



The Path to Renewable River Falls

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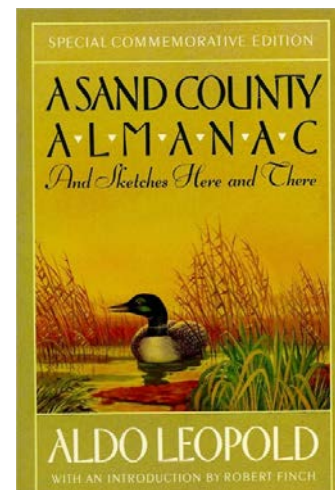
City Mission

...instill a strong conservation ethic while demonstrating the effectiveness of energy efficiency, conservation, and renewable resource development.



Leopold's Land Ethic

...the land ethic is simply caring; about people, about land and about strengthening the relationship between them.



Cultivate and Empower Caring People

- Feed them good food
- Talk some, listen more
- Remove barriers and boundaries
 - Be open to art, social justice, climate change, and big dreams



Utilize experts

Get a baseline of your energy use for City buildings

- Follow the map, get some easy wins and build momentum

Partner – have a vision, be nimble and be an ally

- LED Streetlighting
- Variable frequency drives
- Free LED packs



Something for Everyone

Why people take action

- Payback-
- Notoriety-
- Science-
- Because you asked –
- Moral -



“The situation **isn't hopeless**,
and we **are not helpless.**”

with meteorologist **Paul Douglas**



RENEWABLE
ENERGY
PROGRAM

We are



IN THE
STATE

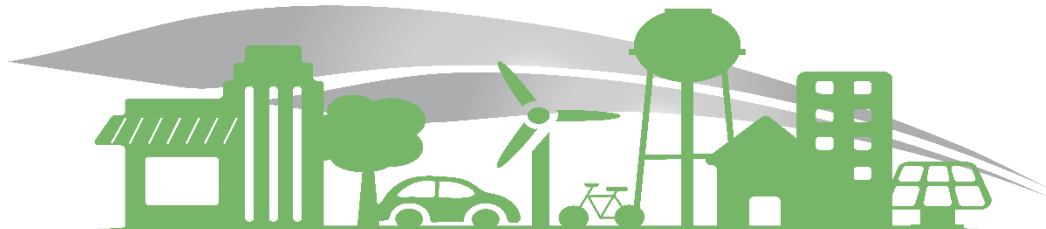
River Falls is 1st in the state
and 4th in the nation in
customer participation in our
renewable energy program.



How River Falls Became 100% Renewable

- Dream big and take action now
- Conservation, efficiency *then* renewable energy
- Energy savings > renewable energy costs
- Community support

Renewable River Falls



**Our 100% renewable energy future
starts today!**

~ rfcity.org/renewableRF ~

Thank you for your leadership!

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