

Knoxville Energy & Sustainability Task Force
April 22nd 2:00-4:00
East Tennessee Historical Society

Introductions and Agenda Review

Updates:

- [Knoxville Baseline Energy Inventory Summary](#) – Beth Reed
- Downtown Green Power Switch- Susan Edwards
 - The Downtown Green Power Switch campaign is underway with a goal of selling 400 additional blocks of green power in the downtown neighborhood. Informational brochures were sent out to businesses and residents in the downtown community to encourage a green power switch in downtown. Green Power First Friday will take place on May 2nd from 5-8 p.m. in Krutch Park. It will be a celebration of the downtown green power switch, as well as recognition for businesses that have switched to green power.
- Affordable Housing- Tim Dimick
 - The Knoxville Community Development Department has broken ground on the first of seven affordable housing units that will be LEED certified upon completion. In addition, they also hope to receive energy star certification for remodeled and existing homes in the low-income market. They have set a goal of 15-20 energy star certified homes per year.
- Energy Services Performance Contract- Madeleine Weil
 - Statements of Qualifications were received from the following 8 firms on April 18th.
 - Siemens, Honeywell, Trane, Johnson Controls, Ameresco, Constellation Energy Products and Service Group, Tetra Tech, and Energy Systems Group.
 - The Selection Committee will review and rank the submissions within 30 days of the submission and select the finalists. Finalists will then have the opportunity to submit a response to the RFP by evaluating a few of the major energy consuming buildings that the City of Knoxville owns. Once the finalists submit their final proposal, the selection committee will select the company to enter into contract with the City of Knoxville. The contract should be final in October or November.
- Smart Trips Month- Kelley Segars
 - May is Smart Trips month and numerous activities and incentives are in place to encourage alternate forms of transportation. Individuals can sign up for an undriver's license and receive discounts at various businesses downtown. In addition to Smart Trips Month, there will be a Smart Trips Commuter Challenge that runs from May 1, 2008 – June 30, 2009 to coincide with the SmartFix 40 project. Choosing an alternative to driving alone at least 5 days a month will make an individual eligible for \$10,000 in prizes. To further encourage alternatives to not driving alone to work,

participants that log 30 non-drive-alone days to work in a quarter will receive a \$10 gift card.

- TVA draft Energy Efficiency and Demand Response Plan and draft Renewable and Clean Energy Assessment Public Comment Period- Susan Ross
 - TVA has made the drafts of their Energy Efficiency and Demand Response Plan and their Renewable and Clean Energy Assessment available for public review and comment. TVA will be conducting a series of public meetings throughout the region to receive feedback on their new plans. Additionally, these drafts are available for review on the TVA website (tva.gov), with an area available for comments and responses.
- Knoxville Solar Cities Program- Madeleine Weil
 - In March of 2008, the City of Knoxville was one of 12 cities that received grants from the Department of Energy to reduce barriers that prevent solar power from competing with conventional non-renewable power sources. The City of Knoxville will receive \$200,000 from the DOE and TVA has agreed to match this grant with \$100,000. In addition to the monetary grant, the city will also receive a quarter of a million dollars of technical assistance from Oak Ridge National Lab and the Florida Solar Energy Center and other staff from National Labs around the country.
 - The Downtown Transit Center will be one of the first projects to use the resources and technical assistance from the DOE to implement solar technology.
- Solar Cities Tiger Team- Melissa Voss Lapsa
 - The team of technical personnel that will support the City of Knoxville in their Solar Cities Initiative is cleverly named the “tiger team.” Oak Ridge National Lab has been selected as the lead for the Knoxville tiger team. Once the complete support staff is assembled, the tiger team and the City of Knoxville will coordinate a plan to carry out the initiatives that were outlined in the Knoxville Solar Cities application presented to the DOE. The tiger team is expected to be assembled within 60 days of the grant award.

Draft Elements of a Knoxville Energy & Sustainability Strategic Plan

Small Group Discussion

- **Group 1 Comments**
 - Who is the target audience of the Strategic Plan?
 - Additional measures should be added to outreach and engage the community.
 - Incentives should be provided to promote change to community.
 - Waive Property Tax for Solar Installations (Cincinnati) .
 - Promote coordination with the State of Tennessee TDEC efforts.
- **Group 2 Comments**
 - Consider a reduction of the number of streetlights when appropriate, in addition to energy efficient lights.

- Include exterior lighting in energy services performance contract to ensure that lights are turned off at night.
- LED Christmas light decorations.
- An Anti-Idling policy should be implemented for city vehicles with driver education.
- Educate city employees on driving impact of City Fleet to reduce VMT-provide alternatives.
- Relax fleet rules to allow employee to drive car home after late meeting to avoid trips.
- Reduce number of fleet vehicles (share with county?).
- Premium Parking for City employees with hybrids.
- TVA/City Sponsored plug in hybrid stations at City owned employee and public garages.
- Reduce employee commute by encouraging telecommuting, flex schedules, City Vanpool, ride sharing programs, subsidize KAT cost for employees that ride the bus to work.
- Have an environmentally preferred purchasing policy for City purchases.
- KUB promotion for energy efficient Christmas lights in businesses.
- KUB/TVA incentives for green buildings.
- Appliance rebate program that includes recycling and disposal of older inefficient appliances replaced.
- Education for community on green building market.
- Education on energy efficient scams.
- Knoxville specific research on what works here and what the expected payback will be.
- Attract a “Zip Car” like operation that would have hourly car rentals to encourage not driving to work, while still having access to a car when needed.
- Pilot recycling program in a receptive area to study curbside recycling cost.
- Campaign to reduce fast food trash.
- **Group 3**
 - Realtors and home builder outreach.
 - Examine possibility of zero waste food service. Possibly in Convention Center.
 - Waste reduction all the way down to packaging.
 - Work to make older homes more efficient.
 - Challenging to find better schools in the dense center city. Schools have draw to move residents farther out.
 - HERS rating for residential sector. Drive the market for private market, especially in the affordable housing market. Partner with TVA for HERS rating.
 - Pull county in on the ESCO.
 - Solar water heaters are common elsewhere, why not here?
 - UT-Battelle business incubator can be used to start training programs for installers and raters.

- **Group 4**
 - Carbon reduction goal of 20% by 2020 is a good goal. Add interim milestones along the way.
 - E-85 should be in use now, no need to evaluate. Purchase Flex fuel vehicle for the city fleet as much as possible.
 - Try to grow with complete streets: Transit, walkability, and bikeability.
 - Promote gray water recovery systems and wastewater reuse.
 - Move codes and regulations to promote more energy efficiency.
 - Create showcases for permanent education and demonstration for public.
 - Don't lose sight of the big picture transit solutions.
- **Group 5**
 - LED traffic signals a good start, but more may be done to synchronize traffic signals to reduce congestion and idling.
 - Is 18 yrs. too long to partner with an ESCO?
 - Consider Power Purchase Agreement model for solar installations.
- **Group 6**
 - Need an overall reduction goal of 80% below current levels by 2050. International goal that is being promoted by the IPCC.
 - Work to build local job market in ESCO contract. Train local people to take advantage of opportunities in installation and rating jobs.
 - Upgrade city building codes to make LEED/Energy Star Mandatory.
 - Bring in Knox County Gov. and UT as bigger players.
 - Teach behavioral changes. Greenest kilowatt is one never used. Build on synergy that is present and expand to the community.
 - Implement smart growth policies.
 - Examine curbside recycling and pay as you throw systems.

Civic Engagement Strategy- Chris Woodhull

- Empowering citizens and getting the message out to the media is important.
 - How to we expect behaviors to change.
 - Cultural change is important, not just governmental.
 - People may not care, but they should.
 - Gas prices will convince people to care.
 - "Green Works" programs in schools.
- Methods to engage community
 - Schools should be used, but they are not there yet.
 - Create Public Service Announcements.
 - Examine what connect particular communities to the issues.
 - Emphasize values- it is the right thing to do, rather than the cost effective thing to do.
 - Policy and regulation will create change.
 - City is an example, but must be translated to an outside movement.
 - Get message into churches.
 - Town hall type meeting will create buy in from the public and get them involved. Similar to Mayor's walking tours.
 - Approach through optimism rather than pessimism.

- Frame the issue to explain what citizens will get out of it.
- Website needs to appeal to each sector of society.
- What is measurable gets attention.
 - Display figures that show the cost savings and other benefits.
 - Example from air quality efforts- how many days are you able to actually see Mt. La Conte?
- Schools are working on behavior modification through education. In order to get schools inspired about the environment, the leaders must be inspired first. Get schools to challenge one another.
- Educate the public about rates going up.
- Have meeting times scheduled in evening for public to attend with out missing work.