

Integrated Planning to Leverage Limited Resources and Maximize Results

Panelists:

Liz Yager – Sustainability Program Manager, Sonoma County (Moderator)

Rick Brown – President, TerraVerde Renewable Partners

Craig Schlatter – Development and Sustainability Manager, Community Development Commission of Mendocino County

Kim Springer – Resource Conservation Program Manager, County of San Mateo

Goals of Discussion

- Want to be able to interact with audience
- Go through workbook: “Building and Growing Your Local “EE-Net””
 - Want to be able to plant the seeds of what everybody else is doing.

3 Principles (Liz, Sonoma County)

- Shiny Penny Principle
 - Board of directors could possibly change every two years, maybe priorities change quickly
 - Elected officials have their favorite things – you have to engage with them on these shiny things
- Traditional Strategic planning approach – where we want to go with our organization instead of just following the money
 - There is a lot to learn from the private sector
 - Not so much about the document, more about the discussion
- Diversify your sources of revenue – not be depend on just one source of funding – makes you more resilient to political/power shifts

SEEC Workbook – consider workbook as you listen to the panelists

Sustainability Division of Sonoma – grown a ton in the last few years: Green business program, Pace, Pay as you save, Energy Watch, 12 staff members, ect: Want to be able to give residents the full package

Kim

- County of San Mateo
- Energy, Water programs manager
- Came out of solid waste realm
- Used to be an entrepreneur
- Everyone is different and brings something to the table
- Look at the big picture and the details and see how they fit in
- County of San Mateo just created an office of sustainability about a year ago (already have about 30 employees)
 - Livable Communities
 - Housing
 - Active transportation

- Living wage
 - Climate
 - Adaptation
 - Mitigation
 - Solid Waste
 - Recycling
 - Composting
 - Reuse
 - Energy – Water
 - Stormwater
 - Groundwater
 - EE and ZNE
- Graph of Program Offerings – specifies target sectors, government boundaries and activities
- So many ways to look at climate change problems and see how they tie together
- Strategic Energy Master Plan
 - Reduce source energy consumption
 - Reduce water consumption
 - Reduce GHG emissions
 - Increase the proportion of renewable energy consumption
 - Get the office of sustainability to get more of the county and operations involved in sustainability
 - Currently working on:
 - County paperless policy
 - Charging stations have been installed but currently there is no policy in place for how they should be used
 - Policies on new construction and actually building ZNE buildings
- Cross Pollinating
 - Green Business Program – make that program more successful by cross pollinating it with other county programs (see slide)
- Other program partners – we will never get to sustainability without being involved with big business – get those big businesses involved with what the county is doing
- Best Practices – think about how to do more with less
 - Think about the big picture and the details
 - How do the programs fit together for mutual benefit
 - Why are we doing the things that we are doing
 - What would Einstein or Jobs do? – We can't use the same solutions as the problems that created them – look around you, everything around you is something that you or I created, think outside the box
 - Build community relationships to multiply your efforts
 - Develop your workforce

- Who are the local leaders in your target audience
- Find your community programs with synergy
- Integrate energy

Rick Brown – Terreverde

- Started with a story: Project with a school district in central valley to implement solar. Hard to get school board on board, if you can get the local chairman of the local tea party on board, you can get the rest of the community on board. During presentation, Rick went over analysis, avoided costs of power were very high, very economic beneficial project. When he got to the point in the presentation where he started talking about environmental benefits, the guy puts his foot down – got to start where people are at, know how to talk to your audience – project was passed and successful, this guy has now been a champion for solar in the central valley
- Policy landscape
 - SB 350 – will come about through code changes, we are in a continuous process where codes will change over time and continue to ramp up. Its not just on the county, they need to do what the state says, you can use that as a pitch to local elected officials
- Market Landscape
 - Hydro is going down, nuclear is almost extinct, need to find replacements
 - Pricing for gas will go up as demand increases
 - We are going to see a huge increase from the demand of electricity – undeveloped world coming online
 - Regulation – shutting down dirty sources resulting in more expensive power
- Energy Master Planning
 - How do you engage key stakeholders into GHG reductions – finance people and maintenance and operations (boots on the ground) need to be an ally to be successful
 - Three major components:
 - Identify the most cost effective energy efficiency, conservation, and clean energy measures from a master list and facility audits
 - Energy cost savings projections for each measure. Prioritize projects based on cost benefit analyses
 - Develop a strategy for measurement and verification to provide a positive feedback loop to show that we have the data to support these projects
 - Stage A: Data Collection

- Need to collect the data that allows you to understand what is the condition of your equipment. Start with the data they have and then do a comprehensive audit to fill in the gaps
 - Key people: business office, maintenance and operations
- Stage B: Database development
 - Create a cost estimate and projected retrofit date. If we were to do x, this is what the cost benefit would be
 - Create and populate database for each facility
- Stage C: Planning and Project recommendation
 - Query to determine the total cost and savings of various measures
 - Political piece – if you have a facility that is making a lot of noise from complaints, it might prioritize funding even if it isn't top of the list from a cost benefit perspective – got to figure out how to balance these priorities
- Stage D: Continuous Monitoring
 - How is usage being impacted by the equipment that we are putting in
 - Monitoring can provide accountability and transparency as well as provide feedback to what measures are actually working
 - Make sure everybody feels that sense of ownership

Craig Schlatter – Mendocino County

- Housing theme throughout presentation
- Public housing authority?
 - Unit of local government focusing primarily on housing, EE and some other things have not been a priority historically
- What are the obstacles preventing your agencies from integrating EE into operational decision making?
 - Developing consensus on sustainability issues
 - Lack of champion
 - Funding
 - Access to data – knowing who to talk to
 - Lack of capacity
 - Baselines – so hard to get recognition and funding
 - Hard to get people to think in terms of ROI
- Responsible Energy awareness practices
 - Concept: just make small changes to be successful in starting to see EE transformation. Goal to get EE to be business as usual- very difficult to implement
 - The name of the game is incremental changes
 - Results:
 - 23% in EE savings

- Longer term results – holistic integration approach
 - Morale went way up, engaged, separation of departments dissipated, coming together of staff
 - Focus from exec team, including board shifted from not even caring about EE to wanting to do more
 - Creation of development and sustainability department – recently added facilities division
 - Sustainability improvements to building
 - More values based rather than grant driven – focus more on what is important to us than where the money is

Q&A

- How many of you are in settings that have non profits that are engaged in participating? Benefit of community of engagement?
 - Kim - Sustainable San Mateo County – do sustainability indicators, got a county supervisor to be a key note speaker at a green building event
 - Rick – Tea Party – what we are really talking about here is community development. The problem is that many environmental non profits are very narrowly focused. You can't make assumptions about groups, a lot of the problem is that people think they are experts and they aren't and they can cloud up the issue
 - Craig: most elected officials and non profits don't know that much about EE, so we need to educate them and spread awareness
 - Liz: Center for Climate Protection
- How many of you have engaged with your public health department? Climate change and resilience will be one of the biggest health issues in the coming years – health is a conversation changer that adds on to all of the data driven approach, advocate for bringing public health to the table
 - Rick – you can find stakeholders in very diverse places, have to consider all angles
- How many of you have a sustainability plan? Energy management plan? Climate action plan?
- Bay Area air quality district
 - Energy Consumption based approach
- How many know who the accountable party is for the energy cost line item of your budget? What is the cost structure of your energy costs? Everybody is going to be paying attention to cost at the end of the day
- For craig: did the incremental changes come from policy? Cost benefits? Just wanting to do good?
 - Craig: Energy reduction happened 2 years after program was implemented. Board choose to do a lighting retrofit, then a cool roof
 - More grass roots and less top-down provided success of program