




PRESENTATION TO
MAUI COUNTY COUNCIL
EAR COMMITTEE

AUGUST 30, 2016



Electric Utilities

The Future Is Not | What It Used to Be

CONFERENCE + EXHIBITION Maui, Hawaii | March 26-28, 2014



L. Hunter Lovins President,
Natural Capitalism Solutions



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President & CEO,
Hawaiian Electric Industries Inc.



Hermina Morita
Chair,
Hawaii Public Utilities Commission




MAUI
ENERGY
Conference + Exhibition
March 25-27, 2015 | Maui Arts & Cultural Center

A FOCUS ON THE CUSTOMER





100% Renewable Energy in Hawaii:
It's No Longer A Matter of When



MPower Maui

An Energy Conversation



Goals

- To engage a cross section of the Maui Island community and bring their voices to this Energy Conference.
- To determine community perceptions, support, concerns, awareness of potential directions, and perceived impediments related to energy goals and utility strategies.



Challenges

- Preparation time
- Limited financial resources
- Complex topic
- Presenting neutral/objective info
- Design that works simultaneously with residents who know a lot about the topic and residents that don't





Decisions (based on interviews)

- Maui Island residents
- Small groups (12+/-)
- Go to participants
- Process that enables data collection
- “Brand” process
- Not “scientifically random” sample
- Utilize Maui Fair as starting point
- Provide “facts” and education
- Reach 400+/- residents in 5 weeks

Structure of Sessions (4 active components)

- Introductions (10 min)
- Conversation “kick-off” (10 min)
- **1. REFRESHER COURSE:** Review of energy terms, energy landscape (10 min)
- **2. PRIORITIZE CRITICAL ISSUES:** 24 cards, one issue per card; select 4 cards (most important); pair with neighbor, reduce 8 cards to 4; two pairs merge; reduce 8 cards to final 4 (25 min)
- **3. TRADEOFFS:** In pairs, complete sentences (“I would support... if...”), report (25 min)
- **4. MESSAGES:** Groups of 3, draft “messages” to government, utility, community; report (8 min)
- Wrap-up and questions (10 minutes)

Demographics

- 435 participants (in 5 weeks) in 90-minute sessions (8-15 people per session)
+ 1,477 County Fair survey respondents
- Reflective of Maui Island population (age/gender)
98% of participants were full-time residents
11% lived in Maui whole life; 44% more than 20 years
- Only 11% rated themselves as “knowledgeable” (well-informed) about energy issues

Participant Evaluation

“Mahalo.. I learned how little I know. You piqued my interest. I hope that government and the electric company listen to what we said.”

- 98 % were “actively engaged”
- 97% “felt heard”
- 90% “felt they learned something”
- 95% trusted the presenter and felt the session was objective





What We Learned ...

- **Cost** is biggest factor, but **environment** and **equity** also important considerations
- Definite preference for **PV**; **wind** generally accepted but a second choice
- Participants wary of **LNG**
- **Lack of knowledge** is a big issue (and information coming from “trusted” sources)
- **Choice** is important
- Recognition that these are big issues and require **collaboration**

WHAT is the CEDS (Comprehensive Economic Development Strategy)?

An economic roadmap to diversify and strengthen Maui County (and State of Hawaii)

“Where do we want to go?”
“How are we going to get there?”

WHY do we do it?

- To create a *locally-based*, strategy for economic development
- To create an environment for economic prosperity and *resiliency*
- To *qualify* for EDA funding

WHEN is it done?

- Every 5 years

WHAT is required?

- Strategy Committee
- Cluster Focus Groups
- SWOT analysis
- Economic update
- Vision Statement
- Goals, objectives and actions

business cluster. A network of connected businesses, suppliers, and associates in a specific field that are all located in the same geographical area.

2016 DRAFT
COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY
(excerpt from Energy Cluster)

GOAL 1

Support expansion of renewable energy including community-based options

Objective: Increase renewable energy penetration and provide customers with choice

GOAL 2

Increase energy efficiency and conservation and demand response efforts

Objective: Reduce consumption and the need for imported fossil fuels

GOAL 3

Reduce the cost of energy for business and the importation of energy fuels for electricity generation by 2045 through renewable energy using the most suitable technologies

Objective: Improve business competitiveness and meet State mandated targets for renewable energy