

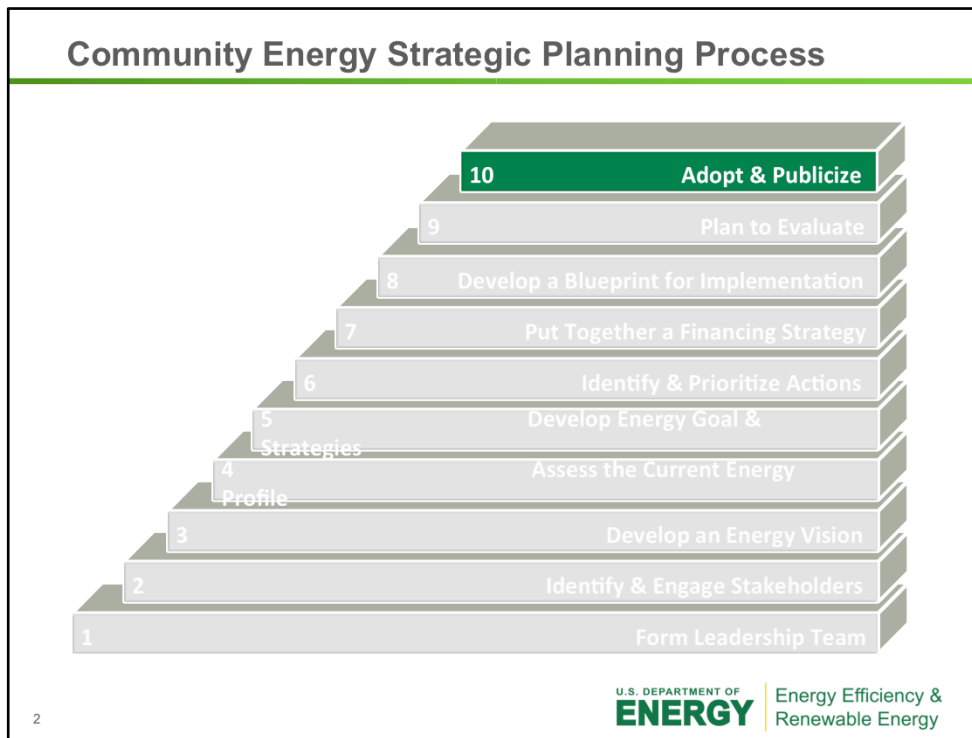
# Community Energy Strategic Planning

## Better Buildings Alliance



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**Step 10**  
**Develop, Adopt, and Publicize the CESP**



**(What and why)** Final steps for the CESP include:

Preparing a final report, which will outline where the community stands, promote the vision and goals for the future, and illustrate to the public the usefulness of funding its activities.

Formal adoption of the CESP, which provides the official recognition needed to serve as guidance for future actions and gives the CESP the weight of authority for future budgeting and other associated planning efforts.

Planning for ongoing public outreach, which will increase visibility, support, and future funding for plan activities.

**(Who)** Leadership Team will drive the development and adoption of the final report.

Process guided by Advocate or other designee or committee.

Leadership Team presents plan to officials and recommends adoption – officials authorize adoption.

Government officials work to be sure that plan elements are integrated into other planning efforts.

**(When)** Work for swift adoption – helps keep the focus on moving forward.

Design an ongoing public outreach campaign – driven by Leadership Team to be an integral part of the CESP ongoing activities, led by government marketing or public relations specialists.

Should be designed to continue throughout the timeframe of the plan.

## Step 10: Develop, Adopt, & Publicize the CESP

1. Prepare a final CESP
2. Have CESP officially adopted
3. Publicize the adoption and kick off of the CESP
4. Plan to use effective communication and public relations strategies to keep the CESP visible



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**WHAT:** The last phase of the planning process is to prepare a Final CESP, present it for formal adoption, and then publicize it to the broader community. The final plan is a roadmap for the local government/community's energy future, laying out where things stand today, the long-term vision, and the goals, strategies, and actions for achieving that vision. It also incorporates the implementation blueprint, including responsible parties, timelines, financing strategy, and process for tracking progress.

**WHY:** The Final CESP captures the results of the process in one comprehensive document, to effectively communicate to decision-makers and the public the outcomes of the planning phase and the importance of providing support to see the implementation of the plan through. Once completed, it is critical for the CESP to be formally adopted, so that there is an official commitment to its implementation and it has the weight of authority in future budgeting and other planning efforts. After adoption and throughout implementation, the CESP should be celebrated publically to engage and build support in the community.

**WHEN:** Compiling the Final CESP can take several months, but to avoid a lengthy time lag between completing the planning and assembling the results, the Leadership Team should discuss how and in what form the plan will be developed early on (e.g., in parallel with Step 5 or 6). Then build a content outline and skeleton of the plan as you are completing the later steps, so that materials can be inserted as they are completed.

## Prepare a Final CESP

- Start with your energy vision
- Summa-rize the process used to develop the plan and acknowledge the good work of leaders and stakeholders
- Consolidate and present the information gathered, focusing on:
  - Goals and strategies, framed in terms of benefits for community
  - Actions, laid out by sectors
  - Key blueprint components
- Invite participation in plan activities

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Two plans are often prepared – a summary-level version for public consumption and a detailed version that includes the full implementation blueprint, to be used namely by those implementing the CESP.

- The Final CESP for **broad distribution** should include:
  - A title designed to stimulate interest.
  - CESP Vision.
  - Summa-ry of the process used to develop the CESP.
  - Recognition of leaders and stakeholders who were part of the planning process.
  - Topline messages from the Energy Profile.
  - Goals and strategies, framed in terms of benefits for the community.
  - Actions, laid out by sectors – buildings, energy generation, transportation and land use, and other – and if applicable, broken out by government vs. community.
  - High-level overview of other key implementation blueprint components, including:
    - Responsible parties.
    - Timelines and milestones.
    - Financing/funding strategy.
    - Tracking, evaluating, and updates.
  - Public communications and engagement (discussed below under Plan to Use Effective Communication and Public Relations Strategies to Keep the Plan Visible).
    - Alignment with other planning efforts (if desired).
    - Jobs and economic development (if desired).
  - Invitation to participate in plan activities.

## Consider Creating Two Versions

- CESP for **broad distribution** should include:
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  - CESP Vision
  - Summary of the process used to develop the CESP
  - Topline messages from the Energy Profile
  - Goals and strategies, framed in terms of benefits for the community
  - Actions, laid out by sectors
  - High-level overview of other key implementation blueprint components
  - Timelines and milestones
  - Public communications and engagement
  - Invitation to participate in plan activities
- A **detailed plan** should also include the full implementation blueprint

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    - Alignment with other planning efforts (if desired).
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  - Invitation to participate in plan activities.
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## CESP Adoption: A Resolution



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Once the plan is finalized, the Leadership Team, headed by the Champion, should recommend it for approval by the City Council, County Commissioners or other appropriate local government body. Try to attain the strongest level of official authorization possible – for example, unanimous adoption by the City Council through resolution.

In the official CESP authorization statement, include language that indicates:

- A statement of support for the vision, and acknowledgement that the local government's guiding principles are upheld by this work;
- Support for the planning work and acknowledgment of the preparation of the CESP;
- Resolution that the CESP is adopted;
- Resolution that staff may be directed to implement the actions and strategies to achieve the goals and vision provided in the CESP; and
- Resolution that the CESP will be evaluated and updated (periodically – set a specific time frame) by the Leadership Team and other appropriate parties.

Examples from Guide of adoption language and methods:

Pinehurst Strategic Energy Plan adoption:

## Include Strategic Language in Adoption Statement

- A statement of support for the vision, and mention that the local government's guiding principles are upheld by this work
- Support and acknowledgement for the planning and preparation work of the CESP
- Resolution that the CESP is adopted;
- Resolution that staff may be directed to implement the recommended of the CESP
- Resolution that the CESP will be evaluated and updated (set a specific time frame) by the Leadership Team and other appropriate parties

Example of adoption language and methods:

*Frederick County  
Comprehensive Energy  
Plan and Sustainable  
Action Plan for County  
Operations:*

[http://  
frederickcountymd.gov/  
DocumentCenter/View/  
16720](http://frederickcountymd.gov/DocumentCenter/View/16720)

## Publicize the Adoption and Kick Off of the CESP

- Sacramento, California – Kick Off



- Denton, Texas – Sample Press Release
  - <http://www.cityofdenton.com/index.aspx?page=108>
- Pittsburgh, PA – Editorial Support
  - <http://www.post-gazette.com/stories/opinion/editorials/climate-action-pittsburgh-has-a-progressive-plan-for-the-future-399779/>

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The Plan Manager, in coordination with the government’s marketing/public relations specialists and the Leadership Team, should use press releases and public events to highlight the CESP adoption and start to its implementation. Celebrating the adoption and kick off is a great opportunity to:

- Highlight energy issues,
- Rally people around the visions for the future,
- Lay out the plan for achieving that vision, and
- Engage the public to support and participate in the implementation phase.

Make the beginning of this process a positive and highly visible occasion. Be sure to circulate the press release widely, make the adoption and announcement of the plan a public event, and have as many government and community leaders attend. Emphasize the value to taxpayers. Take lots of photos at the event and do any follow-up immediately.


Examples of effective kick-off and/or follow-up events include:

- Staging the announcement to occur with another highly visible and popular achievement. For example, at a ribbon cutting for a new energy efficient building, announce the new CESP, and highlight this as the first project to be



## Use Effective Strategies to Keep CESP Visible

<div style="background-color: #c6e0b4; padding: 5px; margin-bottom: 10px;">Communication Strategies</div> <ul style="list-style-type: none"> <li>• Websites</li> <li>• Social media</li> <li>• Periodic progress reports</li> <li>• Public commitments, pledges, and competitions</li> <li>• Stakeholder outreach</li> <li>• Events</li> <li>• Media outreach</li> <li>• Advertising</li> </ul>	<ul style="list-style-type: none"> <li>✓ Remind constituents of vision and goals often</li> <li>✓ Outline progress achieved toward goals</li> <li>✓ Solicit feedback</li> <li>✓ Encourage ongoing participation</li> <li>✓ Provide information targeted to specific audiences</li> </ul>
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### Speaking Points:

A strategy for ongoing communication and public engagement is part of a well-designed approach to building excitement for the implementation of the CESP. To create a strong strategy, the Plan Manager and Leadership Team should engage local government marketing or public relations specialists or community partners with marketing and outreach expertise for assistance. This strategy can be used as actions roll out to keep the public informed and involved – not only building general support, but increasing the participation in activities and helping to improve them based on feedback.

No matter what mechanisms are chosen for the CESP, be sure to:

- Remind constituents of vision and goals often,
- Periodically outline progress achieved toward goals (tie to Step 9),
- Solicit feedback,
- Encourage ongoing participation, and
- When possible, provide information targeted to specific audiences.

The full range of traditional outreach tools can be part of the strategy, depending on

## Social Media

- Facebook
  - [Portland's BPS](#)
- Google+
- Twitter
  - [Sustain Chicago](#)
- Pinterest
- YouTube
  - [Holland, Michigan's Community Energy Plan Video Challenge](#)



## Step 10: Tips & Tools

### Tips

- Get the overall plan approved first
- Then bring back individual actions for funding approval
- Link the announcement of CESP adoption with a ribbon cutting ceremony, etc.

### Tools

- Examples and sample press releases from Chapter 10
- Previous DOE webinars on marketing

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- It is most efficient to get initial approval of the overall plan so that general support is expressed. Then bring individual cost items back through operating budgets, capital budgets, and so forth incrementally over time to lessen the perceived financial impact.
- Try to stage the announcement of the CESP adoption to occur with another highly visible and popular achievement. For example, at a ribbon cutting for a new energy efficient office building, announce the new plan, and highlight this as the first project to be completed consistent with that plan.