



Introducing

**#NedZero**

*and How to Use It*

# A Presentation for

**WESTERN PLACES**

BUILDING FAIR & RESILIENT COMMUNITIES

**WESTERN SPACES**

hosted by

**RMLUI**

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UNIVERSITY *of*  
**DENVER**

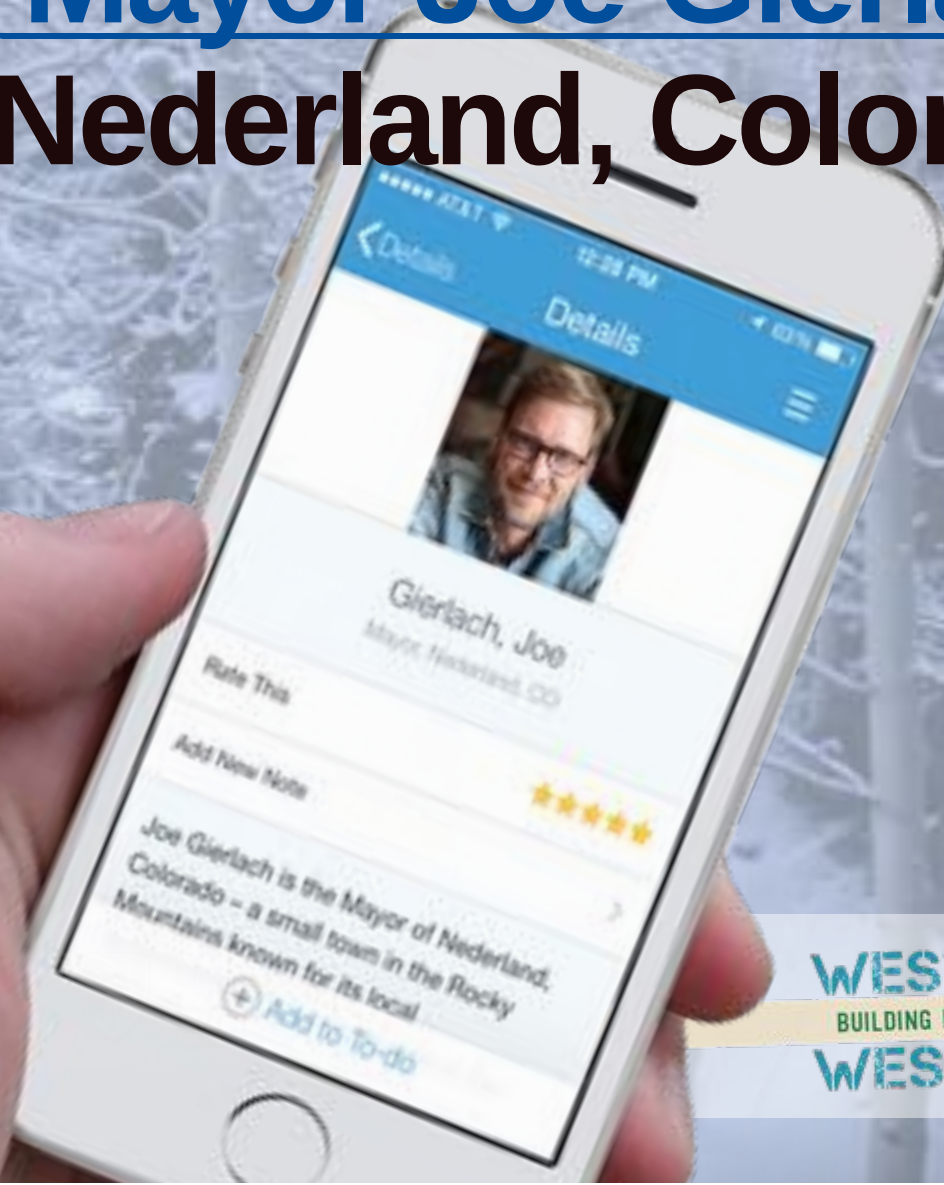
STURM COLLEGE OF LAW



# A Presentation by

## Mayor Joe Gierlach

### Nederland, Colorado



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# #NedZero

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# Vision

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**The idea of #NedZero  
began as the culmination  
of many major  
planning documents**





*Starting in 2010 ...*

**The Nederland  
Board of Trustees  
decided to gather input  
from our citizens  
to create a vision  
for the future of our town.**



*a Year and a Half Later ...*



**The Nederland  
Board of Trustees  
◦ adopted Envision 2020 ◦  
as our guiding document.**







Guess  
What?

**The Nederland  
Board of Trustees  
adopted Envision 2020  
as our guiding document.**



Guess  
What?

The Nederland  
Board of Trustees  
adopted Envision 2020  
as our guiding document.







**The Nederland  
Board of Trustees**  
**adopted Envision 2020.**  
**as our guiding document.**

*...if you want to.*







# Planning

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Over the next several years  
(in the same meeting room)  
the following major  
planning documents were  
debated, created and approved.





In a town known for  
applauding individualism,  
and honoring new ideas.

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... even celebrating  
our cryogenically frozen  
dead resident.



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... even celebrating  
our cryogenically frozen  
dead resident.  
March 13-15, 2015

FRIDAY THE 13TH  
in  
March 2015



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back to those...

**planning documents**

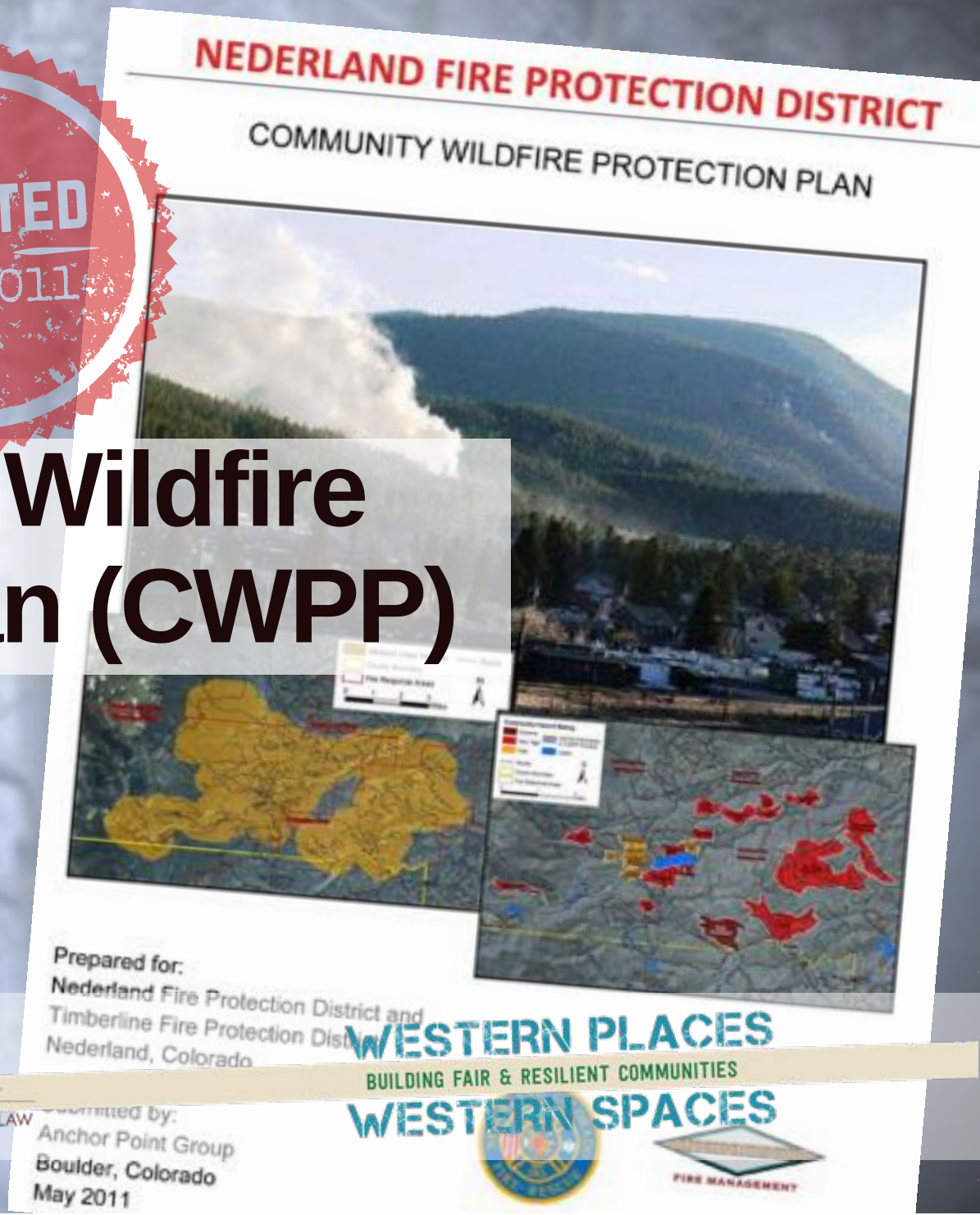
**Debated, Created, & Approved:**







# Community Wildfire Protection Plan (CWPP)



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Submitted by:  
Anchor Point Group  
Boulder, Colorado  
May 2011

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boulder county  
**zerowaste**  
action plan

*Nederland Signed On*

# The Boulder County Zero-Waste Action Plan



As directed by Boulder County's 2005 Zero Waste Resolution, this plan sets forth a vision for attaining Zero Waste "or darn near" throughout Boulder County, including unincorporated area as well as municipalities, by 2025.

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# Parks, Recreation, Open Space, and Trails Master Plan

NEDERLAND AREA  
PARKS, RECREATION, OPEN SPACE,  
AND TRAILS MASTER PLAN  
FEBRUARY 2013



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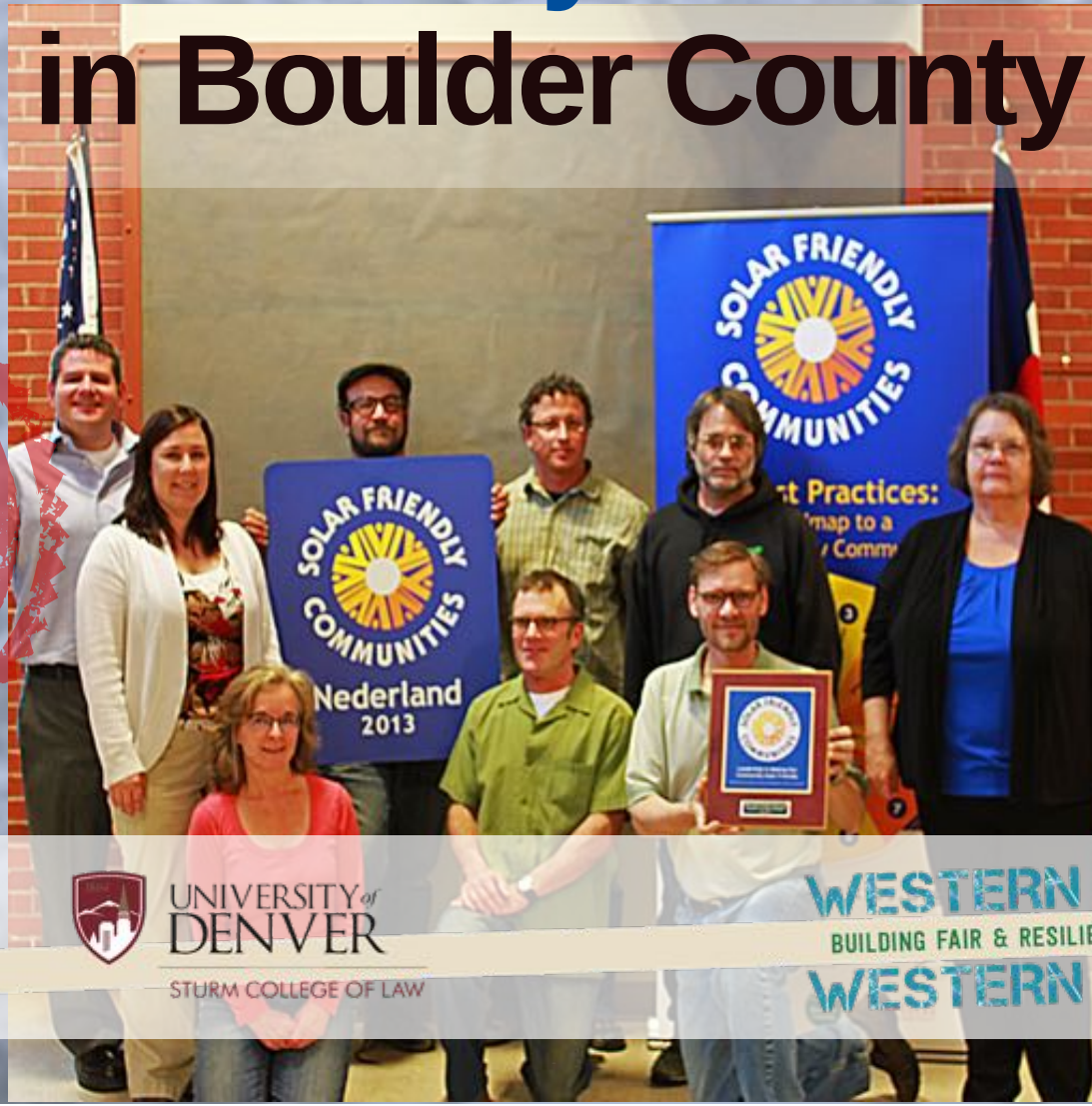


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# Nederland became the first Solar Friendly Community in Boulder County



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# Increased our resiliency from Earth, Wind and Fire



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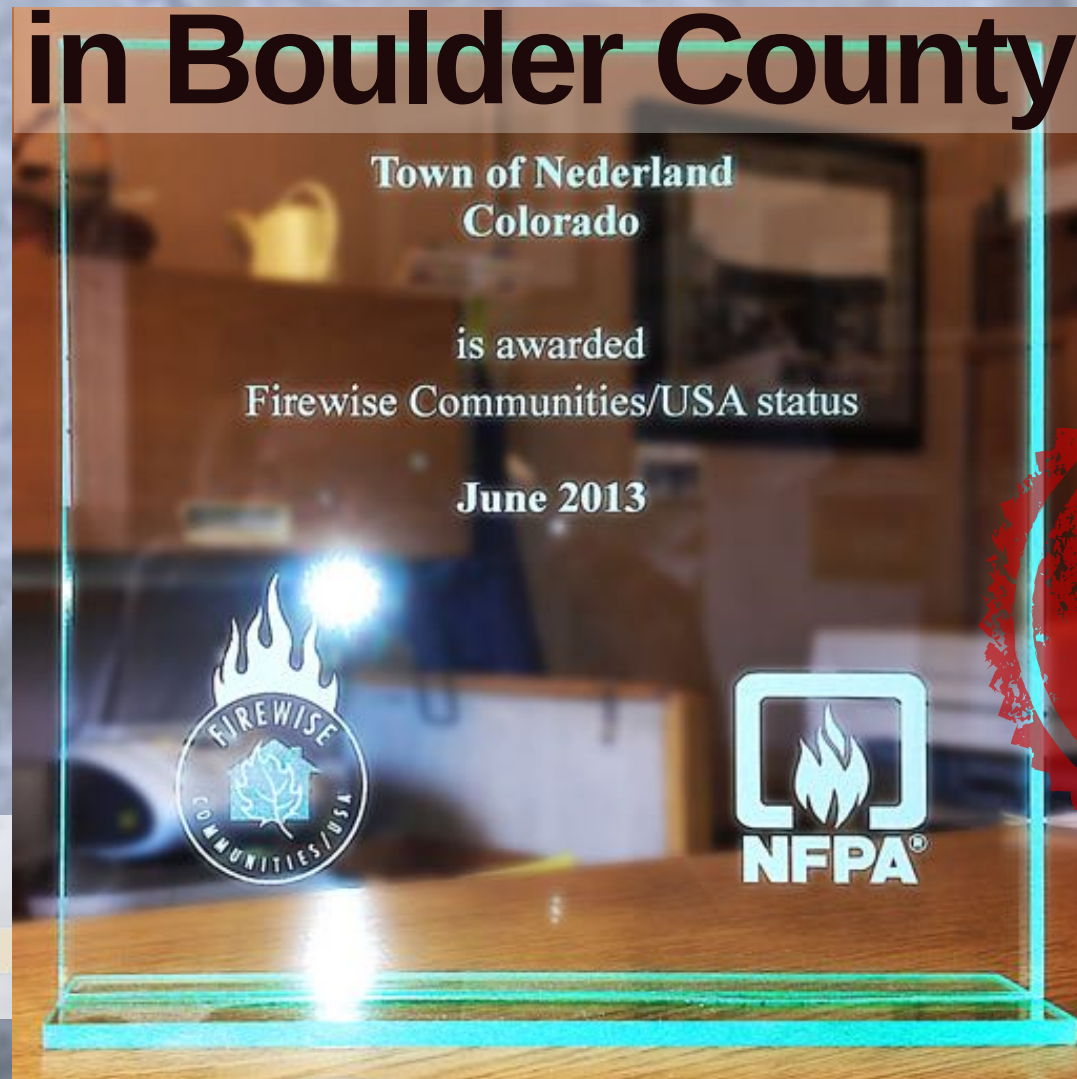
... even if they  
recorded in Nederland





# Nederland became the first **Firewise Community**

## in Boulder County





# The Award-Winning 2013 Comprehensive Plan

ADOPTED  
in  
Nov 2013



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# Nederland selected for the Leadership STAR Community Program (smallest town in U.S.)





Master Infrastructure Plan  
for the  
Town of Nederland

our first

# Master Infrastructure Plan



JVA, Inc.  
1319 Spruce Street  
Boulder, CO 80302  
phone: 303-444-1951  
fax: 303-444-1957  
JVA Project No. 2122c

APRIL 30, 2014

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## Sustainability Action Plan Nederland Colorado

ADOPTED  
in  
Sept 2014

# Nederland's first Sustainability Action Plan



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ADOPTED  
in  
Jan 2015

# Community Center Site Master Plan



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Nederland Noxious Weed List  
2014

Canada Thistle  
*Cirsium arvense* (Renee)



Description: 2-4 ft tall. Flowers pink, purple, 1/2-3/4" wide. Clusters of 1-5 small flowers per branch. Stem erect, hollow, lower covered with fine hairs. Leaves lance shaped, spine tipped lobes, hairless or fine hairs. Rosette at bottom is spiny tipped with wavy leaves. Roots extensive, fleshy, creeping, forming colonies.

Blooms: Rosette every spring. Flowers June-October.

Controls: Reproducts from seed or root. Needs chemical control. (CO List B).

Common Tansy  
*Tanacetum vulgare*



Description: 1 1/2-4 ft tall. Flowers yellow button-like flowers with narrow toothed alternate, deeply divided into narrow toothed segments. Stems often purplish-red, heavily branched towards top. Foliage is strong-smelling when crushed. Toxic for animals or humans to ingest.

Blooms: Flowers July-September

Controls: Reproduces from seed or root. Needs chemical control. (CO List B).

Diffuse Knapweed  
*Centauria diffusa*



Description: 1 1/2-2 ft tall. Flowers white or lavender, solitary or on clusters on each branch tip. Yellow-brown spiny bracts with pronounced tip and fringed edges. Young leaves covered with fine hairs. Leaves finely-divided, becoming reduced as the plant matures. Becomes a tumbleweed in winter. Rosette at base. Taproot.

Blooms: Seeds germinate in spring or late summer. Plants bolt in mid-spring. Flowers June-August



# The Noxious Weed Management Plan

# Nederland is selected for the EPA's program: **Building Blocks for Sustainable Communities**



Smart Growth  
BUILDING BLOCKS FOR  
SUSTAINABLE COMMUNITIES

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Town of Nederland  
Source Water Protection Plan – **Final Draft**

Boulder County, Colorado  
**December 2014**



# Nederland's first Source Water Protection Plan



Written by: Mark Weritz, P.E.  
Project Manager  
Town of Nederland

Coordinated by: Dylan Eiler  
Source Water Specialist  
Colorado Rural Water Association

For the Community Water Provider:  
Town of Nederland  
PWSID: CO0107538

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# Need for Action

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**All of those Master Plans  
are sitting on a shelf.**



# Where else would you put them?

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Furthermore,  
**while those plans  
were being written ...**



# The Mountain Pine Beetle Epidemic



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# The Fourmile Canyon Fire



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# The 2013 Boulder Flood





...along with drought and other  
climate change events ,

**...have all impacted  
Nederland**

**... highlighting the  
importance of adopting  
a Sustainability Action Plan.**





**#NedZero needed to be a  
dynamic, living, action plan  
that would grow organically.  
*...and adapt to our changing needs.***



For example:  
The 2013 Flood closed our major  
road to Nederland, illustrating the  
**need for a localized economy.**





**Resiliency has shifted  
from an idealistic vision,  
to an urgent need.**



# Need for Crowd-Sourcing

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what? ...

**Crowd-Sourcing is  
Distributed Problem Solving.  
...and here's why we need it.**



**We cannot afford to allow these  
master plans to sit on a shelf.**





**...or drop the ball on some items  
in favor of others.**



# Why can't we expect Town Hall to do it for us?





# We're already arm-wrestling over limited resources



*(and Resiliency is loosing)*





**We created #NedZero  
as a vehicle to leverage  
our greatest asset.**



So,

**#NedZero is a tool for our  
community of volunteers,  
companies and organizations.**



*So,*

**#NedZero is a tool for our  
community of volunteers,  
companies and organizations.**

*to facilitate and synthesize  
Distributed Problem Solving*



# Tracking Progress

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**All too often,  
we hear small town's say...**





**"We're too busy putting out fires  
with duct tape and bailing wire,  
to be 'wasting our time'  
tracking and measuring."**

# hogwash

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**As the smallest town  
selected for the Leadership  
STAR Communities Program  
Nederland will lead the way  
in developing a tracking system.**

**Using #NedZero,  
crowd-sourced tracking  
requires minimal  
paid staff time.**





**#NedZero also provides  
an accessible feedback loop.**



*We have a big goal ...*  
**To be the most sustainable  
small town in the U.S.**





It is a  
"We choose to go to the Moon".  
type of goal.



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# Your Turn

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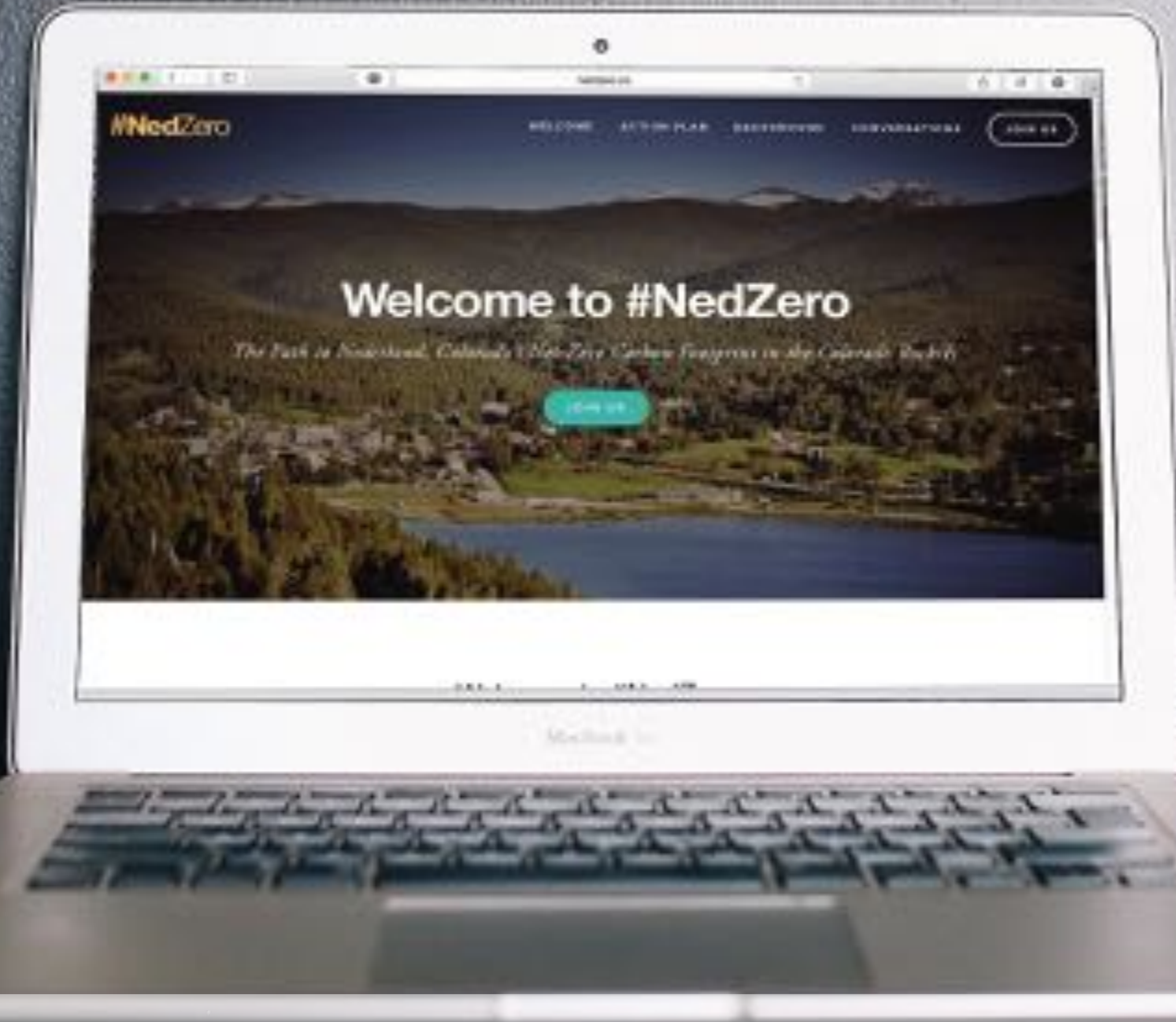


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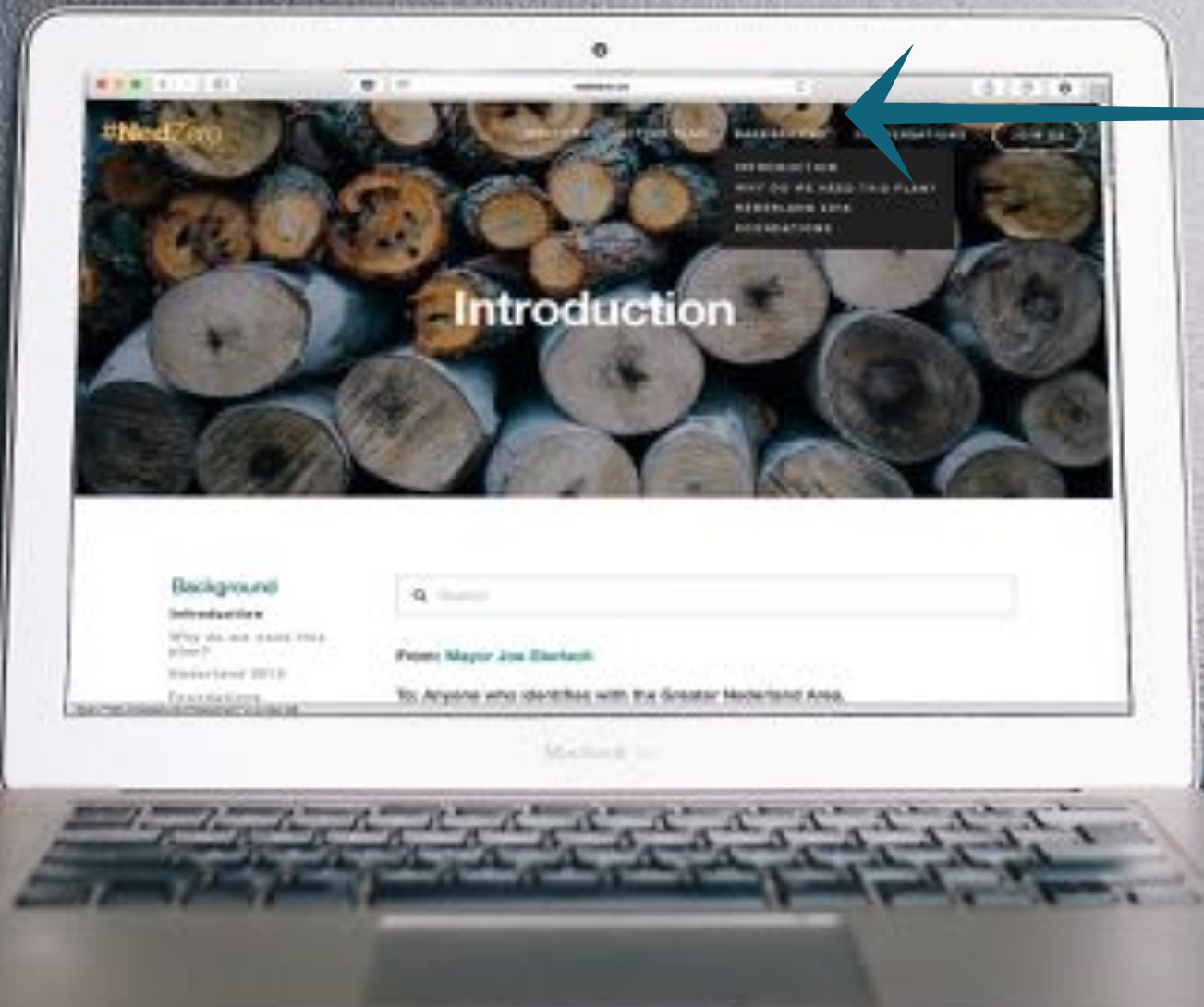
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Go to: <http://nedzero.co>



# the Background tab



Explains  
how we  
got here



# There are 8 Categories in the Action Plan



Check out Search

Scroll down  
for the  
Relationship  
to other  
Master Plans



# Aspirational Goals then Action Items (which are clickable)

## Relationship to Existing Plans/Initiatives:

The actions in this section relate to the 2020 goals of the planning and are designed to be implemented over time, and are supported by various initiatives from various sources.

## Aspirational Goals:

- Move Nederland to a no-carbon energy source
- Provide practical opportunities for carbon sequestration options
- Move Nederland to a low or no-carbon energy supply source
- Provide near-term information on community energy needs and actions for community members to take
- Advance carbon neutrality for all

## Action Items:

### B. Community Energy - #NoZero #CommunityEnergy

- BQ-81: Convene an Energy Resilience Advisory Board to plan for the next opportunity to review the town's lease with Electricity Providers and help shift the energy supply to lower to no-carbon-based

### C. GIS Database & Land Use Data - #NoZero #GIS

- BQ-81: Consider options for purchasing land within the downtown district for parking POCG in conjunction with the Town's parking plan.
- BQ-82: In conjunction with the Land Use element of the Comprehensive Plan,

So, for example ...

**If we select 6R-02  
"EV Charging Stations."**





# It Explains

- Organizations Involved
- Who is the Champion
- How it is Funded
- Links to Updates





*Further down are...*

- **Remaining tasks to be completed**
- **How to get involved**
- **Subscribing to get updates**





# Underneath it There are 26 Columns



For each letter of the Alphabet

...and a hashtag in the header of each column.



A top-down view of a person lying on a bed with a grey sheet and a red fuzzy blanket. They are wearing blue jeans. A white tablet is on the bed, displaying a photo of two people walking. A white cup of coffee is next to it. A hand is holding the cup. A white charging cable is plugged into the tablet.

# We're really busy mining hashtags

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# These 26 Conversations are listed in #NedZero



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**You can also contribute  
to the conversation.**



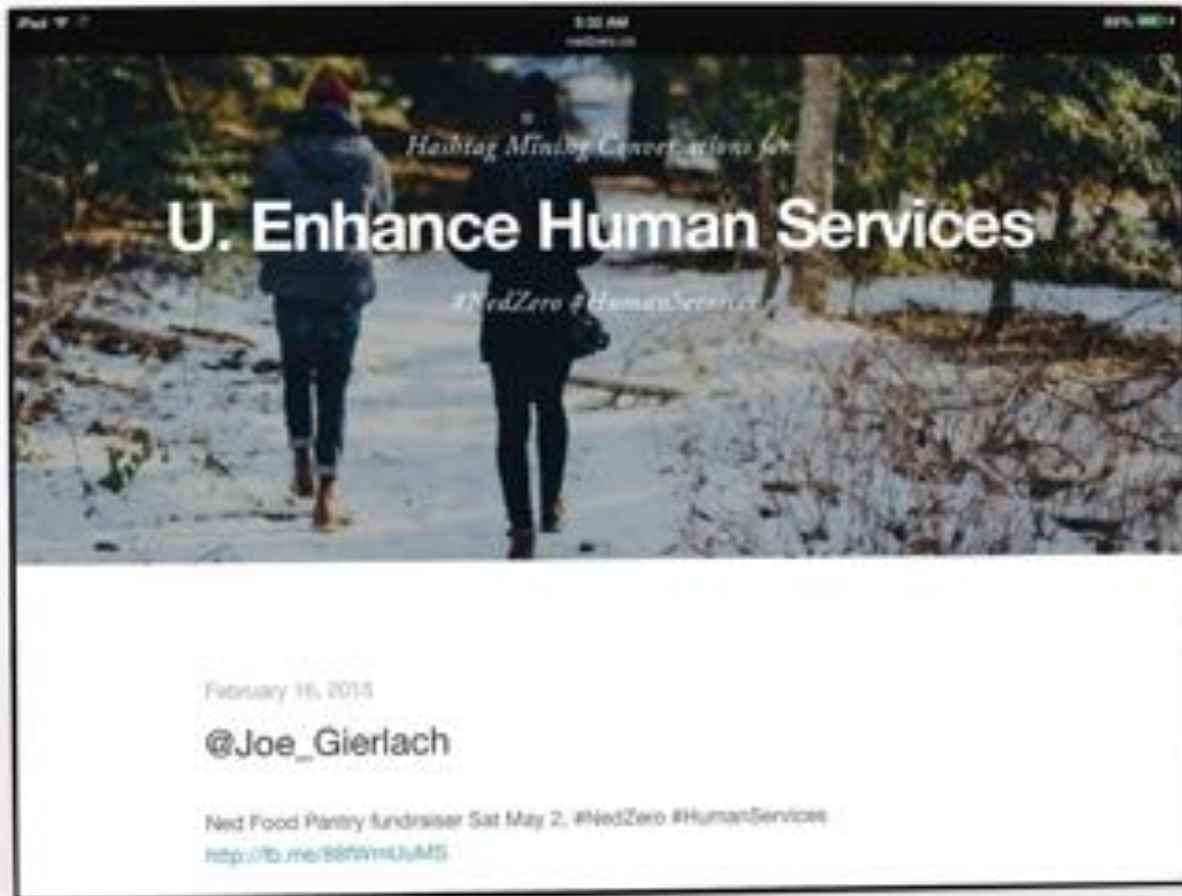


# If you type: #NedZero #HumanServices on Facebook



ES  
FAIR & RESILIENT COMMUNITIES  
ERN SPACES

# We'll put it on: U. Enhance Human Services



ON PLACES  
MENT COMMUNITIES  
SPACES



# Distributed Problem Solving

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# This link on #NedZero #HousingNeeds



Hashtag Mining Conversations for:  
**A. Housing Needs**  
#NedZero #HousingNeeds

March 9, 2015

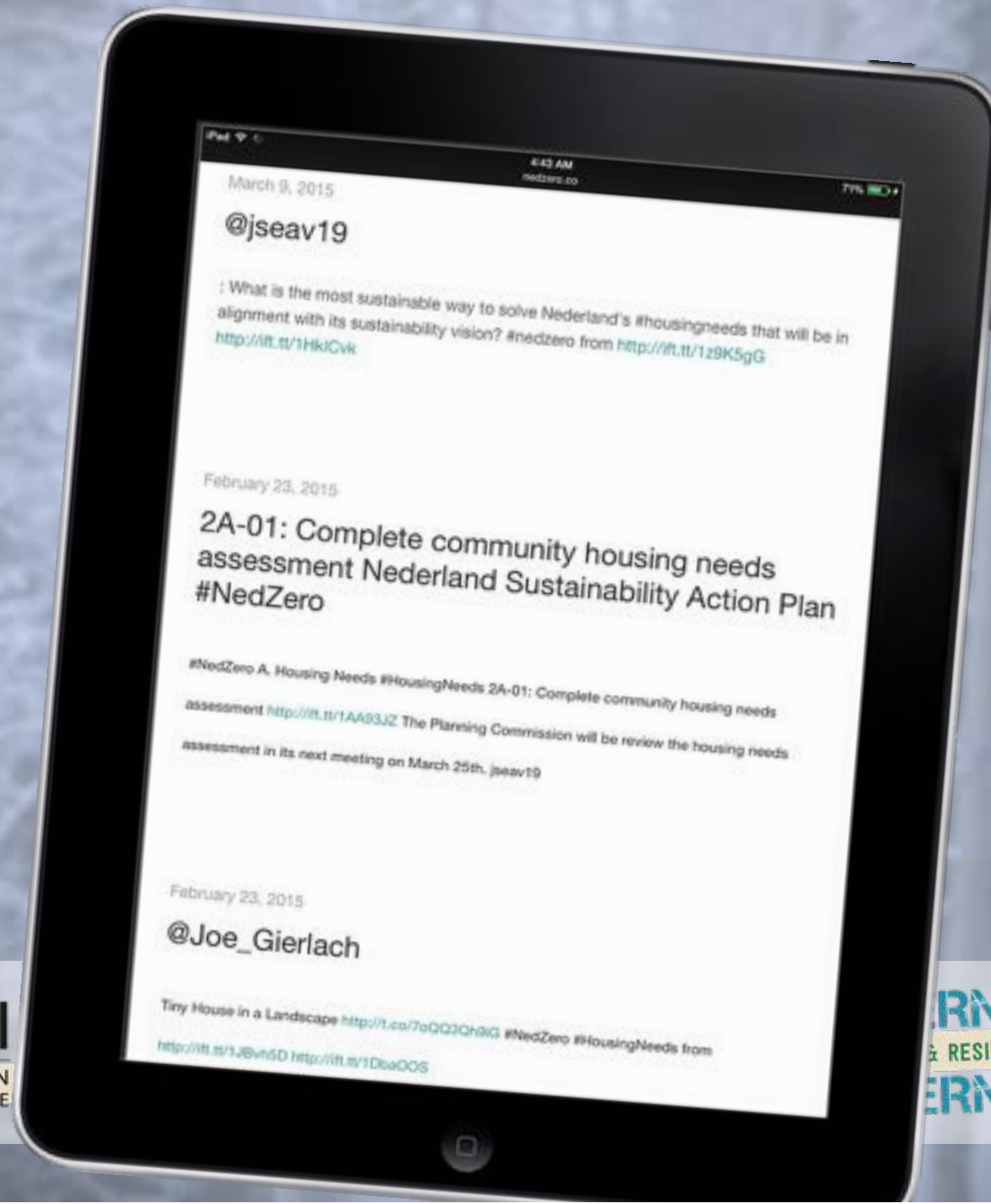
@jseav19

: What is the most sustainable way to solve Nederland's #housingneeds that will be in alignment with its sustainability vision? #nedzero from <http://ift.tt/1z9K5gG>  
<http://ift.tt/1Hk0Cvk>



...came from Twitter

# another from the Action Plan



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# Pulling from across all sorts of social media

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**It also aggregates  
borrowed tools  
from other apps.**

*For Example ...*





go to #NedZero  
click on the menu

# Suppose you pick

## 2. Community Fabric

*Second major category*



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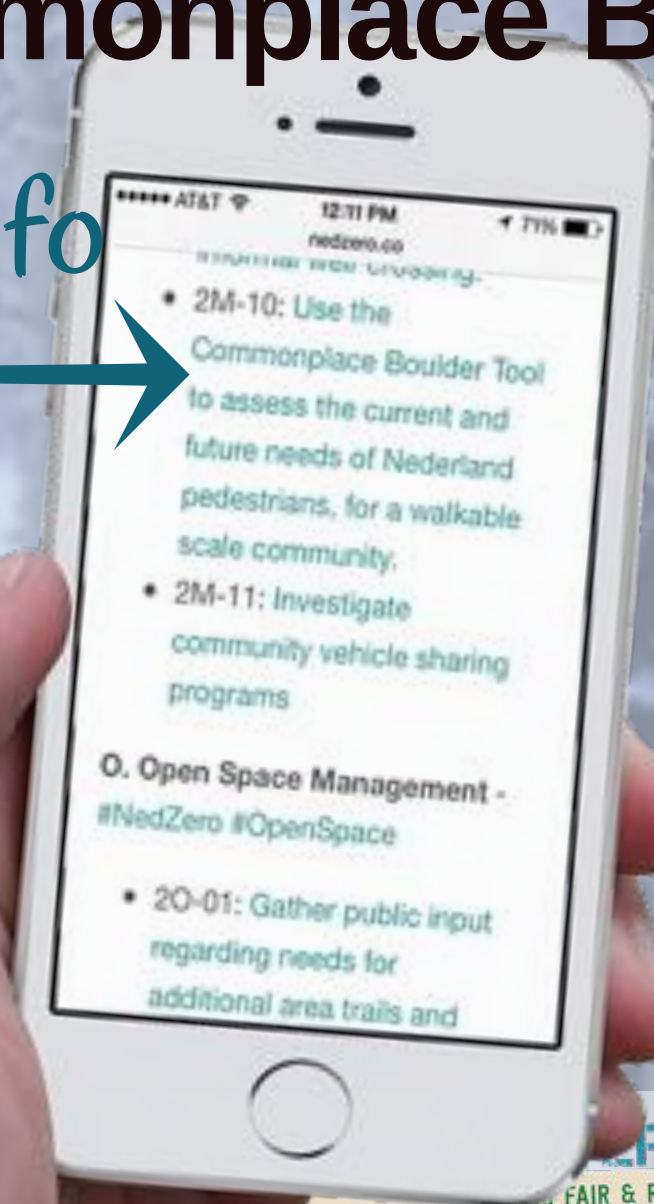


**scroll down**  
*... or use search*

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# 2M-10 Commonplace Boulder

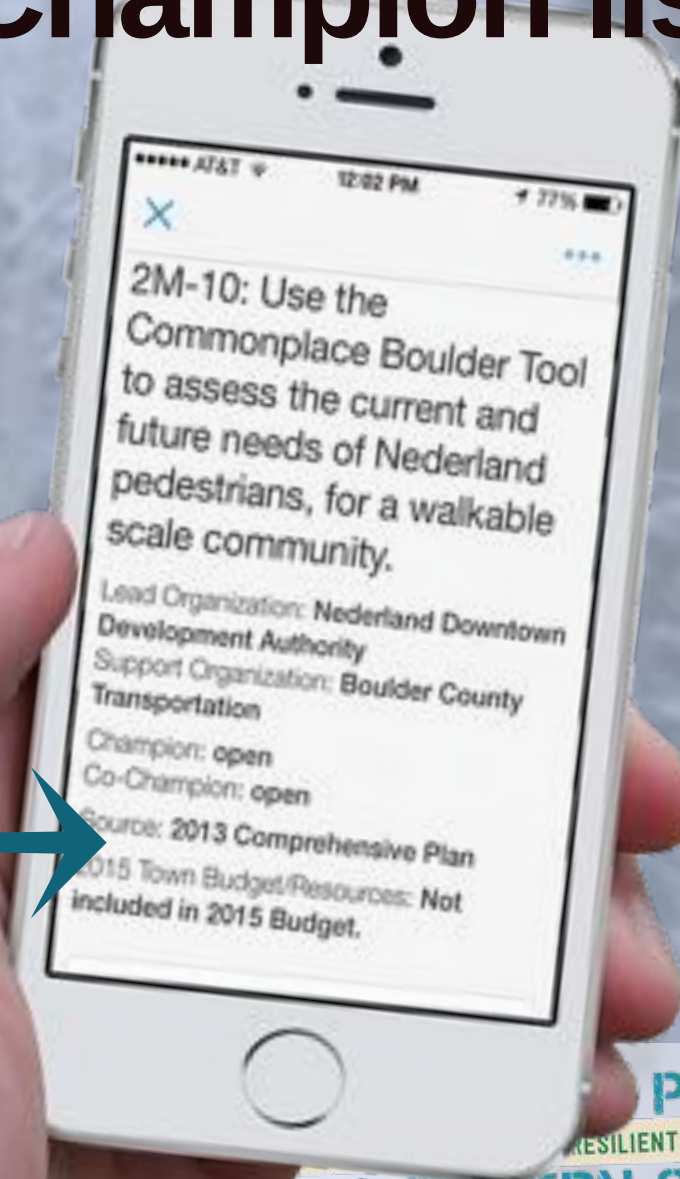
Click for more info





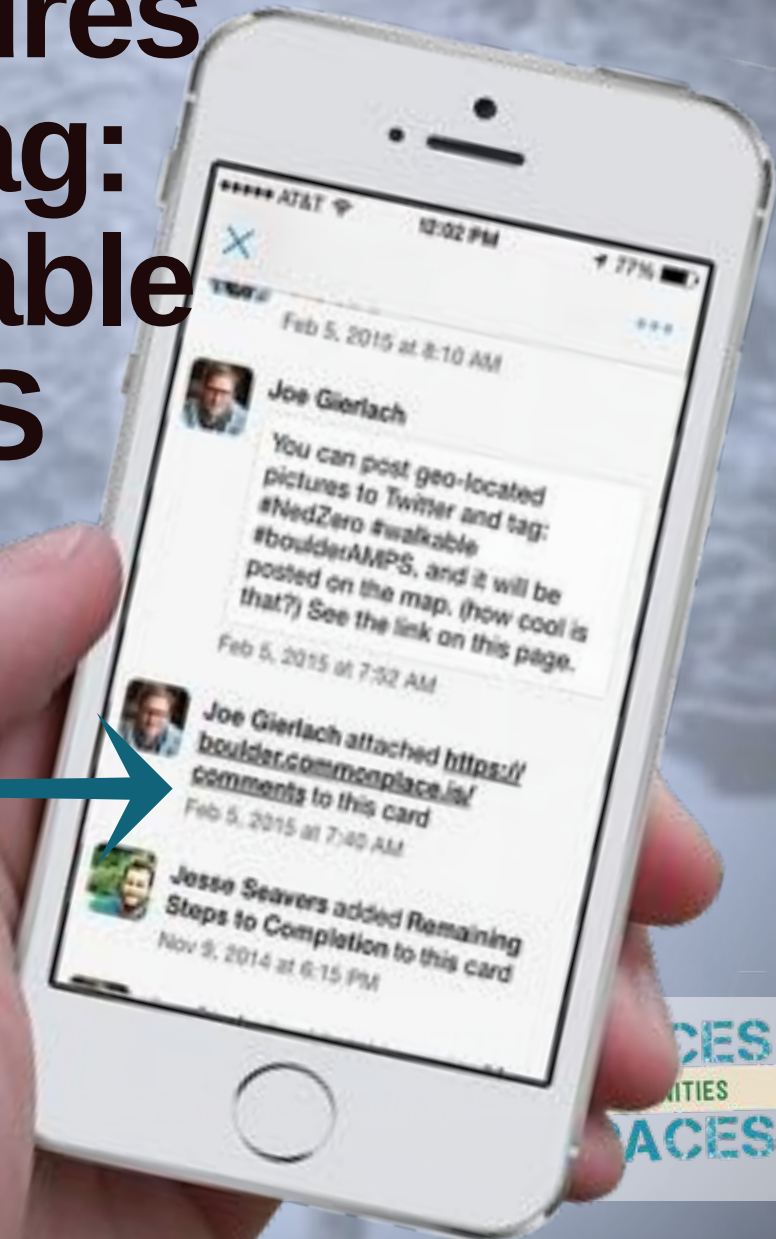
Notice that  
there is no Champion listed

It's also not included  
in the 2015 Budget



**You can post  
geo-located pictures  
to Twitter and tag:  
#NedZero #walkable  
#boulderAMPS**

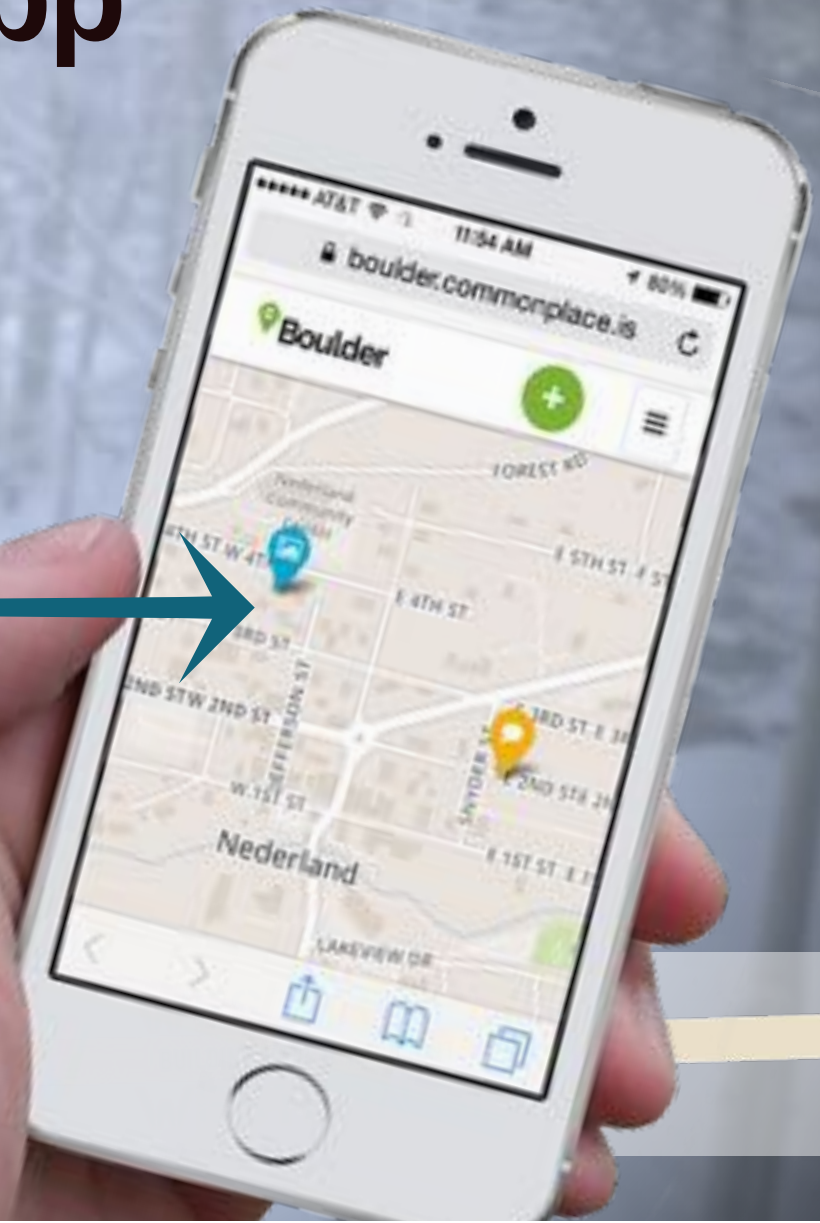
Here's the link ...





# The Boulder Commonplace App pops up.

*Someone already  
posted a photo*



**Voilà!**  
(french for 'boom')





**Be a part of the solution.**

**#NedZero #CommunityDialogue**

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Thanks!  
MADE IN  
Canva

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<http://www.slideshare.net/joegierlach>



slideshare

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