



TODAY'S CALL TOPIC

Opportunity for Community Energy Planning
Technical Assistance & Legislative Update

Speakers:



Alex Dane

Project Leader

National Renewable Energy Laboratory



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Executive Director

Climate Communities



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Upcoming Events

JUNE 15-17, 2011

**Local Clean Energy
Leadership Summit**
Washington, DC

www.localenergysummit.org

May 19, 2011

For more information: www.climatecommunities.us



Federal Policy Agenda

FY 2012 Appropriations

- o EECBG, Sustainable Communities, Climate Showcase Communities, TIGER, energy efficiency & renewable energy grants, electric vehicles

Clean Energy Legislation

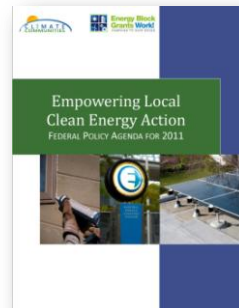
- o Clean energy standard, financing tools, clean vehicles

Transportation Reauthorization

- o Transit, clean vehicles, VMT reduction strategies

Adaptation

- o Pre-disaster mitigation, planning resources



<http://www.climatecommunities.us/endorse.html>



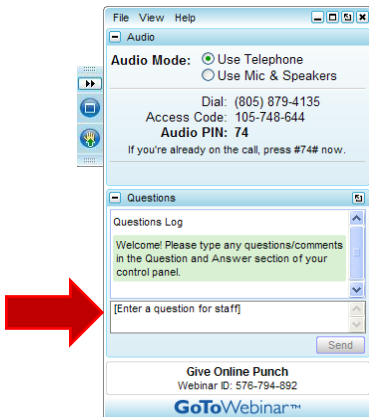
Upcoming Events

Local Government Clean Energy Leadership Summit Washington, DC June 15-17, 2011

- Major energy efficiency and renewable energy conference for local government sector.
- Demonstrate success of EECBG and other federal investments in local clean energy projects
- Share best practices.
- Urge Congress and the Obama Administration to make further clean energy investments in local governments.
- For more information, visit www.localenergysummit.org.



Asking questions



At any point during the presentation, you can type your question into the question text box and click send. All questions will be read aloud and answered at the end of the presentations, as long as time permits.

DOE Technical Assistance Program

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The Parker Ranch installation in Hawaii

Community Energy Strategic Planning & The CESP Academy

What is the DOE Technical Assistance Program (TAP)

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TAP offers:

- One-on-one assistance
- Extensive online resource library, including:
 - Webinars
 - Events calendar
 - TAP Blog
 - Best practices and project resources
- Facilitation of peer exchange

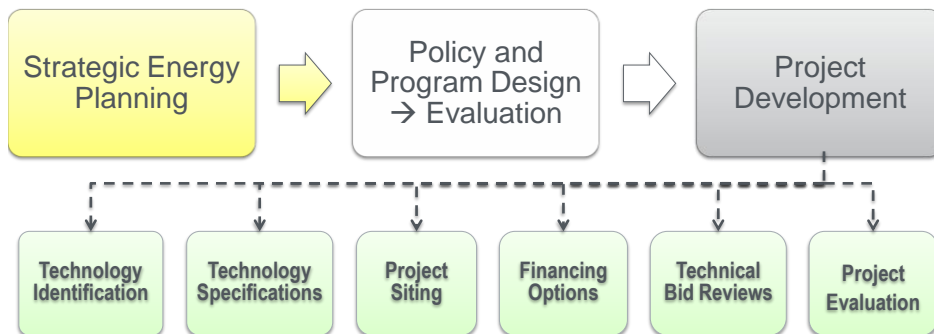
On topics including:

- Energy efficiency and renewable energy technologies
- Program design and implementation
- Financing
- Performance contracting
- State and local capacity building

What does TAP Provide?

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Giving state and local governments direct access to expertise, providing energy efficiency and renewable energy assistance that is technology neutral in the following areas:



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Accessing TAP Resources

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We encourage you to:

1) Explore our online resources via the [Solution Center](#)



2) Submit a request via the [Technical Assistance Center](#)



3) Ask questions via our call center at 1-877-337-3827 or email us at solutioncenter@ee.doe.gov

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Community Energy Strategic Planning

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- What is a Community Energy Strategic Plan (CESP) and why develop one?
- What are the core steps in the CESP Process?
- The CESP Academy - Academy Structure, Benefits and Application Process

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What is a Community Energy Strategic Plan?

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- A framework for thinking about energy at the local level as federal stimulus funding comes to a close
- A set of goals and tactics to reduce energy in the community (some have a broad focus, others target community government operations)
- A clear set of guidance and principles for all community employees who affect energy usage
- A roadmap to reduce energy consumption in the community and meet other energy-related goals

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Why develop a CESP?

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- Establish clear energy performance goals and outline tactics to achieve them
- Illustrate energy performance opportunities to local leaders and potential funders
- Help to prioritize opportunities with greatest potential
- Avoid missing valuable opportunities to leverage
- Have a roadmap to orient new staff on energy program
- Help measure progress toward energy goals
- Provide an opportunity to lead by example

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Who should develop a CESP?

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- Any government who strives to save money and provide energy leadership
- Any community that does not already have a clear plan to execute energy performance improvements
- A team of stakeholders - the plan should be written by a cross-cutting team led by someone with energy or sustainability responsibilities

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Strategic Energy Planning Cycle

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Step 1: Identify and Convene Stakeholders

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What it is:

- Identify a team of people you feel are critical to developing and implementing a strategic energy plan.
- Have a balanced representation so that different players' views and interests are involved to ensure a representative outcome.

Why it's critical: Without buy-in and support from stakeholders your project will be a government-only effort at best.

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Step 2: Form a Leadership Team

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What it is: Select a small group of decision-makers who can direct this effort – creating new policy for energy, allocating resources, setting goals and priorities.

Why it's critical: One champion is almost never enough to create lasting change – a leadership team means more ideas and more decision-makers with a vested interest in the project's success.

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Step 3: Develop an Energy Vision

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What it is: A statement of the desired result of your energy performance improvement efforts. Examples include:

- Our city will reduce its energy consumption by 20% in the next three years
- Our town will become carbon neutral in the next ten years
- Our county will reduce energy costs by 40% in the next five years

Why it's critical: All participants need to understand the end game if they are to develop the right tactics. The tactics we might use to pursue carbon neutrality are different from those we use if cost savings are our primary goal.

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Step 4: Determine Energy Baseline

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What it is: An evaluation of energy performance throughout your community's buildings stock, operations, vehicle fleet, and activities

Why it's critical: The baseline serves as a starting point for all analysis, identifies the largest energy users, and helps to form potential program and policy targets.

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Step 5: Develop Specific Goals

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What it is: Near- and mid-term goals that will help the community achieve its overall objectives.

Why it's critical: While the overarching vision is important, these specific goals represent the critical steps to achieve that vision. By stating specific near-term and mid-term goals, you provide the team with targets at which to aim their implementation strategies.

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Step 6: Identify, Evaluate, and Rank Programs & Policies

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What it is: Evaluation of the strategies proposed to achieve specific goals – this evaluation typically determines which strategies will achieve the **greatest** results with the least amount of effort (or money).

Why it's critical: Every organization is resource-limited – **local governments** especially so. By pursuing the strategies with the highest impact first, your community can build a record of success that should free up additional support for these efforts in the future.

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Step 7: Funding Sources

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What it is: Identify the options available to fund new projects or strategies. These sources are typically more diverse than line-item funding in a government budget.

Why it's critical: Almost no local governments have the financial resources necessary to fund all cost-effective energy strategies. Identifying other potential sources (like a public benefits charge or performance contracts) is a valuable way to accelerate progress toward your energy vision.

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Step 8: Compile the Plan

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What it is: Turn this planning effort into a single document that expresses the vision, goals, strategies and specific projects that will be implemented.

Why it's critical: At some point, all of these ideas need to be blessed by elected officials and decreed to be the new policy. Having a final plan creates that point for approval.

This written plan is also a valuable tool to give new employees, businesses, residents, etc. a single document they can read to understand your community's energy plan.

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Step 9: M&V and Plan Alterations

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What it is: Measurement of your efforts to ensure that they are working as intended. This allows you to defund projects that are not achieving the desired results and add additional focus on effective programs.

Why it's critical: Measuring your activities allows for feedback into the plan and allows it to be a living process that will continue to be effective in the future.

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Critical questions to ask when designing your CESP process

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- Is your community's elected leadership open to the concept of improving energy performance?
- Is there funding for energy performance improvement efforts – be they retrofits, education programs, or additional staff?
- Does your municipal staff have the skills required to implement the kinds of changes likely to be found in your strategic plan or will you need to see outside assistance?

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Critical questions to ask when designing your CESP process

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- Is there a healthy working relationship between the local government and the business community?
- Is there a champion for this effort within your community?
- Is there broad support within your community for moving an effort like this forward?

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The CESP Academy Opportunity

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The Community Energy Strategic Planning Academy “A Local Level Opportunity to Create Lasting Progress”

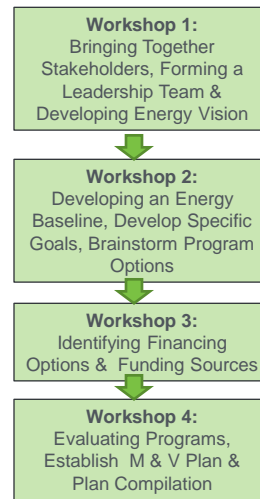
- The CESP Academy will:
 - provide tailored assistance to selected grantees in developing their strategic energy plans and processes
 - include online interactive workshops and facilitated breakout sessions with experts aimed at providing the best tools, strategies and practices to successfully complete the CESP process steps

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The CESP Academy Structure

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- Four workshops focused on critical CESP stages
- Each workshop will follow with breakout sessions with TAP experts, addressing specific needs of the community and workbook completion
- Completion of all workshops, breakout sessions, workbooks, and peer exchange will result in:
 - Progress towards plan and pathway to goal achievement
 - Programs and financing options for implementation
 - CESP Academy distinction and further technical assistance opportunities



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Further Benefits of Participating in the CESP Academy

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- Valuable training on each step of developing, communicating and implementing a community energy strategic plan
- Access to experts in the field who can help you tailor best practices to meet your community's specific needs
- The ability to work with other cities with similar challenges – to share best practices and even collaborate on resource development
- Demonstrate to your community that your office is taking advantage of Federal support paid for with their taxpayer dollars

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CESP Academy Staff

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How to Apply for the CESP Academy

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CESP Academy Required Application Materials:

- Completed Application (posted with webinar)
- Energy Impact Statement
- Letter of support from a local elected official (official template)
- Letter of support from implementing department to commit adequate staff resources
 - Examples include: City/County Manager, Community Development, Economic Development, Planning
- Energy Efficiency and Conservation Strategy-EECS (if applicable)

Completed applications and supporting materials are **DUE: May 28, 2011**

Selected applicants will be notified of their acceptance the 2nd week of June. Initial workshops of the CESP Academy will begin in late June through early July 2011

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Participation Requirements

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- Applicant is expected to have qualified staff participate in CESP Academy over 8-10 week duration
- Applicant is expected attend all CESP Workshops and Facilitated Breakout Sessions
 - Involvement: Bi-Weekly Workshops and Bi-Weekly Breakout Sessions (2 hours per week)
- Applicant is expected to complete worksheets and outside of workshop activities
 - Involvement: Completion of required CESP Academy workbooks and activities that promote CESP plan development (2-3 hours per week)

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CESP Resources on the Horizon

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- In addition to the CESP Academy, the CESP-TAP Team will be publishing the following during Summer 2011:
 - CESP Guidebook & Resource Toolkit
 - The CESP Guidebook provides local governments with a step –by–step guide for the Strategic Energy Planning Process and Plan creation.
 - The Resource Toolkit provides detailed worksheets and resources for the different steps in the CESP process, connecting local governments with the best available CESP resources
 - Both materials work together to provide robust framework for communities interested in strategic energy planning.

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CESP Academy Development Team

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- **National Renewable Energy Laboratory**
 - Liz Doris
 - Alexander Dane
 - Emily Miller
- **ICF International**
 - L.G. DeSantis
 - Paul Vrabel
- **PRIZIM Inc.**
 - Brian Levite
- **National Association of Counties**
 - Jared Lang
- **U.S. Dept. of Energy**
 - Pam Mendelson
 - Sarah Zaleski
- **Vermont Energy Investment Corporation**
 - Cheryl Jenkins
- **American Council for an Energy Efficient Economy**
 - Eric Mackres
- **Center for Climate Strategies**
 - Paul Alderetti
- **National Association of State Energy Officials**
 - Kate Marks

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Thank You

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We would be happy to answer questions about community energy strategic planning or the CESP Academy

Questions:

CESP.Academy@nrel.gov

Applications are available here:

http://www.nrel.gov/applying_technologies/state_local_activities/webinar_20110512.html

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Shaheen-Portman Efficiency Bill

Background

- Introduced last week by Sen. Jeanne Shaheen (D-NH) and Sen. Rob Portman (R-OH)
- “Energy Savings and **Industrial Competitiveness** Act of 2011”
- Aims to create a national strategy that increases the use of energy efficiency technologies through four primary categories:

- **Buildings**
- *Appliances*
- *Manufacturers*
- *Federal Government*





Shaheen-Portman Efficiency Bill

National Building Code

- Mandates that DOE work to update the model national building code and that States certify their compliance with the energy provisions of this code or demonstrate greater energy efficiencies
- If a State is not in compliance with the code, localities within that State can be certified independently
- Gives DOE the authority to consider a State or locality's compliance with the model building code when making competitive grant awards
- Provides \$100 million annually for a variety of activities, including financial incentives to States for updating building codes, training for state and local building code officials, etc.



Shaheen-Portman Efficiency Bill

Efficiency Incentives

- Expands DOE loan guarantee program by providing \$400 million annually for a variety of financial mechanisms to support the development of energy efficiency municipal, school, hospital, university, commercial or industrial buildings
 - Maximum of 90% credit liability and \$10 million per project
- Provides \$400 million for USDA to make zero-interest loans to rural public utilities and electric cooperatives; recipients would use this funding to provide low-interest loans to customers for energy efficiency improvements
- Provides \$700 million annually for DOE to make grants to consortiums that must include at least a state government agency and a private financial institution to establish RLFs for commercial and industrial manufacturers to implement energy efficient processes



Senate EV Legislation

- Introduced by Sen. Lamar Alexander (R-TN) and Sen. Jeff Merkley (D-OR)
- Provides \$2 billion for a competitive grant program to create EV deployment communities
 - Maximum grant of \$250 million
 - At least one community under 500,000 must be selected
 - Requires **80% non-federal match**
- Creates a \$300 million program that will allow private fleet operators planning to purchase at least 100 EVs to apply for grants of up to \$20 million for vehicle deployment and charging infrastructure installation (also 80% non-federal match)
- Provides loan guarantees for companies to purchase advanced batteries



House EV Legislation

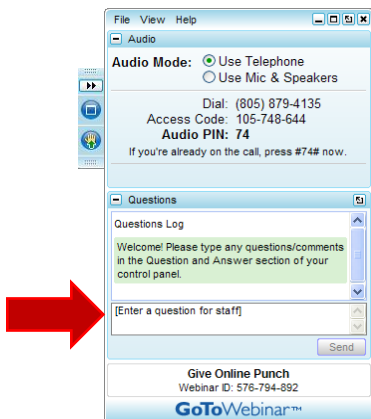
- Introduced by Rep. Ed Markey (D-MA), Rep. Judy Biggert (R-IL), Rep. Anna Eshoo (D-CA) and Rep. Jerry McNerney (D-CA)
- Instructs DOE to competitively select 10 deployment communities that will receive \$300 million each
 - Communities will be required to provide at least \$2,000 in benefits to first 50,000 consumers in the community to purchase EVs
- Makes available \$120 million for communities not selected as deployment communities to receive up to \$10 million to install charging infrastructure and deploy vehicles
- Creates “Qualified Electric Vehicle Refueling Property Bonds” with \$100 million national cap that DOE can distribute discretionarily
- Extends tax credits for charging requirement, provides other financial incentives for the development and manufacturing of electric vehicles and batteries



Questions?



Asking questions



At any point during the presentation, you can type your question into the question text box and click send. All questions will be read aloud and answered at the end of the presentations, as long as time permits.



June 15-17, 2011
Washington, DC

Hotel Reservation Deadline: May 15
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Supporters:

