

PACE



Science-Based
Climate Targeting
for Small Businesses



PACE Accomplishments



\$2,758,000
annually on utility bills



2,043
energy efficiency upgrades



5,200 cars worth*
of greenhouse emission
savings

**Equivalent to 4,500 cars being taken
off the road annually*

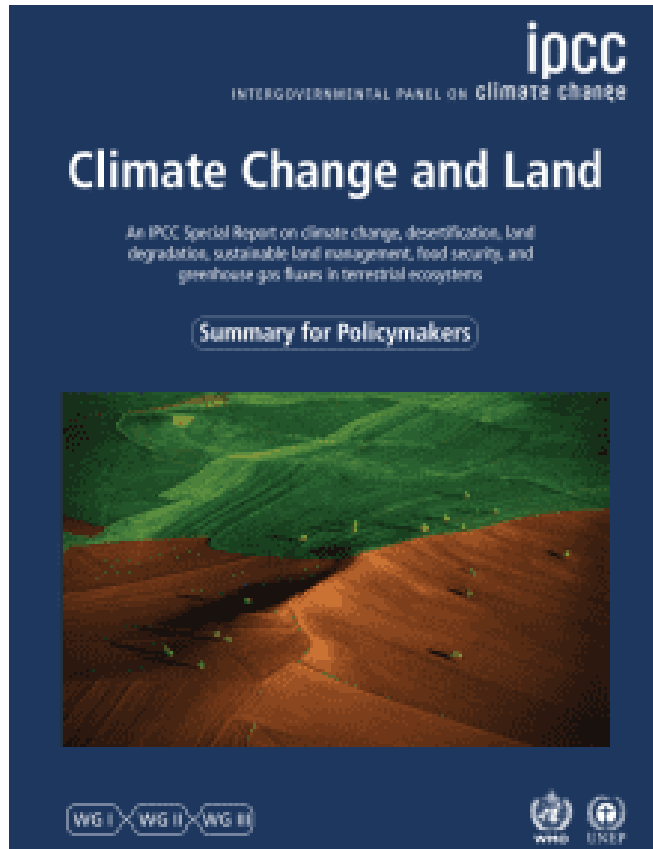


3,976 businesses
served

- Office (29%)
- Restaurant (27%)
- Retail (12%)
- Services (7%)
- Public Assembly (6%)
- Other (19%)

THE CHALLENGE

The Current Climate Crisis



August 9th, 2021



It is unequivocal and indisputable that humans are warming the planet



Climate change is happening faster than expected—we may have less than 10 years to stabilize our climate



Global warming is likely to reach 1.5°C between 2030 and 2052



The world has already warmed 1° C

Strategic Plan General Findings



1. Current strategies won't get us there
2. No one has figured out how to do this
3. Time is short, urgency is high
4. We cannot do it alone or business-by-business
5. ↑ ambition and ↑ engagement from the community

What gets us to where the science says we need to be?

2025 PACE Plan Goals



1. Targets:
 - a) 30% absolute GHG reductions
 - b) 90% waste diversion
 - c) 15% EVs
2. Address historic inequities
3. Replicated program model

Mission:
Build a model for
equitably solving
climate change for
small businesses

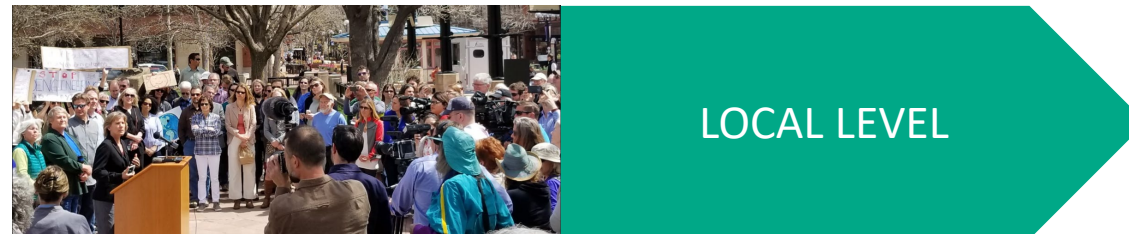
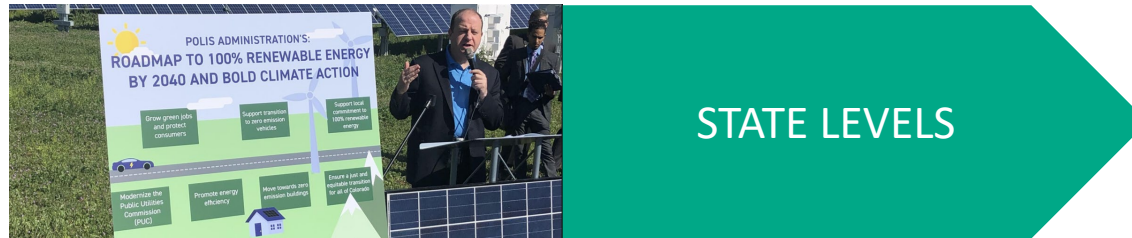
Reinventing Our Programs



Two-Pronged Approach:

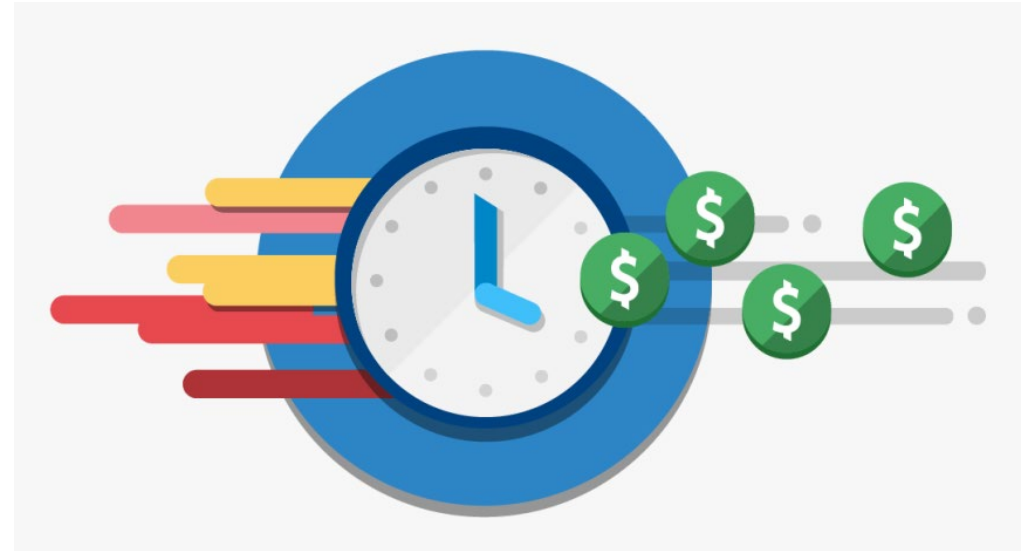
- Design for those who have been traditionally underserved
- Get businesses to make and achieve science-based goals

Commitments Made by All Levels



Small Businesses, Big Challenges

- **Time**
- **Capacity**
- **Education**
- **Expertise**
- **Capital**
- **Split Incentive**
- **Less Stakeholder Pressure**
(employees, investors NGOs, etc.)



THE GOAL

Small Businesses Missing

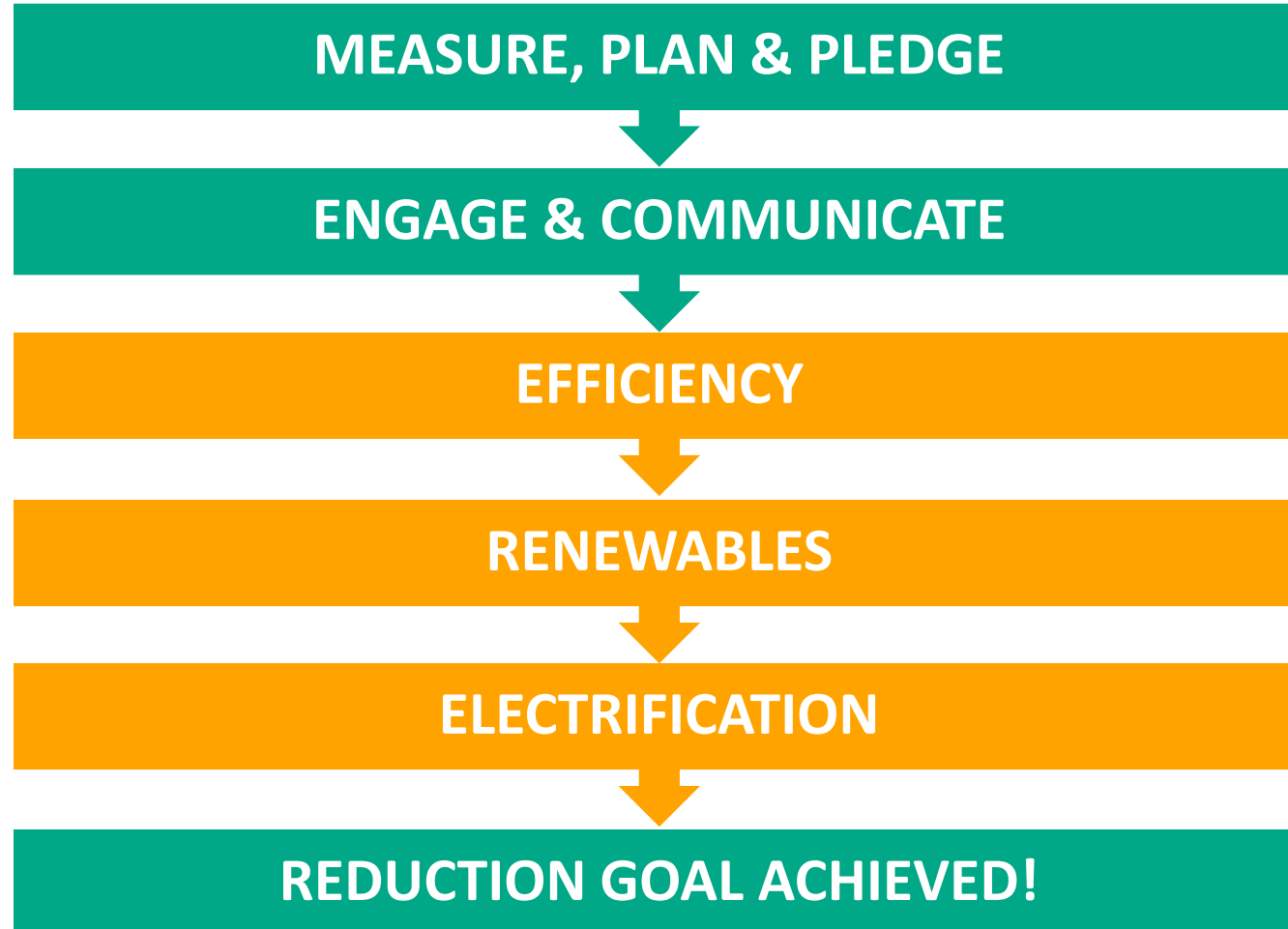
Our Initial Goal:

To have small businesses take a pledge to reduce GHG by 50% by 2030.

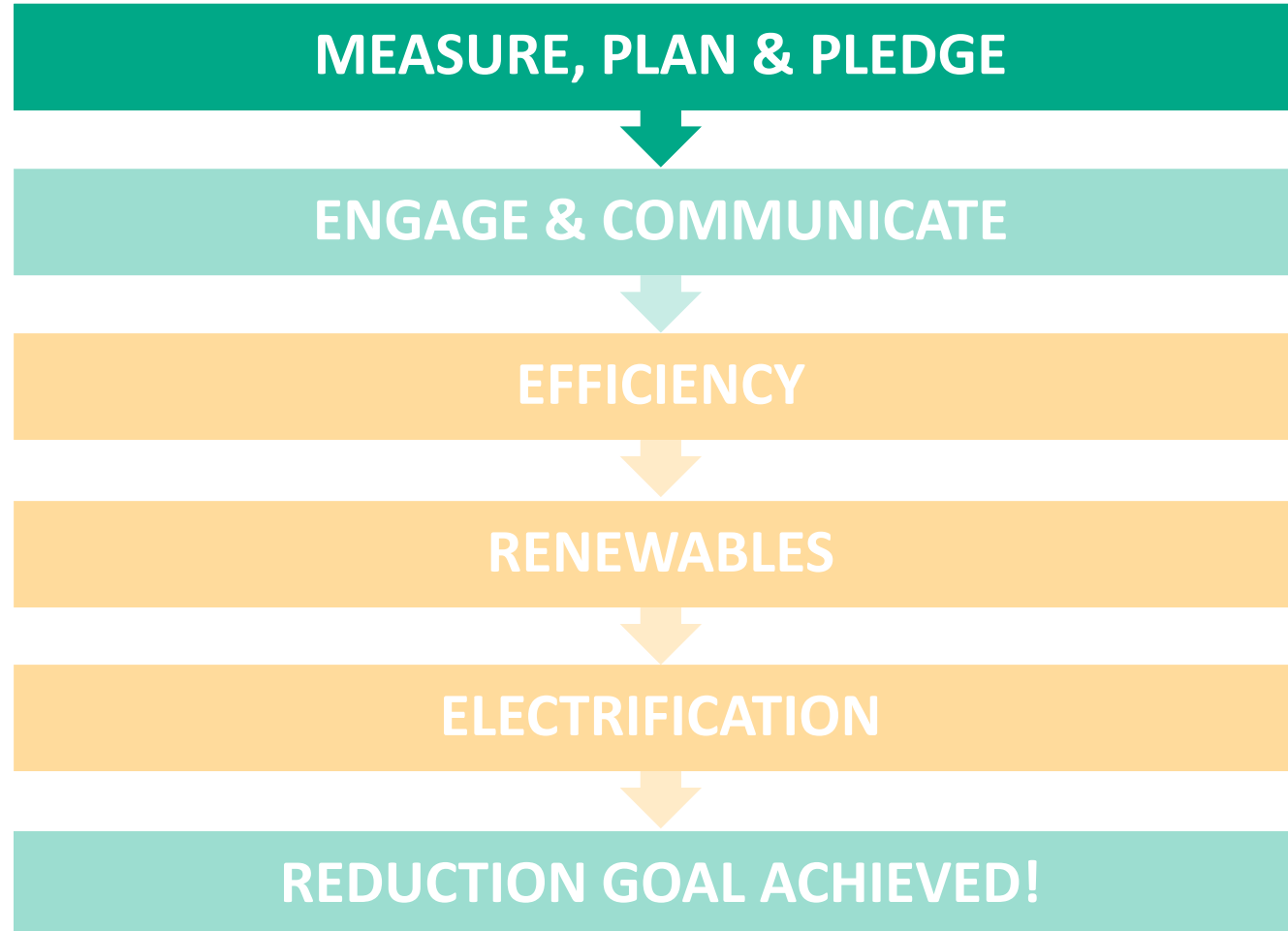
Make it happen by helping to measure impact, create a plan and support implementation.

DESIGNING FOR IMPACT

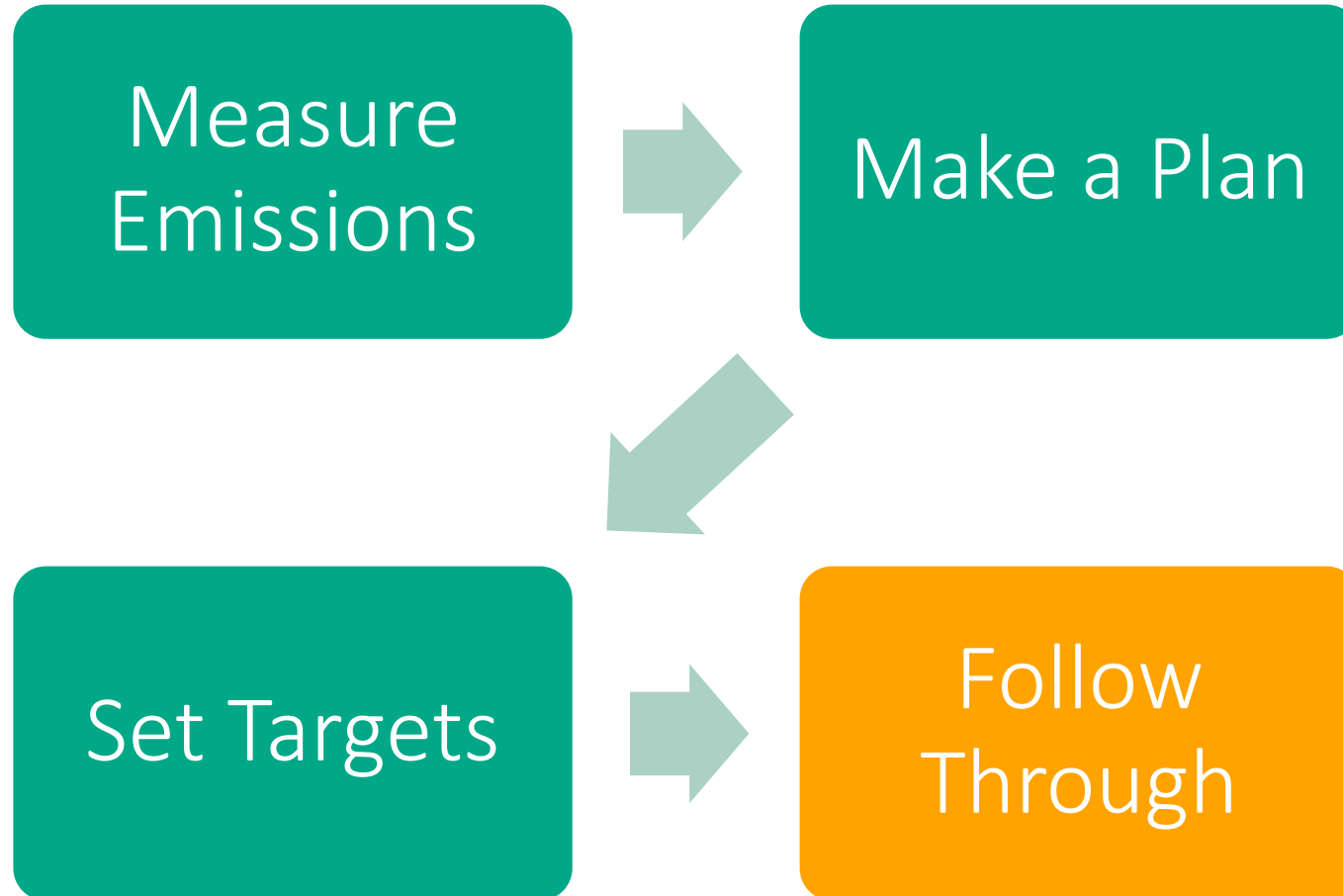
Energy Pathway



Measure, Pledge & Plan



Measure, Pledge & Plan



Your Pathway - Implementation



Your Pathway - Implementation



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Environment

1. Energy Efficiency

Interior Lighting

Outdoor Lighting

HVAC

Water Heating

Sector Specific Equipment

2. Renewables

Onsite Renewables

Community Solar

Renewable Energy Credits

3. Electrification

Electric heating

Electric water heating

Electric vehicle charging

Fleet electrification

Sector Specific Equipment

PACE Commitments:



- Assign you a dedicated advisor
- Gather the information needed to baseline and track GHG emissions
- Review the GHG results and help create meaningful goals
- Support the creation of an implementation plan
- Identify relevant resources and financial mechanisms
- Continued support through the implementation of your plan
- Build additional resources as identified

Take the Climate Action Pledge:



- Reduce facility-related GHG emissions at least *50% by 2030*
-OR- 100% by 2050
- Measure and reduce emissions from commuting, travel, and other aspects of your supply and value chains.
- Communicate with stakeholders, measure progress against targets annually and report emissions publicly.

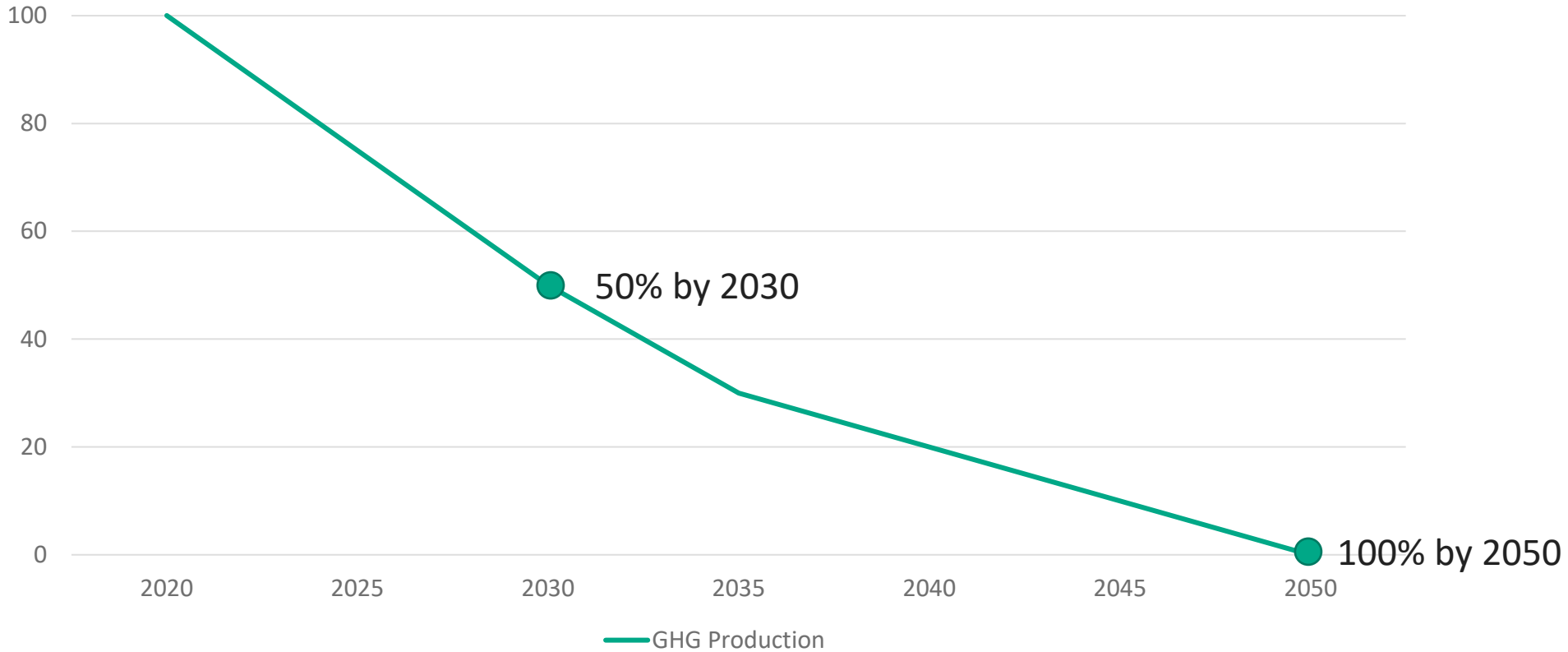
REDESIGNING FOR SUCCESS

Business Feedback



- Long term goal overwhelming and almost too far away to contextualize.
- Hard to make the last 50% without additional funding support.
- The word “pledge’ is daunting.
- Any commitment should not be made to PACE or Boulder County but instead be appealing to customers/stakeholders.
- The smallest businesses did not even show up to provide feedback—whole concept too much.

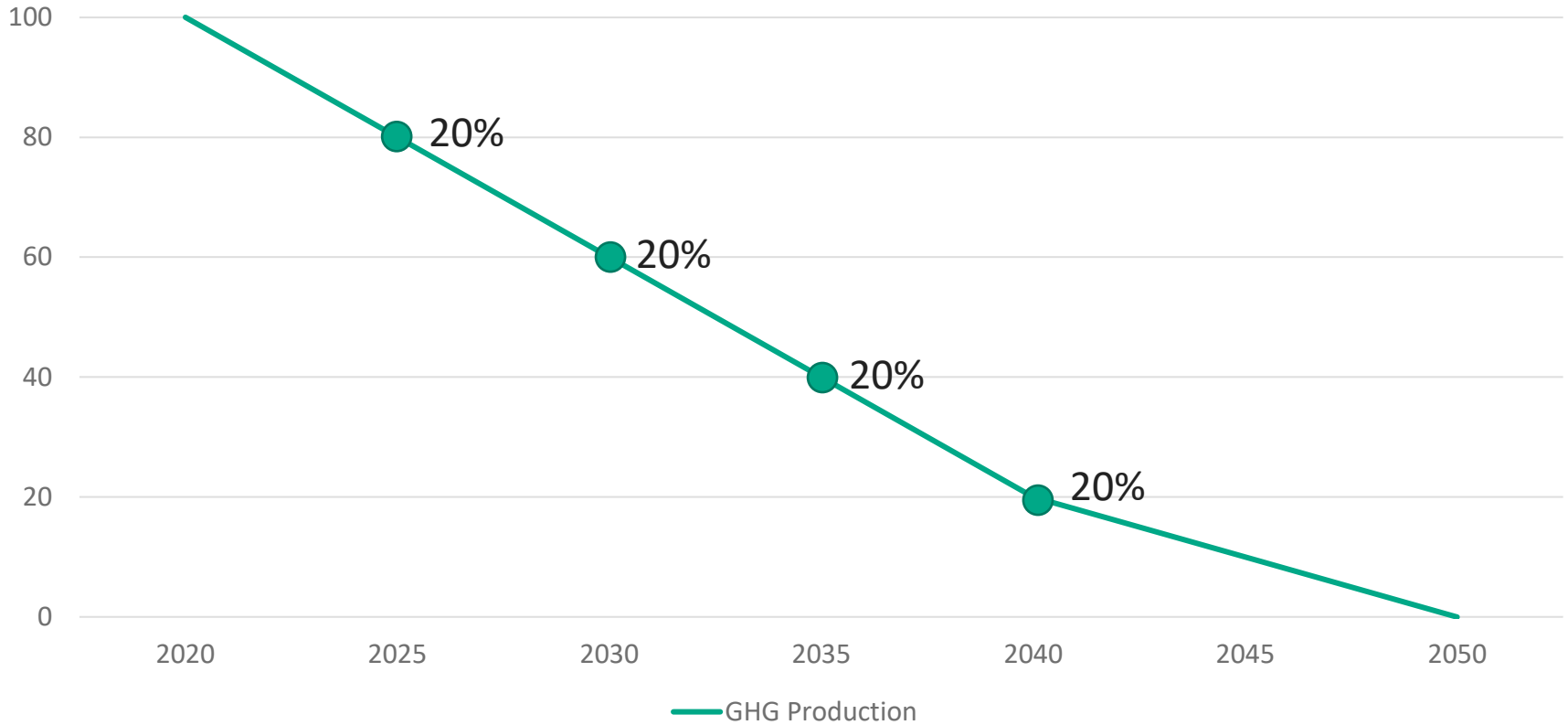
Breaking Down the Goal



Breaking Down the Goal



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Environment



Reframing



ASK:

~~PLEDGE~~



GHG GOAL:

20% OVER 5 YEARS

50% BY 2030

100% BY 2050

Benefits



- More Approachable.
- Can be a requirement of our existing programming.
- Can be measured, adapted and success celebrated.
- Can be reported to our stakeholders.
- Rolled out to those who need it most first.

WILL YOU JOIN US?

Email trussell@PACEpartners.com