

WORKSHOP 4

March 22, 2021

2:30– 5:00 pm

Via Zoom

Time	Agenda
2:30	Welcome and Warm-Up
2:40	Survey Findings
2:55	Goal Setting Introduction
3:30	10-minute break
3:40	Goal Discussion
3:50	Goal Setting Criteria
4:00	Goal Decisions
4:15	Strategies – How do we accomplish our goals?
	Wrap up

Workshop 4 Notes:

Attendance:

Emma Porter	Donna Peterson	Kelsey Poljacik
Ryan Johnson	Phil Gelbach	Michael Kampmeyer
Mike Holsinger	Deirdre Coleman	Tami Gunderzik
Beth Salzl	Marcus Culver	Yvonne Pfeifer
John Connelly	Curran Neely	Megan Weck

Notes:

Partners in Energy Community Facilitator, Mike Holsinger introduced the agenda and objectives for the workshop.

Energy Action Team member John mentioned that he is hearing from the business community that due to the last year of hardship on businesses, they are interested in helping take action for this plan but would like to be incentivized or push out the timeline of those asks to be able to recover before investing in energy upgrades.

Mike reminded the group that low and no cost options will be a part of the strategy discussion, and the City staff reminded the team that there is not going to be a requirement for any individuals and businesses to make change in this plan.

Marc from the City of Roseville added that the city may provide incentives but won't be changing or steering away from state code.

Mike reviewed the pre-workshop survey and brought up some comments from the survey results on goals, timeline, and priorities.

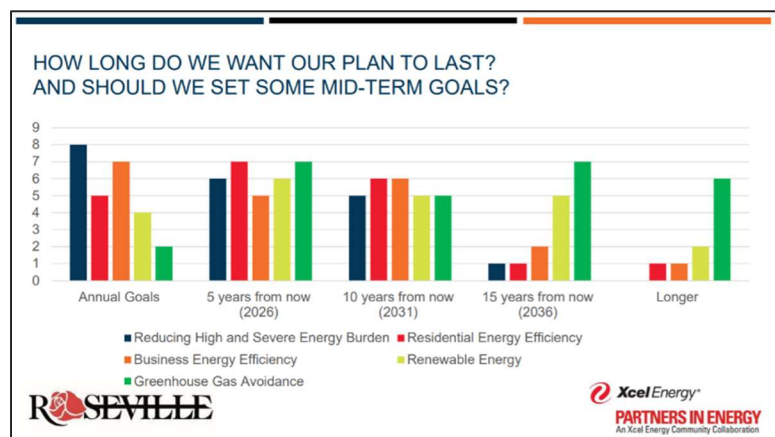
One comment from the survey highlighted was on the Home Energy Squad program and that the respondent thought that it was a great program for middle and upper-class households, but that the resources were not there for those with high energy burden.

Mike clarified that there is a specific free program for low-income residents to access Home Energy Squad. Mike also touched on some other comments that mentioned great feedback on what the plan will need to educate and provide resources to residents, businesses, and renewable energy.

Survey review topics:

- How ambitious should our goals be?
- How long do we want the plan to last?
- Are we missing anything?

Survey feedback indicated that respondents felt that addressing energy burden was most urgent, followed by residential efficiency and business efficiency.



Renewable energy and greenhouse gas avoidance were seen as goals with longer timelines.

Mike touched on two comments on greenhouse gas avoidance that contradicted each other by saying both that there was too much or not enough focus on GHGs.

Transportation was also included as a comment that it should be added to this plan. Mike suggested that transportation is commonly a follow up topic in an EV or climate action plan, but if the team wanted, that there are ways to support that future effort with a number of strategies in this plan.

Goal Setting:

How will we know if we are successful?

The tone was set that this plan must be understandable to our friends and neighbors through the language and metrics of this plan.

Mike reviewed some energy terminology that will show up in this plan.

The team was reminded what it would take to create these goals by explaining our metrics, priorities, and what business as usual means, and also reviewed the implementation phase of the plan.

The language of the goals at this point in planning are as follows:



GOAL LANGUAGE

The community will reduce community-wide greenhouse gas emissions from electricity and natural gas by X percent (below a 2019 baseline) by the end of 2031.

Prioritize work that reduces residences experiencing energy burden and increases connections to resources

Increase community-wide energy savings by XX% through energy efficiency projects

Increase support for renewable energy by XX% among residents, and businesses


17


The overall goal from the plan has a greenhouse gas reduction goal, and then there are targets/goals for each of the focus areas.

Mike shared data from the business community's baseline savings to emphasize that large businesses are already engaged in energy efficiency programs, which creates an opportunity to reach small and medium businesses.

Tami with Xcel Energy also noted that the data showed the savings by those large businesses was in proportion to what they are using (84 percent of use and 79 percent of savings in the CI sector).



Mike continued to review the residential energy use, savings data, and program participation. He mentioned Home Energy Squad as a two-part program, installations on site and then follow up with efficiency projects and additional programs for savings. The second step being a harder lift/follow through for residents, pointing out the opportunity there.

The team then was brought through a review of energy burdened data and low-income program participation and then a renewable energy review. A key takeaway from that data was that there is opportunity for renewable energy program participation.

Mike shared some models of goal metrics and broke down a business as usual, achievable and ambitious scenario and what each of those meant for outreach and participation in programs.

HOW DO THE OPTIONS COMPARE

Sector	Baseline	Achievable 16% Savings	Ambitious 29% Savings
Energy Burden	43 participants	75	115
Residential Efficiency	1,000 participants	1,200	1380
Business Efficiency	60 participants	75	85
Renewables	Engage with ...	50 residential 2 business	100 residential 5 business


35


A team member asked about how those numbers were calculated and the Partners in Energy team explained the savings behind each program were assumed from the focus areas of the plan. The team member also mentioned that it seemed like we were focusing on the hard-to-reach or hard to gain large savings from populations of residents, smaller businesses and those who have a high energy burden.

Another team member asked how much of the city redevelopment savings are we going to get naturally through the new technologies in buildings renovated or upgraded. A city team member answered that there are savings with those projects and consumption will also change, but there will be a higher standard of installation. It will be tough to measure that but interesting to try to attempt it as a part of this plan.

The group was asked how they were leaning with these goals; Ambitious, achievable, or somewhere in between.

Some clarifying questions were asked, and comments made about the individual goals including engagement as it pertains to renewable energy, the higher renewable energy costs will create a barrier for businesses, subscription programs, etc.

Energy Action Team comments on ambition:

- Donna: Seems like low numbers to me, seems like we should have a higher number for subscription renewables.
- Ryan: I would like to be more ambitious; we have resources and connections to the community. Ambitious seems achievable
- I Agree that ambitious is a great way to start and would even increase it from there as well

A clarifying question was asked about the percent savings is incremental from the business-as-usual baseline. Mike responded that the 16 and 29% savings was above the business-as-usual scenario, not of the entire energy use of the city.

Mike revisited the SMARTIE goals to talk through the achievable or realistic aspects of goals. He also mentioned the resources that it might take to get to the ambitious vs. achievable scenarios.

Question to the team: Do we have the resources to get to these ambitious goals?

Comments from the Energy Action Team:

- I think it is somewhere in between
- If we don't have all of the tools this year, we can build better outreach and connections over the 1st year.
- Making plans are good but we are going to see opportunity and be nimble we will be able to extract more
- If all of the goals are ambitious then we are going to not get to accomplish all of them, more room for failure
- If we make our goals a bracket and going for 100 percent but are satisfied with 90. I want to lean into this and if we don't, we are going to be in deep trouble.

- Agree with or happy to go with ambitious, aggressive would not cause that much harm
- Ask for what you want not what you think you can get

The team was then polled on the ambition level with high agreement that the numbers should be ambitious and to move forward as so.

Additional conversation was had that a rounded percentage is easier to remember so round up to 30% for the overall GHG goal.

The team also agrees the goal for renewable subscriptions should be increased.

Strategy Conversation: Energy Burden Strategies

How can we reach energy burdened households, citing cultural, language and financial barriers or internet access?

The team asked for more data on where the most energy burdened populations might be to target some outreach.

A team member added that there may be partnerships with other organizations who are already reaching those who are higher energy burdened:

- Rice street coalition
- Neighborhood coalitions
- Owners and renters' associations/groups
- Rice/Larpentuer alliance
- Suburban Ramsey family coalition
- Youth family services
- Schools
- Food pantries

There was also mention of additional data through Ramsey County on the tax value, home build dates and permit history that might help narrow the outreach.

Conversation was had about the importance of highlighting cases of successful projects and the resulted saving by a Roseville resident.

Other ideas from the group:

- Tabling at events, stories, and one-one outreach
- Cost and steps important in messaging
- Specific events:
 - Rosefest – community event, parks and rec Multi-day
 - 4th of July parade last Monday of June
 - Taste of Rosefest at arboretum in September
- Energy action team banner and handouts

Business strategies

How do we motivate more businesses?

- Lighting might be a good way to do simple and low-cost projects due to grants and refund and savings
- Small business lighting efficiency program
- Is there any place in the comp plan to take advantage of conservation improvement programs, govt help to make it easier for businesses to take advantage?
- All the rebates through the saving programs come from the CIP
- Make a recognition system that says they are partnering with the city of Roseville to reach goals to drive business and is a type of advertising
 - Couple also have different levels of participation by businesses and everyone would site businesses responsibility to community program that builds on itself but find a way to talk about how much that has meant to savings so there is something visible to every business that we've saved this amount.
 - Business to have literature stand that is geared toward residents
 - Acknowledgement in city news for getting name on the list of the PiE program
 - Every 6 months think about how we can do more

Renewable Energy Strategies:

How can we have more residents and businesses participate in renewable energy?

- Financing has become very important, PACE make aware of PACE
- Might be able to figure out how to use Nextdoor to promote Windsource
- Education about these subjects is a big factor here
- Webinars to promote various energy savings and renewable programs
 - Good options for webinar
 - Library programs: co-sponsored programs League of Women voters and Resilient Roseville
- Roseville senior council
- Youth bringing messages home
 - Energy efficiency would need to directly connect to climate impacts to get youth involved/interested
- Yale center for climate information with data on Roseville shows interest in climate health
- Simple enough that people don't have to try too hard to understand.
- Must be very targeted with messaging
- Tables at events in parks
- Work with student groups to hand out information
 - Show up to some of the meetings and see how to collaborate, support their existing efforts

Wrap-up and Next steps:

Mike reviewed the upcoming Workshop and general plan to finalize our work in Workshop 5.