Community Energy Strategic Planning Resources

Technical Assistance Program
January 24th, 2013
Agenda

1. Welcome & overview
2. What is a community energy strategic plan and why is it valuable?
3. What materials and resources are available through DOE?
4. How have other communities used these materials?
5. What new opportunities are available for technical assistance?
6. Question & answers
What is the Technical Assistance Program?

- DOE’s Technical Assistance Program (TAP) provides state, local, and tribal officials with resources to advance successful, high-impact, and long-lasting clean energy policies, programs, and projects.

- TAP supports one of EERE’s key missions – taking clean energy to scale through high impact efforts.

- TAP has been around for over a decade and handled thousands of inquiries – most recently TAP had been focused on supporting Recovery Act grantees.
  - One-on-one assistance
  - Online resource library & webinars
  - Facilitation of peer exchange
New TAP Approach

Priority Areas

Resources

Peer Exchange & Trainings

One-on-One

• Strategic Energy Planning
  • Program & Policy Design and Implementation
  • Financing Mechanisms
  • Data Management and EM&V
  • EE & RE Technologies*

• General Education (e.g., fact sheets, 101s)
  • Case Studies
  • Tools for Decision-Making
  • Protocols (e.g., how-to guides, model documents)

• Regional Calls
  • Webinars
  • Conferences
  • Better Buildings Alliances

• Level of effort will vary
• In-depth efforts will be focused on:
  • High impact efforts
  • Opportunities for replicability
  • Filling gaps in the technical assistance marketplace
Strategic Energy Planning as a Priority Area

• **Resources:** *Guide to Community Energy Strategic Planning*
  – Will be published on the Solution Center in February
  – You will be notified directly when it is available

• **Peer Exchange & Trainings:**
  – Regional peer exchange – join us for next week’s calls, focused on *Getting the Green Light to Get Started*
  – National webinars on strategic energy planning, including – *State Energy Planning, Strategic Energy Planning & Economic Development*
  – Long-term peer exchange – join the *Better Buildings Alliance Working Group for Community Energy Planning*

• **One-on-one Assistance**
How to Tap into These and Other TAP Offerings

• Visit the **Solution Center**

• Contact Local or State **Regional Coordinator**

• Submit an **application** for assistance
  [http://www1.eere.energy.gov/wip/solutioncenter/technical_assistance.html](http://www1.eere.energy.gov/wip/solutioncenter/technical_assistance.html)

• Sign up for **TAP Alerts**, the TAP mailing list, for updates on our latest and greatest
  [TechnicalAssistanceProgram@ee.doe.gov](mailto:TechnicalAssistanceProgram@ee.doe.gov)
Why is Strategic Energy Planning a Priority Area?

- Strategic energy planning can help state and local governments build on initial or one-off energy successes, by moving from single projects and programs to a comprehensive, long-term energy strategy that delivers benefits for years to come.

- The creation of a robust strategic energy plan for your government and community that can help save money, create local jobs, and improve our national security.
What is a Strategic Energy Plan?

• A long-term blueprint to focus and guide efforts toward achieving a defined energy vision

• Articulates goals, identifies strategies and actions to meet goals, and allocates resources to complete these strategies

• Instead of undertaking decisions on a single-year, as-needed basis, a strategic plan is:
  – Proactive
  – Comprehensive
  – Structured
  – Long-term
  – Enduring
CESP is a Progression of Influence-Building Actions

Regional, State, and National Initiatives

Community Energy Activities

Local Government Operations
Why Complete a CESP?

- Cost savings for taxpayers and consumers
- Job creation in local economy
- Greater energy security
- Increased influence in infrastructure planning
- Free up cash flow for other community priorities
- Improved air quality
- Proactive stance for capturing future opportunities
Features of the New CESP Guide

• This Guide introduces the Community Energy Strategic Planning approach, a *step-by-step process* for creating a robust strategic energy plan.

• Each step is discussed in detail over the course of 10 chapters.

• *Tips & tools* are also provided to help complete each step.

• *Examples* from successful planning efforts around the country are highlighted.

• *Appendices* and suggestions for more in-depth resources.
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
### Steps Occur In Parallel

<table>
<thead>
<tr>
<th>Step 1</th>
<th>Form Leadership Team</th>
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<tbody>
<tr>
<td>Step 2</td>
<td>Identify Stakeholders</td>
</tr>
<tr>
<td>Step 3</td>
<td>Vision</td>
</tr>
<tr>
<td>Step 4</td>
<td>Energy Profile</td>
</tr>
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<td>Step 5</td>
<td>Goals &amp; Strategies</td>
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<td>Step 6</td>
<td>Identify Actions</td>
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<td>Step 7</td>
<td>Identify Financing</td>
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<tr>
<td>Step 8</td>
<td>Implementation Blueprint</td>
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<td>Step 9</td>
<td>Monitoring Plan</td>
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<td>Step 10</td>
<td>Scope &amp; Develop Final CESP</td>
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<th>6</th>
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<th>8</th>
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<th>10</th>
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</thead>
</table>

Steps Occur In Parallel
Introduction & “Step Zero”

More on:

1. What is a strategic energy plan and why is it important?
2. CESP process & outcomes

3. Step Zero: Get the green light to get started
   ✓ Determine scope and resource needs
   ✓ Share the value of developing the CESP
   ✓ Get a firm commitment

Tools, Tips, Examples & Appendices

• Planning Worksheet & Timeline Template
• Value Brief – including PowerPoint and Elevator Speech
• Links to related planning resources from other stakeholder groups
Step 1: Establish & Charge a Leadership Team

1. Identify effective leaders

2. Charter & direct the Leadership Team

Tools, Tips, Examples & Appendices

- Sample Org Chart
- Leadership Team Invitation
- Leadership Team Charter
- Appendix: Tips for Successful Management
Step 2: Identify & Engage Stakeholders

1. Identify stakeholders to include

2. Engage stakeholders effectively
   A. Establish a strategy for stakeholder input
   B. Consider types of enhanced engagement
   C. Motivate effective stakeholder participation

3. Plan to maximize stakeholder value throughout the planning process

Tools, Tips, Examples & Appendices
- Stakeholder Matrix Template
- Stakeholder Invitation & Kick-off Meeting Agenda
- Appendix: Engagement Strategies
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

Tools, Tips, Examples & Appendices

• Visioning Tool
Step 4: Assess the Current Energy Profile

1. Develop the scope and recruit expertise
2. Assess current energy use and supply
3. Identify potential future energy sources
4. Inventory current plans, policies, programs, and projects
5. Identify available human and organizational resources
6. Organize and communicate findings

Tools, Tips, Examples & Appendices

- Energy Data Calculation & Summary Tool
- Activity Inventory Template
- SWOT Analysis Worksheet
Step 5: Develop Energy Goals & Strategies

1. Choose effective goal language

2. Develop clear and measurable goals

3. Identify strategies for achieving goals

4. Integrate input from stakeholders

5. Publicize goals and strategies

SMART Principles:
- **S**pecific (Clear, concise, tangible)
- **M**easurable (Way to assess progress)
- **A**ttainable (Balance between stretch & feasibility)
- **R**elevant (Goals align with vision)
- **T**ime Bound (Articulate timeframe for completion)

Tools, Tips, Examples & Appendices
- Goals, Strategies & Actions Planning Worksheet
Step 6: Identify & Prioritize Actions

1. Establish a system to rank ideas
2. Identify policies, programs, and projects to consider
3. Rank and evaluate options against goals and strategies

Tools, Tips, Examples & Appendices

• Sample Scoring Form for Prioritizing Actions
• Appendix: Policies, Programs, & Projects to Consider
• Planning Worksheet
Step 7: Put Together a Financing Strategy

1. Understand financial requirements for different types of energy actions

2. Identify potential financing and funding sources

3. Design a suite of financial mechanisms for proposed activities

Tools, Tips, Examples & Appendices

• Template for Inventory of Potential Financing Activities

• Appendix: Financing Mechanisms to Consider
Step 8: Develop a Blueprint for Implementation

1. Develop an blueprint
2. Establish operational responsibilities
3. Incorporate the CESP into other planning and budgeting efforts

<table>
<thead>
<tr>
<th>Goal</th>
<th>Metrics</th>
<th>Strategy</th>
<th>Action</th>
<th>Lead</th>
<th>Timeline</th>
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<td>Reduce energy use in municipal buildings by 10% by 2020</td>
<td>Electricity use - kwh/yr</td>
<td>Upgrade 25% of city building square footage to Energy Star levels</td>
<td>Benchmark city buildings against their peers using the EPA's Portfolio Manager</td>
<td>Facilities Manager</td>
<td>3/31/13</td>
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<td>Natural gas use - therms/yr</td>
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<td>Identify buildings to upgrade in capital planning process</td>
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<td></td>
<td>Or MMBtu equivalent per year</td>
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<td></td>
<td>Baseline = 2010 kwh/yr &amp; therms/yr</td>
<td>Install photovoltaic panels on 25% of all buildings by 2020</td>
<td>Identify all south facing rooftops in the municipal building stock</td>
<td>Planning &amp; Zoning Analyst</td>
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</table>

Tools, Tips, Examples & Appendices

- Planning Tool
Step 9: Plan to Evaluate

1. Establish a plan for performance measurement and reporting

2. Evaluate and report on the effectiveness of the full CESP and its components on a regular basis

3. Update the CESP when necessary to ensure the best results

Tools, Tips, Examples & Appendices

• Monitoring Plan Template
• Planning Tool
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

Tools, Tips, Examples & Appendices

• Sample adoption language and press releases
cost savings
new jobs
energy independence
increased sustainability
leading by example

Energy Planning as a Pathway to Prosperity

Alison Ball
Claire Kilbane
Marionette Richardson-Scott
Cuyahoga County Planning Commission
Cleveland, Ohio
January 24, 2013
About Cuyahoga County

- Cuyahoga County was the recipient of a $5.7 million EECBG Grant in 2009
- Cuyahoga County, OH is located in the Northeast region of Ohio
- There are 1.3 million citizens living in the County; the City of Cleveland is the center; one of the county’s 59 municipalities
Municipalities in the county vary considerably in their demographics, geography and development patterns from the dense urban environment of the City of Cleveland and the older “First Ring Suburbs” to the sprawling outer ring of suburbs.
Cuyahoga county’s eecbg grant

EECBG GRANT - $5.7 MILLION

- $1.9 million - used to conduct baseline energy audits of all County-owned buildings and facilities.

- $3.2 million to fund the Municipal Energy Program (MEP) to provide to communities:
  - 100% funded energy audits and
  - Implement energy retrofit projects.
Cuyahoga County’s eecbg grant

- Cuyahoga County Fairgrounds Wind Turbine and Energy Education Center
The County’s Sustainability Program has a target to reduce greenhouse gas emissions 20% by 2019 and a goal of 80% by 2050.

$1.9 M of EECBG used the by County to:

- Conduct 12 investment-grade surveys of county-owned buildings and facilities.
- Implement $3 million efficiency improvements
- Result - Annual energy and operational savings of approximately $500,000.

### Project Summary
#### Cuyahoga County Buildings

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<thead>
<tr>
<th>Energy Conservation Measure</th>
<th>Project Investment</th>
<th>Energy Savings</th>
<th>Operational Savings</th>
<th>Total Savings</th>
<th>Simple Payback</th>
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<td>$633</td>
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<td>$55</td>
<td>$605</td>
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Cuyahoga county municipal energy program (mep)

PHASE ONE:

- 100% Grants to eligible municipalities to conduct ASHRAE Level II Comprehensive Energy Audits
- 97% Participation from Municipalities with 51 conducting ASHRAE Level II Audits
Cuyahoga county municipal energy program (mep)

PHASE TWO:

- 100% Grant to eligible municipalities to implement energy efficiency retrofit projects.
- 14 Municipalities awarded funding to conduct 64 energy efficiency retrofit projects.
<table>
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<tr>
<th>#</th>
<th>MUNICIPALITY</th>
<th># of Bldgs</th>
<th>Total Square Feet</th>
<th>ELECTRICITY</th>
<th>GAS</th>
<th>Water</th>
<th>TOTAL $</th>
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<td>9</td>
<td>Brook Park (includes rec &amp; street lights)</td>
<td>9</td>
<td>240,696</td>
<td>$931,252</td>
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<td>Brook Park Rec</td>
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<td>Brook Park Outdoor Waterpark (Rec)</td>
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<td>$6,206</td>
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<td>10</td>
<td>Brooklyn including rec</td>
<td>5</td>
<td>214,661</td>
<td>$397,934</td>
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<td>$601,051</td>
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<tr>
<td></td>
<td>Brooklyn (not including rec)</td>
<td>4</td>
<td>114,661</td>
<td>$135,064</td>
<td>$74,152</td>
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<td>1,128,988</td>
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<tr>
<td></td>
<td>Brooklyn Rec</td>
<td>1</td>
<td>100,000</td>
<td>$263,870</td>
<td>$128,865</td>
<td>$391,735</td>
<td>2,482,200</td>
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</tr>
</tbody>
</table>
A LOCAL GOVERNMENT CESP:

- Start saving taxpayers, businesses, and residents money as soon as possible;
- Continue momentum of the EECBG investments;
- Seize opportunity to demonstrate leadership;
- Leverage current community support for effort; and
- Address Western Reserve Plan Principles.
Leadership Team & Stakeholders

LEADERSHIP

- Cuyahoga County Executive
- Cuyahoga County Planning Commission

STAKEHOLDERS

- County Municipalities
- County Departments & Agencies
- Schools & Libraries
- Other Public Entities
- Public Utilities
Broader County Energy Initiatives

- **SOLAR PANELS**: Cuyahoga Metropolitan Housing Authority is building 4,200 solar panels on a 6-acre site adjacent to its headquarters.

- **LAKE ERIE WIND TURBINES**: The County’s Great Lakes Energy Development Task Force received a $4 million grant from the U.S. Department of Energy to design the Lake Erie Wind Farm.
For nearly a century, Cuyahoga County has explored ways to consolidate and improve service delivery among our many different communities. Today, tight budgets are an additional incentive for collaboration while maintaining municipal authority and quality in service delivery.
Uniting the Region for a Better Tomorrow

- Metropolitan Government
- Entrepreneurship & Job Growth
- Downtown Cleveland
- Human Service Needs
- Education
- Health & Wellness
- Economic Inclusion
- International City/Younger Generation
- Foreclosure Crisis
- Veterans
- Public Safety
- Good Government

Energy Vision & Profile
How Do We Get There?

- Project start – EECBG White Paper Published
- Recruit leadership team
- Draft vision statement
- Formulate goals and strategies
- Identify and prioritize actions
- Draft implementation blueprint and monitoring plan
- Plan finalized, adopted, and publicized
- Program evaluation and plan revision

March 2013: Draft vision statement
April 2013: Identify and prioritize actions
June 2013: Draft implementation blueprint and monitoring plan
September 2013: Plan finalized, adopted, and publicized
September 2014: Program evaluation and plan revision

Promote effort to stakeholders and secure commitment
Review energy profile & ID Gaps
Develop financing strategy
COMMUNITY ENERGY STRATEGIC PLANNING

Let’s Get To Work

NEXT STEPS

- Finalize White Paper - outcomes and recommendations of MEP Program.
- Explore funding opportunities to continue work started.
- Identify Leadership Team and Stakeholders
- Launch Strategic Plan Process
Contact:

Alison Ball
Claire Kilbane
Marionette Richardson-Scott

Cuyahoga County Planning Commission
323 Lakeside Avenue West, Suite 400
Cleveland, Ohio 44113

216-443-3700

Thank you!
Better Buildings Alliance

- Opportunity for governments to work collaboratively with DOE to advance their clean energy goals
- Helps members sustain success of ARRA funded work
- Leverages DOE expertise
- Provides forum to engage with peers around actionable steps
- Public sector working groups focus on strategic target areas:
  - Energy planning
  - Data collection, analysis, communication
  - Financing
  - ESPC standardization and implementation
  - Technical areas (lighting, HVAC, plug loads, data centers, etc.)
Alliance Members Agree to:

- **Commit**
  - Assign a representative
  - Share energy savings goals, encouraged to be an annual goal of >2%

- **Act**
  - Work to achieve goals and monitor progress
  - Participate in at least one BBA workgroup or activity

- **Share**
  - Provide annual updates on energy savings and progress toward meeting goals
  - Share your successes and help other members replicate your results
DOE Agrees To:

- **Assist**
  - Provide information and resources to help members meet energy goals
  - Work with members to create new resources and tools

- **Connect**
  - Provide a neutral, third-party platform for peers to build solutions
  - Connect members with financial allies for financing solutions

- **Inform**
  - Keep members informed through regular BBA communications and webinar series
  - Provide access to DOE and trusted third-party resources
Community Energy Planning Working Group

- Will equip members with knowledge, tools, peer-exchange, and feedback to develop strategic energy plans for their communities
- Leverage existing CESPA materials
- Sessions held via facilitated webinar
- Participants will execute process steps in real time as they are discussed in WG sessions
- Insights participants gain through process will be shared with peers during WG
- Sessions held April – December 2013
Installation of night curtains
Whole Foods Market, a BBA member, installed night curtains to cover the refrigerated produce cases when stores are closed. This strategy lowers the cooling load on the refrigeration case by about 40% during unoccupied periods.

Join the Better Buildings Alliance
Commercial buildings—our offices, schools, hospitals, restaurants, hotels and stores—consume nearly 20 percent of all energy used in the United States. We spend more than $200 billion each year to power our country’s commercial buildings. Unfortunately, much of this energy and money is wasted: a typical commercial building could save 20 percent on its energy bills simply by commissioning existing systems so they operate as intended. Energy efficiency is a cost-effective way to save money, support job growth, reduce pollution, and improve competitiveness.

Through the Better Buildings Alliance, members in different market sectors identify specific barriers and work with the U.S. Department of Energy’s (DOE) exceptional network of research and technical experts to develop and deploy innovative, cost-effective, energy-saving solutions that lead to better technologies, more profitable businesses, and better buildings in which we work, shop, eat, stay, and learn.
Questions?

Contact your Regional Coordinator to join next week’s call

Slides will be posted on the Solution Center
http://www1.eere.energy.gov/wip/solutioncenter/

For more information on the **Better Buildings Alliance**, please send questions to
bba@ee.doe.gov