

Setting Priorities for Maximum Impact

Be Strategic. Focus on Impact. Hit the Ground Running!

VECAN 2014



Working Together for

VITAL COMMUNITIES

www.VitalCommunities.org

We bring people together to take on issues where an **independent voice** and **regional approach** are essential.



Energy



Smart **C**ommute **U**pperValley
Working to Reduce Reliance on Driving Alone





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VITAL COMMUNITIES

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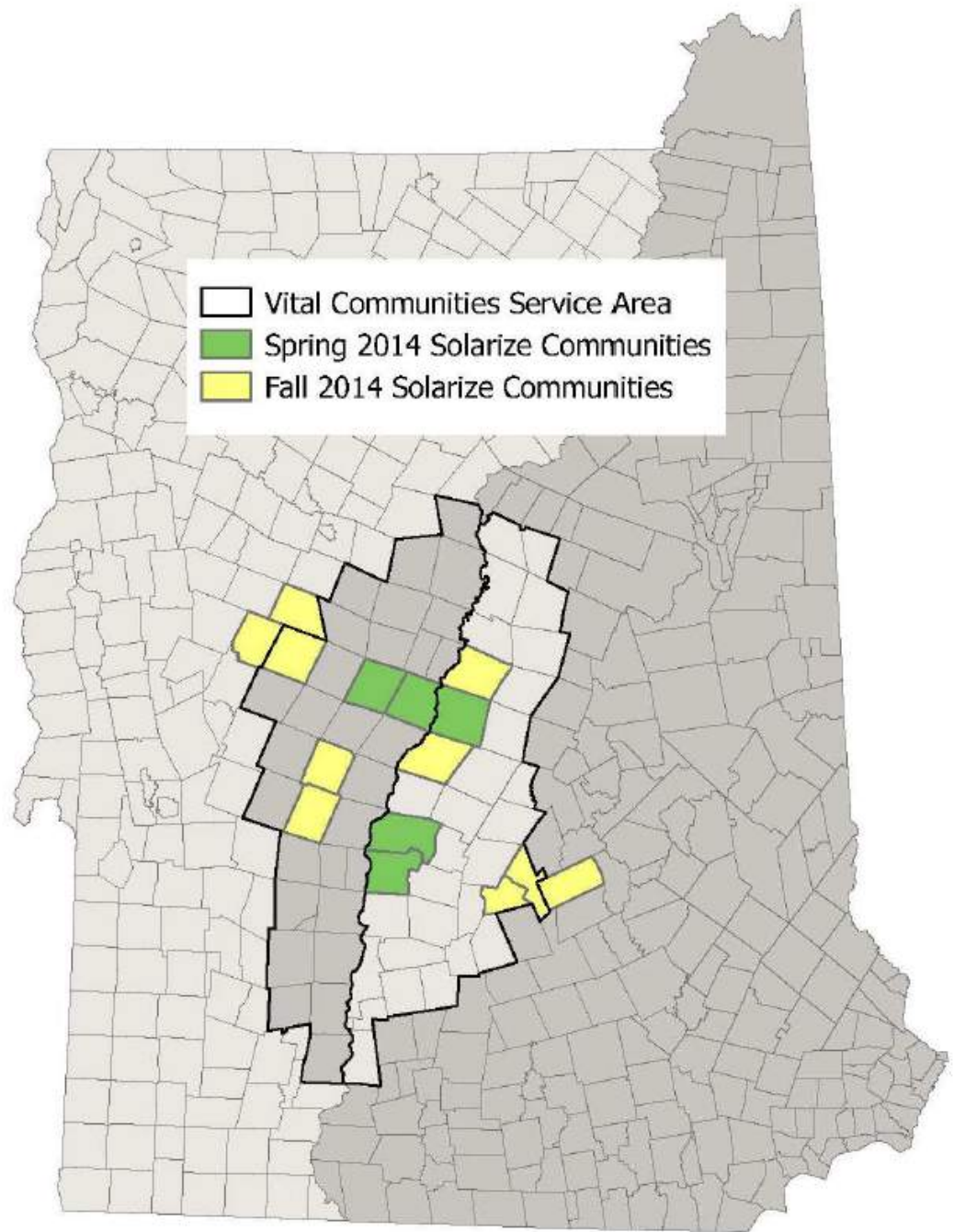
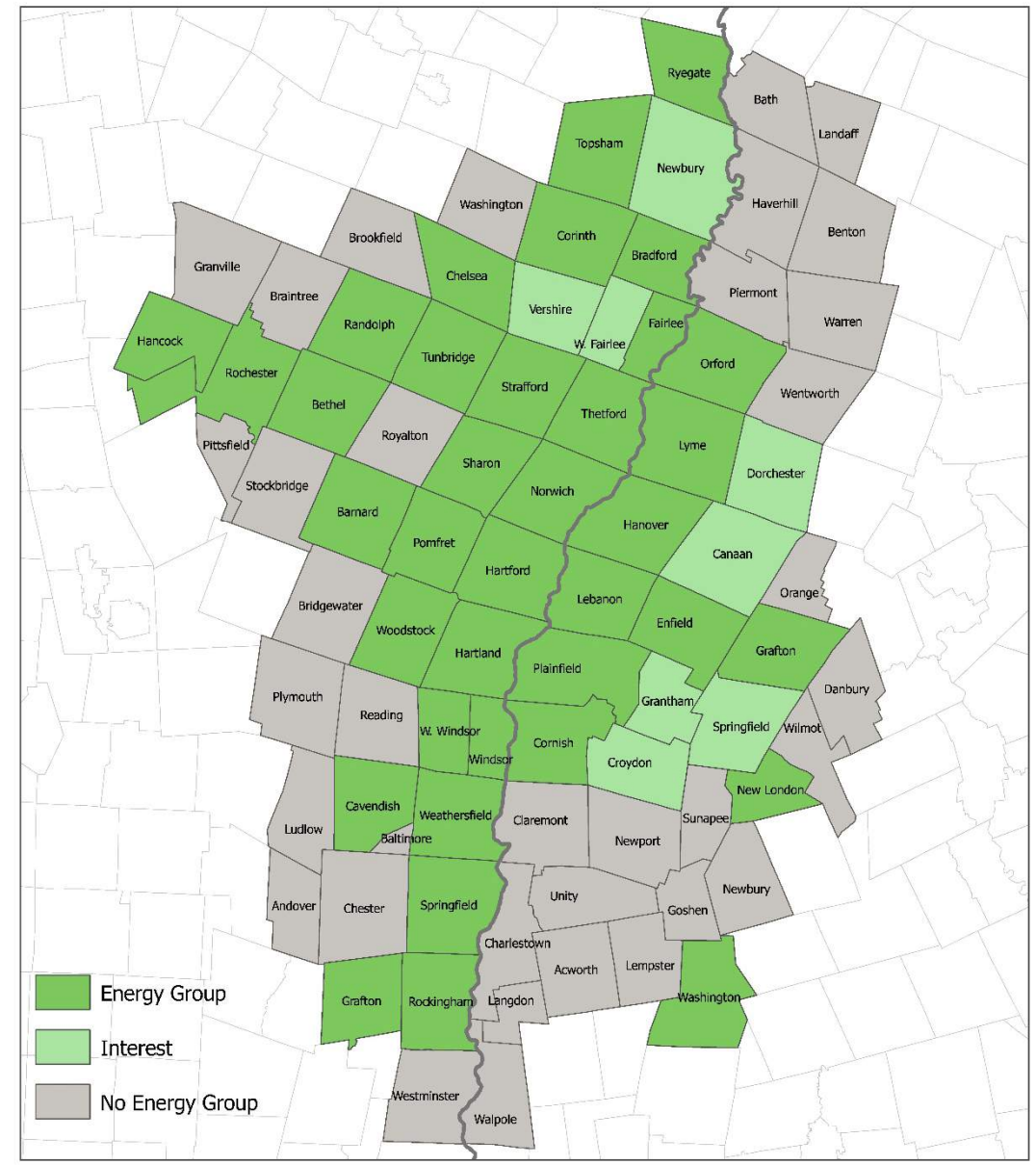
Energy

PROGRAM MISSION:

Moving the Upper Valley toward **energy independence**
by **catalyzing local efforts**
to meet **90%** of our energy needs
through **energy efficiency** and **renewable energy** sources by 2050.

Sounds Familiar?

Upper Valley Town Energy Groups 2014



NH Local Energy Work Group

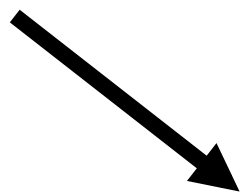
~ *nhenergy.org* ~

The screenshot shows the homepage of the New Hampshire Local Energy Solutions website. At the top, there is a navigation menu with links for Home, LES Conference, Trainings & Events, Guides & Reports, Tools, Energy Programs, and NH's Communities. Below the menu is a header banner with the logo for Local Energy Solutions and the text "New Hampshire Local Energy Solutions Turning Ideas Into Action". The main content area features a "Discussion Forums" button, a "Providing energy solutions for NH's energy committees, municipalities and schools." section, and a "SPOTLIGHT" section titled "NEW! Project Profile Templates Released by the Local Energy Work Group". A "Featured Resource" section includes a map and a "NEW!" label. On the right side, there is a "News" section with a "Local Energy Solutions Webinars Learn More & Register" link and a "Stakeholder Session re: Residential PV Permitting November 17th" link. At the bottom right, there is a link for "Rindge, NH Issues RFP for Installation of Air Source Heat Pumps".

The screenshot shows the homepage of the Vermont Energy & Climate Action Network website. At the top, there is a navigation menu with links for HOME, ENERGY COMMITTEES, FORUM, PROJECTS & INITIATIVES, PUBLICATIONS, RESOURCES, TAKE ACTION, ABOUT, EVENTS, and CONTACT US. Below the menu is a header banner with the text "Vermont Energy & Climate Action Network Energizing Vermont Communities". The main content area features a "Vermont Climate Assessment" section with a large graphic of the state of Vermont and the text "VERMONT CLIMATE ASSESSMENT". A "Sign Up For Our Newsletter!" button is located below the graphic. On the right side, there is a "VECAN Welcomes You!" section with text about Vermont's network of town energy committees. At the bottom, there is a "Helpful Resources" section with a map, a "NEWS" section with a photo, and an "Upcoming Events" section with a calendar entry for "VECAN Conference @ Lake Morey Inn" on December 6th.

OUR GOAL – Help energy committees...

- ...PRIORITIZE and FOCUS their efforts.
- ...take ACTION.
- ...make an IMPACT – and be able to prove it.
- ...COLLABORATE and COMMUNICATE with town leaders and other groups across the region.

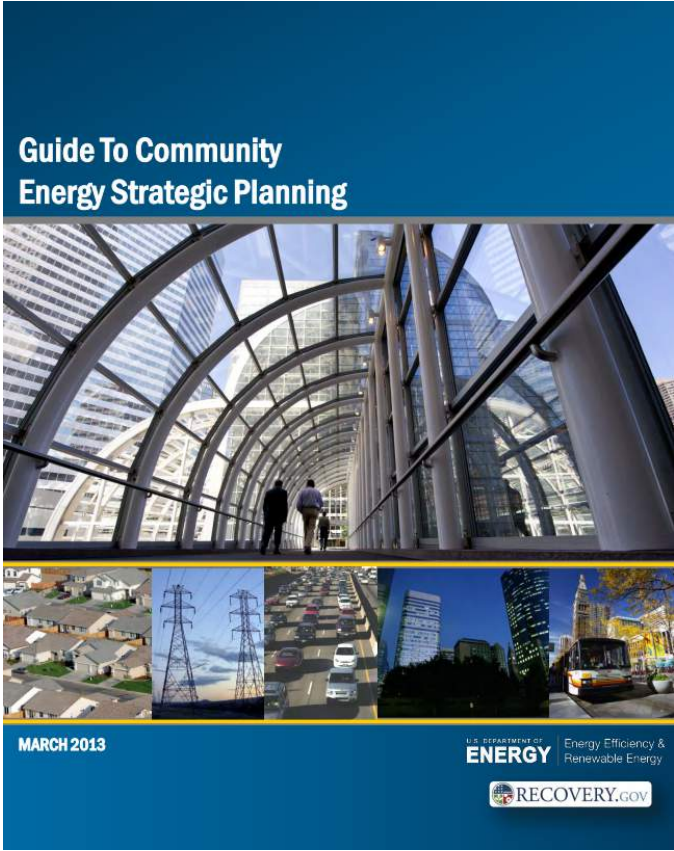
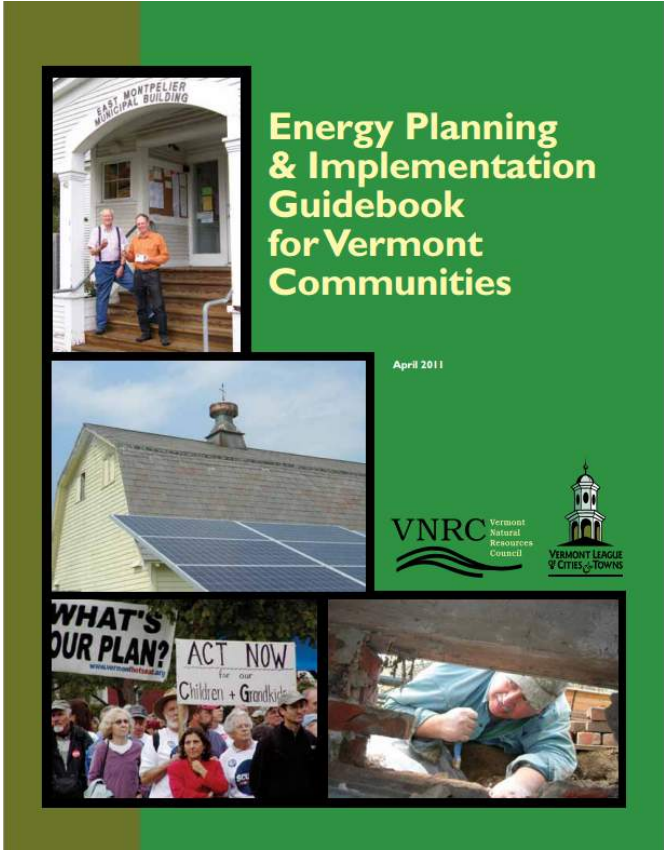


ENERGY PLANNING!

ENERGY PLANNING

Anything that helps you be STRATEGIC

A) Write a Complete Town Energy Plan



ENERGY PLANNING

Anything that helps you be STRATEGIC

B) Benchmarking to inform a municipal energy plan

The cover page features the title "Energy Action Plan for the Town of Milford, NH" at the top. Below the title are several analog clock faces showing different times, with the text "KWHR" and "Rr 27 7/9" positioned between them. The page is divided into four quadrants, each containing a photograph of a different building in Milford, NH. At the bottom left is the NRPC logo, and at the bottom right is the text "Prepared by the Nashua Regional Planning Commission, Sept. 2009".



ENERGY PLANNING

Anything that helps you be STRATEGIC

C) Prioritizing projects for your energy committee

Impact Goal #2: SAVE MONEY FOR OUR TOWN (Municipality and School)

Priority Ranking	Timeline could we be ready to take action?				Strategies Checklist	Tips and Examples	Completion Status						NOTES			
	Right Away	Within 6 months	In a year or so	Not for a while			Don't Know	Done	Ongoing	Not Now	Existing Opportunity	EXCITING		Challenge		
Activity C	Activity D															
Enter # from scorecard																
SAVE MONEY FOR OUR TOWN (Municipality and School)																
Heating & Electricity																
					Implement Strategies for Energy Reduction in Municipal Buildings Based on Energy Audits.	Any building energy efficiency projects done or underway yet?										
					1. Establish a baseline of municipal energy use & track energy use regularly.	How do you track energy use in town buildings? Do you regularly use the EPA's Portfolio Manager?										
					2. Use your energy baseline & tracking data to decide which buildings need energy audits.	Are you using the Portfolio Manager software to identify your worst performing buildings? Have you been strategic about which buildings get audits?										
					3. Conduct Energy Audit(s) on municipal buildings, targeting the worst performing buildings first.	Any completed audits yet? List buildings and level of audit (walk-through, decision-grade/ASRE)										
					4. Develop an energy reduction plan for based on energy audits.	Plans should identify both low-hanging fruit and larger investments, and prioritize what to tackle first. Plans may be drafted by energy consultants/experts or basic plans by volunteers.										
Exterior & Street Lighting																
					Reduce and/or Retrofit Streetlights to Lower the Municipality's Electric Bill.	Have you implemented a streetlight reduction project?										
					1. Inventory existing lighting	Are you using software or a tracking sheet to collect an inventory of existing lights?										
					2. Investigate utility rebates for retrofit options (switching to higher-efficiency bulbs)	Various programs (Utilities, Efficiency VT, Efficiency ME, etc.) can help you assess your options - have you looked into any of them?										
					3. Host a public engagement sessions with the Public Safety Department regarding streetlight reductions	If you're going to eliminate streetlighting anywhere in town, it's best practice to let the public know and offer an information session.										
Transportation																
					Create an Inventory of Municipal Vehicles and Track Their Fuel Usage.	Are you using a system to track current vehicles and fuel usage?										
					Adopt a Municipal Policy to Purchase Fuel-efficient Vehicles or Electric Vehicles (where possible)	Do you have a formal municipal fleet purchasing policy?										
					Adopt Anti-Idling Policies for Municipal Drivers and/or Public Spaces (e.g. school property)	Do you have formal policies within certain departments? (List) Tied into community-wide efforts?										
					Install Anti-Idling Signage in the Community	You may be able to get signage for free through various programs										
					Install Electric Vehicle Charging Station											
Renewable Energy																
					Develop a renewable energy project on municipal property	Any projects underway or completed? Solar, Wind, Biomass, Hydro?										
					Identify siting options for renewable energy project on municipally owned land	Roofs, marginal land, retired landfills, land near major energy user.										
					Assess the renewable energy options for each of the available sites	Typically with the help of an outside professional										

ACTIVITY D – Energy Action Strategy Scorecard

Strategy (from the checklist):

This strategy ...	Disagree	Not Really	Maybe	Agree
... seems practical & doable	1	2 Don't Know	3	4
... appears to have a reasonable payback period	1	2 Don't Know	3	4
... will realistically be possible to raise funds for	1	2 Don't Know	3	4
... will gain public support	1	2 Don't Know	3	4
... has interest and enthusiasm among potential allies	1	2 Don't Know	3	4
... will not unfairly burden or benefit anyone	1	2 Don't Know	3	4
... has acceptable environmental impacts	1	2 Don't Know	3	4
... has a high energy-savings potential	1	2 Don't Know	3	4
... will benefit the local economy	1	2 Don't Know	3	4
Add YOUR Priority Criterion Below and Score:				
	1	2 Don't Know	3	4
Add up the numbers circled for a total "Priority Ranking" score:				

Benchmarking Approach

A few examples from our region

Cynthia Veit

US EPA – New England Office

Veit.Cynthia@epa.gov

ENERGY ACTION PLANS

<http://www.nashuarpc.org/web-apps/documents/?data=20>

- Profile
- Energy Inventory (“Benchmarking”) using Portfolio Manager or STOCC
- Analysis
- Recommendations
- Energy Committee Action Items/Goals
- Feasibility
- Short to long term prioritization
- Steps for immediate actions

www.energystar.gov/benchmark

Energy Committee Approach

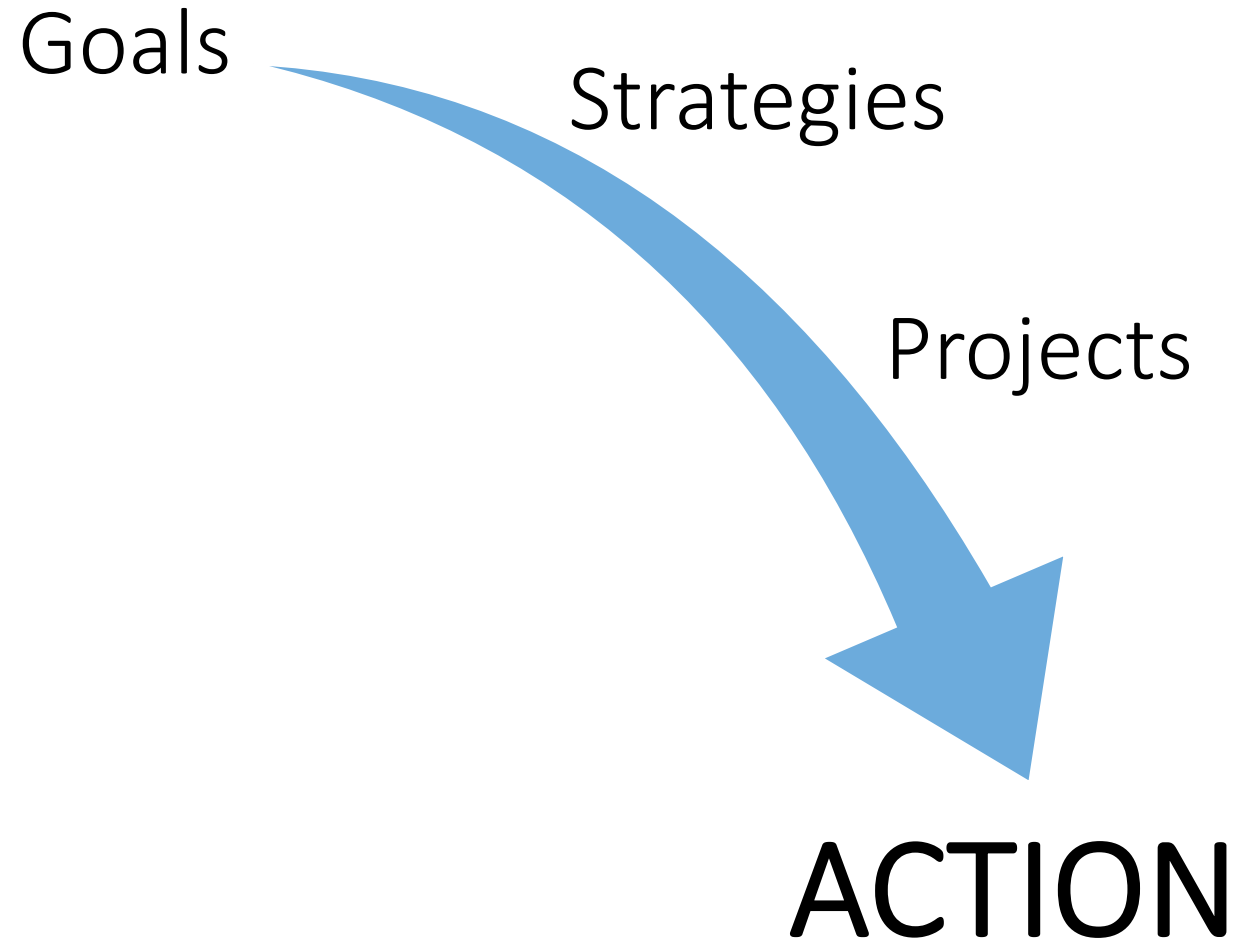
A toolkit for setting priorities and getting to action

Sarah Simonds

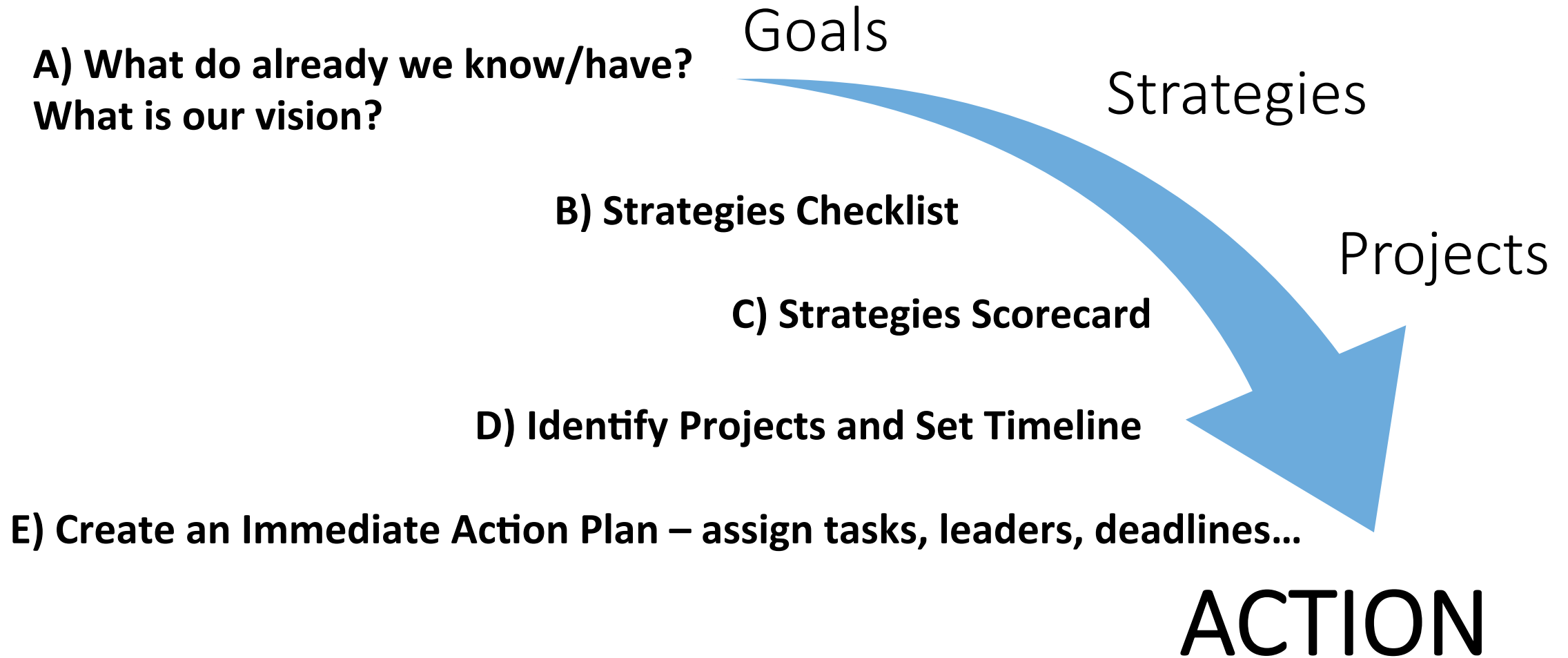
Vital Communities Energy Program

Sarah@VitalCommunities.org

The path to IMPACT



The path to IMPACT ... it's easier with a TOOLKIT



The path to IMPACT ... it's easier with a TOOLKIT

**A) What do already we know/have?
What is our vision?**

Goals

Strategies

B) Strategies Checklist

Projects

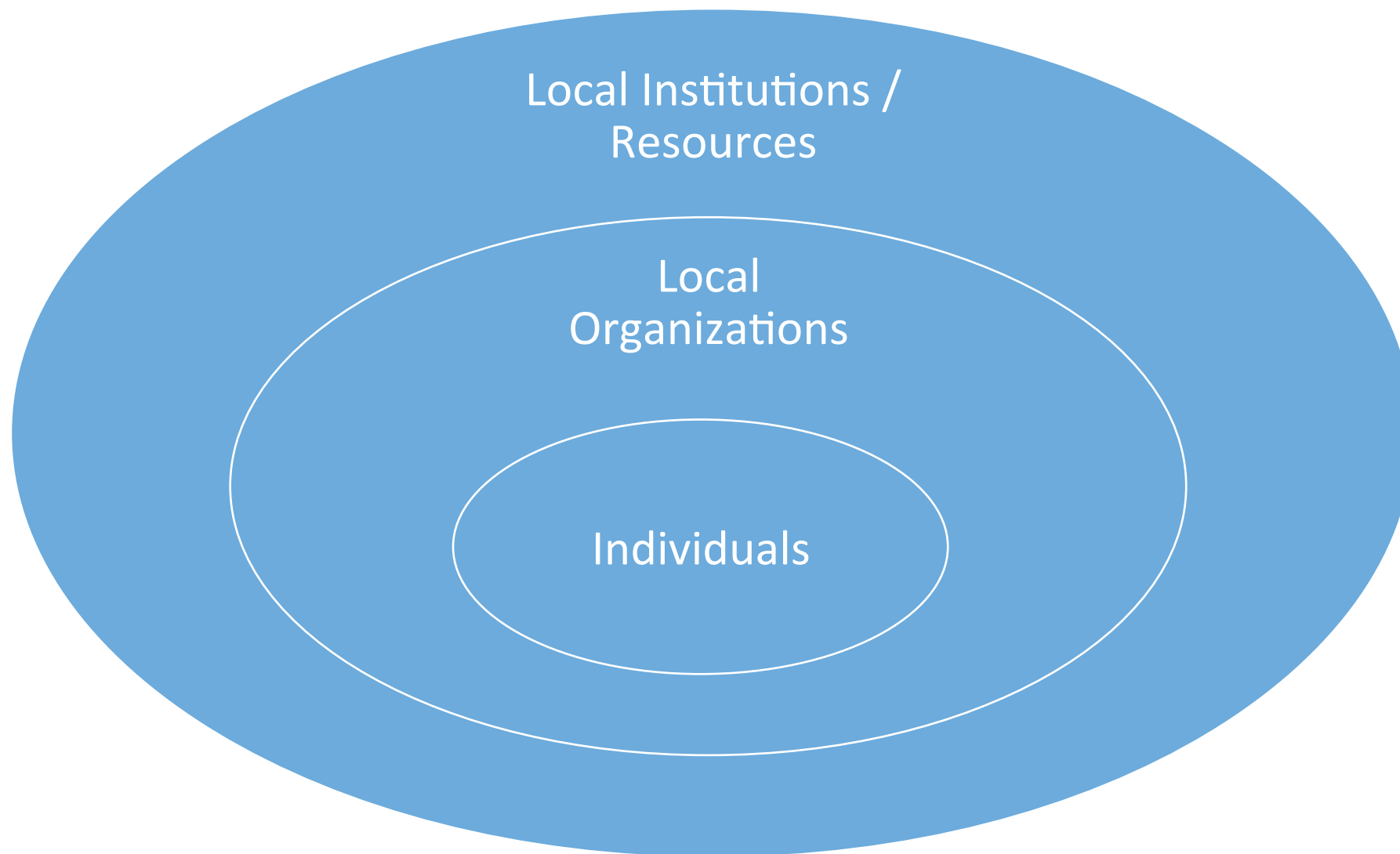
C) Strategies Scorecard

D) Identify Projects and Set Timeline

E) Create an Immediate Action Plan – assign tasks, leaders, deadlines...

ACTION

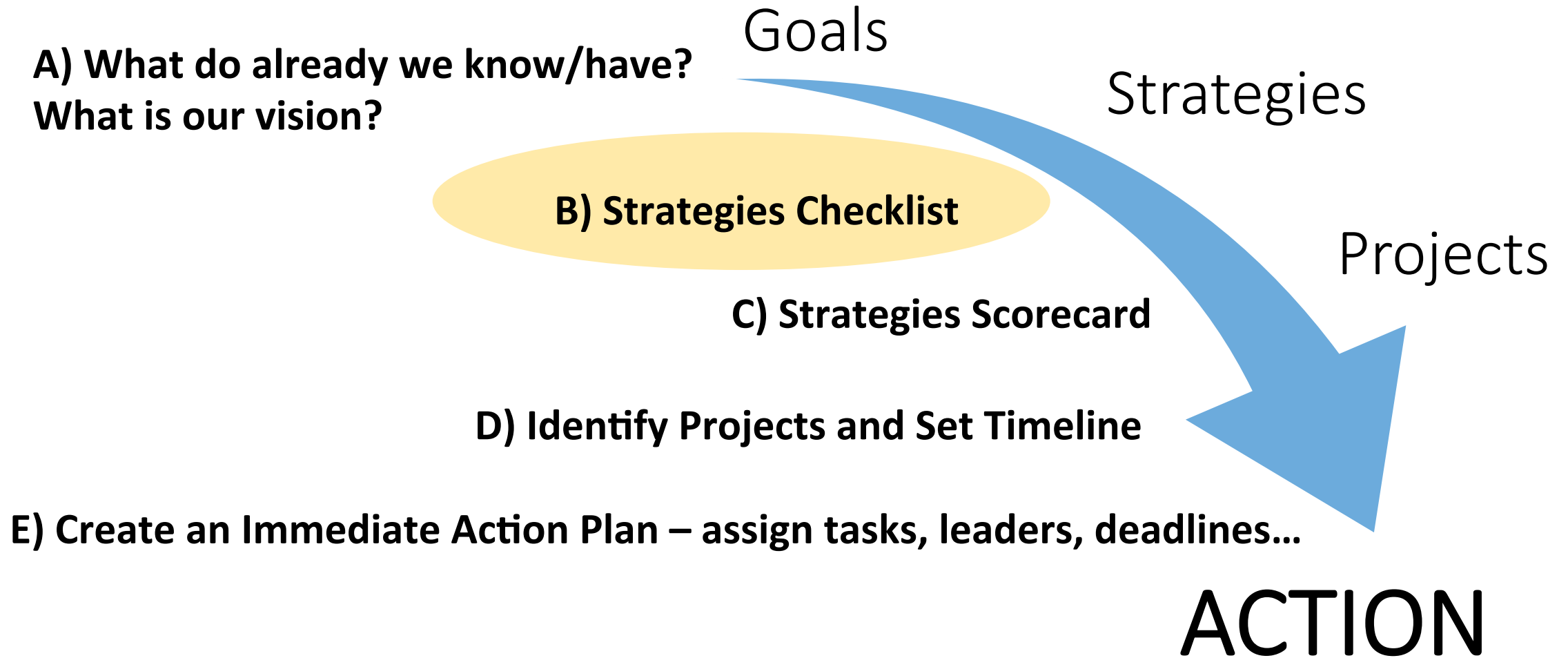
Assets Map



Opportunities/Challenges

	Residents	Businesses/Institutions	Municipality/Schools
Heating			
Electricity			
Transportation			

The path to IMPACT ... it's easier with a TOOLKIT



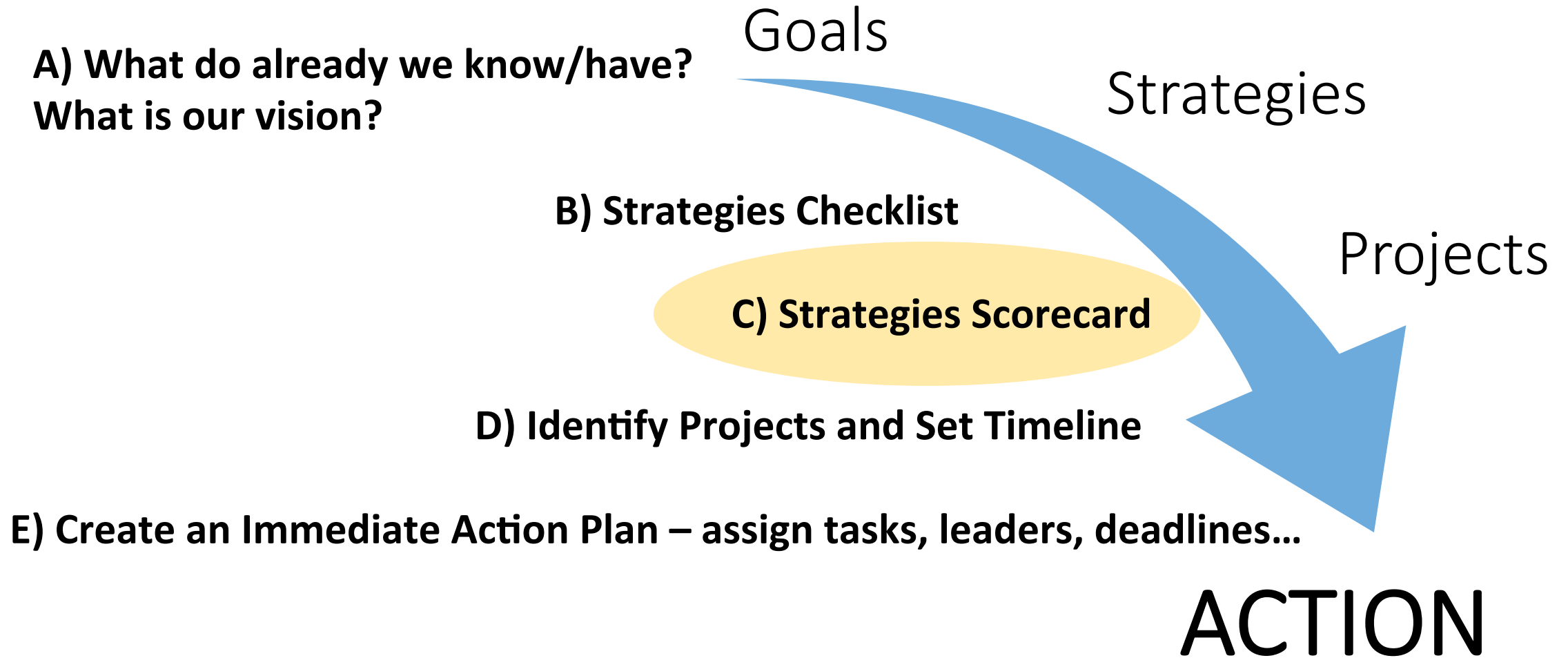
Strategies Checklist – a FRAME

Goals

Strategies

1. Energy Planning/Policy
 - Strategy A
2. Save Our Town Money
 - Strategy A
 - Strategy B
3. Educate & Encourage Action
 - Strategy A
4. Regional Collaboration
 - Strategy A

The path to IMPACT ... it's easier with a TOOLKIT



Strategies Scorecard

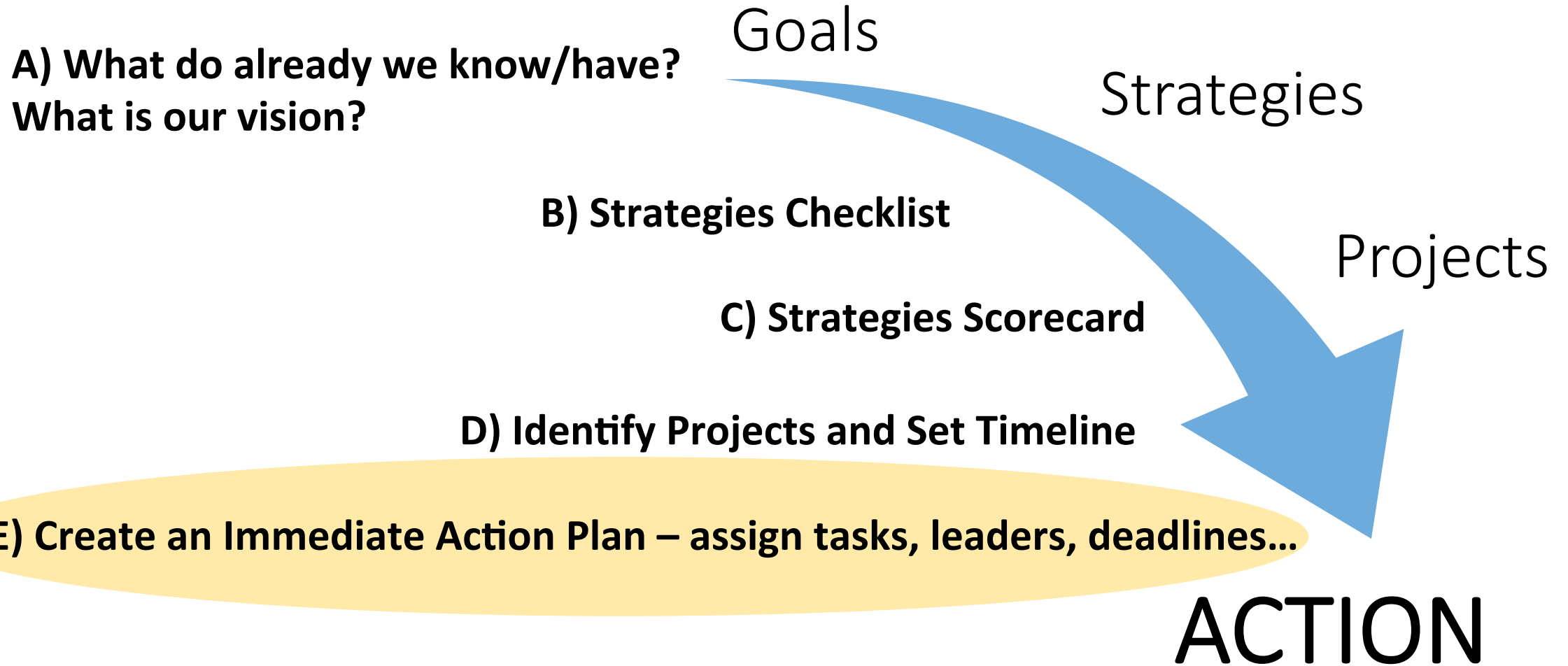
Strategy (from the checklist):

This strategy ...	Disagree	Not Really	Maybe	Agree
... seems practical & doable	1	2	3	4
... appears to have a reasonable payback period	1	2	3	4
... will realistically be possible to raise funds for	1	2	3	4
... will gain public support	1	2	3	4
... has interest and enthusiasm among	1	2	3	4

Strategies Scorecard

... has acceptable environmental impacts	1	2	3	4
... has a high energy-savings potential	1	2	3	4
... will benefit the local economy	1	2	3	4
Add YOUR Priority Criterion Below and Score:				
	1	2	3	4
<p>Add up the numbers circled for a total “Priority Ranking” score:</p> <p>_____</p>				

The path to IMPACT ... it's easier with a TOOLKIT



Immediate Action Plans

Activity E: Energy Project Plan

Impact Goal (from Checklist): _____

Action Strategy (from Checklist): _____

*Choose a project for your team that will help tackle this strategy.
You may find you need multiple projects to tackle this strategy. Use a separate worksheet for each new project.*

Project Name: _____

This Project's Team Leaders:

Brief Project Description:

METRICS: How/when will we know this project is a success? How will we track this?

BENCHMARKS: List a few key steps along the way and when you hope to see them accomplished

Benchmark	When we hope this step will be completed
1.	
2.	
3.	

Project Planning Chart

Use this chart like a To-Do list, making sure each action brings you closer to your benchmarks and to the success of your project.

Action (What needs to be done)	Who's taking the lead?	What does success look like?	Timeline?	Notes

What You'll Have When You're Done

- 1 - 3 high-impact strategies you're ready to take action on NOW
- A list of high-impact strategies in the cue
- Documented process

NEXT STEPS – Track your impact

Our Next Steps

Short-Term:

- Refine the Toolkit
- Offer BETA Trainings in the Upper Valley and in New Hampshire

Long-Term (if the toolkit proves useful):

- Trainings across New England
- Plug into existing resources
- Online platform to aggregate data and connect energy groups

CONTACT ME to stay in the loop! We'll be glad to share!

Discussion

Thoughts on how your communities can tackle energy planning?