



Imagine that!

Community Energy Plan Timeline

An Update on Project Details

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Overview

A Greenhouse Gas Reduction Plan according to the Green Municipal Fund, is a plan that creates a baseline Green House Gas (GHG) emission inventory, sets emission reduction targets and outlines actions to reduce emissions for municipal and community activities. A Community Energy Plan includes Greenhouse Gas Reduction Plans but they also include perspectives on how energy is used, conserved, generated, distributed and potentially stored. Community Energy Plans focus on how people can work together to improve the current system and use less energy so that the community can be more resilient in the future. A Community Energy Plan often encompasses energy use, transportation planning, land use, waste and water management. Community Energy Plans are meant to be used as “living documents” with extensive community stakeholder meetings and collaboration with local business leaders, academic professionals and government officials. This document will help start a local conversation on integrated community energy systems which will make the Town of Stratford more resilient. Community Energy Plans create short and long-term goals that make positive sustainable change for all residents. This plan will include specific tasks to be completed by town officials, an implementation plan and an outline of estimated costs for introducing the plan to the community.

The Town of Stratford is a progressive community that has a high potential for creating and sustaining the Community Energy Plan. Sustainability is already integrated in many town planning procedures but there is always room to improve procedures and protocols. There are many groups within the town that can support this project as it progresses through its five phases of development including the Stratford Area Watershed Improvement Group and the Stratford Sustainability Committee. Residents, town staff and commercial businesses will be engaged throughout all phases of the process to ensure that everyone understands the Community Energy Plan and can actively participate in the creation of this plan.

There are a number of primary documents that will constantly be reviewed throughout the creation of the Community Energy Plan including the Town of Stratford Official plan, the 2010 Climate Change Adaption Action Plan, The Stratford Watershed Management Plan, the Sustainable Strategic Plan and the Town of Stratford Wind Energy Policy; a brief review of these documents has revealed over 60 objectives that can be adapted to the Community Energy Plan. Other documents relating to energy consumption and energy emissions will be reviewed throughout all phases of this project.

There are certain values that were created before June, 2016 that will help guide this Community Energy Plan project to completion. The Green Municipal Fund application that iterates many of the key values guiding this project including this statement: “Our sustainability vision reflects the quadruple bottom line elements of sustainability (social, environmental, economic and cultural) plus governance to recognize the important role that the governance process plays in achieving sustainability.” In an effort to ensure that this Community Energy Plan will be sustained in future years, extensive community engagement will be undertaken to ensure that this plan and its strategies will become part of the lifestyle for Stratford residents.

The scope of the project will include both direct and indirect GHG emissions. Direct emissions are usually released from combustion engines and would include boilers, furnaces and vehicles. Indirect emissions include energy consumption and in this case would be the purchase of electricity from Maritime Electric. All town property will be included in the Community Energy Plan along with overall electricity consumption of the town

residents. Transportation emissions of local residents will be assessed to the best of the Community Energy Plan Coordinator’s ability but overall transportation trends can be assessed within the plan’s parameters.

Project Schedule

	June, 2016	July	August	September	October	November	December	January	February	March	April	May	June, 2017
Phase 1: Planning Process													
Acquire GHG IQ Certification													
Establish Advisory Committee													
Establish Steering Committee													
Establish Contact with Baseline data providers													
Creating Engagement Plan for Staff													
Creating Public Engagement Plan													
Phase 2: Create Sustainability Vision													
Engage both Advisory Committee and Steering Committee on Energy plan vision and project details													
Creating Vision for Community Energy Plan													
Phase 3: Assess Current Situation													
Launch Public Engagement Strategy													
Establish Baseline Inventory													
Analyze Inventory Results													
Phase 4: Develop Action Plan													
Identify Actions													
Engage Stakeholders													
Start draft of Final CESP													
Acquire approval for Final CESP													
Phase 5: Develop Implementation and Monitoring Strategy													
Adopt & Publicize													
Engage Stakeholders													
Implementation Plan													
Develop Monitoring Plan													
Adopt Monitoring Plan													
Months	1	2	3	4	5	6	7	8	9	10	11	12	13

Goals and Strategies by Phase

Phase 1

Acquire GHG IQ Certification

The Community Energy Plan Coordinator is responsible for compiling a baseline inventory of GHG emissions and the GHG IQ certification will ensure that this inventory be done professionally. The process for acquiring this

certification is a long drawn-out process that will take a maximum of 40 business days to achieve. The CSA Certification will take 10-15 business days to process the application then it could take up to five business days to schedule the examination room with a Kryterion Testing solutions Centre in Charlottetown. After the examination, the CSA will take 10-20 business days to review the test and send the certificate to the Community Energy Plan Coordinator.

Establish Advisory Committee

The Advisory Committee is meant to provide expertise in a variety of industries that would be impacted by the Community Energy Plan. This committee will only need to meet a maximum of four times throughout the first year of the project in the months of July, October, December and March. Invitations will be sent out to each committee candidate in June so that the first committee meeting can be held in July, 2016. A list of possible candidates for this committee has been created and provided below which includes educators, scientists, and commercial leaders.

1. Daryl Hardy: Instructor of the Energy Systems Engineering Technology program at Holland College.
2. Dr. H. Carolyn Peach Brown: Professor of the Environmental Studies Program at the University of P.E.I.
3. Dr. Adam Fenech: Director of the UPEI Climate Lab.
4. Scott Harper: CEO of the Wind Energy Institute of Canada in North Cape, PEI.
5. Steve Howard: Owner and Operator of Renewable Lifestyles Limited.
6. Penny Walsh McGuire Executive Director of the Greater Charlottetown Area Chamber of Commerce.

Establish Steering Committee

A steering committee will be created to provide project leadership for the Community Energy Plan. The steering committee will include residents, local business owners, project partners and local government representatives. This committee will need to meet each month from 2016-2017 to ensure that the project is implemented using the most efficient methods possible. Invitations will be sent out to each committee candidate in June so that the first committee meeting can be held in July, 2016. One candidate position, specifically named the "Community Champion", will be filled at a later date by a resident of the Town of Stratford that has been voted by the community as a leader/participant of the Community Energy Plan initiatives. A list of possible candidates for this committee has been created and provided below.

1. Robert Hughes: CAO of the Town of Stratford.
2. David Dunphy: Mayor and resident of the Town of Stratford.
3. Diane Griffin: Town Councilor and resident of the Town of Stratford.
4. Kelley Farrar Arnold: Watershed Coordinator for the Stratford Area Watershed Improvement Group (SAWIG)
5. Mike Proud: Manager of the PEI Office of Energy Efficiency
6. Aaron MacDougall: Resident of the Town of Stratford.
7. Jill Burrige: Resident and business owner in the Town of Stratford.
8. John D. Gaudet: President and CEO of Maritime Electric.
9. Community Champion: To be designated or selected by the residents of Stratford at a later date.

Establish Contact with Baseline Data Providers

A baseline data set will need to be established in order to determine how much GHG emissions can be reduced in the Town of Stratford in future years. Contact will need to be established between the Community Energy Plan Coordinator (CEPC) and Maritime Electric in order to ascertain overall energy consumption by the town and its residents. There have also been energy audits done on certain government buildings in the past that will be collected in this phase by the CEPC. This will be done in Phase 1 so that the baseline inventory in Phase 3 can be established efficiently. All energy production and consumption will need to be accounted for within the boundaries of the Town of Stratford including fossil fuel production from power and heating units.

Creating Staff Engagement Plan

Including the town staff in the Community Energy Plan creation process is essential when implementing the actions within the plan in future years. This will be part of the larger public engagement strategy for the public. The staff needs to know what the Community Energy Plan is and how they can contribute to it so that they can help include more people in the Community Energy planning process. Events and presentations will be held throughout the 2016-2017 year that will ensure that everyone who works for the Town of Stratford is well informed. All events and presentations relating to this plan should be put into place by late July.

Creating Public Engagement Plan

The public engagement plan is the core pillar of the public engagement strategy and will be essential in reaching out to all residents of Stratford to ensure that there is successful community support of the Community Energy Plan. The Public Engagement Strategy will include a Social Media Plan, a broader media release campaign, community engagement events and an Energy Efficiency week. This strategy will strive to connect to all residents and will use multiple community engagement techniques to achieve this including a Community Energy Plan website that will provide the foundation for online community outreach.

Phase 2

Engage both Advisory Committee and Steering Committee

Once selected candidates formally accept their new roles, the first Advisory Committee meeting will occur in July and should help provide more resources for the CEPC to construct the Community Energy Plan. The first meeting will help establish the role of the Advisory Committee and will also generate ideas for future planning. Once enough candidates accept their invitation to join the Steering Committee, the first meeting will occur in July. This first Steering Committee will be important to establish specific roles within the committee and also spread information about the Community Energy Plan to the surrounding community. Planned events to engage the public will be discussed at this meeting as well as ideas relating the Community Energy Plan Vision.

Create Vision for Community Energy Plan

The Vision will be the guiding component of the Community Energy Plan. This component will be created from principles and objectives that have already been adopted by the Town of Stratford but will require input from both the Advisory Committee and the Steering Committee before being placed into the Community Energy Plan document. Extensive discussion with committee members and town staff will be essential for this Vision to be created and adopted.

Phase 3

Launch Public Engagement Strategy

This strategy will have many components which could include the ideas below.

- Public engagement events
 - Panel Discussion- August or September
 - Workshops and open houses-September or October
 - Roundtable and panel discussions-August or September
 - Charrettes (via invitation)-January or February
 - Surveys- July and August
 - Display booths at Farmers Market-July-September
- Stakeholder participation through neighborhood associations, regional growth planning groups
 - Community energy fair-October
- An energy week to promote energy efficiency and relay information gathered throughout the process (October)
- Pop up booths (August-September) at
 - No Frills
 - Library
 - Sobeys
 - Tea Hill Park
- Participate in events
 - Community Expo-end of September
 - Farmers Market
 - Shakespeare in the Park-ACT-August
- Media Campaign beginning in August
 - E-news articles every 2 weeks
 - Town Talk Newsletter
 - Guardian Newspaper
 - Town Website
- Social Media Campaign beginning in July using
 - Facebook
 - Instagram
- Community Champion Campaign beginning in August

Establish Baseline Inventory

The baseline inventory will include CO₂ output measurements using fuel consumption, energy consumption, distance for transportation and other measurable factors. Surveys may be created to find out average vehicle travel distances for local residents. Daily use data from town vehicles will need to be collected as well as other machines used by the town. Specific building information will need to be reviewed for each structure owned by the Town of Stratford.

Analyze Inventory Results

The results of the inventory will be used to help create realist goals to help reduce GHG emissions for the Community Energy Plan. The results will be used to identify cost effective reduction opportunities. During this portion of Phase 3, possible opportunities such as use of solar technology for certain buildings will be analyzed and compared to other reduction opportunities to find out which opportunities will reduce the most GHG emissions.

Phase 4

Identify Actions and Engage Stakeholders

Actions for this plan will be part of overall objectives and goals created for the Community Energy Plan within Phase 4. These actions will be reviewed with the Steering committee and the advisory committee to analyze the viability of each planned action. There should be at least fifty actions at this point in the project that can be reviewed with the general public through meetings and online media.

Start draft of Final CESP and Acquire approval for Final CESP

The Final CESP will include the results from the inventory and information from the Community Engagement Strategy. The Final CESP will need approval from the Town council before any actions can be implemented.

Phase 5

Adopt & Publicize

A release strategy will need to be formulated so that the maximum amount of people can be reached before implementation of the project commences. The Community Energy Plan should be released in all media formats including social media so that people can learn more about it. Hard copies will need to be printed and available in the Town of Stratford office so that people without computers can read the plan.

Engage Stakeholders

At this point of the project, there should be a large amount of people who are actively following the news of the Community Energy Plan. If there are large amounts of people still unaware of this project more community events will have to be administered.

Implementation Plan

The implementation plan will include a list of recommendations and strategies for using the Community Energy Plan. It will also provide suggested technologies and equipment for accomplishing the planned GHG emission reductions.

Develop and Adopt Monitoring Plan

The Monitoring plan will ensure that the Town of Stratford is completing its GHG emission targets in future years and will also help assess the popularity of the Community Energy Plan from the public perspective as it is implemented.