

Northwest Colorado Energy Education Plan

Goal 1: To reduce energy consumption by segment per capita Strategy A: Educate residential users and their families about behavioral changes and ways to save energy.							
Action	Needed Support	Responsibility	Time Table	Required Resources	Success Criteria	Monitoring Mechanism	Progress or modification
Identify 5 teachers (one in each district) interested in using energy and sustainability education to children with possible partnerships	School Superintendents and Principals	YVP and energy Ed committee volunteers in Moffat & Rio Blanco, YVSC school team for Routt	Within 2 years, on-going	CSU extension? 4H?	Children talking about what they learned at home	Program assignment results	
Create an energy efficient brochure	Energy Ed Committee members, YVSC	YVP ED with specific Energy Education Committee members	Within 2 years	Solicit sponsorships	Media talks about brochure	Circulate to libraries, gov't buildings, Chambers, etc	
Promote existing utility home audit programs	YVEA, WREA, Moon Lake, Oak Creek	YVP ED and Energy Education Committee	2011	Information from auditors Find out how many are being conducted today and measure improvement	Citizens are doing home energy audits	Increase % of energy audits: total 100 audits in 2 years	
Partner with utility companies on incentives, rebates	YVEA, WREA, Moon Lake, Oak Creek	YVP and interested committee members	Within 2 years	Set up meetings with each utility	Incentive or rebate exists	People use the incentive	

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Produce 2 to 4 educational events with local partners	Energy Ed Committee	YVP	yearly	Use 5:05 Drinks Program in Craig , partner w/YVSC in Routt and partner with energy forum in Meeker	Event held	Survey results	1 st event 2/10/11 with YVEA at 5:05 program
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Strategy B: Provide education on energy efficient building alternatives.

Action	Needed Support	Responsibility	Time Table	Required Resources	Success Criteria	Monitoring Mechanism	Progress or modification
Educate local appropriate departments on LEED, ENERGY STAR, green building programs	County & City Managers	YVP ED and Energy Education Committee	Within 2 years	Secure local or mountain experts on such programs	Adoption of program education to constituents	Meet with all departments, document implementation of education programs	Some cities or counties may already be up to speed
Educate citizens on LEED and ENERGY STAR programs	Collaborate with YVSC, planning or building departments	YVP ED and Energy Education Committee	Within 2 years	Secure experts to teach programs	Some citizens are choosing to build LEED or ENERGY STAR homes or buildings	Document citizens that have committed to either program	

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Strategy C: Educate on available funding options for energy efficiency projects in existing residences.

Action	Needed Support	Responsibility	Time Table	Required Resources	Success Criteria	Monitoring Mechanism	Progress or modification
Educate on energy audit rebate program	GEO website and local certified auditors	YVP ED	As funds last	Audit programs from utility companies and GEO rebate program specifics	Number of audits in area	Ask auditors how many they have done since education started on rebate program.	Ongoing at 5:05 Drinks program and at YVSC meetings
Educate on grants for improvement projects	GEO website	YVP ED	As long as funds last	www.rechargecolorado.com	Get media coverage	Document who has done improvement projects – voluntary basis	

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Strategy D: Educate commercial building users and owners

Action	Needed Support	Responsibility	Time Table	Required Resources	Success Criteria	Monitoring Mechanism	Progress or modification
Develop baseline energy use data for 3 act. bus. studies	3 willing local businesses and Main street grant program	Energy Education Committee	Within 2 years	YVEA and Atmos energy bills	Reduction in energy bills	Develop who, what, where, when and how case study	

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Strategy D continued: Educate commercial building users and owners

Action	Needed Support	Responsibility	Time Table	Required Resources	Success Criteria	Monitoring Mechanism	Progress or modification
Educate tenants and property owners on case study results	Chambers/ Downtown Business groups/Mainstreet	Energy Education Committee	Within 2 years	Flyer, chamber meetings, chamber newsletters	Increase number of case studies	List of businesses that are interested	
Inquire about financial incentives to conserve commercial energy use	financial institutions, GEO programs	Energy Education Committee	Within 2 years	Good contact list of tenants and property owners. Work with EP Contractors. Utilize main street process to begin informing businesses on energy saving investments and loans for upgrades	Get at least 1 to 3% of business penetration in doing some kind of energy upgrade or saving program	Media, and email lists	
Publicize case study results	Local newspaper and radio stations	Energy Education Committee	Within 2 years	Utilize chamber lists, newsletter and local media to help get the word out on case studies	Stories on radio or in newspapers		
Work with local utility companies to determine business energy audit program	Local utility companies, local auditors	Energy Education Committee	Within 2 years	Problem solve and remove barriers	Utility companies offer commercial audits		

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Strategy E: Educate Government on State's Greening Government program.

Action	Needed Support	Responsibility	Time Table	Required Resources	Success Criteria	Monitoring Mechanism	Progress or modification
Identify sustainability representatives in each entity and set up working group	City and County Managers, GEO greening government representatives	YVP ED	Within 2 years	GEO rep program, conference call capability	Have representative from each entity	Entity rep commits to participation	
Provide education & support for achieving sustainability goals	Government sustainability representatives, GEO greening government representatives, county and city managers	YVP ED	Within 2 years	Focus on green purchasing, EPC and transportation	Measurable reduction in energy or waste	Working group sets their own goals	

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Strategy F: Visit large energy consumption industrial companies in each county to discuss their energy plans

Action	Needed Support	Responsibility	Time Table	Required Resources	Success Criteria	Monitoring Mechanism	Progress or modification
Solicit good example of dollars saved	Large company participation, Neil Conway from Industrial Challenge	Energy Education Committee	Within 2 years	Prepare fact sheet, communicate to other businesses success stories	Other businesses give feedback on best practices		

Goal 2: Increase Uses of Multi-modal Transportation

Strategy A: Provide 3 educational events in 2 years to educate on uses of multi-modal opportunities and use of alternative fuels for transportation

Action	Needed Support	Responsibility	Time Table	Required Resources	Success Criteria	Monitoring Mechanism	Progress or modification
CNG workshop	City and county personnel, Encana	YVP ED	Within 2 years	Haven community center,	Survey results said the education was excellent	45 people participated	Complete 11/10/2010
Alternative fuel at 5:05 Drinks Program	Fred Robinson	YVP ED and 5:05 committee	Within 2 years	Scheduled for May/June timeframe 2011	Survey results		

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Market SS Transit System for shopping expedition	SS Transit, Main Street and Craig down town	Energy Education Committee	Within 2 years	Need to figure out pricing and marketing budget	Event has 40 people attend		
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Goal 2: Increase Uses of Multi-modal Transportation

Strategy B: Identify opportunities to educate and promote carpooling or other mass-transit uses at places of employment or areas of high pedestrian traffic

Action	Needed Support	Responsibility	Time Table	Required Resources	Success Criteria	Monitoring Mechanism	Progress or modification
Explore carpooling web site and informal park & ride	Existing transport grps, medical grps, large employers	Energy Education Committee	Within 3 years	Website, buy-in from all groups involved in transportation	Citizens are using the website and carpooling	Track click thrus on website	

Goal 3: Educate the public and promote recycling, waste reduction and composting

Strategy A: Research and document best practices in the three county area

Action	Needed Support	Responsibility	Time Table	Required Resources	Success Criteria	Monitoring Mechanism	Progress or modification
Develop media campaign	Newspaper and radio partners	Energy Education Committee	Within 3 years	Define budget, research best practices first	Media stories	Document media stories	
Measure waste and recycling poundage	Landfill partners, waste mangt and other recyclers	Energy Education Committee	Within 3 years	Create form that is well understood	There is a reduction in poundage		

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Goal 3: Educate the public and promote recycling, waste reduction and composting

Strategy A continued: Research and document best practices in the three county area

Determine if curbside recycling is feasible in Moffat and Rio Blanco counties	City Manager and staff	Energy Education Committee	Within 3 years	Educate about recycling, Explore potential customer survey to test curb side feasibility	Maximum recycle program fully explored		
Educate on composting in areas that do not have programs	CNCC, garden clubs, city managers	Energy Education Committee	Within 3 years	Secure compost expert	Citizens are composting	Follow up survey to those that attended program	
Explore potential Xeriscape program	Community colleges, deep roots, 5:05 program, local landscapers	Energy Education Committee	Within 3 years	Expert on xeriscaping, join with existing programs and leverage across counties	Well attended program, more xeriscape plants being planted		
Create or use existing xeriscape/water conservation brochure	Water districts, existing xeriscape program, CSU extension	Energy Education Committee	Within 3 years	Circulate brochure to all existing organizations, chambers, gov't offices			

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Goal 4: Educate homeowners and businesses on all-energy sources and choices so that citizens make informed decisions

Strategy A: Integrate all-energy information into education plan

Buildings: High performance contracting	GEO High performance	YVP ED and High performance expert	Within 2 years	Inform school and government community on free consulting program	Public buildings consider free consulting program when building new		
Develop website section on YVP website to highlight local sources and contractors	Energy industry experts	Energy Education Committee	Within 3 years	Material on web site	Citizens are using resources	Track click throughs on website	
Written format of all energy choices	Energy Industry experts	Energy Education Committee	Within 3 years	Experts in each energy source, how it works and what are the cost/benefit ratios	As info becomes available		