

Manage What You Measure

Rocky Mountain
Land Use Institute

March 8, 2013

www.ecoactionpartners.org

EcoAction Partners

Formed in 2007 through a grass roots citizen effort

Funding partners in 2012

Town of Telluride, San Miguel County, Town of Mountain Village
Colorado Governor's Energy Office, The Faraway Foundation, Ouray,
Ridgway, Ouray County

Past and Present Grants received from:
Telluride Foundation, Body Shop Foundation, CDPHE, et al.

Our Mission

- ◆ To inspire, initiate, and support collaborative community actions that enhance resilient economic, environmental, and social systems.

Brief History

- ◆ 2005 - A grass roots group formed and suggested the three governments fund a 'one stop shop for sustainability information'.
- ◆ 2005-2006 - Governments agreed and hired ICLEI to first create a Sustainability Inventory for the *region*.
- ◆ 2007 – Non-profit formed, first employees hired.
- ◆ 2013 – One full time ED, one full time OSM/VISTA, three part time coordinators

Focus Areas

- ◆ Energy Efficiency and Green Building
- ◆ Waste as Resource - Recycling/Zero Waste
 - ◆ Supporting Local Food Systems

Emphasizing education & systems approach in all areas

Regional goals

- ◆ Energy - Govts all adopted 20% reduction in GHG emissions by 2020
- ◆ Waste - Mtn Village adopted Zero Waste goal
 - ◆ ...**Zero Waste Action Plan, dated August 8,2008 and endorses a Zero Waste or Darn Close goal by 2025, with interim goals of 50% diversion of solid waste from landfills and incinerators by 2011 ,75% diversion by 2018, and 90% or greater diversion by 2025.**

Measures Needed

- ◆ Energy – GHG inventory, energy use data
- ◆ Waste – baseline numbers of volume or weight of trash and recycling by region
- ◆ Food – basic consumption and production numbers

Measurement Challenges

◆ Energy

- ◆ GHG inventories for both government and 'region'
- ◆ Worked with rural utility cooperative to obtain the data they were willing to share
- ◆ Govts shared data and/or began to track

Measurement Challenges

◆ Waste

- ◆ Volume estimates problematic, subjective
- ◆ Rural pickups meant aggregated numbers
- ◆ No local scale until 2011 for weights

- ◆ Worked with festivals first
- ◆ Govts revised town contracts to require data and reporting

Measurement Challenges

◆ Food

- ◆ Completed a watershed-wide community food assessment in 2009
- ◆ Ties to GHG emissions – 10% local food means 14% reduction in GHG
- ◆ Ongoing efforts to reduce food miles – economic and environmental benefits.

Managing

◆ Energy –

- ◆ Energy Action Coordinators in each govt. All trying facilitydude software
- ◆ Annually updating GHG inventory
- ◆ EcoAction Initiative using carbon footprint tracking software – includes utility bills, travel and habits

Managing

◆ Waste

- ◆ Lodging program getting underway
- ◆ Residential education push
- ◆ Educating about local resource recovery park
- ◆ Monitoring for improvements in both measurements and actual results

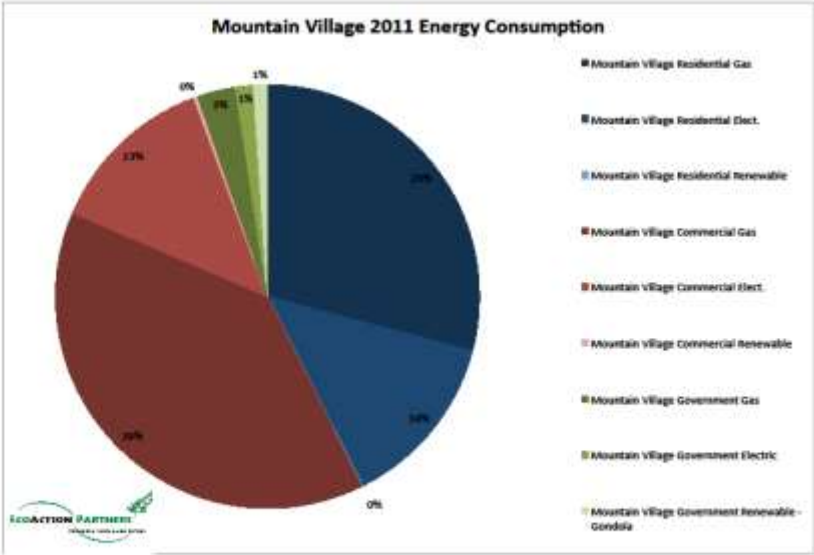
Managing

◆ Food

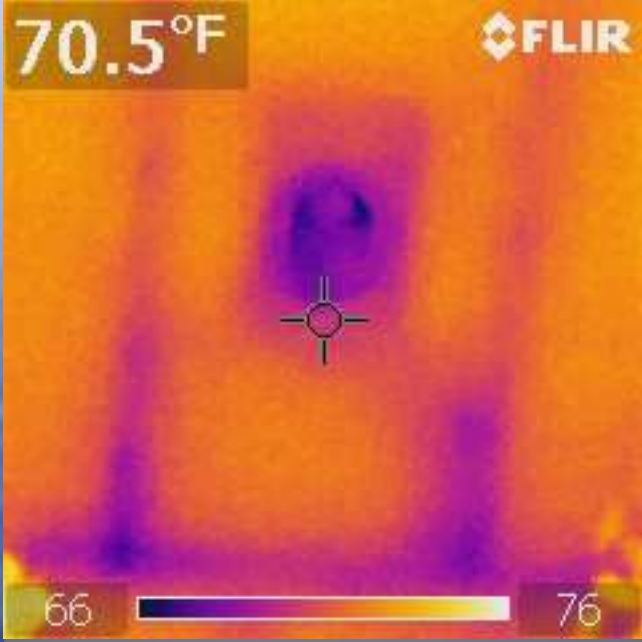
- ◆ Farm to Fork programs
- ◆ Local schools – greenhouses
- ◆ Regional collaboration – ex: mobile meat facility

Energy Management tools

GHG inventory chart



Produced for Western San Juan Community Energy Board by EcoAction Partners



Infrared camera image shows cold spots

Festival reporting

Telluride Bluegrass Festival						
Year to Year Comparison						
2011 to 2010 by Volume						
	2011	2010	2009	2008	2007	
OVERALL						
Trash	481	490	510	714	591	
Recycle/comingle	243	143	129	209	176	
Compost	135	127	137	135	97	
Cardboard	231	60	53	110	105	
total diverted	609	330	319	454	378	
total volume	1090	820	829	1168	969	
% diverted	55.87	40.24	38.48	38.87	39.01	

It's not all about numbers!





4th of July Picnic Compost Volunteers

Pro Cycling Challenge and The Ride - CRT mgt.

August, 2012



Thank You!



Kris Holstrom
kris@ecoactionpartners.org
970-728-1340
www.ecoactionpartners.org