

Energy Workgroup Meeting Notes

DATE **October 4, 2012**

PURPOSE **Energy Workgroup Meeting 4**

FACILITATOR Patrick Harper

PARTICIPANTS Ron Martin Adkins, Phil Bisesi, Kelly Davis, Steve Cochran, Jane Hatley, Jon Snover, Jessica Hocz, Maggie Ullman, Patrick Harper

OUTCOMES

- Selected ten performance measures for priority consideration moving forward. See table additional information on PM units, sources, and notes.
 1. Average annual residential energy consumption and costs by source
 2. Average annual commercial energy consumption and costs by source
 3. Average annual industrial energy consumption and costs by source
 4. Amount of locally produced renewable energy by type
 5. Total installed energy capacity by type
 6. Total transportation fuels quantity consumed and cost by source
 7. Number of clean energy firms with office region
 8. Number of employees in clean energy economy and diversity breakdown
 9. Clean energy firm revenues
 10. Total clean energy educational programs, participants, and methods offered
- See discussion notes on page 3 for additional outcomes.

MEETING PARTICIPANTS

10:00 a.m. *Welcome and Introductions*

10:10 a.m. *Project Updates: Where we are in the process.*

- Staff provided a brief recap of Energy Workgroup work-to-date including previous three interim work sessions, round 1 of Community Meetings, and the July interactive workgroup session. Please review the GroWNC website or contact project staff for additional information.



10:20 a.m. Energy Performance Measures Prioritization Exercise

- Workgroup members reviewed 23 identified performance measures (PM) from the “Energy Innovation” handout and selected ten PMs for priority consideration moving forward. Members felt these PMs provide the truest measure of progress and success.

| GroWNC Priority Energy Performance Metrics | | | |
|---|--|------------|---|
| PM | Unit | Source | Notes |
| EN1 - Energy Productivity | | | |
| Average annual residential energy consumption and cost | MW \$/kW | IOUs | <ul style="list-style-type: none"> - Use normalized metric to account for regional growth - Cost must be included to measure energy inflation |
| Average annual residential energy consumption and cost | | | |
| Average annual industrial energy consumption and cost | | | |
| EN2 – Local Clean Energy Production | | | |
| Amount of renewable energy produced locally by type | kWh/yr gallons/yr | | <ul style="list-style-type: none"> - Revise to include biofuel production - Breakdown must include biofuels and reflect waste conversions. |
| Total installed energy capacity by type | MW | | |
| EN3 – Transportation Sector Energy Performance | | | |
| Total transportation fuels quantity consumed and cost by source | Petroleum/VMT Biofuels EV Registrants/Co. Propane/CNG | DOT SEO | - New PM crafted by workgroup to reflect transportation fuel import-export balance and consumption and cost of fuels by source |
| EN4 – Clean Energy Economy | | | |
| Number of clean energy firms with office region | | | How to tie to impact on local supply chain/economic impact? |
| Number of employees in clean energy economy and diversity breakdown | | | |
| Clean energy firm gross revenues | | | |
| EN5 – Energy Education and Outreach | | | |
| Total clean energy educational programs, participants, and methods offered | | | Modification of original PM to measure programs, participants, and methods instead of dollars spent |
| <i>Note: Workgroup also discussed energy efficient affordable housing and VMT metrics but felt these were a better fit for housing and transportation workgroups to address</i> | | | |



- Performance Measures included for secondary consideration (primary consideration should come from Housing and Transportation Workgroups):
 - Supply of safe and energy efficient housing as measured by LEED, Energy-Star, GreenGauge, and Green Built certified residential buildings
 - Average daily VMT
- The following performance measures did not meet priority preference of workgroup or are reflected in selected performance measure:
 - Number of LEED-registered, LEED certified and ENERGY STAR-certified buildings (residential and commercial)
 - Acres of prime agriculture land converted to residential development
 - Percent prime agriculture land converted to residential development
 - Acres of biofuel producing agriculture lands
 - Number of registered renewable energy system.
 - Number of clean-energy startups
 - Number of biofuel refueling stations in the region
- **Notes from PM exercise:**
 - Utilize *productivity, efficiency, conservation framing* of regional goals and performance measures.
 - Revise PM category one to read “Energy Productivity” instead of “Conserve Energy”
 - Revise EN5: Energy Education and Outreach to include call to action.
 - Workgroup tried to avoid focus on programmatic activity in selection of priority PMs to ensure focus on end game, using less “bad energy.”
 - PMs need to prioritize importance of “waste to energy” and how strategies can effectively take waste stream and turn it into power.
 - Outreach and education strategies should incorporate element of energy shaming to create communities that take pride in local economy, are conscious of their own energy use, know where their energy is coming from, and know how their using it.
 - Key trends and opportunities must be drawn out of data for effective use as tool for business community and technical service providers. Important next step for workgroup is determining

11:55 a.m. Next Steps

- Staff will provide updates for November Community Meetings. All workgroup members are encouraged to attend their local meeting.
- Staff and workgroup members will take next step in revision of PMs and discussion of specific implementation strategies and tactics at January Workgroup Session.