



MEMORANDUM

TO: Thurston Climate Mitigation Collaborative Executive

FROM: Thurston Climate Mitigation Collaborative Staff Team/
Energize Thurston Project Team:
Rebecca Harvey, Thurston County
Dominic Jones, City of Olympia
Julia Downing, USDOE Community Energy Fellow

DATE: October 28, 2024

SUBJECT: “Energize Thurston” Launch and Implementation Plan

Requested Action

Review and provide feedback on the Draft Energize Thurston Launch and Implementation Plan.

Background

During the 2023 Thurston Climate Mitigation Collaborative (TCMC) Annual Retreat and subsequent Executive Committee (EC) meeting, the TCMC agreed to advance two regional initiatives for focused regional coordination in 2024:

1. Develop and launch a Residential Energy Efficiency and Electrification Campaign; and
2. Develop and propose a regional Home Energy Score Disclosure Policy.

In January 2024 the Staff Team presented the EC with a memorandum and proposed project plan to achieve both 2024 regional initiatives. The Staff Team has utilized the proposed project plan to guide the development of the attached Draft Energize Thurston Launch and Implementation Plan.

Summary of Stakeholder Engagement

The Energize Thurston Project Team, with support from the TCMC’s consultant Confluence Communications, conducted interviews and meetings with the following list of organizations to help inform development of Energize Thurston:

- South Puget Sound Habitat for Humanity;
- Energy Smart Eastside;
- Energize Shoreline;
- Energize Heat Pump Program King County;
- Puget Sound Energy;

- Kicking Gas (Whidbey Island and Snohomish County home electrification program);
- Community Action Council of Lewis, Mason, and Thurston Counties;
- Olympia Region Clean Air Agency;
- Thurston Housing Land Trust; and
- ECHO Energy LLC.

The team is continuing to conduct stakeholder engagement including, but not limited to, the following organizations:

- Thurston Economic Development Council;
- Energy Trust Oregon;
- Rebuilding Together Thurston County;
- Sierra Club – South Puget Sound;
- CIELO;
- Senior Services for South Sound; and
- Homes First.

Confluence Communications and the project team also conducted a [Home Energy & Electrification Survey](#) to residential homeowners across Thurston County. The survey will remain open until October 18, 2024, after which results will be reviewed to further refine the design and implementation of the campaign.

Campaign Development Status

The Staff Team has completed Steps 2 and 3 the Campaign Phase I Project Plan¹ including the following tasks and deliverables:

Step 2: Background Research and Stakeholder Engagement

- 2.1 Execute interlocal agreement (ILA) for 2024 regional initiatives
- 2.2 Market Assessment
- 2.3 Program and Incentive Research
- 2.4 Partner Identification and Engagement
- 2.5 Resident Engagement

Step 2 Deliverables:

- [Executed ILA for 2024 regional initiatives](#)
- [E3 Campaign Research Report](#)
- E3 Campaign Stakeholder Interview Summaries

¹ Step 1, “Launch Advisory Support Service,” has not been completed because the service provider that offered this service to the TCMC went out of business.

- Thurston Home Energy & Electrification Survey Results

Step 3: Develop Campaign Plan

3.1 Design specific elements of EEE Campaign

3.2 Develop Campaign Launch and Implementation Plan which builds on the work conducted during the design and planning phase

Step 3 Deliverable:

- Draft Energize Thurston Launch & Implementation Plan (see Attachment A)

A Working Draft

The Launch & Implementation Plan will remain a “Working Draft” that will be updated and finalized prior to the formal launch of Energize Thurston in the first quarter of 2025. The project team continues to meet internally, engage with stakeholders, and review the results of the resident survey to further refine campaign concepts and processes.

Next Steps

The TCMC jurisdictions will execute an interlocal agreement for joint implementation of Energize Thurston. Next steps for launch and implementation are detailed in the section of the plan titled “Campaign Timeline, Tasks and Deliverables” and include:

- Step 1: Contract with Energize Thurston Partners (October – December 2024)
- Step 2: Develop Communications Plan and Outreach Materials (October – December 2024)
- Step 3: Develop Participant Application and Tracking System (November 2024 – January 2025)
- Step 4: Implement Campaign (est. February – June 2025)
- Step 5: Develop Campaign Continuation Plan (est. July – Sept 2025)

Attachments

- Attachment 4-A: Energize Thurston Launch and Implementation Plan (Working Draft, October 18, 2024)