

Expanding Our Network through Education: Saint Paul EcoDistrict Case Study

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Ever-Green Energy



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Common District System Challenges

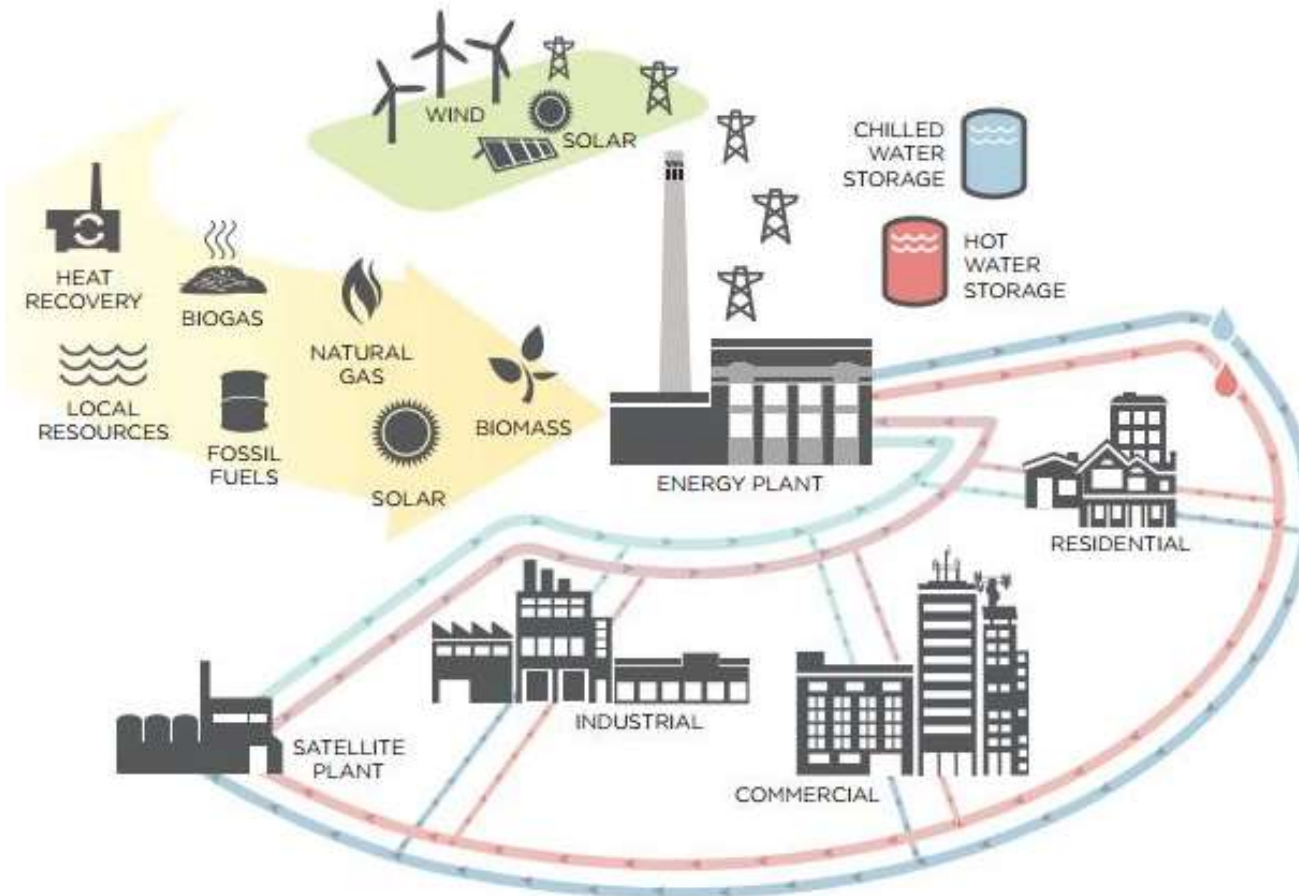
- Low visibility in the market and in the community
- Low comprehension of the technology
- Communicating our value proposition
- Connecting common community goals to the potential of our systems
 - Environmental, economic, efficiency, etc.
- Building a network of champions in local government, academia, community and civic leadership, environmental and business sectors

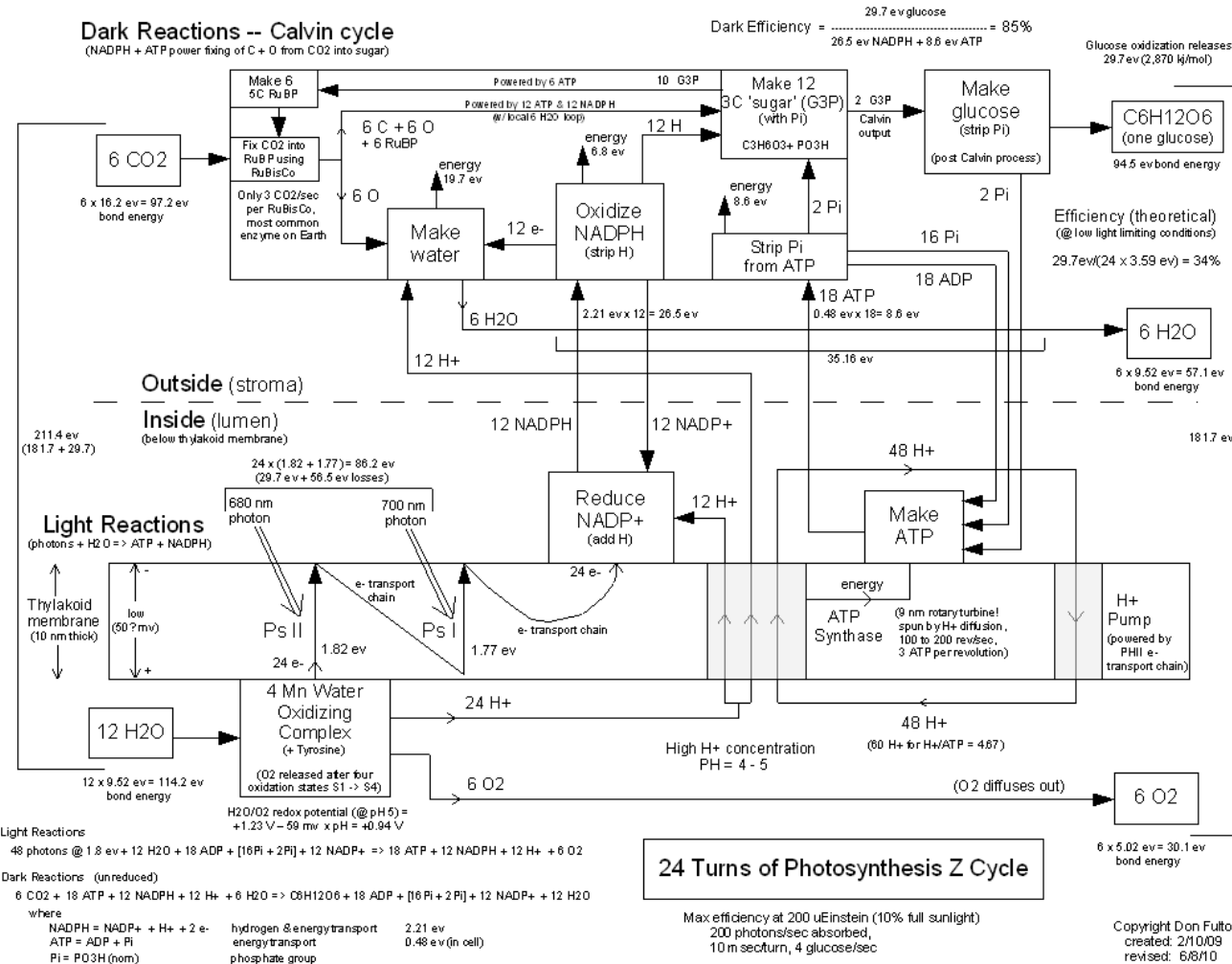


Traditional Approach

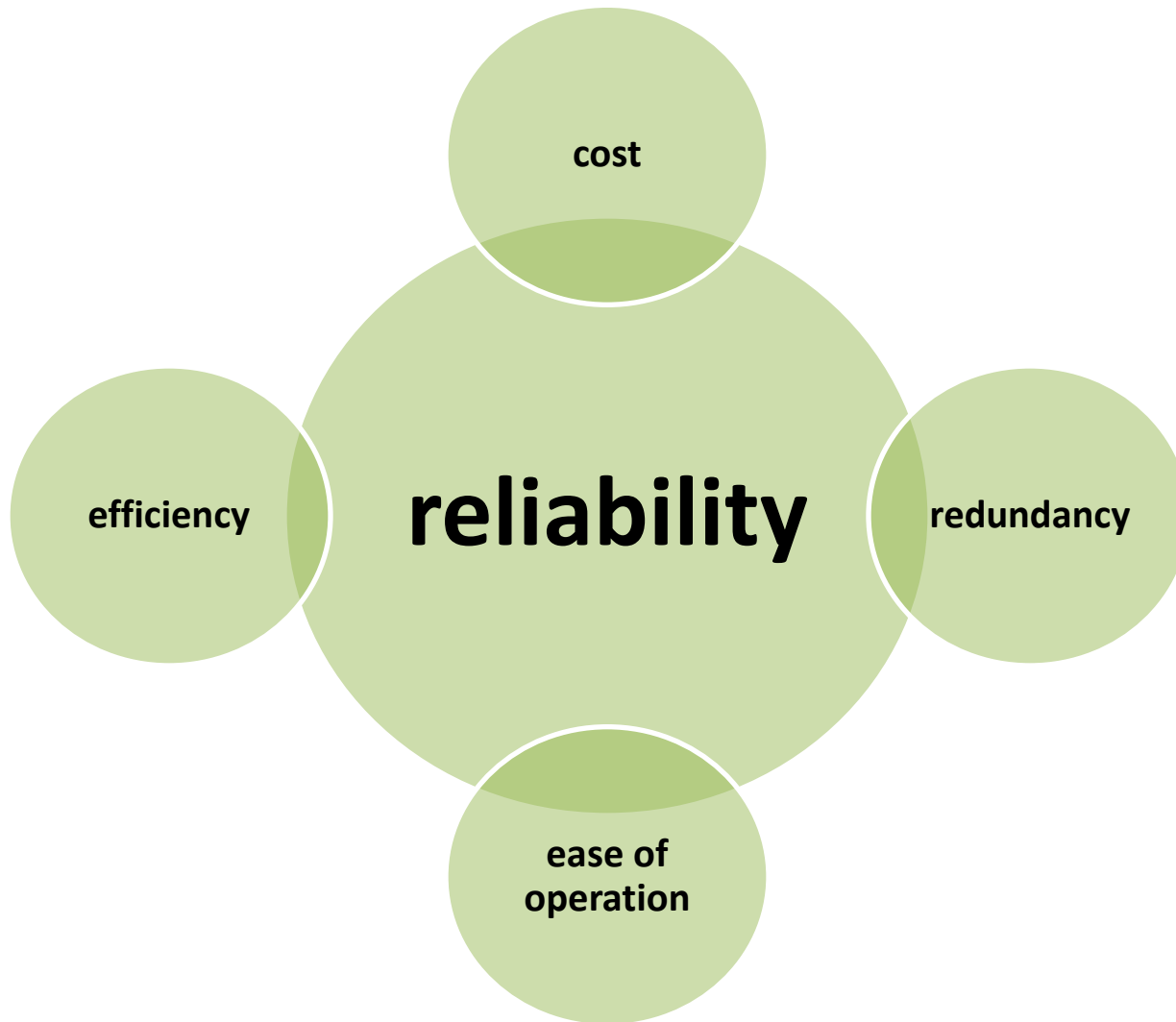


What we might be trying to communicate...

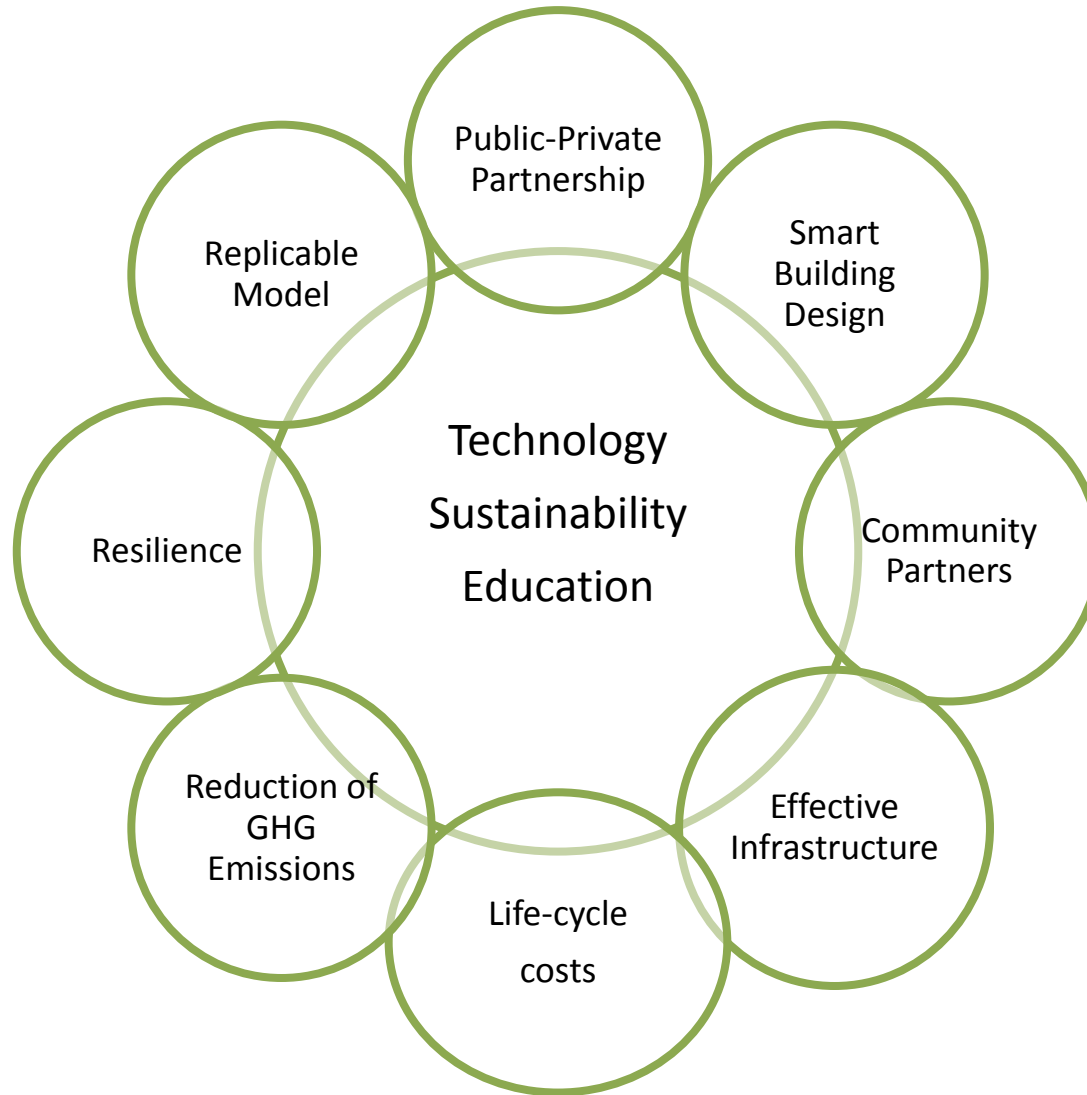




Our Standard Value Proposition



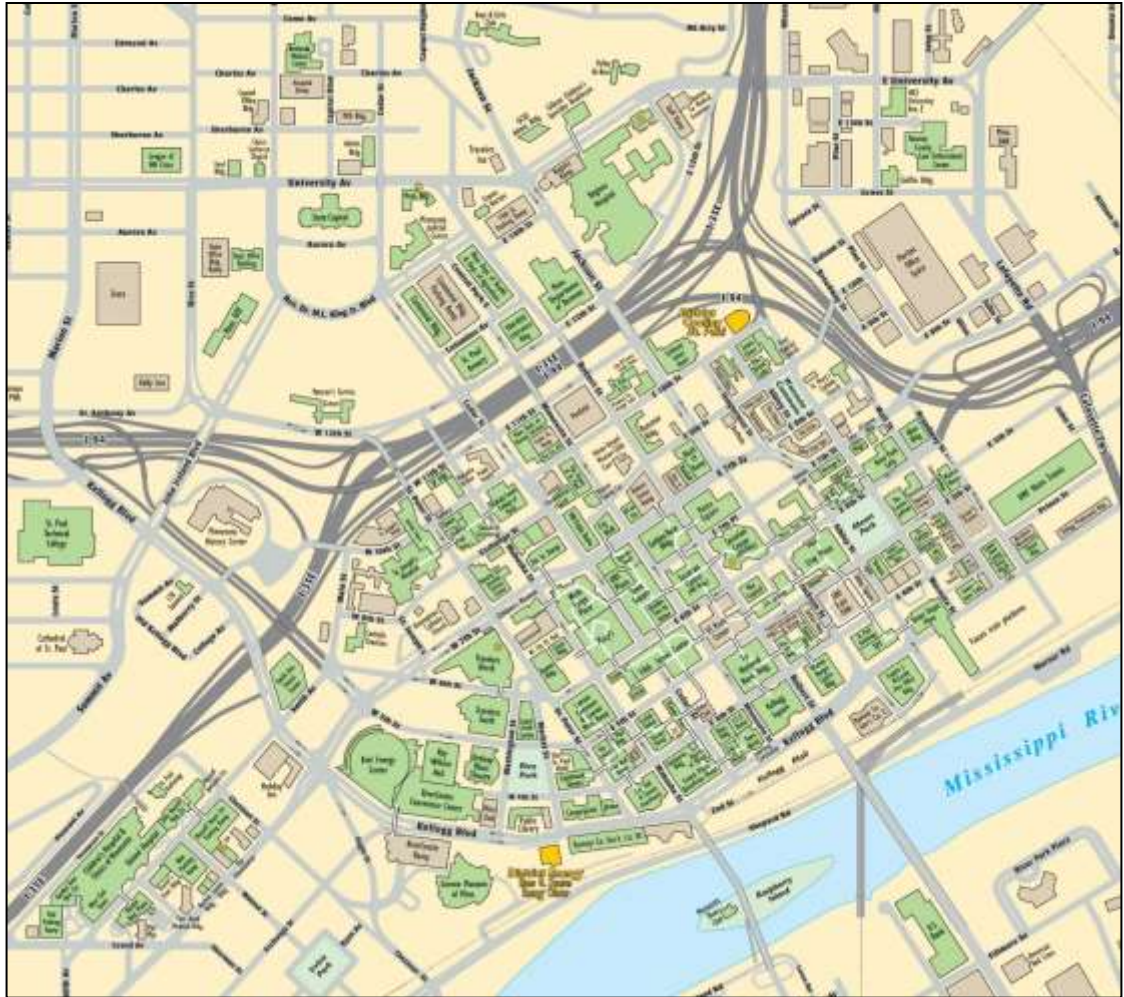
Value Propositions Worth Considering



SAINT PAUL'S EDUCATION FRAMEWORK



District Energy St. Paul



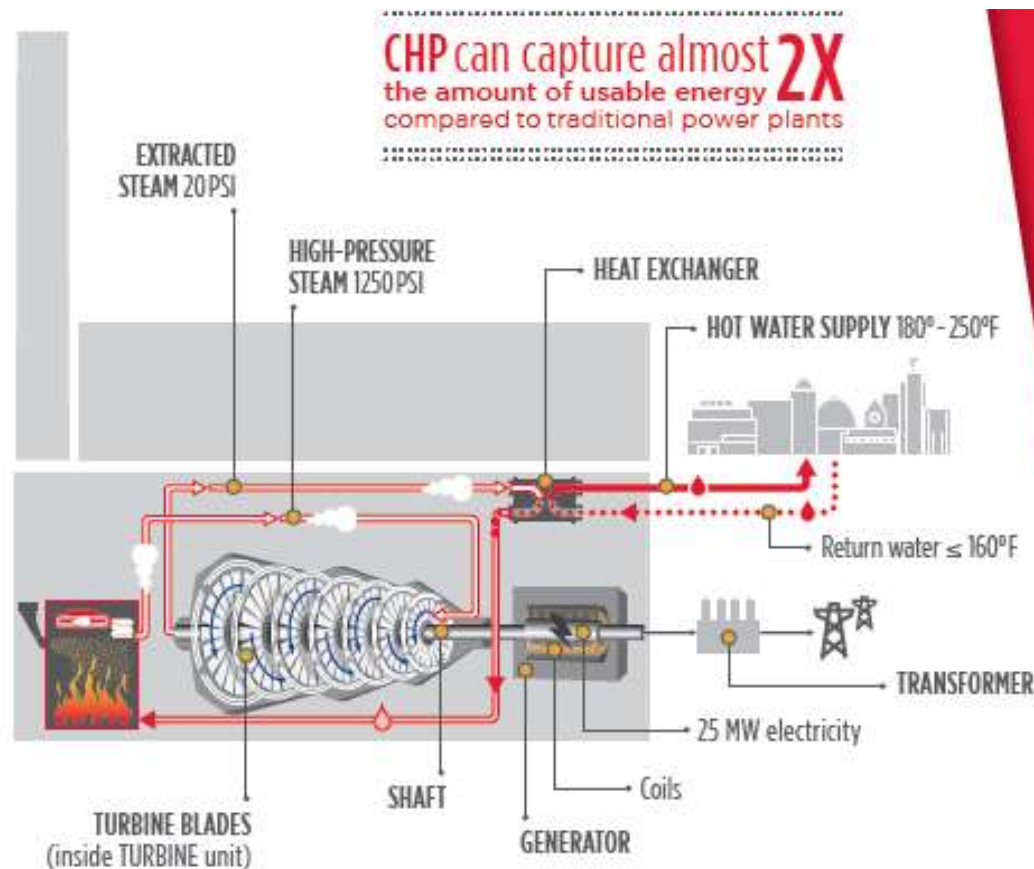
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Saint Paul Tour Program



Tour Development and Education



CHP-turbine room

Opportunity Constrained by Resources

- Hundreds of visitors each year
- 30-60 minutes of staff time for every 20 visitors
- Limited staff time
- Visitor experience limited by comprehension – before, during, and after visit
- Mismatch of what we teach and what people will apply in their lives boiler mechanics versus system operation versus making good consumer decisions – or good policy decisions



What is an ecodistrict?



What is the Saint Paul EcoDistrict?



Saint Paul, MN – Mississippi Riverfront



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Saint Paul EcoDistrict - Phase 1

- Introduce the concept
- Placemaking
- Web platform
- Walking tour
- Daylighting technology in this district



Developing Sustainability Through Education



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Welcome to the Saint Paul EcoDistrict

Explore science and sustainability in the heart of Saint Paul.

ABOUT US



WHERE TO START



ECODISTRICT MAP



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www.saintpaulcodistrict.com

Saint Paul EcoDistrict Placemaking



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Saint Paul EcoDistrict Future Phases

- Classroom curriculum: K-12
- Demonstration projects of varying scale
- Interactive projects and on-site education
- Plume Project
- IDEA engagement
- Science festival
- Large-scale daylighting
- Developer engagement – Align future development with EcoDistrict Principles



Local Partners

Kid Wind



Climate Generation



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plumeproject.com



Q: Which is more spectacular, the Saint Paul Cathedral's event lighting, or the plume in winter? A: The plume in winter, whenever it caught the roving spotlights. The Plume Projects this time next year will be phenomenal.

Plumeproject.com



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OTHER COMMUNITY ENERGY ECODISTRICT OPPORTUNITIES



Ever-Green Energy

www.ever-greenenergy.com

University Avenue District Prospect North Neighborhood, Minneapolis, MN



Ever-Green Energy

www.ever-greenenergy.com

Rice Creek Commons



Ever-Green Energy

www.ever-greenenergy.com

Ford Site Redevelopment Planning



Back to the Value Proposition

- Visibility
- Comprehension
- Essential infrastructure
- Community partner
- Long-term talent pipeline
- An engaged audience – our future generations!
- A model to replicate – broaden the story, broaden the champions who can support what we do
- Grow the network, grow the business



Questions?

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