



**GUIDELINES FOR RENEWABLE ENERGY IMPLEMENTATION AT THE MUNICIPAL LEVEL**

1. Choose Appropriate Target
2. Develop a Policy
3. Develop a Scalable Implementation Plan
4. Develop a Fund Raising Plan
5. Execute Project

**Choose Appropriate Target**

Public funding, whether it is provided by a utility company or a government agency, generally needs to be allocated for public projects. Choose applications that are visible and affective, for example a community building, lighted signs, traffic lights. There are generally several targets within a town that each play a part in the overall renewable energy initiative but allow for kilowatt offset to occur in manageable steps. One strategy is to choose a very visible 'display' project (a lit welcome sign) as well as a big energy user that can really help the town to offset a significant cost (such as a pump house).

**Targets:**

**Develop a Policy**

In order to guide citizens and board members, present and future, in implementing a town's goals, it is essential to develop and pass an ordinance. The adopted ordinance should include 'why' a town is choosing to install alternative energy and 'how' it will encourage and facilitate the installation. Develop a team of citizens, board members and consultants to guide the plan through the community process, fund raising and construction.

**Town Renewable Energy Policy:**

**Develop a Scalable Implementation Plan**

Once a town has identified target projects, it is important to create a strategy that phases implementation, based on size, cost and priority. Research the kW/year average for each target and the average cost; also research if there are simple strategies for increasing efficiency before installing an alternative energy source. It is best to start with a small but visible project that will get the most 'bang for the buck'. Choose an installation in the 1-3 kW range that allows for educational opportunities and public awareness. Allow the strategy to accommodate different funding levels. What would you build if you only raised \$5,000? or \$15,000? or \$150,000? All of these situations are a possibility, so plan for it.

**Implementation Tier**

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- \$\$
- \$\$\$
- \$\$\$\$
- \$\$\$\$\$

**Develop a Fund Raising Plan**

The best fund raising plan is a diverse plan with a lot of local support. In the first stage of fund raising, a town must demonstrate that it is willing to set aside some of its budget to support a Renewable Energy initiative. The citizens should also show support by generating funds for the initiative through festivals, community yard sales, dinners or

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auctions. Reward donations by demonstrating the savings a resident would receive and perhaps develop a 'Thank You' Sign. The next stage of funding comes from power companies, state and federal agencies. These grants will be looking for well thought out plans and clear intent. It is likely that a project will need to receive funds from multiple grants and incentive programs in order to be realized.

**Local funding should be pursued immediately through any community events and the project should be introduced in a town newsletter or a specific letter to the citizens of the Town. Grants available in Utah include the Rocky Mountain Power Blue Sky Award, due in early May, which grants to community based renewable energy projects that are grid-tied. Multiple projects for the same town may be submitted. The USDA will grant up to 25% of a project through the Rural Energy for America Program (REAP). For any agricultural businesses or families, there are funds for renewable energy projects through the Farm Bill Grant, Section 9006. Private funds can be sourced through StEPP, which matches projects with appropriate funders. A comprehensive list of incentives can be found at [www.dsireusa.org](http://www.dsireusa.org).**

### **Execute Project**

Once a project gains enough funding to reach an agreed upon tier of the implementation plan, the town should immediately begin to pursue an RFP from appropriate engineers and builders. Choose not only based on budget, but also experience working in the region, familiarity with specified equipment and local references. Many grants will specify a time line for completion of around 2 years, which allows for time to bid the project but keeps construction on target.

During development of the implementation plan, ask for a consulting engineer to size the project and include a basic design and schedule. This will allow for the project to begin soon after funding is received.