

# Community Energy Strategic Planning

## Better Buildings Alliance



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**ENERGY** | Energy Efficiency &  
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**Step 3**  
**Develop an Energy Vision**

## Community Energy Strategic Planning Process



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### Step 3: Develop an Energy Vision

1. Identify long-term aspirations and priorities to use as a basis for the vision
2. Create a focused vision statement
3. Share the final vision with the broader community



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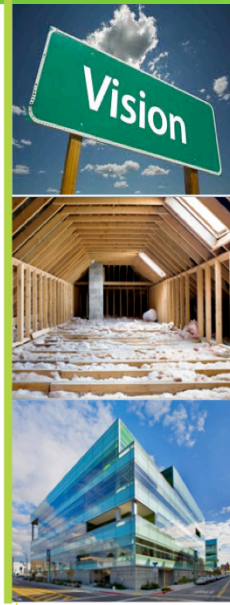
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## How Vision Guides the Goals, Strategies & Actions



## To Develop the Vision Statement

- Identify guiding principles for your local government and community
  - Gather existing statements of vision and aspiration from local leadership
  - Meet with appropriate stakeholders to help shape the list
- Integrate input to develop an energy vision that articulates what the jurisdiction/ community will look like when the CESP is implemented successfully



## Create a Focused Vision Statement

<b>BROAD</b>	We want Austin to be the most livable community in the country – <i>Austin, TX</i>
	Reduce climate change impact, and become the renewable energy capital of Canada – <i>Toronto, ON</i>
	Albany is a model of community health and sustainability in its planning, restorative development, and conservation of energy, water, and natural resources – <i>Albany, NY</i>
	Assuring reliable, affordable, and clean electricity is essential to the continued attraction and retention of [New York] businesses and residents – <i>New York, NY</i>
<b>SPECIFIC</b>	Montpelier and its neighboring communities will be leaders in creating an economically sustainable and environmentally responsible community reducing fossil fuel consumption by at least 80% by 2030 – <i>Montpelier, VT</i>

### Step 3: Tips & Tools

#### Tips

- There are many ways to troubleshoot a stalled vision:
  - Avoid over editing
  - Focus on the outcome
  - Get your Leaders to drive the discussion
  - Use visuals
  - Align the scope of the vision
  - Don't try to please everybody
- Share your vision community-wide, even if it's focused on government operations only