

Commercial Technical Team Meeting Notes November 12th, 2009

Topic: Community CAP Commercial Sector Strategy document

- The Problem Statement should mention problems associated with climate change as this will be a public document.
- The Mission Statement should include a response to the problem, mention of the CAP tax and its purpose.
- The document needs to define “commercial” as commercial, industrial, and institutional.
- There was significant discussion about the role of this Tech Team regarding transportation. The general consensus was that transportation is an important component but should be incorporated as a strategy and not in the Mission Statement. Focus will be on the behavior aspect of transportation and collaboration with the Transportation Technical Team.
- State “...commercial buildings and other greenhouse gas reducing related activities...” in the Mission Statement
- In the Program Objectives, measurement should be mtCO_{2e}
- Program Objective #2 is confusing and should be reworded to more clearly state our goal.
- The Program Objectives should also include a statement about how much each business needs to reduce on average in order to meet the sector goal.

- Program Strategies:
 - #2 should replace the word “programs” with “activities”.
 - #5 should mention a focus on local workforce development.
 - #3 and #7 should be combined and emphasize “user friendly”
 - #6 should lay out what the financial incentives could be i.e. rebates, incentives, and financing.

Topic: Commercial Energy Conservation Ordinance (CECO)

- LEAD should review other cities (both nationally and internationally) commercial ordinances to improve energy efficiency. Contractor could accomplish this work or staff could review SWEEP/ESource reports.
- An important component for the scope should be the age of the building or building character.
- The contractor hired to complete the scope of work needs to show how a CECO recommendation integrates with CAP goal and helps to achieve the goal.
- Rather than our current phrasing, have contractor develop CECO options that meet a defined GHG commercial target.
- The city should create and distribute real case studies from a variety of business types to determine how effective the CECO could be in reducing GHG and how cost efficient it is on local businesses.
- There is a concern that regulation on businesses could simply shift emissions to outside Boulder if businesses leave. Staff needs to consider these consequences.

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- CECO consultant selection committee volunteers: Pam Milmoie, Steve Pomerance, Henry Mueller and Dan Powers.

Topic: What are the appropriate roles for: Staff and Tech Team, Contractor and Business Networks? (These are comments on specific roles discussed at the meeting. The entire list of roles for each group is in the table below.)

- Branding needs to be a significant role for the city and it could fit in with program promotion.
- The city needs to clarify and heighten the ClimateSmart brand. There is some confusion out there with the ClimateSmart loan.
- Everyone must own the goal, not just city staff.
- Evaluation of program should be staff and contractor role. However, credibility is critical. We need to be transparent with our numbers.
- Ongoing, intensive communication with the community through City Council updates, media, etc... needs to be a city staff role.
- Quality control of private contractor work should be a city role.
- Data Management can be both a city and private contractor role.
- Program design and creation should be a city staff role.
- Business network's role is information distribution.
- Property owners need accounting, tax help and business plan assistance; this could be another role for a private contractor/ marketplace.

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Appropriate Role for Each Group		
<i>Staff/Tech Team</i>	<i>Contractor</i>	<i>Business Network</i>
Ownership of goal	Ownership of goal	Ownership of goal
Program design and creation	Business recruitment	Program promotion
Program evaluation/credibility	Program evaluation	Recognition
Branding of programs	Coordination of trade alley network	Business recruitment
Recognition	Data/Metrics	Education/information
Mobilize business networks	Educated on financial packages	Broker's should educate the benefits/costs of program
Coordination w/Xcel, GEO, Boulder County, etc.	Coordination w/Xcel	
Data Management	Refer to other programs	
Clarify and heighten banding	Property owner business plan, accounting and tax and assistance	
Coordination w/contractors		
Program process, ongoing communication		
Quality control of private contractors		