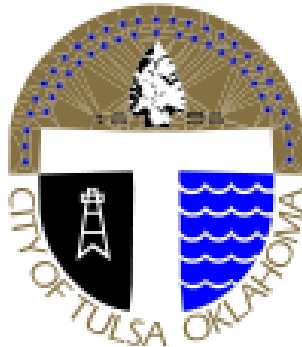


# Arkansas EECBG Assistance Webinar Series

## How To Create an Energy Efficiency Strategy

ICLEI  
LOCAL GOVERNMENTS FOR SUSTAINABILITY  
USA



# Introduction of Speakers

Ryan Foshee, Regional Officer  
ICLEI-Local Governments for Sustainability

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Howdy!

Brett Fidler, Sustainability Director  
City of Tulsa, Oklahoma

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Stephanie Smith, Sustainability Specialist  
City of Flagstaff, Arizona



# ICLEI, Mayor Hays, and the Sub



# What is ICLEI – Local Governments for Sustainability?

Association of local governments (cities and counties)

Originally named “International Council for Local Environmental Initiatives”

600+ U.S. members, 1200+ total membership

We provide planning expertise, technical assistance, and other guidance for local governments interested in environmental and economic development opportunities.



# Sustainability Defined

The capacity to endure.

- Wikipedia

The ability to meet the needs of the present without compromising the ability of future generations to meet their needs.

- World Commission on Environment and Development

The ability to continue/maintain into the future.

- EcoKids Glossary

“Local governments for sustainability” are cities/counties striving to endure and improve as time goes on. **Their goal is to maintain or improve quality of life for residents into the future.** Local governments do this by protecting socially equity (fairness), economic wellbeing, and the environment. These are commonly referred to as the “triple bottom line.”



# Sometimes, It's Simple

Energy Efficiency and Conservation Projects:  
Save \$\$ for the city/county, taxpayers, even utilities  
(everyone benefits)

Create local jobs

Reduce environmental impacts

Make the community more sustainable

Today we'll talk about how to find the **best uses for the EE money**, also known as an “**energy efficiency strategy**.”



# How Important is the Strategy?

**25 out of 100 Points in the Evaluation**

– 5 bonus points under “Innovation” for 105 total

**Highest value of any category**

**The next two highest categories, “Activity Implementation Plan(s)” and “Energy Savings & Renewable Energy Production” fall right out of the Strategy, 20 points each.**

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18 / 38 51.3%

Energy Efficiency and Conservation Block Grant (EECBG) Project Application Form

**PROJECT OUTCOMES SUMMARY**

Please provide total values for the following sections by adding up the individual outcomes from the Expected Project Outcomes section(s) of your activity narrative(s). Tools and technical assistance for such calculations are available at: <http://www.icleiusa.org/eeccbg>

**Energy Savings and Energy Production**

Total Source Btu Saved (Millions)	
Total Electricity Saved (MWh)	
Total Natural Gas Saved (thousand cubic feet)	
Total Gasoline Gallons Saved	

**Cost Savings**

Total Cost Savings	\$
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**Greenhouse Gas Reduction**

Total Greenhouse Gas Reduction (metric tons carbon equivalent)	
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**JOB CREATION/RETAINING**

Total Jobs Created/Retained	
Total EECBG Funds Requested	\$
Jobs/Divisor (Divide amount in a. By square)	
Job Score (Divide the number in a. by the number in b.)	

**PROJECT BACKGROUND**

Please use the following sections to describe your entity's energy savings strategy and project management capacity.

**Energy Savings Strategy**

Please use this section to explain your entity's current plan and priorities for energy efficiency and conservation. Describe who is involved in setting the strategy and how projects are prioritized. Give a description of the amount of energy that is used in your community and explain why your proposed activity/activities will deliver the most important results above all other potential activities. Please include actual historical usage data, if available.

The Energy Savings Strategy section should contain a broad explanation of your entity's strategy for reducing the amount of overall energy used in your city or county. This includes energy as electricity, natural gas, propane, and liquid fuels. It is the Federal Government's intent that EECBG funding serve as a catalyst for future energy reduction projects and job creation well beyond the timeframe of this grant cycle. Please describe your city or county's current efforts to manage energy usage and when, if any, goals your organization may have for future energy usage. Describe how the activities in your proposed application fit into current and future efforts to manage energy usage. (This section is not to exceed two (2) pages.)

The Strategy is a *two page narrative* that describes your efforts to date, goals, and plans for reducing energy use in your community. If you don't have a plan, it's time to get one (if for no other reason than you'll save some serious bucks)!



# Where Do I Start?

## Conduct an Assessment

How much energy does your local government use in a year? What things use the most energy, ie buildings, outdoor lights, water or wastewater systems? Thinking ahead, how old are each of such major systems and where, on a hunch, might you find the most effective projects around town? ***Wait until the study is complete to jump to conclusions;*** folks are often surprised at the results. How much energy is used in the jurisdiction at large, including the private sector?

**An old axiom: You can't manage what you can't measure. Fortunately, to measure energy use, it's as easy as keeping up with your utility bills.**



# What Next?

## 2. Set A Goal

Something ambitious, yet achievable. How you set your goal will depend heavily on what you learn while doing the assessment. All local governments are different. Consider, after the assessment, several years of good work and where you could be by then. *Create a vision.*

## 3. Make A Plan

The funds available through this grant are intended to either launch, or give a healthy boost to energy plans (“strategies”) throughout Arkansas. It is competitive, so be creative. Who might be a good partner? Can you leverage rebates, etc? What about reinvesting the savings from a first round of projects into a second round of projects? It’s your home, your plan.



# 4. Implement the Plan!



# Don't Forget

## 5. Monitor and Report

You need to be able to report on the projects funded through this grant. It's helpful to establish some clear metrics for success, ie kWh reduced or % of projects on-schedule. **Here, the assessment comes in handy again;** simply compare the before and after and report the results.

**Everyone wants to know: “How Are We Doing?”**



# Strategy = Planning

## **To wrap up:**

The “Strategy” section includes your vision, any work done to date, and justification: Why is your vision is a good vision?

Other important categories will be “filled in” via an assessment:

- Activity Implementation Plans (individual project plans); and
- Energy Savings & Renewable Energy Production (expected benefits)
- Those are 20 points each

**Let’s go through a few examples from other local governments, then provide plenty of time for questions. Don’t hold back!**



# Thanks Everyone.



My goal: that everyone who watches this web series will win grant money in the EECBG Program for Arkansas Small Cities and Counties – and use it to better the world.

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