Winneshiek Energy District

- Energy and Climate Planning
- Local Investment and Wealth
- Enabling Policy
- Community Mobilization
Outline

- Energy District Model, green meets green
- Spokes on a Flywheel and MOMENTUM
- IDENTITY and upshot
Model: TOC

- Got Innovation?
- Got Transformation?
- Got MOVEMENT?! 
- Got Missing Link
- Put the BOOTS on the GROUND

All Politics Is Local Energy

Delivery System

It's the economy, Stupid!

(O’Neill)

(Carville)
Model: Universal Local

- Wait, isn’t local irrelevant?
- Well, unless local is everywhere
- SWCD model: “universal local infrastructure”
Solar Market Transformation: Huh?

- What Market?
- Solar PV is power generation, shifting power locally is reversing a century
- Market drivers of green meets green, economic development opportunity of locally implemented and owned clean energy is huge: customer AND COUs.
Spokes on the Flywheel

- Early adopters
- Technical assistance
- Financing
- Contractor base
- Training professionals
- Outreach, engagement, workshops, tours
Contractor Spoke

All Solar Installers listed are Energy District sponsors and partners

**Decorah Electric**, 563-382-9473, info@DecorahElectric.com. Based in Decorah, Winneshiek County, Iowa. Decorah Electric is a major sponsor of the Energy District. They are not yet NABCEP certified but in the process.

**Tom Massman Construction**, 563-382-5712, massmant@gmail.com. Based in Decorah, Winneshiek County, Iowa. A builder of sustainable homes, Massman Construction have added solar installations to their services. They are not yet NABCEP certified but in the process.

**Perry Novak Electric**, 563-382-2179, office@perrynovakelectric.com. Based in Decorah and Charles City, Winneshiek and Floyd Counties, IA. An Electrical & Solar contractor / installer serving all of northeastern Iowa. Their home and businesses are utilizing solar and they are in the process of NABCEP certification.

**Go Solar**, 563-382-3242, gosolardp@gmail.com. A small Decorah company owned/operated by solar pioneer Dennis Patteraz, the first nationally certified (NABCEP) solar installer in Iowa. Winneshiek County, Iowa.

**Blake Electric**, 563-588-3686, info@blakeelectricinc.com. Owned/operated from Waukon and Postville by John Blake, also NABCEP certified in solar PV installation. Allamakee County, Iowa.

**Timmerman’s Talents**, 608-542-2262, info@timmermantalents.com. Based in Platteville, Grant County, WI. Owned and operated by Todd Timmerman, specializing in Solar PV, Solar thermal, and Wind energy.

**Iowa Wind and Solar**, 800 8030 SUN, bebright@iowawinandsolarsolar.com. Based in Fairfield, Jefferson County, IA. Solar PV, solar thermal (hot water), and wind. Not NABCEP certified. Note, IWS works with Jirak installation crew from Waucoma in Fayette County.

**GWA International**, 515-867-4996, contact@gwaintl.com. Altona, Polk County, IA. Broad spectrum renewable energy and energy efficiency firm. NABCEP certified.

**Wulfekuhle Electric**, 563-922-2395, wulfellectric@iowatelescom.net. Delhi, Delaware County, IA. Full service electrical contractor, including solar PV.
Professional Training Spoke

- Northeast Iowa Community College
- 221 professionals trained 2011-13 in energy auditing, gr building and deconstruction, solar thermal and PV, and wind
- Ongoing include NEC for solar PV (electricians), solar PV fire safety (firefighters), off the grid solar I and II, and coming soon NABCEP
- solar PV and other ee/re increasingly incorporated into credit and non-credit coursework and programs – electrical, construction, etc
Outreach Spoke

- Trusted resource (initially, TA)
- Tours, open houses, Luther partnerships
- Solar workshop “template” development via recent series of five counties – IEC etc
- Ag energy planning: EE+RE+OT ... back to putting the pieces together via TA
Upshot: Identity

What about shared renewables?

Anchors?

Public Entities?

(Winneshiek Shared Solar)
Parting Thoughts on Context

- Energy Districts are where Green Meets Green
- “It pays darn well ... and it’s the right thing to do”
- Locally ... “we get, the job done”!

DO YOU CARE ABOUT
- ✓ Keeping and reinvesting our energy dollars locally?
- ✓ Clean, renewable locally owned energy for all?
- ✓ Preserving a healthy environment and stable climate for our kids?

BECOME A MEMBER OF your ENERGY DISTRICT TODAY!

OUR VISION: 100% LOCAL RENEWABLE Energy BY 2050