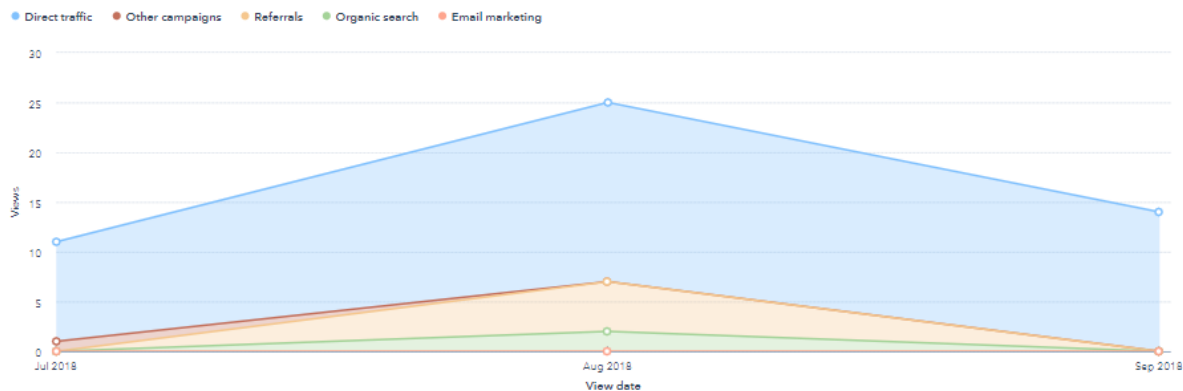
- ☐ I will set thermostats at a high of 68 for heating and a low of 72 for cooling
- ☐ I will purchase renewable energy credits through my local energy provider

Climate Action Pledge

VIEWS	SUBMISSIONS	NEW CONTACTS	CUSTOMERS	AVERAGE BOUNCE RATE	TIME ON PAGE
50	9	1	-	87.88%	8 minutes
-	-	-	-	-	-
EXIT RATE	ENTRANCES				
86%	33				
-	-				

Views

Style:  Area



[Edit columns](#)

<input checked="" type="checkbox"/>	SOURCE	VIEWS	SUBMISSIONS	NEW CONTACTS	CUSTOMER CONVERSION RATE	CUSTOMERS	AVERAGE BOUNCE RATE	TIME ON PAGE
<input checked="" type="checkbox"/>	Direct traffic	42	8	1	-	-	93.33%	7 minutes
<input checked="" type="checkbox"/>	Referrals	5	-	-	-	-	33.33%	2 minutes
<input checked="" type="checkbox"/>	Organic search	2	-	-	-	-	-	-
<input checked="" type="checkbox"/>	Other campaigns	1	-	-	-	-	-	23 minutes
<input checked="" type="checkbox"/>	Email marketing	-	1	-	-	-	-	-
	Total	50	9	1	-	-	87.88%	7 minutes

Monthly Email Newsletters

SENT	DELIVERY RATE	OPEN RATE	CLICK RATE	CONTACTS LOST
1,431	1,422 99.37%	353 24.82%	94 6.61%	20 1.4%

	EMAIL	DELIVERY RATE	OPEN RATE	CLICK RATE	SENT
★	Climate Action Collaborative September Newsletter 🔗	99.02%	23.76%	5.54%	510
★	Climate Action Collaborative Newsletter - August 2018 🔗	99.78%	28.92%	10.6%	454
★	Climate Action Collaborative Newsletter - July 2018 🔗	99.36%	21.98%	3.88%	467

Time spent viewing email

SEPTEMBER NEWSLETTER

READ ⓘ

74.7%

SKIMMED ⓘ

19.2%

GLANCED ⓘ

6.1%



Time spent viewing email

AUGUST NEWSLETTER

READ ⓘ

80.8%

SKIMMED ⓘ

18.2%

GLANCED ⓘ

1%



Time spent viewing email

JULY NEWSLETTER

READ ⓘ

70.6%

SKIMMED ⓘ

21.2%

GLANCED ⓘ

8.2%



Waste Wizard



Eagle County Waste Wizard

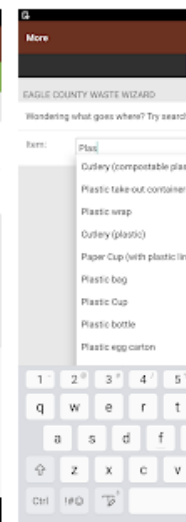
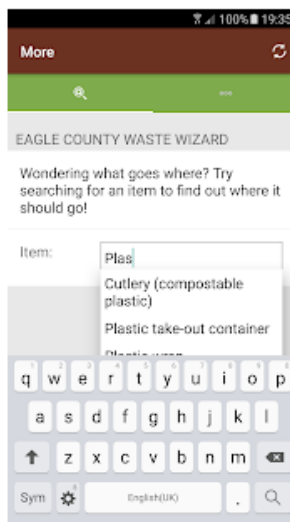
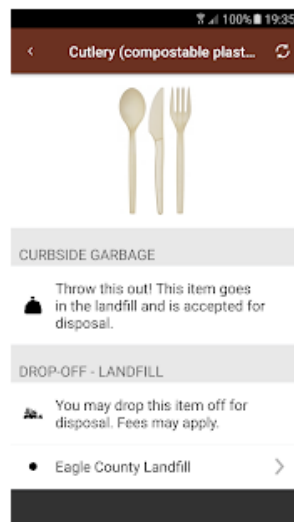
Walking Mountains Sustainability Productivity

Everyone

You don't have any devices.

Add to Wishlist

Install



387

Material views



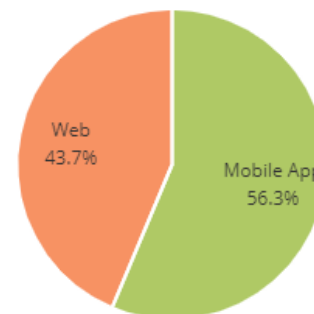
171

User sessions



122

First-time visitors



Mobile App (218)

Web (169)

CAC Buildings Update

- Reduction of CO₂ needed by 2025: 351,464 metric tons CO₂

Updates

- Recognize WMSC Center for Sustainability
 - Net-zero ready/all-electric
- EnergySmart growth 2018
 - Total reductions (as of Q3) 450 metric tons of CO₂
- EnergySmart commercial audit program
- M&V + Benchmarking – new initiative
- USGBC & Other Green Building Events
- Exterior offset and building code update working group

CAC Transportation Update

- First and Last Mile Study planned for 2019
- \$1.3 million LoNo FTA grant for electric buses
- Transit ridership goals and strategies - Bus Ridership subcommittee meeting Oct 23rd
- ICLEI VMT measurement protocol to be included in GHG inventory
- Develop multi-modal / TOD recommendations for master plans / land use codes 2019
- ZEV and LEV rule making process through AQCC
- E-bike share subcommittee meeting Oct. 18th
- EV Sales Event through Oct. 31st
- Holy Cross Energy EV Charger Rebates available through November

CAC Materials Management Update

- Eagle County Waste Wizard
- Waste Access Audits - Avon & Edwards Metro District
- Commercial Compost Facility
- Educational Tours of County Facilities
- Zero Waste at Events in 2018
- C&D Pilot Facility
- Education & Outreach Sub-committees Updates
- Business Recycling Challenge - Town of Vail

CAC Energy Supply Update

Session #3:
EcoCycle
Presentation

Guest Speaker

Kate Bailey

EcoCycle



Working to Build Zero Waste Communities



FASTEST, CHEAPEST, EASIEST **CLIMATE SOLUTION**

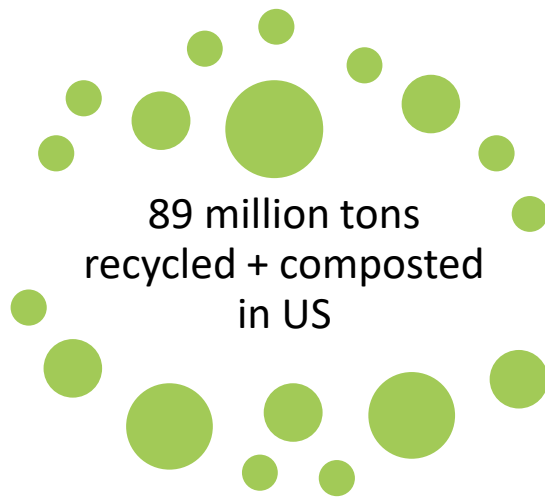
EAGLE COUNTY CLIMATE ACTION COLLABORATIVE ★ SEPTEMBER 2018
KATE BAILEY ★ ECO-CYCLE



Who is Eco-Cycle?

- One of oldest and largest NGO recyclers in the world
- Located in Boulder, Colorado, USA
- 65 employees, 50,000 tons/year
- Hands-on experience in every aspect of Zero Waste





Saved
186 million
metric tons
of carbon



3

WAYS ZERO WASTE REDUCES CARBON POLLUTION



SAVES
ENERGY

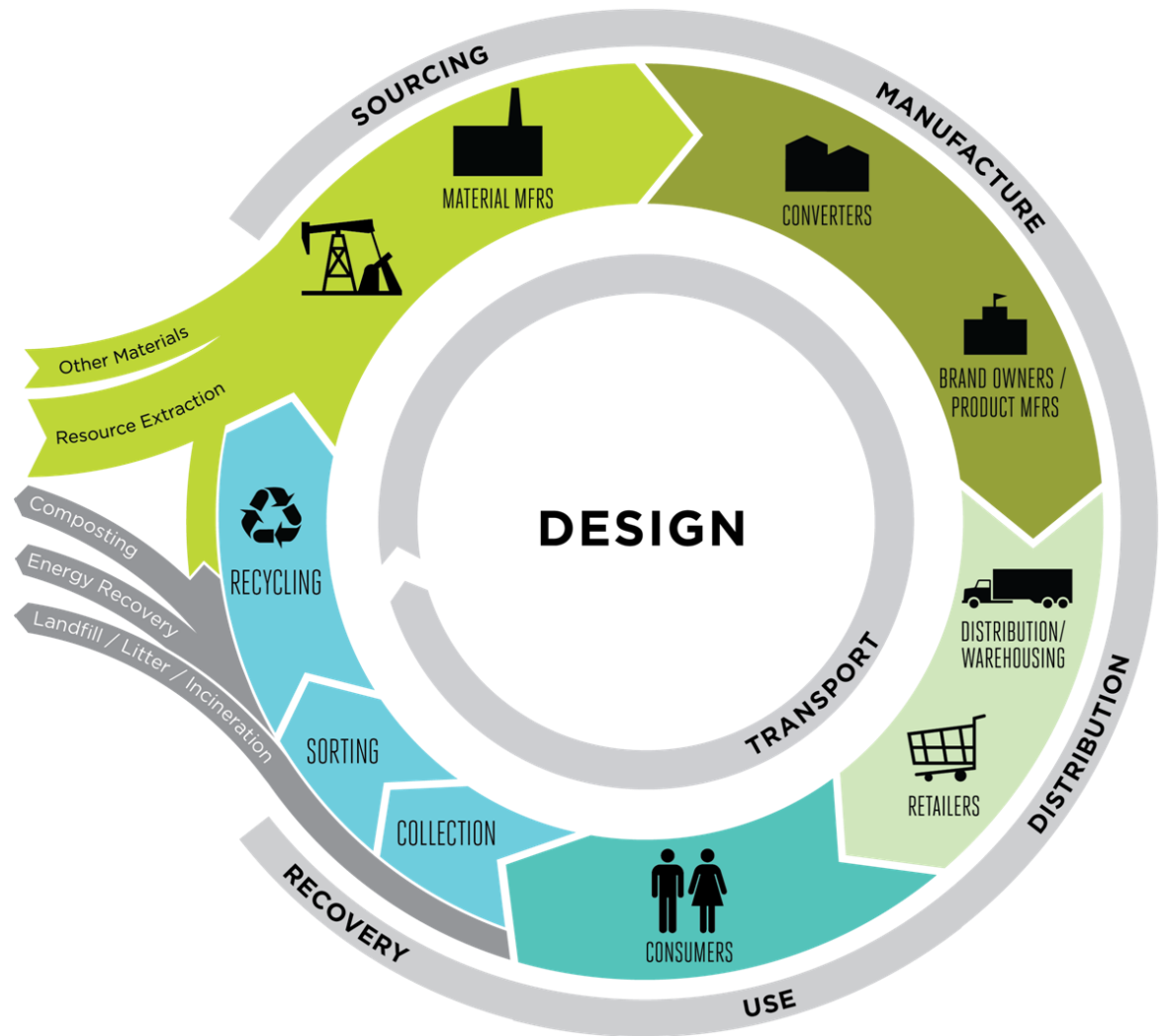


REDUCES
LANDFILL EMISSIONS



STORES
CARBON IN SOIL

Need to look at entire product cycle





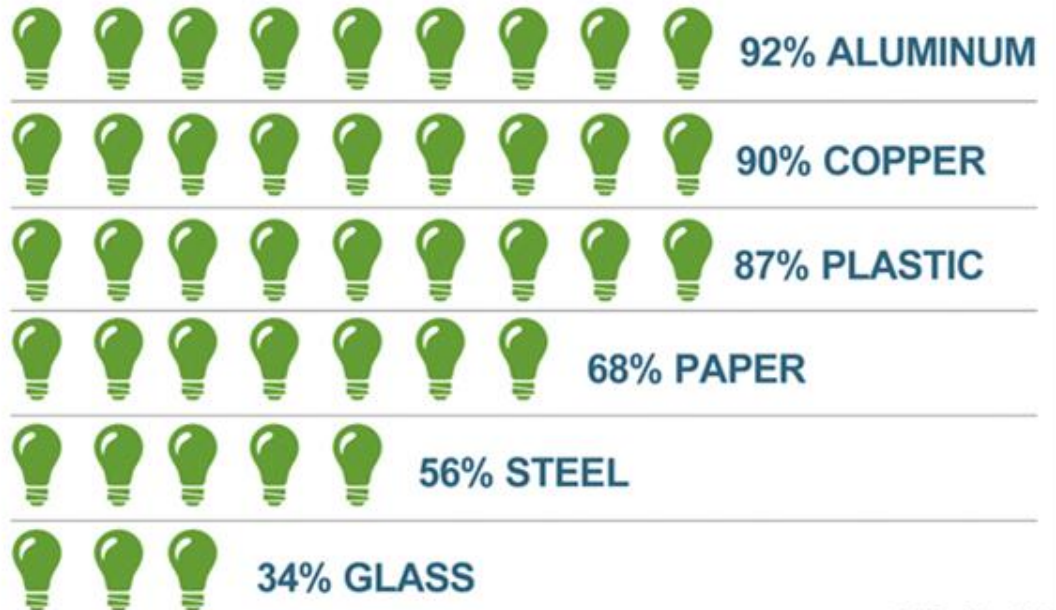
MANUFACTURING IS **57%**
OF A PRODUCT'S FOOTPRINT

1

RECYCLING SAVES ENERGY and GHGs

Energy Saved

Recycled vs Virgin Material



ISRI Fact Sheet 2011

Energy savings offset transportation

Miles needed to truck materials before transportation energy exceeds energy saved in manufacturing:

Aluminum	121,000 miles
PET (#1 plastic)	40,000 miles
Newspaper	11,000 miles
Cardboard	9,000 miles
Glass	1,300 miles



2

Methane from landfills

- Traps 84x more heat than CO₂
- 12 year lifetime:
short-term climate priority
- Organics out = no methane



California targets methane for short-term GHG reduction



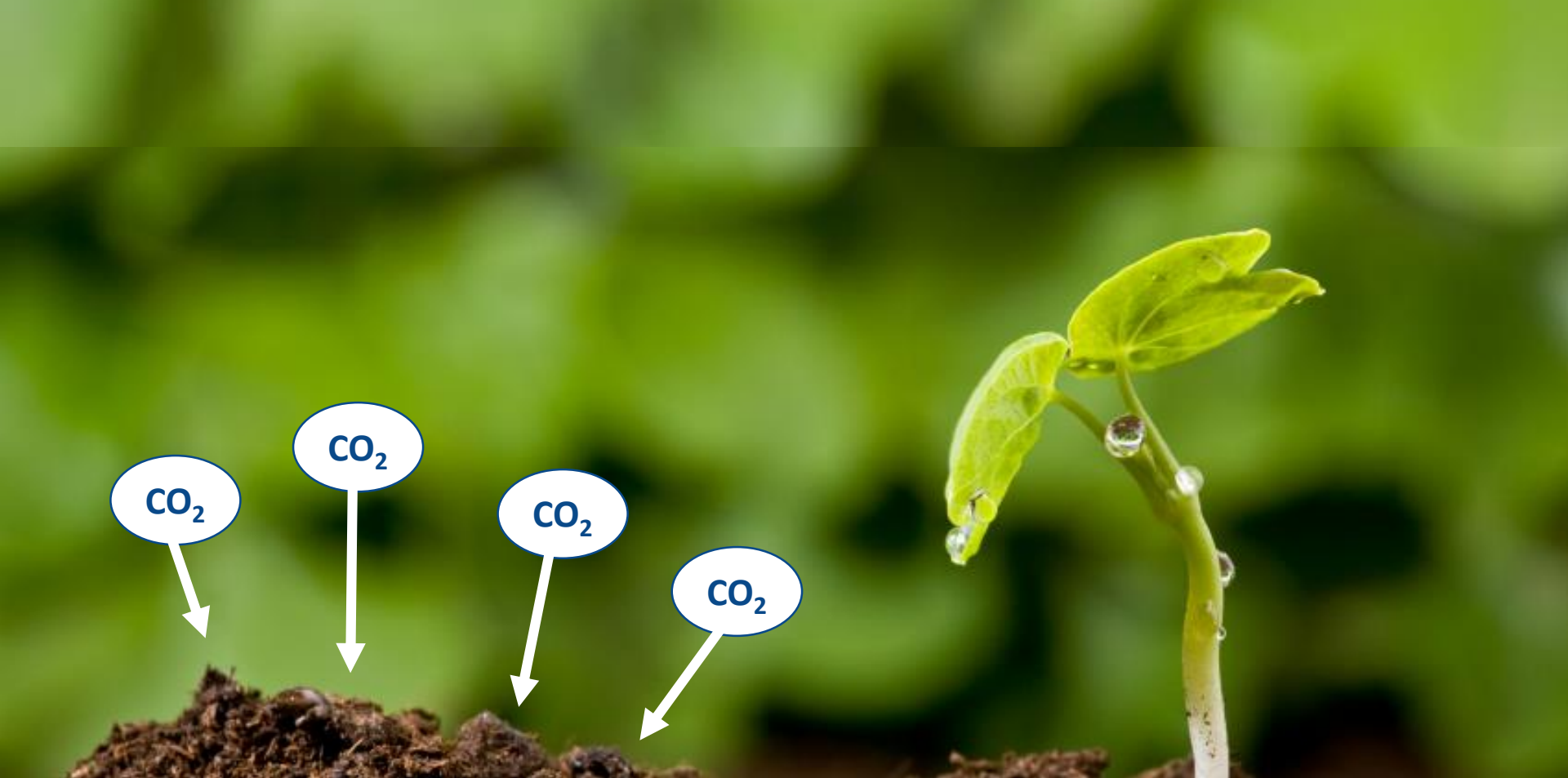
75% organics
out of landfills
by 2025



Composting
for all
businesses



20% recovery
of edible food



3

COMPOST CAN HELP REVERSE CLIMATE CHANGE

Applying ½" compost to 5% of California's rangelands is equivalent to taking 6 million cars off the road each year

Marin County Carbon Project

Farming strategies

- ✓ Apply compost
- ✓ Graze vs. no graze
- ✓ Keyline for water retention

Boulder County pilot to measure
GHG savings specific to CO



*Regenerative farming draws down
carbon from the atmosphere*



Let's trade this



for more of this!

Zero Waste by 2030 will reduce GHG emissions
the equivalent of removing 80 coal-fired power plants



ecocycle.org

BEST KEPT SECRET IN CLIMATE

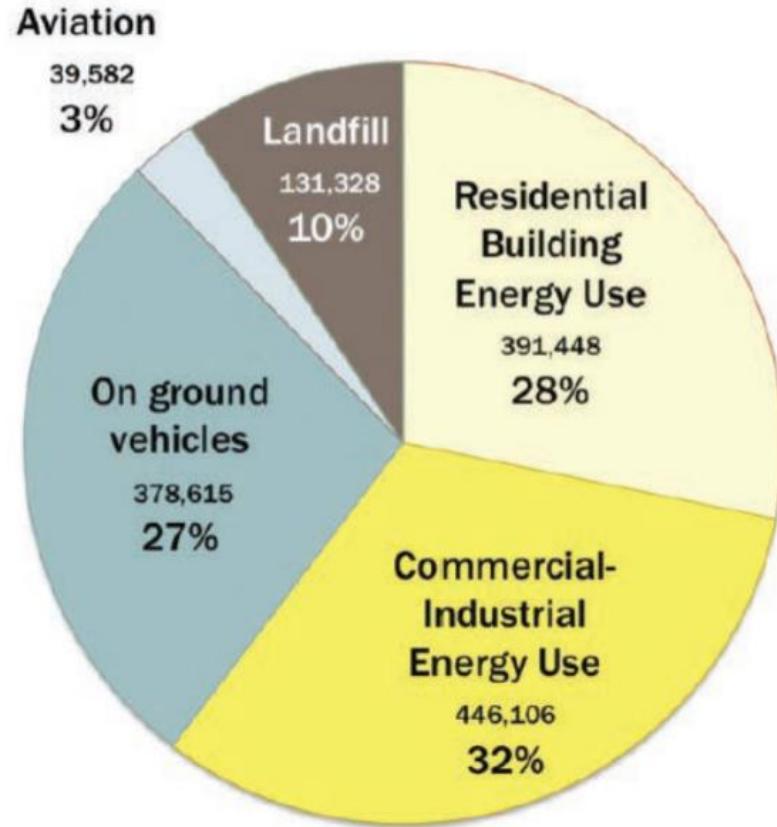
“Recycling is already making a major contribution to keeping down emissions. Indeed, its scale is so little appreciated that it might be described as one of the ‘best kept secrets’ in energy and climate change...”

-Renowned Economist Lord Nicholas Stern,
Blueprint for a Safer Planet

So why do we only focus on smokestacks and tailpipes?



We don't see
“waste” as a
priority climate
solution in local
GHG inventories



GHG inventory, Eagle County, CO

Climate accounting
is based on
geographic
boundaries

What's left out:

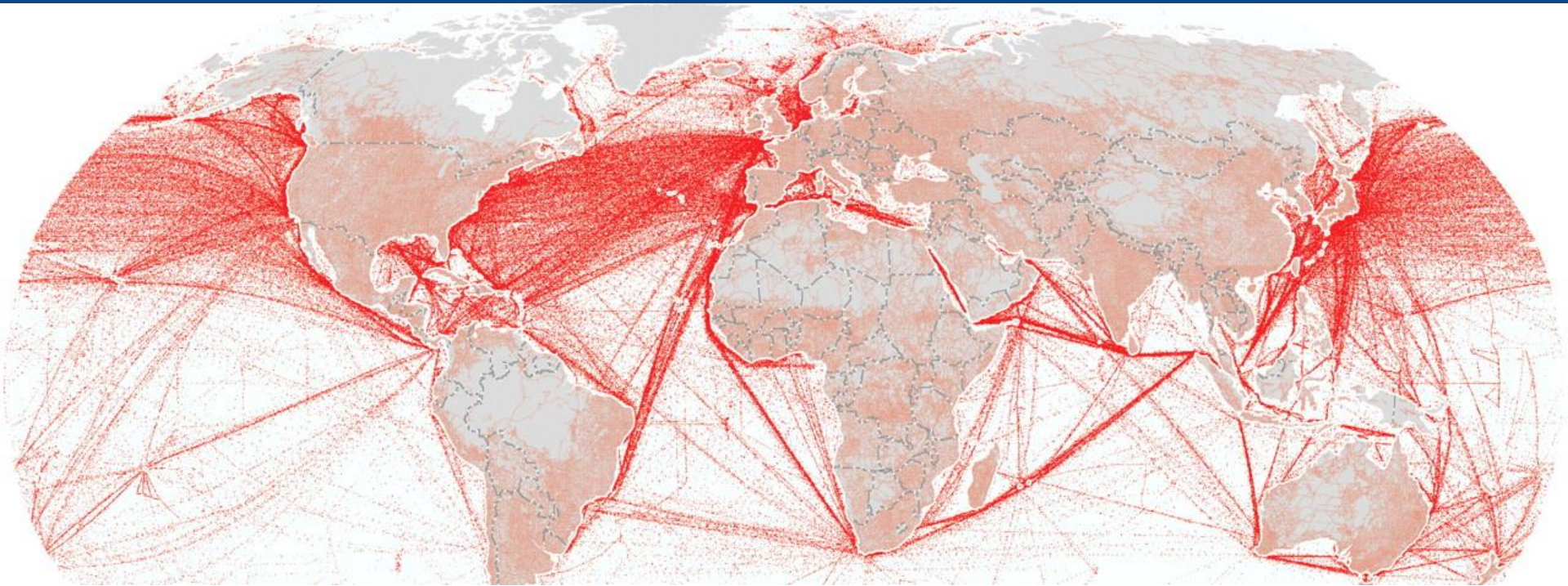
- Ø Goods made elsewhere
- Ø Agriculture, food
- Ø Air travel

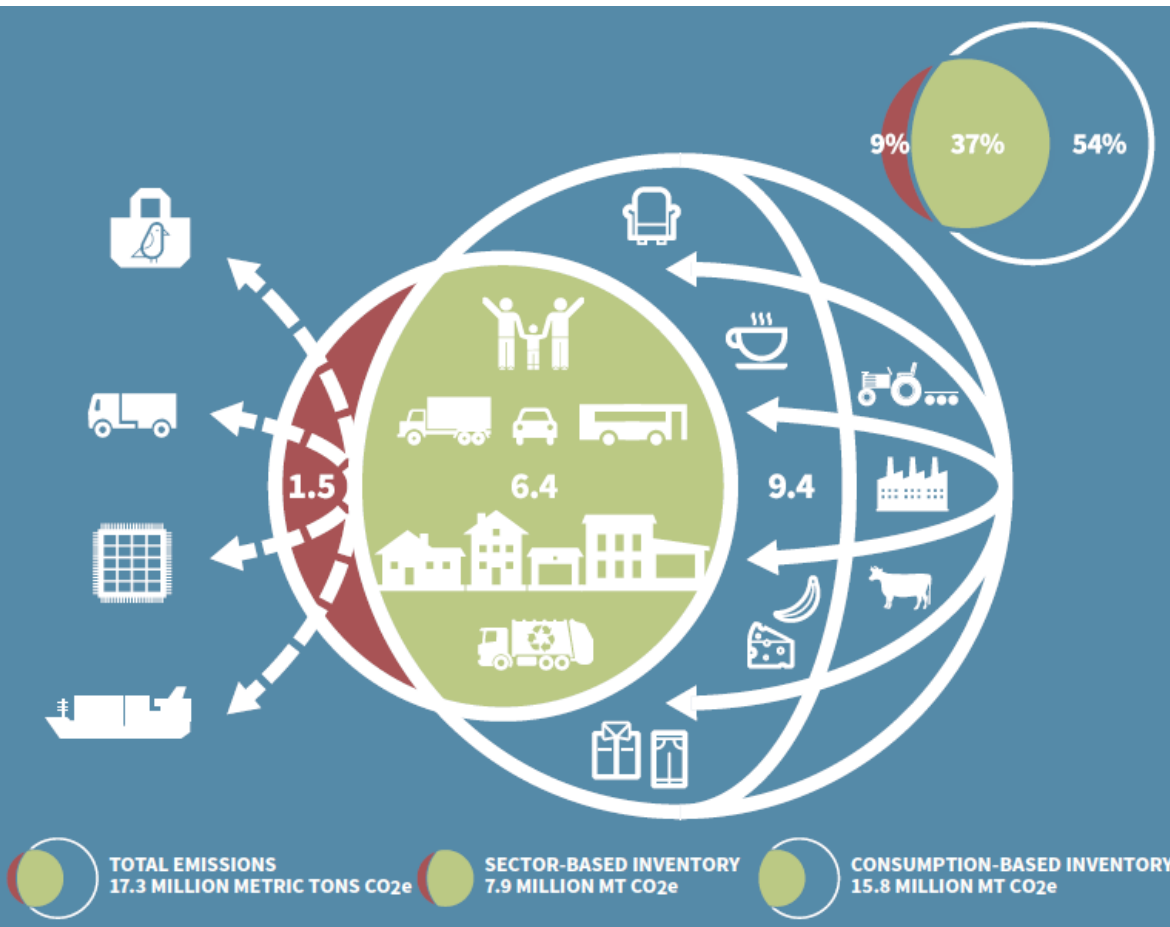


Look around the room...



..carbon emissions are global

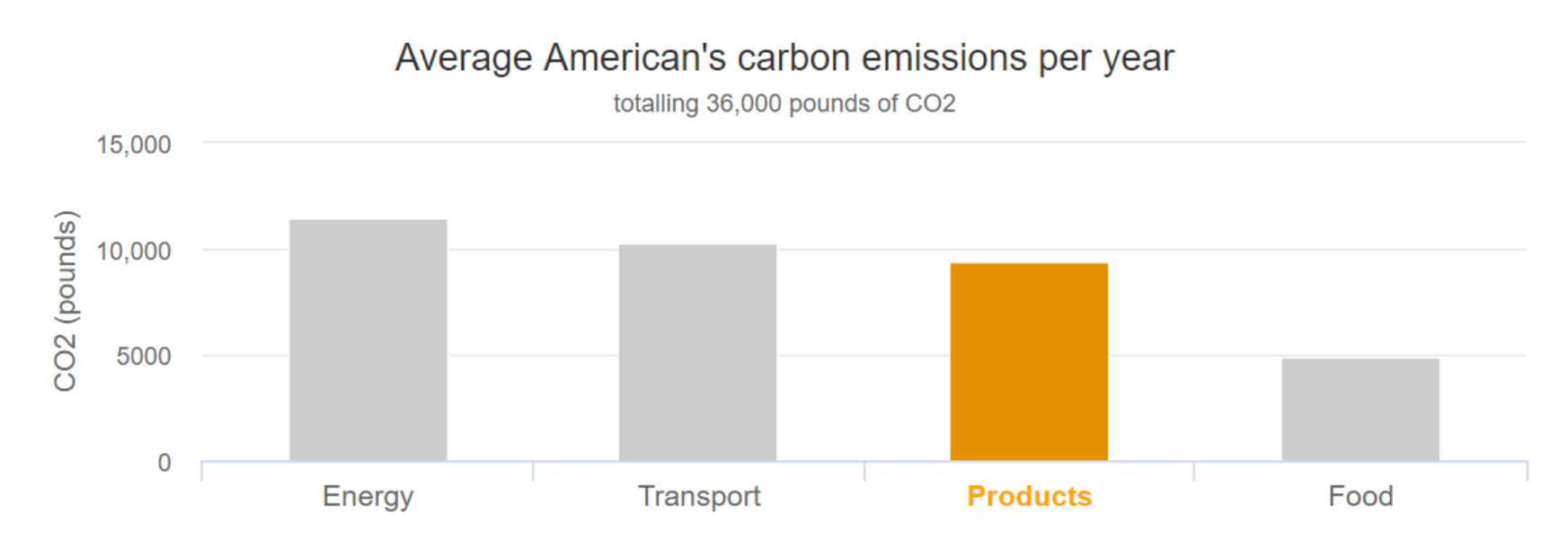




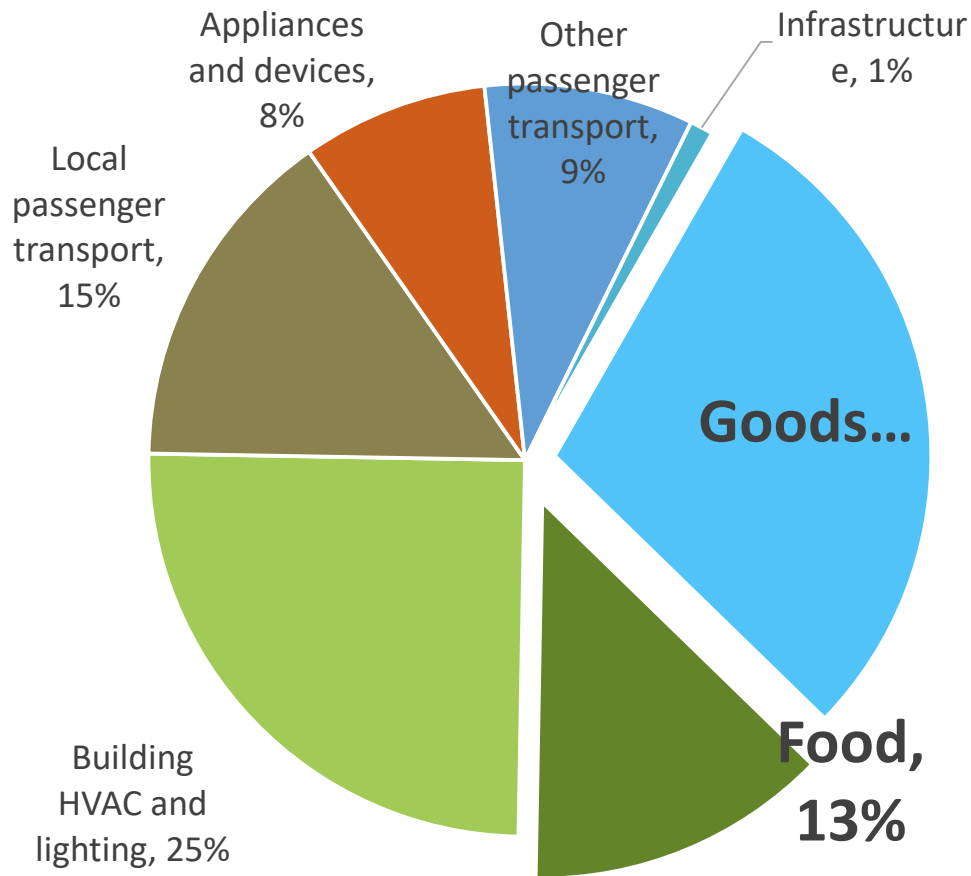
We need to
measure
local and global
emissions

www.portlandoregon.gov/bps/49989

Individual footprint: 40% consumption



<https://seec.colorado.edu/act/products.html>



42% of GHG emissions comes from how we produce, consume and dispose of our stuff and our food

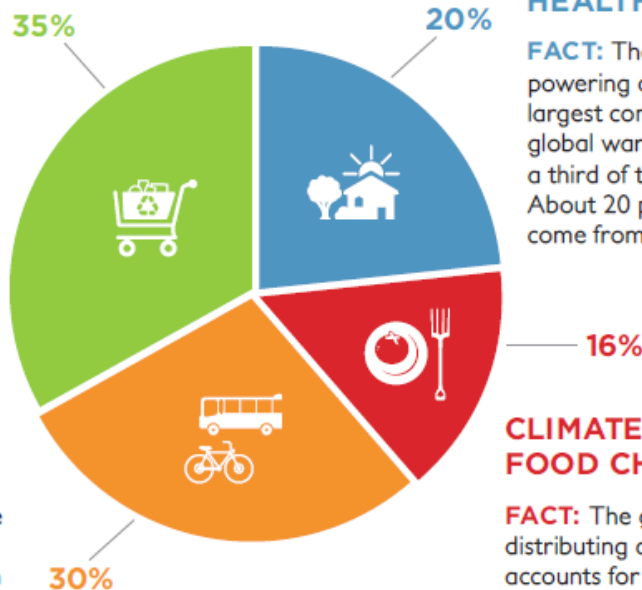
www.epa.gov/climatechange/climate-change-and-waste

CLIMATE AND YOUR STUFF

FACT: About 35 percent of household carbon emissions come from the manufacturing, shipping and packaging of the stuff we buy; food adds another 16 percent.

CLIMATE AND GETTING AROUND

FACT: The transportation of people accounts for almost 30 percent of local carbon emissions in Multnomah County.



CLIMATE AND A HEALTHY HOME

FACT: The heating, cooling and powering of buildings is the single largest contributor to human-caused global warming, accounting for about a third of total carbon emissions. About 20 percent of all emissions come from our homes.

CLIMATE AND FOOD CHOICES

FACT: The global system for producing, distributing and landfilling of food accounts for at least 16 percent of household carbon emissions that cause global warming.

Portland, OR

New story with new solutions

WHY

recycling
is a priority
climate solution

**ACCESSIBLE
TO EVERY ONE,
EVERY DAY**

**COST
EFFECTIVE**

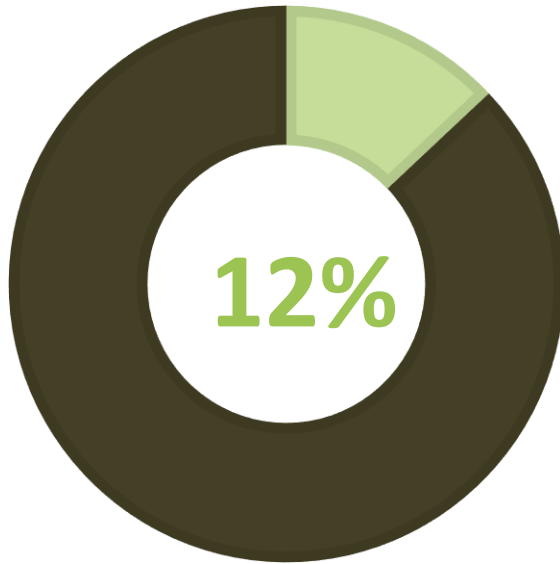
**SHORT TERM
IMPACTS**

**PROVEN
SOLUTIONS,
READY TO
IMPLEMENT**

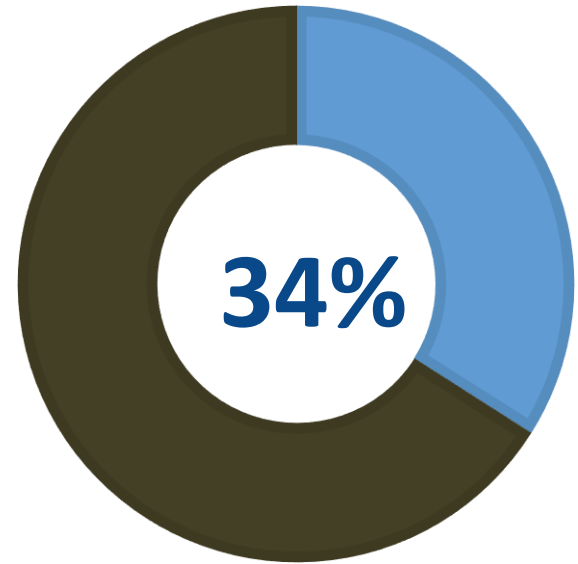
THE STATE OF RECYCLING IN COLORADO



Colorado is one of the worst states at recycling



Colorado



National average



STATEWIDE OBSTACLES

ECONOMICS

- cheap landfills; U.S. average \$50/ton

NO STATE SUPPORT

- limited funding, technical assistance

LIMITED INFLUENCE

- trash, recycling provided mostly by private companies

DISTANCE TO MARKETS

- high transportation costs for rural areas, limited manufacturing in state

The China factor

- 40% drop in material prices
- 15% increase in processing costs
- Several states temporarily landfilling recyclable materials
- Hardest hit: mixed paper, #3-7 plastics
- Recycling is no longer “free”
- Noticeable in CO, much worse elsewhere





PLASTICS

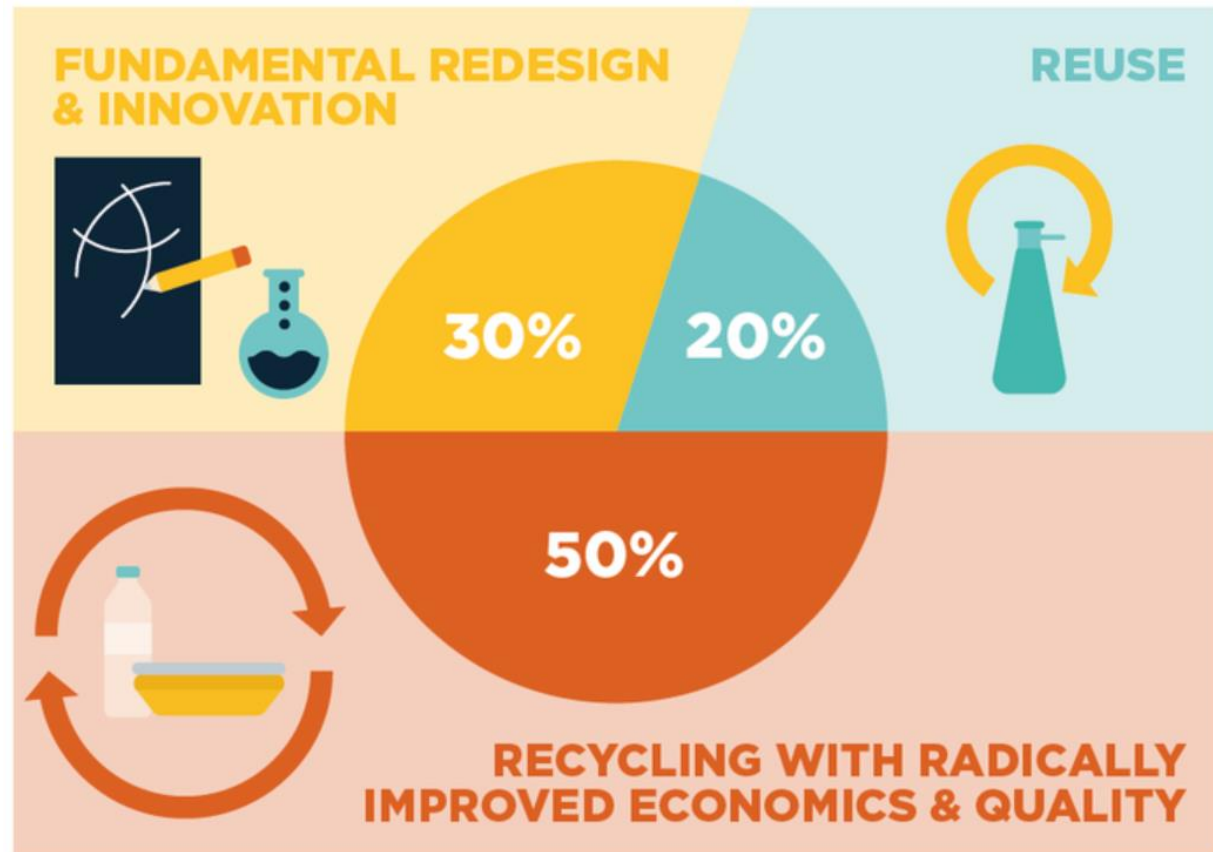


**ONLY 9% HAVE
BEEN RECYCLED**

**MORE PLASTIC IN
OCEAN THAN FISH
BY 2050**

**QUADRUPLE
PRODUCTION BY
2050**

Recycling is NOT
the answer



Ellen MacArthur Foundation

KATE BAILEY, ECO-CYCLE SOLUTIONS



MOVING FORWARD IN EAGLE COUNTY



of your “trash” could be recovered



Push for statewide funding, support

2016 statewide plan and recycling goals

Raise the state landfill fee:

- \$1.17 per ton of trash currently
- Other states charge \$2 - \$13 per ton
- Allocate funding to recycling programs



Market development

- Priority for OEDIT
- Funding
- Regional and statewide studies

Recycling Business Assistance Center: North Carolina



Finance

RECYCLING

A variety of funding opportunities are available to recycling businesses in North Carolina, including grants, tax credits and loans.



Recycling Markets

RECYCLING

RBAC provides tools and conducts research on recycling markets, which can be used for analyzing business opportunities in the recycling industry.



Business Assistance

RECYCLING

RBAC works one-on-one with recycling companies to assess needs and provide direct and indirect assistance through our partnering agencies.

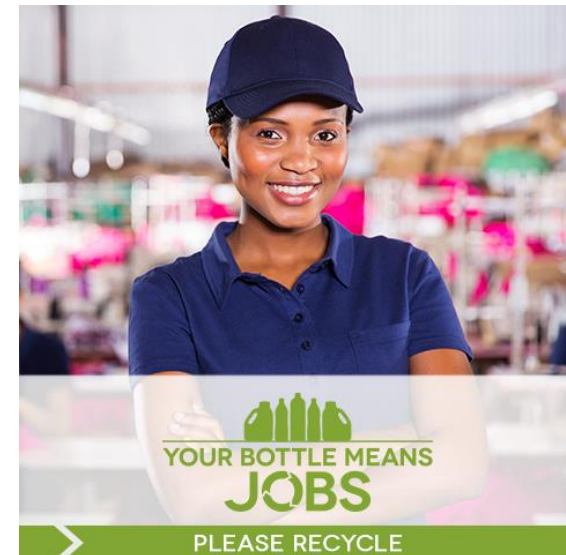
North + South Carolina

National hub for plastics recycling

- 3500 jobs
- \$13 billion economic impact in SC
- \$310 capital investment

Ban plastic bottles from the landfill to create more jobs

If every household recycled two more bottles,
could create 300 new jobs.



Momentum Recycling

Opened Broomfield facility in 2016


- 15 employees, \$12 million invested

Goal: 3X increase in glass recycling in CO

BUT they can't get enough glass

- *only 60% capacity*





\$265 million buried in
CO landfills every year

Focus on commercial

Up to 60% of waste stream

Cardboard ban

Service requirements

Huge GHG potential



Organics out of landfills



Paper
recycling

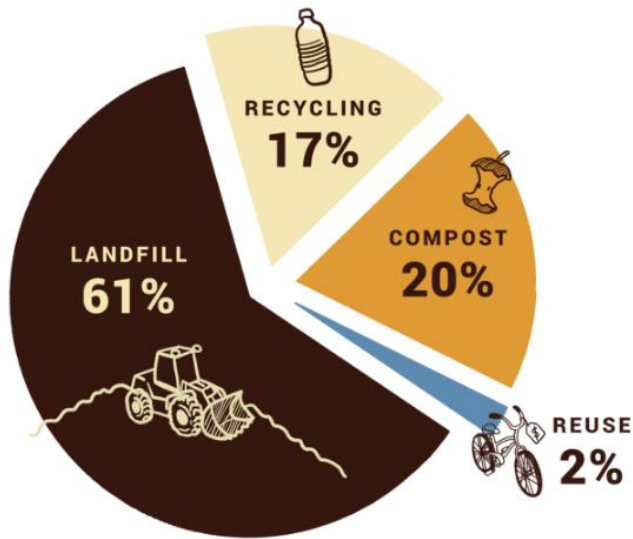


Food waste
reduction



Composting

Talk about recycling and climate



Saves the GHG
equivalent of taking
19,000 cars off the road
every year

City of Boulder, CO

Building code updates



**EQUAL SPACE FOR
RECYCLING BINS IN NEW
BUILDINGS**

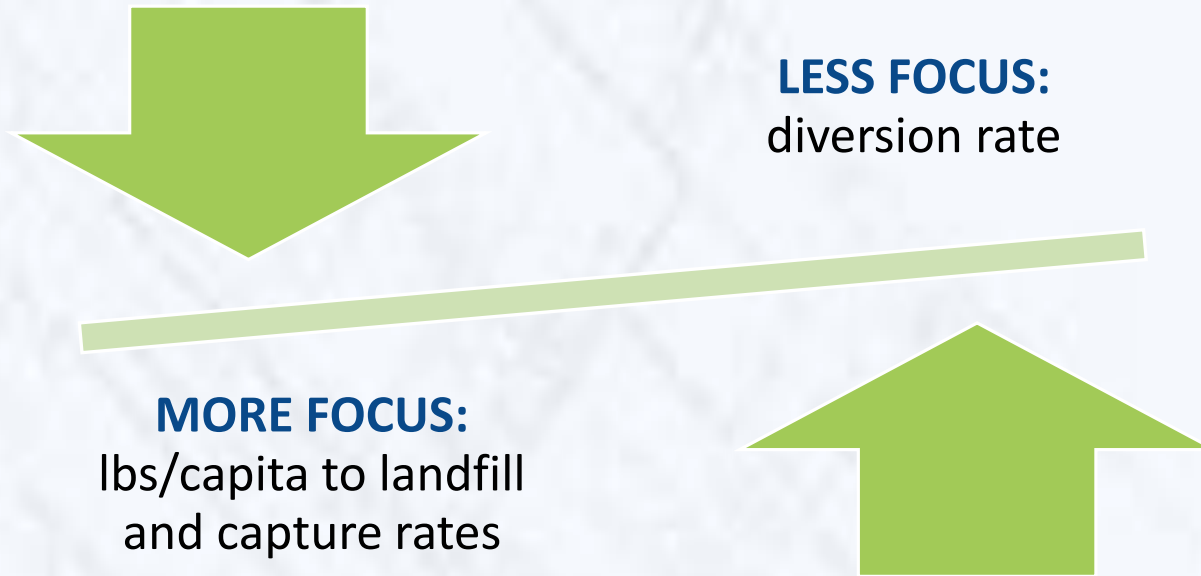


**APPLY COMPOST FOR
ALL LANDSCAPING
PROJECTS**



**REQUIRE RECYCLING
FOR C&D MATERIALS**

Changing data metrics



#1 thing we can do for the environment

Although it sounds simple, when you see those recycling bins...
think of it as a home-grown jobs program, and
an environmental program and an energy program
and a water program **all in one.**"

Lisa Jackson, EPA Administrator, 2012



Let's get moving on the road to Zero Waste

- Climate strategies
- Community Zero Waste Roadmap
- Best practices and model policies

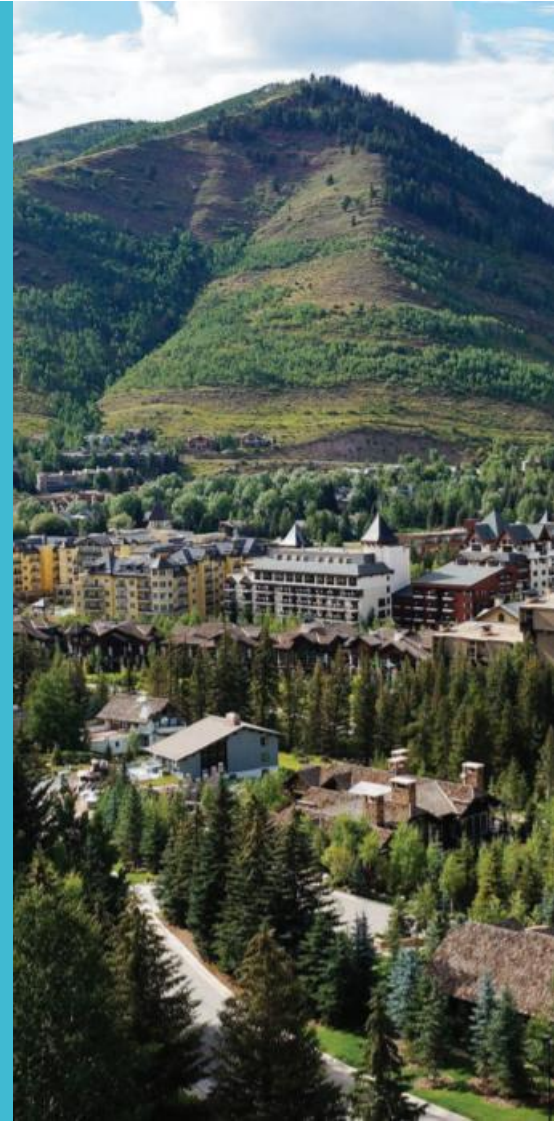
ecocycle.org
ecocyclesolutionshub.org

Kate Bailey, Eco-Cycle
Policy & Research Director

kate@ecocycle.org



Time for a BREAK!



Session #4:
Holy Cross
Energy
Presentation

Guest Speakers

Jenna Weatherred & Steve Beuning

Holy Cross Energy



Session #5: Social Marketing Campaigns

- **Social Marketing** campaigns borrow commercial marketing techniques for the purpose of social engagement-influencing a target audience to change their behaviors to benefit society.

Session #5: Social Marketing Campaigns



Session #5: Social Marketing Campaigns



BUCKLE UP.
STAY ALIVE.
Québec

Session #5: Social Marketing Campaigns



Session #5: Social Marketing Campaigns

- Choose 1-2 behaviors to focus on
- Year long campaign for behavior change

What behavior(s) are we trying to change that will have the biggest effect on carbon emissions?

That's a wrap!

Next meeting: Dec 10th, 2018



#BeBetterTogether