

Moderator's Guide

The Future of Southern Energy

Making Choices for Your Community

What should your community do to capitalize on the economic opportunities associated with energy? This Moderator's Guide is designed to help you lead a community forum to choose a path to the future for your community. The purpose of the forum and the supporting materials is not to advocate a specific solution or point of view. Rather, it is intended to inspire thoughtful examination of differing points of view and a movement towards common ground around which the community can plan for its future.



Equipment/Supplies Needed

- *The Business of Southern Energy* Participants' Discussion Guide for each participant
- A Post-Forum Questionnaire for each participant
- Pencils/pens for completing the questionnaire
- Flip chart and markers
- Ground rules poster (optional)

Free copies of the Participants' Discussion Guide and the Post-Forum Questionnaire can be obtained from the Southern Growth Policies Board. The materials can be downloaded and copied from Southern Growth's Web site, at <http://www.southern.org/forums/forums.shtml>. If you would prefer for Southern Growth to copy and mail you the materials, please let us know via the online RSVP form at http://www.southern.org/forms/forum_rsvp.shtml. We encourage you to go online and fill out the RSVP form even if you are downloading the materials so that we know of your plans and can recognize your organization and forum date on our website. Please make plans to hold your forum in time to send the results to Southern Growth by March 2, 2009. Feel free to contact Paula Baker at (919) 941-5145 or pbaker@southern.org with any questions regarding forum materials.

Suggested Format for a Two-Hour Forum

Welcome (5 minutes)

Introduce yourself and tell participants about the organization(s) convening the forum. Stress the co-sponsorship if several organizations are involved.

Give a brief introduction that emphasizes that all is not doom and gloom; there are economic opportunities that can come out of the changing energy environment. As best-selling author Thomas Friedman has noted, "...green is not about cutting back. It's about creating a new cornucopia of abundance for the next generation by inventing a whole new industry."

Explain that the results of the forum will be shared with Southern leaders through the Southern Growth Policies Board, by saying something such as the following:

This booklet was prepared by the Southern Growth Policies Board. Southern Growth is a public-private partnership of 13 states, including our own. Formed by the region's governors in 1971, Southern Growth Policies Board develops and advances visionary economic development policies. It provides a forum for collaboration among a diverse cross-section of the region's governors, legislators, business and academic leaders and the economic- and community-development sectors.

Participating in this forum means that many Southern leaders will hear your views. Southern Growth plans to prepare a report on forum results that will be presented to the governors and other Southern leaders at the 2009 Conference on the Future of the South, scheduled for June 7-9, 2009 in Biloxi, Mississippi. You are also invited to attend the conference to hear what others are saying about the business of Southern energy.

Ground Rules (5 minutes)

Review ground rules with participants before beginning the discussion. Make clear that the forum is not a debate. Stress that there is work to do (this is not just a free flowing discussion with no purpose), and the work is to move toward making plans for the community's future. The work will be done through deliberation.

The moderator should guide the discussion yet remain neutral. Make sure that:

- Everyone understands that this is not a debate.
- Everyone is encouraged to participate.
- No one or two individuals dominate.
- Every approach is considered fairly and fully.
- An atmosphere for discussion and analysis of alternatives is maintained.
- Participants listen to each other.

The moderator should ask the group if they agree with these rules and invite them to suggest others to add to the list.

Personal Stake (15 minutes)

Connect the issues to people's lives and concerns by getting participants to talk about their personal experiences with the issue. This makes the issue human rather than abstract. Some questions you might ask include:

- How have rising energy prices affected you at home? At work? Have you made any changes at home or at work as a result of rising energy prices?
- Have you heard the word "green" used to describe products, businesses or the economy? What does that word mean to you?
- Do you make a special effort to purchase "green" products or services? Why or why not?

Reviewing Possible Approaches (45 minutes)

The next step is to review and deliberate each approach in the Participants' Discussion Guide, one-by-one, roughly 15 minutes each. Deliberation requires weighing the "pros" and "cons" of different approaches so it is important to be sure that both are fully aired. Questions to help ensure a fair and balanced examination of each approach include:

- What makes this approach a good idea? What do you find most appealing about it?
- What are the costs or consequences associated with this approach? Is there a downside to this approach?
- How might others see this approach?
- What would someone who favors this approach be likely to say?
- If we followed this approach, what would be the effects on your life?

Review of Approach One: Build a Green Economy

Begin with an overview of the approach, such as:

We need to look for the silver lining in the latest gloom about energy costs. There is money to be made in developing a new "green" economy. We need to take steps to encourage this new business development in our community.

Initiate discussion by using the general questions outlined above or some below:

- Does the community have any green businesses or industries that you are aware of?

- Does the community have any policies or incentives to recruit green industries or help develop new green businesses?
- Does the community have any programs to help existing businesses develop new green products or services?
- Are there any non-profit or community organizations promoting the development of a local green economy?
- Are you aware of any research taking place at local colleges and universities that might develop into new green technologies and businesses?

Review of Approach Two: Encourage Local Energy Savings

Begin with an overview of the approach, such as:

High energy costs are a budget buster for businesses, government and individuals alike. We need to change how we use energy in order to help all of our pocketbooks.

Initiate discussion by using the general questions outlined above and/or some of the following:

- Does the community have workshops or provide educational materials for citizens and/or businesses to learn about ways to save on energy costs?
- Does the community provide incentives for citizens and/or businesses to make their houses/businesses more energy efficient?
- Do any community buildings or schools have energy saving features such as solar panels?
- Has the community's government hired an energy manager or created an energy conservation team or committee?
- Has the community developed an energy plan or added an energy component to its comprehensive plan?
- Has the community's government passed any energy conservation or building ordinances to promote energy-efficient buildings?
- Does the community have a public transit system or a carpooling or car sharing program?
- Does the community use alternative fuel cars/trucks/buses in its fleet of government-owned vehicles?

Review of Approach Three: Capitalize on Existing Energy Businesses

Begin with an overview of the approach, such as:

Some existing energy providers are already using alternative energy sources. By focusing our efforts on working with existing providers, we can make change happen more quickly and on a larger scale.

Initiate discussion by using the general questions outlined above or some below:

- Does your local utility company provide green power options that sell renewable energy to customers?
- Does the state provide incentives that encourage utilities to invest in alternative energy sources?
- Does the state have regulations that require utilities to invest in alternative energy sources?
- Do the local community colleges provide degree opportunities for managers and technicians in the energy field?
- Are there small alternative energy providers in the community (such as wind farms)?

Working through tensions or conflicts (15 minutes)

Help participants see and work through the tensions or conflicts between the approaches by asking some of the following types of questions:

- What do you see as the tensions between the approaches?
- Can anyone think of something constructive that might come from the approach that is receiving so much criticism?

Moving towards a shared sense of purpose (15 minutes)

Remind people that the objective is to work toward a decision. Test to see where the group is going by asking questions such as:

- Can someone suggest areas that we seem to have in common?
- What values appear to be in conflict?
- What trade-offs are we willing (or unwilling) to accept?
- What are we willing to do as individuals or a community to solve this problem?

Ending the Forum (15 minutes)

Before ending a forum, take a few minutes to reflect on what has been accomplished. Questions like the following have been useful:

Individual Reflections

- Did you hear anything that surprised you?
- Has your thinking about the issue changed?
- Has your thinking about other people's views changed?
- How has your perspective changed as a result of what you've heard in this forum?

Group Reflections

- What remains unsolved for this group?
- Can we identify any shared sense of purpose or direction?
- What trade-offs are we, or are we not, willing to make to move in a shared direction?

Next Steps

- What do we still need to talk about?
- How can we use what we learned about ourselves in this forum?
- Do we want to meet again?

Post-Forum Questionnaire (5 minutes)

Distribute the Post-Forum Questionnaire and ask participants to respond before leaving the forum. Please collect the Post-Forum questionnaires and return them to:

Paula Baker
Southern Growth Policies Board
P.O. Box 12293
Research Triangle Park, NC 27709

Please complete and return the Moderator's Summary Sheet at the same time, or fill out the Summary Sheet online at http://www.southern.org/forms/forum_mod_summary.shtml. Your response by March 2, 2009 will help ensure that your community's feedback is included in Southern Growth's research and the *2009 Report on the Future of the South*.

Moderator's Summary Sheet

The Future of Southern Energy

After the forum, please complete this brief Moderator's Summary Sheet and return it with the Post-Forum Questionnaires from the forum (or complete the Moderator's Summary Sheet online at http://www.southern.org/forms/forum_mod_summary.shtml). Use additional paper, if needed. Your response by March 2, 2009 will help ensure that your community is recognized in our final report to regional leaders.

Moderator's Name _____

Title/Position _____

Division/Dept. _____

Company/Organization: _____

Address: _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____ Email _____

Date of Forum _____ Number of Participants _____

Location of Forum (City) _____ (State) _____

1. What key thoughts about energy-related economic development emerged from the discussion?

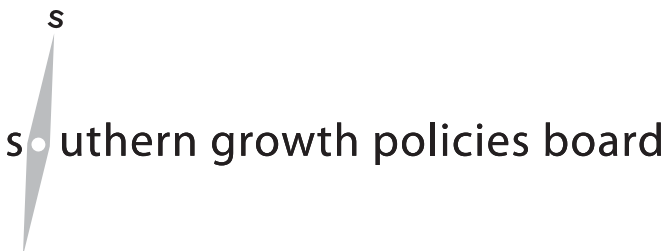
2. Was there a shared sense of the future direction the community should take? What was it?

3. What were the areas of disagreement, if any?

4. Did the group identify possible actions or next steps? Please describe.

5. What unique information came out of the forum that our leaders need to know?

6. Briefly describe the participants (age, ethnic diversity, educational level).



Please return this *Moderator's Summary Sheet*,
along with post-forum questionnaires, to:

Paula Baker, Southern Growth Policies Board,
P.O. Box 12293, Research Triangle Park, NC 27709.