

PRESENTATION TO MAUI COUNTY COUNCIL EAR COMMITEE

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A FOCUS ON THE CUSTOMER













100% Renewable Energy in Hawaii:

It's No Longer A Matter of When



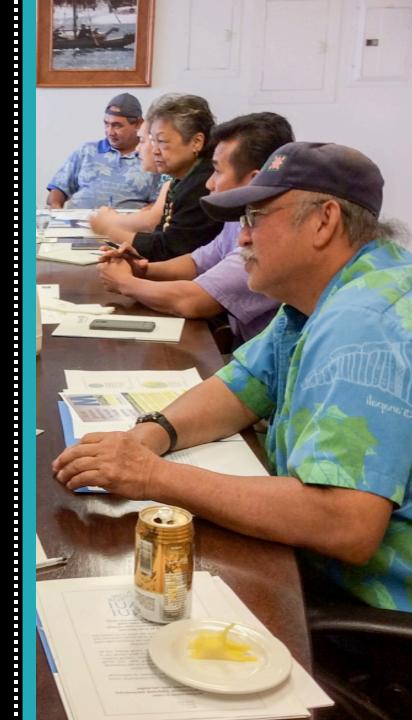
MPower Maui

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