

PROFILES

in Green

Graham Hill – Green Transportation Enthusiast

When it comes to transportation, Graham Hill can most likely be found on his bike or driving an electric car. This easygoing Boulder native has always had a thirst for entrepreneurship and the environment. A journalism graduate from the University of Colorado, Hill honed his skills in communications working as director of community relations for the Denver Nuggets. To the benefit of many, in 1994 Hill traded team sports for environmental activism. He has continued to shape the fabric of the green transportation community ever since.

Graham's mission is to "develop strategies to direct green, efficient efforts to those who are less fortunate and have fewer mobility choices." In 1997 he founded 21 Wheels, which provides consulting, product placement, and a general methodology toward modern mobility and urban transportation systems.

Hill has been involved with Carshare since 1999, founded and coordinated the RTD EcoPass (bus transit) program in his north Boulder neighborhood from 1998-2004, and is a founding principle in ZENN, an electric car company that trades on the Toronto Stock Exchange. A sought-after national speaker, he currently serves as the president of eGO CarShare and the Denver Electric Vehicle Council.

Currently, Hill is engaged in two noteworthy efforts: supporting Denver and Boulder to become "bike cities," and the implementation of a street-car system in downtown Boulder. He describes the tremendous success of biking in Paris where bikes can be easily rented for short three-to-four block trips to cut down on driving. Building



Graham Hill, a leading green transportation activist and modern mobility consultant smiles holding his bike, one of his main forms of transportation, on a sunny Colorado morning.

Photo: Zev Paiss

upon Boulder's world-class bike system, he says Boulder and Denver are poised for "a bike explosion."

In April 2004 – after touring successful street-car operations in downtown Portland, Tampa and Little Rock – Hill founded the Boulder Breeze, a public-private non-profit company to bring the street-car back to Boulder. He has worked with a national streetcar expert who believes the 4½-mile streetcar route Hill has designed could be "one of the most successful street-car locations in the nation." Hill believes the Breeze would bring a huge economic stimulus to Boulder, "boosting real estate values while providing charm and practicality" as symbol for green transportation. A man who looks to positively shape our future, if anyone can stride "uphill" to spearhead a street-car system for Boulder, Hill can.

~ Neshama Abraham

Neshama Abraham is a freelance writer based in Boulder, who covers green building and sustainable solutions.