

# Denver's Going Green

*Nature Gave Us 300 Days of Annual Sunshine...*

*We Added the Solar Panels To Bring a Little "Sustainable Sunshine" to Your Denver Meeting*



**D**enver is committed to being green... and to making your Denver stay the "greenest" in your organization's history.

*In Denver, you will find:*

- ▶ A LEED Certified Existing Building convention center with a full-time sustainable programs manager and 30,000 sq. ft. of solar panels on the roof
- ▶ 500 rental bikes available for your delegates at 50 downtown stations to enjoy riding on 850 miles of paved, off-street bike trails
- ▶ The largest new light rail program in the nation's history with 122 miles of new track planned, connecting downtown to Denver International Airport, Boulder, Golden and beyond
- ▶ Free hybrid shuttle buses running up and down Denver's mile-long pedestrian mall
- ▶ 8,400 downtown hotel rooms that are 100 percent committed to towel and sheet recycling programs and other green practices
- ▶ Denver International Airport, the fifth busiest air center in the nation, with its own solar power program that will reduce carbon emissions by 6.3 million pounds a year

- ▶ Red Rocks Amphitheatre, where their slogan "Reduce, Reuse, Recycle and Rock On!" has reduced the venue's waste stream by 85 percent
- ▶ 10 venues, from the Denver Zoo to Coors Field, that have joined with the Environmental Protection Agency (EPA) to create a new partnership committed to sustainable practices

*And that's just the beginning.*

## DENVER'S LONG AND WINDING GREEN ROAD

Located at the foot of the snowcapped Rocky Mountains, Denver enjoys one of the most spectacular urban settings in the world. This beautiful location has always inspired a deep appreciation of nature and the outdoors.

Denver residents are among the most active and recreation-oriented in the nation and have consistently ranked as one of the fittest populations in America.

Along with this appreciation of nature has come a commitment to sustainable programs.

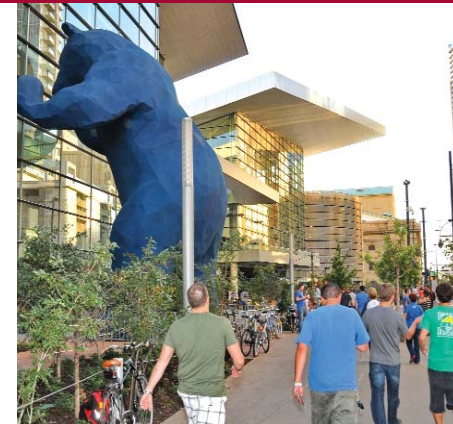
## COLORADO CONVENTION CENTER

The Colorado Convention Center (CCC) is one of a select few to have a full-time staff member dedicated to greening and sustainability. Additional green practices include:



- ▶ The first convention center to earn LEED Certification for Existing Building: Operations and Maintenance.
- ▶ A 300-kilowatt solar power system covering 30,000 square feet on the convention center roof eliminate 435 tons of carbon emissions per year
- ▶ Water conservation, recycling & composting, efficient lighting, green seal products, post-consumer products, and more
- ▶ Food donation program and options for locally grown produce and organic meals
- ▶ Engines Off! A program that limits bus and taxi idling to 10 minutes
- ▶ Adoption of eight acres of land along the Platte River allow for a turnkey community service project
- ▶ Donation programs with numerous non-profits including, Food Bank of the Rockies, RAFT Colorado, Mission Wear, and Resource Boulder for a total donation of 30,000 lbs of materials (15 tons)
- ▶ EMS ISO 14001 Certification
- ▶ Gold Level Recognition with the EPA's Colorado Leadership Program

*Learn more:*  
[denverconvention.com/green-meetings.html](http://denverconvention.com/green-meetings.html)



## DENVER HOTELS

Downtown Denver has 8,400 hotel rooms within walking distance of the Colorado Convention Center and 42,000 in the metro area. Here are just some of the programs our hotels have implemented:

- ▶ In-room water conservation, recycling, food donation & composting
- ▶ 100 percent of our Downtown hotels participate in a towel and sheet reuse program
- ▶ 100 percent of our Downtown hotels offer recycling program and participate in a plan to reduce paper use
- ▶ 100 percent of our Downtown hotels have staff trained to implement environmental practices
- ▶ 95 percent of our Downtown hotels have the HVAC and lights shut off when guests are not in the rooms
- ▶ 91 percent of our Downtown hotels use low flow showerheads and toilets

## DENVER INTERNATIONAL AIRPORT

Denver International Airport (DEN) is the fifth busiest in the nation (10th busiest in the world) with more than 1,500 daily direct flights, including non-stops to 160 worldwide destinations. DEN is committed to sustainability. Here are a few examples of sustainability in motion:

- ▶ Programs that have led to a 75 percent reduction in generation of hazardous waste and a five percent annual reduction in solid waste
- ▶ In 2004, the first commercial airport in the country to attain ISO 14001 certification for its Environmental Management System
- ▶ 100 percent of the airport fleet are powered by alternative fuels
- ▶ Recycles over 19 different products
- ▶ Largest Solar Farm- built a 2.5-megawatt array in 2008, built a 1.6-megawatt array in 2010 and a 4.4-megawatt planned for 2011

- ▶ DEN composts – a 2009 pilot program

*Learn more:* [flydenver.com](http://flydenver.com)

## CITY OF DENVER AND GREENPRINT

Denver Mayor John Hickenlooper has led an effort in urban sustainability, culminating in the development of Greenprint Denver - a long-term, citywide initiative to promote the importance of sustainable development and ecologically-friendly practices. Some highlights:

- ▶ Meeting attendees enjoy free, hybrid-fuel shuttles and recycle bins on Denver's mile-long 16th St. pedestrian mall, just two blocks from the Colorado Convention Center
- ▶ B-Cycle, Denver's citywide bike sharing program, has 500 rental bikes on the streets at 50 stations throughout the city
- ▶ Development of more than 850 miles of paved bike and hike paths, which help get residents and visitors out of their cars, exploring the city by pedal and foot
- ▶ Restaurants provide "Lean and Green" menu options – utilizing locally grown organic produce
- ▶ Light Rail System and FasTracks: a program to build a comprehensive, integrated region-wide transit network adding 122 miles of new light rail and commuter rail
- ▶ Support of taxi companies adding hybrid vehicles to their fleet, currently with more than 100 alternative-fuel vehicles

## AWARDS

- ▶ 1st place winner 2009 US Conference of Mayors Climate Protection Award
- ▶ Partnership with the Neighborhood Energy Action Partnership (NEAP)
- ▶ Received the Siemens Sustainable Community Award from the US Chamber of Commerce Business Civic Leadership Center and Siemens Corp.

*Learn more:* [greenprintdenver.org](http://greenprintdenver.org)

## B-CYCLE STATS FROM FIRST YEAR, MARCH TO NOVEMBER 2010

- ▶ More than 1,750 annual members
- ▶ More than 32,000 short-term members (24-hour, 7-day, 30-day)
- ▶ More than 97,000 rides to date
- ▶ More than 207,000 miles ridden

*Assuming 43.16% of Denver B-cycle trips replaced vehicle usage:*

- ▶ 15,074.1 gallons of gasoline avoided
- ▶ 296,507.62 lbs of carbon emissions avoided
- ▶ \$39,192.67 saved on gasoline
- ▶ 6,214,978 calories burned
- ▶ 1,775.7 lbs lost

## GREEN CONVENTIONS IN DENVER

- ▶ American Wind Energy Association: 2005
- ▶ US Green Building Council: 2007
- ▶ Urban Land Institute: 2007
- ▶ Democratic National Convention: 2008
- ▶ Green Meeting Industry Council: 2010
- ▶ Association for the Advancement of Sustainability in Higher Education: 2010

## CONTACT US TO DISCUSS THE SUSTAINABILITY STRATEGY FOR YOUR DENVER MEETINGS

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