

Bainbridge Island Community Energy Task Force
Thursday, May 21, 2009, 7:00 PM - 9:00 PM
Eagle Harbor Congregational Church
105 Winslow Way
Bainbridge Island, WA

1. Welcome and Introductions

Attending: Eric Moe, *Community Energy Solutions*, Bill Luria, *Housing Resources Board*, Eric Rehm, *Bainbridge Island Water Resources Action Committee*, David Johnson, Joe Deets, *Community Energy Solutions*, Fritz Feiten, *SBCF*, Chris McMasters, *Coolmom*, Gerlind Jenkner, *Transition Town*, Matt Olsen, Kat Gjovik, *Sustainable Business Network*, Stephen Douglass, *Community Energy Solutions*, Glen Tyrrell, *BI School District and Fire Department*, Jaco B. ten Hove, *Interfaith Council*, Bea Dixon, Megan O'Brien, *Puget Sound Energy*, Linda Streissguth, *Puget Sound Energy*, Cathie Currie, Maradel Gale, *Sustainable Bainbridge*, Hilary Franz, David Rapp, *Community Energy Solutions*, Kevin Dwyer, *Bainbridge Island Chamber of Commerce*, Ross West

Joe Deets recommended that the Task Force review its objectives at the beginning of each meeting:

- Increase conservation and energy efficiency
- Reduce peak load demand
- Increase reliability
- Reduce greenhouse gas emissions
- Develop green jobs
- Educate the public about how these goals may be achieved

2. Public Comment

No public comment was offered.

3. Subcommittee Break-Out Session

- a. Marketing and Communication Sub-committee
- b. Technical Sub-committee

4. Report out:

Marketing sub-committee:

Chris McMasters reported on behalf of the Marketing Subcommittee. The committee discussed whether or not to implement a survey. The group debated whether this could help evaluate the audience and identify effective marketing messages and most likely-to-be adopted energy use reduction measures, whether it would be an effective educational tool, or whether it was a poor use of time and resources. As the task force already knows that the island has different audiences, and that there are barriers to reaching them, is this the best investment of time and resources? Some of the key target audiences that have been developed include kids and teens, the interfaith council and church communities, and existing environmental groups.

The general conclusion after learning that Puget Sound Energy (PSE) is planning to do a survey anyway, and the task force could piggy-back on it, was that a survey could be useful in gauging the level of community interest, determining what tools people are already aware of, and what might motivate them to reduce energy use -- cost? Global warming? Opportunity to conform/be part of a "cool" campaign? Where would people like help in identifying solutions? What are they doing now? What would they be willing to participate in? What messages will resonate?

The next step is to come up with objectives for the survey and communicate ideas for questions to PSE.

The group discussed the idea of an energy challenge or pledge.

Actions:

- Get copies of the PSE and Marshfield surveys. Develop feedback on the PSE survey.
- By June 11, develop brand, one page overview of marketing plan. The survey might be the first thing that the group should tackle.

Technical Team:

Eric Rehm noted that Project DX is one tool the Task Force could use.

Eric Moe reported for the Technical Team. They focused on three categories of measures:

Demand side management: What is happening at the source; what measures people can take to move energy use off peak. **Examples:** Turn off washer or microwave, timers on water heaters

Simple Energy Efficiency Education

Distributed Generation and Storage

The Technical Team would like to pass education, visibility (for example, real-time meter) and behavioral change approaches off to the marketing group.

For each of the items below, members of tech team will collect data to fill out spreadsheet developed by **Eric** to evaluate these measures.

1. Demand Side Management (changing use of energy at times of peak demand)
 - a. Peak Demand Education Campaign
 - b. Island-wide Visibility of Real Time Demand
 - c. Programming of Existing Thermostats
 - d. Installation of Programmable and Direct Control Thermostats
 - e. Installation of Water Heater Timers
 - f. Aggregate Loads for Demand Response / Demand Side Management
 - g. Cold Morning Calling Tree
 - h. Use of Existing Backup Generators at Peak
 - i. Interruptible Rates
 - j. Time of Use Rates
2. Energy Efficiency (reducing everyday energy use)
 - a. Energy Efficiency Education Campaign
 - b. Self Scoring of Energy Use with PSE or Energy Star Programs
 - c. On-Site Residential Energy Audits and Turnkey Measures
 - d. Island-wide Resource Conservation Manager
 - e. Multifamily Unit Program
 - f. Solar Hot Water Residential
 - g. Solar Hot Water Multifamily
 - h. Street Lamp Upgrade in Winslow
 - i. Water Conservation to Reduce Pump Energy
 - j. Top 10 User Commercial / Industrial Program
 - k. Commercial Energy Star Challenge
3. Distributed Generation and Storage (generating and storing energy near the load)

- a. Solar PV for City Hall
- b. Solar PV for Typical Residential
- c. District Energy with Combined Heat and Power in Downtown
- d. Distributed Electric Storage

•

Smart Grid:

The Task Force has requested from **Jessica Geenan** the list of top ten users on the island. Can we find out if they would be willing to let themselves be known? **Hilary** noted that **Jessica** had offered to take on approaching those customers as a task of PSE.

Hilary noted that one of the goals for the evening is to focus the task force's efforts in the area of marketing and communication outreach and in the area of technical tools that will be part of the Community Energy Plan. First, we need to populate the worksheet Eric Moe has put together for each one of the tools the Tech Committee has narrowed in on – this means evaluating the tool under the metrics in the worksheet. The Marketing Subcommittee is waiting to know what the selected alternatives are -- what are the big action items the group is going to focus on. Yet, the marketing sub-committee can continue to focus on the list of tasks Chris McMaster put together.

5. Announcements/Next Steps/Agenda for next meeting

Hilary requested that by the next meeting the Technical Team have evaluated each of the tools set forth in the sub-committee break-out session under the metrics for each action item to identify which ones stand out. The goal is that by the end of the next meeting we will have narrowed the tools down to 6 to 8 tools. **Eric Moe** noted that if each team member takes on two items, they could achieve this.

There was a suggestion that one of the outcomes of the survey could be to identify islanders who are willing to sign on for one of the programs. Even if the survey is anonymous, there could be a question at the end that says, "Would you be willing to have someone from our organization to talk with you and if so, what is your contact information?"

Kat Gjovik noted that the list from the "Save Energy Together" campaign of a few years ago could serve as a good place to start to look for people who might get involved.

Stephen Douglass noted that each of the task force participants is part of another organization, and each of us could take on getting those other organizations involved. He is going to email his list to the task force members and request that each person email him back to let him know what groups they are affiliated with so that he can include this information in the task force list.

Adjourn