

Measuring, Assessing, & Prioritizing Energy Action



There are tools that can help!



Strategic Energy Action Toolkit

Project Management Tool

- Comprehensive list of strategies
- Identifying, assessing, and prioritizing projects
- Coordinating project implementation and action items
- Capturing keys to success & lessons learned

Community Energy Dashboard

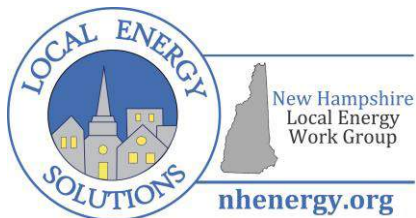
Energy Tracking and Community Engagement Tool

- Tracking energy savings and renewable generation over time
- Adding up actions: town, residents, businesses, schools, etc.
- Mapping current & potential for renewables in your town
- Sharing local energy stories neighbor to neighbor
- Comparing your progress to other communities

Strategic Energy Action Toolkit For Local Energy Groups

Sarah Simonds, Vital Communities

Leigh Cameron, New England Grassroots
Environment Fund





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





New England
Grassroots
Environment Fund

Seeks to energize and nurture long term civic engagement in local initiatives that create and maintain healthy, just, safe and environmentally sustainable communities.

Dollars • Stories • Tools • Collaboratives

Key Partners

NH Local Energy Solutions Work Group

New England Local Energy Network

Vermont Energy & Climate Action Network

Setting Priorities for **Maximum Impact**

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

A little bit of planning goes a long way

Strategy

+

Action

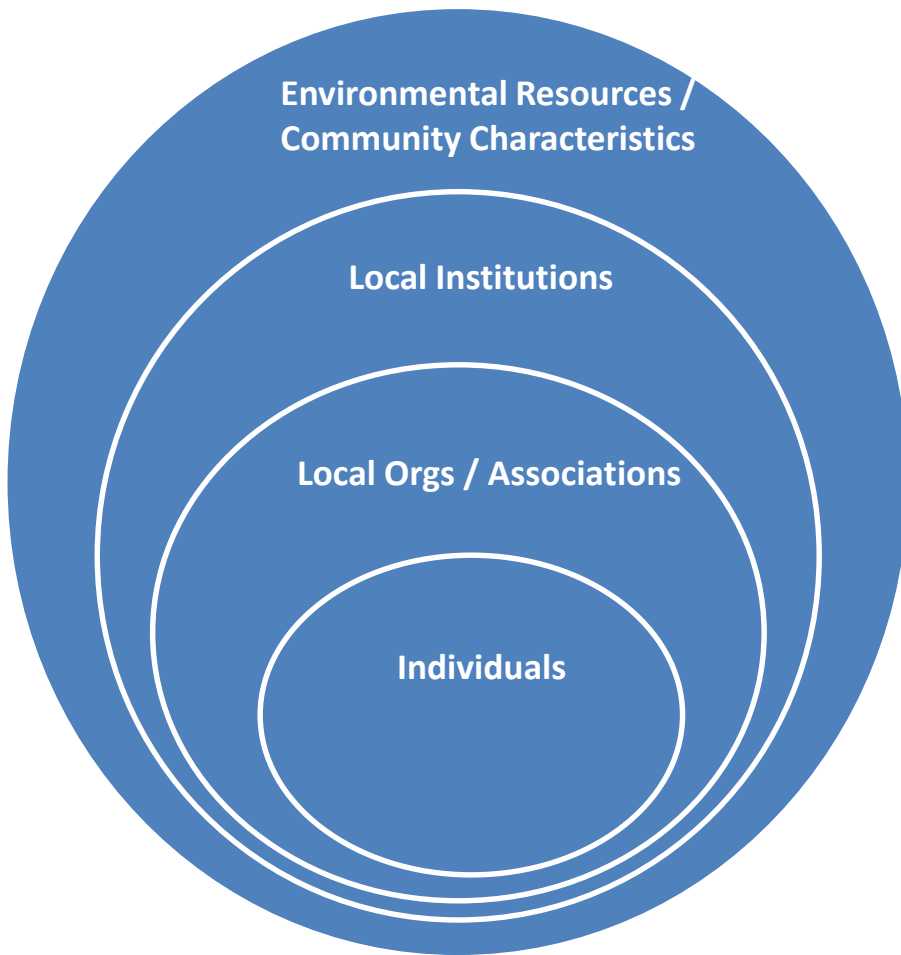
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IMPACT

Strategic Energy Action Toolkit!

1 - Looking Back Tools

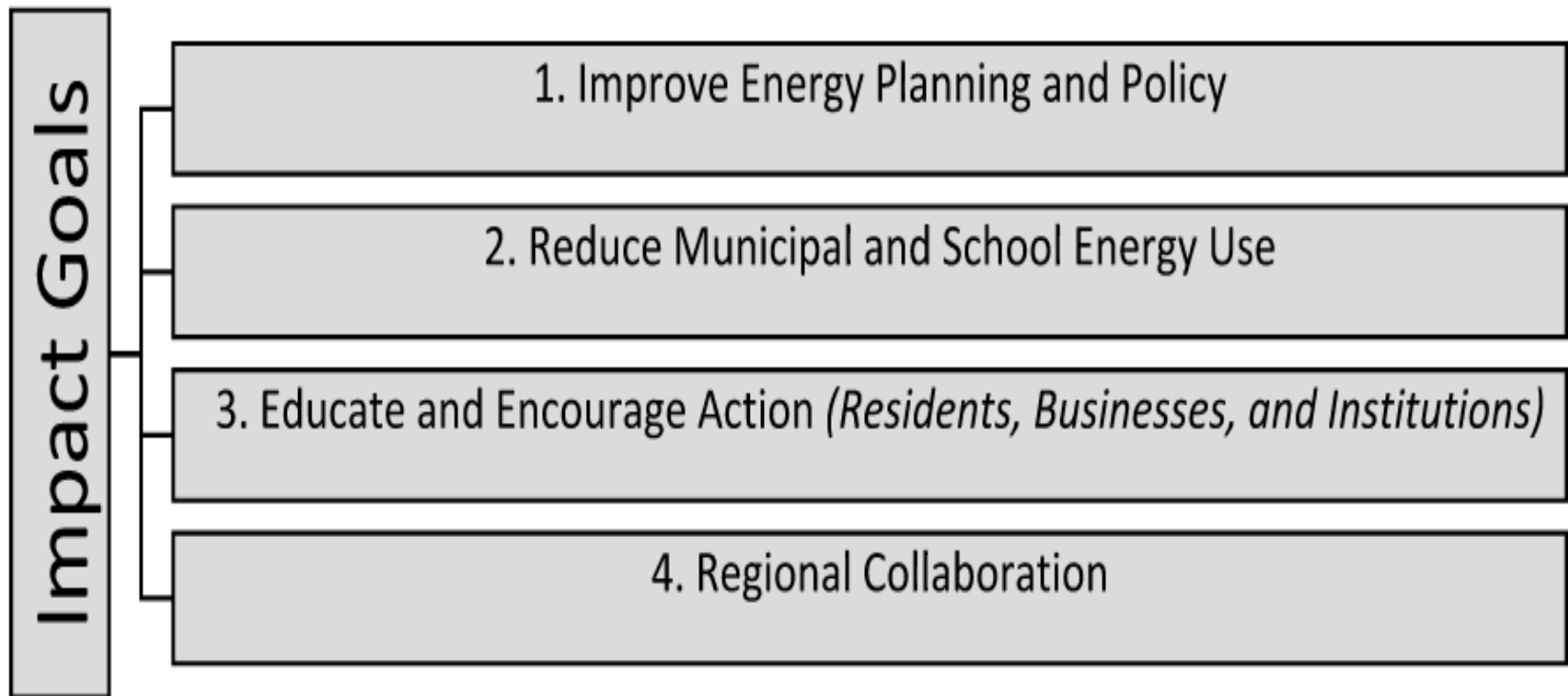
Assets Map



Opportunities/Challenges Chart

	Residents	Businesses/ Institutions	Municipality / Schools
Heating			
Electricity			
Transportation			

2 - Strategies Checklist



Strategies Checklist

Impact Goal #3: Educate and Encourage Action (Residences, Businesses, Institutions)

TIMELINE				STRATEGIES CHECKLIST	Tips and Examples	STATUS REPORT							NOTES
When could we be ready to take action?	Within 6 months	In a year or so	Not for a while			Don't Know	Done	Ongoing	Not Now	More To Do	Challenge	Wish List	
				Encourage Action (Residences, Businesses, & Institutions)									
				<i>Big Picture</i>									
				Gather Data about Energy Use Across the Entire Community (everyone who lives/works in town)	Has energy data outside the municipality's energy use been gathered? What software is being used?								
				Host a Community Energy Vision Workshop - to align your efforts with other groups	Are the energy committee's efforts aligned with other related community projects and needs? Have other town or civic groups & stakeholders been invited to meet, share what they are working on, and identify common goals and								
				<i>Action-focused</i>									
				Improve Community Infrastructure	e.g. Petition town leaders and/or apply for funding to install bike racks and flashing crosswalk signs, or improve walkways, trails, and bike paths								
				Promote an Energy Action with an Outreach Campaign									
				Energy Efficiency	e.g. weatherization campaign (ask residents to get a home energy audit and hire a home performance contractor)								
				Renewable Energy	e.g. Solarize campaign (ask residents to get a site visit and go solar)								
				Transportation	e.g. Way-2-Go Week (ask residents to change their commute)								
				Support Local Actions that Have an Impact Energy	e.g. buy local food/goods to avoid the energy impact of products shipped from far away								
				<i>Education</i>									
				Create an Annual Town Energy Report	Have energy usage data and project updates been compiled in one report for town leaders and public? Is it reported in the annual report or on town website?								
				Host a Workshop or Presentation	Bring in a ready-made workshop (e.g. Button Up) or partner with a local expert for a session on a relevant topic.								
				Write a Regular Energy Section for a Local Publication	Contribute to a column in local newspaper, section in town newsletter/e-news								
				Work with School(s) to Incorporate Energy-Related Projects into the Curriculum	e.g. Energy quests, presentations in the classroom, partnering with teachers - there are many resources out there for teachers.								

3 - Looking Ahead Tools

Strategies Scorecard

SCORECARD

↶ Project Idea to be Scored ↷

How does this project idea relate to the Checklist?

Impact Goal:

Strategy from the Checklist:

This Project ...	Not at all	Not Really	Somewhat	Extremely	Notes
... will generate interest & enthusiasm among potential allies, including the public	1	2 Don't Know	3	4	
... will be reasonably easy to raise funding for	1	2 Don't Know	3	4	
... will have results we can measure	1	2 Don't Know	3	4	
... has energy-savings/ production potential	1	2 Don't Know	3	4	
... has a reasonable payback period / return on investment	1	2 Don't Know	3	4	
... will not unfairly burden or benefit anyone	1	2 Don't Know	3	4	
... has acceptable	1	2 Don't Know	3	4	

Immediate Action Plan

Energy Project Action Plan

PROJECT:

How does this project relate to the Checklist?

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

Impact Goal (from the Checklist):

Strategy (from the Checklist):

Major Steps	What Does Success Look Like?	Timeline	Actions (Your To-Do List)	Who's Taking the Lead?	When Will This Happen?	Notes
Organizing your Action Plan into a few major steps will help you track your progress.	How will you know when you've completed each step? What can you track as proof of your success?	When do you expect to complete each step? Include any limitations you might have on when you can start or complete each step.	Within each step you'll need a To-Do list. Some steps will have only a few Action items, while others may have many.	This person is charged with moving the action forward and reporting back to the group.	Indicate an expected date of completion.	
Step 1:						
Step 2:						

Outcomes

- List of project priorities – for NOW and for later
- A record of your process/rationale
- A way to connect with other committees to avoid reinventing the wheel

Trainings



Sample Priority Project List

PLANNING & POLICY	SAVE MONEY	EDUCATE & ENCOURAGE	REGIONAL COOPERATION
High Priority	High Priority	High Priority	High Priority
Energy Management System - departmental goals - progress reviews	Lighting Upgrades Energy Audits	Media - periodic articles - success stories - annual report	Local Energy Work Group/LES - conferences, workshop - webinars - tap expertise/experience
Property Tax Exemptions	Streetlights		
Emphasis on Electricity			
Medium Priority	Medium Priority	Medium Priority	Medium Priority
Update Energy Chapter	Heating systems	School District - RRR	A. R. E. T. - expand involvement
Promote Smart Growth	Building Envelopes	- student-led projects - CTC	Consultants, as needed - Kevin O'Maley - Scott Albert
Expand into Solar	Gas Saving Directives Uses for Retired Landfill		
Low Priority	Low Priority	Low Priority	Low Priority
EE code compliance	Capturing Rainwater	District Energy - LIDC - River District	EPA State Energy Plan
		Outreach Campaigns	North Country Council

Want to Get Involved?

Contact Us

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View the Toolkit Online

<http://www.nhenergy.org/strategic-energy-action-toolkit.html>

Resources for Implementation

www.VECAN.net

Talk to Committees Already Using the Toolkit