

October 5, 2010 - Draft

Chapter 1 Community Involvement Group Recommendations:

A. Group Intent/Group Goals.

The Community Involvement Group's intent is to make recommendations to the Energy and Sustainability Task Force (E&STF) regarding the Public Process for implementing all Recommendations made to the E&STF in October 2010.

The Group would like to recognize the myriad groups addressing multiple concerns and issues in the Knoxville Community. This group feels it is crucial for the City of Knoxville to take a front seat leadership role in how our community embraces sustainability. We also see the City as a sustainability education leader working to break the barrier between informed citizens and uninformed citizens.

B. Brief Summary of Current Conditions.

This section outlines existing efforts around sustainability as of October 2010.

Coordination with existing efforts is crucial though compiling an all encompassing list is not the central focus of this group's recommendations. The bottom line demonstrated here is that there is a significant amount of effort going on in Knoxville and statewide to promote a sustainable Knoxville.

The City's Sustainability website is a must-read one-stop-shop that contains information on groups and businesses involved in sustainability in Knoxville, as well as up-to-date information on City sustainability initiatives.

<http://www.cityofknoxville.org/sustainability/default.asp>

Existing groups to coordinate with:

City, County, State and Federal Government Initiatives and Organizations:

- City of Knoxville www.cityofknoxville.org The City County Building (CCB) now has single stream recycling throughout the building – this began September 2010! Occupants of the CCB can recycle anything accepted at recycling centers in Knoxville – this includes paper, plastic, aluminum cans, and glass.
 - City Community Development Department – www.cityofknoxville.org/development Develops affordable housing in the City of Knoxville and requires at least Energy Star in new home construction and is implementing Earth Craft in rehabs and new construction.
 - City of Knoxville Sustainability Program <http://www.cityofknoxville.org/sustainability/default.asp>
 - City Streets Committee
 - City Storm Water Engineering <http://www.cityofknoxville.org/engineering/stormwater/>
 - Ridgetop and Hillside Task Force <http://www.knoxmpc.org/hillside/index.htm>
 - Sidewalk Committee
 - Tree Board <http://www.cityofknoxville.org/boards/treeboard/default.asp>

- Knox County
 - Knox County Community Action Committee (CAC) www.knoxcac.org CAC is a public agency serving the citizens of Knoxville and Knox County especially seniors, low to moderate income families, the unemployed and underemployed, persons with disabilities, and other individuals with special need for services. Their motto is: "Helping People. Changing Lives." To do that, CAC utilizes caring staff and volunteers to deliver efficient services to help people achieve self-sufficiency and independent living through intervention, education and empowerment.
 - Beardsley Community Farm <http://beardsleyfarm.org/>
 - Home Weatherization Program <http://www.knoxcac.org/program.html#ehs>
 - Knox County Green Team <http://www.knoxcounty.org/greenteam/index.php>
 - Knox County Health Department <http://www.knoxcounty.org/health/index.php>
 - Knox County Schools <http://knoxschools.org/>
 - Energy Efficiency Initiative – energy management http://maintenance.knoxschools.org/modules/groups/integrated_home.php?gid=507154&sessionid=c1cff7f99742564491ee996b66343d16
 - Knox County Storm Water Ordinance and Engineering
- Joint City/County Taskforce on Ridge, Slope and Hillside Development and Protection <http://www.knoxmpc.org/hillside/index.htm> (organized by MPC)
- Knoxville/Knox County Food Policy Council <http://www.cityofknoxville.org/boards/food.asp>
- Metropolitan Planning Commission (MPC) <http://www.knoxmpc.org/>
- Regional Transportation Planning Organization (TPO) <http://www.knoxtrans.org/>
 - Smart Trips
- Knoxville's Community Development Corporation (KCDC) www.kcdc.org KCDC entered into an Energy Performance Contract with Ameresco to upgrade the PH units in the COK. First year savings totaled \$934,190. New projects underway include the Valley Oaks apartments, which will be certified under HUD/Enterprise Green Communities. The redevelopment of the Eastport school and the development of new units on the site will be certified as LEED for Homes.
- State of Tennessee
 - Tennessee Department of Environment and Conservation (TDEC) <http://www.state.tn.us/environment/>
 - Tennessee Department of Transportation (TDOT) <http://www.tdot.state.tn.us/>
- Federal Government
 - Tennessee Valley Authority (TVA) <http://www.tva.gov/>
 - IRP – TVA's Integrated Resource Plan initiative <http://www.tva.gov/environment/reports/irp/> Electrical utilities periodically develop integrated resource plans to determine the most cost-effective way to meet the future needs of their customers. The plans

typically compile a list of various energy resource options for meeting these needs, including both new generating facilities and energy efficiency and demand response programs to reduce the demand for electricity. These options are assembled into resource portfolios, which are then evaluated for several criteria, including capital and fuel costs, reliability, compliance with existing and anticipated future regulations and other factors. The portfolio most likely to meet corporate goals is then selected and implemented.

Community Initiatives and Organizations:

- Local and Regional
 - East Tennessee Clean Fuels Coalition (ETCFC) <http://eerc.ra.utk.edu/etcfc/index.html>
 - East Tennessee Economic Council (ETEC) <http://www.eteconline.org/>
 - East Tennessee Quality Growth (ETQG) <http://www.etqualitygrowth.org/index.html> After Nine Counties One Vision wrapped up its work in 2005, members of the task forces which focused on growth management, transit and the environment banded together to plan a conference highlighting important growth issues which had been identified. Coverage expanded to encompass 16 East Tennessee counties, and in early 2007 more than 600 participants took part in the first Plain Talk on Quality Growth conference.
As an outgrowth of the conference, the planning team decided to form a permanent organization to carry the work forward. A board of directors was selected, a mission was established, a program of work was adopted, and East Tennessee Quality Growth began in early 2009.
 - Home Builders Association of Greater Knoxville <http://www.hbaknoxville.com>
 - Ijams Nature Center <http://www.ijams.org/>
 - Ijams Earth Flag program addresses the problem of excessive solid waste and teaches students and educators how to reduce waste and improve sustainability in the classroom. By reaching youngsters at an early age, the program instills lifelong learning through hands-on activities reinforced by environmental education concepts.
 - Keep Knoxville Beautiful <http://www.keepknoxvillebeautiful.org/>
 - Knoxville Area Chamber Partnership <http://www.knoxvillechamber.com/index.php>
 - Green Business Recognition Program: <http://www.knoxvillechamber.com/chamber/membership/green-business-recognition-program/>
Nearly 50 Knoxville companies have made efforts towards sustainability in the workplace.
 - Knoxville Recycling Coalition (KRC) <http://knoxvillerecycles.org/>
 - Knoxville Utilities Board (KUB) www.kub.org
 - Lindquist Environmental Appalachian Fellowship (LEAF) www.tnleaf.org
 - Socially Equal Energy Efficient Development (SEEED) <http://seedknox.org/>
SEEED is a green community development non-profit focusing on creating and

sustaining jobs for Knoxville's disenfranchised young people and clean energy and conservation technologies for low and moderate income residents.

- Southern Alliance for Clean Energy (SACE) www.cleanenergy.org
 - Tennessee Alliance for Progress (TAP) <http://taptn.org/>
 - Tennessee Business Leaders for a Clean Energy Economy
<http://www.tncleaneconomy.com/>
 - Tennessee Clean Water Network (TCWN) <http://www.tcwn.org/>
 - Tennessee Environmental Council (TEC) <http://www.tectn.org/>
 - Tennessee Interfaith Power and Light (TIPL) <http://tn-ipl.org/>
 - Tennessee Renewable Energy and Economic Council (TREECD)
http://www.mtas.tennessee.edu/TREEDC/spring_2010.pdf
 - Tennessee Solar Energy Association – State Chapter for American Solar Energy Society (TSEA) <http://tnsolarenergy.org/>
 - Urban Hen Coalition – Knoxville Permaculture Guild
<http://knoxvillepermacultureguild.ning.com/group/knoxvillechickens>
 - U.S. Green Building Council (USGBC), East TN chapter
<http://www.etnusgbc.org/index.htm>
 - Zebra Alliance <http://www.zebralliance.com/>
- National Initiatives and Organizations
 - North American Board of Certified Energy Practitioners
 - Building Performance Institute
 - Solar Energy Industries Association (SEIA)
 - American Solar Energy Association (ASES)
 - American Institute of Architecture (AIA)

Schools and Universities:

- Half Moon
- Oak Ridge National Lab (ORNL)
- Pellissippi State Community College
- Roane State Community College
- University of Tennessee –
 - Institute for a Secure and Sustainable Environment (ISSE)
 - Institute for Public Service (IPS)
 - Municipal Technical Advisory Service (MTAS)
 - County Technical Advisory Service (CTAS)
 - Make Orange Green Program – initiative to decrease UT Knoxville's carbon footprint; a fund now exists to do this
 - Solar Institute
 - SPEAK – student group
 - University Sustainability Committee ??
- Walter State Community College

C. Five Year Plan - prioritize actions based on importance and feasibility.

The following recommendations are listed in order of priority, recognizing that no matter the outcome of Recommendation 1 below, Recommendations 2, 3, and 4 can be implemented. Implementation of the first recommendation is important, but depends greatly on the political climate.

Recommendation One

Development of an Implementation Advisory Committee (or Board) to Meet Post October 2010 and Approval of Task Force Recommendations by City Council

- Develop an Implementation Advisory Committee/Board

Because the current Task Force and Working Groups have taken significant time to develop an energy inventory and recommendations for implementation of the next steps from the energy inventory, it is important to focus on implementation of said recommendations.

We propose to compile a group of City staff (for example, staff who have lead the Working Groups) who will support the Sustainability Office implementing the recommendations made to the current Task Force in October 2010.

This group should meet at least quarterly and should be made up of no more than 8 people – we recommend between 5-8).

- City Council Approval of Recommendations to E&STF

As noted above, the efforts of the current Task Force and Working Groups are significant. We highly recommend that some form of the recommendations be sanctioned by City Council – ideally the complete recommendations package would be approved by City Council. Approval by Council will help solidify the City's decision to be a leader in sustainability practices in Knoxville and to provide for successful sustainability initiatives within City government.

This process will be lead by the Sustainability Program Office and the Advisory Committee/Board.

Recommendation Two

Develop a Citizen's How-To Guide for Sustainability

The purpose of developing a Citizen's How to Guide for Sustainability is to provide a low cost, highly effective tool for personal energy use assessment and change implementation for citizens. The tool will be accessible to all citizens in Knoxville and Knox County.

The objective of the Citizen's How to Guide is to empower people to reduce energy consumption and raise awareness about energy use and what impacts are associated with energy consumption.

We propose the City work with Knox County CAC and its Americorps program where developing the How-to Guide is a project for an Americorps staff person. This person would research what exists currently – including incorporation of the City's energy inventory one-page excerpt (see attached) – and create a guide for use locally in both an electronic and hardcopy format.

The distribution should be as wide as possible and include a series of public outreach events (such as informational booths and even door-to-door canvassing by Americorps staff).

Following creation of the basic Citizen's How-To Guide, we recommend developing one-page information sheets (factsheets) for specific interests. These information sheets would serve as an access point for interested citizens or groups to learn more about sustainability implementation in their homes or businesses. For example, a factsheet about solar: different options for its use and how to learn more about the suitability of solar at specific locations.

Recommendation Three **Information Sharing**

In order to insure interaction with the community on sustainability initiatives and progress the City is making, the City should utilize an integrated multimedia approach, including Facebook, Twitter, blogs, press releases, and community meetings.

The goal of this recommendation is to communicate City energy and sustainability efforts to the community and obtain feedback to determine community priorities. This recommendation is crucial for the success of City sustainability initiatives, especially when it comes to building support of elected officials. The objective is to facilitate dialogue between City leaders and community members to build support for energy & sustainability initiatives. Citizens who utilize social networking media will have more and direct access to the City's activities and have the opportunity to ask questions, make comments and participate in the City's process.

To share the City's efforts on sustainability in a more public manner, we propose to utilize the City's current Facebook page (over 3,000 followers) and Twitter (new in August 2010) to communicate City environmental related activities. A popular tool for gathering information is to distribute an existing survey through an interface like survey monkey to poll and compile public opinion on specific issues. The survey data will be used to communicate community goals to City Council and the administration.

The City's webmaster has agreed to post for the City on applicable networks; the Sustainability Staff should work directly with the webmaster to create posts and manage feedback.

As implementation of these recommendations progresses, ideas to inform and educate include use of billboards and radio and television public service announcements, as well as local publications such as City View, Metropulse, and Knoxville Magazine. For example, the City could partner with Channel 10 WBIR to post a survey on their website and do a brief story about the City's sustainability efforts.

Recommendation Four **Information Gathering**

As the Community Involvement Group started developing recommendations for the Energy and Sustainability Task Force, we knew it was of great importance to understand citizens' perspectives on energy and sustainability issues in Knoxville. We developed a brief survey (see attached) to begin gathering information about peoples' understanding

and value for energy and sustainability issues both in their personal lives and within City government. The results of that survey are being tracked by the City's Sustainability Program Office. For more thorough information gathering, this Group advises the survey be made available in a variety of locations, such as schools, churches, shopping centers, City buildings, and online.

The Community Involvement Group also created a one-page (front and back) informational document based on an excerpt from the City's published Energy Inventory Report for distribution at a number of events. This document includes a short list of actions individuals can take

The survey and information sheet is only one element of information gathering (and sharing) that should take place as Knoxville transitions into a more and more sustainable community. By reaching out to Knoxville residents, the City encourages involvement in sustainability efforts taken by City government. As discussed briefly in recommendation 3, a process of public meetings about the City's energy and sustainability initiatives will take place. This process will be organized by the Sustainability Program office, but very much impacted by the current state of politics.

D. 8-10 Year Plan - prioritize actions and goals based on feasibility.

As the sustainability initiative moves forward within City government, it will remain important for Sustainability Program staff to continually evaluate the evolution of the process. Annual evaluation of progress and reworking the five-year plan will help continue to shape the future of City government. Determining now what we want to see in our government in the next five to ten years will help guide decisions with results born out over the next generation.

This group believes Knoxville has an opportunity to be a sustainability leader in Tennessee as well as the southeast. Developing and sharing the information that is compiled and implemented through the Task Force process is the center point for Knoxville's success in becoming more sustainable.

E. Matrices with proposed policies, in order of action.