



Survey Data: Energy Grants Symposium

On June 8, 2011, NOPEC conducted two data collection activities at the Energy Grants Symposium. The symposium engaged some 100 representatives from approximately 60 of its 162 electric communities. The survey tools included:

- NOPEC Communities Energy Needs Survey¹: a preliminary set of data around perceived energy priorities; 44% of attendees completed this survey.
- POC Learning Group Exchange: 10 focus groups / sessions that allowed community representatives to respond to questions, share concerns and express priorities in 10-member roundtables.

Details of these surveys are found in this document; however, summary of general impact includes:

What Can Communities Do to Ready for Participation in the Expanding Energy Ecosystem?

- Become educated / stay attuned about current and emerging technologies in energy efficiency, demand side, energy generation
- Listen to what other communities are learning and doing
- Explore collaborations with other peer communities
- Deepen education for residents about home energy management
- Strategize around financing assistance to implement larger scale energy efficiency initiatives
- Educate all municipal staff around the value of energy management
- Deepen planning and leadership development
- Create understanding around the meaning of sustainability

Hopes of Resource Support from NOPEC:

- Help in remaining current with emerging technologies
- Provide vendor lists
- Educate for the municipal leadership and key staff
- Facilitate connections; more symposium workshops
- Post web based resources
- Facilitate the availability of energy audits
- Help with financing / financial incentives / grants
- Provide another philanthropy program

What Is Needed from Municipal Leadership:

- Community vision
- Education and support that assists in changing the behaviors that prevent progress
- Access to information on funding opportunities
- Deepen a community culture that values energy conservation

This data should will integrated into NOPEC's next phase of readiness development and integrated into its strategic planning process, beginning September 2011.

¹ NOPEC Communities Energy Survey, Georgia M. Reash & Associates / Energy Avenue, May 2011.

Energy Needs Survey

Completed by 44 respondents on June 8, 2011 at the Energy Grants Symposium

Numbered columns represent ranked perceptions; the numbers in those columns represent the number of people who ranked

1. If you could pick five areas of energy savings importance for your community, what would they would be?						
Choices	1	2	3	4	5	Some Assumptions / Questions
Improving / retrofitting commercial/municipal buildings	24	7	2	4	2	<ul style="list-style-type: none"> ✓ Top perceived priorities: commercial / municipal retrofit, residential retrofit, electric and lighting improvements, renewable energy ✓ Building automation recognized as important ▪ What do these perceived priorities tell us about what consumers understand about energy conservation? ▪ How do these perceptions align to best practices in high return energy conservation? ▪ What do these results tell us about educational needs? ▪ What role could NOPEC play in supporting communities?
Improving / retrofitting residential homes	4	16	4	1	6	
Electric and lighting Improvements	7	6	10	13	3	
Convert to natural gas	1	3	4	1	7	
Renewable energy projects	6	7	8	10	5	
Water management / conservation	1	2	3	4	4	
Building automation system	1	3	7	6	8	

2. What is the most important thing that needs to happen in order for your community to take step in advancing energy savings as priority						
Choices	1	2	3	4	5	Some Assumptions / Questions
Educate municipal leaders about energy issues	16	8	4	3	4	<ul style="list-style-type: none"> ✓ Top perceived actions needed: educate leaders, create partnerships, assess energy needs in buildings, create community vision plan, educate residents. ▪ How do these perceived actions align to best practices in effective energy conservation implementation projects? ▪ What do these perceived action tell us about community needs? ▪ What role can NOPEC play in supporting communities?
Educate residents about energy issues and savings	2	9	6	7	4	
Educate children and families about energy issues and energy savings	3		8	7	4	
Create partnerships w/ energy provider organizations	7	2	8	8	7	
Assess the energy needs in residential homes	2	7	2	4	3	
Assess needs in municipal/commercial buildings	8	6	6	3	3	
Create a community vision/plan around energy	4	9	5	7	7	
Create new small businesses in the "green" industry	1	1	2	4	7	
Train young people so they can work in the energy / green industry	2	1		3	3	

3. What are the three (3) biggest road blocks that are preventing your community from achieving levels of energy conservation in its homes and businesses?				
Choices	1	2	3	Some Assumptions / Questions
Other pressing priorities in the community	14	12	8	<ul style="list-style-type: none"> ✓ Three perceived roadblocks: financing, other pressing priorities, unwillingness to learn and change. ▪ How do these identified road blocks align to challenges experienced in other energy conservation models? ▪ How can unwillingness to learn and change be created into willingness? ▪ What do these perceived road blocks tell us about the kind of support communities need? ▪ What role can NOPEC play in helping communities?
Lack of leadership vision and consensus	3	3	7	
Resident population that is difficult to educate	1	2	3	
Lack of access to education about environmental impact	1	3	3	
Lack of access to trustworthy vendors / product providers		2	1	
General unwillingness to learn and change	2	5	7	
Not enough vendors / product providers in the market that can be trusted		1	2	
Financing the energy savings on a large scale	22	13	3	
Technology infrastructure lacking	2	4	7	

4. Rank the top three (3) reasons why you believe energy conservation is important				
Choices	1	2	3	Some Assumptions / Questions
The community will saving money if we become more energy efficient	18	12	10	<ul style="list-style-type: none"> ✓ Respondents believe energy efficiency will save money ✓ Health is a value ✓ Children are a value ✓ Resident retention is a value ▪ What do these values suggest about marketing and future engagement? ▪ What do these values tell us what education is still needed? ▪ What role does NOPEC in elevating / shifting / supporting values?
The health of all living things will improve	8	13	9	
Our community will be seen as a progressive place to live and more people will want to live here	7	3	8	
New laws are mandating that these changes unfold	1	5	4	
The U.S. is lagging behind on this issue and we have to catch up	5	1	3	
Our children's futures will improve	7	9	8	

5. What does a “sustainable community” mean to you?

- Sustainable communities are communities that can work together to create an environment where people want to work and live
- Energy efficiency and renewable generation
- Building a legacy for the future
- Cooperative efforts throughout civic and residential interests
- Maintaining and improvement of life for the citizens
- Having a tax base that supports generating operating expenses so that community services can be accomplished and shared
- Fulfilling dreams and visions into the future
- Moving toward generating as much energy as possible to offset the energy we spend
- Working together setting a good example to promote a green economical way to use our dollars, save energy not only in our townships but in the U.S. so our grandchildren have a great place to live
- Energy use should be based on renewable sources; cost savings; environmentally friendly
- Provide adequate and safe energy without environmental damage
- Continuing public services; adopting those services to the needs of the community on an ongoing basis
- Constituents have a clear vision of mutual interdependence
- More users and deployment of renewable energy resources with solar and wind power generation, storm water runoff reduction and less reliance on petroleum products
- A community committed to being connected with the natural environment; a community encourages walkability, use of public transportation, and connectivity between institutions
- The community will support itself in terms of economics, utilities, and growth; a living environment that does adjust to changes and its resources; energy, people, housing is available throughout a city’s cycle of ups and downs
- Reduce carbon footprint
- Able to sustain what you start
- Recognition of local heroes
- Independent of outside sources of energy; community stays vital and vibrant
- Maintain and improve the current quality of life



Grant Symposium Work Session Data

On June 8, 2011, the Northeast Ohio Energy Council sponsored a two-hour Energy Grants Symposium at the Holiday Inn on Rockside Road. An estimated 70 community representatives attended; approximately 30 other individuals registered for the session but did not show. This first event was closed to NOPEC member municipal consumers.

The Symposium was featured as part of the community celebration event honoring the 332 energy efficiency projects launched through the Powering Our Communities grant program. The program fueled 15,788,567.20 into the local economy through philanthropic grant allocation to 162 electric member communities. These projects are already saving money and, in some cases, generating revenue return.

Question 1: what was the best thing that came out of the grant program /what did you learn?

- Grant symposium and information support packet
- Learned to write a grant
- New friends / new networks
- Learning about new technologies
- Learned how to look at the bigger picture
- Learned about 'myself'; changed my own behaviors
- Community changing behaviors and engaging consumers
- Collaboration with community partners
- Easiest and most efficient grant program experienced; quick turnaround; actually able to get job done
- Continual energy savings
- Dollars for projects
- Dollars returned from projects (rental of townhall, memberships)
- Diverting replacement costs
- Energy savings through distribution networks
- Real projects: LED lights, community center retrofit, townhall, school community center, boilers, traffic signal analysis, boiler, windows, thermostat, handicap accountability
- Attending energy efficiency program provided by Doty & Miller
- Daylight harvesting; high payback on lighting with sky lights
- Energy conservation

Question 2A: What would you like to do next?

- Get congress to extend 30% tax credits for alternative energy installation; NOPEC act as advocate at congressional level
- Energy gestation
- Understand and access PACE Program to help implement
- Pursue more grants / raise money
- Older building renovations
- Real value education for residents, businesses, municipalities
- Geothermal center in shopping center
- First on Lake Erie with turbines
- Don't want to be dependent on Cleveland for water; Finding water management opportunities
- Develop more gas wells / educate and support
- List of vendors qualified to install energy efficiency
- List of vendors for alternative energy
- Go after bids based on energy improvements identified
- Use community amenity: mentor marsh / mentor headlands
- Need a vision for comprehensive restoration
- Clean up environment
- New roof, basement annex, Museum staircase, replace lighting, heating, new doors, solar, recycling, lights

- Energy Audit
- Safety / improvement

- Buildings restoration

Question 2B: What do you need to make it happen?

- Money / financial incentives
- Education on importance; create greater value around energy
- Ideas and cooperation; opportunities to connect
- Municipal resources
- Get communities together and offer home audits
- Time, support and access to expertise to make it happen
- Training for workers
- Strong local leadership
- Effective community planning
- Building automation systems
- Stabilizing technologies
- Stronger role of NOPEC in defining stabilizing technologies / what can be trusted
- Who can translate the honest value of these technologies
- Expertise: can NOPEC put something together to be experts that help communities
- Convince local leadership of value
- Looking for answers
- Collaboration opportunities to make things happen with other communities
- All electric homes: can NOPEC help with this?
- Understand how utilities will react if people start to generate
- Response from state government

Question 3: What is the role of the municipality in helping business and residents achieve energy conservation goals?

- Lead the discussion
- Trusted leadership and knowledge holders
- Provide a forum / greater communication
- Understanding on funding opportunities
- Help with seeking funding
- Education
- Provide professional resources
- Help the public
- Zoning / conservative development