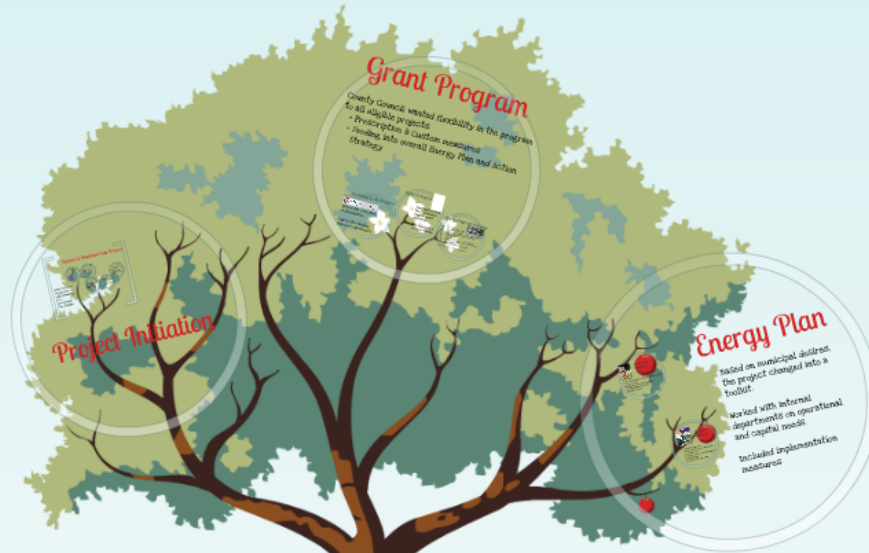


# View Online at [bit.ly/EnergyPrograms](http://bit.ly/EnergyPrograms)

## Creating and Managing Energy Programs (A3)

### A County Perspective

Justin Dula, AICP  
 Manager of County and Regional Planning  
 Delaware County Planning Department



### Themes

**Energy Efficiency**  
 Provide an incentive to get it done  
**Rate of Adoption**  
 Use existing staff to establish an energy plan  
**Customer Education**  
 Use existing staff to establish an energy plan

### Influences

**Political**  
 How that will be supported  
**Operational**  
 How to support  
**Financial**  
 How to support

### Unified Effort

Planning can help unity effort to



### Foundation

### County Context

**STRENGTHS**

- Opportunity for guidance and "leading by example"
- Greater resources and benefits than other municipalities
- Interaction with both municipalities and the private sector
- Local knowledge of communities

Limit restricted by specific political constraints and day to day operations

**CHALLENGES**

- Lack of authority to mandate changes on the local level
- More resources and local operational expertise compared to regional entities and the private sector
- Greater responsibility for costs/benefits and shared interests
- Local policy directed than state and federal

# Creating and Managing Energy Programs (A3)

## A County Perspective

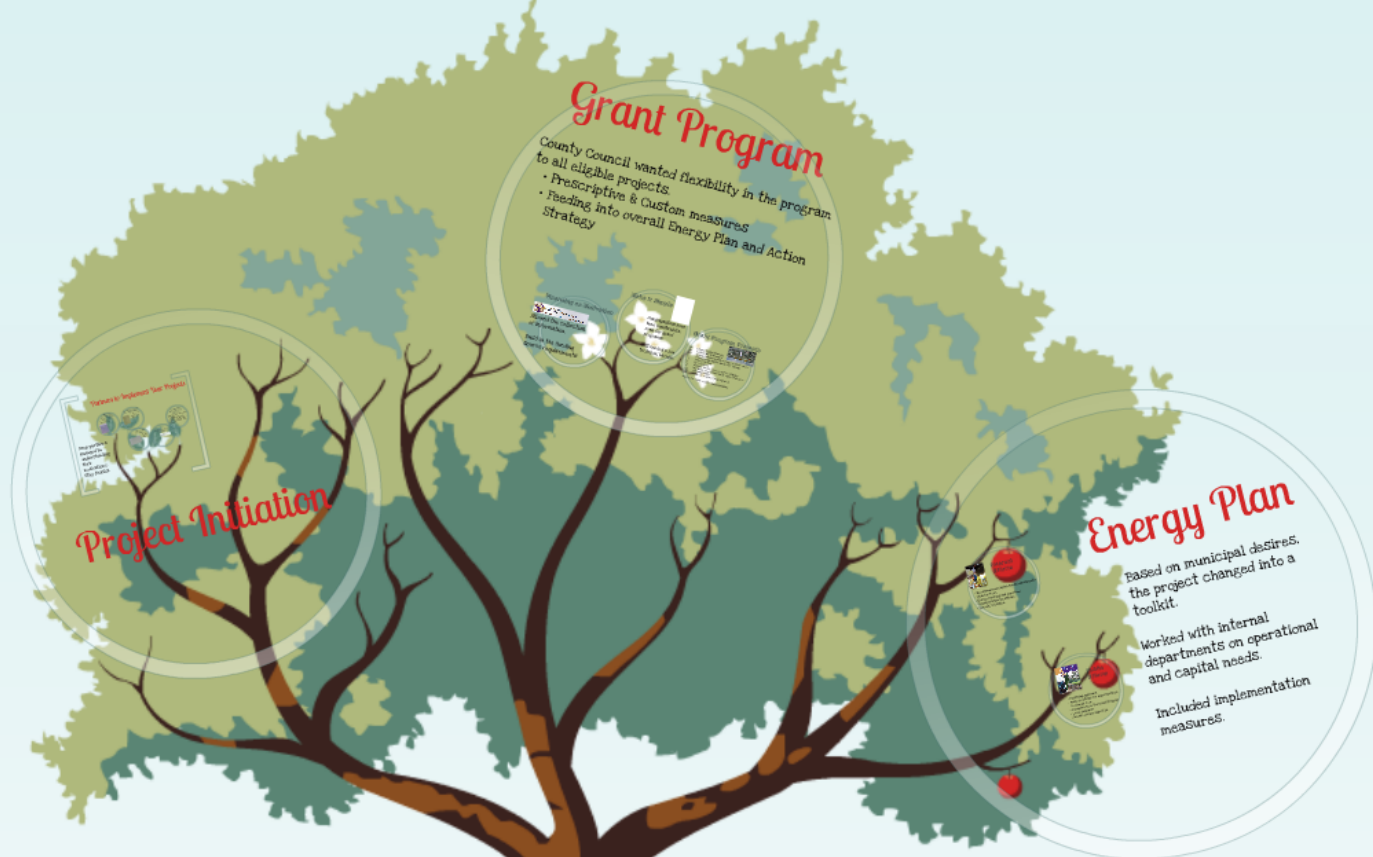
Justin Dula, AICP

Manager of County and Regional Planning  
Delaware County Planning Department

# Creating and Managing Energy Programs (A3)

## A County Perspective

Justin Dula, AICP  
 Manager of County and Regional Planning  
 Delaware County Planning Department



**Project Initiation**

Initiated by Delaware County  
 - Identify needs  
 - Develop a plan  
 - Obtain funding

**Grant Program**

County Council wanted flexibility in the program to all eligible projects

- Prescriptive & Custom measures
- Feeding into overall Energy Plan and Action Strategy

**Energy Plan**

Based on municipal desires, the project changed into a toolkit.

Worked with internal departments on operational and capital needs.

Included implementation measures.

### Themes

- Partners Needed** - Create partnerships to get broad interest.
- Build on Strengths** - Use existing interests and build on existing strengths.
- Promote Planning** - The link between planning and energy efforts isn't always apparent and planning should be stressed.

### Influences

- Political** - Elected official leadership  
 - Guide projects for constituents  
 - Partner requests
- Financial** - Municipal needs  
 - Partner needs  
 - Marketing and outreach approach
- Financial** - Financial constraints  
 - Federal funding requirements  
 - Private sector expertise

### Unified Effort

Planning can help unify efforts



### County Context

- STRENGTHS**
- Opportunity for guidance and 'leading by example'
  - Greater resources and broader view than municipalities
  - Interaction with both municipalities and the private sector
  - Local knowledge of communities
- Less restricted by specific political concerns and day to day operations
- CHALLENGES**
- Lack of authority to mandate changes on the local level
  - Fewer resources and less specialized expertise compared to regional entities and the private sector
  - Greater responsibility to constituents and elected officials
  - Less policy directed than State and Region

## Municipalities Planning Code

"To promote energy conservation and the effective utilization of renewable energy sources, the comprehensive plan may include an energy conservation plan element..."

# Foundation

# Themes

## Partners Needed

- Internally
  - Get an elected official champion behind the planning process
  - Informal threat on key departments (Public Works, Building and Maintenance) issues and priorities
  - Dept. forecasts brought in later but useful input that should have been incorporated at the outset
- Municipalities
  - Progress on the County level have to meet their needs
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  - Who: The rate or outside expertise clearly on
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Create partnerships to get broad interest.

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- Keep it positive on the county community
  - County level in all carries an effort as encouragement as our only tool
  - Avoidance avoid local commitment and all there in the strategy
  - Work to increase regional resources
  - Be a clarifying for local knowledge and experience
- Lead by example
  - Highlight your requests to municipalities and the greater community
  - By to be honest and include learning experiences as well

Use existing efforts and build on existing strengths.

## Promote Planning

- Gather and integrate background data
- Build on successes
- Market results and efforts
- Prioritize future improvements



The link between planning and energy efforts aren't always apparent and planning should be stressed.

# Influences

## Politics

Elected official leadership  
Visible projects for constituents  
Partner requests

## Demand

Municipal needs  
Partner needs  
Marketing and toolbox approach

## Financial

Financial constraints  
Federal funding requirements  
Private sector expertise

# County Context

## STRENGTHS

- Opportunity for guidance and "leading by example"
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## CHALLENGES

- Lack of authority to mandate changes on the local level
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- Greater responsibility to constituents and elected officials
- Less policy directed than State and Region

# County Efforts

Being completed by various departments

Solar Panel  
Demonstration  
Project

Hybrid  
Vehicles

Vario

Guaranteed Energy Savings Act (GESA)  
contract with Energy Savings Company (ESCO)  
for some County Facilities.





# Municipal Efforts

Various levels of progress & Emphasis

Broad Spectrum  
of interest and  
progress on  
Energy



Programs for  
residents



# Public Interest

## Increasing Public Awareness & Concern

Financial  
Concerns with  
Energy Prices

Concerns about  
greenhouse gasses

Weatherization and  
Energy Conservation  
programs for  
residents



# Unified Effort

Planning can help unify efforts

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Being completed by various departments

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## Coordinating Efforts

Energy and Environmental Advisory Board (EEAB) formed of appointed experts.

- Focused on easily implementable low cost to no cost items
- Looking at existing efforts
- Focused on County Facilities & assisting the County Community
- Matrix of projects, cost, and time for implementation
- Some projects were implemented

Project Name	Cost	Start Date	End Date	Status
Energy Audit	\$10,000	2010-01-01	2010-03-31	Completed
LED Lighting	\$50,000	2010-04-01	2010-06-30	In Progress
Water Conservation	\$20,000	2010-07-01	2010-09-30	Planned
Solar Panel Installation	\$100,000	2011-01-01	2011-12-31	Not Started
Energy Efficient HVAC	\$75,000	2011-01-01	2011-06-30	Not Started
Green Building Certification	\$30,000	2011-07-01	2011-09-30	Not Started

# 2009 Energy Action Agenda DRAFT

Delaware County,  
PA

Committee	Initiative	Focus Area	Priority	Cost	Impact	Timeframe	Grant?	Partners	
Land Use Projects	Sustainable Development	Incorporate Sustainable development principles into the County's Subdivision and Land Development Ordinance (SALDO)	County Government	H	L	M	I,S	-	-
		Incorporate Sustainable development principles into the County Comprehensive Plan	County Government	H	L	M	I, S	-	-
		Include Transit Oriented Development principles in the County's SALDO	County Government	H	L	M	I	-	-
		Incorporate Sustainable development principles into the County's Revitalization Program	County Government	H	L	M	S	-	-
	Energy Efficient Development Incentives	Include "green" elements in existing County redevelopment grant programs	County Government	H	L	M	S	-	-
		Provide discounted County assistance for zoning ordinances that include TOD or sustainable development principles	County Government	H	L	M	I	-	-
	Green Building	Develop model County green building standards	County Government	H	L	M	S	-	-
	Support and promote the principles of the County's Bike Plan		County Government	H	L	M	I	-	-
	Initiate tree planting program on County properties		County Government	H	L,M	H	I, S	-	-

# Unified Effort

Planning can help unify efforts

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Weatherization and  
Energy Conservation  
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residents



# Funding



- Energy Efficiency & Conservation Block Grants (EECBG) Granted by the DOE - 2009 Recovery Act
- Delaware County Allocation - \$3.66 million
- Unique opportunity, but also wanted to avoid continuing costs
- GESA program already completed. So looking to fill in the gaps left
- Mix of implementation with some planning projects

Having coordinated effort makes it easier to seek funding.

- Know and prioritize potential projects
- Know who to involve in decision making



U.S. DEPARTMENT OF  
**ENERGY**

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- Unique opportunity, but also wanted to avoid continuing costs
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## Partners to Implement Your Projects



Keep partners engaged by understanding their motivations. Stay flexible

# Project Initiation

# Partners to Implement Your Projects

## Solar Panel Installation on County Buildings

Public Works, Buildings and Maintenance  
Created a press friendly event



## Prison Energy Audit and Improvements

Public Works, Prison Board



- Needed new electrical system
- Instant hot water

## Conservation Plan and Action Strategy

Two parts which provide framework for existing and future projects

- Energy Plan for the greater County community including municipalities
  - Action Strategy for County owned facilities
- Early Implementation items also included  
Incorporating information gathered during the grant program

## Transportation Incentives

Personnel, Transportation Management Association



## Municipal Grant Program

Grant program to encourage energy efficiency at municipalities

Keep partners engaged by understanding their motivations. Stay flexible

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Public Works, Buildings and Maintenance

Created a press friendly event



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Public Works, Prison Board



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# Transportation Incentives

Personnel,  
Transportation  
Management  
ASSOCIATION



Incorporating info  
grant program

# Municipal Grant Program

Grant program to encourage  
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# Project Initiation



# Grant Program

County Council wanted flexibility in the program to all eligible projects.

- PreScriptive & Custom measures
- Feeding into overall Energy Plan and Action Strategy

## Financing as Motivation



Allowed the collection of information.

Build in the funding source requirements.

## Make it Simple



Municipalities have time constraints, even for grant programs.

Still needed a low technical barrier.

## Grant Program Projects



- 31X Interior lighting/dimming
  - 31Y Replacement HVAC units
  - 31Z Thermal controls (sensors, or programmable/seasoning)
  - 61 Occupancy/day lighting, sensors for lighting
  - 67 Exterior lighting
  - 68 Street lighting
  - 69 Building envelope (windows, weather stripping)
  - 51 In-unit heater replacements (public works, firehouses)
  - 21X LED traffic lights
  - 21Y wastewater treatment pump upgrades
- \*In-unit heater replacements installed separately

# Financing as Motivation




Delaware County, PA  
Municipal Energy Efficiency Grant Program

LETTER OF INTEREST / REQUEST FOR CONSULTATION

Allowed the collection  
of information.

Build in the funding  
source requirements.

# Make it Simple

 Delaware County, PA  
Municipal Energy Efficiency Grant Program  
LETTER OF INTEREST / REQUEST FOR CONSULTATION

Please check one:

- We are interested in participating in the Delaware County Municipal Energy Efficiency Grant Program.
- We are not interested in participating in the Delaware County Municipal Energy Efficiency Grant Program.

Please check one:

- We would like to schedule a free consultation with an independent energy advisor, for assistance (check all that apply):
  - Assessing existing conditions
  - Defining eligible projects
  - Creating a multi-municipal project
  - Completing the application process
- We do not wish to schedule an energy consultation.

Municipality: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Name (print): \_\_\_\_\_  
Title: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**THIS FORM MUST BE COMPLETED AND RECEIVED BY THE COUNTY ON OR BEFORE MARCH 25, 2011, OR YOU MAY BE IN ELIGIBLE FOR GRANT MONEY.**

PLEASE RETURN TO:  
Justin Datta, AICP  
Manager, County and Regional Planning  
Delaware County Planning Department  
201 West Front Street  
Media, PA 19063-2708  
p: (610) 881-5202; f: (610) 881-5703  
EnergySmartDelCo@practicalenergy.net

Municipalities have time constraints, even for grant programs.

Still needed a low technical barrier.

Grants

31% In  
19% Re  
14% Th  
8% O  
6% Ex  
6% St  
6% Bu  
5% Ur  
2.5% LL  
2.5% W

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# Grant Program Projects



- 31% Interior lighting/delamping
- 19% Replacement HVAC units ★
- 14% Thermal controls (central or programmable)/rezoning
- 8% Occupancy/day lighting sensors for lighting
- 6% Exterior lighting
- 6% Street lighting
- 6% Building envelope (windows, weather stripping)
- 5% Unit heater replacements (public works, firehouses)
- 2.5% LED traffic lights
- 2.5% Wastewater treatment pump upgrades

★Unit heater replacements counted separately

# Grant Program

County Council wanted flexibility in the program to all eligible projects.

- PreScriptive & Custom measures
- Feeding into overall Energy Plan and Action Strategy

## Financing as Motivation



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# Energy Plan



## Internal Efforts

- Operational and Capital Needs Assessments
- Laundry Needs
- Energy Tracking and Reporting
- Transportation Incentives
- Internal Education



## Public Efforts

- Marketing approach
- Menu of options for municipalities to choose from
- Examples from the Grant Program
- Local examples
- Private sector expertise

Based on municipal desires, the project changed into a toolkit.

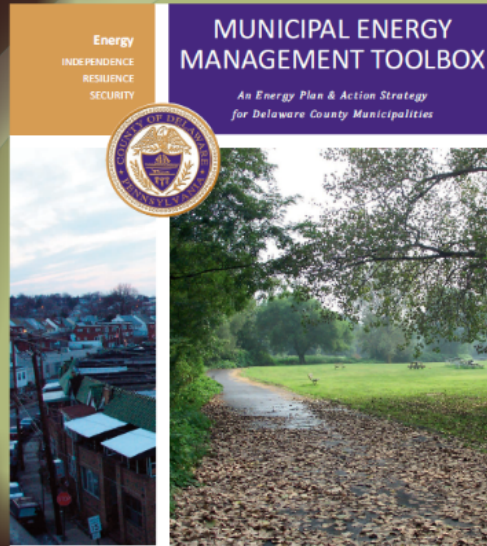
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# Themes

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- Internally
  - Get an elected official champion behind the planning process
  - Informal threat on key departments (Public Works, Building and Maintenance) issues and strategy
  - Dept. Council brought in later but useful input that should have been incorporated at the outset
- Municipalities
  - Program in the County level have to meet their needs
  - Finding the right people at municipalities have time
- Expertise
  - Who: The rate or outside expertise clearly on
  - Who: sector or specialized staff will be needed
- Regional
  - Avoid duplication of efforts that are similar through larger areas
  - Avoidance avoid local commitment to make regional efforts more locally accepted

Create partnerships to get broad interest.

## Build on Strengths

- Keep it positive for the county community
  - County level in all carries an effort as encouragement as our only tool
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- Lead by example
  - Highlight your requests to municipalities and the greater community
  - By to be honest and include learning experiences as well

Use existing efforts and build on existing strengths.

## Promote Planning

- Gather and integrate background data
- Build on successes
- Market results and efforts
- Prioritize future improvements



The link between planning and energy efforts aren't always apparent and planning should be stressed.

# Partners

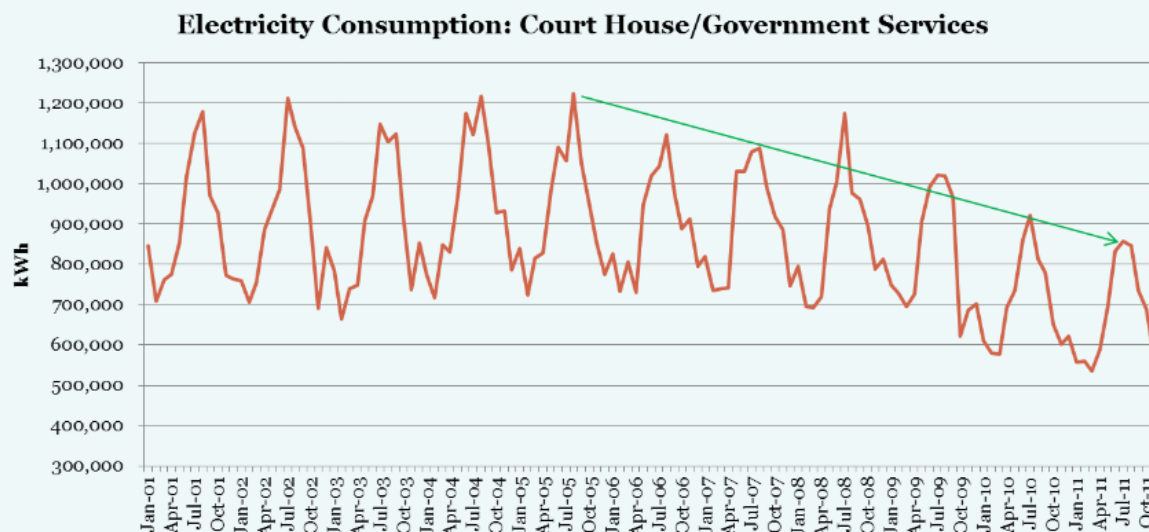
- Internally
  - Get an elected official champion behind the planning process
  - Internal focus on key departments (Public Works, Buildings and Maintenance) leaves out planning
  - Departments brought in later had useful input that should have been incorporated at the outset
- Municipalities
  - Programs on the County level have to meet their needs
  - Finding the right people at municipalities takes time
- Expertise
  - Make the case for outside expertise early on
  - Private sector or specialized staff will be needed
- Regionally
  - Avoid duplication of efforts that are similar through larger areas
  - Showcase model local communities to make regional efforts more locally accepted

# Strengths

- Keep it positive for the county community
  - County level is all carrots, no sticks so encouragement is our only tool
  - Showcase model local communities and let them be the example
  - Work to leverage regional resources
  - Be a clearinghouse for local knowledge and experience
- Lead by example
  - Highlight your projects to municipalities and the greater community
  - Try to be honest and include learning experiences as well

# Planning

- Gather and integrate background data
- Build on successes
- Market results and efforts
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Source: Practical Energy Solutions

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