Garfield Clean Energy Collaborative 2014 Strategic Plan

INTRODUCTION

Garfield Clean Energy Collaborative became an independent, intergovernmental authority in late 2011. It grew from a previous organization, Garfield New Energy Communities Initiative, which operated as an intergovernmental committee under the authority of Garfield County from 2009 through 2011.

Members of the Collaborative are Garfield County, the Town of Carbondale, the City of Glenwood Springs, the Town of New Castle, the Town of Silt, the City of Rifle, the Town of Parachute, the Garfield County Public Library District, the Roaring Fork Transportation Authority and Colorado Mountain College.

Since its formation in 2009, Garfield Clean Energy has achieved these results:

- Annual energy cost savings: more than $450,000
- 55 government buildings monitoring energy use
- 150 businesses and 230 homes making upgrades to save energy
- More than 140 companies and contractors engaged in clean energy work
- 27 solar arrays on government buildings
- Support for fleet efficiency, CNG for vehicles and active transportation
- Revolving loan fund for residential energy upgrades
- Hosting a website that drew 8,400 unique visitors in 2012

The Garfield Clean Energy Board held a strategic planning retreat on May 8, 2013, to evaluate its 2012 Strategic Plan and to formulate a plan for 2014 while maintaining long-term goals for future work. This 2014 Strategic Plan was discussed further at the June 12 and July 10, 2013, meetings, and approved by the Garfield Clean Energy Collaborative Board on August 14, 2013.

VISION, MISSION AND GOALS

Garfield Clean Energy Vision Statement
Garfield County will be the most energy efficient county in the country.

Garfield Clean Energy Mission Statement
The mission of the Garfield Clean Energy Collaborative is to provide energy efficiency solutions, education and alternative and renewable energy opportunities to all individuals and organizations, in order to build a stronger, more resilient economy benefiting citizens of Garfield County.

Garfield Clean Energy Goals

- Goal No. 1: Increase per capita energy efficiency by 20% by 2020, over a baseline 2009, as a means to a stronger, more resilient and energy-secure economy.
- Goal No. 2: Reduce petroleum consumption 25% by 2020, over a baseline 2009, as a means to a stronger, more resilient and energy-secure economy.
- Goal No. 3: Obtain 35% of our energy from renewable sources by 2020 as a means to a stronger, more resilient and more energy-secure economy.

Garfield Clean Energy Strategic Plan Goals and Actions 2014

Goal No. 1: Increase per capita energy efficiency by 20% by 2020, over a baseline 2009, as a means to a stronger, more resilient and energy-secure economy.

Goal 1A: Increase the energy performance of public buildings
Budget area 5: Government Facilities Energy Cost Savings Program

2014 priority actions Goal 1A

Base budget: $108,000 proposed

- **Energy Data Management**: Collect and upload building utility data to the Energy Navigator website every month. Ensure data is up-to-date and reliable. Monitor data for unusual or energy-wasting trends.
- **Active Energy Management**: Consult with facility managers and monitor Energy Navigator data to cut 2014 energy use in at least 10 GCE partner buildings by at least 10% from 2012/2013 use levels.

Supplemental budget: $32,000 proposed

- **Active Energy Management**: Provide 8 trainings or roundtable meetings for facility managers and their staff. Consult with facility managers and monitor Energy Navigator data to cut 2014 energy use in another 2 GCE partner buildings.
- **Building Hardware**: Install data logger systems on three GCE partner buildings, using a shared-cost approach.

Long-term actions Goal 1A

- Help governments overcome upfront financial barriers to efficiency improvements.
- Educate public employees about how to maximize energy savings in their buildings.
- Create a reward system for employees to be actively engaged in increasing energy efficiency in public buildings.
- Recruit other local governments to track energy use and cut energy costs in their buildings.

Goal 1B: Increase the energy performance of businesses and households
Budget areas 1 and 2: Energy Efficiency for Economic Development Program

2014 priority actions Goal 1B

Base budget: $103,000 proposed

- **Commercial Energy Coaching**: Provide Energy Coaching services to at least 72 commercial properties, and more intensive coaching to 50 properties that pursue efficiency measures.
- **Commercial support** (program reporting & coordination): Report on program results in 4 quarterly reports and prepare custom reports for member governments; enter data for all participants to track energy savings and program effectiveness; analyze advertising strategy and place ads in local media; write and publish at least 6 commercial case studies.
- **Commercial support** (marketing, outreach, education, training): Maintain up-to-date lists of utility rebates and DSM programs for commercial customers and post to GCE website. Update efficiency contractors on new or changed rebate offers and financing programs through 1 contractor workshop and ongoing email messages.
- **Residential Energy Coaching**: Provide Energy Coaching services to at least 84 households, and intensive coaching to 55 households that pursue efficiency measures.
- **Residential support** (program reporting & coordination, marketing, outreach, education, training): Report on program results for 4 quarterly reports and custom reports to member governments; enter data for all participants to track energy savings and program effectiveness; analyze advertising strategy and place ads in local media; write and publish at least 6 residential case studies.

Supplemental budget: $45,000 proposed

- **Energy Coaching**: Provide Energy Coaching services for an additional 32 commercial properties and 32 households.
- **Support**: Additional data entry for participating properties and households; host at least 2 Neighborhood Efficiency Parties to boost participation.

Long-term actions Goal 1B

- Analyze uptake by businesses and households and develop streamlined methods that make it easier and faster for them to implement efficiency measures.

- Boost innovative outreach methods, marketing and education for businesses and households to learn about the financial and comfort advantages of energy efficiency measures, financing options to pay for upgrades, and energy coaching services to navigate the process of planning and implementing efficiency measures.

Goal No. 2: Reduce petroleum consumption 25% by 2020, over a baseline 2009, as a means to a stronger, more resilient and energy-secure economy.
Budget area 3: Petroleum Independence Project / Transportation

2014 priority actions

Base budget: $47,000 proposed

- **Active transportation**: Participate in 2014 Garfield-Pitkin Regional Bike-Pedestrian planning process; participate in LiveWell Garfield County efforts to promote active transportation.
- **West Slope CNG Collaborative**: Serve as lead staff for the Western Slope CNG Collaborative; bring public and private sector interests together to accelerate wider use of CNG as a vehicle fuel through monthly meetings; organize and host at least 1 regional tour or workshop to increase awareness of CNG fueling options and encourage CNG vehicle purchases in the region.
- **Marketing/outreach**: Choose one of three projects: Develop and launch an advertising campaign, write case studies, or host a local educational event in support of active transportation, alternative fuels and/or petroleum independence.

Supplemental budget: $21,000 proposed

- **Active transportation**: Manage a three-day Bike and Walk to School Challenge involving at least 10 schools in all three public school districts in Garfield County; raise at least $3,000 in prize money from one or more private sector donors; hold an awards event for winning schools.
- **Efficient vehicles & fleets**: Add annual fuel cost data for all GCE partners to Energy Navigator website; consult with each GCE partner to employ best management practices for fleet efficiency.

Long-term actions Goal 2

- Coach public and private fleet operators to increase fleet efficiency.
- Create reward system for employees who suggest ideas or take action toward petroleum independence.
- Support expansion of bicycle and pedestrian trail infrastructure and Safe Routes to School.
- Collaborate with chambers and economic development groups to promote trails for economic development.

Goal No. 3: Obtain 35% of our energy from renewable sources by 2020 as a means to a stronger, more resilient and more energy-secure economy.
Budget area 4: Energy Portfolio Diversification & Renewables

2014 priority actions

Base budget: $10,000 proposed

- **Technical assistance / project implementation:** Provide technical support to GCE partners for renewable energy installations; track and report electrical generation from solar collectors for GCE partner buildings equipped with Energy Navigator data loggers.
- **Education / SEI Solar in the Schools:** Sponsor 7 elementary school classes to receive a one-week solar education unit with solar ovens; sponsor a Garfield County Solar Roller team, including a team demonstration at an event in Garfield County.

Supplemental budget: $16,000 proposed

- **Technical assistance / project implementation:** Collaborate with COSEIA and other partners to identify optimal locations for new solar installations in Garfield County through 1 Million Solar Roofs campaign. Reach out to high-potential property owners to discuss solar options.
- **Education / SEI Solar in the Schools:** Sponsor 10 additional elementary school classes to receive a one-week solar education unit with solar ovens.

Long-term actions Goal 3

- Encourage residential and commercial property owners who have maximized efficiency to invest in renewable energy, using GCE financing programs if needed.
- Promote and publicize solar thermal as a cost effective technology.
- Work with utilities to continue offering incentives for renewables.
- Develop targets for annual increases to ensure renewable energy goals are met.

Garfield Clean Energy Management, Planning, Research, Professional Services
Budget area 9: GCE Partnership Services

2014 priority actions

Base budget: $107,000 proposed

- **Administration, coordination, planning, meetings, funding:** Manage GCE programs, services, budget and expenses; maintain and submit documents to ensure GCE's good standing as an intergovernmental authority; cover hard costs for governmental liability insurance and an annual audit; provide support for monthly board meetings; develop 2015 budget and secure funding pledges; provide quarterly progress reports.
- **Legal and accounting services:** Legal counsel provided by Karp, Neu, Hanlon and accounting and bookkeeping services provided by Obeji Accounting.
- **Website, public information, printing:** Maintain GCE website with up-to-date information, publicize GCE programs and achievements, maintain database of contractors and program participants, publish printed materials to support programs and outreach.

Supplemental budget: $36,000 proposed

- **Administration, coordination, planning, meetings, funding:** Make in-person presentations to member boards; participate in state-level efforts to develop clean energy funding sources for community organizations.

Long-term actions for management

- Update 2009 countywide energy inventory in 2015 to reflect energy use in 2014, marking a halfway point in time between the first inventory and the 2020 goal achievement date.