

# City of Knoxville Energy & Sustainability Initiative

## What's in a Measure? Strategy Template for Work Groups

1. Description of the opportunity
  - a. Describe energy sector that this measure is intended to affect. Describe consumption, emissions, and cost data for this sector – if available.
  - b. Describe and explain future (business-as-usual) consumption trends.
  - c. Describe the opportunity to reduce energy consumption, cost, emissions or otherwise increase sustainability.
2. Program design
  - a. Provide a description of the proposed program.
  - b. What kind of tools, resources, programs could be utilized or need to be developed?
  - c. What is the anticipated timeline for this measure? Would the measure be implemented in stages or all at once?
  - d. How would the program be evaluated, once implemented?
3. Costs and benefits
  - a. What would the program cost to implement (indirect and direct costs)? What are potential sources of funding?
  - b. What would the benefits be and to whom would they accrue? All benefits should be identified and quantified where possible. Benefits can take the form of money saved, energy reduced, emissions reduced (especially GHG, PM & NOx), health benefits, productivity benefits, etc.
4. Implementation strategy
  - a. Who are the lead players needed to enact the measure?
  - b. Does the program require the City to enact a particular policy? Does it require City Council action? Does it require a partnership between members of the Task Force or other community stakeholders?
  - c. What kind of communications/outreach strategy does the measure require and who should take responsibility?
5. Case studies
  - a. Describe the key components of like-programs that have been successfully implemented in other jurisdictions.
6. Resources
  - a. List resources, tools, programs, or people that could provide assistance.