

A Smarter Colorado: Real Investment in the New Energy Economy

The Smarter Colorado Campaign will allow Colorado to use its finite resources as an investment in the future by helping to ensuring our New Energy Economy is up-and-running.

Now is time to significantly invest in the New Energy Economy by pouring more dollars into expanding the use of homegrown, renewable energy and increasing our commitment to energy efficiency. Together we can continue to power our future, create more new good jobs, grow our economy, save consumers money, and protect our environment.

Strong Potential

Colorado has great renewable resources and is already a leader in clean energy research and innovation—this is clearly a smart place to target investment.

- With the 5th best solar resources in the country, solar photovoltaic panels occupying just .15% of Colorado's land area could generate nearly twice as much electricity as is used in the entire state
- Ranked 11th in the nation for wind potential, Colorado has an estimated technical potential more than 10 times greater than the state's electricity needs
- Colorado has the potential to generate up to 8 percent of the state's electricity needs using agricultural wastes and switchgrass
- Colorado can easily meet a 10% reduction in energy use by 2015 using existing technologies

Bold Vision

By quadrupling the budget available to provide robust clean energy programs, Colorado could:

- Dramatically expand clean energy opportunities for homeowners, increasing money available for solar rebates and energy efficiency upgrades for folks in rural areas
- Launch a \$100 million Efficiency Colorado program to improve energy efficiency statewide—a substantial part of which could be focused on low income households
- Launch a million dollar initiative to put solar energy on every school in the state
- Provide seed money for critical transmission infrastructure and R & D projects
- Provide additional resources for marketing the Colorado Carbon Fund. For example, an additional \$500,000 investment would leverage an additional \$3M for clean energy investments through increased participation in the program.
- Deepen efforts to green state government by putting an additional 120 high efficiency hybrid vehicles in the state fleet, achieving \$104,000 in annual savings and a reduction of 2 tons of CO2 emissions.
- Develop grant programs for community wind projects; help install over 200 kW of new distributed small wind capacity

Real Results

Colorado can help to facilitate the growth of this industry by continuing to invest in new energy innovations that will drive development forward and bring clean energy to the next level. Incentives and R&D investment on top of a strong policy framework will continue to stimulate production and create economies of scale, making clean energy even more competitive in both cost and performance.

Expanding investment in clean energy and energy efficiency programs in Colorado will:

- Make clean energy more affordable and accessible, giving all Coloradans the opportunity to be part of building the new energy economy
- Bring new, high-paying jobs and economic development, including to rural areas that need it the most
- Improve energy security by diversifying resources and increasing use of homegrown power
- Cut global warming pollution & play an essential role meeting the goals of the Colorado Climate Action Plan
- Demonstrate to the private sector Colorado's continued commitment to the renewable economy, helping Colorado continue to attract private investment dollars