

INFLUENCING LEADERSHIP ON SUSTAINABILITY

NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS

MAY 1, 2024



North Central Texas
Council of Governments

Welcome & Housekeeping

1. Please sign in using the sign-in sheet at the back of the room. We will send around a form attesting whether your time can be used for in-kind match.
2. We will have an open Q&A and roundtable discussion at the end.
3. The workshop slides and audio recording will be posted on the Conserve North Texas website under News/Events → Event Archive at the link below. Follow-up emails to come. <http://conservenorthtexas.org/event-archive>
4. Additional information and resources are included in the printed materials at the back of the room. Please take a copy!

Workshop Sponsor



NCTCOG receives funding through SECO to work on energy management and efficiency projects within the region. As part of this work, we have provided workshops, webinars, and technical assistance on a variety of energy management, energy efficiency, water efficiency, and renewable energy topics.

www.nctcog.org/envir/natural-resources/energy-efficiency

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

Who We Are

How do we support energy management efforts for entities across the state?



NCTCOG is a regional planning agency serving North Texas local governments on a variety of topics. NCTCOG's Regional Energy Manager project is an ongoing effort to identify energy management needs, increase awareness to the local government energy reporting requirements, and provide resources to assist local governments in energy conservation efforts



SECO partners with local governments, public K-12 schools, public institutions of higher education and state agencies, across Texas to reduce utility costs and maximize energy efficiencies.

Today's Speakers

1. Claire Powell
 - City Manager, City of Lewisville
2. Shelli Siemer
 - Deputy City Manager, City of Plano
3. Shaun Marie Auckland, M.S.I.S., LEED Green Associate
 - Local Government Program Manager, SPEER

Claire Powell

City of Lewisville

Claire Powell is the City Manager of Lewisville, Texas. As chief executive officer of the municipal corporation, Powell oversees over 1000 employees, develops and manages an annual operating and capital budget of over \$423 million and serves over 133,000 residents.

Powell received a BA in Economics with a double major in English Literature and a minor in Spanish from Trinity University. She received her JD from The University of Texas School of Law. She has spent her entire professional career in municipal government, first as a municipal attorney and later transitioning to city management. Powell leads through data-driven decision making, collaborative processes, and by seeking innovative solutions.

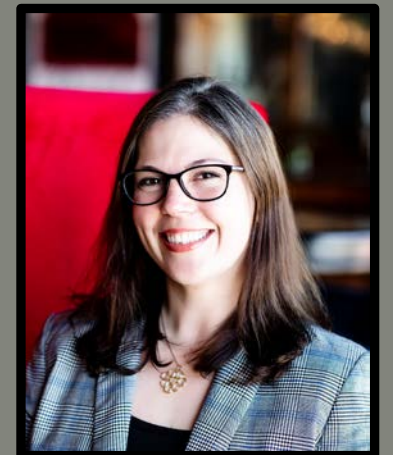
She and her husband John have two daughters – Olivia (23) and Zoe (17).



INFLUENCING LEADERSHIP ON SUSTAINABILITY

Claire Powell

**City Manager of Lewisville, TX
972.219.3409**



PUBLIC SUPPORT





DEFINE SUSTAINABILITY BROADLY



KNOW YOUR AUDIENCE



PILOT PROGRAM... DATA... AWARDS... IDENTITY... REPEAT...

TRAVEL & OUTDOORS

How One Texas Town Is Rethinking the American Lawn

The North Texas suburb of Lewisville is encouraging residents to let their lush, manicured yards grow wild.

By Will McCarthy | March 14, 2023 |  1





LEWISVILLE

Deep Roots. Broad Wings. Bright Future.

CITY OF LEWISVILLE
SUSTAINABILITY
ACTION PLAN



CityOfLewisville.com

SUSTAINABILITY PLAN AND THE SUSTAINABILITY POLICE





SUSTAINABILITY AS A LENS

Shelli Siemer

City of Plano

Past Experience

Shelli joined the City of Plano in May 2019. She previously served the City of Allen for 18 years. As Assistant City Manager for 15 years, she gained extensive experience in all aspects of municipal operations during the City of Allen's growth.

She earned her Bachelor of Arts degree in Communication Studies and Political Science as well as a Master of Public Administration from the University of Kansas. She began her career as a consultant with Ralph Andersen and Associates and has also served the municipalities of Irving and Southlake.

Memberships & Recognitions

Since 1995, Shelli has been active in the city management profession through memberships in the International City Management Association, Texas City Management Association, North Texas City Management Association and Urban Management Assistants of North Texas.

She is a graduate of Leadership ICMA, class 2008, Leadership North Texas, Class 9, and the North Central Texas Council of Governments, Emerging City Manager's Leadership Program. In 2012 she became a credentialed city manager by ICMA. She especially enjoys mentoring emerging leaders in public administration. As a result of her dedication and commitment to public service, she received the Linda Keithley Award for Women in Public Service in 2017 from the North Central Texas Council of Governments.

Personal Information

Shelli has been married to her husband, Scott, for over 20 years, and they are blessed with two children, Mallory and Jackson.



Sustainability in Plano

RISE Workshop

NCTCOG

May 1, 2024

Agenda

- Plano Data for Context
- History of Sustainability in Plano
- Current Projects
- How to Move the Needle with Governing Body and Residents

Plano Data



71.62 Square Miles



292,066 (2023)



\$392M Operating Budget

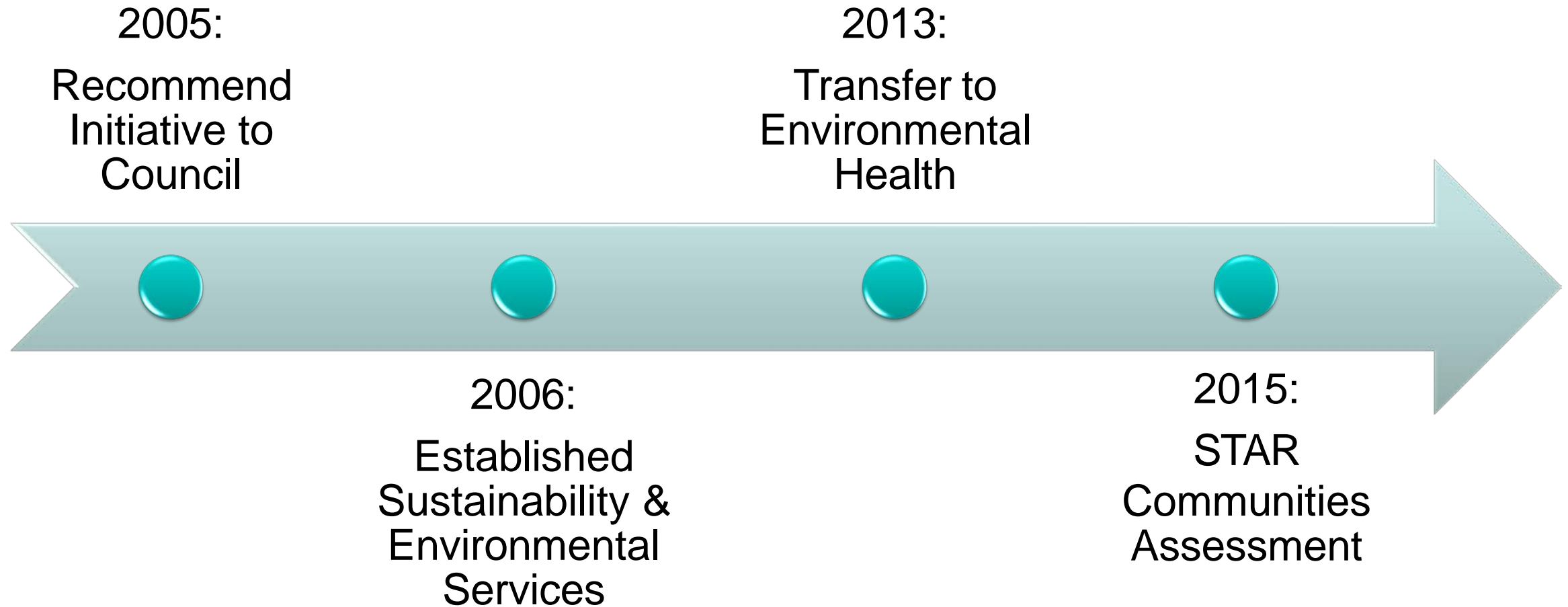


8 Member Council

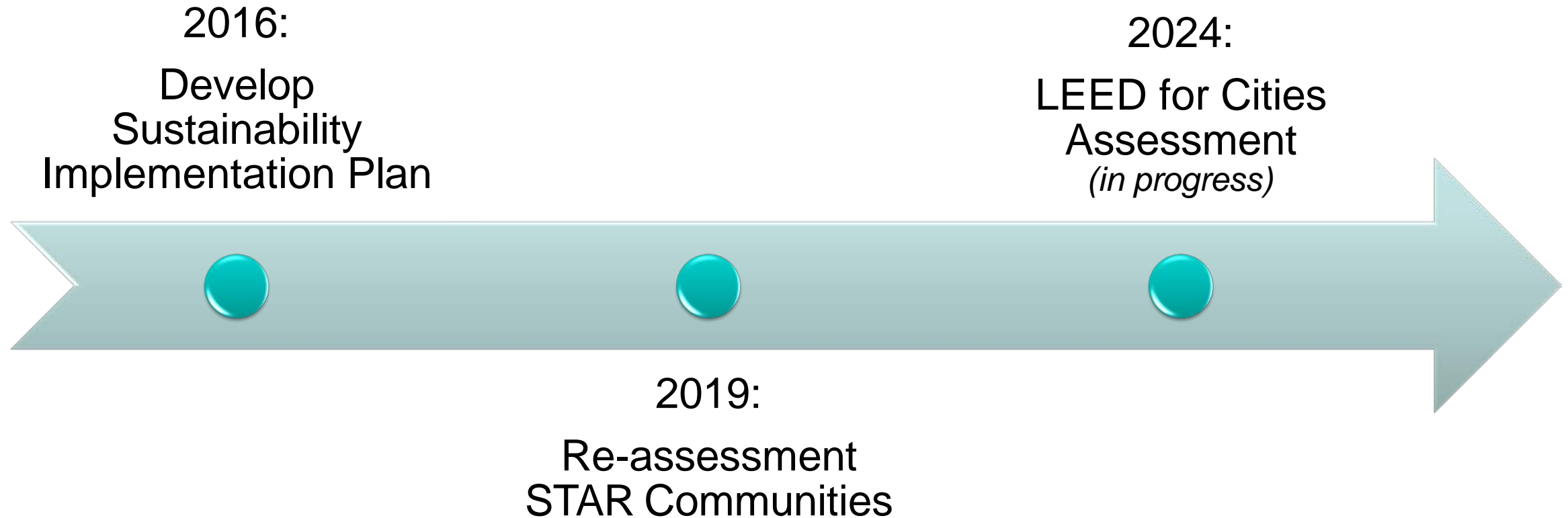


Lean Conservative

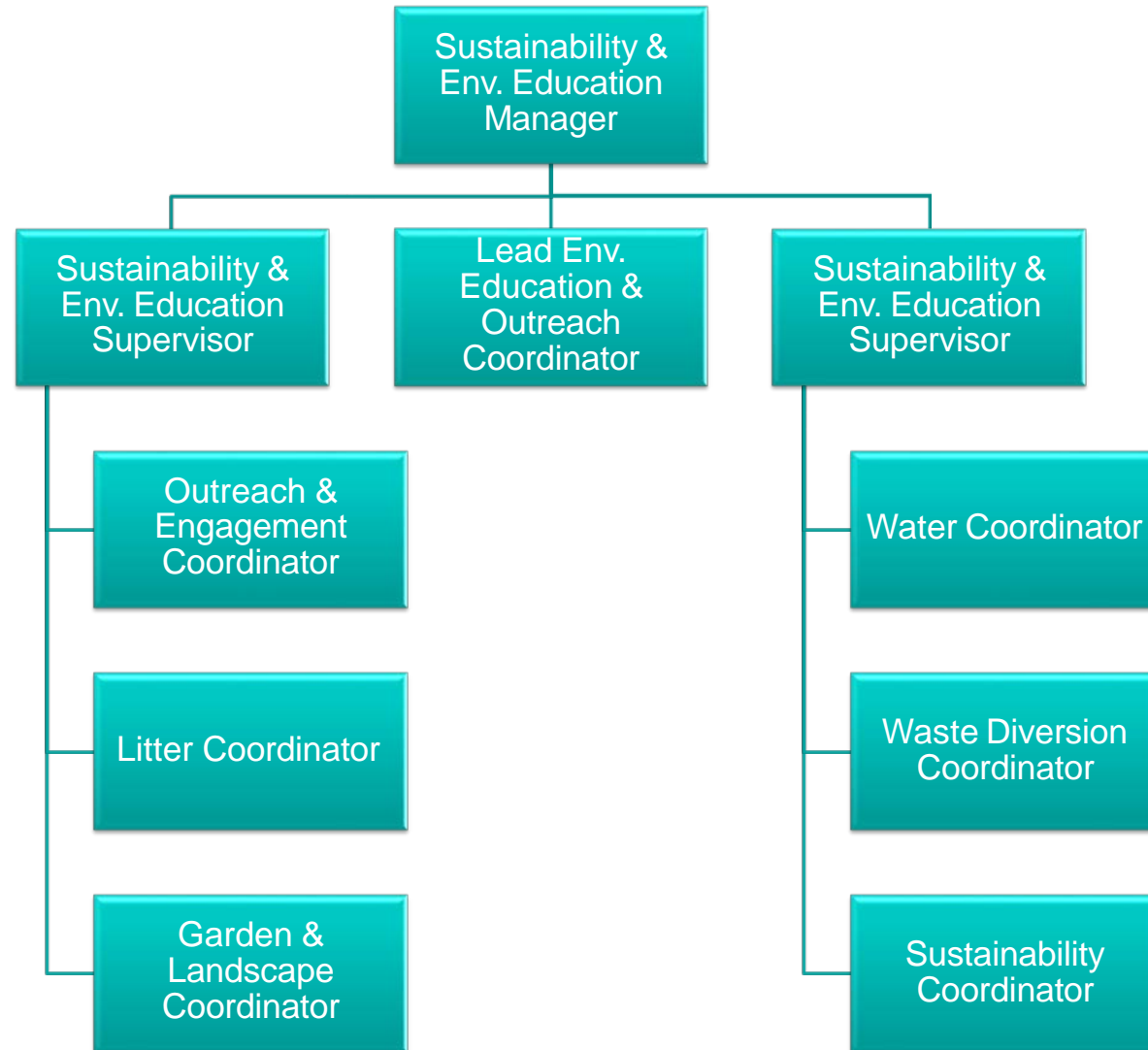
History & Timeline



History & Timeline



Staffing



Current Programs



Residential Food Scrap Composting



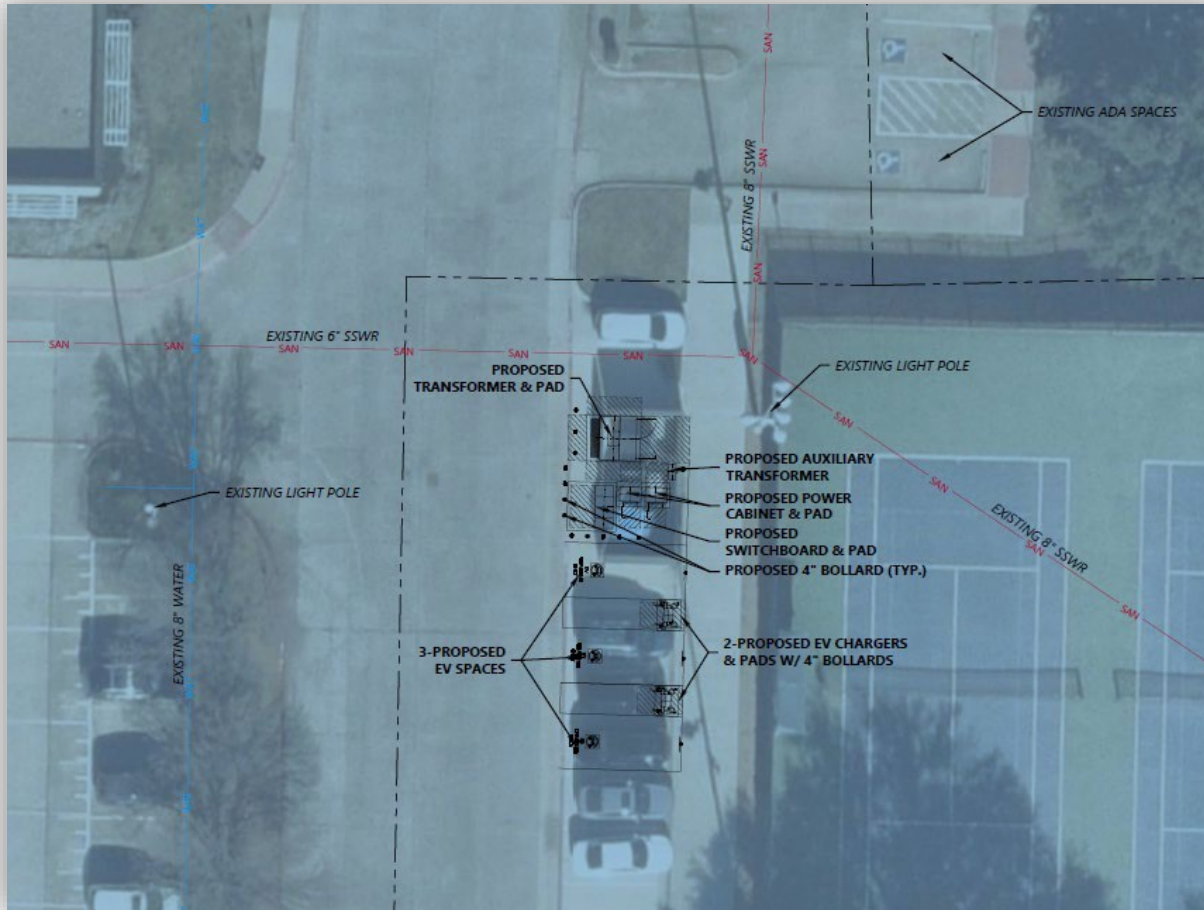
- 651 participants
- 8 drop off locations throughout Plano
- Averaging close to 10,000 lbs. collected per month

Heritage Yards Recycling Pilot



- 9 ball fields
- 48 recycling toters
- 3-4x servicing per day during tournaments

Public EV Charging Infrastructure



- 8 locations – assessing feasibility
- Justice 40 – public facing
- DC fast chargers

Clean Fleet



- 100% Electric
- Reducing emissions



Volunteer Support



- Plano Community Garden
- Litter Abatement



Education and Outreach



- Learn on demand
- In person classes
- Tours
- Workshops



Offering Tools and Incentives



- 200 free trees distributed
- Rain barrel & compost bin sale
- Water conservation rebates.



Employee Green Week



- Tours & Classes
- Electronics Collection
- Online Trivia

Moving the Needle: Gaining Buy-in

Diplomatic
Approach

Focus:
Outcome
vs. Cause

Find Their
Motivation

Speak
Their
Language

Be
Patient!

Moving the Needle

NO may not mean “No forever”. Be innovative. Find alternatives to get to YES!



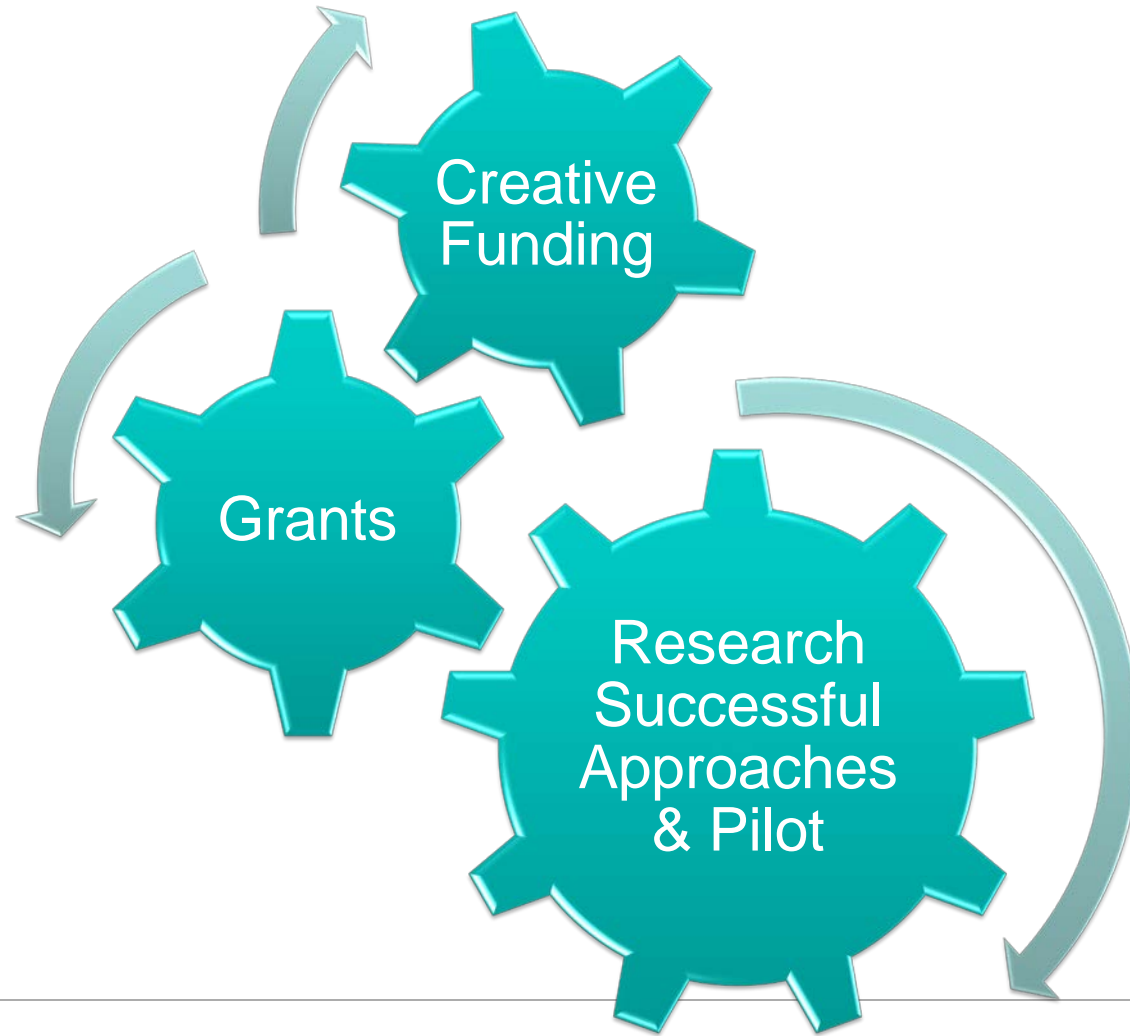
Ensure all staff on same page regarding approach – unified



Slow change is not always bad.



Moving the Needle: Pilots & Funding



Accolades

- Texas Environmental Excellence Award
 - Civic & Community Category
- EPA WaterSense Award
 - Sustained Excellence
- Air North Texas
 - Outstanding Initiative





Thank you

Shelli Siemer, Deputy City Manager
ssiemer@plano.gov

www.livegreeninplano.org

Shaun Auckland

SPEER

Shaun Auckland manages the Local Government Program for SPEER. SPEER's mission is to accelerate the adoption of energy efficiency products and services in Texas and Oklahoma. She has over 15 years of developing, leading, and implementing practical and efficient strategic waste diversion programs and projects within several sectors of sustainability, including greenhouse gas inventory, energy & water conservation, and policy development. She currently serves as the USGBC Central Texas Regional Council Chair and State Board.

Shaun holds a Master's Degree in Interdisciplinary Studies (focusing on Sustainability) from the Texas State University and an accredited LEED (Leadership in Energy & Environmental Design) Green Associate.



The South-central Partnership for Energy Efficiency as a Resource

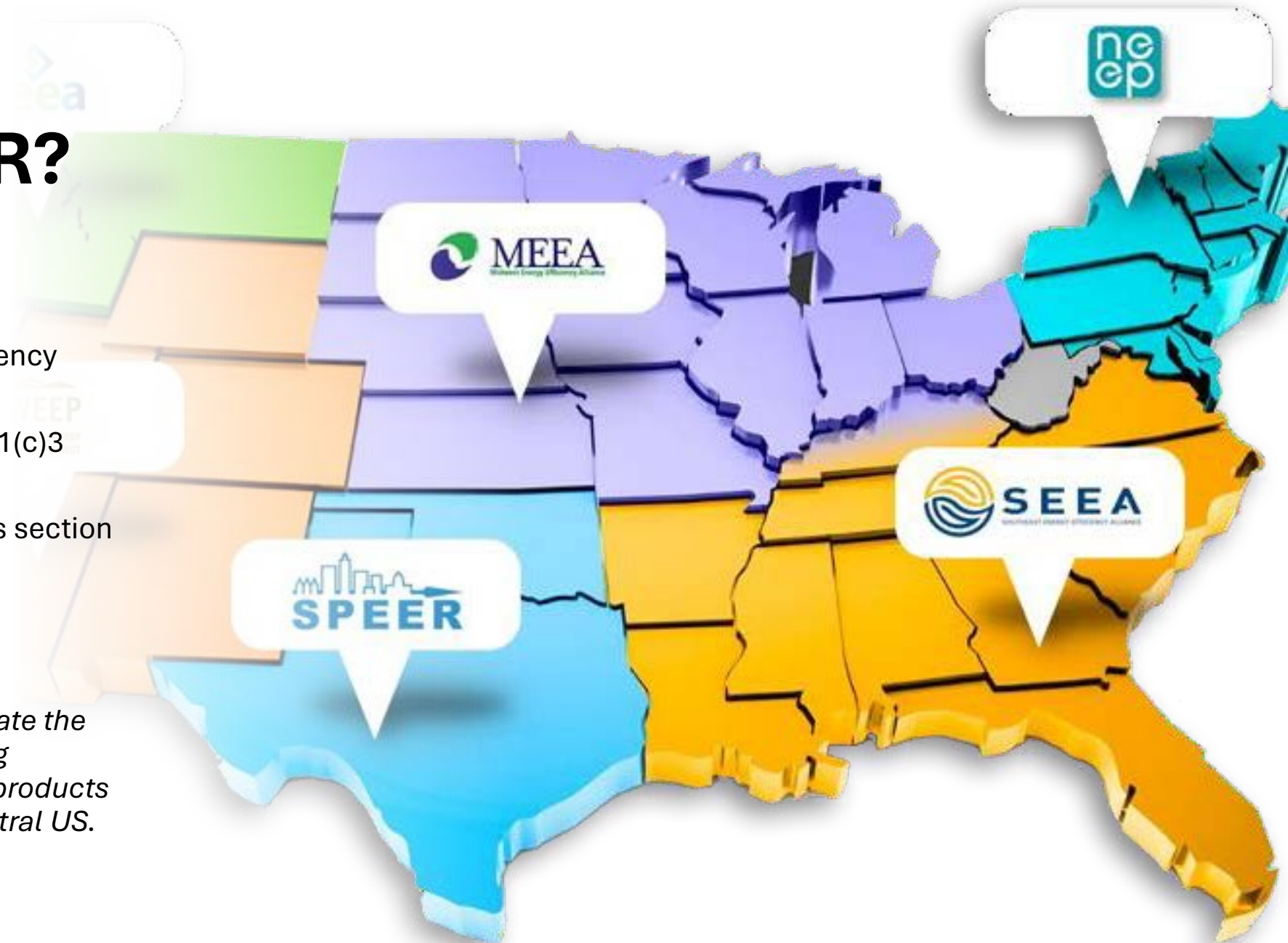
Driving Change Towards a Sustainable Future

Influencing Leadership on Sustainability in Energy Efficiency with a Green Purchasing Plan



Who is SPEER?

- REEO – Regional Energy Efficiency Organization
- Member-based, non-profit 501(c)3 organization
- 50+ members from wide cross section of E.E. industries
- www.eepartnership.org.
- *SPEER's mission is to accelerate the adoption of advanced building systems and energy efficient products and services in the South-central US.*



Community Efficiency Leadership Coalition (CELC)

- **The purpose of the CELC is to:**
 - Align regional partner initiatives
 - Leverage regional resources and share best practices
 - Provide networking and capacity-building opportunities
 - Identify funding opportunities for projects
 - Provide mentorship
 - Collaborate as a group on regional sustainability projects and initiatives



Get Involved with SPEER's Community Efficiency Leadership Coalition.

The Community Efficiency Leadership Coalition (CELC), part of SPEER's Local Government Program, is a collaborative network of Texas cities, school districts, and other public entities engaged in partnership and resource exchange to expand the adoption of energy management best practices in the public sector. The Community Efficiency Leadership Coalition supports cities of all sizes and school district energy management best practices. This membership is FREE and sponsored by the Houston Advanced State Research Center (HARC) and State Energy Conservation Office (SECO).

[Learn More & Get Involved](#)

PEER's Local Government Program is supported by:



Overview

Challenges in Sustainability

Roles of Leadership

Influencing Leadership

Case Study- Travis County

Green Purchasing

Implementing a Purchasing Plan

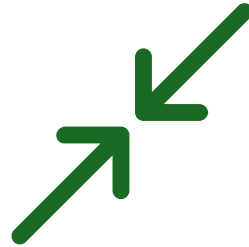
Resources

Key Points

Challenges in Achieving Sustainability



Common Challenges Faced
by Leaders



Resistance to Change



Balancing Short-term Goals
with Long-term Sustainability

The Role of Leadership

Importance of Leadership in Driving Change

Influence on organizational success
Implementers have guidelines and support
Support for funding mechanisms

Characteristics of Sustainable Leaders

Vision and long-term thinking
Inclusive and diverse perspective
Responsibility and accountability

Leading by Example: Successful Sustainable Leaders

City of Houston
Travis County: Commissioner Brigid Shea
Senator Eckhardt: District 14 Texas Senate

Influencing Leadership



Data



Advocates



Identify
Stakeholders



Technical
Advisory Group



Feedback Loop
to Leadership

Case Study



Green Purchasing: Definition and Importance

- Green Purchasing

- The aim of the Environmental Purchasing Policy is to prompt staff involved in the procurement of goods and services to use environmental responsibility as a factor in their purchasing decisions.

- How green purchasing contributes to energy efficiency and environmental conservation?

- Attain Carbon Neutral Goals
- Mechanism for Climate Action Plan implementation

Implementing a Green Purchasing Plan

- Steps to develop and implement a green purchasing plan:
 - Assess current purchasing practices.
 - Set green procurement goals.
 - Identify green products and suppliers.
 - Implement procurement policies and guidelines.
 - Monitor and evaluate the plan's effectiveness.



Strategies for Influencing Leadership

- Education and Awareness Programs
- Integrating Sustainability into Organizational Culture
- Setting Clear Sustainability Goals and Metrics



Commissioners Court passing the Environmentally Preferable Purchasing Policy



“Being socially responsible allows you to attract talent, because good people will align with the company that really cares about employees and communities. We link social responsibility to talent retention.” Robert Lawless, chairman, president and CEO, McCormick & Co. Inc.

Engaging Stakeholders

Empowering Future Leaders

- Importance of Leadership Development Programs
- Mentorship and Coaching
- Encouraging Innovation and Creativity

SUSTAINABILITY



#TCSOcares



FEELING THE CHILL



Policy and Collaboration

- Environmentally Preferable Purchasing (EPP) Task Force, which began meeting in February 2019, cooperatively developed a policy which was formally adopted in October 2019 (FY20) by the Commissioners Court. The policy adoption made Travis County the second county in the state of Texas with an Environmentally Preferable Purchasing Policy.
- In FY22, Travis County spent a total of \$2,883,156 on office supplies, with \$480,337 or 17% spent on products that qualify and were recorded as Environmentally Preferable Purchasing (EPP) products.



Measuring Impact and Success

- Define what success looks like for your organization
- Annual Reporting
- Annual presentation to leadership
- Bi-annual meeting with stakeholders

PURCHASING - GREEN SPENDING

GRAINGER	FY22	OFFICE DEPOT	FY22
Total Spend	\$2,006,913	Total Spend	\$637,846
Total Green Spend	\$168,323	Total Green Spend	\$213,833
Green Percent of Total Purchases	8%	Green Percent of Total Purchases	34%

Overcoming Challenges



DISCUSS COMMON CHALLENGES IN
PROMOTING SUSTAINABILITY AND
GREEN PURCHASING.



OFFER SOLUTIONS AND STRATEGIES
TO OVERCOME THESE OBSTACLES.

Recap of Key Points



Call To Action: Every Leader Can Make



EXAMINE TOP 10 HIGHEST
PURCHASED ITEMS



EXPLORE GREEN ENERGY
CONTRACTING AND DEMAND
SAVINGS



EMPOWER STAFF TO CREATE
THE INNOVATION

Resources-



Sustainable Purchasing Leadership Council

The Sustainable Purchasing Leadership Council (SPLC) is a global community of purchasers, suppliers, advocates, and experts committed to driving positive impact through the power of procurement.



Federal Buy Clean Initiative

Information on procurement of lower-carbon infrastructure materials in state-funded projects

Additional Resources



[LOCAL
GOVERNMENT
REPORTING GUIDE](#)



[CITY EFFICIENCY
TOOLKIT](#)



[TEXAS ENERGY
ADOPTION TOOLKIT](#)



[TEMPLATES &
MESSAGING GUIDES
FOR POLICY](#)



[SPEER'S YOUTUBE
CHANNEL- OVER 167
VIDEOS](#)

Local Government Energy Reporting

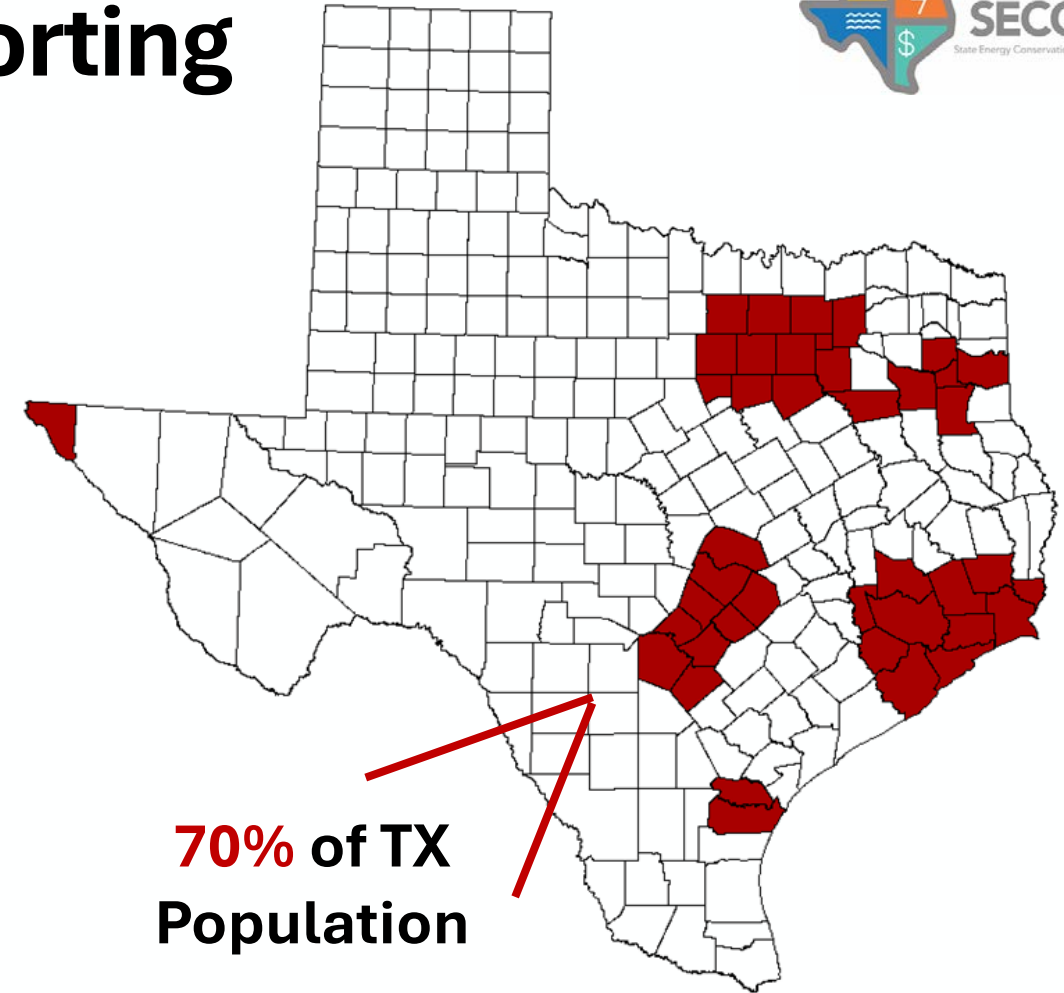


Section 388.005 Texas Health and Safety Code:

Purpose: Aid efforts to attain federal air quality standards by reducing demand for **electricity generation**

Who Reports: Political subdivisions, institutes of higher education or state agencies in **41 “affected counties” in Texas.*** Political subdivisions include cities, counties, water districts, and other local government entities.

Requirements: Establish a **goal of reducing electric consumption by at least 5% each state fiscal year for 7 years** beginning September 1, 2019, **and submit an annual report** to SECO regarding the progress and efforts to meet the reduction goal



*Bastrop, Bexar, Brazoria, Caldwell, Chambers, Collin, Comal, Dallas, Denton, El Paso, Ellis, Fort Bend, Galveston, Gregg, Guadalupe, Hardin, Harris, Harrison, Hays, Henderson, Hood, Hunt, Jefferson, Johnson, Kaufman, Liberty, Montgomery, Nueces, Orange, Parker, Rockwall, Rusk, San Patricio, Smith, Tarrant, Travis, Upshur, Waller, Williamson, Wilson, and Wise (Texas Administrative Code, Title 30, §114.629)

Connect



Facebook.com/eepartnership



@eepartnership



@speerenergyefficiencyasaresource



cities@eepartnership.org



Eepartnership.org



Shaun Auckland, MS and LEED GA

Local Government Program Manager

Cities Efficiency Leadership Council

512-279-0765

sauckland@eepartnership.org

Roundtable Q&A Discussion



Upcoming Meetings and Events

Regional Integration of Sustainability Efforts (RISE) Coalition

Next meeting: July 31, 2024

Location: Microsoft Teams

Visit the [committee page](#) to stay updated on meetings.

Learn more about the RISE Coalition on their [program page](#).



Upcoming Workshops and Webinars

NCTCOG Urban Forestry Workshops

In partnership with Texas Trees Foundation and Texas A&M Forest Service

Urban Forestry Stakeholders Meeting:
Urban Forestry Master Plans 101

Date: May 14, 2024, 10 a.m.

Location: Microsoft Teams

[Add to calendar](#)

Urban Forestry Stakeholders Meeting:
Forestry Opportunities within Your Community

Date: June 5, 2024, 10 a.m.

Location: Microsoft Teams.

[Add to calendar](#)

Upcoming Workshops and Webinars

Webinar: Water Conservation and Energy

Date: June 2024

Registration coming soon!

Webinar: Operational Maintenance Protocols & Policies

Date: July 2024

Registration coming soon!

More information to come via newsletters and updates to the Conserve North Texas website **conservenorthtexas.org**

Stay Informed on Upcoming Events

Upcoming NCTCOG Events

Environment & Development: <https://nctcog.org/envir/events>

DFW Clean Cities: www.dfwcleancities.org/events

NCTCOG's Free E-Mail Lists and Committee Updates

General: <https://www.nctcog.org/stay-informed?ext=>

Environment & Development: <https://www.nctcog.org/envir/mail>

Transportation: <https://publicinput.com/hub/Subscriptions/2768>

NCTCOG Resources

Conserve North Texas (www.conservenorthtexas.org)

- Recently Added Resource: [Climate Mapping for Resilience and Adaptation Portal](#)

Go Solar Texas (www.gosolartexas.org)

Energy Management, Efficiency, and Renewable Energy

(www.nctcog.org/envir/natural-resources/energy-efficiency)

- Posting Soon! Spring Energy Funding Digest

SECO Resources

No-cost resources offered by SECO to aid entities in achieving their energy management or efficiency goals



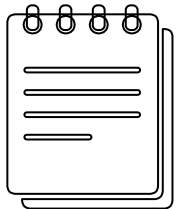
LoanSTAR

- 2.5% (1.5% for ARRA funds)
- Simple payback of 15 years or less
- **Applications are now open**



WattWatchers of Texas

- Behavioral program for schools and families
- TEKS aligned STEM material



Technical Assistance

- Preliminary Energy Assessment (PEAs)
- Analysis of current systems, O&M programs
- Energy Management Policy development
- Funding options
- Prioritized project planning



Local Government Energy Reporting

- Technical assistance for State-mandated energy efficiency and reporting


Preliminary Energy Assessments (PEAs)



Preliminary Energy Assessments (PEAs) are provided by the State Energy Conservation Office (SECO) and offer cost effective resource efficiency measures entities can implement to decrease energy consumption at **no cost to you!**

- Help guide the development of an energy management policy
- Provides facility benchmarking using ENERGY STAR Portfolio Manager
- Recommended maintenance procedures
- Develop efficiency level guidelines for equipment purchases

**Preliminary Energy Assessment
Service Request Form**
Form# 50-852

**SECO**
State Energy
Conservation Office

Public Entity Name

Contact Person

Email Address

Street Address

Mailing Address

Telephone

Title

County

City

State

ZIP Code

Preliminary Energy Assessment Service Eligibility

The State Energy Conservation Office (SECO) provides free preliminary energy assessments (PEAs) for existing public facilities and infrastructure. Eligible entities include municipal and county governments, public school districts, county hospitals, port authorities, major airports, public water authorities and municipally owned utilities. Leased or rented facilities and infrastructure are not eligible for this service.

Principles of Agreement

By submitting this request form, the entity listed above must agree to:

- select a contact person to work with SECO and its designated contractor to establish an energy policy and set realistic energy efficiency goals;
- allow SECO's designated contractor to provide walk-through assessments of selected facilities;
- schedule a time for SECO's designated contractor to make a presentation on the assessment findings to key decision-makers;
- consider implementing the PEA's energy savings recommendations; and
- allow SECO to post portions of this report on its website

Additional Questions

Has this organization used SECO's technical assistance or PEA services in the past?

☐ Yes ☐ No

Is the primary contact for this PEA familiar with SECO's LoanSTAR revolving loan program?

☐ Yes ☐ No

Has this organization used SECO's LoanSTAR revolving loan program in the past?

☐ Yes ☐ No

Signature

This agreement must be signed by your organization's chief executive officer or other signing authority.

Signature

Date

Print Name

Title

Submit completed forms to SECO at Margaret.Garcia@cpa.texas.gov

or by mail to: **State Energy Conservation Office**
Attn: Margaret Garcia
111 E. 17th Street
Austin, TX 78711-1440

50-852 (10-19/2)


SECO No-Cost Technical Assistance

Through this program SECO contracts with engineering firms to provide customized, on-site, energy-related services ranging from basic consultation to feasibility studies.

Eligible entities may request assistance with either **energy** or **water**-related technical matters.

Upon determination that the requested services are reasonable and within the contractors' scope of work, SECO will assign an engineer to contact the entity officials to determine the level of service necessary to provide assistance.

Technical Assistance
Service Request Form
Form# 50-855



Public Entity Name

Contact Person

Email Address

Street Address

Mailing Address

Telephone

Title

County

State

City

ZIP Code

Description of Technical Assistance Needs

Technical Assistance Eligibility

The State Energy Conservation Office (SECO) provides free technical assistance for existing public facilities and infrastructure. Eligible entities include municipal and county governments, public school districts, county hospitals, port authorities, major airports, public water authorities and municipally owned utilities. Leased or rented facilities and infrastructure are not eligible for this service.

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or by mail to: State Energy Conservation Office
Attn: Margaret Garcia
111 E. 17th Street
Austin, TX 78711-1440

50-855 (10-17/2)

For more information, visit SECO's Technical Assistance [webpage](#).

Texas LoanSTAR Revolving Loan



Finances Projects that Reduce
Energy/Water/Utility Costs

- Simple Payback Period of **15 Years or Less**
- 2.5% Loan Interest Rate; 1.5% if you choose ARRA Funds with more reporting requirements

Open Enrollment Through **August 30, 2024**

- Maximum \$6 Million Loan Per Application
- Maximum 1 Loan per Applicant

For more information visit the
[Notice of Loan Fund Availability](#)



https://www.youtube.com/watch?v=4lFuj_5ZeGI

NCTCOG ENERGY SURVEY

NCTCOG is working on the best way to assist you, our local governments, in creating an energy plan and/or assisting you with your current energy plan. The survey is to gauge your interest and need on the topic.

Deadline: **May 10, 2024**



SECO and SPEER Contacts

Shaun Auckland

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The South-central Partnership for Energy
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Quick Links

<https://www.conservenorthtexas.org/>
www.nctcog.org/envir/natural-resources/energy-efficiency

Reminder!

- **Please complete the Workshop Evaluation**
- **Please complete the In-Kind Attestation Form**