

# Working Group Strategy Sheet

City Research Needs:

- Developed from the next steps identified in the Energy Inventory
- Targeted to address those issues the City is best positioned to address

## **Community Involvement Overview** **Policy & Communications: Susanna Bass & Erin Burns**

- I.) Marketing: How can we engage the community?
  - A.) Ameresco: Publicize progress / share lessons-learned
  - B.) EECBG: Progress Reporting / community involvement
- II.) Incentives / Program Participation Drivers:
  - A.) Market / educate about the importance of renewable energy
  - B.) Formalize clean energy business, job development strategy
- III.) Leveraging: How can we sustain sustainability?
  - A.) Develop other targeted community engagement strategies
  - B.) Identify Grants & potential partnerships within organizations
- IV.) General goals:
  - A.) Group Approach: select a leader
  - B.) Group Needs: meeting location, research
  - C.) Group Meeting Frequency: how often to get finished goals by December?
- V.) Brainstorm Notes: