Negotiating an Energy Conservation Ordinance: Gainesville, Florida

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**Original Profile**

**High-wall mining** is less intrusive. An auger and conveyor remove coal.

**Mountaintop removal**

Mining companies strip forests and topsoil then blast the mountain apart layer by layer to get to coal seams.

- Mining waste is dumped into valleys and streams.
- Water runoff high in silt, iron and sulfur compounds, pollute water downstream.

**Reclamation**

Mining waste is smoothed out and steep slopes are terraced. Even with chemical treatments, vegetation has a hard time growing on the infertile and highly acidic soil.

- Mining spoil fills valley.
PURPOSE:

ECO Goal:
--Increase Energy Efficiency of Gainesville Building Stock
--Achieve Benefits of an Energy Efficient Community

Practicum Goal:
--Seeking feedback from those most likely to be affected by the ordinance (landlords)
--Incorporate feedback into a creative, agreeable solution
People:

Landlords & Property Owners

Gainesville Renters

Gainesville Regional Utility (GRU)

Gainesville City Commissioners

Gainesville Loves Mountains
PROCESS:

ECO Process:

- R&D Ordinance & Supporting Documents
- Continued Outreach & Networking
- Agreeable Solution
- Internal Group “Check In” Meetings
- Feedback (Landlord & Other)
PROCESS/PROGRESS:

So Far...

--Discussion of landlord input
--Research
--Vulnerable Agreement
--Outreach and Networking
  -Potluck
  -Public meetings
--First landlord meeting
PROGRESS:

Next Steps:

--Scheduling more meetings with landlords

--Consider: focus group or multi-stakeholder meeting

--Integrate input into potential solutions, craft ordinance

--Move forward with ordinance
CONCEPTS:
Multi-Stakeholder Processes

Asking who isn't at the table?
Interest Based, Principled Negotiation
Understanding human behavior
Understanding policy
Understanding "I'm okay, You're Biased"?
Focus Groups
CONCEPTS:

The Groan Zone

Kaner

Focuspointglobal.com
CONCEPTS:
Easy on People, Hard on Issues
CONCEPTS:
Interest Based, Principled Negotiation

123rf.com
Workforce3one.org
REFLECTIONS:

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