Manage What You Measure

Rocky Mountain Land Use Institute

March 8, 2013

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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.

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Our Mission

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

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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

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Focus Areas

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

Emphasizing education & systems approach in all areas

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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

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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

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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

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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.

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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

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Managing

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

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Managing

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

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Energy Management tools

GHG inventory chart

Infrared camera image shows cold spots
### Telluride Bluegrass Festival

#### Year to Year Comparison

**2011 to 2010** by Volume

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<tbody>
<tr>
<td><strong>OVERALL</strong></td>
<td></td>
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<tr>
<td>Trash</td>
<td>481</td>
<td>490</td>
<td>510</td>
<td>714</td>
<td>591</td>
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<td>Recycle/comingle</td>
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<td>143</td>
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<td>209</td>
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<tr>
<td>Compost</td>
<td>135</td>
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<tr>
<td>total diverted</td>
<td>609</td>
<td>330</td>
<td>319</td>
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<td>total volume</td>
<td>1090</td>
<td>820</td>
<td>829</td>
<td>1168</td>
<td>969</td>
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<tr>
<td>% diverted</td>
<td>55.87</td>
<td>40.24</td>
<td>38.48</td>
<td>38.87</td>
<td>39.01</td>
</tr>
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It’s not all about numbers!
4th of July Picnic Compost Volunteers
Pro Cycling Challenge and The Ride - CRT mgt.

August, 2012
Thank You!

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