



## Website Specifications

Overview of project to help website partner understand audience and purpose.

The Energy Registry is a new non-profit membership organization of utility companies and state sponsors that support community sustainability initiatives. By joining the Energy Registry, utilities volunteer to provide valuable streams of energy metrics and data needed by communities to create sustainability policies and track progress towards goals. The website will link to an independent web publishing application to manage and provide energy data for download to the public. The web-app is not part of the website work.

### Style

The website is aimed at utility companies, and should be modern, clean, professional, minimalist. It should feel like a sustainability movement but in a professional corporate way, not a youthful activist way. It should not be overly filled with lots of moving parts and flying animations and transitions. The site will need several page-size HD images related to community sustainability, energy, utilities, and data. We do not have images so a designer can use stock images, or recommend licensed ones we need to buy. We can also look for images during the revision process. Tile anchors could use smaller images OR thematic icons related to utilities, energy, communities, data, etc.

### Design and Navigation

OVERALL DESIGN is the responsibility of website contactor. Be Creative. Site must be responsive. The site may be one main page with scrolling tile content and includes a menu ☰ icon that opens with links to the 6-8 subpages (number subject to change). The tile content on main page includes teaser info and "read more" buttons to link to these same pages. We need recommendations on how much content to put in teaser tiles vs how much to keep in dedicated pages.

The project URL will be <https://energyregistry.io>. We have this reserved. We will set up hosting and provide details, web develop will transfer project to our servers and will support future updates and revision from there. Please be prepared to explain via email requirements of the server.

### Social Media

The site should feature prominently social media icons for Facebook and twitter (@energyregistry). We expect people will want to support the project and get involved. We expect social media will be important, and we will use the website to encourage communities to tweet out thanks to utilities for their participation. Could we feature a running twitter widget on this site in a subpage where we re-tweet good things sent by communities? We may want blog and forum functions as described in subpages.

### Development Iterations

We will provide all content and have incomplete content as shown in this document. We expect the initial designed to mock up the full site, with dummy placeholder text and initial proposed images/icons, and content wherever complete. We will then tweak design and continue to fill content during the iteration phase of the design. Viewing the design will help us finalize content.

## Main Page

[can either be a scrolling style page, or be tile based]

Cover page [image of sustainable communities]

“The world’s first platform to crowd source community energy demographics from thousands of utilities nationwide. This data is designed for”

- ✓ Sustainability, Climate, and energy plans
- ✓ Policy assessments and market sizing
- ✓ Independent tracking of local, state, and national energy goals.

**See the Data** **Learn More** **See what Communities Are Saying**

Secondary slide [image of sustainability and utilities]

“The Energy Registry is an association of leading Utilities that support community sustainability efforts by organizing and providing detailed local energy metrics necessary for sustainability planning”

- ✓ Join (its free, voluntary, and is risk free)
- ✓ Get set up, prepare and report data at your convenience
- ✓ Receive technical assistance on sustainability programs
- ✓ Become a hero to your communities.

**Learn More** **See the Members**

White space content below main images, before tile area

“The Energy Registry does the difficult work of standardizing, organizing, and collecting energy demographics from potentially thousands of utilities and making it available free of charge, 24/7. There are no requests and no waiting, and the data is consistent and high quality. That’s a good thing, we think.”

Tile area (staggered or gridded) [includes teaser text to link to subpages]

The Beginnings of a National Energy Census.

The Energy Registry focuses on creating and sourcing simple aggregated energy demographics across geographies similar to the US census. These metrics empower communities, regional associations, and states with a vibrant picture of how energy is trending in communities, and across communities of similar land use types and demographics. This data inspires communities to take action and track progress towards energy goals.

Whereas Green Button standardizes energy data access by consumers, the TER standardizes access to energy demographics by communities as a whole.

**Learn More** (link to About the TER dedicated page)

### State Leadership

Content TBD. States can drive sustainability in their communities by:

- ✓ Help to set up the TER in your state.
- ✓ Create policy that enables voluntary publishing of data through the TER
- ✓ Become a sponsor and support open data access by communities in your state.
- ✓ Participate as a data publisher if they operate a data exchange.

**Learn More** (link to bout the TER Page) **Get Involved** (link to Support the TER page)

### Calling All Utilities

*Content TBD.* The TER was designed by utilities, for utilities, as a simple, effective, and 100% voluntary framework for you to support community sustainability efforts. The process is easy, effective, and free, and communities really want you to do it.

**Learn More** (Link to Utilities and Utility Membership Page) **What Communities Say** (Link to....

### Excellence in Open Data

*Content TBD.* Conventional open data initiatives simply make existing data available, but this data is disjointed, inconsistent, not updated, and difficult to incorporate into data-driven policymaking. The TER simultaneously coordinates with states, utilities, and community energy planners to define a new class of energy demographics acceptable for public release and then works to crowd-source this data through a singular Restful API driven platform.

**Learn About the Data** (link to TER Data Protocols)

### Advanced Data-Forward Design

The TER is the Big Data is engine of sustainability. Its future proof design can:

- Handle an infinite number of publishers nationwide
  - that can publish any metrics in the TER protocol
  - that are digitized on any standard TER geospatial resolution, and
  - that are streamed on any timescale from meter interval to annual.

While today it mostly metrics reported annually across communities and zip codes, tomorrow it is poised to receive rich demand response metrics streamed on an interval basis from smart-meter enabled community energy districts.

## Dedicated Pages

These are linked to the menu icon dropdown or bar. Pages can be based on a standard template to allow for new pages to be added without difficulty. The icons or images used in the main page can be re-used in dedicated pages.

Each page will be mostly static, though may have some file download links and/or web forms to collection contact information and feedback.

### About the TER

Content TBD. [History, mission, structure] All Static text organized by paragraphs and headers.

### TER Application

Content TBD. Describe how the TER application works and includes a button to launches an independent web-app in separate window or tab. This APP is being built separately, and version one is complete. It is currently at <http://utilityregistry.org>

### TER Protocols

Content TDB. Mostly static paragraph content, but it will have some file download links:

- Download TER Protocol
- Download Sample Data

### Utility Members and Membership

Content TBD. This page has two core content areas

Area (1) Mostly static text aimed at utilities on the benefits of joining in paragraph form. This will include a download link for a TER Utility Prospectus for potential members in PDF form. It will also include a button “Request a Consultation” that open a web form for utilities to contact the TER and discuss joining.

Area (2) of this page is also a way to “recognize” utility members that have joined. It will include a short several sentence bio of the utility, its logo, a URL, and its twitter handle. This could be done in paragraph form or tabular form.

### Sustainability Community

Content TBD. In general, this page includes:

- Ability for TER staff to blog/publish articles relevant to data and sustainability.
- Feature testimonials from community leaders “we love this – Mayor Bob from City of Albany”
- If possible, a widget to re-tweet the Energy Registry twitter feed.
- If possible, a calendar in here and possible forum function.

### For Application Developers

Content TBD. This will be mostly static text, with possible a few file downloads. This will provide technical details on the TER web-app such as links to API Documentation, design framework, etc.

## Sponsors and Supporters

Content TBD. Will be static text with logos to recognize financial and institutional sponsors. Likely in paragraph with headers form.

## Support the TER, Get Involved

Content TBD. Will include static text to target three groups (1) general public, (2) foundations and state sponsors, (3) utilities, (4) corporate sponsors. It will explain how they can get involved and contribute.

It could include a web-form for someone in the target audience to contact the TER. The form would first allow them to identify what group they represent, and then allow them to write a short message to the TER team.

The page could also have a sign up for a newsletter or email list.

## Team TER

Content TBD. This will be static profiles of the core TER team members organized. We may have small head-shot photos of each team member.

### **Jim Yienger**

*Principal, Climate Action Associates LLC*

Jim is a former Technical Director of ICLEI. He designed and led the TER project. Now that the pilot is complete, and the thing (mostly) works, Jim champions the notion of an independent Energy Registry that acts in public interest.

### **Alessandro Muti**

*Principal Engineer, Amazon Corporation*

In terms of brain power on “Big Data”, Alessandro is probably the best there is. As Principal Engineer of Amazon Corporation, he manages over 4500 technical employees in one of the world’s largest and most advanced technology corporations. A long standing C-level executive and entrepreneur in the West Coast / Silicone Valley scene, he has had a love of harnessing technology to solve data problems his whole career. He and Jim collaborated informally as friends for years, constantly tinkering with ideas on how to combine their interests of community sustainability and advanced technology in some way to advance public good. The TER concept evolved from this collaboration.

Alessandro in his spare time personally designed the system architecture, the NoSQL data model, and the Restful APIs. Yes, that’s a “spare time” investment for him. He remains committed to providing thoughtful guidance as an advisor of the TER project and its technical team.

### **Jennifer Manierre**

*Senior Project Manager, New York State Energy Research and Development Authority (NYSERDA)*

Jen was the first believer in the idea, and willingly stepped into the risky proposition of bringing NYSERDA in as the first investor in this nascent ideal. As a Senior Project Manager on NYSERDA’s Communities and Local Government Team, Jen saw importance of mobilizing community policy action as a market transformation force for clean and efficient energy.

Jen continues to drive and resource the project at NYSERDA to the extent possible, and continues to engage state colleagues and peers nationwide to champion the idea. Overall she's a typical enthusiastic sustainability junkie as you can imagine. You know the type.