



## STEP 10: DEVELOP, ADOPT, AND PUBLICIZE THE CESP

**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.

**WHO:** Development of the Final CESP will be managed by the Plan Manager or other designee, under guidance from the Leadership Team. The Team, led by the Champion, will then present the plan to the City Council, County Commissioners, or other appropriate government body, and recommend adoption. Once adopted, the Leadership Team and Plan Manager, in coordination with the government’s public relations specialists, will lead the efforts to publicize the CESP and perform ongoing public outreach.

**HOW:** To finalize and successfully launch the CESP, the Leadership Team will need to:

- Prepare a Final CESP
- Have the CESP Officially Adopted
- Publicize the Adoption and Kick Off of the CESP
- Plan to Use Effective Communication and Public Relations Strategies to Keep the CESP Visible

CESP Timeline										
Step 1	Form Leadership Team									
Step 2	Identify Stakeholders	Engage Stakeholders								
Step 3	Vision									
Step 4	Energy Profile									
Step 5					Goals and Strategies					
Step 6					Identify Actions					
Step 7					Identify Financing					
Step 8									Implementation Blueprint	
Step 9									Monitoring Plan	
Step 10						Scope and Develop Final CESP				Adopt & Publicize
Month:	1	2	3	4	5	6	7	8	9	10

**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. Once the plan has been finalized, the Champion and Leadership Team will want to work for swift adoption and kick off of the CESP, to keep momentum going through to implementation. The related public engagement strategy can be developed as the later planning steps are being wrapped up and as the Final CESP is coming together.

## Prepare a Final CESP

The format and contents of Final CESPs range widely – from simple public documents that lay out how the planning process occurred and the activities to be undertaken, to more-sophisticated, glossy plans that also seek to motivate a broad constituency to participate. About midway through the planning process, the Leadership Team, coordinated by the Plan Manager, should discuss what the CESP will look like and generally what it will include. Consult plans developed by other communities to stimulate discussion and ideas (for examples, see CESP in Action below and the full list of Strategic Energy Plans Cited in This Guide in the Introduction). Choices about the CESP’s approach and complexity depend on several factors, including:

- Audience for the plan,
- Scope of the plan,
- Level of detail and range of issues considered by the process,
- Overall complexity of the activities to be communicated, and
- Ways in which the plan can be used to motivate action.

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.
  - Summary of the process used to develop the CESP.

### CESP IN ACTION: PUTTING IT ALL TOGETHER: SAMPLE FINAL PLANS

Here are examples of high-quality final plans, from more simple to sophisticated:

- Pinehurst (NC) Strategic Energy Plan: [www.vopnc.org/Portals/0/SiteContent/BoardDocs/Resolution%2009-26%20Adopt%20Strategic%20Energy%20Plan,%2010-13-09.pdf](http://www.vopnc.org/Portals/0/SiteContent/BoardDocs/Resolution%2009-26%20Adopt%20Strategic%20Energy%20Plan,%2010-13-09.pdf)
- New Shoreham (RI) Energy Plan: [www.new-shoreham.com/docs/Energy%20Plan1.pdf](http://www.new-shoreham.com/docs/Energy%20Plan1.pdf)
- Topeka (KS) Energy Efficiency and Conservation Strategy: <http://www.topeka.org/pdfs/CityofTopekaEECS.pdf>
- Bad River Band of Lake Superior Tribe of Chippewa Indians: [www.badriver-nsn.gov/images/stories/docs/bad%20river%20tribal%20energy%20plan%202012%20draft.pdf](http://www.badriver-nsn.gov/images/stories/docs/bad%20river%20tribal%20energy%20plan%202012%20draft.pdf)
- Frederick County (MD) Comprehensive Energy Plan - includes a Sustainable Action Plan for County Operations: <http://frederickcountymd.gov/index.aspx?NID=4353>
- Corvallis (OR) Community Sustainability Final Action Plan: <http://sustainablecorvallis.org/action-plan/download-the-action-plan/>
- Baltimore (MD) Sustainability Plan: [www.baltimoresustainability.org/uploads/files/Sustainability\\_Plan.pdf](http://www.baltimoresustainability.org/uploads/files/Sustainability_Plan.pdf)

- 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.
- A **detailed plan** should also include the full implementation blueprint.

In addition to format, the Team will also need to determine how the plan is going to be developed, including who will be responsible for it and timeline for preparation and distribution. The Plan Manager is a good candidate for leading this effort, or the Team may wish to designate another local government staff member, subcommittee, and/or outside party. Once a general approach for format and drafting process has been developed, the content outline and skeleton of the plan should be built in parallel with the later steps, so that materials can be inserted as they are finalized. Ultimately, the goal is to have the Leadership Team, including the Champion, sign off on a Final CESP as soon after the completion of Steps 1-9 as possible, so that momentum continues into the adoption and implementation phases.

## Have the CESP Officially Adopted

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. If the CESP has been developed by a subcommittee or subdivision of the local government that has many layers between it and the City Council or County Commissioners, have the plan authorized by each incremental body to provide notice of the deep support for the work. For example, Baltimore, Maryland’s Sustainability Plan includes letters of authorization and support from the city’s Office of Sustainability and Department of Planning, as well as the Mayor.

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 of adoption language and methods:

- Pinehurst (NC) Strategic Energy Plan adoption:  
[www.vopnc.org/Portals/0/SiteContent/BoardDocs/Resolution%2009-26%20Adopt%20Strategic%20Energy%20Plan,%2010-13-09.pdf](http://www.vopnc.org/Portals/0/SiteContent/BoardDocs/Resolution%2009-26%20Adopt%20Strategic%20Energy%20Plan,%2010-13-09.pdf)
- Frederick County (MD) Comprehensive Energy Plan and Sustainable Action Plan for County Operations:  
<http://frederickcountymd.gov/DocumentCenter/View/16720>



It is most efficient to get initial approval of the overall plan that expresses general support, and then bring individual policy and/or cost items back for official discussions over time. This will also avoid negative perceptions regarding undue impact of the plan.

## Publicize the Adoption and Kick Off of the CESP

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 completed consistent with the plan.
- If a new project is not available, hold a tour of a government/community facility that is already a good example of energy efficiency.
- If possible, announce at same time as the CESP adoption, or soon after, a concrete, well-liked, easy to achieve, and not expensive component of the plan that will be an early focus. For example: community challenges, an energy fair, or popular energy-related policies.
- Trainings on new energy initiatives can also make good early events.
- It is also effective to have a number of CESP actions start early and receive quick public and positive notice. This keeps the plan visible and relevant. The Plan Manager, or the manager for the implementation phase, should check in with those responsible for early plan activities, be sure that they are clear about what is expected, and that they have the resources needed to get started.

## Plan to Use Effective Communication and Public Relations Strategies to Keep the CESP Visible

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 can then be done in parallel with the later steps, and the strategy can then 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 who the target audiences are and the ways they can be most-effectively engaged. The following strategies have been found to be effective both for general communication and to encourage behavior related to CESP components:

- Dedicated websites – easily maintained portal to provide up-to-date CESP information; can also serve as a forum for soliciting feedback.
- Social media – interactive, virtual communities (e.g., Facebook, Twitter) that further enable two-way communications. Particularly effective if target audiences are already using these forums.
  - Example: The Greater Cincinnati Energy Alliance (GCEA) regularly engages their community via social media activities. Through posts on the program's Facebook page, GCEA displays pictures of its activities within the community, shares interesting articles and insights about energy efficiency in the area, and announces accomplishments to its 1,000+ (and growing) followers. GCEA also interacts with local community members, businesses, and organizations through regular tweets on Twitter.
- Periodic progress reports– for example, an annual scorecard; particularly effective when coordinated with the jurisdiction's budget reviews, annual reports, or other community milestone reports (also see Step 9).
- Public commitments, pledges, and competitions – staff and/or community members are asked to publicly commit to a specific behavior or engage in competition to reach a target.
- Public prompts – a reminder to make a desired behavior change after you are already predisposed to do it. Effective prompts are specific and are present at the time of the behavior.
- Stakeholder outreach – solicit feedback from energy professionals and other stakeholders throughout implementation. Some options for keeping open lines of communication with stakeholders include:
  - Hosting regular open meetings or calls.
  - Designating a particular staff person as the main point of contact.
  - Surveying key stakeholders (including those not involved with implementing CESP activities).
- Other events – kick-off and implement specific actions, provide information, and encourage participation; particularly effective when coordinated with standing events and/or occurring at locations where the target audience already gathers.
- Media outreach – provide press releases and news stories for highly visible events and activity launches, with detailed facts and visuals to help ensure coverage.
- Advertising – print, broadcast, web, and direct mail advertising can be expensive, but they allow programs to have 100% control of the message. Choose advertisement placements with best reach, and include simple, timely messages that address the audience's personal concerns.

Examples of effective outreach:

- Omaha (NE) Energy Plan [www.omahaenergyplan.org/index.php/measuring-success-menu](http://www.omahaenergyplan.org/index.php/measuring-success-menu)
- Green Energy Match program – San Jose, CA ([www.greenenergymatch.org/](http://www.greenenergymatch.org/)), part of the San Jose Green Vision <http://greenvision.sanjoseca.gov/>

## Resources Recommended for More In-depth Guidance

- DOE Tips and Tools for Promoting Your Energy-Efficiency Project (Webinar)  
[www1.eere.energy.gov/wip/solutioncenter/pdfs/tips\\_and\\_tools\\_for\\_promoting\\_your\\_energy\\_efficiency\\_project\\_slides.pdf](http://www1.eere.energy.gov/wip/solutioncenter/pdfs/tips_and_tools_for_promoting_your_energy_efficiency_project_slides.pdf)
- DOE Using Social Media to Engage the Community in Energy Efficiency Projects (Webinar)  
[www1.eere.energy.gov/wip/solutioncenter/pdfs/Using%20Social%20Media%20to%20Engage%20the%20Community%20in%20Energy%20Efficiency%20Projects.pdf](http://www1.eere.energy.gov/wip/solutioncenter/pdfs/Using%20Social%20Media%20to%20Engage%20the%20Community%20in%20Energy%20Efficiency%20Projects.pdf)

### CESP IN ACTION: PROMOTING THE PLAN: SAMPLE PRESS RELEASES

Baltimore: [www.baltimoresustainability.org/features/sustainabilityPlan.aspx](http://www.baltimoresustainability.org/features/sustainabilityPlan.aspx)

#### **City Council adopts Baltimore Sustainability Plan**

In March 2009, the Baltimore City Council adopted the Baltimore Sustainability Plan, a broad, community-responsive sustainability agenda that provides a new lens by which to weigh decisions affecting the future of Baltimore.

Over 1,000 Baltimore citizens offered their vision, hard work, and creativity to develop this Plan. The Plan is not an end in of itself, but rather a declaration of the type of community Baltimore wants to be – a community that tends to the quality of life of its people, the health and resilience of its environment, and the long-term success of its economy. While the document offers 131 strategies to assist in meeting the 29 goals identified by the community, it is not a prescriptive work plan. Instead, the Plan is designed to articulate a vision which policy and programmatic decisions can be weighed against by asking “will this action move Baltimore closer to or further away from a sustainable future?” The Plan also serves as an umbrella to connect previously disparate efforts while helping to expose gaps that warrant increased attention. The Baltimore Sustainability Plan represents a crucial step in moving this agenda forward, but in many ways it is still a first step. The real work of implementation will come with the creativity, commitment, and participation of the entire community. There is a role for every citizen, community organization, business, and institution in making this vision for Baltimore a reality.

Explore the Office of Sustainability website for ideas on how you can help be part of the solution.

Denton: [www.cityofdenton.com/departments-services/sustainable-denton](http://www.cityofdenton.com/departments-services/sustainable-denton)

#### **The Sustainability Plan: "Simply Sustainable- A Strategic Plan for Denton's Future"**

The City of Denton is proud to announce the adoption of its sustainability plan: "Simply Sustainable - A Strategic Plan for Denton's Future." This plan has been in the works for more than two years, and includes much internal and external collaboration. The City is excited to see it adopted and to begin implementation, and tracking the progress. This plan was started with public input and is intended to be a living document that will be revisited on a regular basis, as flexibility and updates are key to continuing the sustainable process in Denton. Click on the link below to download the "Simply Sustainable" Plan. When the plan is revised again, there will be many more opportunities for the community and partners to provide insight and input. Coming soon is a tracking tool and dashboard to help expand communications both internally and to the community as progress is made on the plan's action items. This tool is expected to be available by the end of this summer, so stay tuned and check back for updates! Simply Sustainable 2012

To stay up-to-date on the Sustainability Plans progress keep checking back here, as this will be the site with current information on the plan. Find out more and follow us on Facebook,

To learn more about the City's energy efficiency efforts and the Energy Efficiency and Conservation Block Grant (EECBG) visit the Sustainability/Energy Conservation tab.



## **CELEBRATE YOUR SUCCESS!!**

Now that you have the fruits of your efforts in hand, launch your Community Energy Strategic Plan, and enjoy the benefits of thoughtful planning and successful partnerships...

## **Good Luck!**