State Incentives
How to organize for success

Residential / Commercial
Learning Objectives

• Objective 1 – Impact of State Incentives
• Objective 2 – Organize your stakeholders
• Objective 3 – The 4 Keys to Success
• Objective 4 – Lessons Learned
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Outline/Agenda

• 4 Keys To Success

1. Organize your stakeholders
2. Hire a Lobbyist
3. Educate Elected Officials and Staff
4. Geothermal Field Trips

• Conclusions
4 Keys to Success
Organize your stakeholders

• Invest the time to build a coalition, group or association of like minded people with the same goal.

• This group should consist of all industry stakeholders to include MFGs, contractors, well drillers, distributors and etc.

• There is power in the numbers and the greater the reach, the greater the impact.
Organize your stakeholders

• This group serves 3 primary functions,
  • Funding the legislative effort,
  • Educating officials during field trips,
  • Broad outreach when called upon.
Organize your stakeholders

• Make sure to provide your stakeholders with a clear objective and concise talking points, ie: Tax Credit, Amendment, Law and etc.

• Organization means, same message, same statistics, same timeline.

• Stakeholders should be frequently updated with concise and clear communications from one source.
Organize your stakeholders

• Stakeholders want to see value in their advocacy investments. Frequent updates provides them this visibility while they focus on other tasks.

• Stakeholder advocacy and messaging should be controlled! Know when to attack!
2. Hire a Lobbyist

- You are not a lobbyist – so don’t act like one!
- Lobbyist are paid professionals who understand the process, have the relationships and the time to influence the legislative process
- Your lobbyist doesn’t install geothermal!
Hire a Lobbyist

Important factors to consider when hiring a lobbyist,

• The ability to focus on your group’s interest

• Relationships on both sides of the aisle and office staff

• Proven track record of successfully moving legislation
Hire a Lobbyist

Lessons Learned

• Clout vs. Attention
• Number of clients
• Background – what have they worked on in the past?
• Strong enough to organize stakeholders, assertive!
• Protect your identity – i.e.: Solar, Sierra, etc.
• Respected by Legislators and staff.
3. Engage Staffers

Legislators do not write bills!

Legislators do not research bills!

Legislators typically do not understand the mechanics of an actual bill!
All the legislative support in the world does no good if the staff is not on board!

Lesson Learned:

Meet with and educate key staffers. Explain the geothermal story, provide examples and ask how you can help them. Ask them how to be successful!

Craig Parks – Senate Finance Committee SR Analyst
4. Educate elected officials and their staffs.

There are 2 significant endeavors at stake here,

1. Legislators are more comfortable supporting issues they understand

2. Legislators tend to support the desires of their constituents, especially when face to face!
Educate elected officials and their staffs.

The majority of the work in passing any legislation happens during the “Legislative recess”.

Utilize this quiet time to teach legislators and staffs the merits of geothermal

Try to conduct these events or meetings in the legislators home territory
Educate elected officials and their staffs.

South Carolina & Virginia Geothermal Field Trips

- Educational orientation scheduled at a residence inside the legislative district

- Involves the homeowner (voter), the contractor (voter), the driller (voter) and the lobbyist.
Educate elected officials and their staffs.

Homeowner focuses on the benefits and efficiencies gained by geothermal (reduced consumption, energy independence)

Contractor focuses on the number of jobs completed in that district and labor requirements (job creation and taxes)

Driller focuses on labor requirements and business impact (job creation)
Educate elected officials and their staffs.

• Begin educational efforts on senior members of the legislative bodies and the members of the various finance or ways and means committee.

• Ensure educational efforts extend to both sides of the aisle and the staff

• Ensure talking points are adhered to by all stakeholders (don’t go off the reservation)
Educate elected officials and their staffs.

There is no room in this process for your own political views!

Show support to key legislators and attend any event you are invited to, i.e., fundraisers.

Manners – Please, thank you, proper decorum and protocols, hand written thank you notes and phone calls to the staff.
State Incentives Pay off – Geothermal is the fastest growing clean energy technology in SC with a 51% increase in installs in the 1st year.

Successful advocacy starts and succeeds because of local grass roots efforts

ORGANIZE your stakeholders and provide consistency in message and effort

Know the data: # of jobs, installs and financial impact

Educate your stakeholders and legislative staff

Show support to key legislators and attend any event you are invited to, i.e., fundraisers.
Questions

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