Institute for Sustainable Communities
Stakeholder Engagement

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Using Data and Tools for Renewable Cities

We are here!

And here!

Goal Setting

Convening and Stakeholder Engagement

Option Analysis and Capacity Building

Implementation

Measurement and Impact Verification

Renewable Communities

Energy Jobs
Local Self-Sufficiency
Resilient Systems
Healthy Air
How New Ideas Reach a Tipping Point

Crisis or need

Innovation

Critical mass

In every crisis lies the seed of opportunity
Why Outreach Matters

Communications...

- Is a powerful tool that can help pave the way toward meeting goals
- Should be an integral part of any project plan
- Helps break down barriers and secure community buy-in
Hawaii Clean Energy Initiative Vision:
100% Clean Energy by 2045
U.S. Virgin Islands Vision: Reduce Fossil Fuel 60% by 2025
Greensburg, Kansas, Vision:
100% Renewable Energy, 100% of the Time
Blue Lake Rancheria Tribe, California, Vision: Achieve 100% self-sufficiency through renewable energy Rancheria-wide.
The Outreach Challenge

• Get the community on board early
  o Support for the overall goal
  o Support for projects
  o Participation in projects

• Communicate goals with:
  o A unified voice
  o Clear, consistent messaging
  o A compelling call to action

...and I should care, why?
A stakeholder education and engagement plan can help you...

- Assess the **current** communications situation
- Define **key audiences** and identify project champions
- Identify and address **barriers**
- Build **awareness and support** and get community buy-in

**Success doesn’t just happen. It’s planned for.**

—Anonymous
Building the Plan

• Define key audiences
  o Who?
  o Why?
  o What?

• Identify key elements of the “about” statement
  o Essence of the project
  o Goals

• Develop the “so what” message
  o Needs
  o Solution
  o Benefits
**Oneida Communications Plan Snapshot**

### COMMUNICATIONS GOALS

<table>
<thead>
<tr>
<th>Goal 1: Educate and inform key audiences about the solar project.</th>
<th>Goal 2: Instill a sense of community pride and ownership in the solar project.</th>
<th>Goal 3: Inspire key audiences to embrace the tribe’s broader energy vision and goals to generate support for future investments.</th>
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### OTHER AUDIENCES

- Utility – Wisconsin Public Service
- Federal partners
- Environ. groups
- Midwest Tribal Energy Resource Association
- Hunters and sportsmen
- Tribal Elders
- Tribal youth
- Concerned citizens/Oneida advocates
- Tribal leadership and staff
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### INTERNAL AUDIENCES

- Tribal leaders
- Tribal youth
- Concerned citizens
- Oneida advocates
- Federal partners
- Environ. groups
- Midwest Tribal Energy Resource Association
- Hunters and sportsmen
- Tribal Elders
- Tribal youth
- Concerned citizens
- Oneida advocates
- Tribal leadership

### GOAL 1 STRATEGIES

- Create opportunities for audiences to learn about the project and solar technology.
- Communicate project benefits to key audiences where they work and live.
- Alleviate concerns about perceived project risks.

### GOAL 2 STRATEGIES

- Create opportunities for engagement.
- Get key audiences actively involved in the project.
- Alleviate concerns about perceived project risks.

### GOAL 3 STRATEGY

- Share project successes.

### GOAL 1 TACTICS

- Post DOE “Energy 101” video and solar basics curriculum to website and Facebook.
- Include solar technology factoids on a regular basis in the tribal and school newspapers.
- Hold a town-hall meeting to introduce the project; invite the developer to explain the project and solar technology to attendees.
- Host a community energy fair.

### GOAL 2 TACTICS

- Host a solar project groundbreaking at the Turtle School.
- Organize a poster contest to encourage creativity and involvement in the project.
- Engage graphics design department and/or journalism departments in developing a logo and outreach campaign for the project.

### GOAL 3 TACTICS

- Track solar generation and cost savings and communicate results widely (e.g., create results posters and display them in tribal buildings with solar arrays).
- Write and distribute success story articles/blogs/videos through various community outreach vehicles (e.g., “This Week in Oneida” video project).
- Host 1–year anniversary party to celebrate achievements.

**Tagline:** ONEIDA POWERED. Our Energy ... Our Way.
1. Small Group Exercise (15 minutes per question)
   o Stakeholder Identification
     – Who needs to know about your energy vision/goal?
   o Communications Challenges/Barriers
     – What resistance/opposition, myths, or rumors might prevent you from achieving your vision/goal?
   o Communications Opportunities
     – Why does your renewable energy vision/goal matter (why should people care)?

2. Group Report Out (20-25 minutes)
Example Tactics and Communicating Data
What Makes Outreach Efforts Effective?

- The right people are involved
- Effort is guided by transparency, accuracy, and openness
- Solution meets a perceived need; messaging communicates tangible benefits
- Campaign feels grassroots and local
- Messages are clear, consistent, and compelling
- Messages reach key audiences where they work and live
- Messages break down resistance and barriers
- Successes are communicated early and often
Hawaii Communications Tactics

- Communications Working Group
- Brand identity package
- Strategy and messaging decks
- Website
- Interactive projects map
- Technical reports
- Roadmap and roadmap summary
- Overview fact sheet
USVI Communications Goals and Tactics

Goals
- Gain community buy-in and support for the 60% by 2025 goal
- Develop a brand, campaign theme, and messages that resonate with community
- Develop a diverse set of outreach tools/products
- Raise awareness
- Build and nurture partnerships with local clean energy champions
- Support the development of a grassroots movement

Tactics
- Communications Working Group
- Brand identity package
- Strategy and messaging decks
- Vienergize campaign jingle
- Community events
- Exhibit and posters
- EE tips postcard
- Quarterly newsletter
- Road Map brochure
- Technical reports
- Case studies
- Fact sheets
- Website
- Blog
- Facebook
USVI: Reduce Fossil Fuel 60% by 2025

USVI Makes Headway Toward Goal to Reduce Fossil Fuel 60% by 2025

- Oil prices spike to over $145/barrel, and price of electricity exceeds $0.54/kWh in U.S. Virgin Islands (USVI)

2008
- 2% reduction
- Utility Demand Usage point
- Energy Development in Island Nations (EDIN) partnership is launched

2009
- 1% increase
- EDIN-USVI project is launched

2010
- 7% reduction
- USVI’s government and the U.S. Department of Energy and the Interior to reduce fossil fuel use

2011
- First utility-scale solar project
- AEDR energy and Vienergy partner to achieve the ViGo Island goal

2012
- 10% reduction
- Vienergize leadership in the ViGo Island goal

2013
- 20% reduction
- Vienergize partnership launched to advance the ViGo Island goal

2014
- 30% reduction
- WAPA signs agreement to move from diesel to propane, lowering fuel costs by an estimated 30% and greenhouse gas emissions by 15%

2025
- 60% reduction
- Oil prices drop to $53/barrel as year ends; electricity rate drops to $0.42/kWh in 2015

LEGEND
- Solar
- Wind
- Energy Efficiency
- Hydro
- Coal
- Net Energy
- Biomass
- Energy
- Energy Efficiency
- Vienergize
- USVI

NATIONAL RENEWABLE ENERGY LABORATORY
Building GREEN in Greensburg

Business Incubator Building

Completed in May 2008, the SunChips® Business Incubator building not only achieved the U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED) Platinum status with greater than 50% energy savings—it became the first LEED Platinum certified municipal building in Kansas. The 9,500-square-foot building features five street-level retail shops and nine second-level professional service offices. It provides an affordable, temporary home where businesses can grow over a period of several years before moving out on their own to make way for new start-up businesses. The building was funded by the United States Department of Agriculture (USDA), Fehr-Lay SunChips division, and actor Leonardo DiCaprio.

ENERGY EFFICIENCY FEATURES
- Well-insulated building envelope significantly reduces energy costs (R-Values include R-22 for concrete form walls, R-30 for roof, and R-10 for concrete slab perimeter)
- Daylighting created by adding clerestories (rear-step building design) to an east-facing building maximizes the use of natural light to reduce electrical lighting loads
- Skylights provide lots of natural light to reduce electricity used for artificial lighting (a reduced solar heat gain coefficient prevents overheating in summer when sun is higher)
- Optimized windows flood the interior with natural light in winter (U-Value of glass is 0.26, solar heat gain coefficient is 0.27)
- Window overhang block the high summer sun, reducing cooling loads
- Lightshades located near windows allow natural light to penetrate further into dim spaces
- Lighting controls dim spaces where bright lights are not needed, reducing energy consumption
- Occupancy sensors turn off lights in vacant rooms to reduce electricity consumption
- Energy-efficient lights save energy at night
- Energy-efficient office equipment conserves energy used for administrative tasks
- The all-electric heating and hot water system takes advantage of the abundant renewable electricity from the Greensburg Wind Farm.

RENEWABLE ENERGY FEATURES
- A 6.8 kilowatt photovoltaic system meets 10% of the building’s total energy needs
- A ground-source heat pump provides heating and cooling by moving the earth’s natural even temperature into and out of the facility through twenty-one 340-foot deep wells

WATER EFFICIENCY
- Waterless urinals conserve water in the bathrooms
- Graywater recycling uses water from sinks and showers to flush toilets
- Rainwater is collected and used to supplement graywater and for landscaping
- Rain gardens provide natural stormwater management.

AIR QUALITY AND INDOOR ENVIRONMENT
- Nontoxic paint with no volatile organic compounds is used in the interior
- Demand-control ventilation ensures continuous fresh air and helps to maintain proper CO2 levels
- A rain screen system on the exterior cladding provides moisture control and is low maintenance.

LEED RATING ACHIEVED
- Platinum

Kiowa County Memorial Hospital

Replacing the original hospital that was destroyed in the tornado, the new 48,500 sq. ft. Kiowa County Memorial Hospital is the first critical access hospital in the nation to achieve LEED Platinum certification. It includes 13 acute-care beds, a five-provider clinic, a specialty clinic, an emergency department with two trauma rooms, a physical/occupational therapy department, a radiology department, a laboratory, and other support areas such as an on-site daycare facility.

Key Features:
- Daylight with skylights, light-sensing dimmers, highly efficient luminaries, and occupancy sensors
- LED exterior lighting
- High performance windows
- R-25 spray-foam polyurethane foam on precast panels and interlocking metal studs
- Two on-site, grid-tied, 50-kW wind turbines
- Ultra high-efficiency magnetic bearing chiller with secondary unit for waste heat recovery
- Energy recovery wheels for preconditioning ventilation air.

Including renewable energy generation, the Kiowa County Memorial Hospital achieved a utility-supplied annual EUI of 128.5 kBTU/ft²/year, which is a 59% annual energy savings compared to a typical existing hospital. The total energy use was within 1% of the energy model predictions. The on-site renewable energy sources provide 9% of the building’s total energy consumption.
Blue Lake Rancheria (BLR) is thinking **7 generations** ahead and acting now to achieve and inspire bold energy and climate goals. In 2015 the Tribe committed to cut greenhouse gas (GHG) emissions that contribute to climate change by **40%** within **3 years**. That’s the approximate amount of carbon dioxide (CO₂) contained in the more than **400 trees** in an average redwood forest of **13 acres**.

Over **175 years**, BLR’s initial **40% reduction** will result in avoided GHG emissions equal to the amount of CO₂ contained in the more than **28,000 trees** in an average redwood forest of **884 acres**.

### Where are we now?

- Blue Lake Rancheria GHG emissions sources in 2014
- **34%** Heating and Cooling
- **64%** Electricity
- **2%** Transportation

### What are we doing?

- Heating, cooling, efficiency upgrades: **25%**
- Solar and microgrid: **10%**
- Lighting and transportation: **5%**

Here’s how we are reducing our GHG emissions **40%**.

### What is the impact?

- Blue Lake Rancheria emissions sources in 2018
- **31%** Net zero
- **66%** Electricity
- **3%** Transportation

“**In all of our planning and actions, we are mindful of creating a more sustainable and resilient community. The benefits of reducing our carbon footprint will continue to accrue with each successive generation. This will be our legacy.**”

— Tribal Chairperson Claudia Brundin

Learn more about BLR’s innovative action to reduce the causes and impacts of climate change at:

• Tribe is part of NY solar initiative
• Tribe launched campaign to make solar more accessible, affordable
• Solarize Akwesasne!
  o Goal: bring together potential customers with local installer to bring EE and long-term electricity savings to the community
  o Tactics
    – Tagline and logo
    – Community reception
    – Solar fair and walking tour
    – Akwesasne’s Wellness Day
    – Outreach via website, tribal newspaper
    – Social media presence
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