



**Governor's Regional and Rural Development Conference  
2010 Excellence Awards  
Nomination Form**

**AWARD CATEGORY (check one)**

Innovative Economic Development

Cultural & Preservation Projects

Energy Leadership

Future Leaders

**NAME OF PROJECT:**

Coconino County Sustainable Economic Development Initiative Energy Efficiency and Renewable Energy Action Team activities

Date Started (Mo. /Yr.) May 2009 Date Completed (Mo. /Yr.) June 2010 (Activities ongoing; nomination for 2009-2010 activities)

**NOMINATION MADE BY:**

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Chair

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**Project Summary:**

SEDI's EE&RE Action Team assembled a regional stakeholders group to assist the City of Flagstaff with preparing a proposal for the DOE Competitive EECBG Funding, and worked with UniSource Energy Services and the Arizona Corporation Commission to inform design of an energy efficiency revolving loan fund program for Unisource customers state-wide.

**Goal Statement:**

The goals of the Sustainable Economic Development Initiative's (SEDI) Energy Efficiency & Renewable Energy (EE&RE) Action Team are to:

- Promote public awareness and acceptance of the benefits of EE&RE policies and practices through open meetings, networking and support for the outreach efforts of our partners.
- Establish a culture and regulatory environment that supports EE&RE.
- Foster increased "green jobs" workforce and entrepreneurial opportunities through the development and promotion of EE&RE education and training programs.
- Serve as a recognized resource for collaborations towards the advancement of regional EE&RE policy and practice.

**Project Description:**

One of the greatest barriers to the success of energy efficiency and renewable energy initiatives is the level of experience in program implementation that includes input from all relevant stakeholders on a local and regional level. There are dozens of energy efficiency initiatives nationwide that follow several models of implementation and range in scale and scope from neighborhood conservation initiatives to utility-wide home and business energy retrofit programs. Due to the relative youth of these programs, it is difficult to definitively select the most successful models for any given situation as there is a great deal of trial-and-error in these initiatives, as well as a need to develop best practices for their implementation. The northern-Arizona-based Sustainable Economic Development Initiative Energy Efficiency & Renewable Energy Action Team has made significant advances in regional collaboration and coordination to implement such programs in the past year. Through monthly team meetings and the work of active, temporary sub-groups, the team identified and pursued projects to advance the implementation of energy efficiency initiatives in our region. These include, but are not limited to:

- Hiring an intern in Summer 2009 to establish a community baseline for pursuit of large-scale energy-efficiency initiatives. The Intern interviewed 47 individuals in the region and assembled a summary of the community's resources, needs and motivations for such initiatives.
- Assisting the City of Flagstaff to develop and submit an application for the United States Department of Energy's Energy Efficiency & Conservation Block Grant competitive funding. In late 2009, EE&RE assembled a diverse group of regional stakeholders to write the application, building on existing programs and regional strengths. Using its vast network and through the use of innovative project management software (37 Signals), the EE&RE team issued a call to action for assistance in writing the grant application. More than 40 individuals volunteered to assist the City with the application, including many representing tribal communities, the Navajo Green Jobs Initiative, and the Black Mesa Water Coalition. While the proposal was not funded, the collaboration, the

network of individuals, and the document itself can be used in pursuing future funding and partnership opportunities.

- Ongoing consultation with UniSource Energy Services (UES) and the Arizona Corporation Commission (ACC) on the development of an energy efficiency revolving loan fund for UES customers. Since Summer 2009, a sub-group of EE&RE team members has been meeting and working with the ACC and UES to develop this program, which will be presented to the ACC in a filing by UES on July 30, 2010.
- Sponsoring community outreach events to market the City of Flagstaff's energy efficiency retrofit program and educate the community about the energy savings that can be realized by investment in energy efficiency upgrades and retrofits. In addition, the EE&RE team helped with marketing and outreach for the collaborative "Cool the Planet, Warm the Neighborhood" program, which was kicked off in November of 2009 by showcasing the retrofit of Our Lady of Guadalupe church located in Flagstaff's Southside Neighborhood. The event was a huge success, with many residents of the neighborhood coming out to see if the program would work for them. Twelve applications for energy efficiency retrofits were received by City staff and about fifty more were taken home for later completion. A similar event was held in Flagstaff's Sunnyside Neighborhood in February. (Photos of this event included)

In addition, several team members performed ongoing, in-depth research on energy efficiency program design and implementation in communities nationwide in an effort to provide the entire group with expertise as to emerging, current and best practices for such programs. The team also supports the work of the local agencies tasked with the advancement of energy efficiency and renewable energy by providing a platform for community and inter-agency collaboration and by tapping the expertise of dozens of interested parties in the region. Thus, this team is able to contribute to the successful development and implementation of the energy efficiency retrofit programs performed by the City of Flagstaff, Coconino County, and the Northern Arizona Council of Governments (NACOG), all of whom are active members in the EE&RE Action Team.

### **Project Results and Benefits to Greater Community:**

The initiatives that are under way as a result of the EE&RE team's work will provide energy and financial savings to Arizona's families and businesses for decades to come. The initiative to develop the proposals and programs mentioned above, and the collaborative manner in which the group works, are a true benefit to the greater community. The structure and activities of the EE&RE team bring a diverse group of stakeholders together to tackle the problems of greatest urgency in our region. This collaborative approach provides enormous benefits beyond the concrete energy and money saving potential of the individual initiatives developed. The EE&RE team provides a platform for groups that may not have historically participated in regional initiatives or have not been deeply involved in the development of collaborative endeavors with local agencies, the U.S. Department of Energy (DOE), the Arizona Corporation Commission, or the region's utility companies. By providing this diverse group of stakeholders with access to the negotiating table, and by providing the utilities, the DOE, and the ACC with access to the thoughts and opinions of this diverse group, the EE&RE team functions as a tool for overcoming one of the largest barriers to successful development and implementation of a regional energy efficiency initiative: community acceptance, motivation, and participation. The overall benefit to the greater community from this effort will be a streamlined coordination of energy efficiency upgrades to businesses and residences and the development of renewable energy sources to support energy demand in northern Arizona.

**Project Partners:**

## Organizations:

Friends of Flagstaff's Future  
Black Mesa Water Coalition  
Navajo Green Jobs Coalition  
Hopi Community Permaculture  
NAU-based Community, Culture and Environment program  
Coconino Community College Green Building Program

## Local governments and their programs:

City of Flagstaff Sustainability and Environmental Management Section  
Coconino County Community Services Housing Rehabilitation Program  
Coconino County Sustainable Building Program  
Coconino Rural Environment Corps/ Energy Conservation Corps  
Northern Arizona Council of Governments' Home Weatherization Assistance Program

## Private building science and renewable energy firms:

AEA Architects  
Conservation Services Group  
E3-Energy  
Indigenous Community Enterprises  
Kinney Construction Services  
Peterson Construction LLC  
Prometheus Systems  
Radiance Heating and Plumbing  
Regroup Conserve, Inc.  
Visible Energy

## Utilities:

UniSource Energy Services  
Arizona Public Service Company