EDAP Matrix: Criteria and Analysis
A Step toward Creating the Ideal EDAP

Third Year Community-Based Research Project Class
2/3/2014
Introduction: The Criteria

An EDAP Matrix is a criteria-based framework created to evaluate the quality of an Energy Descent Action Plan. We have written this document to share the evaluation criteria we created and the insights our implementation of the matrix has provided. It is intended to be used by those familiar with the concept of a Transition Town and, more specifically, those interested in authoring an Energy Descent Action Plan. Its contents should be resourceful every step along the way in the creation of an EDAP, from brainstorming ideas to the final edits.

When writing our own plan, we were looking to gain a new perspective on the question, “What is an EDAP?” To do this, we used a matrix to assess the EDAPs of Lebanon, NH, Totnes, UK, and Montpelier, VT. This matrix includes thirteen points that we felt a useful and complete EDAP could be evaluated on. In addition, we included “High Points,” “Low Points” and “General Comments” sections to sum up our impressions of the entire EDAP briefly and accurately. By going through these steps we are able to more accurately describe what we are trying to accomplish in our own EDAP. Many of the criteria we present are self-explanatory, but a brief explanation will nonetheless be provided for each.

“Explanation of Use” is used to gauge the EDAP’s ability to convey to the public the objectives and intended outcomes of the document. This should also include goals, visions, and uses of the EDAP.
“History” is used to give perspective to the EDAP. The section provides a baseline of where the community has been in the past so that it will be easier to see where the community is today.

“Length of Document” is taken into consideration because it impacts the success of the document’s delivery. The amount of work that will go into this document is likely to be far beyond any page limit that is set, but it is important to have a limit in deciding what stays and what needs to be cut.

“List of Resources and References” is a section that is required for any EDAP to acknowledge the sources utilized and provide further information for those interested in the topic. There are a couple ways to go about this and we will share what we see as the best options.

“Metaphors” are an element that can bring memorability and shed light on otherwise confusing subject matters, making the document more accessible to a wider audience. Important elements to consider are not only the effectiveness of metaphors used, but how often and where they are used as well.

“Organization of the Data” is another important element to consider when creating an effective and useful EDAP. For this to be done properly, the data must be organized in a manner that is not only aesthetically pleasing but also conveys the meaning of the information effectively.

“Peak Oil and Other Terms” are elements that are necessary to rationalizing the need for the implementation of a Transition Town model. These ideas include the model
itself, peak oil of course, climate change, and economic instability caused by our oil reliance.

“Process” is the section that includes the grants, time, and meetings that fueled the creation of the EDAP. If included, the section informs readers how the document was created and provides ideas for other Transition Towns.

“Sections Included” covers the actual sections and subsections included in the plan. After analyzing others, we will recommend specific sections that we believe should be included in any valuable EDAP.

“Solutions Identified” addresses one of the main goals of an effective EDAP. As an action plan document, effective solutions need to be given that are able to coincide with the present conditions of the community.

“Vision” represents the heart of all EDAPs. This criteria evaluates how well the plan and future is envisioned for the community. Visioning can be accomplished in many different ways, but is an important part of any Transition Town and plays a crucial role in and EDAP. When analyzing a visioning section, ask yourself, “Can I really see it?”

“Visuals” includes graphs, charts, and pictures throughout the plan. These elements can help to enhance the delivery of the data in each section and also make the EDAP more interactive and inviting. As with visioning, there are countless different ways to include visuals.

“Voice” refers to the tone used by the author, and is a necessary element to take into consideration when writing a document that will be utilized by the public. The
Transition concept calls for a more optimistic approach to sustainability. It is important that an EDAP be written in a voice that connects with the local community and conveys the information effectively while sticking to this approach.

It is our opinion that an effective EDAP requires careful consideration of all the above criteria. The next section offers our evaluation of the action plans written by the Transition Towns of Lebanon, NH, Totnes, UK and Montpelier, VT. It features a point-by-point evaluation for each document as an example and concludes with a table that outlines the positives and negatives we came across when examining the given criteria. In the final section of this document, we speak more generally on the criteria and share what we can conclude from our analysis. It goes through each point and details what we see as the most valuable takeaway information from our matrix investigation.

Completed Matrix Analysis for Lebanon, Totnes and Andover EDAPs

1. Explanation of Use (Outcomes)

Lebanon:

Outlines three main goals set by the community along with focusing specifically on their visions of energy savings

Goals Included:

- Increased municipal efficiency
- Policies for future conservation of energy
- Provide direction for energy advisory committee
- Involve citizens

Totnes:

They have a subsection at the very beginning that describes how the EDAP should be used. It breaks the EDAP down into three sections and gives a brief explanation of each section.
Montpelier:

Breaks the EDAP down into seven sections. There is an "EDAP Transition Narrative" about the reasons for transition.

2. History (from where to where?)

Lebanon:

Over all goals that were based on other energy/carbon policies:

- Reduce 1990 levels by 20% in 2025 meeting the NH Climate Action Plan
- Achieve 7% reduction from 1990 levels by 2012 - Kyoto Protocol

Totnes:

Discuss the Kinsale Energy Descent Action Plan, developed in 2005 by students at a college in southern Ireland, which was partly responsible for the formation of the Transition concept, found in (The context of this plan) section of the plan.

Montpelier:

Defines the problems that an EDAP address in terms of sustainable solutions. Briefly discussed the scope of work in central Vermont.

3. Length of Document

Lebanon: 21 pages

Totnes: 304 pages

Montpelier: 103 pages, summary EDAP: 25 pages

4. List of Resources and References

Lebanon: No specific appendix explaining what their sources were

Totnes: All listed in appendix
Montpelier: No citation page, however in text citations and footnotes were included

5. Metaphors

   a. Images

   Lebanon: None

   Totnes:

   They show an image of the Titanic, described below. Have an image of a beach model with key concepts, and show the passage of time

   Montpelier: Yes

   b. Introduction, Organization of Data, Peak Oil, and other terms

   Lebanon: None

   Totnes: They describe the Titanic and how it was a disaster but could have been a different story if several factors had been changed. These factors represent increasing the resilience, if they had increased there resilience they might have all survived. Ex-more safety boats, better material, better warning all could have avoided the catastrophe or lessoned its impact. They also include the metaphor of the leaky bucket to describe the economy of the town, in the (Localization) section. The idea is that if we limit the number of holes in a bucket, less water or money can escape and will stay to cycle in the local bucket, economy. Use a metaphor of a beach to look at challenges in energy use.

   Montpelier: In Section B, defines the problems that an EDAP addresses, including climate change, peak oil, and economic instability. They are able to write each of these in no more than two paragraphs. The language they use in very easy to understand.

6. Organization of Data

   Lebanon: Simple, concise, and to the point. Presented in a “lab report” format with distinct sections and a flow from start to finish.

   • Vision and goals
   • Policies
   • Data
- Analysis
- Implementation and suggestions

**Totnes**: Clickable sections, three main sections: Where we start from, Creating New Stories, A Timeline to 2030.

**Montpelier**: Highly organized, fluid incorporation of graphs and tables within analysis. The problems with the graphics though is that they are not all the small format, which takes away from the EDAP as a whole.

### 7. Peak Oil and Other Terms

**Lebanon**: None

**Totnes**: Explained in simple terms, defined in glossary. Not much time spent here.

**Montpelier**: Yes, both included and explained within the document. The terms are explained in the second section of the document. They are clear, concise, with easy to understand language.

### 8. Process

**a. Grant**

**Lebanon**: Paid for by taxes

**Totnes**: Each initiative raises its own money, applies for its own grants (it is assumed grant money will go through in the future).

**Montpelier**: The EDAP was created by Transition Town Montpelier and the Transition Vermont EDAP Committee.

**b. Meetings**

**Lebanon**: Preliminary meetings held to establish the visions and goals of the community. No further meeting during the data analysis or creation of the document.

**Totnes**: Explained with great detail (visual below taken directly from the EDAP)
Montpelier: Transition Town Montpelier partnered with various organization to create their EDAP like 350.org. They use surveys and community meetings, that helped establish goals and future visioning.

c. Time

Lebanon: Outlined years for certain projects to be achieved, but all were different and not necessary related to each other. Each policy that was spoken of seemed like a separate initiative with its own goals and time structure.

Totnes:

For each section:

- 2009
- 2010
- 2011
- 2012
- 2013-2015
- 2016-2020
- 2021-2025
• 2026-2030

**Montpelier:** This EDAP did not have specific time marks that stated when thing were created or achieved. There were mostly future dates for when goals should be met. It seemed that this EDAP was in its first stage of circulations.

9. **Sections Included**

**Lebanon:** Vision and purpose, Background and process, Issues and Priorities, Existing conditions and trends, Future challenges and opportunities, Outcomes/Strategies/Actions

**Totnes:** Each Section is Titled “Parts.” Each sector is included and has many subcategories, which included analysis, suggestions, and timelines.

**Montpelier:** Why Transition, Defining the Problem, Defining Sustainable Solution, Scope of Work, Methodology, EnVision the Transition, Sustainable Food System, Energy System, Electrics, Transportation, Heating, Biomass, Shelter, Story of Transition; community dialogue and lifestyle model, Two Year Contingency Plan, Where do we go from here, and Agendas.

10. **Solutions Identified**

   a. **Agriculture**

   **Lebanon:** No reference. Promotes support local food and businesses. Some initiatives hope to further expand Lebanon’s farmers market and encourage more farming to be down around town to preserve “small town charm.”

   **Totnes:** The solutions that they present about agriculture are found when they go over the timeline to 2030. They also discuss the feasibility of whether or not Totnes can feed its self. They ultimately decide that it could, given the right set of circumstances.

   **Montpelier:** Break down of food system included with suggestions for improvement and analysis of current system

   b. **Energy**

   **Lebanon:** Renewable energy of all types, regional leader in energy efficiency, innovation, and fiscal responsibility, energy efficiency of municipal buildings and cars and streetlights, employee behaviors, more energy related projects, and comply with the New Hampshire Climate Action Plan.
**Totnes:** Also found in the timeline section. They show how a slow transition of energy reliance to independence can occur. They discuss having community run energy production and how that would work.

**Montpelier:** The Sustainable Energy section is broken down into four subsections including electric, transportation, heating, and biomass. They give scenarios for each sub sections.

11. **Vision**

   a. **Visuals to Represent Visions**

   **Lebanon:** None

   **Totnes:** Use pictures together to send a message to the reader. For example, they show a picture of a farm in the 1970’s, then the land after being converted into a parking lot, and finally what they hope to turn the land back into. They show examples of the present day Totnes and what they want to incorporate into the town such as artwork.

   **Montpelier:** Included pictures of a Transition town in action

   b. **Summary/Presentation of Vision**

   **Lebanon:** Has three main priorities to focus on and then went more in depth about visions for the ultimate goal of energy savings and money saving.

   **Totnes:** The Totnes community focused on envisioning their future with great detail. They include multiple sub sections on the website and book titled “pathways across the Timeline” and “A vision of Totnes and District in 2030”. Each year they go into specific depth about what will be incorporated into the community such as having 3 more local businesses in 2012 and having unemployment below 5%.

   **Montpelier:** This EDAP focus on the domains in the in Section E, are the main outcomes. The two main objectives are the Food Systems and the Energy Systems.

12. **Visuals (Graphs, pics, etc)**
**Lebanon:** Graphs and tables make it very visual to see energy usage of buildings even not knowing the area or buildings.

**Totnes:** Graphs and pictures are used throughout the book, and the online version uses more graphs. Many graphs have quantitative data such as energy usage and other data. The EDAP is very visual in the book.

**Montpelier:** Many visuals included throughout the document, the format of the different graphics are not all the same which makes the document confusing.

13. **Voice**

   **a. Audience**

   **Lebanon:** Professional but locally based with people from in the town so easy to reach out to general public

   **Totnes:** They make references and relatable experiences back to the town of Totnes, which makes it seen unique and local. The audience reading it may be drawn to this knowing that the community wrote this.

   **Montpelier:** Data driven voice, yet easy to understand for a typical audience of community members.

   **b. Authors**

   **Lebanon:** Hired professionals and vital communities

   **Totnes:** The tone is playful, adventurous, fun, and is an easy read for he most part. The data and facts are balanced well with the descriptions. At times it could sound more professional but the image they present works for them.

   **Montpelier:** Friendly voice, easy to understand and interpret.

14. **High Points**

   **Lebanon:** short, concise, to the point, easy to read, relevant data that addresses the goals indicated by the community, multiple ways to accomplish each goal.

   **Totnes:** Is written well with a good tone and covers a vast number of aspects of the community. They back up their ideas and visioning with facts and quantitative data. The book is aesthetically pleasing. The book in much better organized than the
online version. Has interesting facts, and ideas which help influence the reader into getting involved with transitioning. Include: Simple, Engaging, Visual, Area for comments on every section, Easy back and forth through pages, the Introduction and first section where done well addressing issues simple and straightforward.

**Montpelier:** The best thing about this EDAP was that if had three different version, varying in length. The tone of the document made it extremely easy to read.

15. **Low Points**

**Lebanon:** no timeframe, only focuses on the energy protocols, people aren’t really making any changes its all with municipal buildings, no sustainability or resiliency as a focus, primary focus was to save money and to reduce carbon footprint.

**Totnes:** The online version is frustrating and intimidating. Although the book is written well it’s still 304 pages long. It may seem too much like a child’s book at time. Include: Reading requires a large amount of time; Comments require lots of space, Difficult to navigate the Introduction and first section, going from one section to the next due to how short the sections are and there are many sections. It takes a long time to get through all the reading.

**Montpelier:** The graphics were not all formatted the same way which made the graphics hard to understand. Also the EDAP was formatted into a power point that was put in to the document, they were somewhat unnecessary.

16. **General Comments**

**Lebanon:** conciseness of the document, input of community to identify main goals, variety of ways to achieve each goal, well documented and presented data.

**Totnes:** Book is better than the online version, easy, similar, engaging, broken up well, colorful. Focus a lot on the future, plans, and goals, specific about what they want to happen. Design and layout of the book, slightly story bookish but makes it aesthetically appealing. Website allows for interaction of the reader by having a comment section under every page.

**Montpelier:** Overall this EDAP was very informative, but some of the sections were somewhat unnecessary. The graphics were difficult to understand because they were all formatted differently.
<table>
<thead>
<tr>
<th>Sections</th>
<th>Positives</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Explanation of Use</strong></td>
<td>Involve citizens</td>
<td>Focus on government action, not individuals</td>
</tr>
<tr>
<td></td>
<td>- Include section on future use, how community will build off EDAP</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Clearly defined sections explained</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- “Two year contingency” plan nice, may be difficult in our position’</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Include ways for individuals to get involved</td>
<td></td>
</tr>
<tr>
<td><strong>History</strong></td>
<td>- Keep it short, to the point</td>
<td>- Lack of history, too broad</td>
</tr>
<tr>
<td></td>
<td>- Basic facts</td>
<td>- Outside histories</td>
</tr>
<tr>
<td></td>
<td>- Images (past and future)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Ensure it has implications on the present</td>
<td></td>
</tr>
<tr>
<td><strong>Length of Document</strong></td>
<td>Shorter is better</td>
<td>- Too short leads to feeling of irrelevance</td>
</tr>
<tr>
<td></td>
<td>- Summaries</td>
<td>- Too long is intimidating</td>
</tr>
<tr>
<td></td>
<td>- Aim for 50-75 pages (without appendix)</td>
<td></td>
</tr>
<tr>
<td><strong>List of References and Resources</strong></td>
<td>- Appendix provides extra information to those interested</td>
<td>- Footnotes are tedious, increase page length</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- No references can take away credibility</td>
</tr>
<tr>
<td><strong>Metaphors</strong></td>
<td>- More memorable</td>
<td>- May not be relevant</td>
</tr>
<tr>
<td></td>
<td>- Can help simplify confusing concepts</td>
<td>- Can become distracting</td>
</tr>
</tbody>
</table>
| Organization of Data | -More organization is better  
-Few large sections, more subsections  
-Keep sections short  
-Clear divides between sections  
-Continuous theme | -Difficult to navigate with too many sections  
-Overdone layouts (ex: too many unnecessary flowcharts)  
-Stay away from tacky |
| Peak Oil and Other Terms | -Around 5 pages is a good length  
-Strong graphics  
-Subheadings  
-Simple terms  
-Discussion of money, personal aspects  
-Upbeat tone | -Absence of these sections weakens the case for the document  
-Can be too negative, complicated |
| Process | -Most beneficial in appendix  
-Less is more  
-Inclusion of future process | -Making it complicated  
-Could be limiting if too specific |
| Sections Included | -Purpose section  
-Background/ “Why We Need This” sections  
-Done by sector  
-Clear purpose in each section | -Jumping around within sections  
-Unnecessary Attempts to connect sections muddies the document |
| **Solutions Identified** | - Local food/business  
- Renewable energy  
- Personal responsibility  
- Feasibility of solutions  
- Detailed scenarios based on current conditions  
- Timelines  
- Town-specific ideas  
- Community projects  
- Visually interesting | - Solutions that only apply to very specific individuals  
- Inaccessibility to ordinary readers  
- Vague solutions |
|-------------------------|---------------------------------------------------------------|
| **Vision**              | - Pictures taken within towns  
- Optimistic (but not overly)  
- Relevant to area (climate, living conditions, etc)  
- Money savings  
- Personal wellness benefits  
- Include community | - Lack of visualization can make a goal difficult to imagine  
- Unrealistic visions  
- Too much visioning can be a distraction |
| **Visuals**             | - Can tell a story  
- Pictures of the past, present, future  
- Graphs can make data easily understandable  
- Visualizing changes | - Lack of continuity  
- Inconsistency  
- Unimportant visuals  
- Complicated visuals |
| **Voice**               | - Positive, upbeat  
- Straightforward language | - Scientific terms  
- Too conversational |
General Comments

<table>
<thead>
<tr>
<th>-Relatable but professional</th>
<th>-Too data-centered</th>
</tr>
</thead>
<tbody>
<tr>
<td>-Community experience worked in</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>General Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>-Concise</td>
</tr>
<tr>
<td>-Easy to read</td>
</tr>
<tr>
<td>-Relevant</td>
</tr>
<tr>
<td>-Clear community involvement</td>
</tr>
<tr>
<td>-Multiple solutions, open</td>
</tr>
<tr>
<td>-Colorful/aesthetically pleasing</td>
</tr>
<tr>
<td>-Balance of qualitative and quantitative</td>
</tr>
<tr>
<td>-Interactive portions</td>
</tr>
<tr>
<td>-Lack of timeframe</td>
</tr>
<tr>
<td>-Getting too involved in single issues</td>
</tr>
<tr>
<td>-Wordiness/length</td>
</tr>
<tr>
<td>-Broken up too much</td>
</tr>
<tr>
<td>-Non-relatable sections</td>
</tr>
<tr>
<td>-Including too many forms of media</td>
</tr>
</tbody>
</table>

Conclusion: The Ideal EDAP

After analyzing the three EDAPs, we can begin to describe what the criteria of an “ideal” plan would look like. There are certain aspects that stand out as clear examples of what should be done, and others of what is best avoided.

Following the organization seen earlier in this document, we will begin with the “Explanation of Use” criteria. Near the beginning of the document, it is important to explain the sections those reading the document will come across and how the information they learn can be applied to their lives and community. Additionally, it should be noted how the EDAP will be used into the future, with reference to the fact that it is a living document and can adapt to new conditions. The key to this segment is to
speak to the individual doing the reading. A community can only act if the individuals making up its whole feel personally engaged to act.

Moving onto the “History” criteria, we should start by mentioning that we encourage the inclusion of a brief history of the area in order to give context to the development of the town(s). Before our present energy-intensive world, communities lived – and often thrived – with less fossil fuel usage. Highlighting this can give more merit and direction to the document. We encourage the use of images, stories, quotes, or any other visual aids that will help make a point. However, brevity is encouraged in this section; it is easy to get out of hand with the history of a town and forget that the focus should remain on the future. Whenever possible, stick to basic facts about the town and make frequent connections to the present and future.

Looking into the “Length” criteria, we learned this: remaining brief should be kept in mind when writing the entire document. Anything too long will become intimidating for the reader, defeating the purpose of attempting to write a widely read and implemented EDAP. Conversely, anything too short will inevitably leave out important information or will not include enough elements for the reader to become personally involved. We found the ideal page length to be in the range of 50-75 pages, appendix notwithstanding. A 1-10 page executive summary can be written to provide an option for those interested in a quick explanation of the EDAP. This will be particularly helpful for those not yet sold on the Transition concept.

As with any well-researched project, it is necessary to consider the “List of Resources and References” criteria to provide validity and give options for further
reading. We found that the best way to include references is through in-text citations or endnotes. Footnotes become tedious and add unnecessary length to the document. Also included should be an appendix that will contain extra references and research conducted throughout the data collection process.

Onto “Metaphors,” while more formal readers may prefer a “cut and dry” style document, others will need figurative language and hypothetical examples to fully grasp some of the more difficult concepts in an EDAP. Metaphors that are used should be memorable, easy to understand, and referenced throughout the document to cement them into the reader’s mind. They should also be universal enough that anyone in the community can easily understand them. A potential downside to the use of metaphors is their ability to become irrelevant or distracting if they aren’t fully developed. Thus, every metaphor introduced should be carefully thought through. A great analogy we came across is the “leaky bucket” metaphor used in the Totnes EDAP. It can be used to explain concepts such as keeping money within a local economy and the idea of resilience. Those unfamiliar with the metaphor are encouraged to explore it independently.

Another important component to consider in an EDAP is the “Organization of Data.” We found that more organization is better and makes the document more accessible. The use of small subsections to break apart larger sections provides the reader with a reminder of where they are in the document and helps create a sense of focus. Sections and subsections should be clearly divided in a regular manner to avoid confusion and help the audience find their place. If the data presented in the document follows a regular theme as well, a unified and professional image is created. Additionally,
we recommend that the entirety of the EDAP be restrained to one webpage, file, or book to make navigation easier.

A difficult criterion to navigate in the creation of an EDAP is the inclusion of “Peak Oil and Other Terms,” including climate change and economic insecurity. They are fundamental in the explanation of Transition Towns and therefore required, but can be too negative in their delivery or too complex in their explanation. We recommend a short section devoted to covering these topics in a simple manner while recommending outside readings for those interested for more detailed information on the topics. While we did not see this specifically, we believe a solid five pages with the inclusion of detailed and informative graphics would best accomplish these goals. Try to relate the concepts to how individuals will be impacted, and, more broadly, the geographic area covered by the EDAP. It is important to remain realistic while maintaining an optimistic voice.

The “Process” that takes place when writing an EDAP can be extensive and informative for the readers and other authors alike. Including a process in the appendix allows for important information, sources and data to be included and referenced without impeding the flow of the text. It is also important to include the expected future process surrounding the EDAP. The use of an appendix also allows for other potential authors of EDAPs to have a comprehensive outline of the process involved in its writing. When constructing the appendix it is important to avoid unnecessary complications and minor unimportant steps. In other words, keep it general enough that any community reading the process can draw from it.
An integral step when outlining an EDAP is to carefully decide upon the “Sections Included” in the final document. While we cannot suggest any one section with absolute certainty that can work universally in any EDAP, we can encourage the use of sections we found to be consistently worthwhile. These recommended sections are: a background and history, purpose of the document, individual sectors (i.e., food, education, energy, transportation, etc.), and visioning. Despite our recommendations, it is important to ensure that each section is needed and that thorough background research is executed on whatever is chosen.

Through this research, areas of concern within a community will be found and addressed, creating a need for serious contemplation of the “Solutions Identified” criteria. Each EDAP should identify solutions that work best within its own community, but we can suggest some common solutions. This includes renewable energy, promoting local food and business, encouraging carpooling or bicycling, community gardens, education reform, local skills exchange, and sustainable building. More detailed solutions should be specific to the scenarios being addressed, and a thoroughly considered timeline can help realize the step-by-step process required for its completion. These solutions, though town-specific, should not solely focus on individual solutions but rather on bringing the community together.

The overall “Vision” of the EDAP should be centralized to the local area, staying relevant to the climate and living conditions of the community. It needs to feel personal and help put the data presented in the document into focus. Keeping long term and short term goals in mind, as well as keeping the goals realistic with possible obstructions are important aspects of a vision to include. The economic benefits of a Transition Town
should be highlighted without ignoring the inevitable costs that must be met. The visions created become stronger when community members are involved; we encourage holding visioning workshops where anyone is welcome to come and share what they would like to see in their community’s future. The visioning section has the ability to create a lasting impression on readers and cannot be rushed.

Compelling “Visuals” are a necessary part of a well-balanced and effective EDAP. However, they cannot be overdone; they must have a purpose, remain relevant, and be easy to understand. Excess visuals (graphs, pictures, etc.) can be detrimental to the representation of the data and overall appearance of the EDAP. Visuals can be particularly useful in presenting the data collected in a community and visualizing the changes seen in a community throughout the past, present, and future. As in other aspects of the EDAP, consistency is vital to creating a professional atmosphere.

Another criterion of the document to be considered is a consistent, clear, friendly, and relatable “Voice.” Language is important in keeping the reader interested and informed throughout the action plan and giving credibility to its data. Although a professional tone is necessary when presenting the EDAP data, it is also important to avoid technical jargon to keep the audience from becoming overwhelmed. A conversational yet well-informed tone is ideal.

Finally, we will cover the “High Points” and “Low Points” of the EDAPs we covered in order to emphasize the overall themes necessary to a well-written EDAP. First off, it must remain relevant to the sustainability and communal issues present in the community. Community members will feel more appreciated and empowered if they are
involved in the creation process and their voice is represented throughout the document. Aesthetically, sticking to consistent styles of media will lend credibility to the document and prevent readers from becoming distracted. A variety of media options should be incorporated throughout the document, thereby lending itself to the readers and their individual interests. Lastly, we would like to stress once again that the document remain concise and open to any reader that happens upon it.

We have now covered what we believe to be some of the most important criteria to consider when constructing an Energy Descent Action Plan. It is our hope that others find the information we presented to be of value. Even if our recommendations are not fully embraced, the process we went through in creating this document and assessing other EDAPs can be repeated by anyone needing direction in writing their own. In fact, we encourage the reader to try this on their own by using the criteria we have presented to analyze another EDAP of their choosing – and inevitably their own, once it enters its final stages. The process of writing the document can be challenging, but with the assistance of this matrix and our general analysis, it can be made simpler and the implementation of the document can have a more lasting impact on a community.