



# **Clean Energy Resource Teams (CERTs)**

**January 2012-June 2013**

**September 30, 2013**

## **A CERTs Clean Energy Haiku**

Clean energy work  
CERTs thanks you for your support  
Result shown within

# CERTs: Minnesotans Building a Clean Energy Future

## The CERTs Mission

The Clean Energy Resource Teams—or CERTs—are a statewide partnership with a shared mission to connect individuals and their communities to the resources they need to identify and implement community-based clean energy projects.

We empower communities and their members to adopt energy conservation, energy efficiency, and renewable energy technologies and practices for their homes, businesses, and local institutions.



Northeast CERT in Mt. Iron, MN

## Structure

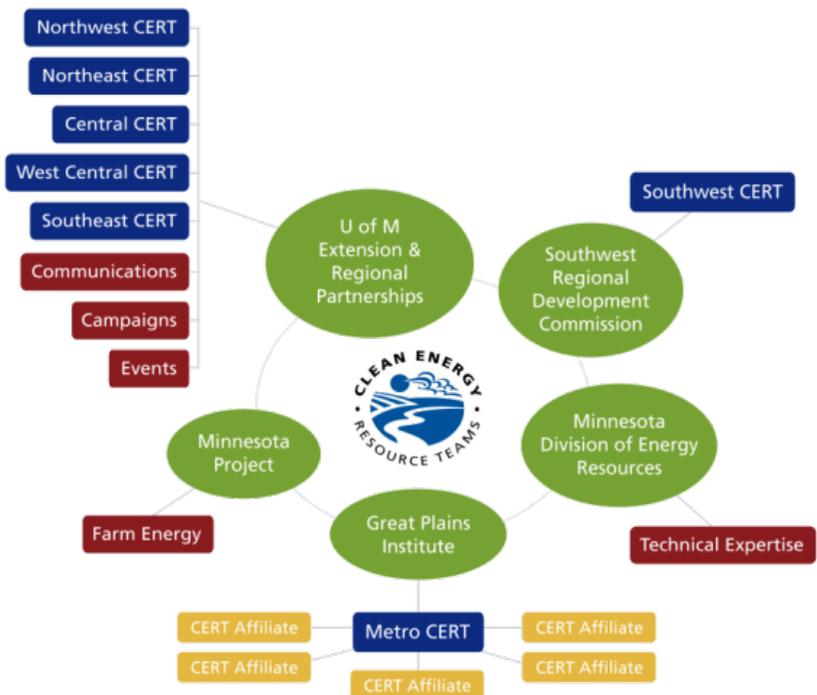
The CERTs partnership pulls together the following five entities:

- The Minnesota State Energy Office, part of the Minnesota Department of Commerce, Division of Energy Resources
- The University of Minnesota’s Regional Sustainable Development Partnerships (UM RSDP) and Extension
- The Southwest Regional Development Commission (SRDC)
- The Great Plains Institute
- The Minnesota Project

These five organizations leverage their own programming strengths, organizational missions, and community networks to make CERTs successful and well-grounded statewide throughout its seven regions.

The Division of Energy Resources brings its depth and breadth of knowledge to bear via technical expertise; the University of Minnesota Regional Sustainable Development Partnerships and Extension coordinate the Northwest, Northeast, Central, West Central and Southeast regions along with providing statewide program and partner

coordination; The Minnesota Project coordinates farm energy issues; the Southwest Regional Development Commission coordinates the Southwest region; and Great Plains Institute coordinates the Metro region (this transition occurred on July 1, 2013; Metro CERT was hosted at Eureka Recycling during the reporting period).



## What CERTs Does

The core of CERTs' efforts is carried out in and with communities around the State. From seed grants to campaigns to educational forums, all of the CERTs work is place- and people-based. Overall, CERTs:

- Works to advance projects identified as priorities by our regional teams (see more on current regional efforts below)
- Offers tools for energy efficiency implementation through campaigns
- Helps people learn about and implement solar, wind, geothermal, and biomass projects
- Shares successes and lessons learned on our MN Energy Stories Blog
- Connects individuals and organizations to clean energy financing tools and incentives
- Provides limited financial assistance to projects through Seed Grants
- Supports local government clean energy work through the Minnesota GreenStep Cities program and beyond

## How CERTs Works

Our approach is one of pragmatism and cooperation. We work via seven regional teams that span Minnesota. These teams are made up of a diverse mix of people – individuals, small business owners, farmers, local utility representatives, members of environmental groups, educators, and local government representatives – who have diverse backgrounds, skill-sets and perspectives, yet find common cause in working on clean energy projects.

Each team is guided by a local Steering Committee (Appendix A) that sets regional priorities, identifies emerging energy issues and opportunities, directs seed grant funding, and serves as a community and technical resource for its region. Each region is also staffed by a Regional Coordinator, who works directly with their Steering Committee and the communities in his/her region. All of the regions are supported by a statewide staff that helps with strategy, partnership building, events, communications, campaigns, metrics, and evaluation (see Appendix B for all CERT staff and partners).



*CERTs Regional Coordinators at 2013  
CERTs Conference in St. Cloud, MN*

## CERT Regional Efforts

CERTs has a statewide impact through the relationships that have been built over the last 10 years working in and across each region. Priorities set by regional teams drive our work in each region and across the State. Examples of these regional efforts – carried out by Regional Coordinators – are described below.

**Central:** Central CERT Regional Coordinator, Sarah Hayden, have been active in assisting a number of farm and rural small business projects. Part of this work has included completing the farm energy auditor training program so as to serve as a resource to Central Region farmers. Sarah has also assisted three projects with Rural Energy for America Program funding applications – including the “Toasty Turkey Project” which seeks to pilot using transpired air technology at a local turkey farm.

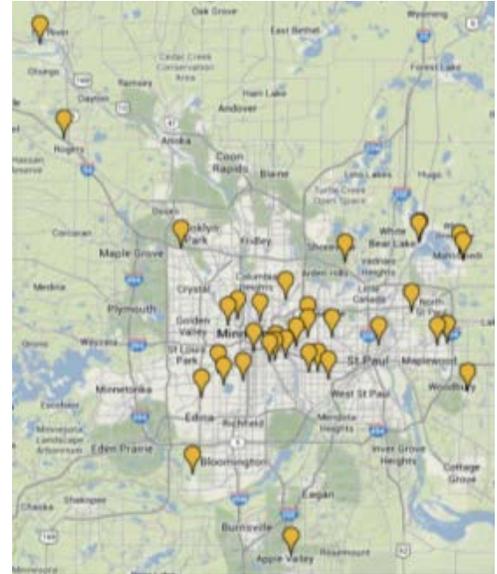
Sarah has also been connecting Crosby community leaders with resources about LED street lighting, electric vehicle (EV) charging stations and solar thermal hot water technologies.

**Metro:** The Metro CERT program is led by staff Diana McKeown and Trevor Drake. The two have been busy broadening the Metro CERT network over the past two years with work on a variety of programming areas.

On the energy efficiency front, Metro CERT partnered with several utilities on specific programs including assisting the Shakopee Municipal Utility with selection of residential participants for their Smart Home project and working with the Director of Energy Utilities for the City of North St. Paul to host a residential energy efficiency workshop. Diana and Trevor have also supported small business efforts to reduce energy use including developing an online tool with a step-by-step process for assessing, measuring and reducing energy use.

Since 2012, Metro CERT has developed a number of additional solar resources – including a solar workshop series that engaged nearly 700 attendees from 10 communities including Maplewood, Falcon Heights, Woodbury, Mahtomedi, Minneapolis and Rosemount.

Metro CERT also coordinates the Minnesota GreenStep Cities outreach in the Metro region. Metro CERT now has 34 affiliates or community partners—see map to the right and visit <http://mncerts.org/metro-cert-affiliate-network> to see affiliates.



**Northeast:** Over the past eighteen months, NE CERT Regional Coordinator Bill Middlefehldt has continued to work with two communities on advancing their biomass district heating projects: Ely and its Ely Alternative Energy Task Force and Grand Marais via both City staff and the Cook County Local Energy Project. Both of these efforts have made tremendous progress in the past year and are now working to secure project funding to implement their plans. Bill continues to assist them in this phase of their work and to work on creative strategies for using existing financing tools – like the State’s Guaranteed Energy Savings Program – to meet their needs.

Bill has also continued to provide support for Victus Farm in Silver Bay, clean energy work on the Iron Range, and several efforts in Duluth including producing a cable show focused on Energy with the City of Duluth.

**Northwest:** NW CERT Regional Coordinator Chris May kick-started work on several regional efforts in 2013 including a stronger focus on the Region’s biomass resources and related industries. This focus has led to strong connections with local industry leaders and greater attention to the opportunities to utilize small scale biomass heating systems.

NW CERT has also continued to advance connections and collaborations amongst colleges and universities around the Region. This spring, with CERTs assistance, the University of Minnesota Crookston (UMC) was able to take a project piloted by Bemidji State University (BSU) and replicate it at UMC campus.

Chris also continues to make connections between local energy and local food production by partnering with the Northwest Regional Partnership to share lessons learned about utilizing renewable energy for supplemental heat in greenhouses.

**Southeast:** Michelle Palm, SE CERT Regional Coordinator, has been working across the region to advance local projects including partnering with community members in Austin as they advance their GreenStep Cities work and fostering a stronger connection to the Region Nine Renewable Energy Task Force.

Michelle has also partnered with several Steering Committee members to host two Small Business & Non-Profit Outreach events. These events, held in Mankato and Winona, have served as an opportunity for small businesses and non-profits, as well as schools and cities, to learn about what opportunities are already

available, cost-efficient and/or free to save money and energy. SE CERT plans to compile a resource guide that other cities can take and share with their own local business groups to help ease the energy efficiency adoption process.

**Southwest:** The SW CERT Region is led by Coordinator Annette Bair of the Southwest Regional Development Commission (SRDC) with additional assistance from Drew Hage. In recent months, they have been working to advance local government energy efficiency efforts, connect community members with more information about solar, and advance local farm energy efficiency efforts.

The biggest news from the region, though, is the soon to be announced Property Assessed Clean Energy (PACE) clean energy project. SRDC is looking to be the third entity in Minnesota to offer PACE financing, but the very first to offer it at a regional level. This financing tool enables financing for business and commercial energy efficiency and improvements and renewable energy projects and would allow local government units to draw on SRDC's skills and expertise to administer the program.

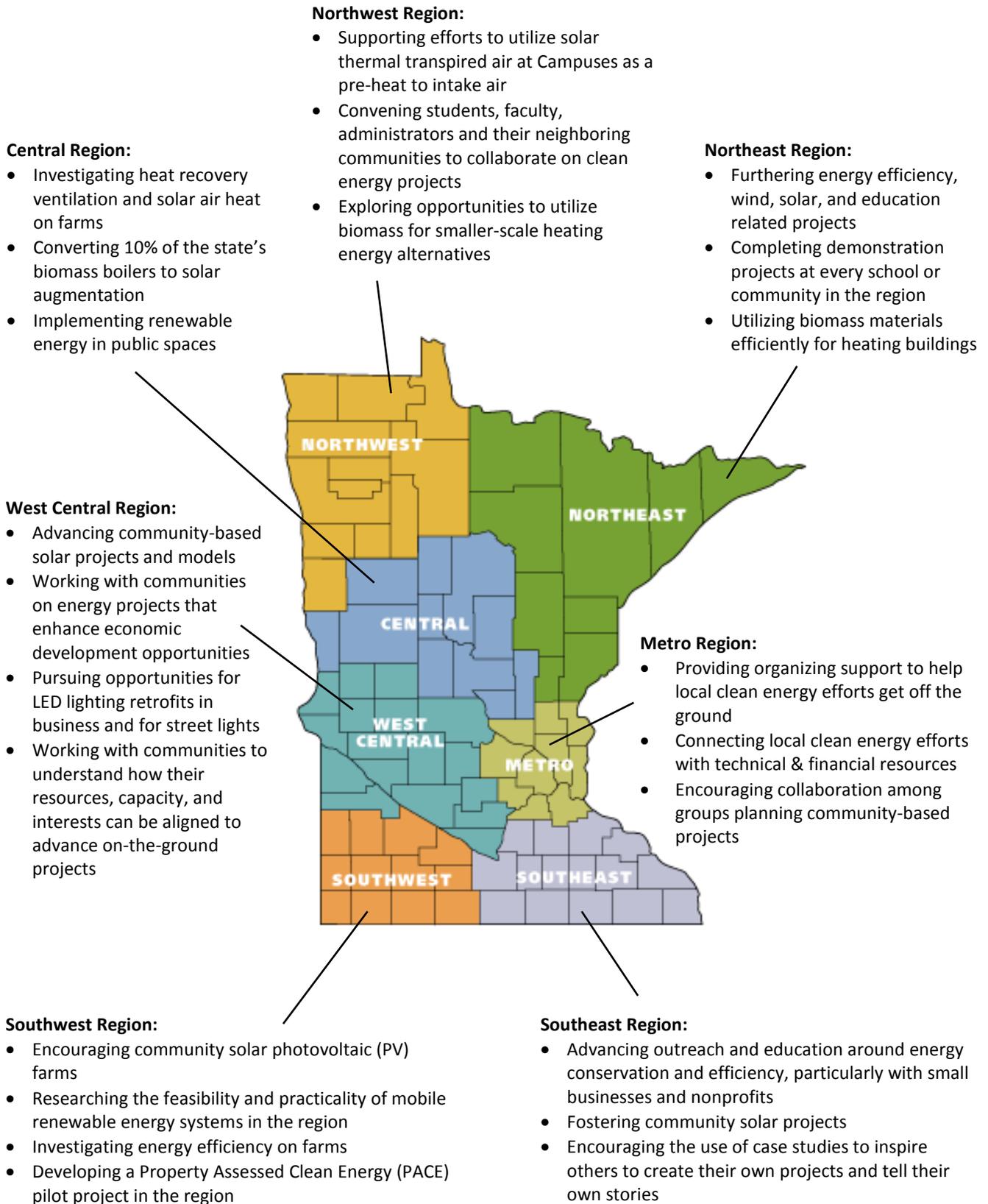
**West Central:** WC CERT Regional Coordinator, Jeff Vetsch, continues to be active in the Youth Energy Summit (YES!) program that provides a unique opportunity for students to learn by engaging directly in community efforts that lead to dramatic demonstrations of renewable energy technology and conservation practices.

Jeff also continues to work on cultivating clean-energy focused economic development throughout the region by supporting local businesses with energy efficiency projects and encouraging local entrepreneurs. For example:

- Jeff is working with Minnesota Street Market, a non-profit food cooperative in St. Joseph, MN, to prioritize their energy efficiency measures and then advance those best bet energy saving options.
- He is also helping entrepreneurs from Montevideo and Willmar access technical and financial resources to launch their clean energy venture.

## Summary of CERT Regional Efforts

Current programming priorities by region are shown on the figure below. To learn more about Regional activities, visit: <http://mncerts.org/regions>.



## Program Outcomes:

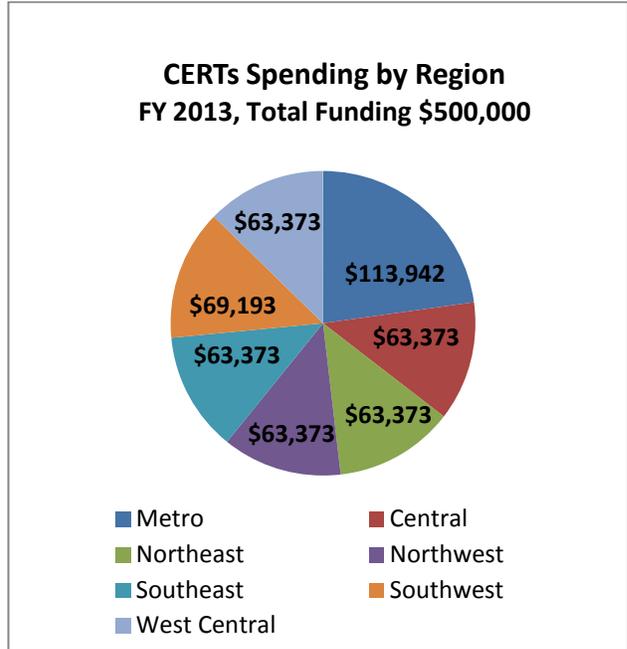
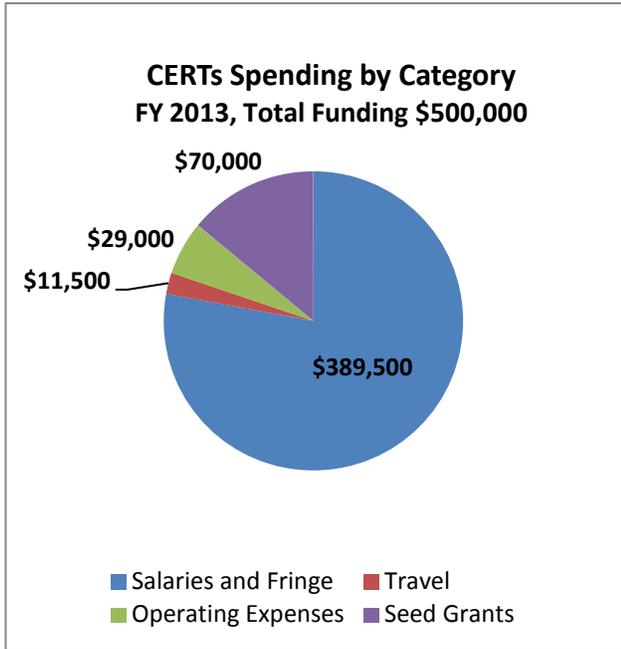
To integrate CERTs work around the State, CERTs aligns its programming and documents its success within three major categories: learn, connect and act. CERTs' efforts within each of these categories are described in the CERTs Programming Details section below. In brief:

- **Learn** describes the variety of work CERTs does to help Minnesotans understand their clean energy options, identify project models, and see the range of projects underway around the State. One measure of this work is the number of stories we wrote about Minnesota clean energy projects: 377 between January 2012 and August 2013. Another measure of our efforts is the number of utilities that adopted our Right Light Guide as their own: 94.
- **Connect** frames the work CERTs does via events, conferences, presentations, workshops and tours. Over the reporting period, CERTs has connected with 8,000 people via these gatherings, which are key to engaging new audiences and fostering community networks and collaborations. The value of CERTs' clean energy relationships are highlighted in a few testimonials in Appendix C.
- **Act** describes the work CERTs does to spur Minnesotans to take clean energy action. Overall, CERTs programming saved or offset 24.5 billion BTUs of energy as summarized below, which is equivalent to heating 307 Minnesota homes for an entire winter.

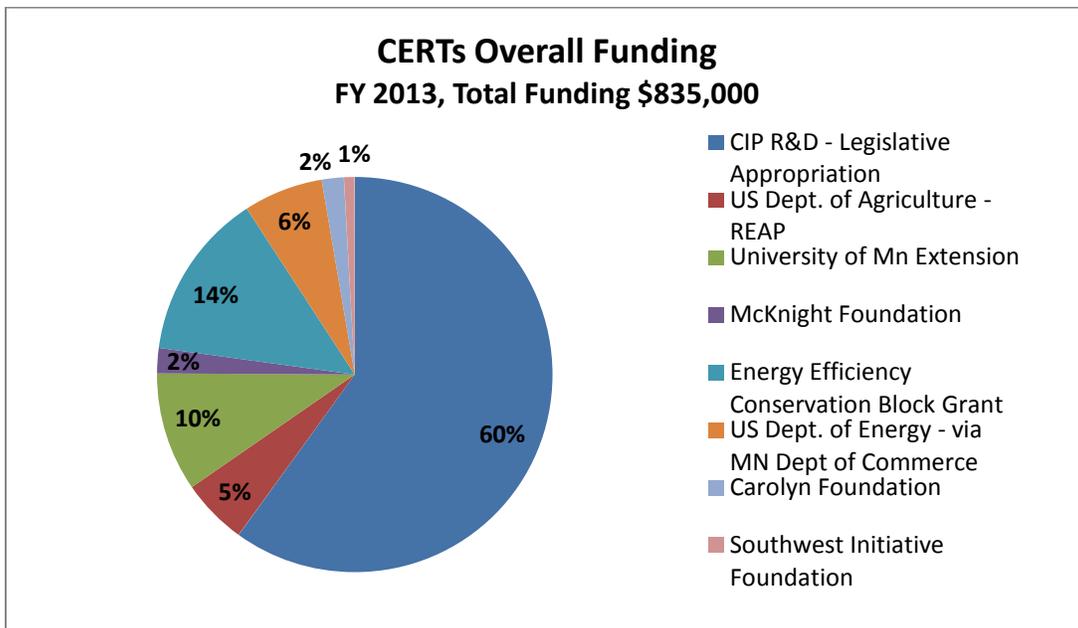
Type	Program Description	BTUs Saved/Offset
Agriculture Program	<b>Spur quantifiable, on-the-ground action and build our network with the farming community.</b> The Minnesota Project received a Conservation and Applied Research and Development grant to cost share LED lighting projects with 12 farmers to retrofit lighting with LED technology.	1.17 billion
CERTified Campaign	<b>Provide Minnesotans with clear and actionable ways to implement quantifiable energy efficiency efforts in their communities.</b> CERTs held the Family Energy Face-off, where two families strived for the greatest energy savings in their own homes and encouraged others to do the same between. CERTs held the Make A Splash program to offer discount pricing on water- and energy-saving pre-rinse spray valves and faucet aerators.	6.59 billion
Collaborated Campaign	<b>Promote partnering organizations' energy actions.</b> CERTs partnered with the Recycling Association of Minnesota to run the Recycle Your Holidays campaign during two holiday seasons. Over 360,000 pounds of electrical cordage from holiday lights were collected and LED holiday lights were promoted.	10.97 billion
Project Intensive Technical Assistance	<b>Provide value to communities on clean energy and builds strategic relationships and collaborations in order to help move projects forward.</b> CERTs assisted the City of Fulda to pursue a lighting audit, which led to lighting retrofits in four buildings. CERTs assisted Bemidji State University when planning upgrades to one of their commercial kitchens by performing the calculations necessary to propose and later receive an Energy Efficiency Conservation Block Grant.	72 million
Seed Grants	<b>Spur on-the-ground projects and reach new audiences by engaging a range of people in community-energy action.</b> CERTs funded 54 projects across the state for a total of \$140,000 dollars through two seed grant funding rounds. These projects included 1 new renewable energy sources, 8 renewable energy projects replacing existing energy use, and 12 energy efficiency projects.	3.19 billion
Utility Support	<b>Cultivate partnerships with gas and electric utilities by spurring on-the-ground, quantifiable energy actions that complement their programs.</b> CERTs helped promote Minnesota Energy Resources' free water and energy savings kit program, which resulted in distributing 341kits and saving 24,200 therms.	2.46 billion
<b>Total CERTs Program Savings</b>		<b>24.5 billion</b>

**Allocation of Legislative Funding Resources:**

In total, CERTs is comprised of a staff of 16 who account for 11.5 full time employees (FTE), 8 FTE of whom are paid via our legislative allocation. As referenced above, staffs are based across CERT partner organizations and across all seven regions. CERTs spending, by budget category and by region, is shown below. Given the nature of CERTs work, these staffs are critical to carrying out CERTs clean energy work across the State and thus represent the largest share of CERTs spending. The second largest component of spending is local seed grants. Seed grant recipients for the fiscal year 2013 round leveraged over \$1.5 million through other funding sources to put toward their projects.



CERTs has been able to utilize the Legislatively allocated dollars to leverage additional resources from other sources. For fiscal year 2013 CERTs was able to leverage an additional \$335,000 to support its work.



## Looking Ahead

CERTs is grateful for the support the Legislature has directed to and invested in its work. In the years ahead, CERTs will continue to work on priorities that align with the Conservation Improvement Program Research and Development Fund's purpose of advancing strategies that maximize energy savings and improve the effectiveness of energy conservation programs. CERTs shall do this by focusing its programming on addressing Regional needs and opportunities and capitalizing on strategic partnerships.

Core areas of focus will include:

- Spurring on-the-ground projects through one-on-one assistance, seed grants and targeted projects in each region as identified through the CERTs 2013 Conference
- Working with utilities across Minnesota to help them maximize their energy savings in alignment with their Conservation Improvement Program (CIP) goals
- Continuing to provide research-based educational outreach via forums, tours and other clean energy-related events
- Delivering unique energy efficiency programming through our CERTified Campaigns
- Supporting research, innovation and local jobs with our seed grants
- Supporting Minnesota solar projects; CERTs will provide supporting materials and educational outreach to help broaden solar project implementation
- Identifying and implementing energy efficiency projects in the public sector through the Guaranteed Energy Savings Program (GESp)

The subsequent section and Appendices provide additional programming details and documentation of CERTs' work.

# CERTs Programming in Detail: January 2012-June 2013

This section highlights CERTs' accomplishments organized under the headers of LEARN, CONNECT, ACT— three ways in which communities and individuals can move toward a clean energy future.



**LEARN: Wondering where to start? CERTs creates and compiles resources to help.**

## LEARN: Right Light Guide

CERTs developed a guide to general use light bulbs based on research and information from partners that was first released in February 2012. The CERTs Right Light Guide illuminates the main differences between the types of bulbs available, how the brightness of light bulbs correlates to energy use (watts) of various bulb types, and how to read the new Lighting Facts labels found on most light bulb packaging. CERTs also wanted to bring awareness to the cost of replacement through the cost comparison chart in the lighting guide, since such considerations become more important with the longer lifetimes of newer, more efficient lighting options. The Right Light Guide directs users to a suite of resources on the CERTs website, including compact fluorescent light (CFL) bulb recycling options, links to lighting resources, and an email help line. CERTs has partnered with 94 utilities to customize the Right Light Guide for use with their customers.



## LEARN: Case Studies

During the reporting period, over 40 new case studies have been written by CERTs staff about energy efficiency and renewable energy projects in Minnesota. Many of the projects received support from CERTs, some of them through Seed Grants. These case studies are typically two pages long and give a succinct overview of the project, what it accomplished, lessons learned, and contact information of the project leader so that other communities can seek advice if they are interested in doing something similar. Read case studies at <http://casestudies.mncerts.org>.



## LEARN: MN Energy Stories Blog & Weekly Email Digest

The MN Energy Stories Blog is the primary platform CERTs uses to disseminate Minnesota energy efficiency and renewable energy stories and other news and opportunities to CERTs supporters, members, and the media. The blog was renamed from the 'Get Answers Blog' in January 2012 with a goal of publishing a story a day for the year. In total, 217 stories were published in 2012, and over 160 stories were written between January and August, 2013. Email subscribers and the media receive a weekly digest of MN Energy Stories via email. Every month select stories are also published to Cleantecnica.com, a national clean energy blog. You can see the blog at <http://blog.mncerts.org>.



## LEARN: Farm Energy Efficiency

On some level, everyone is connected to agriculture. This simple fact is at the heart of KSMQ's local series, Farm Connections, now in its fifth season. Joel Haskard and Fritz Ebinger with the Clean Energy Resource Teams joined Farm Connections host Dan Hoffman and other guests to highlight energy efficiency innovations and opportunities on Minnesota farms. See the video here: <http://bit.ly/turkeyvid>.

### **LEARN: Delivered Fuels**

Local governments use a variety of fuels to heat their buildings. Natural gas is often the affordable option. Unfortunately, many rural communities do not have access to natural gas lines. The homes, businesses, and government buildings in these communities often rely on delivered fuels in the form of propane or fuel oil. Over the last decade, the prices of these fuels have moved upward with the price of oil.

CERTs partnered with the Center for Rural Policy & Development in St. Peter, MN, to highlight ways that communities—and local governments in particular—can save on their energy costs. Currently in draft form, the “Energy Savings Options for Local Governments” study highlights options for local governments to consider, including energy efficiency and renewable energy technologies including biomass and solar thermal.

### **LEARN: Farm Energy Auditor Training**

Clean Energy Resource Team Member, The Minnesota Project, created Minnesota’s only online and on-the-farm training program to build a corps of farm energy auditors. The program provides professional instruction on identifying on-farm energy savings opportunities and provides tools to farmers to make improvements, capture rebate incentives, and lower production costs for a healthy bottom line. Over 20 Farm Energy Auditors have been trained to serve farmers and rural electric cooperatives across the State. You can learn more and find information here: <http://bit.ly/tmp-farm>.

### **LEARN: Highlighting EECBG Successes with the Local Government Energy Action Story Series**

In total, Minnesota implemented 165 Energy Efficiency and Conservation Block Grant (EECBG) funded projects, contributing to the renovation and retrofitting of 260 local government buildings between 2009 and 2012. To capture the impacts of the projects, CERTs teamed up with the Minnesota Department of Commerce (Commerce), Division of Energy Resources (DER) to document and tell the story of projects from around the state. In fall of 2012, CERTs launched a year-long series called Local Government Energy Action. The series documents nearly 50 of these energy efficiency efforts and the tangible results they produced in hopes of inspiring others to take their own actions toward energy efficiency. One can see the series and read stories at <http://govtaction.mncerts.org>.



### **LEARN: Website**

The CERTs website at <http://www.cleanenergyresourceteams.org> is a well-utilized way to learn about clean energy: from January 1, 2012 to June 30, 2013 a total of 73,854 people visited the CERTs website, accounting for 108,571 visits and 254,653 pages viewed. These numbers make for a 20% growth in our website audience from the previous period.

### **LEARN: Educational Videos**

CERTs publishes occasional videos to the CERT website, YouTube, and Blip.tv that help people see energy efficiency and clean energy in action and learn from leaders in Minnesota. One such effort is Clean Energy Superheroes, launched in the summer of 2011. Clean Energy Superheroes are fun, 2-3 minute videos that highlight seemingly ordinary people doing amazing things to help build our clean energy future! Another effort is CERTs CONNECT, a video series that lets CERTs followers know how they can get involved, take action, and spread the word. Other videos support CERTified campaigns, events, and programs. See videos at <http://www.youtube.com/mncerts>.





**CONNECT: Want to build your network to support a clean energy effort? CERTs provides a range of opportunities to make those connections.**

In total, CERTs reached over 8,000 individuals through events, meetings, workshops, and speaking engagements during the reporting period.

### **CONNECT: Regional Meetings & Presentations**

CERTs hosted a total of 50 Regional meetings, networking events, workshops and tours across all seven regions that attracted over 2,400 participants.

These meetings ranged from touring Northwest Manufacturing in Red Lake Falls to hosting a lessons learned forum with past seed grant recipients at Cascade Meadow in Rochester. All events are posted to CERTs' event page: <http://www.cleanenergyresourceteams.org/events>.



*SW CERT tour of solar array in Slayton, MN*

In addition to the events CERTs hosted, staff from all of the partner organizations and regions presented at an estimated 80 additional events with audiences totaling over 5,000 people.

### **CONNECT: 2013 CERTs Conference**

The 2013 CERTs Conference, *Community-Driven Clean Energy*, was held on February 20-21 in Saint Cloud, Minnesota. CERTs 2013 was an exploration and celebration of successful energy efficiency and renewable energy projects, and a coming together of hundreds of people working to create a clean energy future in their communities and beyond. The Conference is the largest event CERTs hosts every biennium and this year – the 5<sup>th</sup> CERTs Conference – attracted nearly 500 people, 81 sponsors and 65 exhibitors.



New this year, CERTs gathered attendees by region for project planning sessions as a means of kick-starting additional on-the-ground projects. Thirty-two new community clean energy projects emerged from the conference and CERTs staff are now working with small teams that organized around these projects with the aim of moving these projects to completion by the CERTs 2015 Conference. To see the full agenda, learn more about the 32 projects, and download presentations from the 2013 CERTs conference, please visit: <http://2013.mncerts.org>.

### **CONNECT: Clean Energy Project Builder**

The Clean Energy Project Builder (formerly REDI Resources) is an online directory that enables people to find companies that can help them plan, implement, and manage their clean energy projects. It's also a great place to learn more about companies serving the solar and wind energy industries in Minnesota and the Upper Midwest. See the website at <http://theCleanEnergyBuilder.com>.



### CONNECT: SolarWorks in Minnesota Workshop Series

The Metro region launched a series of solar workshops in the fall of 2011 with support from the Carolyn Foundation. There were a total of 12 workshops in 10 communities (Maplewood, Oakdale, Falcon Heights, Woodbury, St. Cloud, Mahtomedi, Saint Paul, Minneapolis, Rosemount, Edina) with nearly 700 attendees. Workshops began with a presentation that described the different solar technologies and provided tips about how to choose the right solar application for the circumstance. Each workshop also had a panel with local residents who had a solar array on either their home or business. Workshops ended with a resource fair that allowed participants to get information about energy audits and additional solar information.

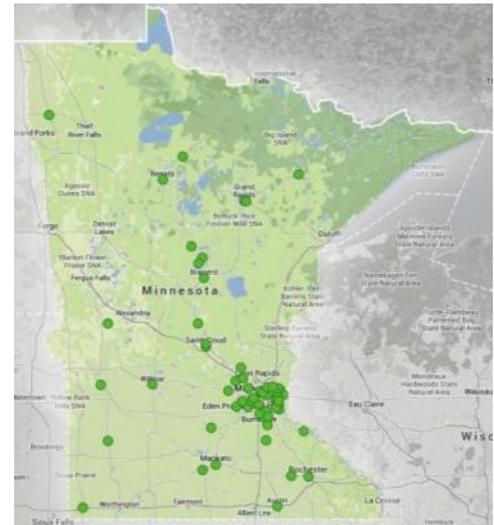


### CONNECT: GreenStep Cities



Minnesota GreenStep Cities is a voluntary challenge, assistance and recognition program that helps cities achieve their sustainability goals through implementation of 28 best practices. The program officially launched in June 2010 and currently has 57 cities who have signed resolutions to join the program (see map).

CERT Regional Coordinators and Steering Committee members, staff from GreenStep Steering Committee organizations, and staff from the UM Regional Sustainable Development Partnerships have all worked with Cities to help them better understand the program and its value. Cities achieve Step One recognition by passing a resolution to become a GreenStep City. Step Two-designated cities have implemented up to eight of the program's best practices, and Step Three-designated cities have implemented up to 16 of the best practices.



As a partner of the GreenStep Cities program CERTs developed and facilitated workshops to support the energy-related best practices of the program. Workshop topics included support for energy benchmarking, solar, regional sustainability indicators, and energy efficient lighting. CERTs is currently developing the next set of workshops for 2013-2014.

In June 2013, participating cities were recognized for their progress in 2012-2013 by the League of Minnesota Cities at their annual conference. Cities achieved Step milestones as follows:

- Step One Cities: Brainerd, Columbia Heights, Lake Crystal, Maple Grove, North St. Paul, Saint Paul Park, Sauk Rapids, Shoreview, and Woodbury.
- Step Two Cities: Bemidji, Cottage Grove, Grand Rapids, Hoffman, La Prairie, Lake Elmo, Mahtomedi, Mankato, Marshall, North St. Paul, Oakdale, Red Wing, Sauk Rapids, Shoreview, White Bear Lake, Willmar, and Woodbury;
- Step Three Cities: Burnsville, Elk River, Hopkins, Maplewood, Newport, Rochester, and Woodbury.
- GreenStep Cities also recognized 28 cities that were honored at Step One or Step Two completion levels in 2011-12 and continue to work toward fulfillment of the next step.

The GreenStep Cities partnership was recognized with two Environmental Initiative awards in May of 2012. One award was in the Sustainable Communities category and one was Partnership of the Year. To learn more about this program and to see city-reported action detail on past and present accomplishments, visit:

<http://www.MnGreenStep.org>.

### **CONNECT: Minnesota Solar Challenge**

The Minnesota Solar Challenge was Department of Energy funded program led by the Minnesota Department of Commerce, Division of Energy resources. CERTs work under the program was aimed at working with local government units across Minnesota to help them implement best practices for permitting and zoning solar energy. CERTs conducted outreach to local government units to let them know about the free technical assistance available through the Minnesota Solar Challenge. Outreach efforts were geared toward elected and appointed officials, planners and zoning administrators, building and inspections administrators, sustainability staff. Twenty-one local government units received direct technical assistance through the effort. Another 59 participated through Regional Workshops hosted in Brainerd, Duluth, Rochester and St. Paul over winter 2012-2013.



### **CONNECT: Guaranteed Energy Savings Program (GESP)**

The Minnesota Department of Commerce, Division of Energy Resources launched the Guaranteed Energy Savings Program in 2012 to maximize job creation and operational cost savings through investment in public facilities with the goal of reducing aggregate energy consumption by 20 percent throughout all state agencies. GESP provides technical, contractual and financial assistance to state agencies, local government units, school districts, and institutions of higher learning that elect to implement energy efficiency and renewable energy improvements through Guaranteed Energy Savings Contracts. The State has negotiated master contracts with eleven Energy Services Companies (ESCOs) to allow local government units to access Energy Savings Performance Contracting Services via a Joint Powers Agreement with the Minnesota Department of Commerce.



CERTs' role in advancing this initiative is to connect local government units to the program; to help them understand how it works and why this might be an opportunity to help advance their own energy efficiency goals; and to support them as they evaluate next steps. CERTs kick-started this effort with a series of local government financing forums in Spring 2012 and is now working directly with communities in each Region to review their energy data and identify opportunities. To learn more about the program, visit: <http://mncerts.org/gesp>.

### **CONNECT: Minnesota High Tunnel Conference**

CERT partner, Fritz Ebinger of The Minnesota Project, connected with scores of greenhouse and high tunnel growers at the University of Minnesota Extension's annual High Tunnel Conference in Baxter, Minnesota. CERTs provided resources about greenhouse energy efficiency and the use of solar thermal and solar hot air to extend the growing season to increase production.

### **CONNECT: FarmFest 2012 and 2013**

CERTs and The Minnesota Project met with hundreds of farmers and agricultural professionals near Morgan, Minnesota to answer questions about farm energy efficiency and renewable energy applications in agriculture. CERTs provided answers and resources for producers interested in grain-drying efficiency, solar photovoltaics and small wind facilities.

### **CONNECT: Media Outreach & Coverage**

In the reporting period, CERTs sent out 50 press releases and media advisories, and placed over 200 published stories across Minnesota print, radio, television, and online media. These published stories are a key way that CERTs is able to share energy efficiency and renewable energy success stories with the general public and engage new audiences.

## CONNECT: Social Media

Over the reporting period, CERTs sustained its social media presence on Facebook, Twitter, Flickr, and YouTube, and expanded to LinkedIn and Pinterest. Currently, CERTs has more than 1,800 people who “Like” it on [Facebook](#), more than 1,175 people who follow our updates on [Twitter](#), 2,677 photos of clean energy action in Minnesota on [Flickr](#), and 85 videos by CERTs, our partners, and creative Minnesotans on [YouTube](#). CERTs has 245 participants in its group on [LinkedIn](#), with many more participating in conversions, and already has 32 followers to its newly launched [Pinterest](#) boards.



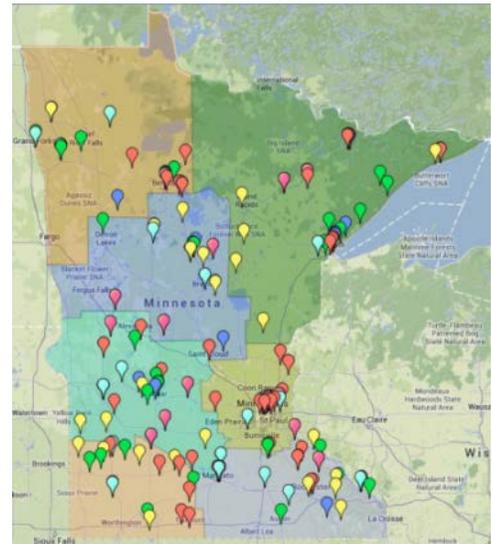
**ACT: Ready to take the leap on a project? CERTs tools can help jump-start your efforts.**

## ACT: Seed Grants

During the reporting period, CERTs funded community-based projects through two seed grant funding rounds. A map of the seed grant project locations show: 2006-2007 in dark blue, 2007 in green, 2008-2009 in yellow, 2010 in red, 2012 in light blue, and 2012-2013 in dark pink.

CERTs funded 27 projects in the 2012 Seed Grant Program for a total of \$70,000. These projects included:

- Three renewable energy projects producing 243 million BTUs that will displace approximately 8,000 kWh of electric energy, 2,300 gallons of propane, 400 gallons of gasoline (electric vehicle charged with solar electric), and 50 gallons of fuel oil. These three renewable energy projects will offset 265 million BTUs of energy that was previously needed for the same purposes, meaning the retrofitted systems are more efficient by 22 million BTUs or 8%.
- One project newly produces 23 million BTUs annually with renewable energy sources.
- Four energy efficiency projects are saving Minnesotans 1.3 billion BTUs and over \$18,000 in energy bills annually.
- Seven research-focused projects with impressive outcomes, one of which was an energy study of three ice arenas in East Grand Forks. The study concluded that energy savings of 60%, 3.6 billion BTUs, or \$86,000 annually is achievable through reasonable energy efficiency improvements.
- Twelve projects focused primarily on delivering resources and support to energy efficiency and renewable energy through education and outreach.



The 2012 seed grant projects involved 2,130 Minnesotans and reach over 62,000 people. Seed grant recipients leveraged nearly \$1 million through other funding sources to put toward their projects.

CERTs funded 27 projects in the 2012-2013 Seed Grant Program for a total of \$70,000. This round of projects included:

- Eleven projects that successfully implemented clean energy by incorporating renewable energy, energy efficiency, or both in the same project. Five of the eleven clean energy projects are producing 220 million BTUs of renewable energy, which will displace approximately 44,000 kWh of electric

energy and 770 gallons of propane. Eight of the eleven clean energy projects improved energy efficiency and are saving Minnesotans 1.38 billion BTUs and nearly \$22,700 in energy bills annually.

- Six research-focused projects, covering topics ranging from building a torrefied biomass industry to field testing heating, ventilation, and air-conditioning (HVAC) systems to identify inefficiencies, to conducting a community solar background study.
- Eight projects that focused primarily on energy efficiency and renewable energy education and/or outreach. One project educates middle and high school teachers on incorporating clean energy topics into their curricula, another provided outreach on how to make restaurants more energy efficient, and yet another overhauled a local economic development website to include local and relevant information about energy efficiency and renewable energy.

The 2012-2013 seed grant projects involved 887 Minnesotans and reach over 24,000 people. Seed grant recipients leveraged over \$1.5 million through other funding sources to put toward their projects.

### **ACT: CERTified Campaigns**

CERTified Campaigns continue to provide Minnesotans with clear and actionable ways to implement quantifiable energy efficiency efforts in their communities. CERTs hosted two large CERTified campaigns that resulted in 6.59 billion BTUs of energy saved over the reporting period (enough energy to power nearly 5,000 ENERGY STAR™ refrigerators for a year).

From Earth Day 2012 to Earth Day 2013, two Minnesota families and hundreds of their teammates competed in the Family Energy Face-Off. The families took actions to conserve energy and resources in their homes and invited others in their communities and networks to do the same.



Team captains included CERTs West Central Region Coordinator, Jeff Vetch, and Sustainability Coordinator for the University of Minnesota Morris, Troy Goodnough. The 364 participants took over 9,300 energy-saving actions and other conservation measures to contribute points to their team. The Face-Off participants are cumulatively saving nearly \$50,000 annually in energy bills as a result of actions claimed in the contest. To learn more about the competition, visit <http://faceoff.mncerts.org>.

The Make A Splash CERTified Campaign, providing deep discounts on pre-rinse spray valves, faucet aerators, and shower heads, was run for a second time from September 2012 to August 2013. By June 30, 2013, CERTs deployed 29 spray valves, 1,827 faucet aerators, and 70 showerheads to 32 participant homeowners, municipalities, schools, business owners and organizations. This energy- and water-efficient equipment is saving over 6 million gallons of water, 53,000 kWh of electrical energy, 27,700 therms of natural gas, and 1,370 gallons of fuel oil, and as a result Minnesotans are avoiding spending \$85,000 annually on water and energy bills.



### **ACT: Utility Collaborations**

Beyond utility representatives' expertise within our steering committees, CERTs continues to partner with and work closely on projects with our utility partners in the following ways:

- Over 90 utilities across Minnesota and Iowa have customized the Right Light Guide to provide to their customers so that they may make more informed decisions about residential lighting options.
- Partnering with the Minnesota Department of Commerce- Division of Energy Resources Conservation Improvement Program (CIP) staff, CERTs helped coordinate a forum for utility representatives across the state that helped share efficiency best practices and also familiarized them with recent updates to the Energy Savings Platform (ESP) so they can better document their CIP.

- Further highlighted utility best-practices in both the Minnesota Energy Stories blog as well as at the 2013 CERTs Conference.
- CERTs partnered with Minnesota Energy Resources (MER) on two promotions to increase distribution of their water conservation kits and promoted their 4U2 residential energy efficiency program state-wide.
- CERTs partnered with utilities during the Make A Splash CERTified Campaign. Minnesota Power and Comfort Systems became campaign co-sponsors in a Duluth-specific version of the campaign. CERTs and MER worked together to increase participation in the campaign by creating a bulk ordering process and MER notified all of its commercial customers of the opportunity via a postcard mailing.

### **ACT: LED Lighting for Poultry Farmers**

The Minnesota Project is currently working with 12 poultry producers across 17 barns to test pilot the use of LED agricultural lighting in their turkey and egg operations. This cost-share program is demonstrating LED lights as an energy cost-saving technology for Minnesota, the country's largest turkey-producing state. The Minnesota Project has over 2,200 LED lights installed and has saved poultry farmers over 340,000 kilowatt hours to lower their production costs and enhance profitability.

### **ACT: Dairy Producer Cooperatives and Energy Efficiency**

The Minnesota Project partnered with Hastings Cooperative Creamery Company under a Conservation Applied Research & Development grant to gauge the cooperative's energy footprint and benchmark for best energy practices on dairies. More than other farmers, milk producers tend to have high energy needs in light of the pumps, ventilation fans, and refrigeration needs for operating a dairy. In Year One of this program, The Minnesota Project developed a baseline technology survey and energy benchmarking tool from known best energy practices on dairies. By working with Hastings Creamery's field officers and milk haulers, The Minnesota Project was able to administer the survey and capture baseline data for every farmer in Hastings Creamery's Minnesota patronage. This baseline data was then compiled and analyzed to identify farms with energy efficiency needs and to then administer 30 farm energy audits. Year Two of the project will be dedicated to working with the dairy farmers, rural electric cooperative rebate programs, and equipment suppliers to install the recommended energy efficient technologies.

### **ACT: Rural Minnesota Solar Initiative**

CERTs will complete the Rural Minnesota Solar Initiative in September, 2013. This two year effort was funded by the USDA and the Rural Energy for America Program (REAP).

The overall goal of the initiative is to increase awareness and knowledge amongst Minnesota rural small businesses and agricultural producers about the benefits of and potential for applying solar energy to their operations, and then to support and assist them as they navigate through the steps toward solar project implementation. CERTs is on track to meet or surpass the following objectives of the initiative:

- *General project development assistance:* To engage 300 entities by hosting at least 12 events, forums, workshops, and/or webinars throughout Minnesota to engage targeted audiences and industries; provide information and case studies; and showcase demonstrations of solar energy applications on farms and rural small business.
- *One-on-one project development assistance:* To provide and document project development assistance to 140 entities (of the original 300) interested in pursuing or pursuing a solar energy project for their farm or rural small businesses operations.



- *Implemented projects:* To catalyze at least 35 entities (of the 140) toward implementation of a solar energy project for their farm or rural small business operation, meaning that 35 projects have dedicated significant funds toward the project, have begun technical planning, and/or have begun the preliminary construction.
- *Informational resources:* To develop a series of fact sheets for solar energy applications for farms and rural small businesses, as well as enhance CERTs present collection of information on solar energy technologies, case studies from Minnesota projects, decision-making tools to help entities identify whether and what type of solar technology might be right for their operations, and compiling other solar tools and resources into one central location on CERTs website.
- *On-going project evaluation:* To have tracked and documented outcomes throughout the entire project, including information about the entities to whom CERTs provided project development assistance, the type of assistance provided, and entities' advancement toward implementation of projects.

### ACT: Buildings, Benchmarks and Beyond (B3)

CERTs hosted a Minnesota GreenCorps member from October 2011-Sept 2013. Minnesota GreenCorps is an AmeriCorps program administered by the Minnesota Pollution Control Agency. GreenCorps member Sarah Steinman was assigned to serve at CERTs to provide technical assistance to local governments across Minnesota with the B3 Benchmarking tool. During her service, she has reached out to dozens of local governments, gathered data on behalf of several communities, and spoken at many events regarding B3. Key areas of success have included:



- Gathered data from utility companies, compiled data into templates and entered data into the online B3 Benchmarking database representing approximately 1.5 million new square feet of public building data across Minnesota now included in the B3 Benchmarking program. Assistance was provided for the Cities of Blackduck, Cannon Falls, Clara City, Edina, La Prairie, Pine River, Roseville, Victoria, Warren, and Worthington; and the Counties of Carver, Jackson and Redwood.
- Reached out to over 60 communities via personal emails and phone calls to promote the use of B3, provide resources, and offer technical assistance. This initial contact raised awareness of B3 and provided the groundwork for communities to move forward with B3 in the future.
- Presented at 6 CERTs events, including the 2013 CERTs Conference. These presentations provided an overview of the program as well as highlighted new features.
- Created resource material for future outreach and education regarding B3. Materials include factsheets, presentations, a recorded video webinar and a webpage hosted on the CERTs website where these resources can be found.

### ACT: Outcomes on Energy Savings

CERTs' action-oriented programming adds up to significant energy savings. Overall, CERTs programming saved or offset 24.5 billion BTUs of energy, which is equivalent to heating 307 Minnesota homes for an entire winter. The table below summarizes the energy savings of various CERTs programs, including:

- CERTified Campaigns provide Minnesotans with clear and actionable ways to implement quantifiable energy efficiency efforts in their communities.
- Collaborated campaigns promote partnering organizations' energy actions.
- Seed grants spur on-the-ground projects and reach new audiences by engaging a range of people in community-energy action.
- Utility support programs cultivate partnerships with gas and electric utilities by spurring on-the-ground, quantifiable energy actions that complement their programs.
- Agriculture programs through The Minnesota Project spur quantifiable, on-the-ground action and build our network with the farming community.
- Project intensive technical assistance provides value to communities on clean energy and builds strategic relationships and collaborations in order to help move projects forward.



*Ribbon cutting at Chisago Lakes Middle School in Lindstrom, MN*

Type	Program Description	BTUs Saved/Offset
<b>Collaborated Campaign</b>	<b>"Recycle Your Holidays" Holiday Lights Recycling Campaign 2011-2012:</b> CERTs partnered with the Recycling Association of Minnesota and collected 200,000 lbs of electrical cordage from holiday lights for recycling from across the state. LED holiday lights were also promoted. CERTs provided energy-savings research, metrics and web-based location-finder.	<b>6.35 billion</b>
<b>Project Intensive Technical Assistance</b>	<b>Lighting Retrofits in Fulda City Buildings:</b> CERTs noticed that the city had older lighting and suggested the city administrator consider a lighting audit from the Minnesota Center for Energy and Environment (CEE). CEE conducted a lighting audit and recommended upgrades in four buildings: City Hall, which includes the Council Room and Fire Hall, Police and Ambulance Building, City Maintenance Shop, and Water Treatment Plant. The city went forward with a lighting retrofit that will save them over \$1,500 annually on utility bills. The total project costs were \$8,800, but with a rebate of \$4,100 from Alliant Energy, payback is only 3-4 years.	<b>24 million</b>
<b>Project Intensive Technical Assistance</b>	<b>Bemidji State University (BSU) Food Service Project:</b> When planning upgrades to Hobson Memorial Union's commercial kitchen, the contractor requested CERTs involvement. CERTs calculated energy savings of the project to propose (and later receive) an Energy Efficiency Conservation Block Grant (EECBG). The project's significant energy savings were the result of replacing 4 old coolers with 2 new efficient models with more storage volume; installing Electronically Commutated Motor (ECM) motors on the coolers; installing LED lighting in the coolers instead of T8 fluorescents (saving on lighting and refrigeration); reducing air conditioning load by locating the condensing unit outdoors instead of indoors; and using night curtains to reduce energy loss when coolers are not in use.	<b>48 million</b>

Type	Program Description	BTUs Saved/Offset
Seed Grants	<b>2012 Seed Grant Program:</b> CERTs funded 27 projects across the state for a total of \$70,000 dollars. These projects included 1 new renewable energy source, 3 renewable energy projects replacing existing energy use (more efficiently, to boot!), and 4 energy efficiency projects.	<b>1.59 billion</b>
Agriculture Program	<b>LED Lighting for Poultry Applications:</b> The Minnesota Project (TMP) received a Conservation and Applied Research and Development (CARD) grant to cost share LED lighting projects with farmers to increase adoption of this technology in this sector, test the technology, understand the energy savings opportunities as a result of implementing this technology in poultry farming. TMP worked with 12 farmers to retrofit lighting with LED technology.	<b>1.17 billion</b>
Collaborated Campaign	<b>"Recycle Your Holidays" Holiday Lights Recycling Campaign 2012-2013:</b> CERTs partnered with the Recycling Association of Minnesota and collected 163,000 lbs of electrical cordage from holiday lights for recycling from across the state. LED holiday lights were also promoted.	<b>4.62 billion</b>
Utility Support	<b>Minnesota Energy Resources Water Conservation Kits I:</b> In January 2012, CERTs created and distributed a press release to all major media outlets in MER's service area to help promote their free water and energy savings kit program. In the six weeks following the media release, MER distributed 211 kits, which reduced natural gas use by 15,000 therms.	<b>1.53 billion</b>
CERTified Campaign	<b>Family Energy Face-Off 2012-2013:</b> Two families went head to head to see who could get the greatest energy savings in their own homes and encourage others to do the same between Earth Day of 2012 and Earth Day of 2013. Actions ranged from behavior-related such as shutting off lights to major projects like installing a renewable energy system.	<b>3.36 billion</b>
Utility Support	<b>Minnesota Energy Resources Water Conservation Kits II:</b> In April 2012, CERTs created and distributed a press release to all major media outlets in MER's service area to help promote their free water and energy savings kit program. In the six weeks following the media release, MER attributed the approximately 130 kits distributed during this period to CERTs' outreach. These kits are estimated to reduce natural gas use by 9,200 therms.	<b>922 million</b>
CERTified Campaign	<b>Vending Misers:</b> CERTs had 17 vending misers and 1 snack misers left over from the CERTified campaign in 2011. Devices were given to Minnesota K-12 schools for use on their machines.	<b>86 million</b>
CERTified Campaign	<b>"Make a Splash" Pre-Rinse Spray Valves and Faucet Aerators Campaign 2012-2013:</b> CERTs partnered with Niagara Conservation to offer a special discount price for pre-rinse spray valves and faucet aerators. As of June 30, 2013, the campaign has deployed 29 spray valves and 1,827 faucet aerators across the state, saving over 6 million gallons of water.	<b>3.14 billion</b>
Seed Grants	<b>2012-2013 Seed Grant Program:</b> CERTs funded 27 projects across the state for a total of \$70,000 dollars. Eleven projects implemented clean energy, including 5 projects producing renewable energy that displaces existing energy use and 8 energy efficiency projects.	<b>1.60 billion</b>
<b>Total CERTs Program Savings</b>		<b>24.5 billion</b>

Note: BTUs, British Thermal Units

1 kilowatt-hour = 3,412 BTUs

1 therm = 100,000 BTUs

1 gallon propane = 91,333 BTUs

1 gallon fuel oil = 138,690 BTUs

## APPENDIX A: CERT Steering Committee Members

We want to thank our Steering Committee members for all of their voluntary work across Minnesota. Their dedication to our communities and CERTs has been an inspiration to us all.

### Central CERT Steering Committee Members

- **Leo Klisch**, Citizens League of Minnesota
- **Andrea Lauer**, City of Royalton
- **Hank Ludtke**, City of Frazee
- **Robert McLean**, Hunt Utilities Group
- **Peter Nelson**, Clean Energy Entrepreneur
- **Rin Porter**, Browerville Blade
- **Dan Roberts**, Tri-County Action Program, Inc
- **Bob Schafer**, Central Lakes College Ag Center
- **Steve Skoog**, Becker County Environmental Services Department
- **Quinn Swanson**, Happy Dancing Turtle and Hunt Utilities Group
- **Karen Wilson**, Community Member
- **Diomy Zamora**, University of Minnesota Extension
- **Molly Zins**, U of M Central Regional Sustainable Development Partnership

### Metro CERT Steering Committee Members

- **Stacy Boots Camp**, Center for Energy and Environment
- **Michelle Gransee-Bowman**, Division of Energy Resources, Minnesota Department of Commerce
- **Sean Goswieski**, Alliance for Sustainability
- **Tony Hainault**, Hennepin County – Metropolitan Energy Policy Coalition (MEPC)
- **Jen Hassebroek**, City of Oakdale
- **Paul Hoff**, Mahtomedi Area Green Initiative (MAGI)
- **Jennifer McLoughlin**, City of Woodbury
- **Philipp Muessig**, Minnesota Pollution Control Agency
- **Joseph (Joe) Steffel**, Utilities Director with the City of Buffalo
- **Billy Weber**, Center for Sustainable Building Research, University of Minnesota

### Northeast CERT Steering Committee Members

- **David Abazs**, renewable energy expert
- **Anni Friesen**, Duluth Energy Efficiency Project
- **Mindy Granley**, University of Minnesota Duluth
- **Wayne Johnson**, Northeast Regional Sustainable Development Partnership
- **Mike Mageau**, UMD Center for Sustainable Community Development
- **Bill Mittlefehldt**, Staff for NE CERT
- **Tim Olhoff**, RREAL
- **Ashley Phoenix**, Natural Harvest Food Co-op
- **Jim Plummer**, Iron Range Resources
- **Robert Ward**, Financial Services Advisor
- **Leo Wilenius**, Lake Country Power Coop
- **Okey Ukaga**, U of M Regional Sustainable Development Partnerships

### Northwest CERT Steering Committee Members

- **Paul Aakre**, UM Crookston Faculty
- **Bonnie Abel**, East Grand Forks Water and Light Department
- **David Bahr**, Bemidji State University
- **Anna Carlson**, energy consultant
- **Jason Carlson**, Tri-Valley Opportunity Council, Inc.
- **Roger Garton**, Rural Renewable Energy Alliance
- **Linda Kingery**, UM Northwest Regional Sustainable Development Partnership
- **Diana Kuklinski**, environmental health specialist
- **Chris May**, New Horizon Resort & Lodge
- **Mike Moore**, Thief River Falls Community Development
- **Darryl Tveitbakk**, Northern Municipal Power Assn

### **Southeast CERT Steering Committee Members**

- **Sig Anderson**, CURE & Minnesota Project Board
- **Ed Cohen**, community member & energy expert
- **Zach Domeier**, SE Experiment in Rural Cooperation
- **Lori Frisk-Thompson**, Central Minnesota Municipal Power Agency
- **Jared Hendricks**, Owatonna Public Utilities
- **Rich Huelskamp**, Sun's Warmth
- **Connie Ireland**, Regional Administrator, Department of Employment & Economic Development
- **Micah Johnson**, Solar Connection
- **Erin Meier**, SE Experiment in Rural Cooperation
- **Anne Morse**, Winona County Environmental Services
- **LuAnn Nelson**, Southern MN Municipal Power Agency
- **Mark Owens**, Mark Owens Residential Design
- **Ray Schmitz**, Olmsted CERT
- **Merlene Stiles**, KSMQ Public TV in Austin
- **Paul Uecker**, farmer
- **Roger Wacek**, independent contractor

### **Southwest CERT Steering Committee Members**

- **Holli Arp**, University of Minnesota Extension
- **David Benson**, Rural Minnesota Energy Board and U of M Southwest Regional Sustainable Development Partnership
- **Brian Christiansen**, Natural Resources Conservation Service, Minnesota, USDA
- **Anne Dybsetter**, University of Minnesota Extension
- **Steve Flores**, Rural Minnesota Energy Board
- **Cheryl Glaeser**, Southwest Initiative Foundation
- **Ken Hoime**, Rural Minnesota Energy Board

### **Southwest CERT Continued...**

- **Mark Lindquist**, Minnesota Department of Natural Resources
- **John Oeltjenbruns**, Rural Minnesota Energy Board
- **Paul Pierson**, USDA
- **Jack Potter**, Rural Minnesota Energy Board
- **Jen Prins**, Southwest Minnesota Housing Partnership
- **Julie Rath**, Redwood Area Development Corporation
- **Steve Ritter**, Rural Minnesota Energy Board
- **Dennis Timmerman**, Agricultural Utilization Research Institute
- **Kevin Vickerman**, Rural Minnesota Energy Board

### **West Central CERT Steering Committee Members**

- **Jim Barbour**, University of Minnesota Morris
- **Bob Bonawitz**, UM West Central Regional Partnership Board & Willmar Utility Commission
- **Eric Buchanan**, University of Minnesota West Central Research and Outreach Center
- **Kristi Fernholz**, farmer and clean energy professional
- **Jennifer Frost**, Swift County RDA
- **Cheryl Glaeser**, Southwest Initiative Foundation
- **Troy J. Goodnough**, University of Minnesota Morris
- **Sonya Gylsen**, Master Naturalist
- **Steve Nelson**, Environmental Well & Septic
- **John Paulson**, City of Hutchinson
- **Leroy Petersen**, Kandiyohi County and City of Willmar Economic Development Commission
- **Scott Randall**, solar energy professional
- **Bob Ryan**, European Energy Connections
- **Nancy Strand**, Milan Sustainable Energy Utility
- **Dan Tepfer**, Kandiyohi Power Cooperative

## Appendix B: Current CERT Staff and Partners

Part-time and full-time staff; alphabetical order by last name. For bios and photos, visit:

<http://www.cleanenergyresourceteams.org/about/partners-staff>.

- **Annette Bair**, Southwest Region Clean Energy Resource Team (CERT) Regional Coordinator and Physical Development Director, Southwest Regional Development Commission (SRDC)
- **Trevor Drake**, Metro CERT Regional Coordinator, Great Plains Institute
- **Fritz Ebinger**, Energy Program Manager, The Minnesota Project
- **Michelle Gransee-Bowman**, Deployment Services Supervisor, State Energy Office at the Minnesota Department of Commerce, Division of Energy Resources (DOC-DER) and serves as the Clean Energy Resource Teams (CERTs) primary contact with the State
- **Joel Haskard**, CERTs Co-Director, University of Minnesota's Regional Sustainable Development Partnerships (UM RSDP) and Extension
- **Sarah Hayden**, Central CERT Regional Coordinator
- **Maggie Kozak**, CERTs Event Programming Coordinator, UM RSDP and Extension
- **Chris May**, Northwest CERT Regional Coordinator
- **Diana McKeown**, Metro CERT Director, Great Plains Institute
- **Bill Mittlefehldt**, Northeast CERT Regional Coordinator
- **Michelle Palm**, Southeast CERT Regional Coordinator
- **Melissa Pawlisch**, CERTs Director, UM RSDP and Extension
- **Sarah Steinman**, CERTs GreenCorps member
- **Dan Thiede**, CERTs Communications Coordinator, UM RSDP and Extension
- **Alexis Troschinetz**, CERTs Behavior Change and Metrics Coordinator, UM RSDP and Extension
- **Jeff Vetsch**, West Central CERT Regional Coordinator
- **Lindsay Wimmer**, CERTs Guaranteed Energy Savings Program (GESP) Outreach Coordinator, UM RSDP and Extension



*CERTs Staff at 2013 CERTs Conference in St. Cloud, MN*

CERTs Partnership Organization Executive Directors; alphabetical order by last name.

- **Kathryn J. Draeger, Ph.D.**, Statewide Director, UM RSDP and Extension
- **David Glenn**, Executive Director, The Minnesota Project
- **Rolf Nordstrom**, Executive Director, Great Plains Institute
- **Janet Streff**, Manager, State Energy Office, DOC-DER
- **Jayme I. (Jay) Trusty**, Executive Director, SRDC

## Appendix C: Testimonials

Finally, we wanted to note that much of the work that CERTs does is not quantifiable. We believe there is a real value in gathering people together to build understanding, trust, capacity and community leadership around clean energy issues. The role of community members working together, across political and traditional interest groups, is key to our program's success. We believe that our volunteer, community member-led steering committees and the regional team members across the state are critical not only to CERTs but also to creating and maintaining resilient and vibrant communities.



*CERTs has changed the landscape in Minnesota on energy.*  
- Jason Edens  
Founding Director | Rural Renewable Energy Alliance

*CERTs has been a very important partner to our organization as we have evolved into THE voice for sustainability on the Iron Range. Whether it is by helping to judge our Green Inventors Contest for area youth, by participating in the wildly successful Iron Range Earth Fest held each spring, by co-sponsoring Northeast CERTs events in Hibbing and Virginia, or by just supporting IRPS in our varied sustainability projects, CERTs is a valued partner that we can count on. Here's to the next ten years!*  
- Don Graves  
Board Member | Iron Range Partnership for Sustainability (IRPS)

*I have been involved with CERTs since its inception and have watched it grow to a mature organization dedicated to coordinating grassroots ideas and efforts to wean this state and country from our fossil fuel addiction. There is no other group of professionals that has done a better job of involving the public in this quest. You are to be commended for your accomplishments and dedication to this cause.*  
- David Opsahl  
Energy Services | Willmar Municipal Utilities

*Thank you for being such a great partner with us. We really do appreciate it. We [will] include [the case study] in our status report for 2013 as an example of working with local community organizations in partnership to promote our programs.*  
- Susan Nathan  
Vice President | Applied Energy Group, Inc.

*I really want to thank [Lissa] and Joel for taking so much time to meet with me. I realize it may be difficult to explain how to quantify the work that you all do at CERTS but I know we have benefited greatly and I am very appreciative.*  
- Karen E Moe  
Minnesota Community Action Partnership

*Initiatives like the Family Energy Face-Off work because they are fun and positive. By showcasing the amazing things others are doing, this effort can encourage everyone to do more. We salute all of these incremental steps because, as we like to say, little actions add up.*  
- Kathy Kuntz  
Executive Director | Cool Choices

*University of Minnesota Morris understands how important CERTs is in moving our economy to local green jobs.*  
- Lowell Rasmussen  
Associate Vice Chancellor, Physical Plant and Planning | University of Minnesota Morris

*With the help of folks at CERTs, the City of Royalton started at the very beginning of its renewable energy journey by doing an energy audit. The energy audit showed the council and residents that making renewable energy changes can impact the environment and the budget of the city. We did a re-lamping project first and then moved to switching from incandescent to LED traffic lights. We then installed solar panels on our City Hall! CERTs provides education and encouragement to cities and makes it easy for cities to make sound decisions about clean energy projects.*  
- Andrea Lauer  
Mayor | City of Royalton

