



ROSEVILLE ENERGY ACTION TEAM
WORKSHOP ONE
WELCOME!



AGENDA & OBJECTIVES

- Welcome & Introductions
- Partners in Energy Overview
- What Happens Next?
- BREAK
- Roseville Data: Part 1, Demographics
- Roseville Data: Part 2, Energy
- Getting Started on Vision
- Team Priorities

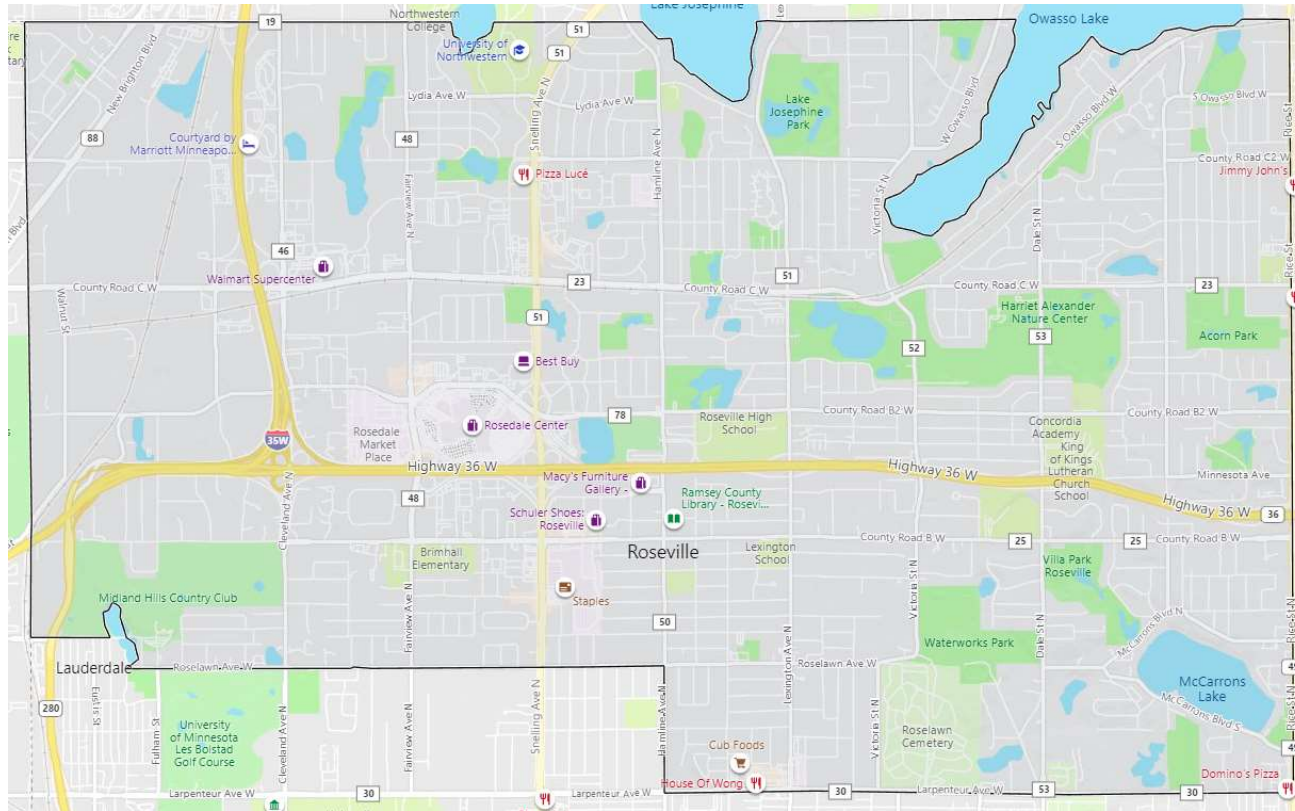




Introductions

- Name
- Organization
- Where is your favorite spot in Roseville?

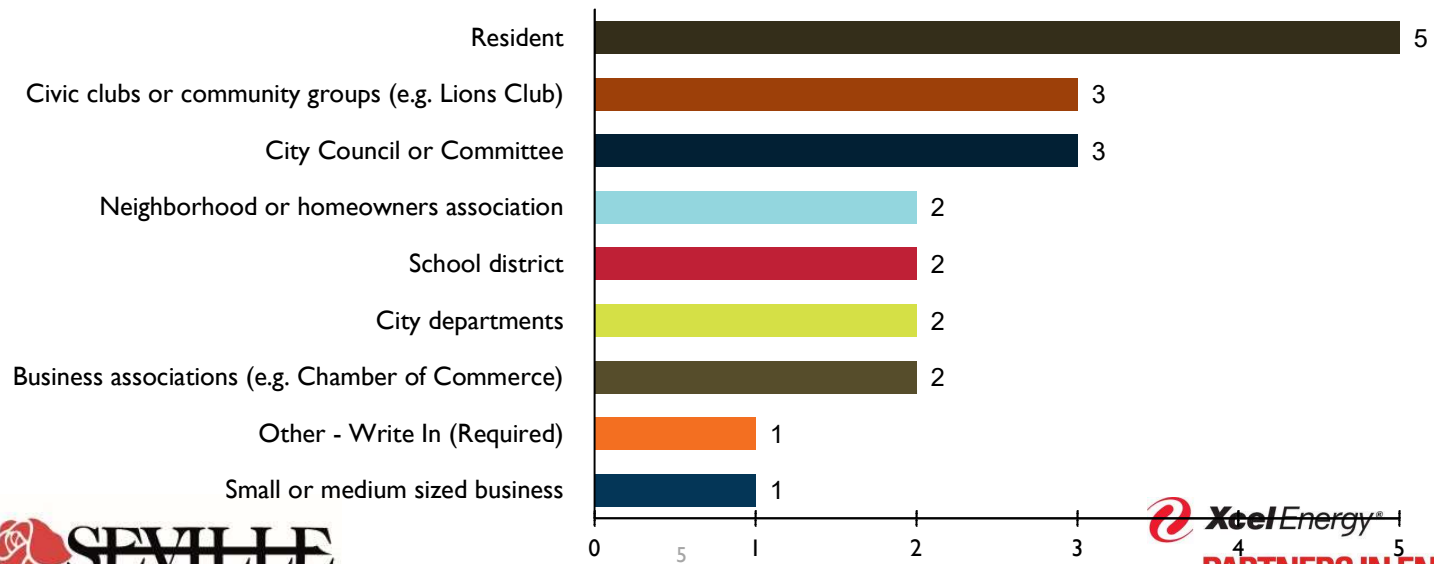




Use the
“Annotate”
tool to put a
stamp at
your favorite
spot in
Roseville

ENERGY ACTION TEAM DEMOGRAPHICS

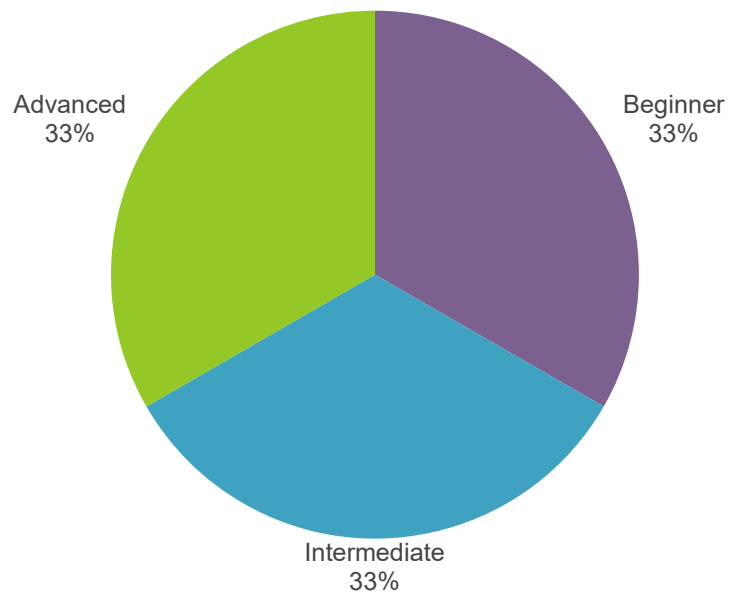
What organizations and community networks are you connected to in Roseville?



WHAT DO YOU HOPE TO ACHIEVE?



HOW WOULD YOU DEFINE YOUR ENERGY LITERACY?



PARTNERS IN ENERGY TEAM

Xcel Energy



Tami
Gunderzik



Yvonne
Pfeifer



Jake
Sedlacek

Community Facilitators (CEE)



Mike
Holsinger



Jamie
Johnson



Deirdre
Coleman





WHAT IS PARTNERS IN ENERGY?

TAMI GUNDERZIK



WHAT IS PARTNERS IN ENERGY?

- Partners in Energy is a **two-year** collaboration with Xcel Energy to develop and implement your individual community energy plan goals.
- Opportunity to engage stakeholders, create goals and strategies, and develop a work plan to be successful.

Developing the Plan
(4-6 months)

Implementation with
Partners in Energy
(18-20 months)

Continued Implementation

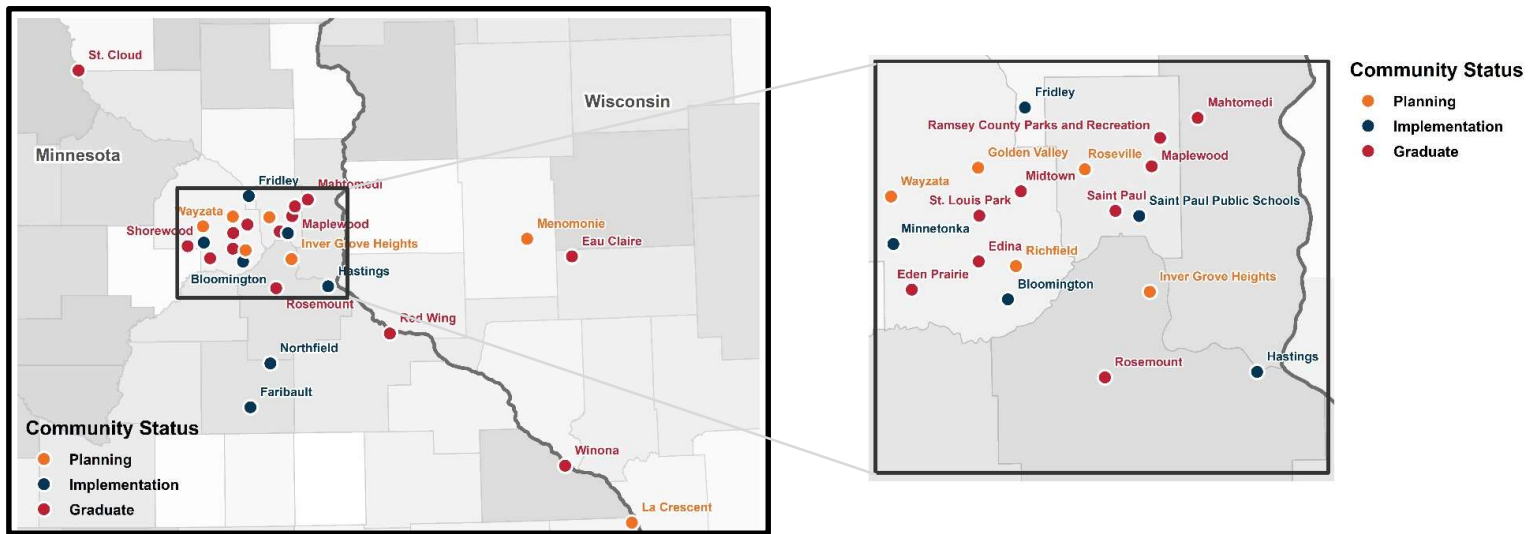


XCEL ENERGY'S GOALS

- Develop a better understanding of the energy needs of communities we serve
- Better align the services and programs we offer with customer needs to save energy and advance clean energy goals
- Strengthen relationships with the community and support the Xcel Energy philosophy of community engagement



31 COMMUNITIES IN MINNESOTA & WISCONSIN



ENERGY ACTION TEAM ROLES

- Attend planning workshops
- Contribute to the planning process (*Active participant*)
- Represent your organization (*Representative*)
- Be a critical eye for credibility, transparency, and accuracy (*Critical Thinking*)
- Advise City Council (*Advisor*)
- Be a conduit to your network (*Ambassador*)



XCEL ENERGY TEAM ROLES

- Provide facilitation for the Energy Action Plan development
- Gather, process, and share data
- Actively learn more about community's goals and needs
- Provide customized access to Xcel Energy programs & resources
- Provide transition into and support during implementation



QUESTIONS ABOUT PARTNERS IN ENERGY

- No, it seems pretty straight forward. However, I am curious and excited to work with other members on the action team to see their experiences and insight on an action plan.
- It sounds interesting and informative and I am looking forward to our discussions. Will you be discussing the role of renewable energy in the mix of solutions?
- I have studied some about this program and heard presentations about PIE. I look forward to seeing where this might take us in Roseville
- My questions were related to the process of working together under COVID-19 restrictions. So far all have been answered.
- None at this time.
- How will the process work to determine what my city and community needs are. How will we implement in my city?
- I think my questions would be better suited for the EAT. ie. what are our energy goals for Roseville...



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WHAT'S AHEAD?



PLAN DEVELOPMENT STEPS

1. Anchoring

2. Baseline

3. Vision

4. Focus
Areas

5. Draft Goals

6. Divergent
Strategies

7.
Convergent
Strategies

8. Goal
Refinement

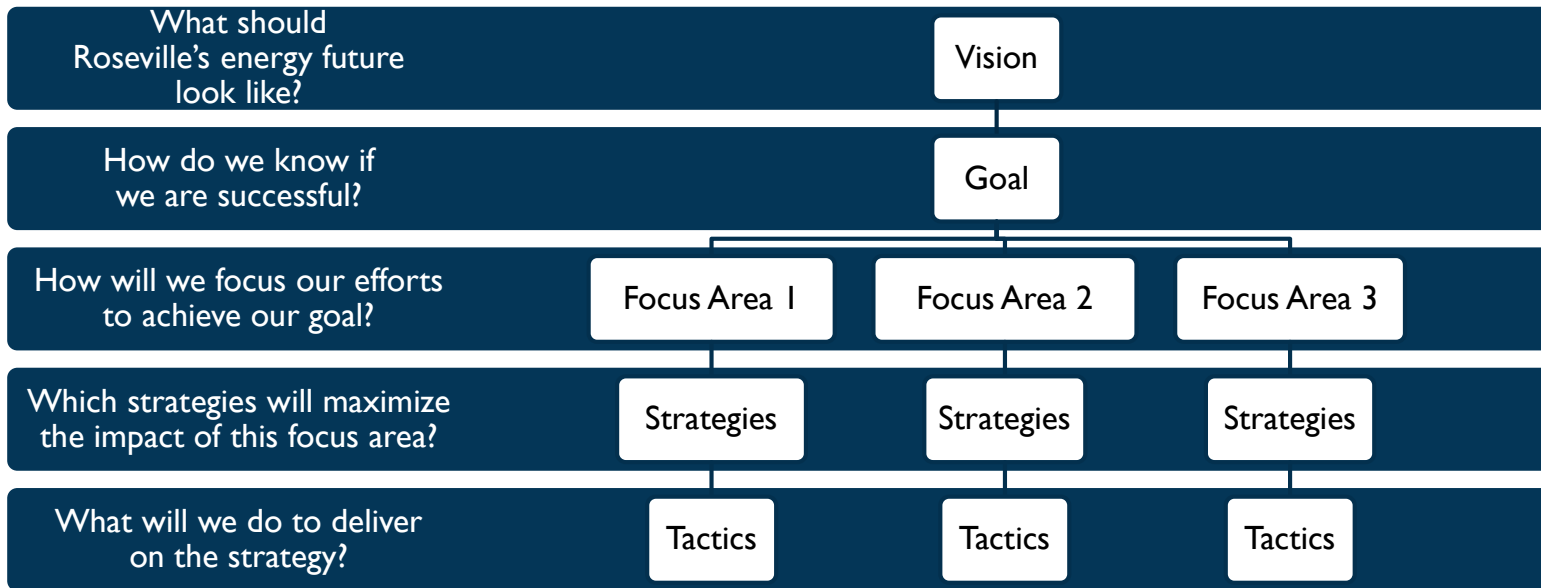
9. Action
Planning

10. Plan
Finalization

11. Launch



PLAN FRAMEWORK



PLANNING TIMELINE

	December					January				February				March					April				May				
	30	7	14	21	28	4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	
Workshop 1																											
Intro's & Overview	■																										
Vision & Goal	■																										
Workshop 2																											
Confirm Vision & Goal						■																					
Develop Focus Areas						■																					
Workshop 3																											
Confirm Focus Areas											■																
Strategy Exploration											■																
Workshop 4																											
Confirm Strategies																											
Brainstorm Tactics																											
Workshop 5																											
Confirm Tactics																											
Review 1st Draft of Plan																											
Plan Development	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

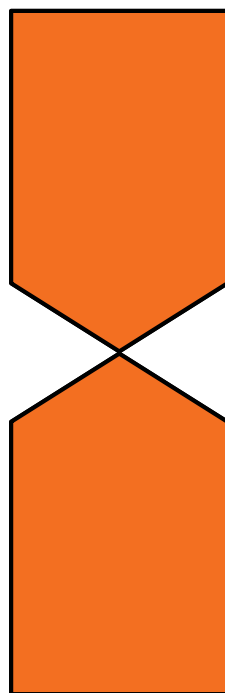


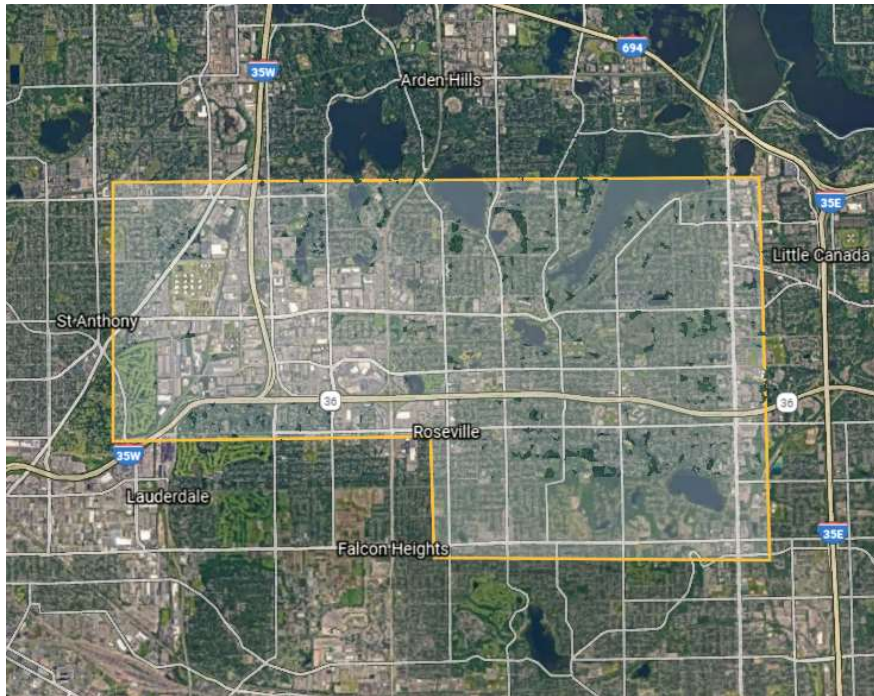
BREAK

RETURNING IN 10 MINUTES



10 MINUTE BREAK





Data Overview

- Demographics
- Energy usage
- Energy Saving Activities



ROSEVILLE DEMOGRAPHIC DATA

- Population estimate **36,644** (2019)
- Median age **40.0 years**
 - Older than state average of 37.8
- **15,550** households in Golden Valley
- **24%** families with children
- **76%** of Roseville residents are white
- **15%** speak a language other than English at home
- **10%** of residents live below the poverty level



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From Metropolitan Council Community Profile Data <https://stats.metc.state.mn.us/profile/> ACS-2014-2018



ROSEVILLE DEMOGRAPHIC DATA

- **\$68,254** median income¹
 - Vs. \$74,593 in Minnesota²
- **10%** of residents live in poverty
- Average energy burden is **2%**



¹US Census, 2018 ACS 5-Year Estimates Data
²2019: ACS 1-Year Estimates Subject Tables, Table ID: S1901



ENERGY BURDEN DEFINED

- **Energy burden**: the percentage of household income spent on home energy bills.
 - **High energy burden** means more than **6%** of income is spent on home energy bills
 - **Severe energy burden** means more than **10%** of income is spent on home energy bills
- In Roseville, **average energy burden is 2%**
 - But **9%** of households are experiencing **severe energy burden**
 - Statistics are pre-pandemic

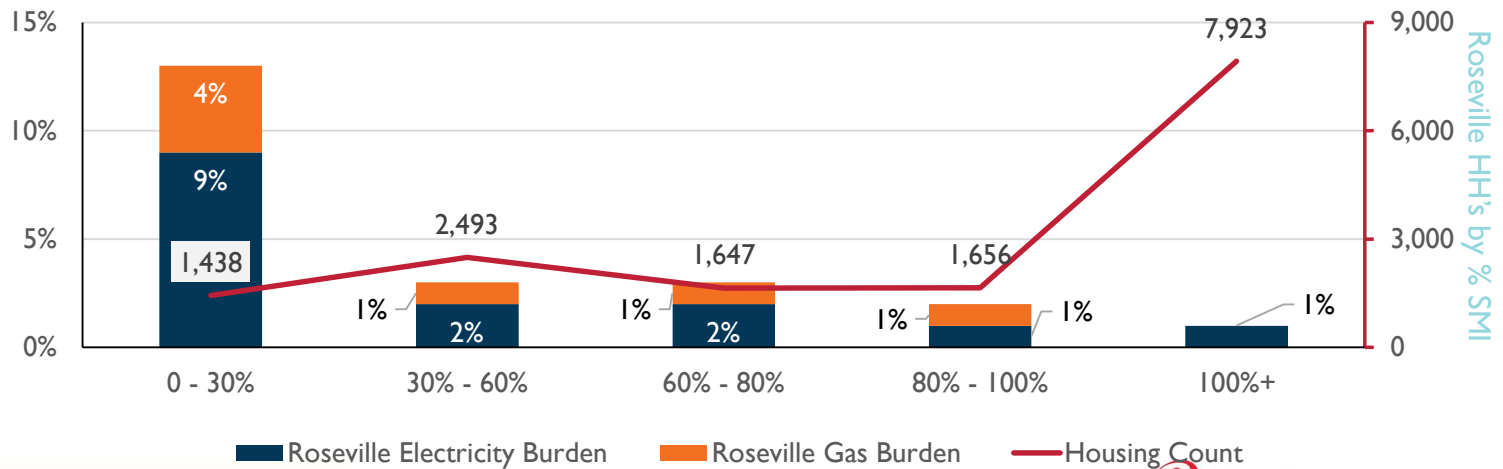


Source: ACEEE: *How High are Household Energy Burdens? An Assessment of National and Metropolitan Energy Burden across the United States.*
<https://www.aceee.org/sites/default/files/pdfs/u2006.pdf>



ROSEVILLE ENERGY BURDEN¹

Energy Burden by % State Median Income - \$74,593²



¹US Dept of Energy, Low-Income Energy Affordability Data Tool
²2019: ACS 1-Year Estimates Subject Tables, Table ID: S1901



PARTNERS IN ENERGY
 An Xcel Energy Community Collaboration

SOME QUICK MATH

- 1438 homes in Roseville are at 0 – 30% State Median Income (SMI)
- At 30%, that's a HH income of \$22,378 (\$1,865/month)
- 13% of their income goes to pay utilities every month (\$242/month).

- Now let's imagine someone more fortunate is paying 13% of their earnings for utilities

At this % SMI	Annual HH income is	Monthly HH income is	13% every month for utilities is
100%	\$74,593	\$6,216	\$808
120%	\$89,511	\$7,459	\$970
140%	\$104,430	\$8,702	\$1,131
160%	\$119,348	\$9,946	\$1,293

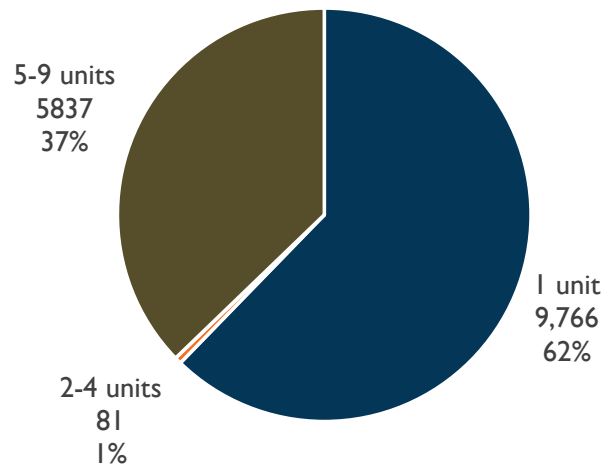


2019 data (pre-Covid-19)



ROSEVILLE HOUSING DATA

Roseville - Housing Type and Count



US Census, 2018 ACS 5-Year Estimates Data

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ROSEVILLE HOUSING DATA



Median housing value **\$239,700¹**



Median gross rent **\$1,005/mo²**

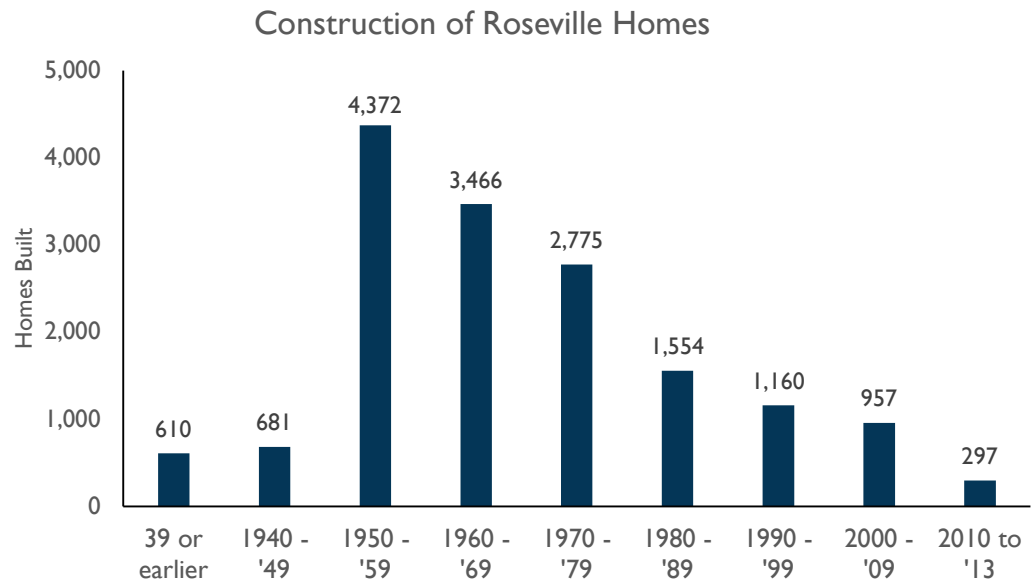


¹Met Council: <https://bit.ly/2PInlqa> - Housing tab
²bid

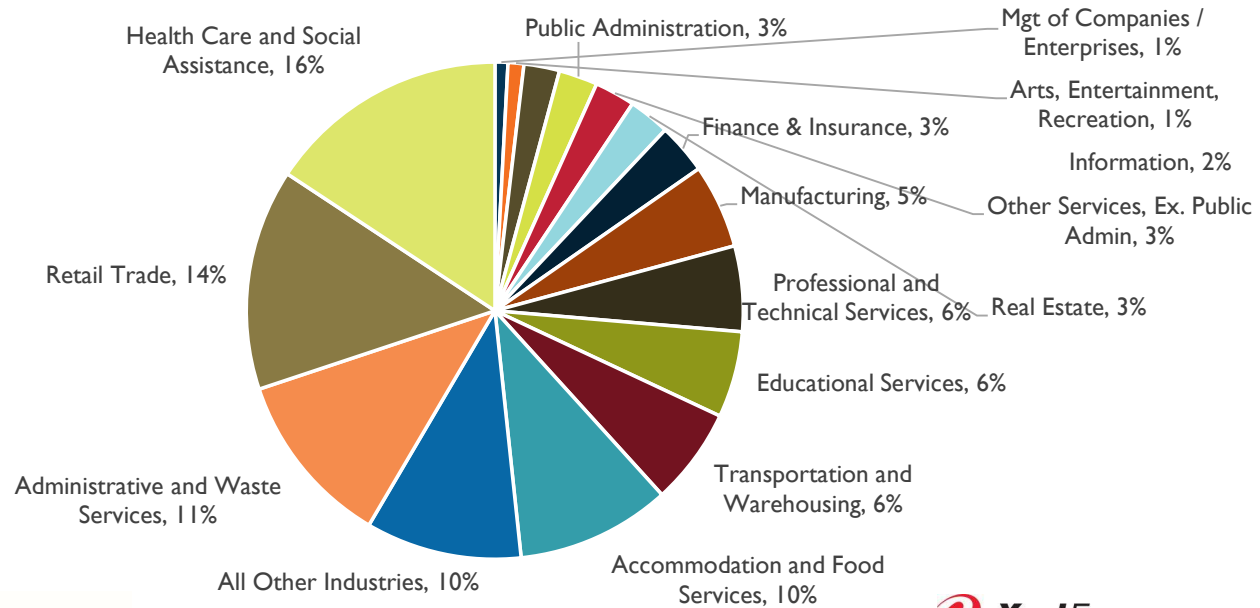


ROSEVILLE'S HOMES

- 85% are > 30 years old
- 58% are > 50



2019 ROSEVILLE EMPLOYMENT BY INDUSTRY

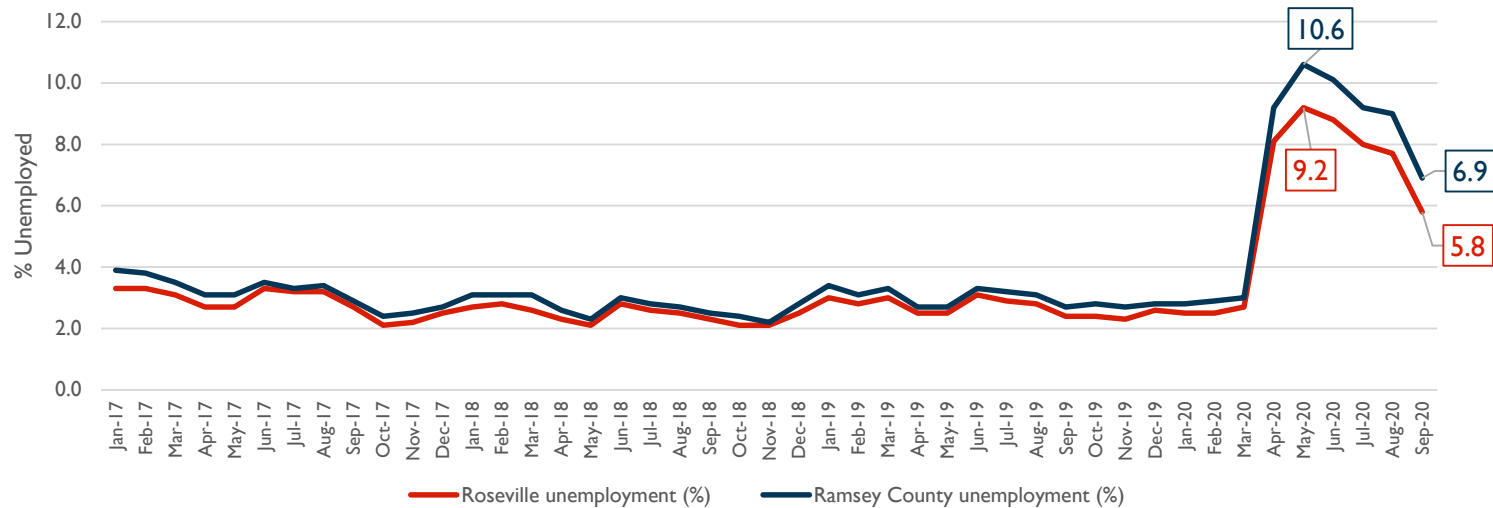


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RAMSEY COUNTY / ROSEVILLE UNEMPLOYMENT

Roseville / Ramsey County Unemployment
January 2017- September 2020



<https://data.bls.gov/PDQWeb/la>



ROSEVILLE DEMOGRAPHICS

What surprised you?

Is there a data point we missed?



ENERGY DATA 101

- Both Xcel Energy electric and natural gas data included unless otherwise noted
- 15x15 Data Privacy Rule
 - Must be greater than 15 entities
 - No single entity can account for more than 15 percent of the usage
- Data is pulled for 2017-2019 as a baseline to measure goals
- Both consumption and savings data provided
- Data are unofficial for planning purposes, and results may change slightly

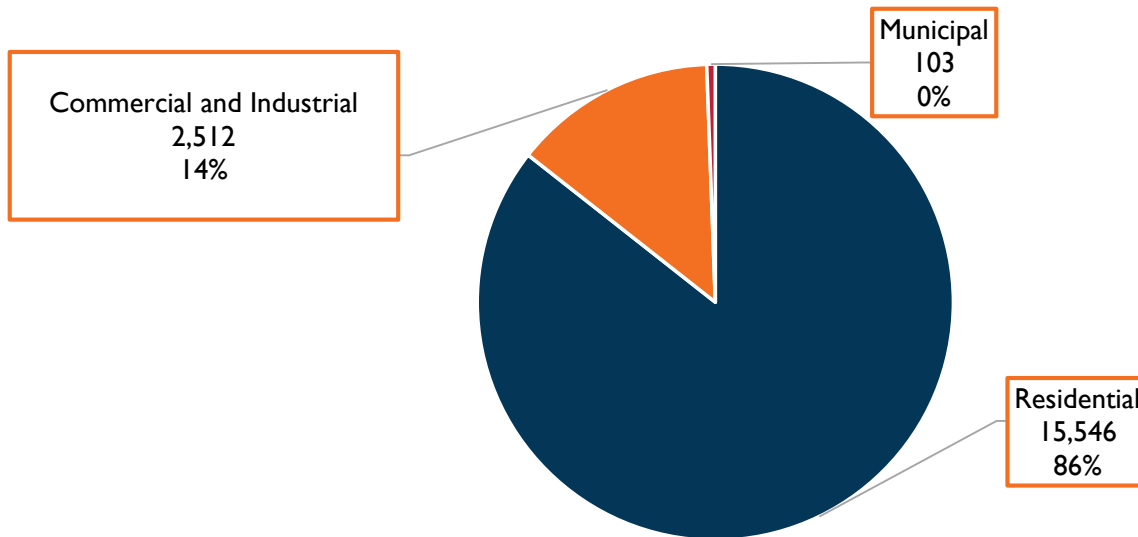


ENERGY DATA 101

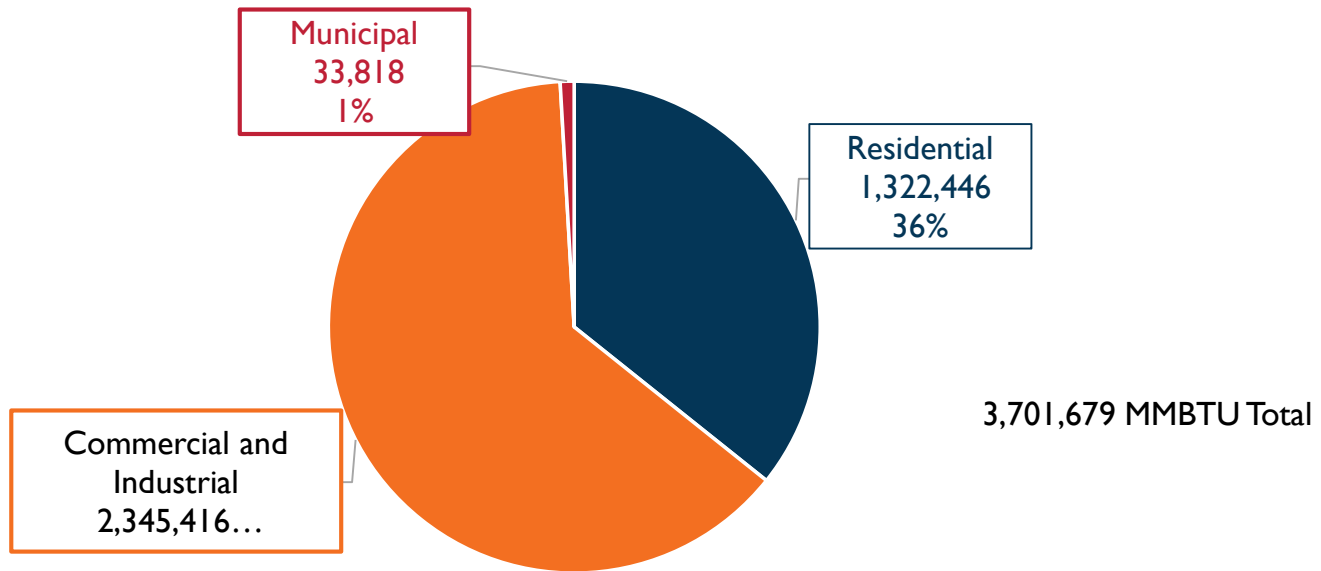
- Premise
 - Unique identifier for location of service
 - Premise ≠ customer
- Residential
 - Homes, including single-family and townhomes
- Commercial & Industrial
 - Business customers, such as restaurants, gas stations, office buildings, hotels, manufacturing facilities
- Multi-family
 - Vary between residential and commercial categorization



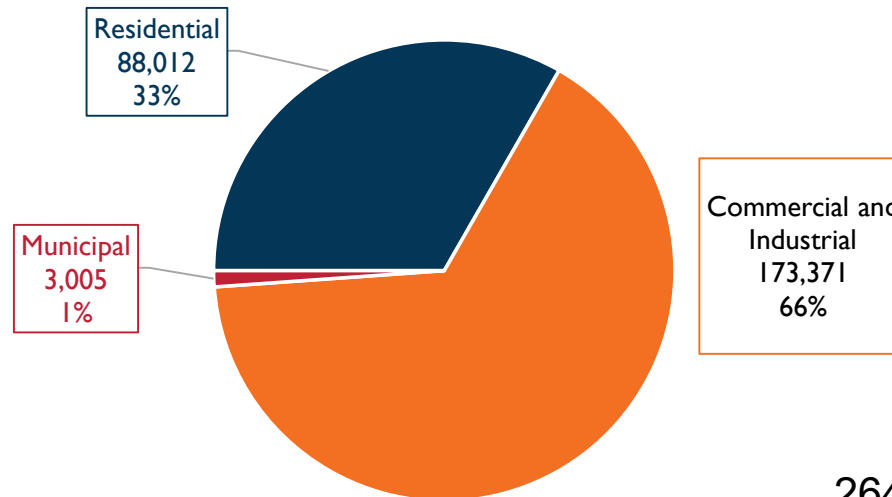
ROSEVILLE PREMISE COUNT



BASELINE ENERGY CONSUMPTION (MMBTU)



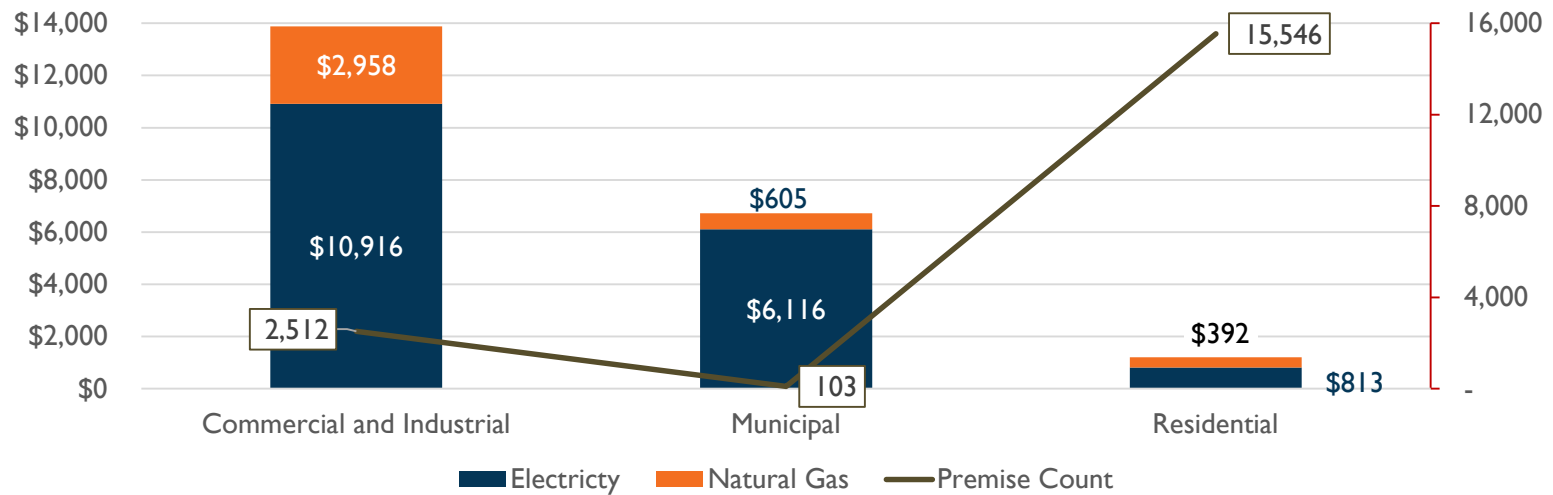
ROSEVILLE GREENHOUSE GAS EMISSIONS (MTCO₂) 2017 – 2019 AVERAGE



264,388 MTCO₂e

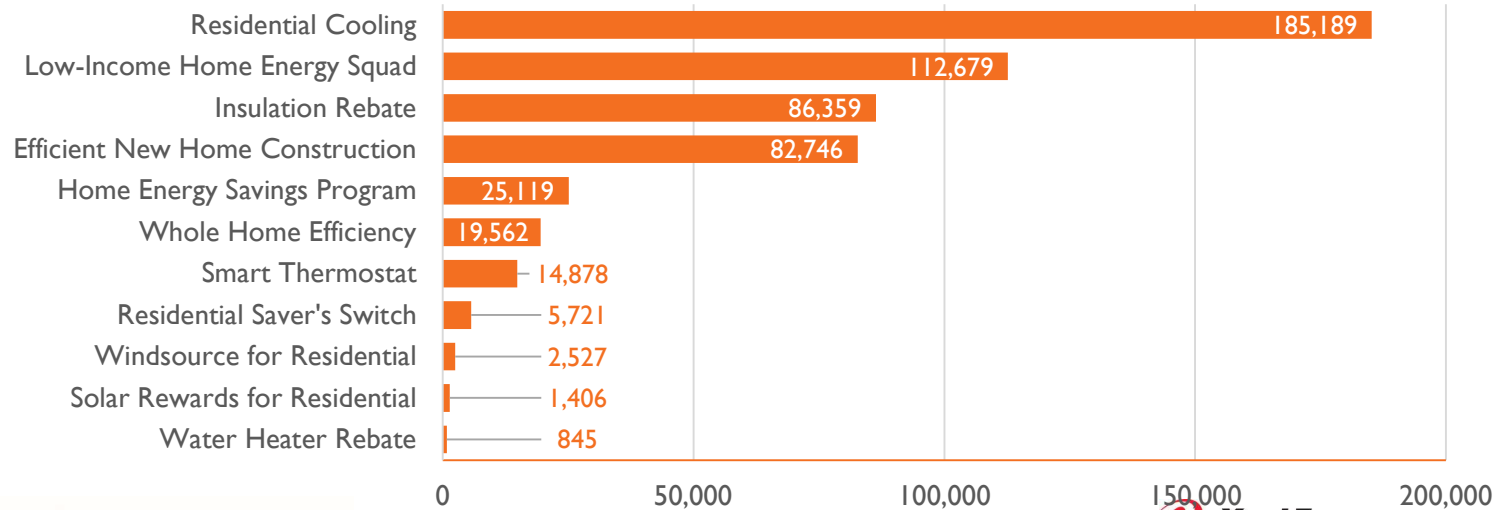


ROSEVILLE ANNUAL ENERGY COSTS PER PREMISE (BASELINE AVERAGE)



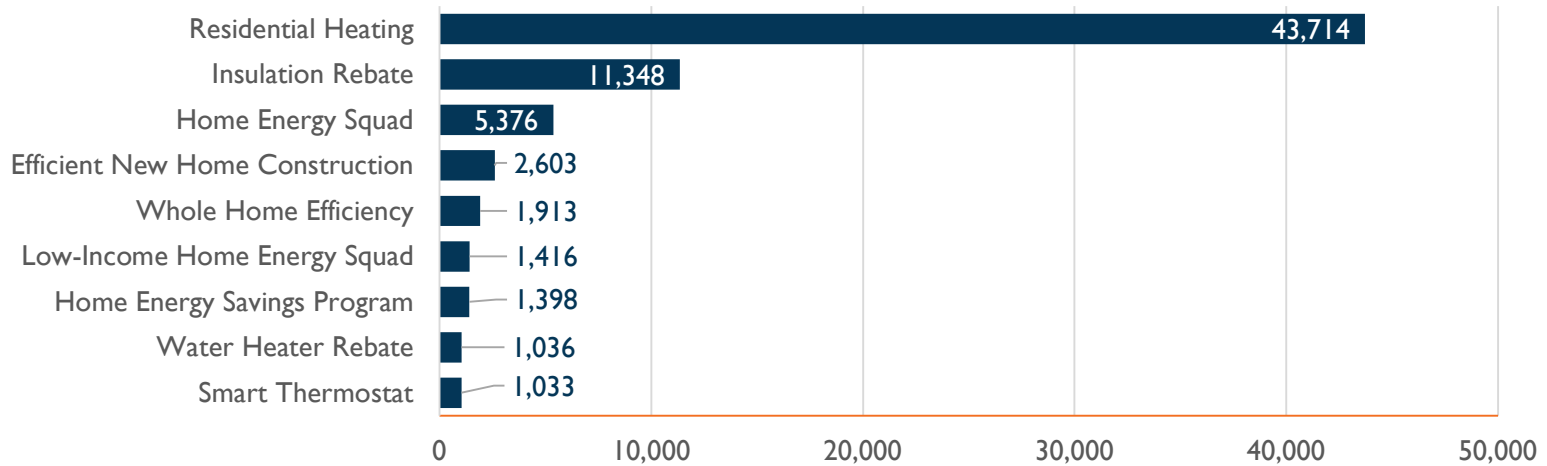
ROSEVILLE RESIDENTIAL ELECTRICITY PROGRAM PARTICIPATION

3 Year Average kWh Savings

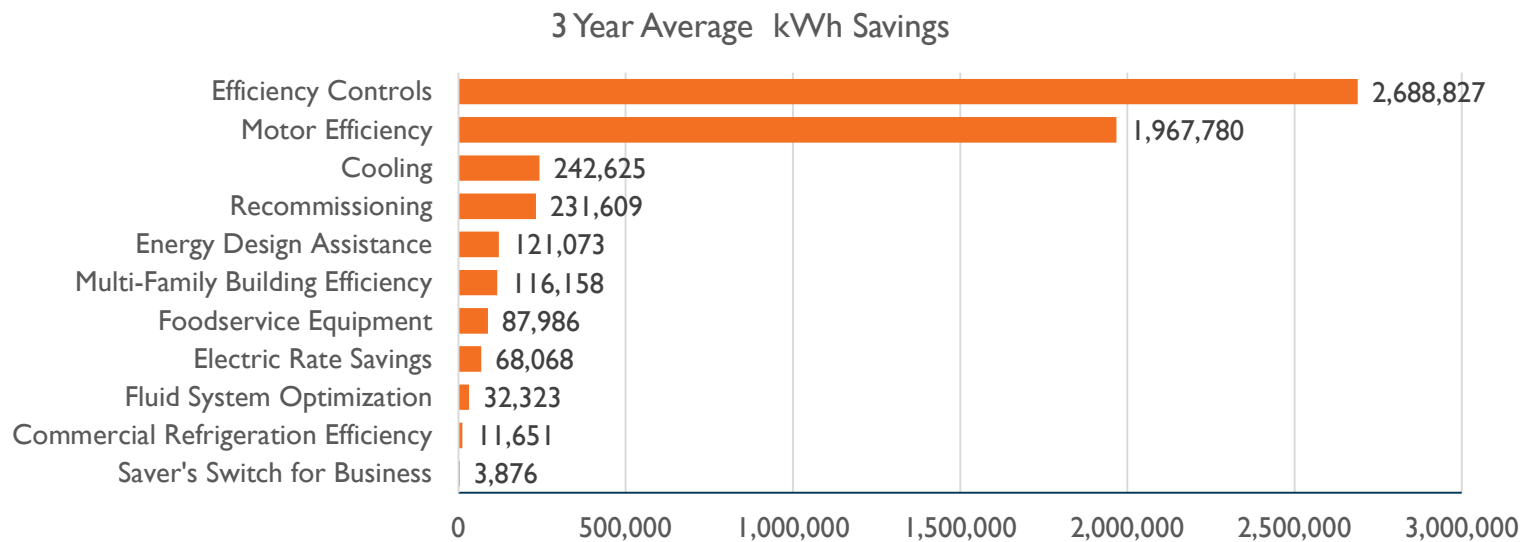


ROSEVILLE RESIDENTIAL NATURAL GAS PROGRAM PARTICIPATION

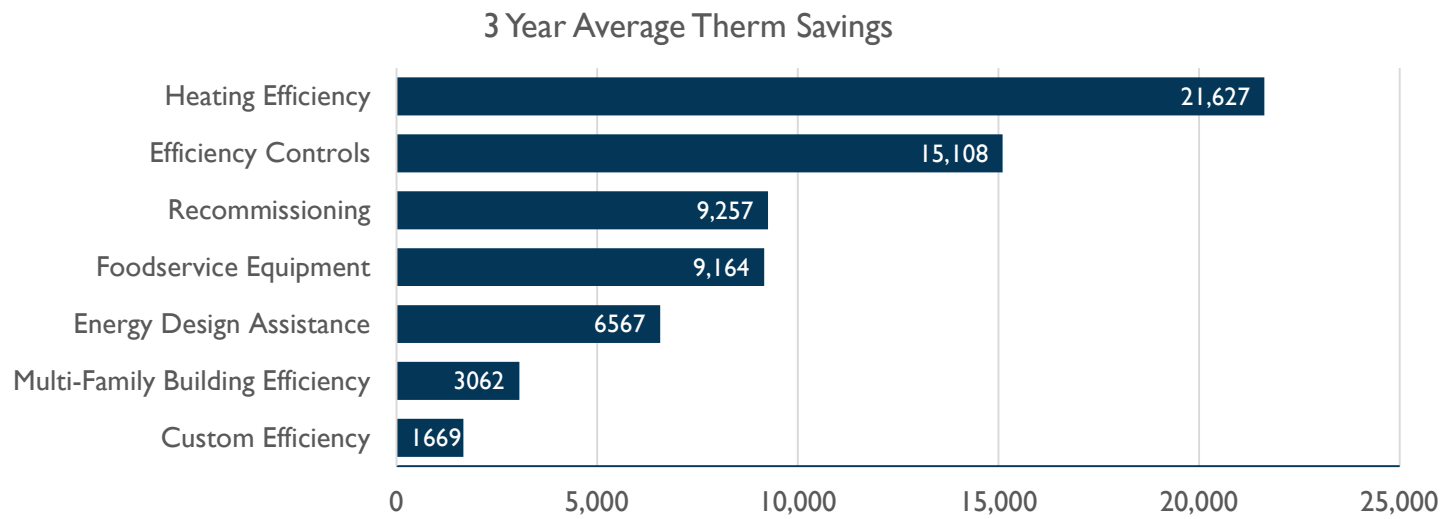
3-Year Average Actual Therm Savings



ROSEVILLE COMMERCIAL / INDUSTRIAL ELECTRICITY PROGRAM PARTICIPATION



ROSEVILLE COMMERCIAL / INDUSTRIAL NATURAL GAS PROGRAM PARTICIPATION



RENEWABLE ENERGY PROGRAM PARTICIPATION

	Residential	Commercial & Industrial
Subscription Programs (Windsorce® & Renewable*Connect®)		
Subscriber Count	921	6
Total Annual Electricity Subscribed (kWh)	3,194,360	887,204
Percent of Sector Electricity Use	3%	4%
On-Site and Community Solar (Solar*Rewards® & Solar*Rewards Community®)		
Subscriber Count	176	12
Total Annual Electricity Subscribed (kWh)	822,028	2,320,746
Percent of Sector Electricity Use	0%	1%
Total Renewable Energy Support		
Subscriber Count	1,097	18
Total Annual Electricity Subscribed (kWh)	4,016,388	3,207,950
Percent of Sector Electricity Use	4%	1%



Data note: 2019 participation, Xcel Energy programs only, classification done by community facilitators

ENERGY DATA HIGHLIGHTS

- Even though Commercial & Industrial sector represent only 14% of premises, they consume 63% of energy used
- Residents spend about \$1,200 on energy/year
- Average Commercial / Industrial premise spends about \$14,000 per year



ENERGY DATA

What surprised you?

Is there a data point we missed?



ENERGY ACTION PLAN VISION

A few years from now, how will people describe Roseville in terms of its use of energy?

What will have changed?



DRAFT VISION STATEMENT TESTED IN SURVEY

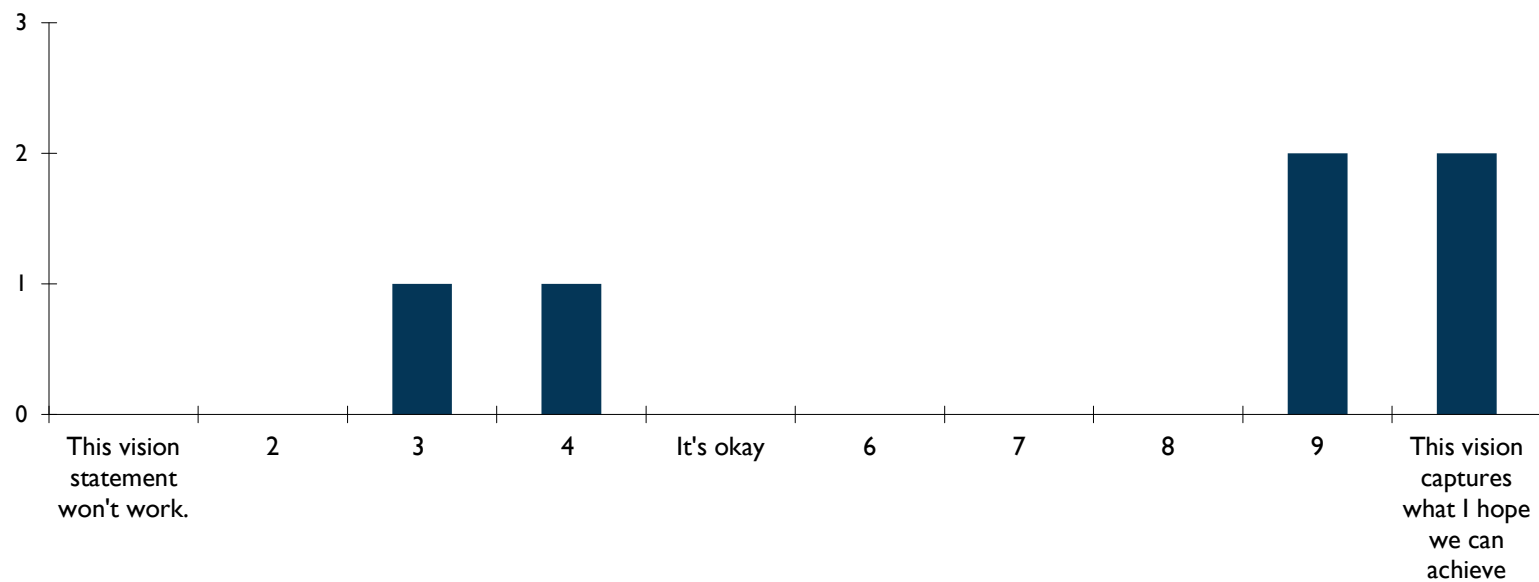
Roseville will be a community whose residents and businesses never stop working to use energy more wisely than ever before.

We will use less energy than we have in the past, and what we do use will be cleaner.

The benefits of using energy wisely will be available to everyone in Roseville, and residents who are burdened by their energy expenses will have access to resources and programs that help to reduce that burden.



HOW DO YOU FEEL ABOUT THIS VISION FOR ROSEVILLE'S ENERGY ACTION PLAN?



VISION FEEDBACK DETAIL

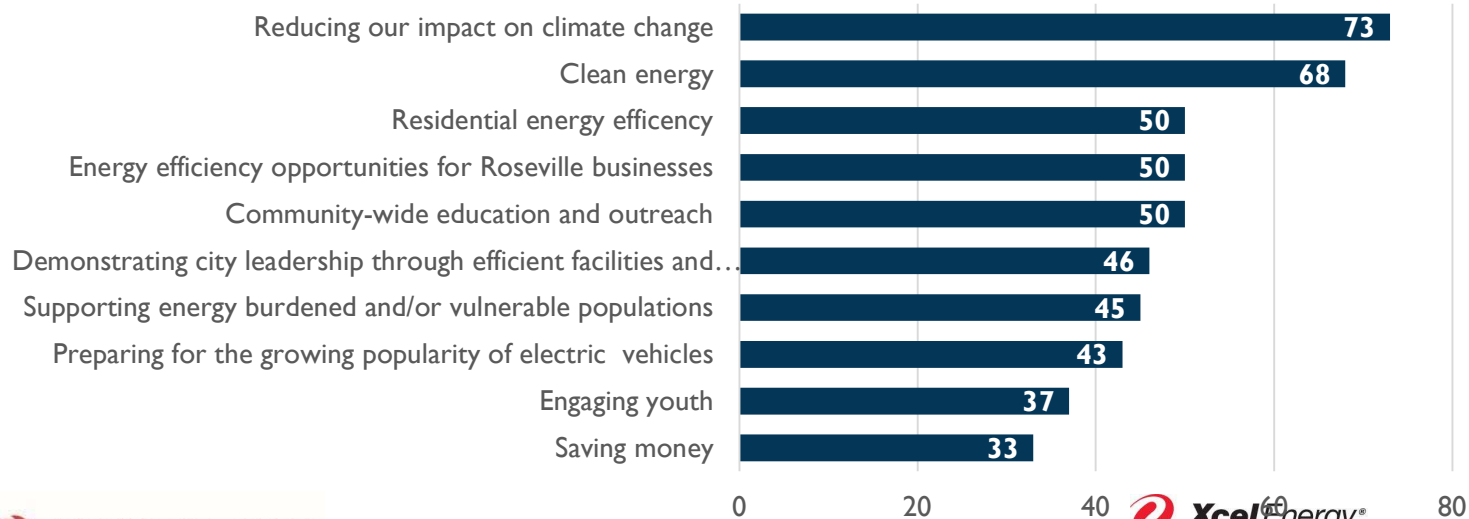
Likes	
I like the statement on providing resources and programs for those who need them, especially pertaining to the energy expenses. The statement broadly covers the importance of energy usage in the city moving forward.	That we will wisely use energy and it will be available to everyone in the city.
The goals of using less energy and using it more wisely. Clean energy is very important to our future as a world! Also, it provides resources so residents can get help with information and funds.	That it emphasizes continual striving to improve energy efficiency and acknowledges that some residents struggle with paying their energy bills.
The emphasis on less energy use for everyone, that there will be a focus on cleaner energy and that strategies to reach people whose energy costs are high per their income is a part of the vision.	the focus on cleaner energy, inclusion of residents and businesses, and "wise" energy use
Aspirational (but incomplete)	all of it. The process and outcomes.
	It's a good start

VISION FEEDBACK DETAIL

What's Missing?

<p>I think the initial vision statement is a little broad and plain, but I believe that will change when the action team meets and brings their individual perspectives/visions for Roseville's future. The statement should also highlight transparency, especially in the clause "We will use less energy than we have in the past", I think we should showcase what we need to work on to later praise improvements in energy usage.</p>	<p>The vision statement is delivered top-down and from a paternalistic and non-inclusive stance. Lacks acknowledgement of need for education to help individuals whose focus may be more on day-to-day needs or even survival than, say, me, an older (privileged) white male who doesn't need to worry about the cost of heat for example. What's in it for them? What can an energy plan do for them? What do we need from all constituents to make this work? What can help all constituents "own" it?</p>
<p>It look very complete to me as it addresses consumption, the need for clean energy and programs to achieve this plan.</p>	<ul style="list-style-type: none"> -clarity on "wise" energy use -clarity and focus on cleaner energy -expectation that the benefits as well as the process will be widely inclusive of the population
<p>I don't have anything in particular to add.</p>	<p>community input.</p>
<p>That the city will continually look to improve its energy use and strive to be a leader in new technologies.</p>	<p>reads more like a mission statement than an action plan. we should set actual goals, not just use less energy.</p>

WHEN YOU THINK ABOUT ROSEVILLE'S ENERGY ACTION PLAN PRIORITIES, WHICH OF THE FOLLOWING STAND OUT AS MOST IMPORTANT TO YOU?



PARTNERS IN ENERGY
An Xcel Energy Community Collaboration

SCORE DISTRIBUTION

Item	Overall Rank	Rank Distribution	Score
Reducing our impact on climate	1		73
Clean Energy	2		68
Community-wide education and	3		50
Energy efficiency opportunities for	4		50
Residential Energy Efficiency	5		50
Demonstrating City leadership	6		46
Supporting energy burdened and/or vulnerable	7		45
Preparing for the growing	8		43
Engaging youth	9		37
Saving money	10		33



KNOWING WHAT YOU KNOW NOW...

	1	2	3	4	5	6	7	8	9	10
Reducing our impact on climate change										
Clean energy										
Residential energy efficiency										
Energy efficiency opportunities for Roseville businesses										
Community-wide education and outreach										
Demonstrating city leadership through efficient facilities and equipment										
Supporting energy burdened and/or vulnerable populations										
Preparing for the growing popularity of electric vehicles										
Engaging youth										
Saving Money										