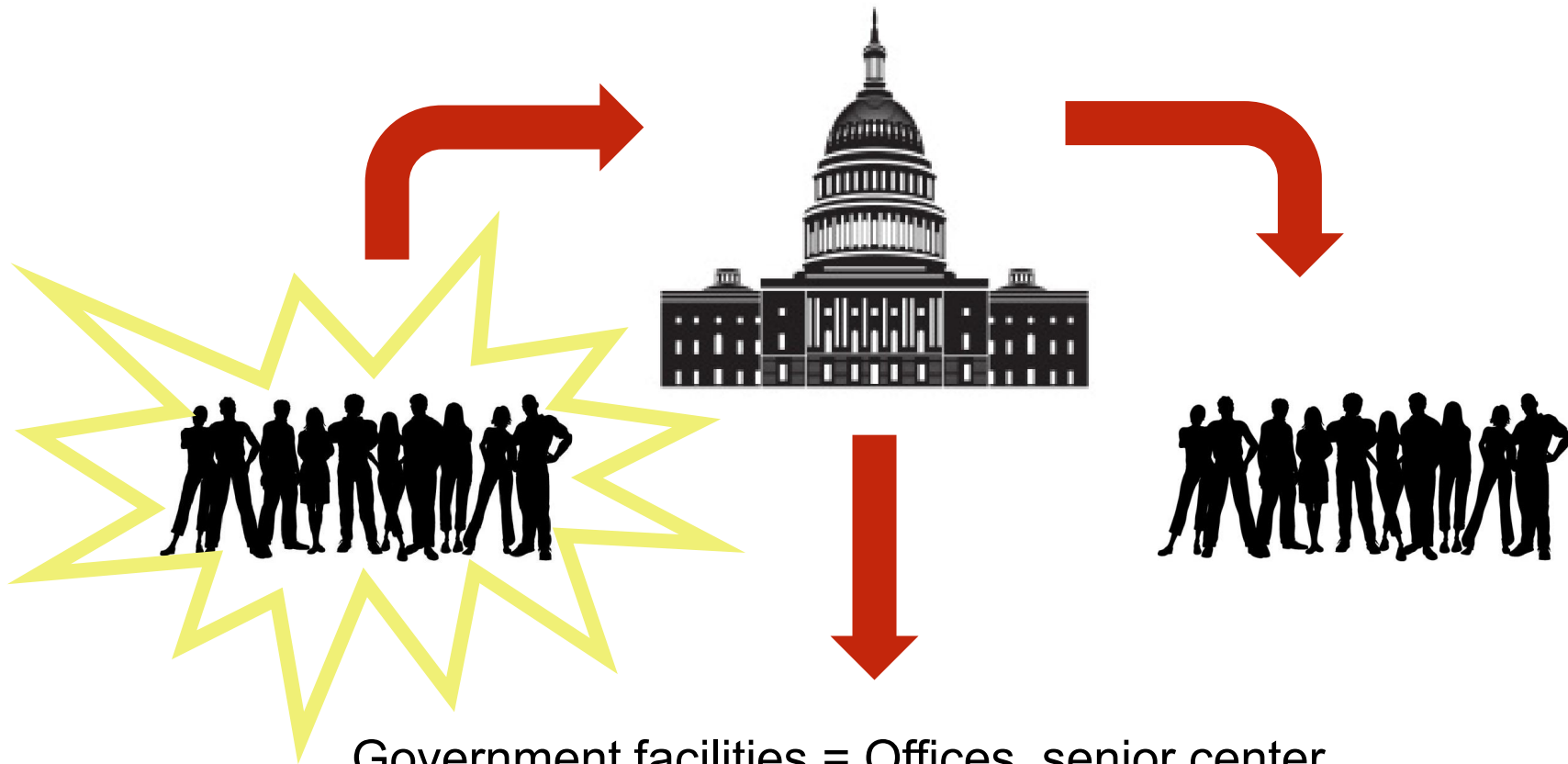


Engaging Local Governments to Prioritize Energy Efficiency and Climate Action Planning: Lessons from utility-government partnerships

Jen Loomis, PhD
Research Into Action, Inc.

Why partner with a local government?

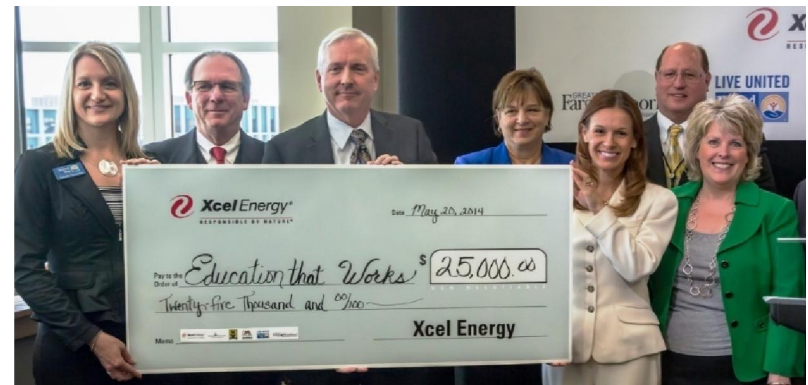


Government facilities = Offices, senior center, parking garages, community pools, golf courses, city hall, ballfields/parks, library, museum, etc.

How to motivate municipal staff

Partnership program design

- Competition
- Public recognition
- Financial incentives



Program support

- Technical
- Administrative



Conclusion

- Municipal staff are more motivated when:
 - There are milestones to achieve
 - They receive recognition for accomplishments
 - They receive support to help with projects



research > into > action^{inc}

Contact:

Jen.Loomis@researchintoaction.com