



ENERGY & CLIMATE COMMITTEE

WORK SESSION AGENDA

Thursday, July 18, 2019, 8:00-10:00 AM
Parks and Recreation Department, Room 11
312 Washington Street, Keene, NH

Members:

Dr. Ann Shedd, Chair
Peter Hansel, Vice Chair
Terry Clark, Councilor
Chris Brehme
Jess Baum
Jake Pipp
Ken Dooley
Cary Gaunt

Staff:

Rhett Lamb, ACM/Community Development
Director
Mari Brunner, Planner

Agenda:

1. Call to Order and Roll Call
2. U.S. Department of Energy SolSmart Program
3. Energy Plan
 - a. Focus Group 1: Landlords & Real Estate
 - b. Sustainable Energy Success Stories
 - c. Online Survey
4. Other Business
5. Next Meeting: Wednesday, August 7, 2019



Text from www.solsmart.org/how-we-help/what-is-solsmart

WHAT IS SOLSMART?

SolSmart is a national designation program recognizing cities, counties, and regional organizations that foster the development of mature local solar markets.

SolSmart is led by the [International City/County Management Association](#) and [The Solar Foundation](#), along with a [team of partners](#) with deep expertise in solar energy and local governments.

Local governments have tremendous influence over the prospects for solar energy growth. Unnecessary paperwork, red tape, and other burdensome requirements increase costs and discourage solar companies from moving to the area. By streamlining these requirements and taking other steps to encourage solar development, communities become “open for solar business.” And since the solar industry is a leading source of American job creation, attracting solar investment in your community is a great way to promote economic development and new jobs.

SolSmart uses [objective criteria](#) to designate communities that have successfully met these goals. These communities receive designations of SolSmart Gold, Silver, and Bronze. Since the program launched in 2016, [more than 250 cities, counties, and regional organizations nationwide have achieved SolSmart designation](#).

To help communities achieve designation, SolSmart provides no-cost technical assistance from a team of national experts who work to evaluate programs and practices that impact solar markets, and identify high-prospect opportunities for improvement. A select number of communities also hosted [SolSmart Advisors](#): fully-funded, experienced staff who work in communities for periods of up to six months.

All cities, counties, and regional organizations are eligible to join SolSmart and receive no-cost technical assistance to achieve designation. [Get started now](#).

SOLSMART IS FUNDED BY THE U.S. DEPARTMENT OF ENERGY SOLAR ENERGY TECHNOLOGIES OFFICE.



Focus Group – Real Estate and Landlords

Anticipated Date: 1nd or 2rd week of August 2019

Focus groups are a technique used to find out what issues are of most concern for a community or group when little or no information is available. They allow people to answer questions, but also to bounce ideas off one another, and hence provide more detailed information as people share and elaborate on their issues.¹

DESCRIPTION:

This focus group should consider the group's values and barriers in terms of achieving our energy goals, as well as the opportunities that they see for themselves, and partnerships and efforts that we can form together.

GOALS/PURPOSE:

1. Effectively explore the group's vision, concerns and ideas
2. Obtain buy-in from the group
3. Build relationships and networks

INTENDED PUBLIC IMPACT:

Collaborate – to partner with the public in each aspect of the decision, including the development of alternatives and the identification of the preferred solution.²

CONFIRMED ATTENDEES (last updated: 7/8/19):

1. Toby Tousley, Landlord
2. Erin Benik, RE/MAX Realtor
3. Edie Fifield, Masiello Group Realtor
4. Meghan Morey, Courtyard by the Marriot General Manager
5. John Tasoulas, Landlord
6. Tim Sampson, Landlord
7. Tim Cloutier, Landlord

PROPOSED AGENDA:

1. Introduction and Icebreaker
3. SWOT (Strengths-Weaknesses-Opportunities-Threats) Analysis
4. Meeting-in-a-Box Introduction and Training
5. Visioning/Closing and Evaluation

¹ State of Victoria. The Department of Sustainability and Environment. Book 3: the engagement toolkit (Version 3). Melbourne, Victoria: The Community Engagement Network, 2005

² State Victoria. The Department of Sustainability and Environment: Book 1: an introduction to engagement. Melbourne, Victoria: The Community Engagement Network, 2005.

Success Story Guide

Each story should contain the items from the list below as well as answers to the five guiding questions. We will use these questions as a baseline to create each success story; however, if the contact person has additional things to share then, of course, that can be included as well!

Make sure you have these following items:

- Contact person (phone and/or email)
- A link to more information about the organization or program (e.g. website, news articles, blog posts, etc.)
- Two quotes which highlight the program or organization's work
- At least one photo (more encouraged); ideally photo(s) should include people in them

Guiding questions:

1. Please provide a brief overview of your (program/organization). What makes your (program/organization) a "sustainable energy success story"?
2. What is your role within the (program/organization)?
3. What were the major factors that helped you to be successful?
4. What were (1-3) challenges that occurred on the way, and how did you overcome them?
5. What would you recommend to others interested in pursuing a similar path?