

**Feasibility Analysis Workbook**

A feasibility analysis, or feasibility study, is used to assess the strengths and weaknesses of a proposed project, policy, product or service for its capability to achieve the desired results. The analysis is to determine whether the initiative will be successful— or not— by identifying “make or break” factors. A feasibility analysis should be used as a preliminary step to identify any potential roadblocks before investing more time and resources to develop a robust proposal or operational plan, which can be a complex and time-consuming effort.

By examining the internal and external environments of a proposed initiative, including organizational, financial, political, technical and marketing aspects, a feasibility analysis is a process for determining the viability of the initiative, providing a framework and direction for its development and delivery. It is driven by research and analysis, usually involving key stakeholder engagement and focused on resolving key issues and areas of concern or uncertainty. A complete feasibility analysis is an essential roadmap to project development and lays the foundation for developing an operational plan.

## How to Use the Workbook

This workbook is designed to help walk you through the process of conducting a feasibility analysis for a proposed project idea. The workbook can also be used as a template to develop a formal project feasibility report or used as a roadmap for project development. We encourage adapting the workbook, as needed, to meet your individual needs by expanding tables, changing labels, and rearranging sections. The workbook is organized into 5 main sections:

1. **Project Design:** Basic Project Information and Project Goals and Expected Results
2. **Financial Viability:** Projected Costs, Funding Opportunities, and Final Analysis
3. **Internal Environment:** Organizational Analysis, Technology Considerations, Staff Capacity, and Final Analysis
4. **External Environment:** Market Analysis, Policy Landscape, and Final Analysis
5. **Findings and Recommendations:** Key Findings, Next Steps

## Receive Direct Technical Assistance from SEEC

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| --- | --- |
| ../../Desktop/Screen%20Shot%202015-12-30%20at%2011.50.15%20AM.png | This workbook was developed by the Local Government Commission in partnership with the Statewide Energy Efficiency Collaborative (SEEC) to serve as a resource for local governments to assess the feasibility of new projects and initiatives. |

If you have any questions about the workbook or would like additional support, please contact us at statewideenergycoordinator@lgc.org. SEEC is an alliance between 3 statewide NGOs and California’s 4 IOUs to catalyze local climate action to save energy and reduce greenhouse gas emissions by providing no-cost support and tools. Learn more about SEEC at [www.californiaseec.org](http://www.californiaseec.org).

# Project Design

## Basic Project Information

|  |  |
| --- | --- |
| Project Name |  |
| Description |  |
| Stakeholders |  |
| Timeframe |  |

## Project Goals and Expected Results

|  |  |  |  |
| --- | --- | --- | --- |
| Economic | Environmental | Social | Other |
|  |  |  |  |

# Financial Viability

## Projected Costs

|  |  |  |
| --- | --- | --- |
| Planning Costs | Start-Up Costs | Operating Costs |
|  |  |  |

## Funding Opportunities

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Opportunity | Type | Description | Amount | Priority  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

## Final Analysis

|  |  |
| --- | --- |
| Summary  |  |
| Challenges |  |
| Strategies |  |
| Alternatives |  |
| Sensitivity |  |

# Internal Environment

## Organizational Analysis

|  |  |  |  |
| --- | --- | --- | --- |
| Mission Alignment | Leadership | Staff | Resources |
|  |  |  |  |

## Technology Considerations

|  |  |  |
| --- | --- | --- |
| Project Needs | Existing Capacity | Strategies to Fill Gaps |
|  |  |  |

Additional considerations include technology needed on the recipient side to participate in, or benefit from, the proposed project, relevant demand-side technology trends, and anticipated technological advancements.

## Staff Capacity

|  |  |  |  |
| --- | --- | --- | --- |
|  | Project Needs | Existing Capacity | Strategies to Fill Gaps |
| Planning |  |  |  |
| Implementation |  |  |  |
| Marketing |  |  |  |
| Technical |  |  |  |

## Final Analysis

|  |  |
| --- | --- |
| Strengths | Weaknesses |
|  |  |
| Recommendations |
|  |

# External Environment

## Market Analysis

|  |  |
| --- | --- |
| Target Markets |  |
| Existing Demand |  |
| Strengths |  |
| Weaknesses |  |
| Opportunities |  |
| Threats |  |
| Marketing Strategies |  |

## Policy Landscape

|  |  |
| --- | --- |
| Driving Forces | Barriers to Entry |
|  |  |

## Final Analysis

|  |  |
| --- | --- |
| Opportunities | Threats |
|  |  |
| Recommendations |
|  |

# Findings and Recommendations

## Key Findings

|  |  |
| --- | --- |
| Strengths & Opportunities |  |
| Weaknesses & Threats |  |
| Areas of Uncertainty |  |
| Recommendations |  |

## Next Steps

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Next Step | Description | Lead | Support | Priority  |
|  |  | *Staff to lead* | *Staff to support* | *Categorize as low, med, or high.* |
|  |  |  |  |  |
|  |  |  |  |  |

**Need further assistance?** Contact us at statewideenergycoordinator@lgc.org.