In early January 2011, 25x’25 partners were provided with a link to a 9-question online survey and asked for their feedback on what they consider to be top priorities. Partners were also invited to share their opinions about 25x’25, its efforts and relative success. Most respondents provided thoughtful and informative responses. Though the responses were many and varied, the following question-by-question summary indicates those topics, broadly grouped, that were most mentioned in their responses. 25x’25 did not attempt to rank the top responses in any way.

**Question 1: Please list the three top legislative and policy priorities you feel are most important for 25x’25 to focus on during the coming year.**

(Not ranked according to priority)

**Biomass**
Themes of: R&D (biomass-to-energy technology; cellulosic biomass conversion technology); definition; use; woody biomass to liquid; GHG tailoring rule roll back; emissions; carbon neutrality of forest biomass; EPA’s regulation of biomass-generation power; BCAP (keeping in place, refining, long-term program needed); parity in policy treatment of biomass thermal technology with biomass electricity and liquid transportation fuels; CHP and biomass systems; equal preference to wind and solar; support for and fixes for production within Farm Bill; state EPA regs on burning biomass; biomass-to-energy policy; carbon benefits and neutrality; funding

**Biofuels**
Themes of: Efficiency improvements for cellulosic biofuels; parity between different biofuels (supports, incentives, credits); making loan guarantee programs work for advanced biofuels; commitment to cellulosic ethanol production; Farm Bill credits for alternative fuels; short-term subsidies for transitional fuels; continued development of definition of acceptable biofuels; DOE and USDA loan guarantees for cellulosic plants and advanced biofuels development; addressing market limits to ethanol and biofuels; algae-based biofuel; indirect land use change for producing biofuels; better promotion of biofuels; renewable fuels tax credits; E-15 support; long-term policy for ethanol; ethanol and biodiesel credits kept at same level; more pilot production facilities for cellulosic ethanol production; funding all levels from supply to distribution

**Incentives** (funding and investment, loans, subsidies, credits)
Themes of: Increased funding; long-term incentives, flex fuel blender pumps; new and long-term incentives for efficiency, ecosystem services, energy crops, parity, low interest loans for energy improvements; extension of Federal 1603 cash grant through 2013; tax credits;
research, development and education; loan guarantees for start ups and biorefineries; funding for state energy program competitive grants; tax credits that include ethanol and biodiesel; eliminate fossil fuel subsidies; short-term incentives for infrastructure development

**Farm Bill**
Themes of: energy title funding; definition of biomass; Farm Bill and feedstock coop coordination; support for renewable energy and energy efficiency—developing and protecting Farm Bill conservation and renewable energy programs; carbon mitigation and sequestration; integrate climate-friendly policies into Farm Bill

**National standards** (CES, RES, RFS)
(Also a call for long-term national policy; RPS for all states; support for all renewables)

**Energy efficiency and conservation**
Themes of: Raise standards; conservation and efficiency in agriculture; farm fuel and energy input reductions; at federal facilities; autos and trucks; transportation fuels and heating fuels; increase in programs

**Other priorities mentioned:** infrastructure; transmission; research and development; carbon and GHG; feed-in tariffs; debunking food vs. fuel

**Question 2: Please list the three top information and education outreach initiatives you feel are most important for 25x’25 to focus on during the coming year.**

Responses to this question fell into two broad categories—topics, or specific subject matter, and means to achieve outreach. (Not ranked according to priority)

**Topics**

**Economic benefits**
Themes of: jobs creation and workforce development; revenue for states

**Environmental benefits**

**National security**
Themes of: true costs of oil vs. renewable energy; energy independence

**Energy conservation and efficiency**
Themes of: providing practical at-home and on-farm information; information sharing
Addressing misinformation
Themes of: addressing the true cost of oil; food vs. fuel; indirect land use; importance of ag to RE production; ag’s ability to supply food, feed, fiber and fuel globally; biomass; countering misinformation by Big Oil, coal and others

General education of a wide variety groups
Including: National, state and local elected leaders and government officials; media; general public; youth; farmers, forest and other land owners (on a range of issues); work with universities and colleges to set up academic programs and training

Biomass
Themes of: sourcing alternatives for biorefineries; CHP and thermal opportunities; opportunities for the Southeast; funding, programs, players, markets and how-to info.; reasonable uses and expectations for wood energy generation; public education about using wood for energy

Means

Respondents recommended that 25x’25 utilize a variety of tools and initiatives including:
Social media
Webinars
Up-to-date publications
Spring conference in SE
Host national dialogue on ag impacts to renewable energy production
USDA Outlook Forum
News releases to major newspapers
Email letters to legislators
International conference
Monthly updates for commercial scale production
Email blasts
Highlight success stories, esp. from each state
Promote emerging technologies
Keep state alliances well-informed
Publish proof that things are moving in the right direction
Media outreach
Educational material for students at all grade levels
Updates on how we’re doing (achieving the goal)—barometer or gauge
Providing content to partners to be re-purposed by them
Continue to exhibit at events
Question 3: Please list the three top renewable energy program issues (opportunities and/or challenges) you feel are most important for 25x’25 to focus on during the coming year.

(Not ranked according to priority)

**Biofuels** (with a subset regarding ethanol)

**Biomass**

**National energy policy/standard**

**Incentives/Funding/Subsidies** (financing, investment, funding, loan guarantees)

**Infrastructure/Transmission/Transportation**

**Information**
Themes of: Data well-grounded in objective research; factual; competitive with messaging from Big Oil, and gas and coal industries; countering misinformation; message support for local initiatives; collaborative opportunities in renewable energy for farmer groups

**Facilitation** (bring RE sector together; bring ag sector together)

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**Question 4: As an endorsing partner, how can you help accomplish these objectives/advance these issues?**

<table>
<thead>
<tr>
<th>How?</th>
<th>Percent Recommended</th>
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<tbody>
<tr>
<td>Participate in a 25x’25 work group</td>
<td>62%</td>
</tr>
<tr>
<td>Help explore policy options for achieving the 25x’25 goal</td>
<td>52%</td>
</tr>
<tr>
<td>Communicate facts and counter misinformation</td>
<td>80%</td>
</tr>
<tr>
<td>Advocate for necessary enabling policies</td>
<td>58%</td>
</tr>
<tr>
<td>Recruit champions and partners</td>
<td>36%</td>
</tr>
<tr>
<td>Other</td>
<td>20%</td>
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</tbody>
</table>

“Other” responses included offers to: form new partnerships and collaboratives; conduct outreach and education; integrate 25x’25 info into outreach programs; work with new governor and administration to get them more involved with 25x’25; develop a speakers’ bureau; and promote 25x’25 through state or organizational activities.
Question 5: How effective has 25x’25 been in advancing the 25x’25 goal?

<table>
<thead>
<tr>
<th>Response</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ineffective</td>
<td>2%</td>
</tr>
<tr>
<td>Somewhat effective</td>
<td>35%</td>
</tr>
<tr>
<td>Effective</td>
<td>53%</td>
</tr>
<tr>
<td>Very effective</td>
<td>10%</td>
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</table>

Question 6: What are your suggestions for how 25x’25 could improve and/or strengthen its effectiveness?

The most frequent responses were categorized as follows:

- Conducting national public media campaign to raise profile of 25x'25 with general public, Congress and administration, and others outside of ag and forestry sectors; engage others outside of core sectors and communicate with them in an understandable way; more positive messaging and success stories
- Expand base beyond traditional sectors; become more diverse in outreach and participation in 25x’25
- Conduct more work at the state level and regional level
- Provide more opportunities for facilitation and information exchange through forums, conferences, work groups; bring more diversity of interests together

Note: ethanol came up as a very challenging issue with strong opinions expressed both in support of and against it as well as on the role 25x’25 should play

Question 7: Is there anything that we should be doing that we currently are not?

Besides some comments about continuing to do “more of the same,” the most frequent responses were categorized as follows:

- Provide some means of gauging progress on the website; make more graphical; include charts and statistics
- Conduct more public outreach
• Provide more local support

• Increase diversity of the alliance

• Engage partners and stakeholders more frequently; give them assignments; be more clear on opportunities to partner; provide more opportunities to gather as a group

• Interesting comment: “Continue to seek out high-level and respected leaders to be thoughtful, out-there-in-the-mainstream representatives.”

**Question 8: Is there anything that we are currently doing that we should stop doing or do less?**

One-half of the respondents of this question indicated that there was nothing 25x’25 should stop doing and many offered compliments on the job being done. There was a broad range of responses from those who did provide suggestions, including the following:

How we present information: be more objective and realistic about potential outcomes; more proactive and less partisan; move beyond the farm base and broaden participation and increase diversity; be more understandable to the general public; continue to maintain credibility; specific call for updating the website and making it more user friendly.

How 25x’25 spends time and resources: be more focused; focus on practical and do-able and de-emphasize marginal ideas; focus on larger objectives (like RFS); do less cheerleading and more getting 25x’25 policy recommendations put into action; put state alliances to work; avoid global warming, climate change and carbon sequestration discussions.

Note: Again, ethanol came up as a very divisive issue with strong opinions expressed both for and against it as well as on the role 25x’25 should play.

**Question 9: Since first endorsing 25x’25, do you view your partnership to be beneficial and positive?**

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<tbody>
<tr>
<td>Yes</td>
<td>79%</td>
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<tr>
<td>No</td>
<td>1%</td>
</tr>
<tr>
<td>Don’t Know</td>
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