

Energy Futures Community Roadshows

What We Heard

Research Report - Viking, Alberta & Area

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Convened By



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About The Energy Futures Lab

Unlocking the power of people and communities to accelerate an innovative response to today's energy challenges

The Energy Futures Lab is an award-winning Alberta-based not-for-profit organization that brings together a network of leading thinkers and innovators from across the energy system. It was established to enable collaboration around the polarized subject of energy transition and tackle some of its most pressing issues. Since 2015, the Lab has worked with over 20,000 stakeholders, Rights and Title Holders from across Canada to collaboratively accelerate progress towards [our vision of an equitable and net-zero energy future](#), drawing on diverse perspectives to find innovative and enduring solutions to complex, system-level challenges.

Together, we must uncover the solutions that will power Alberta's bright future

A new reality is already upon us, demanding a response from a system out of sync. Applying the Energy Futures Lab's unique social innovation lens to Alberta's electricity challenge can help create alignment, build capacity to navigate and overcome barriers, and accelerate the adoption of innovative ideas.

With a net-zero grid being central to many decarbonization efforts, there is an increasing urgency to address this issue. To do this, we are bringing together a range of players, especially community members, as part of Viking and area's electricity system to develop a systems-level understanding of its root challenges, a vision for its future, and potential approaches for testing solutions.

The Natural Step Canada Partnership

The Energy Futures Lab is a part of a partnership fostering a strong and inclusive economy that thrives within nature's limits.

The [Energy Futures Lab](#) operates as an independent initiative of The Natural Step Canada, alongside the [Canada Plastics Pact](#), [Circular Economy Leadership Canada](#), the [Canadian Alliance for Net-Zero Agri-food \(CANZA\)](#) and the [Nature Investment Hub](#).

These coalitions foster collective action on critical issues informed by evidence and research, including from the [Smart Prosperity Institute's](#) research network and national policy think tank.



About Energy Futures Community Roadshows

The Roadshow Program

Since 2018, The Energy Futures Lab has worked with **15 different communities across Alberta** to explore their unique opportunities and challenges that are being created by the need to transition to net-zero.

In collaboration with host partner, The Town of Viking, the program harnesses the combined knowledge, skills and networks of the Energy Futures Lab [Fellows and Ambassadors](#), as well as community leaders and changemakers to support collaborative action.

Viking & Area's Roadshow

Electricity ties into nearly every part of our lives - from the jobs it creates, to the conveniences it affords, to its financial and environmental costs and benefits. At the same time, unlocking Canada's progress towards net-zero will require a big evolution of our electricity systems. This evolution is also key to preparing our technologies and industries to compete in emerging growth opportunities and rapidly decarbonizing global markets.

The **Viking & Area Energy Futures Roadshow** is one way we're trying to identify and understand the forces working both for and against changes to electricity systems in Alberta, and test ideas for ensuring the best possible outcomes for all people living in small towns and rural parts of the province.

How might Viking & area seize the opportunities and avoid the pitfalls of modernizing its electricity system in order to generate the best possible outcomes for current and future generations?

From March to June 2024, we'll develop and align on Viking and area's desired electricity future and dive deeper into the most promising opportunities to realize it. The insights we surface together will be compiled into **a working vision** that can help guide Viking and area's planning and decision-making on electricity issues and support ongoing community-led action.



About This Report

Purpose

This early report was compiled by the Energy Futures Community Roadshows team for the purposes of informing our work together as part of the Viking & Area Roadshow.

Central to the research was this question:

What are the drivers and barriers of electricity systems change in Viking?

This research helps give context to our workshop designers, Roadshow participants and community members to support aligned local initiatives, and also creates a basis for testing the findings against [Alberta's Electricity Future draft vision](#) (an early output from another stream of the Lab's work) and that project's research on drivers and barriers at a provincial level.

Methodology

The Energy Futures Community Roadshows team (Matt Mayer, Juli Rohl, Scott Clements and Ashley Meller) separately conducted roughly 45-minute conversations with 15 individuals living and/or working in Viking and the surrounding area between March 21 and April 19, 2024. Participants included elected officials, community members, municipal and county administrators, representatives from electricity generation, transmission and distribution companies, project developers, local business owners and operators, academics, post-secondary students, as well as transportation, agriculture, tourism and economic development representatives.

Conversations were centred on questions that aimed to gauge participants'

experience with the electricity system and changes in Viking and surrounding areas. They covered topics such as the structure of the electricity system, its current strengths and weaknesses, factors influencing electricity demand, trends in decentralized energy production, local attitudes towards achieving net-zero electricity, and key players that need to be involved in potential system changes.

Transcripts of these conversations were reviewed, coded and then themed based on barriers and drivers that were surfaced across all interviews. The research team met on multiple occasions to explore results and remain aligned throughout the process. Of the identified themes, the Roadshow team selected the top 6 barriers and top 5 drivers of electricity systems change in Viking that are outlined in this report.



Drivers and Barriers to Electricity Systems Change

The following slides summarize the **drivers** (forces prompting change) and **barriers** (roadblocks to change) to the electricity system in Viking & Area as identified by the interviewees of this research project.

Defining ‘Alberta’s electricity system’

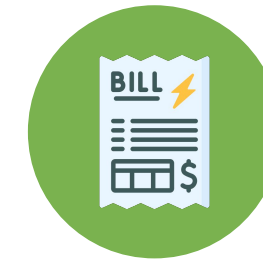
Our electricity system is big and complex, having been built in layers over the past century and a half as Alberta’s population and demand for electricity have grown

In typical electricity system consultations, the system is thought of as having 4 main components: generation, transmission, distribution and retail. This framing isn’t incorrect, but for our purposes it’s incomplete. Therefore we find it useful to clearly outline that our projects dealing with the electricity system look at components beyond this limited framing, as some of these additional players exert a considerable amount of influence on how the system is run and what its priorities are, and may need to play a part in solutions to address the system’s challenges.

We define the electricity system and the actors involved as encompassing:



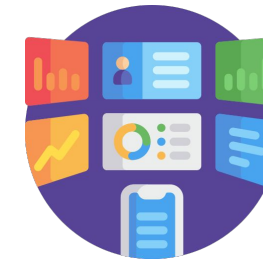
People – individuals, communities, and businesses that rely on electricity



Retailers – businesses responsible for selling electricity to people and businesses



Power Producers - owners and operators of electricity generation facilities



Market Operator – entity responsible for developing the rules, enabling access, and operating the wholesale market



Regulator – entity responsible for regulating electricity markets to protect the social, economic and environmental interests of Alberta



Wires Owners - owners and operators of delivery infrastructure (both transmission and distribution)



Government – bodies responsible for developing relevant federal, provincial, and jurisdictional policies and mandating regulations that govern the electricity system



Agencies Responsible For Overseeing the System

Please see [Orientation Session video recording](#) for further context

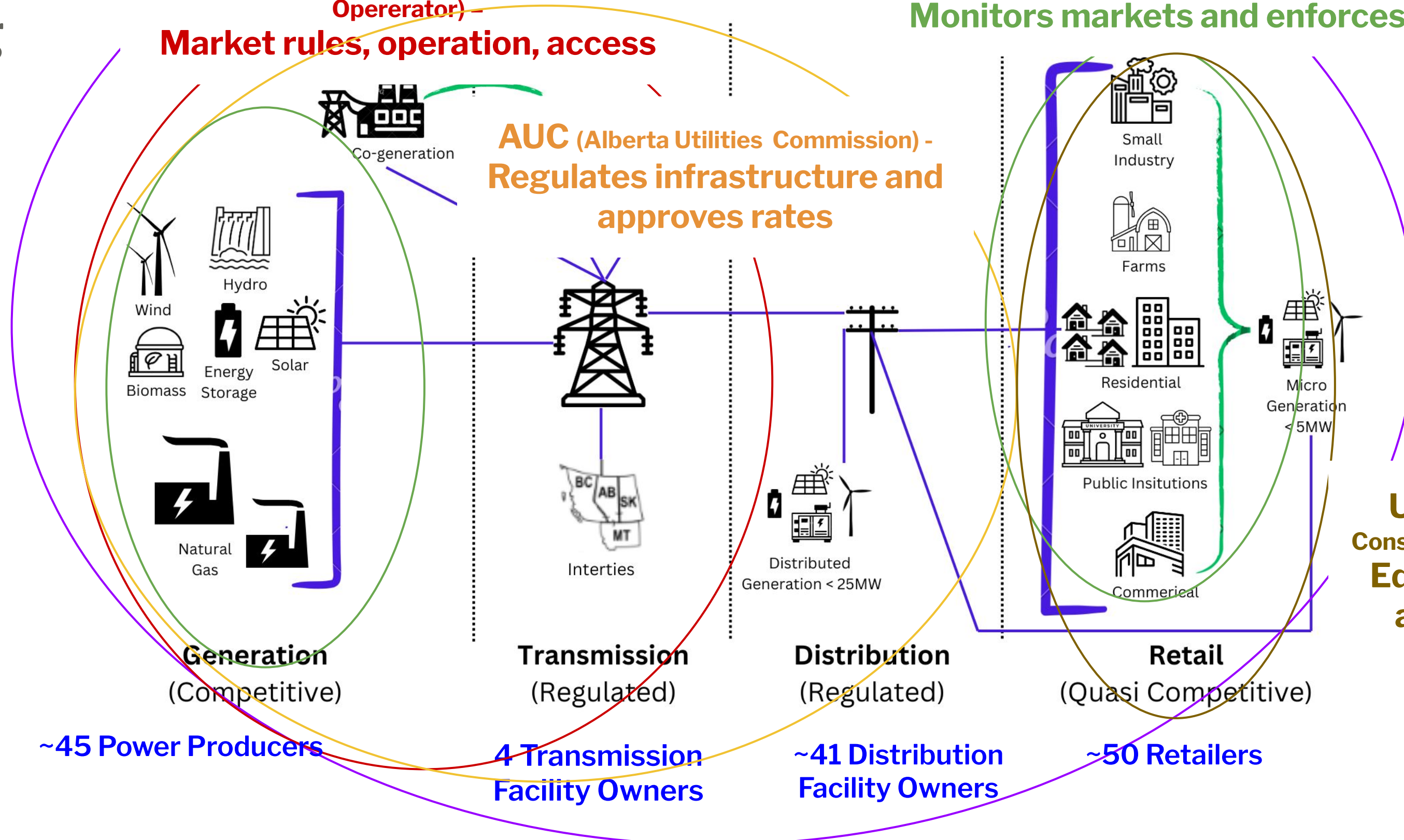
GoA (Government of Alberta) - Ministry of Affordability and Utilities Policy and Legislation

AESO (Alberta Electricity System Operator) - Market rules, operation, access

MSA (Market Surveillance Administrator) - Monitors markets and enforces

AUC (Alberta Utilities Commission) - Regulates infrastructure and approves rates

UCA (Utilities Consumer Advocate) - Educates and advocates



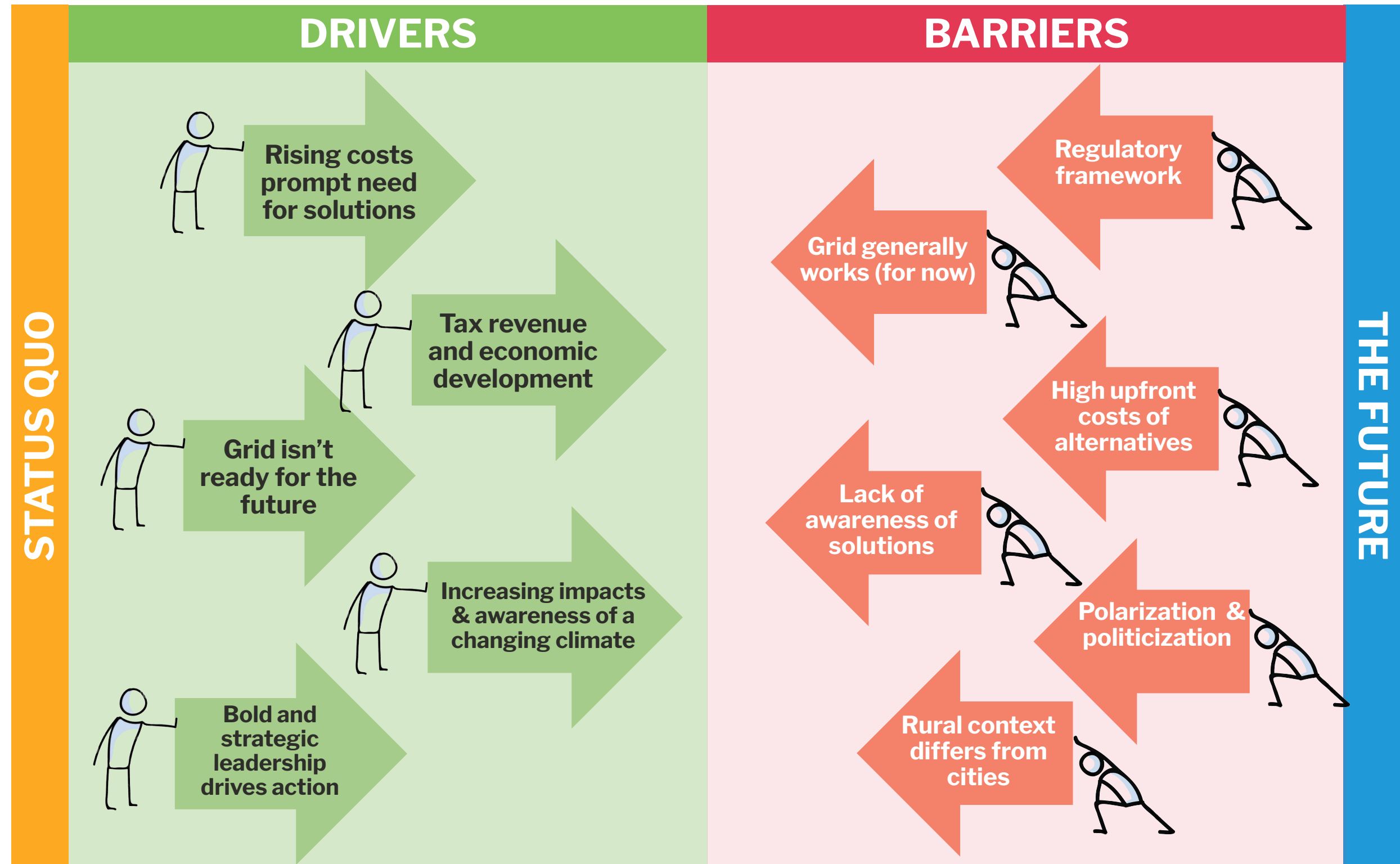
Drivers and Barriers

Drivers and Barriers to electricity system change in Viking & Area (as identified by the interviewees of this research project)

In any system there are forces driving towards the future and those working to keep things as they are

Neither the status quo or the future are perfect - but our desire to move towards one or the other is often a reflection of how well the system in place is meeting people's needs. Of course, with variable needs and desires, different groups of people are not always perfectly aligned on what these are. When a system starts to meet the needs of fewer people, it prompts innovation and disruption - in a word: change.

The goal in shifting a system (at least in a democracy) should be to meet the needs of the most people and the natural systems they depend on over the longest period of time.



Drivers

“What are the drivers of electricity systems change in Viking and area?”

Interviewee Quotes

- "Currently we're paying what we can afford to pay for power, but I don't know if we can afford to pay much more."
- "So one of the common complaints is the cost of electricity that just keeps going up and up and up. And it's based on cost of delivery being 40 to 60 percent of your bill. If we keep investing in the transmission system, all that's going to do is drive those costs up because load pays in Alberta."

Where are we seeing these trends appear?



Globally



Provincially



Locally

Driver #1: Rising costs prompt the need for solutions

Essence: Increasing electricity costs are putting pressure on wires owners, retailers and consumers to innovate. Consumers are looking for ways to reduce their own energy bills and expect the system to support them to do so.

- The cost of electricity is rising, and despite having a deregulated system Alberta currently has the highest power prices of any Canadian province
- Connection fees make up a large portion of people's energy bill which leaves consumers feeling powerless and unclear on the what they're getting for those fees
- Consumers' pocketbooks are stretched thin with inflation increasing the cost of living across the board
- Creative solutions are emerging and people are more open to learning about new technologies because of how unsustainable the status quo feels
- Unpredictable and volatile prices make planning for the future difficult; especially for fixed income individuals, small businesses, charities and non-profit groups. This drives people to look for solutions with greater long-term certainty or predictability

Interviewee Quotes

- "The electrical system that supports Viking is out of date. It is currently being asked and will be asked more in the future to do many things that it was not originally designed for. It was designed to dump power one way from large generation sources down to the consumers or the small communities."
- "Things are going to need to change for it to keep up with everything in the future"

Where are we seeing these trends appear?



Provincially



Locally

Driver #2: The existing grid is not sufficient for meeting future needs and demands

Essence: The current system is designed to move power in one direction: from generators to consumers and will be challenged to both meet growing demand and handle two-way flow while maintaining overall stability/reliability and affordability.

- The current system relies on a highly-functioning centralized transmission system that carries power from one part of the province to another
 - Ensuring that this system is in good working order is very expensive and those maintenance costs are being applied directly to consumers' energy bills. Consumers are not happy to pay for these heavy maintenance costs while not understanding the benefit it provides
 - The current grid isn't equipped to add industrial loads affordably
 - Supply and demand balancing has been relatively straightforward due to a small number of generators who produce a significant amount of the power. As the sources of supply diversify and more producers join the market, it will be increasingly difficult to ensure stability of the system due to a larger number of inputs that need to be coordinated
- A decentralized system can foster stability at the local level by granting greater autonomy for local management. However, achieving this requires enhancing functionality to facilitate two-way electricity exchanges

Interviewee Quotes

- "They have solid leadership and very much a can-do attitude at the Town. Anything new is risky. And the new energy paradigm is risky. Somebody's got to take the risk. But is it worth it in the end? And I think, based on their track record, they took a risk. They made the investment and it's turned out wonderful for them."
- "There are going to be wars over water. There are going to be wars over power. All of the essentials there are going to be wars over. And we have to be conservative, we have to conserve and be forward thinking and proactive."

Where are we seeing these trends appear?



Globally



Locally

Driver #4: Bold and strategic leadership drives action

Essence: Leaders with strategic perspectives are advocating and leading the implementation of technologies today that mitigate future challenges and respond to future opportunities.

- Investing in new and novel opportunities requires taking a risk and being scrutinized for those decisions. This requires courageous leaders who have the conviction of their decisions
- Thinking strategically about the long-term future requires people to get out of the day-to-day mindset and carefully balance the needs of future generations against the needs of today. This is not the common approach where many leaders often focus mainly on the present and near future, but the need to adopt longer-term thinking and planning is becoming more evident
- Decision-makers are increasingly aware of emerging opportunities to help implement these initiatives. This includes entertaining opportunities for innovative technology and leveraging subsidies or other financial incentives

Interviewee Quotes

- “So I think Viking is a little more forward-thinking when it comes to sustainability and economics and resources. We are working with [prospective developers] to lease property and then ultimately create a bit of a tax revenue, which would be put back into infrastructure to support some our upgrades to our community.”
- “I think a lot of it is driven by profit - the competitiveness piece... From a municipal perspective, people are worried about the amount of oil and gas that has shut down and how you would ever replace that tax revenue.”

Where are we seeing these trends appear?



Globally



Provincially



Locally

Driver #5: The electricity system can generate tax revenue and economic development opportunities

Essence: Through renewable energy development, communities can develop revenue generating opportunities which allow them to produce their own electricity while increasing their tax base. Having more affordable electricity is also key to maintaining a community's attractiveness to new industry and businesses.

- Rural municipalities are seeing slower population growth than urban areas, and combined with declining oil and gas development, have a need to replace tax revenues. Utilizing municipally-owned land for renewable energy development creates an alternative revenue source for municipalities.
- Economic growth can be realized through new business opportunities that renewable energy provides, as well as the types of businesses that it attracts.
- ‘The Alberta Advantage’ for new industry looking to locate in Alberta is eroded by high electricity prices - especially for national or international companies accustomed to greater choice in providers. This creates tension between the desire for new investment and the jobs new industry creates in rural communities and the limitations of the current electricity system.
- With the support of Municipal Climate Change Action Centre, the Town of Viking was able to invest in a municipally owned solar system, which has created net-positive revenue for the town in addition to supplying emissions-free power for town buildings.

Interviewee Quotes

- "Something that's come to mind is the crazy weather that we experienced last summer when we saw those extreme heat conditions and this winter when we saw extreme cold conditions. When the world is going to put way more demand on our grid, how are we going to be prepared?"
- "Across the country there is a change in the attitudes about power. As a community, we're following along those lines or are trying to do the best we can with what makes sense for us economically. If we have the choice of the old refrigerator that's sitting there, humming in the corner and drawing all that power or the 15 watt fridge, we're making those choices because we're more socially aware and feel more responsible that way."

Where are we seeing these trends appear?



Globally



Provincially



Locally

Driver #6: Increasing impacts and awareness of a changing climate

Essence: The general public (especially the youth) is becoming more aware of human impacts on the planet. There is an increased desire to make choices that feel like "the right thing to do." Increasingly volatile and unpredictable weather events place further strains on the electricity system.

- Younger generations are experiencing the worsening realities of climate change, and their future prospects are affected by its longer-term impacts. To them, the issue is undeniably real and increasingly urgent to begin to address meaningfully
- Record-breaking temperatures, smoke-filled summers, droughts and floods are changing people's needs and behaviors. These disturbances are also increasing costs, affecting everything from insurance to food. Additionally, they're driving up electricity demand from individuals and businesses, particularly for items like air conditioning or remote watering systems
- The awareness and acceptance of climate change as a real, human-created phenomenon and its destructive potential is growing, and along with it a sense of duty or personal conviction that ensuring a livable future for all people will require us to take greater social and environmental responsibility

Barriers

“What are the barriers to electricity systems change in Viking and area?”

Interviewee Quotes

- "We've taken it for granted. The power will be here. We use it. We pay for it anyway."
- "Well, personally, for the most part, I get up every morning and I turn the coffee on and it, it works. I turn a few lights on when I need to, and they work. So that's working. My needs are met."
- "Why it might need to be changed in the future when you can say, I've never had a problem with it. Why would I change it if it's good for me?"

Where are we seeing these trends appear?



Provincially



Locally

Barrier #1: The grid generally works (for now)

***Essence:** The overall system produces enough electricity and is maintained to be resilient enough to meet our current needs.*

- If a system works reliably then why change it? Interviewees reported high reliability of electricity in Viking, meaning they have access to the electricity they need, anytime they need it
- Very few disruptions in service and quick resolutions to disruptions creates the impression with the public that "all is well." It's not until there are province-wide alerts that consumers have started to notice or wonder how reliable the system really is
- Ensuring high reliability and low down-time requires that wires owners invest heavily in routine maintenance and resources to quickly resolve outages. To date, these costs have been seen as a necessary cost of business

Interviewee Quotes

- "Regulatory world is "burping along" in response to needs and ends up being behind vs in front. Some technologies are favoured over others."
- "Several utilities submitted applications for demand side management (DSM) and only one was approved and it was approved as a pilot only. There is no mandate for DSM programs in Alberta and the commission only works within the mandate that they have...Utilities have to go and drive some policy changes and that takes a lot of time as well."
- "I think entrepreneurs maybe avoid the energy sector when it comes to innovation, because it's so highly regulated."

Where are we seeing these trends appear?



Provincially

Barrier #2: Regulations are designed for existing infrastructure and market

Essence: The robust, established policy and regulatory framework favours investment in the existing system and technology. Regulatory change is extremely difficult and slow and the status quo prevails.

- Regulatory bodies work within the mandates they're given from government departments. Therefore, changing elements of regulations that don't work for an emerging system requires changes at the policy and legislative level. For good reason, those kinds of changes are labour intensive and very slow.
- Due to the complexity of Alberta's regulatory frameworks, novel approaches to power production, transmission, distribution and load management cannot easily be incorporated. This hinders producers, wires owners and retailers from innovating at the pace demanded by consumers.
- Policy changes are trailing behind developments in other global markets, indicating an inevitable need for change. However, the reactive approach and ambiguity surrounding the specifics of potential policy revisions create uncertainty for businesses and investors, deterring investment and hindering progress.
- Although the approval and permitting processes are clear for certain types of projects at the Provincial level, municipalities can create their own land use policies for new project development. If not done effectively, it can be labour intensive, time consuming and doesn't always produce the best results every time a new project is proposed.

Interviewee Quotes

- "It's where people are getting their information from. People are very selective as to where they go for their information sources and it's unbelievable what kind of trust they will put it in to information that has no credibility."
- "Our federal government is so hell bent on the ideology behind these taxes."
- "You'd be hard pressed to find anybody who would agree with an electric vehicle here because of where they come from, where they make their money"

Where are we seeing these trends appear?



Globally



Provincially



Locally

Barrier #3: Polarization & politicization

***Essence:** Where we get information from matters. Information to support any perspective can be found and not all sources are credible. Energy topics are intensely politicized and polarized which leads to a 'with us or against us' mentality.*

- Entrenched beliefs and mindsets reduce people's genuine consideration of alternative perspectives. Dominant narratives and polarization create cultural barriers to change, where adopting renewable energy technologies becomes equivalent to betraying the oil and gas industry, 'the lifeblood of Alberta,' or tarnishing the legacy of past generations.
- Politicization of energy solutions has created a stalemate between the provincial and federal governments, where altering a position or messaging would be akin to 'backing down' or 'losing the battle.'
- Misinformation spreads faster than facts and leads to poor decision making and confusion.
- A lack of consensus on the most appropriate technology solutions exists, in part, because people are divided ideologically instead of exploring the data. Furthermore, people's belief in facts or arguments presented depends on how much it aligns with their current beliefs and the trustworthiness of the source may be subjectively evaluated or not considered at all.
- Limited opportunities exist in our society for deliberate, respectful conversations with individuals holding differing viewpoints. Consequently, this fosters entrenched beliefs and a tendency to engage in disagreement primarily through online platforms, potentially anonymously, with group dynamics enhancing the potency of disagreement.

Interviewee Quotes

- "I think one of the things at play here is just understanding. I think everybody is generally aware that we need better solutions and that there's new technology but the depth of understanding I'm not sure is there quite yet."
- "I've always been a rural Alberta kid. I think right now we're being pushed to the side. Everybody needs to look at rural Alberta as more valuable. And if these people could come out and educate our people and teach them the benefits...and explain all these different scenarios...and this is going to be the cost, are there any rebates or grants? I think that would be huge."

Where are we seeing these trends appear?



Locally

Barrier #4: Lack of awareness of solutions

***Essence:** The general population lacks awareness about what viable technology options are and the pros and cons to each. They don't have a sense of what might change as a result of implementing these technologies.*

- People are generally unfamiliar with solution options (technological and other) and likely don't know anyone personally who has successfully implemented new technology like electric vehicles, air-source heat pumps or personal solar arrays.
- The full implications of converting to new technologies are not well understood and the tendency is to be wary or suspicious of new things. Folks are not aware of the upfront and full life-cycle costs, incentives and rebates and lifestyle changes associated with new technologies.
- Similar to many organizations, the staff supporting small municipalities are constrained by capacity and pulled in many different directions. Generally speaking, there are not enough staff and they don't have knowledge or experience with emerging energy trends. These folks often support other very high priority areas elsewhere within town operations and it's difficult to find the time to conduct research and explore innovative options.

Interviewee Quotes

- “Definitely prices of all that stuff. That's definitely a barrier.”
- "There are many players that are seeing a business opportunity and are making the investment so that they can gain financially from their investment. There are advances that have been made in battery storage technology and it's also enabling this to happen. I'm confident that there's going to be a lot more uptake on it in the fairly near future, but I'm not aware of others that have gone down that path yet. I'm certainly not going to oppose it when it makes economic sense to do that, but I need to see a demonstrated business case that would justify that additional investment."

Where are we seeing these trends appear?



Provincially

Barrier #5: High upfront costs of alternatives

Essence: Installing new technology often requires a large, upfront investment and many don't have access to this amount of capital. Investments with a long payback period are seen as too risky for some stakeholders and furthermore, the business case isn't always clear.

- New technology requires a significant investment of money and time to successfully implement. Many individuals and small businesses don't have a surplus of either at the moment, and therefore don't see these solutions as being viable alternatives at this time. Many options are viewed as only for the wealthy and most innovative folks.
- For any investor, whether personal, municipal or business, the economics need to make sense and be compelling enough to invest. Working towards a net-zero electricity system needs to make financial sense - it can't just be a nice thing to do.
- High upfront costs combined with a long payback period are made worse by high interest rates.
- The general population often doesn't have access to reliable information needed to conduct an economic assessment, even if they wanted to. When the information is available, there is low confidence in it and most people don't personally know of others who've had success.
- Subsidies and loans are available which helps with the economics, but many people don't want government handouts and can signal that the economics are insufficiently positive. They also want lower taxes overall, making subsidies even less appealing.

Interviewee Quotes

- “I would say that probably the dominant view locally here is that it's not sustainable for rural Alberta. And that's something that, unless they can figure out, you won't get buy in from rural Alberta until, that's resolved.”
- "For a farmer to run his combine or his tractor or the truck to town to haul his grain, or drive 40 minutes to 2 hours to a hospital or healthcare in the city; electric vehicles are not going to work on days like we saw even last week."

Where are we seeing these trends appear?



Locally

Barrier #6: Rural context differs from cities

Essence: Rural communities are systemically de-prioritized and overlooked, and technologies don't necessarily work well or translate to rural or remote applications.

- Low population density leads to higher electricity transmission and distribution costs.
- The consequences of being without power for longer are higher. For example, you could find yourself stranded or needing to wait a long time for help to come. Extreme weather is an issue when travelling long distances on country roads (i.e. range loss in EVs in colder weather).
- There is low confidence in the reliability of new technologies and folks don't have a working knowledge of or the ability to repair new technologies. Authorized service technicians may only be available in the nearest city. This leads to a need for additional backup systems that can work seamlessly with existing systems, and building that redundancy can add to costs.
- Due to the larger distances travelled combined with low population density, participants felt that rural areas need different transportation solutions than urban areas. For example; bikes, e-scooters, and public transit are not presently seen as viable transportation options in Viking.
- Small towns and rural communities have been deprioritized politically, technologically and socially. Residents don't see themselves as being as influential as urban voices in political decisions. Technology is developed, tested and marketed with urban customers in mind. Energy transition narratives don't resonate {as much} with rural audiences as urban ones.
- New industrial development located nearby might not directly positively benefit the community.

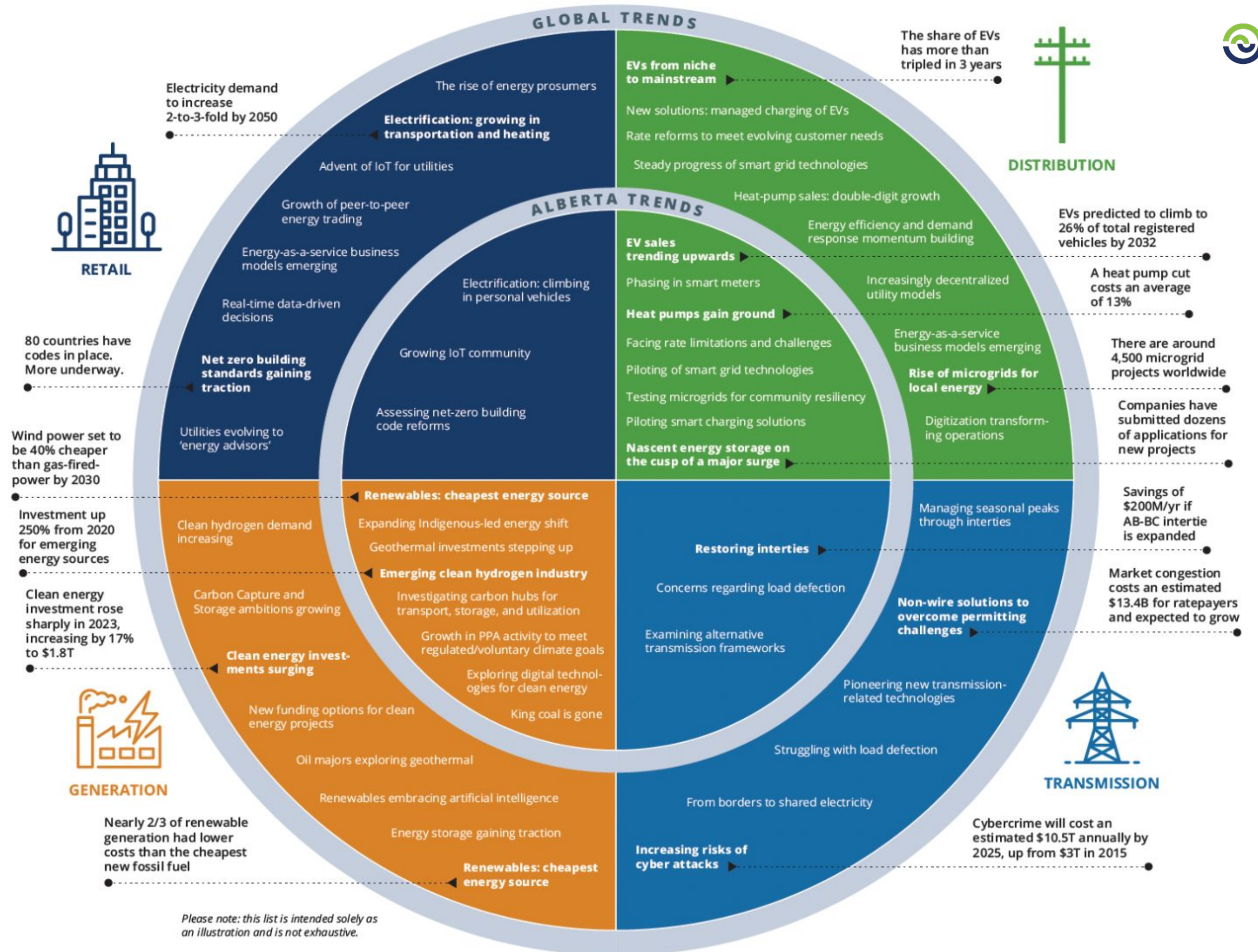


Alberta-Wide & Global Trends

“You can listen to what people say, but you will be far more effective if you observe what they do.” - Seth Godin

Alberta-Wide & Global Trends

This diagram is taken from [Leading the Charge: A Vision for Alberta's Electricity Future](#) - an early output of another EFL initiative. Taken together, these long-term trends show that, to continue to power Alberta's progress, we must expand on the strong foundations of the province's electricity system today to meet our ambitions for the future. Moreover, they make the case that the shift needs to start now, as electricity will need to move ahead of the curve, as its role in accelerating pathways for other sectors to decarbonize is essential.



Scan to read the full report



One Last Thought

As you get ready to participate in our first Workshop, we'd like to offer one final perspective from an Indigenous worldview. We encourage you to consider the generational wisdom embedded in this principle, contemplate its implications in this work, and its potential to shape a more abundant future for all.



7 Generations Teaching

The 7 Generations Teaching is a philosophical teaching found within many Indigenous cultures in North America.

From Jayla Rousseau-Thomas:
The teaching “puts the onus on decision makers to consider the options and their impacts outside of just the current context when making decisions at the individual, family, and community levels. Each person is to consider the decision they are seeking to make, in addition to considering what the seven generations before them would have done, and how this decision will impact seven generations into the future.”

“The Peacemaker taught us about the Seven Generations. He said, when you sit in council for the welfare of the people, you must not think of yourself or of your family, not even of your generation. He said, make your decisions on behalf of the seven generations coming, so that they may enjoy what you have today.”

*- Oren Lyons (Seneca)
Faithkeeper, Onondaga Nation*



Next Steps

“Unless someone like you cares a whole awful lot,
nothing is going to get better. It’s not.” – Dr. Seuss.

Now that we have gathered relevant data points on what’s happening in the local electricity system, we’ll explore these elements together more deeply in an upcoming series of workshops. There, we’ll also work together to craft a vision for the local electricity system and begin roughing-out some ideas that could become collective actions to move us towards the vision.



Next Steps

