

Breakout Session on Small Community Partnerships – March 29, 2011

Round #1: Guiding Questions

1. Challenges?

- \$\$\$ - Money
- Staff resources
- Focus / attention span
- Lack of knowledge / wearing multiple hats
- Demographics ~ subsidies don't incentivize efficiency
- Forms
- Cost effectiveness
- "Just above low income"
- Renters
- Learning / knowledge gap in small / rural, newly engaged local governments

2. Successes?

- Education / marketing
- Using a "trusted messenger"
 - Leveraging existing networks
- Volunteers / interns / Americorps
- Buy-in from the business community
- Direct install
- Leveraging planned events
- Workshops
 - Noon hour
 - Food!
- Templates

3. Strategies for Engaging Elected Officials

- Selling programs as a benefit to constituents

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Round #2

1. Challenges?

- Competing priorities/ focus
- Energy leader model not be well suited
- Small projects = may not be eligible for financing
- Lack of political will to take on loans / adopt reach codes
- Staffing / resources
- Intern oversight
- Wearing multiple hats / lack of specified experience
- Cookie cutter / template — “one size fits all”

2. Successes?

- Climate action planning
- Implementation by ordinance (water, landscaping)
- Leverage SCE program managers time and expertise
- Small media market = high impressions
- Volunteers/ interns
- Local purchasing behavior change
- Networking (Chambers, etc)

3. Strategies For Engaging Elected Officials

- Cost justification
- Recognition / testimonials from the public and other agencies
- Leveraging SCE public affairs staff
- Avoid the politics of energy