



# Energy Independence Communities

Partnering to Achieve 25 x 25

Judy Ziewacz

# Energy Independence Mission

- Generate 25% of electricity and transportation fuels from renewable resources by 2025
- Capture 10% of the emerging bio industry and renewable energy market by 2030
- Become national leader in groundbreaking energy research



# Why EI Community?

*Think Global; Act Local*



1. Energize 25 x 25 goal statewide
2. Innovation & energy savings
3. Engage citizens in vision & action

# EI Communities How?



- Get buy-in with local officials
- Community decides Level
- OEI coordinates resource team
- Community creates EI plan

# EI Community



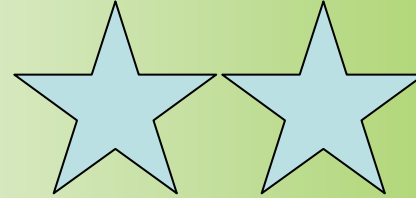
## 1. Adopt 25x25 resolution

## 2. Communication & Education

- Post community EI efforts
- Host or promote 3 EI Events



# EI Community



## Adopt WI Executive Orders:

- energy standards for all energy-consuming equipment purchased by government agencies and departments; commit to renewable energy purchases for municipal buildings (20% by 2011). *Energy Efficiency and Renewable Sources (Act 141)*
- Increase Use of Renewable Fuels in Vehicles Owned and Operated by the local government by 20% by 2010 and by 50% by 2015. *(EO 141)*
- High Performance Green Building Standards and Energy Conservation for Municipal Facilities and Operations *(EO 145)*



# El Community



- 1. El assessment**
- 2. Prepare El plan with projected savings and costs**
- 3. Provide input for state El policy**
- 4. Designate El Coordinator** *(EO 192)*



# EI Community Outcomes

- Energy Independence
- Policy Recommendations
- Energy and \$\$ Savings
- Technical Assistance
- Statewide Community
- Community Pride





# EI Community: Kindred Efforts

- The Natural Step (TNS) Eco-Municipality model
- “Sustainable” Communities
- Solar cities (US DOE)
- U.S. Conference of Mayors Climate Protection Agreement
- LEED™ Neighborhoods



# EI Community Difference

**Philosophy**

Eco-Municipality  
TNS

**Program**

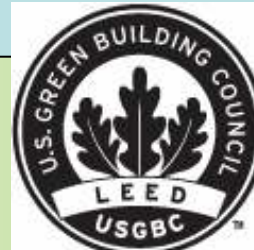
**Wisconsin  
EI Communities**

**Tools**

Energy Star



LEED™



GreenBuilt Home



# El Community U.S. Conference of Mayors

## Climate Protection Agreement –

June, 2005 - 141 mayors signed the Agreement.

March, 2008 – 800 mayors have signed

### Under the Agreement, participating cities commit to take following 3 actions:

- Strive to meet or beat the Kyoto Protocol targets in their own communities, through actions ranging from anti-sprawl land-use policies to urban forest restoration projects to public information campaigns;
- Urge their state governments, and the federal government, to enact policies and programs to meet or beat the greenhouse gas emission reduction target suggested for the United States in the Kyoto Protocol -- 7% reduction from 1990 levels by 2012; and
- Urge the U.S. Congress to pass the bipartisan greenhouse gas reduction legislation, which would establish a national emission trading system

### *Cities in Wisconsin:*

Ashland; Greenfield; Kenosha; La Crosse; Madison; Milwaukee; New Berlin; Oshkosh; Racine; River Falls; Stevens Point, Superior; Washburn; Waukesha; Wauwatosa; West Allis





# EI Community Advantage - A Governor's Call to Action

1. Creates a call to action through a partnership with communities
2. Commits to coordinate and bring resources to the communities
3. Inspires people to strive for EI daily in the communities where they live, work and play
4. Fosters an environment of innovation and excitement



## EI Community Advantage - Creating Momentum

- Pass goals at community level
- Community Planning for EI
- New & coordinated resources
- Recognizing local achievements
- Participating in local events
- Annual grants (WEIF; FOE, etc)



# EI Community Advantage- Celebrating Community

Celebrate communities as –

- Building blocks for EI (zoning, ordinances, neighborhoods, etc)
- Place for innovation
- Place where individual actions can be seen & seed hope

# EI Community Advantage - Fostering Innovation



- Running Blair on canola oil?
- Community-owned wind?
- Battery-operated cars for meter maids?
- LEED-certified neighborhoods?
- Distributed energy from diverse feed stocks?
- Waste-to-energy?
- Farmers' neighbors owning digesters and getting 100% energy from them?
- Solar parks on brownfields?

# EI Community WI Examples...

## Madison Highlights –

- Completed fleet vehicle & public transit study to increase fuel efficiency and use of biofuels
- Completed Natural Step training for city staff
- Identified initial projects to produce momentum and financial savings to reinvest
- US DOE Solar City designation & funding
- Sustainable Design & Energy City Committee





# EI Community WI Examples...



## Chequamegon Bay

- Cities of Ashland, Washburn, Bayfield & Town of Bayfield
- Developed joint strategic plan with collective goals, objectives, and cooperative methods
- Increased Bay Area Rural Transit bus service
- Staffed Sustainable Chequamegon Center
- Community education and activity programs, free Earth Care Booklet of house-hold tips

<http://www.allianceforsustainability.org/>

# EI Community WI Examples...

## River Falls

- Northwest WI - Population: 13,686
- Campus off the Grid –  
Governor Doyle, July 2006
- Community Wide Support
  - Campus off the Grid energized community
  - WPPI local utility leading community Plan
  - WPPI & Community funding Campus off the Grid work



# EI Community Resources

## Federal:

- DOE (new in Energy bill) - \$2 billion block grant
- USDA (new in Farm bill)

## Foundation:

- Community & Utility Foundations
- Leverage Challenge grants by others

## Existing:

- OEI Federal funds
- FOE Energy Audits
- Municipalities
- Rural Electric Cooperatives



# EI Community Resources

State Agencies & UW System – existing programs

- OEI coordinates to match with community needs
- ID barriers to overcome
- Shape programs for future



# EI Community Next Steps

1. Governor Announces by mid-April
2. Cabinet Team “adopts” certain communities
3. OEI helps coordinate
4. All managed through website
5. Coordinated communications team



# EI Community: Conclusion

1. Combine leadership of Governor & Local elected officials
2. Move energy independence goals forward
3. Make Wisconsin national model for state-local EI partnership
4. Build on kindred efforts
5. Help everyone participate in EI





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