

SECTION 2: ESTABLISHING VISION, GOALS, AND OBJECTIVES THROUGH COMMUNITY ENGAGEMENT

In this section, the KESP Final Report reviews how the Team engaged the community to:

- Learn about their perspectives and priorities surrounding energy sustainability, and
- Educate the community in a preliminary manner, e.g. on the fact that energy sustainability would not be cheaper than conventional energy, even though renewable energy resources are “free.”

Through this process of community engagement, the Team incorporated the sentiments of the community into Plan elements of Vision, Goals, and Objectives.

A. Process and Timeline

As depicted below, the KESP has a logical development pathway, starting with community engagement with Stakeholder and Community Meetings, a concurrent Energy Analysis, integration of those two elements, KESP Draft Report development and rollout period, a feedback and comment period, and the Final KESP Report development and submittal to the County.

Figure 2-1: KESP Timeline



The SENTECH Hawai'i Team used both conventional community engagement tools—such as stakeholder meetings—and more innovative tools—such as a mediated blog—to engage the Kauai community. The objectives of the community engagement were to solicit feedback from the community; to share information from the Team with the community so a common understanding would begin to develop across the island; and to conduct these activities with as much transparency and openness as possible.

Listed below are community engagement activities and tools that the Team used to develop the KESP development process, and where appropriate, an overview of the findings from community engagement.

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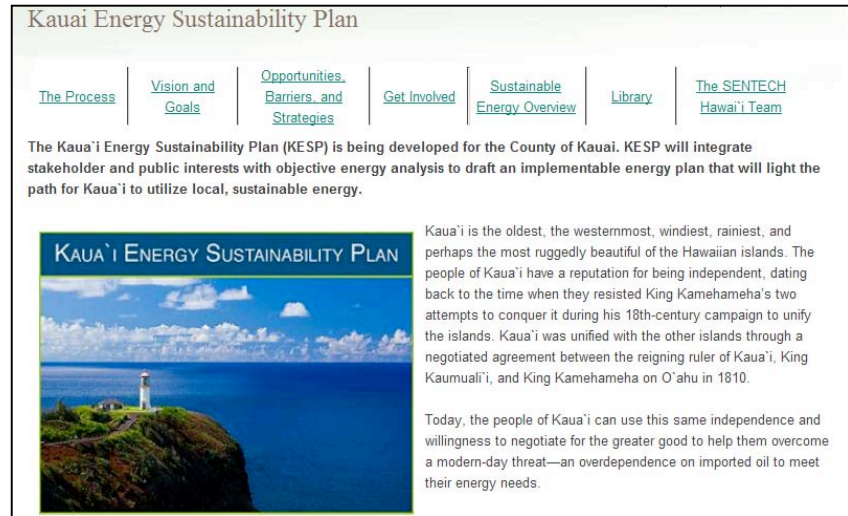
B. Sharing a Wealth of Information with the Community via the KESP Website

Figure 2-2: KESP Website

The first thing the SENTECH Hawai'i Team did in preparation for community engagement was to develop an information-rich website, located at www.kauaienergysustainabilityplan.com that let the Team exchange information with the community (see Figure 2-2 for a screenshot of the site).

Examples of the kind of information offered to the community included:

- www.kauainetwork.org/sustainable-energy-overview.asp gave an overview of clean energy technologies in the Ground Transportation and Electricity sectors.
- www.kauainetwork.org/reference-materials.asp contained a fairly comprehensive set of reference materials in case readers wanted to learn more about a specific topic, like Plug-in Hybrid Vehicles.
- www.kauainetwork.org/get-involved.asp explained how residents of Kaua'i could become involved in the KESP process, from participating in public meetings, to responding to a KESP survey, to writing a Blog about an item of interest, to emailing the SENTECH Hawai'i Team with comments or questions, to providing feedback on the first draft of the plan, made available in late Fall 2009.



The ultimate goal of marketing efforts was to get Kaua'i community members to view the website in order to provide a tool for education, access to the survey, and information regarding upcoming meetings and how to get involved. The direct link—www.KauaiEnergySustainabilityPlan.com—redirects to the KPAA website, which hosted all information pertaining to the Plan. The website was broken down into the seven major sections as shown in Figure 2-2, which is a screen shot of the homepage.

The “Get Involved” page provided all information necessary for a community member to take the survey, attend a meeting, and stay involved. Once the meetings were complete, this page provided a link to a “Meeting Information” page that provided all presentations and notes taken at every community and stakeholder meeting. This section of the site also listed other ways to get involved including a blog and upcoming webinar/meetings for the roll-out of the first draft of the Plan.

The website was saturated with resources to educate community members on energy technologies and local energy issues. Community members that attended a meeting and took the survey were encouraged to reference the “Sustainable Energy Overview” and “Library” sections of the site prior to involvement. The “Sustainable Energy Overview” provided general information about clean energy terms and

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technologies in both the electric and transportation sectors. The “Library” was a list of resources that was constantly updated with documents that were considered in the development of the Plan. Together, these sections of the website provided the Kaua`i community with the tools required to make informed decisions, view the process of the Plan with full transparency, and access multiple ways of getting involved in the decision-making process.

Throughout every page of the Plan’s website, direct links were provided so readers could e-mail the Community Team Leader (Diane Zachary, KPAA) and the Energy Team Leader (Doug Hinrichs, SENTECH). E-mails have been and still are received from Kaua`i community members who want to weigh in on the issues.

C. Raising Energy Sustainability Awareness in the Media

The strategy to successfully gather input for the Plan was to advertise and promote the community meetings and survey to ensure that a diverse range of perspectives would contribute to the Plan. KPAA, as part of the SENTECH Hawai`i Team, utilized their strong foothold in the community and experience promoting meetings to mobilize the community to get involved.

Outreach efforts utilized community networks, radio, and print. The website, community meetings, and survey were all advertised in various online and print calendars, three news articles in the Garden Island, an article in Kaua`i People, and a one-hour special on the Malama Kaua`i radio show on KKCR. Flyers advertising the community meetings and the survey were distributed throughout the library system. The meetings, website, and survey were also advertised through other active Kaua`i groups, including Malama Kaua`i, Malama Na`Apapa, Surfrider Foundation (Kaua`i Chapter), Apollo Kaua`i, Zero Waste Kaua`i, Leadership Kaua`i, Kaua`i Roundtable, Boys & Girls Clubs, Kaua`i Planning & Action Alliance, the various business and community associations on Kaua`i and through high school principals in order to engage youth.

D. Prioritizing Community Priorities with Online Surveys

An online survey was created that captured quantifiable answers and comments from a large base of Kaua`i community members. The survey provided a means for community members to weigh in on the discussion even if they could not attend one of meetings.

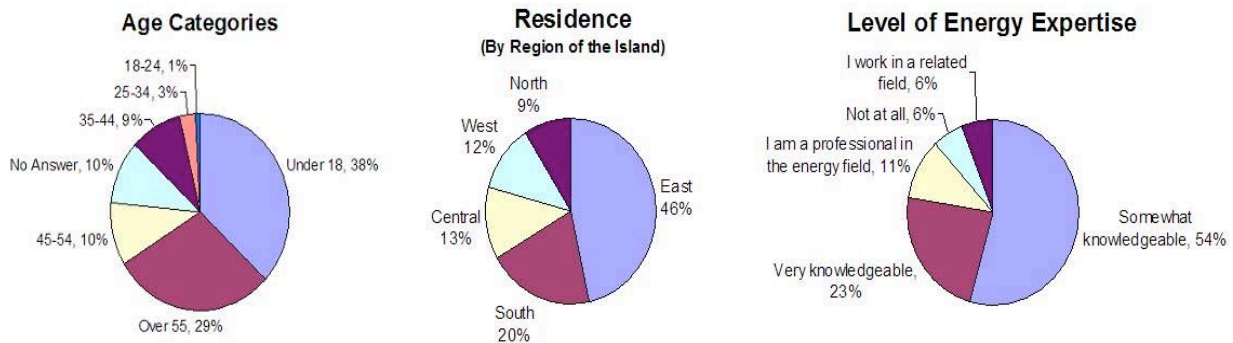
The survey was divided into two major sections: a non-technical section and a technical section which could be skipped at any time if a member did not feel comfortable answering the more difficult questions that required prior energy systems knowledge or research. Table 2-1 below outlines the structure of the survey, and provides the purpose of each section. The survey was designed to take between 20 and 50 minutes depending on the survey taker’s background knowledge. In total, the survey asked 22 specific questions plus 5 prompts for general comments.

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Table 2-1: Overview of Survey Structure and Purpose		
Section		Purpose
Non-Technical	Energy Plans	Better understand community priorities, desires regarding past and local energy plans, and what expectations exist for Kaua`i’s Plan.
	Vision and Goals	Gauge community acceptance of existing goals and visions and quantify an average numeric goal for Kaua`i’s renewable energy generation and energy efficiency savings.
	Demographic Information	Understand who took the survey in order to adaptively manage outreach efforts.
Technical	Policy and Regulatory Issues	Understand the perceived appropriateness of policies, regulations, and incentives locally.
	Technologies	Rank community acceptance and perceived appropriateness of technologies in transportation, electric generation, energy efficiency, and energy storage.
	Barriers and Solutions	Gauge what the community sees as the major issues, and foster input as to the most appropriate solutions.

The survey was tested by the SENTECH Hawai`i Team. Once the survey was complete, it was available for 48 days, during which 132 people took the survey; nearly half of those (46%) took the second, more technical section of the survey. A section that asked for personal information revealed that 95% of those that took the survey were Kaua`i residents, and those who took the survey were from a variety of age categories, energy backgrounds, and reside in different parts of the island (see Figure 2-3). These demographics reveal that outreach successfully targeted the young (under 18) and older (over 55) community members, as well as the different regions of the island fairly proportionate to the population density (i.e., east, being the most densely populated region of Kaua`i, resulted in the most number of survey takers).

Figure 2-3: Demographics of Survey Takers



In terms of renewable energy and energy efficiency goals, the average of all answers revealed a 97% local sustainable energy goal by 2030 (comprised of a 42% increase in energy efficiency and a 55% increase in renewable energy).

When asked to prioritize a number of issues related to energy, “environmental sustainability” was ranked as the top priority, with “relief from high energy prices” coming in fifth out of eight options, as seen in Table 2-2.

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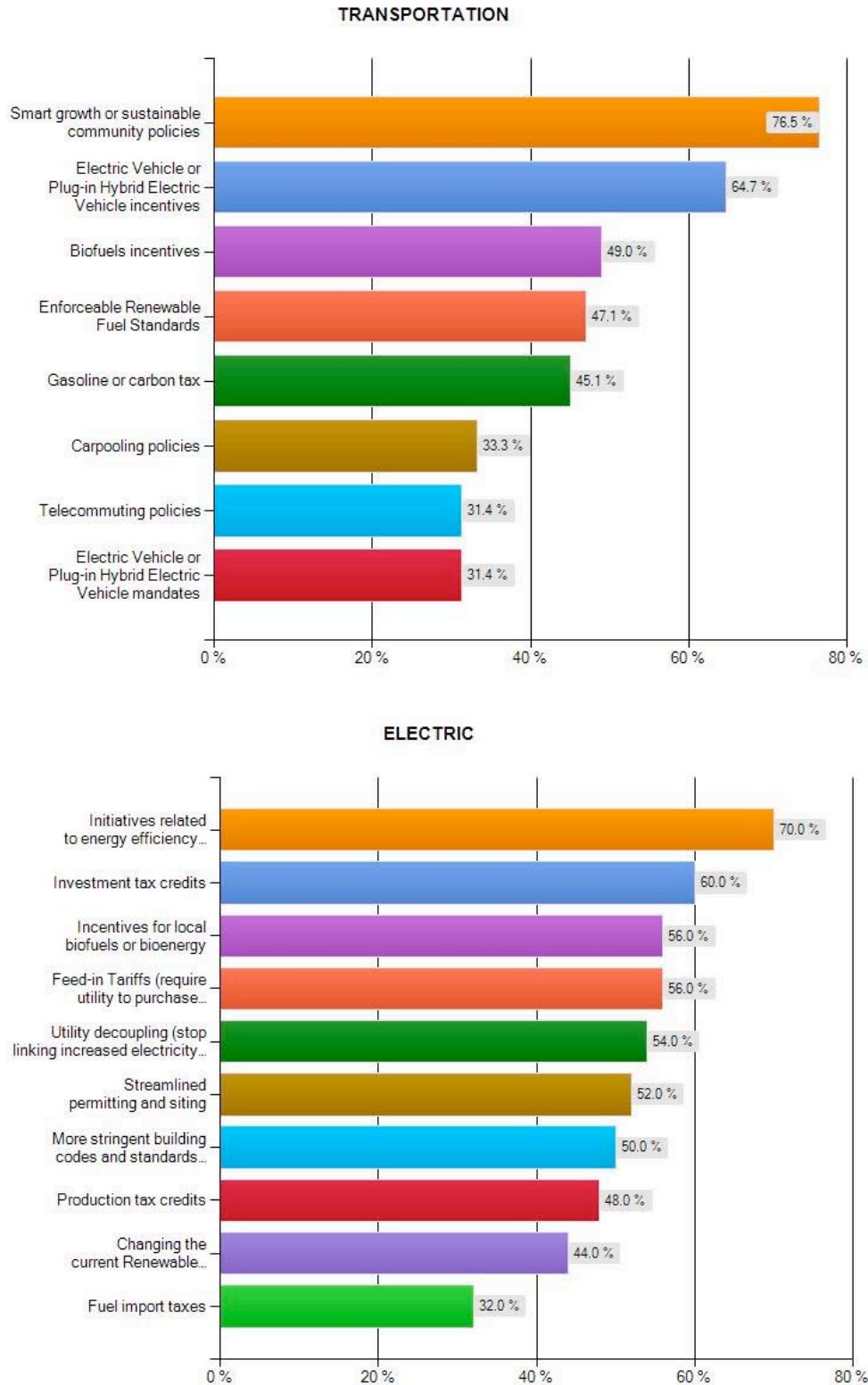
Table 2-2: Prioritization of community issues from most important to least important

1. Environmental sustainability
2. Community benefits (convenience, cleanliness, and improved health)
3. Oil independence
4. Economic development and diversification
5. Relief from high energy prices
6. Green jobs creation
7. Regulatory and utility business model reforms
8. Social equity issues

Throughout the survey, energy efficiency and reducing demand were top priorities, which echoes input from the community and stakeholder meetings. For example, energy efficiency and demand reduction initiatives were prioritized as the number one policy/ incentive/regulation that would make electricity more sustainable in Kaua`i. Additionally, taking advantage of energy saving opportunities is the top strategy. This was followed closely by investment tax credits, then incentives for local biofuels or bioenergy, and feed-in tariffs (requiring the utility to purchase renewable electricity at specified rates). Figure 2-4 graphically depicts the survey results for policy suggestions in both the transportation and electric sectors.

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Figure 2-4: Community Support for Various Policies, Incentives, and Regulations in the Electric and Transportation Sectors in Kauaʻi



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A series of questions was designed to understand which clean energy technologies are most supported by Kaua`i community members. Table 2-4 reveals the results of these questions, prioritizing the community’s preferences in electricity, transportation, energy storage, and demand reduction.

Table 2-4: Technology Preferences (in order from most appropriate to least appropriate for Kaua`i)	
Electricity	<ol style="list-style-type: none"> 1. Solar Photovoltaic (distributed, rooftop) 2. Hydro 3. Solar Photovoltaic (centralized, large scale) 4. Ocean current, wave or tidal energy 5. Biomass combustion 6. Concentrating Solar Power (CSP) 7. Wind (centralized, large scale) 8. Biofuel-powered turbine and engine generators 9. Wind (distributed, small scale) 10. Algae to biofuels 11. Waste-to-Energy using municipal solid waste (MSW) 12. Solar Thermal with Organic Rankine Cycle (ORC) generator 13. Ocean Thermal Energy Conversion (OTEC) 14. Stationary Fuel Cells
Transportation	<ol style="list-style-type: none"> 1. Public transportation 2. Plug-in hybrid electric vehicles (PHEVs) 3. Electric Vehicles (EVs) 4. Walking or cycling 5. Ridesharing or carsharing 6. Flex fuel vehicles 7. Hydrogen fuel cell vehicles (FCVs)
Energy Storage	<ol style="list-style-type: none"> 1. Pumped Hydro 2. Utilizing dispatchable renewable energy technologies (e.g., biomass or biofuel-powered generators) 3. Batteries 4. Hydrogen
Demand Reduction	<ol style="list-style-type: none"> 1. Solar water heating systems 2. Green building design practices (passive lighting, water savings, materials selection, etc.) 3. Energy efficiency in homes and buildings (lighting, HVAC, controls, etc.) 4. Smart Grid and Advanced Metering Infrastructure (AMI) technologies 5. Solar thermal absorption chiller air conditioning 6. Microgrids (local energy distribution network) 7. Sea water air conditioning (SWAC)

Additionally, Table 2-5 reveals both top barriers faced by Kaua`i and the top strategies to overcome those barriers.

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Table 2-5: Barriers and Strategies	
The most important sustainable energy barriers to overcome in Kaua`i (in order of most important to least important):	The most appropriate strategies for Kaua`i to overcome sustainable energy barriers (in order of most appropriate to least appropriate):
<ol style="list-style-type: none"> 1. Lack of understanding of overall costs and benefits 2. Insufficient policy support 3. Lack of data on best energy storage and “firming” technologies 4. Siting/permitting slowdowns 5. Inflexible or overly restrictive environmental regulations 6. Underdeveloped supply chain for sustainable energy technologies 7. Cultural, social, or NIMBY (not in my backyard) sensitivities 8. Unwillingness to pay higher short-term rates 9. Utilities being compensated for increased electricity sales 10. Insufficient innovative financing tools and options 11. Lack of skilled workforce 	<ol style="list-style-type: none"> 1. Scope out high-impact energy saving opportunities such as water and wastewater, schools, hospitals, community colleges, state and county buildings, judiciary complexes 2. Encouraging project stakeholders (Kaua`i County, KIUC, developers and land owners) to work together 3. Adopting more stringent, energy-related building codes 4. Feed-in Tariffs to mitigate the risks that slow or stop renewable energy development 5. Forming public/private partnerships with land owners to revitalize the agricultural economy by investing in bioenergy 6. Encourage R&D (for example on algae-to-fuels, pumped hydro, PHEVs, cellulosic ethanol, ocean energy, etc.) 7. Utility decoupling (stop linking increased electricity sales to utility margins) 8. Training requisite workforce for green jobs 9. Encouraging technology validation of plug-in hybrid vehicles (PHEVs) 10. Opening up doors to outside investors, e.g. from the Mainland, Asia, and Europe

E. Identifying Stakeholder Interests with Targeted Stakeholder Meetings

Ten stakeholder meetings brought together local energy leaders from both the County and State levels. These intimate discussions created a dialogue within and between groups that play a role in Kaua`i’s energy development, generation, and use. The stakeholder meetings pointed out specific objectives, barriers, and solutions in Kaua`i’s path to a sustainable energy future.

1. Attendees

The stakeholder meetings were not public, and admission was by invitation only. In order to provide an environment that fostered open dialogue, the media was not allowed into the meetings; however, reporters who expressed interest were given private interviews and debriefings after the meetings.

The stakeholder meetings were broken down into 9 different topics, with one final meeting that brought together all stakeholders to ensure dialogue among interest groups. The final “All-Stakeholders Meeting” was open to all stakeholders that had attended a previous meeting. Meeting topics, dates, and the number of attendees are listed in Table 2-6 below.

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Table 2-6: Stakeholder Meeting Attendance		
Topic	Date	Number of Attendees
Kaua'i Economic Development Board, Renewable Energy Committee	April 1, 2009	13
Grid Stability	April 1, 2009	7
KIUC Board of Directors	April 3, 2009	9
Demand Side Management	April 6, 2009	10
Government	April 6, 2009	14
Business, Economic Development, and Agriculture	April 27, 2009	26
Environment and Sustainability	April 27, 2009	24
Biofuels and Transportation	April 28, 2009	14
Large Landowners	April 28, 2009	5
All-Stakeholders Meeting	May 14, 2009	29
Total:		151

2. Stakeholder Meetings Summary

Each of the first nine stakeholder meetings resulted in conclusions that were topic-specific, as well as take-away messages that were common to all meetings. Full meeting notes and presentations are available online (<http://www.kauainetwork.org/meetinginformation.asp>).

Stakeholder meetings followed a similar format as community meetings, in that they began with a discussion of vision and goals. The stakeholders that attended the meetings expressed a range of renewable energy and energy efficiency goals for the County of Kaua'i. At the Environment and Sustainability stakeholder meeting, 100% local sustainable energy was encouraged before 2030, and an attendee even suggested going beyond 100% renewable energy to begin exporting energy to other islands. On the other hand, in the Business, Economic Development, and Agriculture meeting, stakeholders supported a more "realistic" goal, stressing the vast amounts of infrastructure, jobs, and financing that have to happen in a short time period to reach 100% local, sustainable energy. The environmental stakeholders cited impressive renewable energy growth in Europe to support their goal, while the business community cited that KIUC needs significant additional renewable generation just to meet the State's mandate of 20% net renewable electricity sales by 2020.

Streamline Permitting Process. There was broad recognition that to meet the goals established by the State and KIUC, a streamlining of the lengthy, often complex permitting process will be needed. At the same time, there is a need for transparency in government policy and requirements so that renewable energy developers are clear about process. Most felt a need to coordinate the KESP and KIUC's plans to provide the broadest benefit and likelihood of success.

Update Building Codes and Draw on Smart Growth Principles. There was general agreement that building design requirements and community planning principles have an impact on energy usage. Updating the building code and drawing on smart growth principles could increase conservation and energy efficiency.

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Increased Costs for Long-Term Benefits. Stakeholders were aware that developing renewable energy sources would increase the cost of electricity in the near-term but would provide long-term benefits.

F. Calibrating Expectations with Public Community Meetings

The five public community meetings were held from April 30-May 13, 2009, and were intended to capture community input for the Plan, educate the community on local energy issues, generate new and innovative ideas and generally calibrate expectations between the County, the SENTECH Hawai'i Team, and the community. The SENTECH Hawai'i Team reached out to schools, nursing homes, and other populations not usually well-represented to ensure information exchange with the community from all backgrounds and ages.

1. Attendance

In order to reach out to the entire island of Kaua'i, the meetings were held in five geographically dispersed areas of the island—east (Kapa`a), west (Kekaha), north (Hanalei), south (Koloa), and central (Lihu`e). In total, 95 community members attended the meetings. Table 2-7 below lists meeting details and the number of attendees per meeting. The largest attendance was in Lihu`e. On May 12, a final public hearing on the Integrated Solid Waste Management Plan conflicted with the Hanalei community meeting, and prevented higher attendance that night.

Table 2-7: Community Meeting Turnout		
Location	Date	Number of Attendees
Kapa`a	April 30, 2009	12
Kekaha	May 4, 2009	18
Koloa	May 5, 2009	17
Hanalei	May 12, 2009	12
Lihu`e	May 13, 2009	36
Total:		95

2. Community Meetings Summary

Full meeting notes and presentations are available for viewing online (<http://www.kauainetwork.org/meetinginformation.asp>). In viewing these notes, while there are issues specific to each region of the island, there are also major themes that become apparent across communities.

G. Establishing the Vision of Kaua'i's Energy Sustainability

Every community and stakeholder group was presented with a draft vision statement for Kaua'i that was discussed and updated based on their input. The vision is intended to be a far-sighted statement that captures the many hopes expressed by the community and stakeholders. After the final meeting, the following vision statement endured:

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A Vision of Energy Sustainability for Kaua`i

On Kaua`i in 2030, we have achieved 100 % local energy sustainability and we have...

- *Maintained the beauty of our “garden island” and our rural lifestyle.*
- *Incorporated sustainability and smart growth principles into our land use plans.*
- *Built a strong, sustainable green economy with green job opportunities.*
- *Utilized land efficiently for agriculture and renewable energy production.*
- *Educated our citizens on energy conservation and efficiency and for green job opportunities.*
- *Reduced our energy demand through conservation and efficiencies.*
- *Determined the new and emerging technologies best suited to Kaua`i.*
- *Achieved self-reliance in renewable energy and fuel production for electricity and transportation, while protecting our endangered wildlife.*
- *Considered social equity and cultural impacts when siting new energy facilities.*
- *Established an effective multi-modal transportation system that shifts use from cars to mass transit and non-motorized modes.*
- *Followed existing and crafted new county, state and federal legislation regulations to help meet our electricity and ground transportation needs.*

Beyond the vision, a number of more specific suggestions and comments came up regarding Kaua`i’s energy supply, conversion technologies, distribution, and end use. The comments that reoccurred most often are briefly summarized in the following list:

- Energy efficiency and conservation should be top priorities and should be incentivized by policies such as time-of-day energy pricing, supported through more efficient building codes, and demonstrated by County government through its example of reducing energy demand.
- In the transportation sector, there was popular support for higher vehicle efficiency standards as well as reducing the number of motorized vehicles on the roadway through practices such as improving the public transit system (e.g., adding more bus routes, increasing bus frequency, introducing new transit systems such as trolleys) and altering roadways to allow for multi-modal transportation.
- The community expressed the need for implementation of Plan elements, which would be facilitated by early involvement with KIUC and the PUC and synchronizing efforts between the Plan and the utility.
- KIUC was encouraged to demonstrate more leadership, transparency, and aggressive policies to allow for renewable energy (such as improved net-energy metering policies for distributed energy).
- Among the various clean energy technologies discussed, support was voiced most strongly for currently available solar (distributed and utility scale) and more long-term technologies that harness Kaua`i’s strong ocean currents.
- Wind development (especially distributed wind) was supported, though many voiced hesitations on large-scale wind development, as the Kaua`i community puts high value on pristine vistas that could be marred by wind turbines, as well as protecting the local endangered bird populations.
- Support for building a local, green economy was heard, and requests for best practices in developing training and education for green jobs specific to Kaua`i (i.e., how K-12 and KCC can provide training and workforce development).

As the first phase of the Plan’s development was completed, the community and stakeholder meetings, survey, and e-mails gave a solid impression of what the community and stakeholders wished to come out of the Plan and the energy choices for Kaua`i.

H. Establishing the Goals

At Stakeholder and Community meetings, several energy goals were presented and discussed including the following.

1. KIUC

The “default” goal for Kauaʻi’s energy sustainability goals may be KIUC’s 50% renewable energy goal as mentioned in their 2008 Strategic Plan:

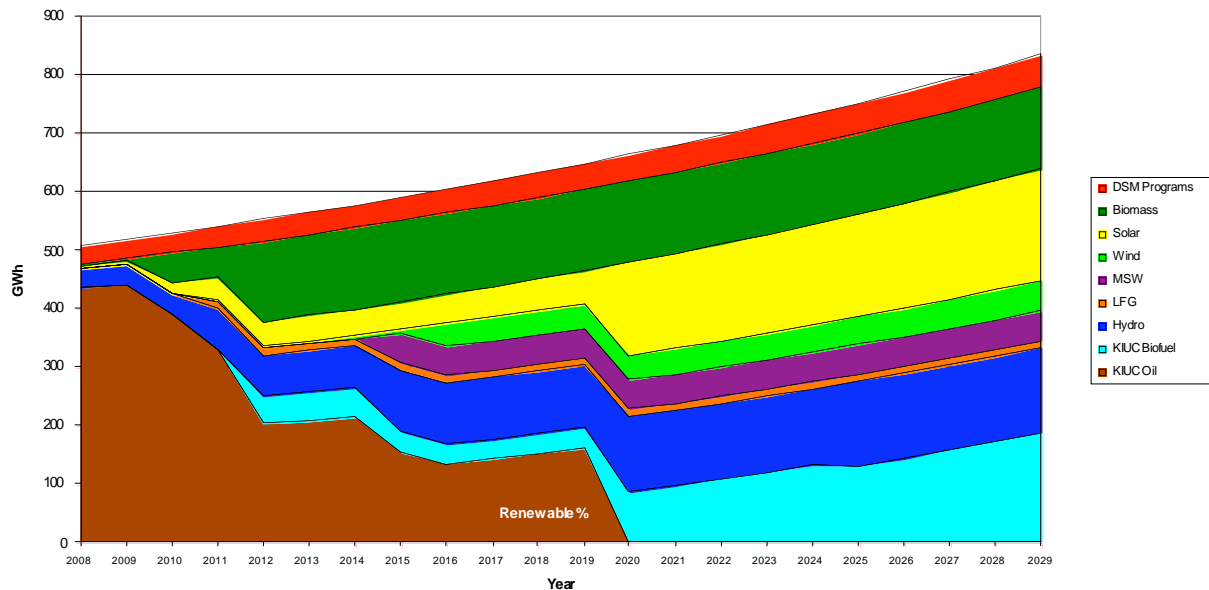
“KIUC is committing itself to generate at least 50% of its electricity renewably without burning fossil fuels within 15 years.”

This goal was derived from Green House Gas (GHG) legislation that mandates a reduction in GHG emissions to 1990 levels by 2020. To achieve that goal, KIUC would need to generate 50% of its energy from carbon-neutral or non-carbon sources as illustrated in the graph below. Other solutions such as demand side management, improved efficiency, and carbon cap and trade could improve efficiency and reduce the 50% estimate while still meeting the GHG target.

As seen in Figure 2-5, this updated potential generation wedge (which includes Demand Side Management or DSM potential in red, as well as generation potential), KIUC believes it can achieve

Figure 2-5:

KIUC's Potential Generation Wedge



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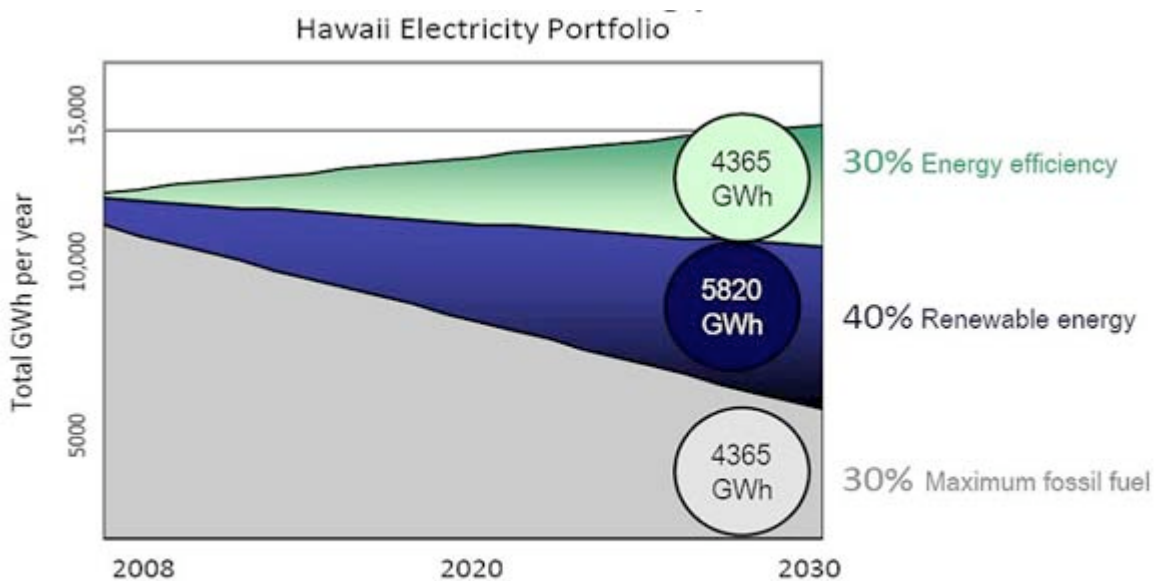
100% renewable energy by 2020 by switching to imported biodiesel.

While admirable and commendable, this goal runs counter to the Vision statement from the Kauaʻi community since the biofuel would have to be imported (not a local resource), and doesn't take into account the costs and externalities of transporting the fuel from thousands of miles away.

2. HCEI

The Hawaiʻi Clean Energy Initiative (HCEI) suggests a 70% reduction in fossil fuel use by 2030. An increase in both energy efficiency and renewable energy is intended to meet the 70% goal, as illustrated in Figure 2-6.

Figure 2-6: HCEI Energy Goals



Note: This just reflects 2030 electricity targets; still need interim targets and transportation targets

3. KESP

Based on feedback from the Kauaʻi community, the community wants to set new standards of clean, sustainable energy within the KESP. The community has indicated that it wants to achieve:

Figure 2-7: 100% local energy sustainability by 2030



Kaua`i needs to close a 94.2% gap over the next 20 years to reach their local, sustainable energy goals.

The SENTECH Hawai`i Team will endeavor to help Kaua`i meet this laudable goal through the energy sustainability plan development process, while acknowledging that meeting this goal will depend on many variables over which the Team has limited influence.

For example, the goal of 100% local energy sustainability for Kaua`i could be met within a few months if unlimited funds were available to buy down the (usually) higher upfront capital costs for renewables, or if the price of oil skyrocketed and stayed high for several months causing renewables to look more attractive financially, or if wind regulations changed that permitted the development of this cost-effective renewable option, etc.

I. Defining Objectives

From understanding many of the technical, economic, marketplace, policy/regulatory, and environmental factors affecting energy, the SENTECH Hawai`i Team presented to the community the following three general objectives of

1. Reduce Demand through Energy Conservation and Efficiency,
2. Increase Clean Energy Supply, and
3. Make Energy Delivery More Efficient.

J. Early Community Buy-in

At the final “All Stakeholders” meeting in April 2009, the SENTECH Hawai`i Team presented the major findings from the Stakeholder and Community Meetings, along with the preliminary Plan elements including the Kaua`i Energy Sustainability Goals and Objectives Statement:

Kaua`i, in both the Ground Transportation and Electricity Sectors, will...

- 1. Reduce Demand Through Energy Conservation and Efficiency**
- 2. Increase Clean Energy Supply**
- 3. Make Energy Delivery More Efficient**

...to meet the Goal of 100% Local Energy Sustainability by 2030.

The SENTECH Hawai`i Team then asked the “All Stakeholder” meeting participants to weigh in on how strongly they agreed or disagreed with the presented preliminary Plan elements. Shown below is a picture taken of the results from participants putting “sticky dots” on a scale ranging from “Big Endorsement” to “Veto.”

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As the tabulated results show in Figure 2-8, participants of this meeting displayed a fairly strong endorsement of the Plan elements—which the SENTECH Hawai'i Team hoped correlated to a general “early buy-in” as a result of the strong community engagement component as proposed and envisioned by the County.

Figure 2-8: All Stakeholder Meeting Endorsement of KESP

