

## Meeting Notes

**DATE** 4.17.12

**PURPOSE** Interim Meeting #2

**FROM** Patrick Harper

**ATTENDEES** Phil Bisesi (Town of Black Mountain Housing Commission), Steve Cochran (Blue Ridge Sustainability Institute/Alliance Autogas), Ginny Faust (NC Division of Community Planning), Geoff Ferland (Platinum Payroll Solutions, LOSRC Brownfields), Jane Hatley (Self-Help Credit Union), Dan Kincaid (WRP), Maggie Leslie (WNCGBC), Carrie Runser-Turner (LOSRC), Jon Snover (AB-Tech), Ron Townley (LOSRC), Maggie Ullman (City of Asheville Environmental Manager)

<i>Meeting Overview</i>	
<i>Objective</i>	<i>Outcome</i>
<i>Prepare for May Community Meetings</i>	<i>Discussed overview, schedule, information content, displays, and outreach for Energy Station at the May Community Meetings</i>
<i>Review issues, opportunities, and goals</i>	<i>Reviewed issues, opportunities, and goals in context of Community Meetings Energy Station messaging. Each workgroup will be showing draft goals at Community Meetings.</i>
<i>Share regional highlights</i>	<i>Participants shared organizational highlights, upcoming events, and early implementation opportunities</i>
<b>Next Meeting:</b> May Community Meetings, Check <a href="http://www.gro-wnc.org">www.gro-wnc.org</a> for dates. The next Workgroup meeting will be held in July.	

### MEETING NOTES

#### **Welcome and Introductions**

#### **Project Updates**

- **Overall.** The first Steering Committee meeting was held Monday, April 16. This group will meet the 2<sup>nd</sup> Monday of every month starting in June. Staff are now in preparatory stages for the May Community Meetings.
- **Energy Workgroup.** Jon Snover has been selected as the Energy Workgroup Chair.



### **Regional Clean Energy Activity**

- **BRSI.** BRSI is convening the Alt Fuels for Fleet Management and Clean Energy Jobs Event on Monday, May 7<sup>th</sup>. AB Tech will be hosting. Topics for discussion include GSA regulations and the implementation of Federal Regulations for alt fuels for fleets. Contact Steve Cochran for additional information.
- **WNCGBC.** WNCGBC is close to launching the GreenGauge Program and will be working with A-B Tech on the launch. Contact Maggie Leslie for information on the program or to provide support for community outreach.
- **Self-Help.** Self-Help's Energy Efficiency Loan Program is in the process of issuing its first two loans in Charlotte. Self-Help is looking for small businesses in Asheville that might be good candidates for loans to build up a strong pipeline for demand. Contact Jane Hatley for additional information.
- **City of Asheville.** The City is currently working on a business energy inventory as part of an energy plan for the neighborhood area west of the French Broad River as part of the TIGER Grant funds. Additionally, GroWNC participants should look into the Local Sustainable Matching Fund offered through the Urban Sustainability Directors Network as a potential source of funding.
- **Black Mountain Housing Commission.** Black Mountain is still considering formal membership in the GroWNC project.
- **A-B Tech.** A-B Tech has hired a new Executive Director of Facilities to oversee new campus projects, renovations and retrofits. This presents a real opportunity for the energy efficiency and green building community to reach out to this person to strengthen the energy efficiency of A-B Tech. Additionally, the Clean Tech Concept Lab continues to look into equipment for biofuel rapid testing and other tech opportunities. The primary focus of this work is on ancillary technologies and applications that support larger markets.
- **Upcoming Events.** NC Sustainable Energy Conference in Raleigh, 4/19-20; NCSEA Energy Roadshow, 4/24; Buncombe County Landfill Gas to Energy Ribbon Cutting, 4/27; Clean Cities Regional Event, 5/3-4.

### **Regional Issues, Opportunities, and Goals**

- Regional issues, opportunities, and goals were discussed in the context of how to best present them at the May Community Meetings. General comments were to keep it simple and use examples. This is more about presenting our analysis to date in a way that is easily understood and elicits feedback. Discussion continued below.

### **Community Meeting Prep**

- **Attendance.** Need to heavily utilize social media to boost attendance and participation.
- **Goals.** We need to be very clear on the desired outcomes.
  1. **Feedback.** We want to get unbiased community input on issues, opportunities, and goals
  2. **Buy-In.** We want to get buy-in, engagement, & support from the community in the process

**3. Understanding Role.** We want community members to understand the role they play in this process and the larger energy landscape

- **Display.** Posters should have fewer words and more pictures and charts
- **Content.** Content should be divided into four sections and focus on communicating top three items. We should also be working towards a vision statement to help engage participants.
  - **Four Content Areas for Display.**
    1. **Understanding the Basics/Energy Basics.** How much energy we use. How much energy we produce. Relate energy use on an individual/household basis. Address huge misnomers (ex. Most of our energy comes from the Middle East). Honestly present today's modes of energy production as antiquated, outdated systems that are going to require wholesale changes over the next two decades. The question is what direction we are going to go in.
    2. **Engagement/Hook.** The hook is in effectively communicating their role in energy landscape/process, why it's important for them as a consumer to care about, and how this relates to their economy/well-being on an individual basis. This is about defining our path forward or having someone else define it for us.
    3. **Future Energy Landscape.** What are the solutions? This process is about thinking ahead, honestly acknowledging challenges, and then acting to improve situation. We need to key in on the "action" here. What is our vision for the future?
    4. **Example Project.** Potential example projects include Blue Ridge Biofuels, Green Restaurants Initiative, and City of Asheville's energy work.
  - **Focus on top three items to communicate.**
    1. **Production/Consumption Breakdown.** As a region, western North Carolina consumes 20 times more energy than we produce.
    2. ?. Rate increase/change.
    3. ?. Solution/your role.
- **Feedback/Engagement.** Consider using an "energy iq" quiz to gauge energy literacy of community.
- **General Comments.**
  - We need to involve the community by giving people projects and providing specific examples of how this impacts their everyday life. Use the idea of a sustainable citizen to emphasize their role and responsibility in changing the community and tie energy planning back to individual people's actions.
  - We need to remember not to outpace the community. We need people to endorse and adopt what we're advocating for.
  - Success at the small business level and what we've been able to accomplish as a larger community have been key to clean energy growth.

### **Next Steps**

- The next Workgroup meeting will be held in July.



- We need help with outreach and volunteers for the May Community Meetings. Time permitting, we might also get additional feedback on poster content after its drafted.