



Greenprint News

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Welcome Michele Weingarden



Weingarden has a master's degree in Public Policy from the University of Michigan and a bachelor's degree in Journalism from the University of Wisconsin.

On September 11, 2007, Michele Weingarden assumed her role as the new Director of Greenprint Denver. Weingarden brings a wealth of experience to the position, having most recently served in U.S. Senator Barbara Boxer's San Francisco office as her advisor on environmental issues statewide and as her liaison to local governments, businesses and the public in nine Northern California counties. Prior to working as advisor to Senator Boxer, Weingarden served as a coalition builder and community organizer for political campaigns and environmental nonprofit organizations. As Senior Account Executive for Stearns Consulting and Campaign Manager for Save the Bay, Weingarden developed and implemented strategic plans and led campaigns to advance environmental policies in the City and County of San Francisco. Earlier, she served as Coalition Organizer for the Sierra Club. She also served on the board of the San Francisco League of Conservation Voters.

Greenprint Denver provides policy support and outreach on sustainability issues and positions. As the primary spokesperson and point of contact for Greenprint Denver, Weingarden is charged with managing communications support and overseeing program marketing, fundraising and partnership development with state and federal agencies, area cultural institutions, universities, businesses and nonprofit organizations. Weingarden will manage Mayor Hickenlooper's Greenprint Council, a high-level group of City government managers, civic and business leaders who serve as program advisors.

Weingarden will also administer grants and other funding resources as needed, direct outreach and implementation planning to meet the City's carbon dioxide emissions reductions goals, and coordinate other key sustainability initiatives, and will be in charge of organizing the annual *Green Cities Forum* of national experts held in Denver.

2008 Democratic National Convention - August 25-28, 2008

With the 2008 DNC less than a year away, planning efforts are gaining momentum and focus. As planning moves forward, the 2008 Denver Host Committee is taking a comprehensive look at the planning process with the goal of hosting the greenest convention to date. This is a collaborative effort and since early summer all host committees have been looking for innovative ways to apply greening principles.

The Greening Committee, made up of 30+ local environmental leaders, as well as the other fifteen committees made up of other subject matter experts, brainstormed many ideas that have been streamlined into the following ten focus areas for green convention planning:

- Utilizing renewable energy
- Reducing waste while maximizing recycling
- Providing green transportation options
- Utilizing green building design and practices
- Increasing the practice of green industry standards in the hospitality industry
- Promoting green and healthy choices to visitors
- Conserving water
- Measuring and offsetting carbon emissions
- Highlighting local environmental business leaders and greening the supply chain
- Maximizing outreach, education, and behavioral change

Opportunities abound within this work plan for supporting and accelerating the pre-existing goals of Greenprint Denver. The convention greening effort is co-located in the Mayor's Office with the Greenprint program in order to make sure that these synergies are optimized. (Continued on next page)

2008 DNC cont.

As the convention period nears, greening will remain not only a value, but a priority. The goal is not only to minimize the impact of the 2008 DNC, but also to create lasting contributions in the form of guidance for future events, lasting legacies for the Denver community, and an increased awareness for delegates, community members, and other visitors.

In recognition that the integrity and credibility of joint greening efforts start today with each choice made as an organization and as individuals, the Host Committee has committed to "greening as we go" and has outlined this commitment in the following statement: *At every feasible opportunity, we will conserve energy, avoid waste and prevent pollution. When necessary, we will mitigate the negative environmental consequences of our actions. We will promote this value in the way we conduct business and in the message we send to our partners and the public.*

For more information, please contact Parry Burnap, Director of Greening: parry.burnap@denvergov.org or Christina Beisel, Program Assistant for Greening: christina.beisel@denvergov.org

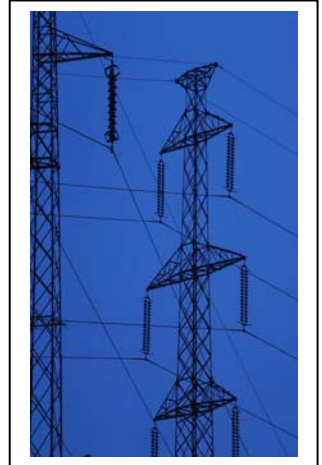
Greenprint Denver. . . At Large

- » **Now thru October 31:** There is still time to use the 10 percent discount coupon for purchase of deciduous trees offered through a partnership of Denver Parks and Recreation and 16 metro area nurseries as part of the Cooling Campaign, a component of *Tree by Tree: The Mile High Million initiative*. Ten percent off coupons and a list of participating garden centers can be downloaded from www.greenprintdenver.org.
- » **August 28:** Mayor John Hickenlooper, representatives of Denver Housing Authority (DHA), and Honeywell launched a \$16 million energy efficiency program for approximately 3,700 DHA public housing units, impacting nearly 7,700 very low, low and moderate-income residents. The improvements are expected to cut an estimated 25 percent off DHA's annual energy costs, saving it about \$1.8 million a year.
- » **September 10:** Xcel Energy launched its campaign to make Compact Fluorescent Light Bulbs available for purchase for \$1 or less at Home Depot stores in Denver, Boulder, and Grand Junction. A similar offer is also available to Costco Wholesale members in the Denver area, with a Costco purchase. Supplies are limited.
- » **September 19:** The Greenprint Advisory Council met to finalize and transmit its Climate Action Plan to the Mayor. The Climate Action Plan contains a number of recommendations for actions that residents, businesses, and the City government should take to reduce greenhouse gas emissions.
- » **October 7:** Xcel Energy's sponsorship of Denver as a stop on the EPA's ENERGY STAR Change a Light, Change the World Bus Tour to help increase interest in energy-efficient lighting at the Denver Broncos and Colorado Avalanche games. Customers can visit the bus to get information on Compact Fluorescent Lights and take the Energy Star pledge to help conserve energy.
- » **October 11:** Mayor Hickenlooper Press Conference, 11:00 a.m., to discuss the new LEED-Gold status of the Wellington Webb Municipal Building at 201 W. Colfax.
- » **Oct. 8 thru Dec. 3:** Denver's 2007 Leafdrop Program - Denver residents that can't reuse all their leaves at home can bring them to convenient drop-off locations in Denver. The following link lists locations and schedules: www.denvergov.org/recoth/Treecycle/tabid/425380/Default.aspx.
- » **November 2007: Business and Public Engagement** - The Downtown Denver Partnership's Executive Leadership Forum will present a plan to Greenprint Denver to recognize and reward businesses that take key steps to reduce their greenhouse gas emissions.

Plug-in Hybrids and the Grid

- ❖ According to a 2006 study from the Department of Energy and a second study conducted by The Electric Power Research Institute and the Natural Resources Defense Council, there is an abundant supply of electricity for transportation. The Department of Energy reports that a 60% U.S. market share for plug-in hybrids would use seven to eight percent of grid-supplied electricity in 2050.
- ❖ With advancements in technology, by 2050, the grid will be cleaner, and along with cleaner power plants and more renewable power, plug-in hybrids can improve air quality nationwide by running on less petroleum and using that cleaner power from the grid. With that market share, by the year 2050, plug-in hybrids will reduce petroleum consumption by three to four million barrels a day.
- ❖ Plug-in hybrids would cut greenhouse gases by more than 450 million metric tons annually in 2050. That equates to removing 82.5 million passenger cars from the road.

Source: Smart Energy Living®, Fall 2007



Upcoming Events

October 2, 2007

Smart Energy Living: Solar Hot Water and Radiant Heating
Solar Energy for Everyone
Al Gore – An Inconvenient Truth

Location/Link:

[National Renewable Energy Laboratory](#)
[Denver Museum of Nature & Science](#)
[Colorado Convention Center](#)

October 3-6

Rally 2007: The National Land Conservation Conference

[Adams Mark Hotel](#)

October 4

Smart Energy Living: Solar Photovoltaics and Xcel Energy's
Solar Rewards Program

[National Renewable Energy Laboratory](#)

October 5

Art in the Land

[Adams Mark Hotel](#)

October 6

Tour of Solar Homes -Denver, Boulder, Ft. Collins, Colo. Springs
October 6 & 7 - Going Green at the Wildlife Experience

www.ases.org/tour/2007

www.thewildlifeexperience.org

October 9

Smart Energy Living: The Solar Energy Efficient Home

[National Renewable Energy Laboratory](#)

October 25

Wind Energy: New Challenges, New Opportunities

Jefferson Unitarian Church

www.cres-energy.org/events

November 1

Living Greener: Reducing Your Environmental Impact

[Denver Museum of Nature & Science](#)

November 1-3

Colorado Environmental Film Festival

[American Mountaineering Center](#)

November 6-8

NREL 20th Annual Industry Growth Forum

[Adams Mark Hotel](#)



Greenprint News is brought to you by Greenprint Denver

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