



Rocky Mountain Institute

What is RMI?

RMI is an entrepreneurial nonprofit organization that shows corporations, governments, and other organizations how to use energy and resources efficiently so that they make more money and/or spend less while simultaneously protecting the environment.

How is RMI Funded?

Our research, outreach, and publishing are supported by donations and grants while our consulting with corporations and governments is supported by professional service fees.

What is RMI's budget?

For the current fiscal year, which begins July 1, 2007, our budget is \$10 million.

What are some examples of RMI's research and consulting work?

Wal-Mart boasts one of the largest private heavy-duty truck fleets in the country — about 6,800 trucks. After consulting with RMI, Wal-Mart CEO Lee Scott announced plans to double the fleet's fuel efficiency by 2015.

Texas Instruments (TI) was helped by RMI in the design of a super efficient, green, microchip-fabrication facility in Richardson, Texas, which is expected to cut utility costs by 20 percent and water usage by 35 percent over previous chip fabs—yet it cost \$220 million less to build than TI's last Dallas factory, erected in the late 1990s. By building in Texas, not Asia, TI has kept 1,000 high-tech jobs at home and heightened synergies with existing plants.

Winning the Oil Endgame, RMI's 2004 report, offers a coherent strategy for ending oil dependence, starting with the United States but applicable worldwide. There are many analyses of the oil problem. This synthesis is the first roadmap of the oil solution—one led by business for profit, not dictated by government for reasons of ideology.

Cleveland's industrial river valley will progress toward sustainability as a result of RMI consulting and its report, *Advancing the Regeneration of the Cuyahoga Valley*
www.rmi.org/sitepages/pid177.php

Submitted at meeting
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What is RMI's approach?

Our consulting informs our research that, in turn, informs our consulting. RMI researches ways to bring greater efficiency to vehicles, buildings, electronic devices, industrial processes, communities, etc. Through consulting, coaching, information, encouragement, etc., we influence organizations to act. We support decision makers in their efforts to apply energy and resource efficiency. RMI demonstrates how research can be applied in the real world and how it can help companies and others to be resource efficient, be more profitable, and do better for the environment.

How many people work at RMI?

RMI's eighty staff members have expertise in a number of arenas including architecture, engineering, transportation, physics, economics, business, journalism, development, collaborative process, accounting, and design.

How does RMI get the word out?

RMI utilizes a variety of tools to promote its work, including its website (www.rmi.org), quarterly *RMI Solutions* newsletter, and other publications, and by conducting seminars, working with the media, and making presentations around the world.

Where is RMI located?

RMI's offices are located in Boulder and Snowmass, Colorado. Staff members travel the globe to meet with clients, to lecture and raise public awareness, and to influence decision makers about strategies for energy and resource efficiency.

How can I learn more about RMI?

Sign up for our newsletter, attend an RMI Salon or an RMIQ (Quest for Solutions) lecture in your area (learn about future events from www.rmi.org), read about our research projects on our website, join the National Solutions Council (\$1,500 annual membership contribution).

What can I do to be more resource efficient?

There are many simple things: turn off unused electric devices, drive an efficient vehicle, better insulate your home, replace incandescent light bulbs with compact fluorescents, use Energy Star-rated appliances, add photovoltaic panels to your roof, use mass transit to commute, read our Home Energy Briefs, teleconference, work remotely ... and support Rocky Mountain Institute!

B. Whole-System Program Selection

DRAFT

For choosing among several possible means to achieve a goal

Overall Goal: Reduce Greenhouse Gas Emissions								
Indicator by which progress will be measured: Annual greenhouse-gas-emissions inventory								
Examples of Strategies:	Strategy #1: Encourage less polluting or zero polluting vehicles							
	Strategy #2: Increase convenience of mass transit							
	Strategy #3: Increase parking costs							
Strategy #1:	<i>Implementation Variables</i>							
	<i>Sphere of Control</i>	<i>Time to Implement</i>	<i>Cost to Implement</i>	<i>Community Support</i>	<i>Time to See Results</i>	<i>Impacts on</i>		
						<i>Community</i>	<i>Economy</i>	<i>Environment</i>
Volunteer-based								
Incentive-based								
Strategy #2:								
Enabler								
Strategy #3:								
Incentive-based								
Definitions								
Sphere of Control	Can we do this within our organization, or must other groups also be involved?							
Time to Implement	How much time to get the program running?							
Cost to Implement	How much will it cost the City to implement? (as contrasted to wider community costs)							
Community Support	What support is there among leaders in the City, community, unions, business, etc?							
Time to See Progress	How soon will progress to be realized ?							
Impacts – General Consideration	Because cities are complex systems, any program or policy may cause unintended effects. Therefore, the analysis must include a rigorous exploration of the possible unintended effects – both positive and negative – that the program or policy may create.							
Impact on Community (or City Ops)	Will costs be imposed on the community to comply with the program? Will costs be equitable? Will public-health effects be positive and/or negative?							
Impact on Economy	Where might the local economy gain and lose as a result of the program’s implementation? Are there long-term and short-term gains and losses?							
Impact on Environment	What environmental effects are likely, both positive and negative?							

A. Whole-System Response to a Proposal

For determining if a proposed action is appropriate or choosing among several alternative actions (*e.g.* alternative road alignments or building sites).

A. Proposed action: _____

B. No action

C. Alternative action: _____

	Factors	Alternative Actions		
		A	B	C
1.	Community			
2.	Economy			
3.	Environment			
4.	Security			
5.	Finances and affordability			
6.	Energy			
7.	Resource use			
8.	Long-Term Effects			
9.	Off-site Effects			
10.	Waste			
11.	Unintended Consequences			
12.	Multiple Benefits			

Note: The matrix may be expanded to consider multiple factors within several categories list above.

Key:	++	highly positive effect	--	highly negative effect
	+	positive effect	-	negative effect
	0	no effect	?	need more information
			n/a	not applicable