



THE VISIONARY

John Hickenlooper Mayor

Denver's Golden Boy is seeking greener pastures for the city, and he's unfurled a map for the rest of us to follow. It's called Greenprint Denver—the city's first comprehensive sustainable-development agenda, of such import to the mayor that his discussion on the finer points runs well into his next appointment. "Sustainability is like a three-legged stool," Hickenlooper explains. "You've got the economy on one leg; you've got to benefit the environment; and you've got to be socially just."

A geologist-turned-entrepreneur before his 2003 foray into public service, Hickenlooper had the varied background and contacts to cultivate this multifaceted yet balanced ideology. So Greenprint was born in 2006 with the creation of the mayor's Greenprint Council, a diverse group of civic and business leaders. Their resulting action agenda—an actual blueprint to boost Denver's green factor—sets definitive goals to reach by 2011, laying the groundwork for the city to overhaul ineffective programs and policies and become a regional leader in planning for the future without compromising the present.

The comprehensive to-do list is bold, but doable: reduce per capita greenhouse gas emissions to 10 percent below the 1990 level; increase recycling by 50 percent; construct solar and methane power plants to heat homes; raise green building requirements for new city buildings; make public transportation a priority; increase funding for affordable green housing; and clean up the South Platte River.

And at the end of each year, a report card ensures that the mayor and his council are walking the talk—no greenwashing on Hick's watch. Hickenlooper sees a promising future for Greenprint Denver, which he credits to broad-reaching communication efforts that have tapped city agencies and departments pursuing very different missions. "Where public policy really flourishes is where you can successfully align a lot of interests," Hickenlooper says. "More than any other city in the U.S., we have the opportunity to take this sustainable revolution and use it to become the greenest and healthiest city in the country." For more information, visit www.greenprintdenver.org.
—J.D.

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Colorado's
national ranking
among places with
the worst traffic
congestion

THE COST OF CONSUMPTION YOUR DINNER

Piece of lettuce: 57 calories of fossil-fuel energy to transport grow, chill, wash, and transport (57 times as much energy as it gives us).

Beef patty: 2,995 gallons of water to grow and process.

Sesame bun: 1 pint of oil to grow the grain.

Patty and bun: 4.9 pounds of greenhouse gasses to bring each burger/bun combo to your plate.

Medium fries: 30 gallons of water to grow the potatoes.

The meal: 1,000 to 1,500 miles to transport American-grown food from farm to table.

—S.J.T.

