

Results of FeedBack Survey Accompanying Release of Metro Orlando Cleantech Study

Prepared by Orange County Office Of Economic, Trade & Tourism Development
October 7, 2009



Approximately 100 people attended the October 7, 2009 release of the study, *Metro Orlando Cleantech - Assets, Capabilities, Presence, and Capabilities*. The study presents a 17-point action list of proposals to grow cleantech in Metro Orlando. Each of the 17 proposals is important. However, which of these proposals should be priorities as topics for future cleantech symposiums? This was the single question proposed to people attending the release of the Cleantech Study. After some discussion, fifty-four people attending returned a feedback form with their opinions.

The feedback form (included at the end of this report) asked respondents to indicate their top five choices for proposals that need to be the subject of future Cleantech Symposiums. Respondents were asked to select their first, second, third, fourth, and fifth choices (a forced ranking). In calculating the results, first choice was given 5 points, second choice 4 points, third choice 3 points, fourth choice 2 points, and 5th choice 1 point.

The first bar chart in this report shows the mean ranking of each proposal. The mathematically given overall mean is 3.0. Five proposals ranked above the overall mean of all proposals in the following order: 1) Renewable Energy Portfolio Standard, 2) Green Building Codes & Ordinances, 3) Cleantech Leadership Council, 4) Feed-In Tariff System, and 5) Clean Energy Challenge Grants.

The next 17 charts show the detailed ranking statistics for each proposal; for example, for people selecting a particular proposal, the percent selecting it as their #1 choice, #2 choice, etc. Looking at the Renewable Energy Portfolio Standard proposal, almost 70% selecting this proposal selected it as either their #1 or #2 priority for consideration at a future Cleantech Symposium. 48% selected it as their first choice.

Close behind the Renewable Energy Portfolio Standard is Comprehensive Green Building Codes & Ordinances. 64% of people selecting this proposal selected it as either their #1 or #2 choice as a topic for future Cleantech Symposiums.

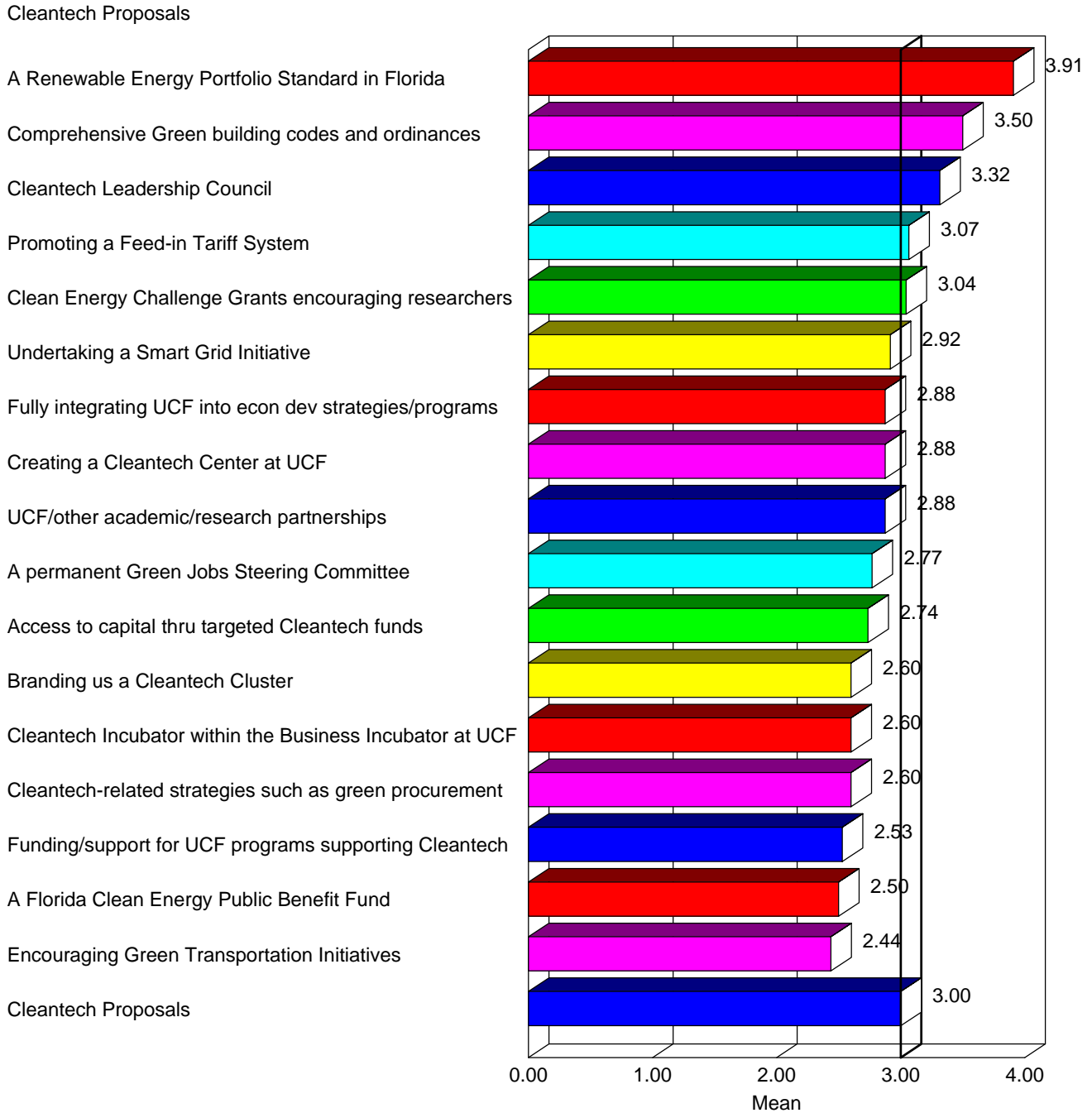
What happens when all priorities selected by respondents are given equal weight? This would be the same as asking respondents to select their top five priorities for Cleantech Symposiums---pick 5 of the 17 proposals, but do not rank them first, second, etc. The last chart in this report tabulates the feedback forms giving equal weight to the proposals selected by respondents. The proposal most frequently selected is the Renewable Energy Portfolio Standard. 67% of all respondents selected this as one of their top 5 priorities (above, 48% of people selecting this proposal selected it as their #1 choice).

Four of the top 5 priorities when ranking priorities (first table in this report) are also the top 4 priorities when each choice of respondents is given equal weight (last table in this report). Only 29% of respondents selected Feed-In Tariff System as one of their top five priorities---placing it 8th on the list when priorities are not ranked (last chart in the report). However, when ranking priorities, this 29% of respondents included it enough times as #1, #2, or #3 so that Feed-In Tariffs ends up included among the top five proposals when priorities are ranked (first chart in the report). Green Building Codes & Ordinances is among the top three priorities no matter how the statistics are generated---that is, whether or not the priorities are ranked.

Top priorities for future cleantech symposiums are:

- * Renewable Energy Portfolio Standard
- * Comprehensive Green Building Codes & Ordinances
- * Cleantech Leadership Council
- * Feed-In Tariff System
- * Clean Energy Challenge Grants

**Priorities for Cleantech Symposiums - top 5 choices, ranked 1 to 5
Mean Ranking**

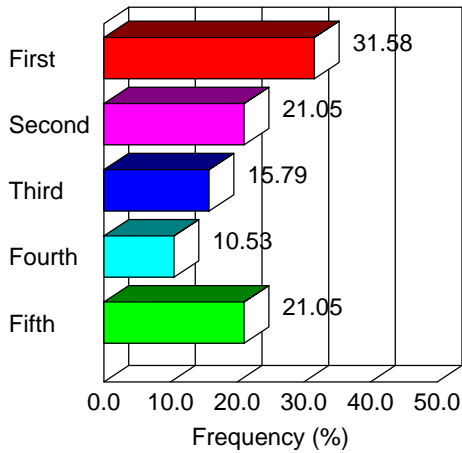


Respondents asked for top 5 proposals that should be the subjects of Cleantech Symposiums (1st choice given a weight of 5 points, 5th choice given a weight of 1 point). This chart shows the mean score of each proposal.

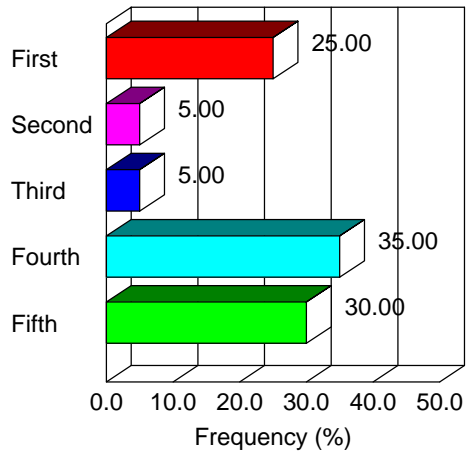
Details on Rankings for Each Ceantech Proposal (forced rankings)

Cleantech Proposals

Cleantech Leadership Council

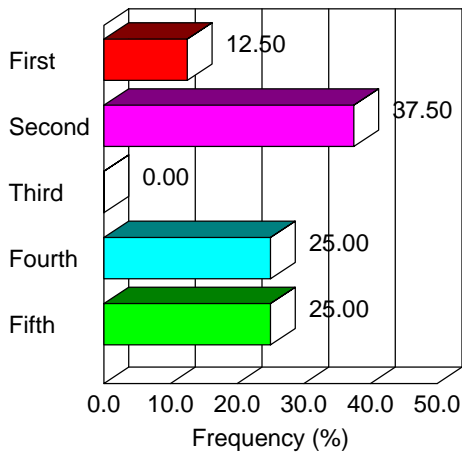


Branding us a Cleantech Cluster

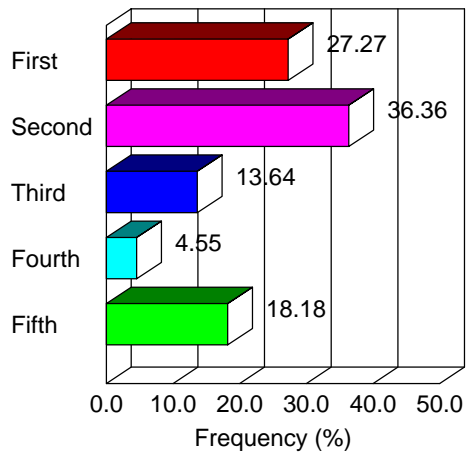


Cleantech Proposals

UCF/other academic/research partnerships

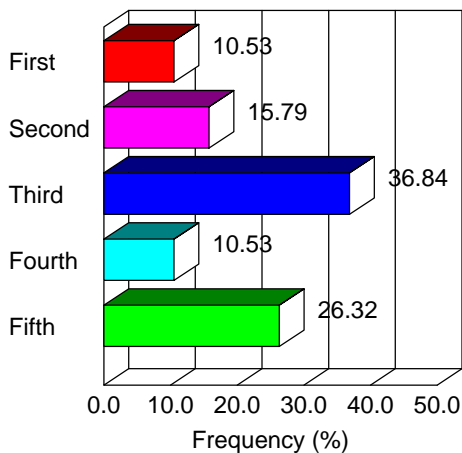


Comprehensive Green building codes and ordinances

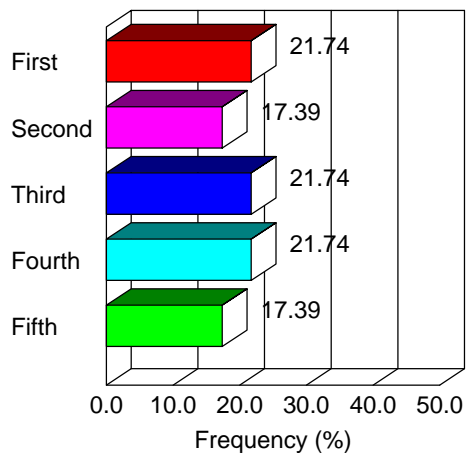


Cleantech Proposals

Access to capital thru targeted Cleantech funds

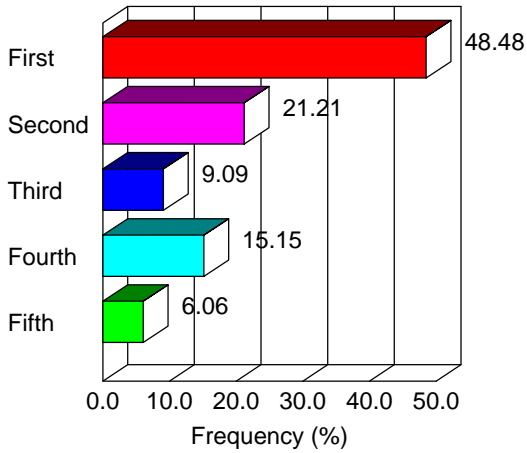


Clean Energy Challenge Grants encouraging researchers

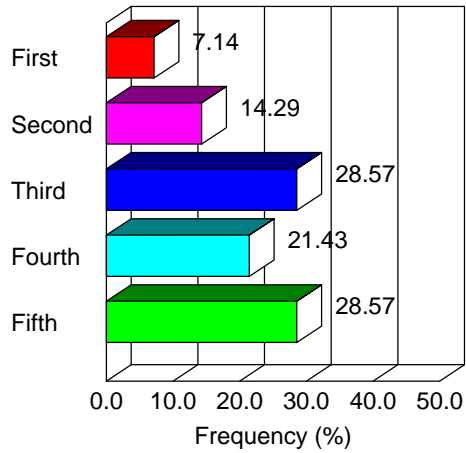


Cleantech Proposals

A Renewable Energy Portfolio Standard in Florida

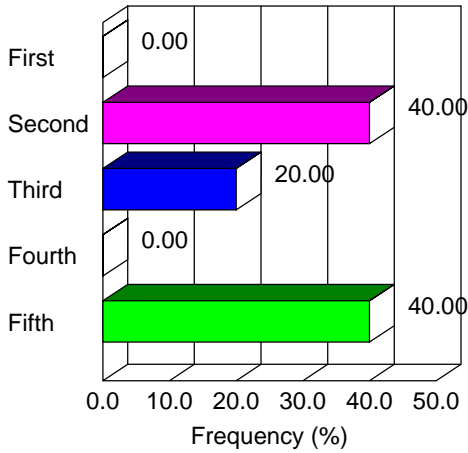


A Florida Clean Energy Public Benefit Fund

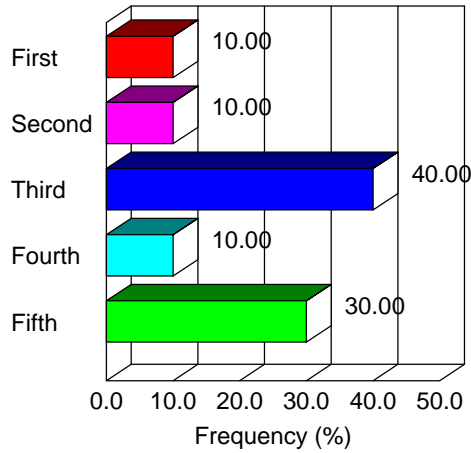


Cleantech Proposals

Cleantech-related strategies such as green procurement

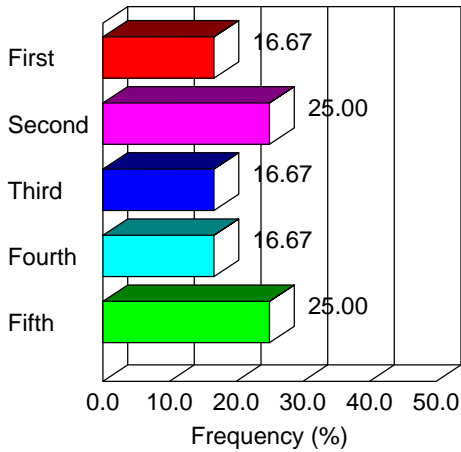


Cleantech Incubator within the Business Incubator at UCF

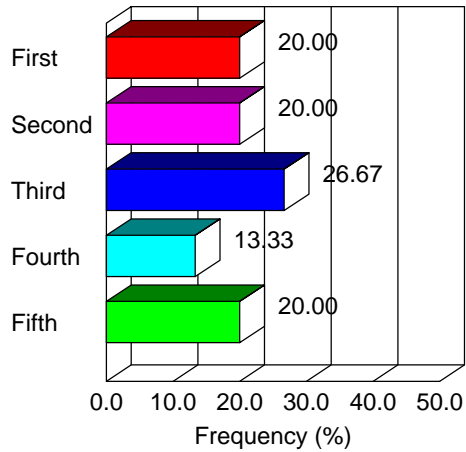


Cleantech Proposals

Undertaking a Smart Grid Initiative

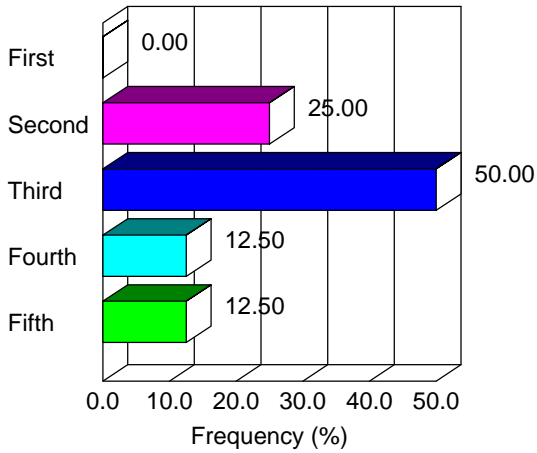


Promoting a Feed-in Tariff System

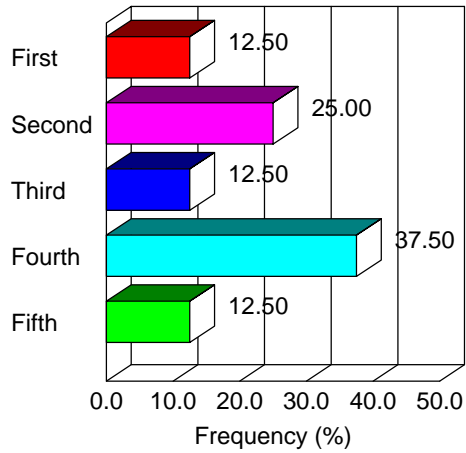


Cleantech Proposals

Creating a Cleantech Center at UCF

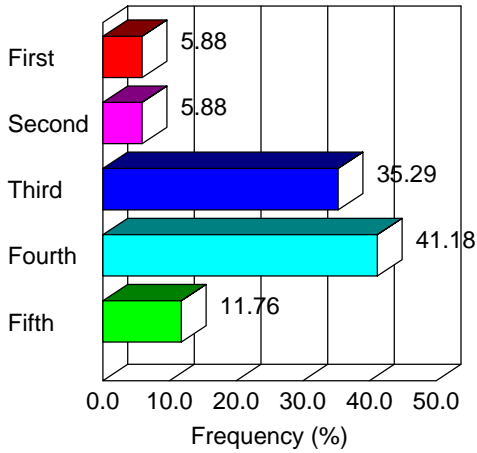


Fully integrating UCF into econ dev strategies/programs

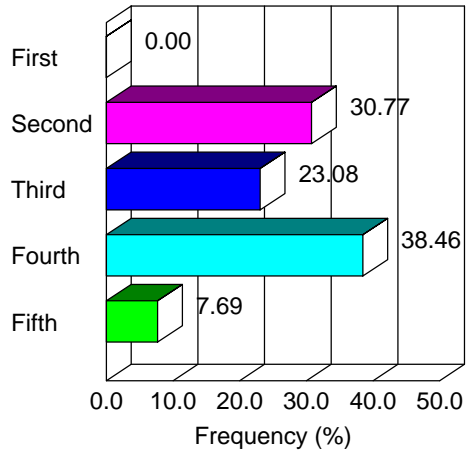


Cleantech Proposals

Funding/support for UCF programs supporting Cleantech

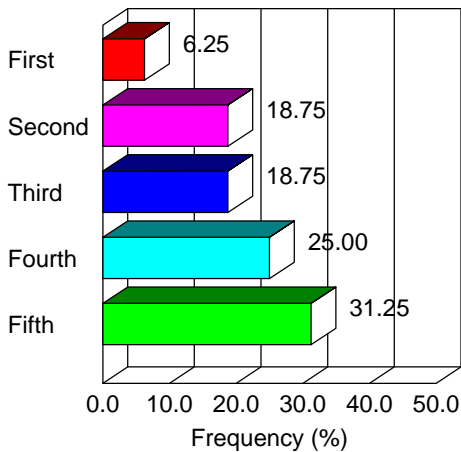


A permanent Green Jobs Steering Committee

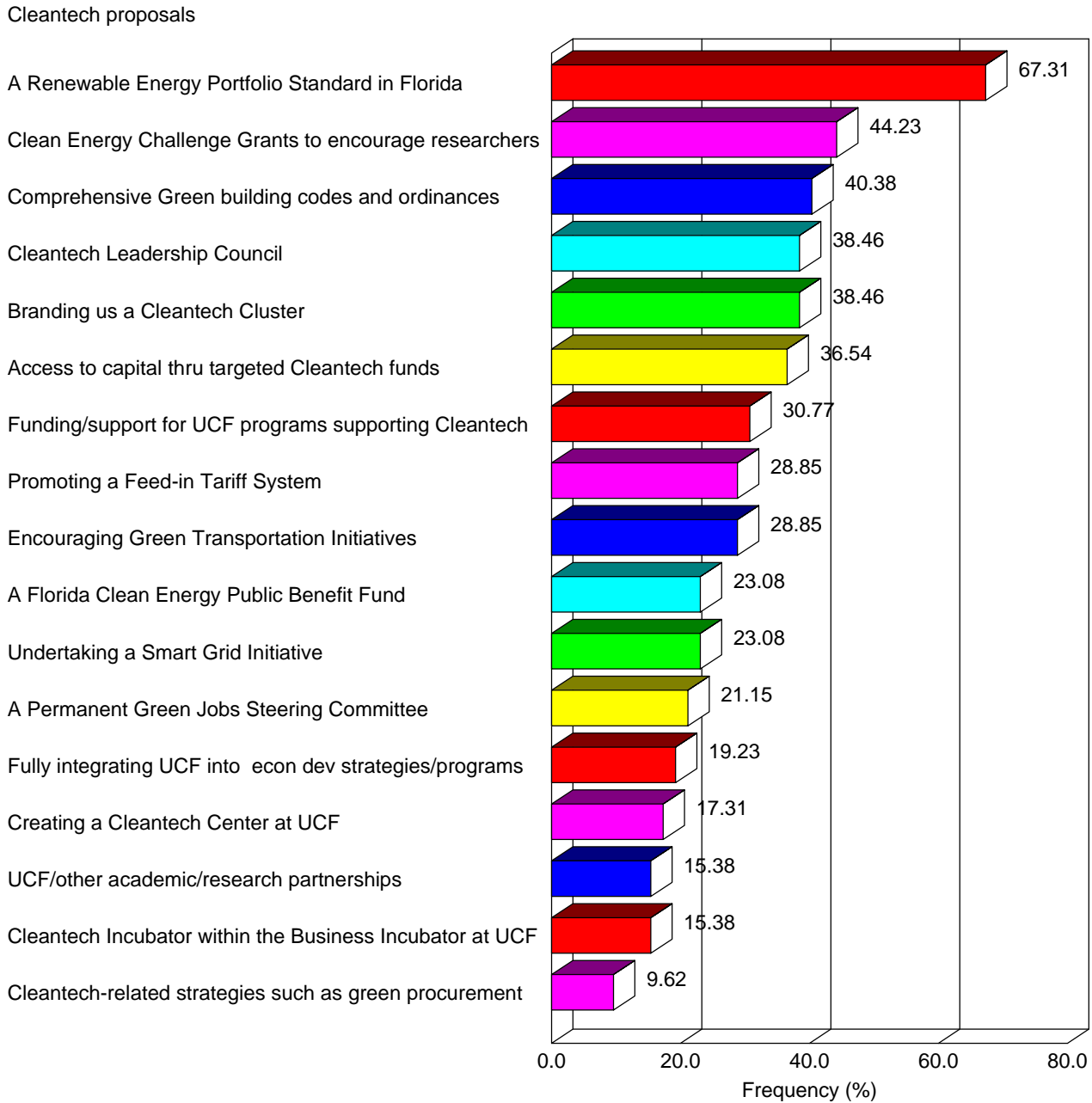


Cleantech Proposals

Encouraging Green Transportation Initiatives



Priorities for Cleantech Symposiums (no forced ranking)



* Note: Multiple answer percentage-count totals not meaningful.

Each respondent's top five choices of proposals that should be the subject of cleantech symposiums are given equal weight (no forced ranking).

Cleantech Release Event - FeedBack



Please indicate your top 5 choices for proposals that need to be the subject of future Cleantech Symposiums. Please mark **ONLY 5** proposals.

	First	Second	Third	Fourth	Fifth
Establishing a Cleantech Leadership Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Branding Metro Orlando a Cleantech Cluster	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New partnerships - UCF & other regional academic/research institutions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enacting comprehensive Green building codes and ordinances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encouraging more access to capital by creating targeted Cleantech funds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clean Energy Challenge Grants to encourage researchers to develop and commercialize new technologies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adopting the Renewable Energy Portfolio Standard in Florida	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creating a Florida Clean Energy Public Benefit Fund	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Developing Cleantech cluster-related strategies such as green procurement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creating a Cleantech Incubator within the Business Incubator at UCF	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Undertaking a Smart Grid Initiative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promoting a Feed-in Tariff System	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creating a Cleantech Center at UCF	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fully integrating UCF into Metro Orlando's economic development strategies/programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Funding/support for UCF programs that can support Cleantech - such as Technolgy Incubator, Venture Lab, & Advisory Board Council	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Establishing a permanent Green Jobs Steering Committee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encouraging Green Transportation Initiatives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you wish to be notified of Cleantech Symposiums? Yes No

Name (optional - please print) _____

e-mail address: _____