



Western San Juan Community Energy Board
Meeting Minutes: February 14, 2012 @ 3:00 p.m.
Placerville Fire Station
Call-in Option: 218-936-7979, access code 394137

Attendees – Todd Brown (Telluride At-Large), Bob Risch (Mayor and EAC Ouray), Nina Kothe (EAC SM County, John Clark (Ridgway Town Council), Kim Wheels (TNCC), Chris Myers (Town Council Telluride), Brad Zaporski (SMPA), Ken Haynes (SMPA)

By Phone: Jen Coates (Town of Ridgway), Randy Barnes (Ophir EAC) – via phone

I. Completion of "Fostering Sustainable Behavior"* - Kim Wheels

Kim picked up where she left off last time. She covered:

- the reasons that current methods for fostering sustainable behaviors aren't more successful;
- the five-step process of Community-Based Social Marketing:
 - select behaviors to attempt to alter;
 - uncover the barriers & benefits to those behaviors;
 - develop strategies to minimize the barriers and maximize the benefits of modifying those behaviors;
 - develop a pilot program to test your strategy;
 - implement the strategy broadly & evaluate;
- 'branding' is very important; create a cohesive, recognizable set of tools and resources

II. Development of programs to modify government staff energy use behavior.

- Kim & Nina discussed the DOE webinar they recently participated in.
- There was some discussion of attempting to implement something of a 'pilot program' for the governmental entities of our region. The group had consensus that every entity would be interesting in coming up with some sort of energy-reduction program that could be implemented region-wide. Nina pointed out that an important initial concept is to "keep it simple".

III. Updates, etc.:

- Kim gave the group a bunch of updates on TNCC & GEO as well as quickly discussing the difference between the EcoAction and iCAST programs (the former is more focused on behaviors, while the latter is focused on physical upgrades).

*There is a "Fostering Sustainable Behavior" website that is chock-full of excellent resources.