



Dear Business Leader,

The Idaho Chapter Sierra Club's **Ready for 100 campaign** is mobilizing support in Boise for a 100 percent clean, renewable energy future. Municipal leadership in Boise for clean energy is essential to advance climate solutions. The City of Boise is actively preparing to set a clean energy goal in 2018 for citywide energy. We need business leaders to use their voice and endorse the Ready for 100 campaign to tell our city leadership that clean energy is critical.

The development of clean energy supports local economic growth, ensures energy price stability, and increases climate resiliency. During this time of federal and state inaction, cities are at the forefront of progress. More than 50 U.S. cities have already recognized the benefits of clean energy by committing to 100 percent clean, renewable energy for their communities. The Ready for 100 campaign wants Boise's leaders to join these cities in making the commitment for a 100 percent clean energy future for all.

Energy Economy in Boise

- Boise residents, businesses, and local government spend \$564 million on fossil fuels every year, money that leaves our community.
- Boise's utility, Idaho Power Company, has committed to retire two of their out-of-state coal power plants decades early --opening the door for huge investments in clean energy.
- Two of the largest solar facilities in the entire Pacific Northwest are located just outside of Boise and generate enough electricity to power more than 50,000 homes.
- A National Renewable Energy Laboratory study shows that 38% of the energy demand in Boise can be met with rooftop solar on existing building stock.
- Right now, the City of Boise is writing a *Renewable Energy Strategy* to set a goal and implement approaches to capture the benefits of clean energy.

The time to secure a 100 percent commitment from the City of Boise is now. The Ready for 100 campaign is asking your business to support this initiative through an endorsement. By officially endorsing the campaign, you join other local businesses in asking our city leadership to reflect Boise's community values by pioneering a bold and enterprising 100 percent clean energy goal. Endorsements are critical to demonstrate that local businesses support city leaders and stand behind the benefits of clean energy.

As local business representatives of the Ready for 100 campaign, we are asking you to please join us in our commitment to a strong and healthy future.

Sincerely,

Amy Lyons
Sustainability Manager
Just Eat Local, LLC

Katie Clark
Sustainability Director
Happy Family Brand

Scott Flynn
Founder | Co-Founder & CEO
Flynn Design+Build | Indie Dwell