

Community Renewable Energy Strategy May 2008

Energy Conference (Innovation Centre and EDC)

- a. Identify Audience
- b. Provide information, i.e. current projects, findings of Labour Force Analysis
- c. Trade show - draw outside companies to share wares

Conservation - Conservation and Demand Management

Develop a comprehensive public awareness campaign on building a conservation-minded society in SSM that focuses on inspiring action and results

- 1. Develop a Public Education and Awareness Campaign (City and PUC)
 - a. Determine lead and resources required (1 F-T staff)
 - b. Build on previous successful campaigns
 - c. Develop simple consistent message(s) and tag line
 - d. Institute a conservation challenge - i.e. 5% reduction in 2008
 - e. Develop an Awards program
- 3. Implement LEAD Program - incentives for Green Development (Sault College)
 - a. Develop new program - education certification for developers and builders through Building Trades program
 - b. Implement incentive programs e.g. potential tax reductions, negotiate mortgage reductions
- 2. Develop a Youth Education Campaign (PUC)
 - a. Use Elementary Electrical Safety Program as a model
 - b. Build on PUC Conservation Education Program
 - c. Develop and implement a conservation education program in Gr. 5-6 and integrate into environmental studies
 - d. Institute a Challenge - e.g. 5% reduction in energy use

Technology

Invent, design, construct and support the expansion and growth of green technologies in SSM

- 1. Co-gen Plant - Biomass Fuel (St. Marys Paper - Cogen and SITTM - bio-fuels)
 - a. Private Sector Champion
 - b. PUC study - waste water/heat
 - c. Feasibility study: feedstock -- determine sustainability/capacity
 - d. Political policy change (MNR) Establishment of more co-gen projects in community
- 2. Value-added renewable energy technology manufacturing (bio-energy - Innovation Centre and seA)
 - a. Attract industry to area
 - b. Create a market in area
 - c. Attract manufacturers to community from an economic standpoint and livability
 - d. Incentive for local people to establish manufacturing opportunities
 - e. College education/training support to manufacturing and development opportunities
 - f. Other supporting industry (spin-off opportunities)
 - a. Develop pellet manufacturing facility
 - b. Identify most efficient technologies
 - c. Assess/evaluate their model
 - d. Set up exchange between two cities
- 3. Study and partner with other progressive communities (Finland & Ann Arbour)
 - a. Educate people on what is being produced/used locally
 - b. Government incentives for their implementation
 - c. Lobby for Government incentives for renewable energy producers
 - d. Partner with organizations (City/PUC) to implement and demonstrate benefits of renewable technology
 - e. Captain of Energy Production (energy czar) who promotes/evaluates new opportunities for energy reduction locally
- 4. Use renewable technology available in community now
 - i. Bio-diesel switchover vehicles
 - ii. Solar hot water
 - iii. Solar power generation (City and PUC)
 - a. 1¢ challenge to make big changes in community
 - b. MNR implement bio-fiber policy (through provincial politicians)
- 5. Pull together opportunities and support from government (MNR, Transportation)
 - a. Conservation targets
 - b. Meet Kyoto targets (one-tonne challenge)
 - c. Implement Master Plan faster (trails)
 - d. Sister city energy partnerships (Finland & Ann Arbour - use their framework and meet their targets)
- 6. City set proactive targets to give citizens incentive to go green (City)

Labour - Workforce Training and Development

Create education and training programs that promote the future development of the energy sector in SSM

- 1. Education/Awareness - identify skilled workers and trades (Sault College)
 - a. College and PUC to develop awareness workshops
 - b. Source other sponsor for awareness education through College and AUC
 - c. Develop series of workshops and report at energy conference
- 2. Develop new trade - Renewable Energy Technician (Sault College)
 - a. Seek provincial input with H of T, H of A
 - b. Seek Advisory Committee input
 - c. Commitment to develop courses in several program areas to raise issue of alternative energy
 - d. Partner with AWIC and MTCU for Algoma District Labour Analysis and focus survey on need for renewable energy technician
 - e. Conduct unbiased and thorough review of industry need in alternative energy HR
 - f. Determine if RET is required and what skills are needed and at what level