Reflections on Stratford's Community Energy Plan Development
October 23, 2017

Lessons Learned and Knowledge Sharing:

If Stratford was planning to undertake the preparation of this kind of plan again, what would we do differently?

The Town of Stratford is a small organization with staff working at their maximum capacity to perform their duties. Development of the Community Energy Plan (CEP) occurred over a 14 month period with limited resources, which restricted the plan in many ways. If Stratford were to undertake the preparation of this kind of plan again, it would need at least 24 months for the plan to be developed so that all staff can be adequately involved. A longer timeline for CEP development would allow for community and traffic surveys to be conducted, and it would allow more time to meet with potential partners that could be involved in the CEP implementation.

Most events in Stratford have lower attendance compared to other municipalities such as Summerside or Charlottetown. One successful way that Stratford increases attendance to its own events is by having two events at the same time (organized pairings), in the same location, to achieve a broader level of interest. Half of the CEP events were not paired, which led to lower attendance. In the future CEP events should be paired as much as possible with other local events to increase attendance.

There were many ways that the community could have been involved in CEP development but due to limited time and resources, the community was not as involved as it could have been. In the future, CEP development should include at least two different engagement strategies to increase community involvement.

There were many committees that were engaged in multiple stages of CEP development. Stratford has many committees that guide municipal operations and many of these committees could have been involved more in the CEP development process. In the future, more committees should be providing feedback on the CEP in the later stages of its development.

If Stratford was planning to undertake the preparation of this kind of plan again, what would we want to do in the same way?

The most important project component that the Town of Stratford would replicate when doing this process again is having a dedicated staff person to manage the project. This Community Energy Plan would not have been completed in less than two years if it had been appointed to an existing staff person. By having one staff member dedicated to this enormous task, the Town of Stratford was able to complete a large amount of planning in a small amount of time.

One great decision made early on in CEP development was the creation of two different committees that would help guide plan development. One was in the form of an advisory committee made up of industry professionals within the province, and one was a steering

committee made up of a variety of stakeholders that help make decisions for the Community Energy Plan. The advisory committee helped provide industry specific knowledge, which was useful in testing different models of program development. The steering committee was helpful when looking for community partners to assist in implementing certain actions since the provincial energy efficiency department and the major electricity provider sat on this steering committee.

The Town of Stratford has been actively using the Annual Resident Survey to receive feedback from its residents for a number of years. A number of questions were created to gage the amount of knowledge present within the community of energy efficiency and energy conservation. The Annual Resident Survey was also useful in understanding how many people were aware of the CEP being developed.

The pop-up information booths were essential for gaining local resident feedback in a fast and efficient way and should be used again in the future. Four locations were chosen within municipal boundaries; these locations were known to have heavy foot traffic by pedestrians and an information booth was quickly set up in each location. This information booth contained a variety of activities to engage with as many people as possible. The pop-up booth only stayed in one location for 1-3 hours, which allowed staff to collect information quickly and efficiently.

The Community Energy Plan Coordinator provided activities and information sessions to staff so that Town of Stratford employees could better understand how they could play a role in climate change mitigation. This was helpful in educating town staff about the CEP and building a small amount of awareness.

Online media such as Facebook, Twitter and Instagram were used to notify the public about CEP events, surveys and programs, which helped build awareness of the CEP. Physical hardcopy posters and brochures had some success in notifying residents about specific events. Media releases and radio promotions also helped promote CEP events.

What barriers/challenges did Stratford face when developing the CEP?

There were many barriers that were encountered early on in CEP development. The lack of data in PEI for the types of heating that is used within homes was a problem as well as the lack of data for main transportation corridors when relating to GHG emissions. There is also a lack of data on the types of farms that exist within PEI and how many farm animals are owned on each farm. The best information that was the most accessible indicated the annual electricity consumption of the Stratford area, which was provided by Maritime Electric. Annual electricity consumption data was used heavily since it was the most accurate information that could be attained.

What handy tools did we create to help us with CEP development?

A tool was developed to assess how certain actions would achieve certain GHG emission reductions within a certain time period. The estimated GHG reductions were added together and the potential Reduction target was chosen based on those actions. If certain actions were not pursued in later versions of the Community Energy Plan draft, they were replaced with another action that achieved equal or greater reduction. This tool was called the CO2E calculator and was designed so that anyone could use it through the Microsoft Excel program. It specifically categorized actions by the date they would be completed, the expense of the action and had a separated column to compare the money spent for each tonne of CO2E that was reduced by a specific action.

To achieve a 20% Reduction below 2015 levels by 2026, the Town of Stratford (Corporation) needs to reduce emissions by 551 tonnes.

#	Complete(Insert "1")/ Not Complete(Insert "0")	Completion Year	Recommended Action	Estimated Expense	Scheduled Expense	Change in Operational Expense	Net Cost	CO2E Reduction in Tonnes	Money spent/CO2E reduced
6.1.D.	1	2017	Crossroads Community Centre	$ 15,000.00		$ (5,000.00)	$ 10,000.00	9	$ 1,111.11
6.1.A.	1	2018	Town Centre	$ 40,000.00		$ (30,000.00)	$ 70,000.00	9	$ 7,777.78
6.2.A.	1	2018	Town Centre	$ 182,045.00		$ (195,502.00)	$ (13,457.00)	32	$ (420.53)
6.4.A.	1	2018	Data Gathering						
6.4.B.	1	2018	Sustainability Coordinator				$ 45,000.00		
6.1.B.	1	2019	Fire Hall					21	
6.2.B.	1	2019	Pondside	$ 394,190.00		$ (423,444.00)	$ (29,254.00)	30	$ (975.13)
6.1.E.	1	2020	Cotton Arts Centre	$ 15,000.00		$ (31,000.00)	$ (16,000.00)	9	$ (1,777.78)
6.2.C.	1	2020	Fullterton's Marsh	$ 394,190.00		$ (423,444.00)	$ (29,254.00)	30	$ (975.13)
6.4.F.	1	2020	Waste Auditing					68	
6.4.C.	1	2021	Electric Vehicle	$ 55,000.00	$ 45,000.00	$ 10,000.00	$ 55,000.00	6	$ 9,166.67
6.4.C.	1	2021	Electric Vehicle	$ 55,000.00	$ 45,000.00	$ 10,000.00	$ 55,000.00	6	$ 9,166.67
6.4.C.	1	2021	Electric Vehicle	$ 55,000.00	$ 45,000.00	$ 10,000.00	$ 55,000.00	6	$ 9,166.67
6.4.C.	1	2021	Electric Vehicle	$ 55,000.00	$ 45,000.00	$ 10,000.00	$ 55,000.00	6	$ 9,166.67
6.4.D.	1	2021	Staff Carpooling					10	
6.2.G.	1	2021	Cable Heights Water Station	$ 122,661.00		$ (106,623.00)	$ 16,038.00	25	$ 641.52
6.4.H.	1	2021	Building Tax Incentive					51	
6.1.C.	1	2022	Maintenance Building	$ 70,000.00		$ (40,000.00)	$ 30,000.00	2	$ 15,000.00
6.2.E.	1	2022	Crossroads Community Centre	$ 50,000.00		$ (25,000.00)	$ 25,000.00	8	$ 3,125.00
6.3.A.	1	2022	Waste Water Treatment					21	
6.2.D.	1	2023	Maintenance Building	$ 70,000.00		$ (40,000.00)	$ 30,000.00	15	$ 2,000.00
6.2.F.	1	2023	Altitude Valve C	$ 50,000.00		$ (30,944.00)	$ 19,056.00	4	$ 4,764.00
6.1.E.	1	2024	Electric Bus with T3					80	
6.1.F.	1	2026	Net Zero Town Centre	$ 400,000.00		$ (350,000.00)	$ 50,000.00	79	$ 632.91
6.4.G.	1	2026	Future Buildings Policy					46	
Total				**$2,023,086.00**		**$(1,660,957.00)**	**$ 427,129.00**	**573**	

Final advice for developing a Community Energy Plan in your community:

Ensure that you take inventory of the work that has already been done in your community as well as the types of groups that already work within the municipality. Many strategies and plans already existed in Stratford and helped contribute to the creation of Stratford's Community Energy Plan. There were many volunteer hours required for the development of Stratford's Community Energy Plan and utilizing people from existing community groups was essential to creating a firm volunteer base.