Community Energy Strategic Planning
Better Buildings Alliance

Step 1
Establish and Charge a Leadership Team
Community Energy Strategic Planning Process

1. Form Leadership Team
2. Identify & Engage Stakeholders
3. Develop an Energy Vision
4. Assess the Current Energy Profile
5. Develop Energy Goal & Strategies
6. Identify & Prioritize Actions
7. Put Together a Financing Strategy
8. Develop a Blueprint for Implementation
9. Plan to Evaluate
10. Adopt & Publicize
Step 1: Establish & Charge a Leadership Team

1. Identify effective leaders

2. Charter & direct the Leadership Team

Why
- Maintain continued focus on the CESP process
- Connect the government offices necessary for success
- Motivate key stakeholders to contribute to the plan
- Inspire completion of an effective plan
- Ensure its implementation over time
The Leadership Team should be established as quickly as possible, but no later than within a 1-2 month timeframe once development of the plan is authorized. Putting the team together quickly and early in the process will get momentum for the process going, demonstrate early progress to the official(s) that authorized the CESP, and assure that leadership is in place to help identify and engage the appropriate stakeholders.
For a community-wide CESP: There may be two leaders both serving as Champions – an influential government official, as well as a highly visible and effective local community leader.

QUESTION: Who is Champion in your community?
Depending upon the scope of the plan, this may be a full-time assignment or a part-time addition to other duties. If possible, the Plan Manager should be someone who already has or can be given direct access to the Champion.

For a community-wide CESP: May also be a local government staff person as above, or may be a member of a local organization that is intimately involved in the planning process (for example, a local non-profit that is driving the community activities associated with the planning process).

QUESTION: Who will or will likely play the Manager role in your community?
This group provides high-level thought leadership, guidance, and support for the final recommendations for the plan. The Leadership Team will report to the Champion, and the Plan Manager will be an administrative member of the Team. The Team may be called an Energy Planning Task Force, Sustainability Advisory Board, Commission on Sustainability, etc.

**QUESTION: Do you currently have a leadership team in place? Who is represented on it?**
The plan development will be most successful when leaders and stakeholders engaged as owners and drivers of plan.

This is a great opportunity to expand the tent of high-influence individuals and organizations in thinking about energy challenges and solutions. Think creatively about who to include: large employers, influential institutions, youth representation, labor representation, potential challengers, etc.
Charging Leadership Team

- Articulate a clear scope of work and expectations
- Prepare a formal charter:
  - Membership
  - Project scope
  - Member roles
  - Timeline
  - Meeting process
  - Scheduling
  - Ground rules
  - Decision making procedure
  - Communication strategies
  - Process for feedback

"The motion has been made that from now on we play by the rules. Any second?"
Sample Leadership Team Organizational Chart

CESP In Action
Topeka Kansas Leadership Team Composition

CHAMPION
Deborah Swank, Topeka City Council

MANAGER
Michael McGee
Deputy Dir., Dept. of Public Works

SUSTAINABILITY ADVISORY BOARD (LEADERSHIP TEAM)

CHAIR
Larry Graber

Dr. Knolls Bayless, Washburn University
Matthew Gasson, Consultant
Kate Grover, Hallmark
Rust King, Rust King Homes
Stan Myers, Barrett & Weed Engineers
David Peterman, Waste Management
Gina Parnig, Westar Energy
Pam Post, Sierra Club
### Step 1: Tips & Tools

<table>
<thead>
<tr>
<th><strong>Tips</strong></th>
<th><strong>Tools</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Make sure the Manager has adequate time to devote to process</td>
<td>• CESP Value Brief</td>
</tr>
<tr>
<td>• Identify ‘hidden stars’</td>
<td>• Leadership Team Invitation</td>
</tr>
<tr>
<td>• Potential leaders not on Team can still be included as stakeholders</td>
<td>• Leadership Team Charter</td>
</tr>
<tr>
<td>• Have the Leadership Team officially appointed</td>
<td>• Tips for the Plan Manager – Project Management &amp; Effective Meetings</td>
</tr>
</tbody>
</table>