POM Small Group: Energy Conservation

* Why does conserving energy matter?
	+ High-tech companies are pushing for sustainability
	+ Energy is an underlying foundation for this area
	+ RMP Integrated Resource Plan- 86% of gains will come from energy efficiency. Where can gains be made?
	+ Important for air quality – efficient buildings can improve this
	+ Energy as a design problem – cost savings?
	+ Easier to build efficiency up front rather than retrofitting
	+ Infrastructure as a reflection of technology
	+ Branding Utah as a crossroads of innovation—buildings, greenspace, draws people
	+ Not just conserving but also include diversifying; Utah acting on innovation
	+ Show innovation—example area
	+ Foundation emphasis of efficiency
		- “cheapest energy you can buy,” “an energy resource”
* Key things we can do
	+ Have legislature create new version of energy code—maybe a special district to adopt this
	+ Overarching standard for efficiency, nature of the area
	+ Unique location
	+ **Meet standards without increasing costs.**
		- **Consistent message**
		- Very little cost differences from efficient/not
		- Branding, starting blocks, standard
		- Educate developers on the feasibility, niche market
		- ROI can be increased by this
		- Utah has unique financing tools
		- Utah specific examples: business case for efficiency
		- Talk/frame in a language that resonates
	+ Energy code is too complex and needs to be simple. How can it be done? Easy for stakeholders with software
		- Many jurisdictions need to be aligned
		- Compliance options, inconsistencies
	+ How to sell efficient concepts to building owners – may need boost or comprehensive plan
	+ How to reconcile Utah values – make a market for this
	+ New businesses want to attract young professionals – more multifamily?
	+ What is the value of energy efficiency? Bottom line, residents + businesses market together on this.
	+ We don’t appraise buildings based on efficiency – some lenders might provide better rates for this. Upload data to MLS – imperfect market
	+ This group can have the opportunity to set standards and then have everyone follow – this is how we want to go forward
		- How do we identify and establish this dialogue/message?
		- Establish % goal for efficiency
* Scenarios and Modeling: What model?
	+ Solar best when built with building, interesting technologies with distributed generation
	+ What does this mean for the community – goal to reduce cost – benefits for everybody
	+ Worried about specific scenarios and only one option. We need a goal for total buy-in
	+ Are there projects that are good models?
		- Daybreak – Ivory
	+ Nail down what is concrete to give Utahns an idea of why
		- Goals: Net Zero, 100% efficiency, etc. – might not make sense to lay person
		- How do goals relate to values?
		- Goal: cost effectiveness
	+ Educate people about energy conservation opportunities -- create market
	+ Look at mandatory vs voluntary options
	+ Scenarios – baseline 🡪 more efficiency
	+ Propose standards to developers and contrast this with higher standards. Use whatever is landed on in-between as litmus test
	+ Sandy has 10 year goal that allows for innovation in their plans.
	+ Tie these things back to air quality
	+ Efficiency tends to get thrown out for renewables – optimal combo of both?
	+ How do we define this as a tangible thing? What does ‘10%’ mean?
	+ Energy benchmarking – identify bottom x amounts of buildings
	+ Retrofitting can be efficient in materials
	+ What is the sweet spot for developers vs. user – affordability a big factor
	+ If consumers understand then they will be able to compare benefits
	+ Talk with federal department ERE in energy to provide experts?
		- Case Studies guide this
	+ Models? Energy Strategy
	+ Scenarios into different users and groups, including residential
	+ Pull out how scenario choices impact big ideas and goals
	+ Include projected increase in energy rates
	+ Some high-tech want certain energy mix
	+ At least 75% of solar load sourced by another resource
	+ Battery storage, universal power supply
	+ Consider energy resiliency to adapt
	+ Apply benchmarks
	+ Transportation has big impacts on energy/water
	+ How do we break out of our silos
	+ Assignment on the scenarios
	+ Incentives can be cost-effective