

WORKSHOP 1

December 3, 2020

6:00– 8:30pm

Via Zoom

Time	Agenda
6:00	Review of Zoom basics
6:10	Welcome and Introductions
6:40	Partners in Energy Overview
6:55	What to expect along the way
7:10	10-minute break
7:20	Roseville Demographics / Discussion
7:40	Roseville Energy Consumption / Discussion
8:00	Vision Discussion / Research Feedback
8:10	Priorities Discussion / Research Feedback
8:20	Wrap Up and Next Steps

Name	Contact Information	In attendance
Beth Salzl	beth@salzl.com	In attendance
Donna Peterson	peter080@umn.edu	Yes
Emma Porter	porte288@umn.edu	Yes
Jennifer Kruse	jennifer.kruse@mcgough.com	Yes
John Connelly	John@twincitiesnorth.org	Yes
Michael Kampmeyer	mikek@ips-solar.com	Yes
Michelle Kruzal	kruzinwoman@yahoo.com	Yes
Nancy Misra	misra.stenquist@prodigy.net	Yes
Philip Gelbach	phil@gelbach.com	Yes
Ryan Johnson	ryan.johnson@cityofroseville.com	Yes
Will Ristow	william.ristow@cityofroseville.com	Yes

Notes:

The meeting began with a review of the meeting platform and its tools including the chat and annotate features that are to be used in the workshop activities.

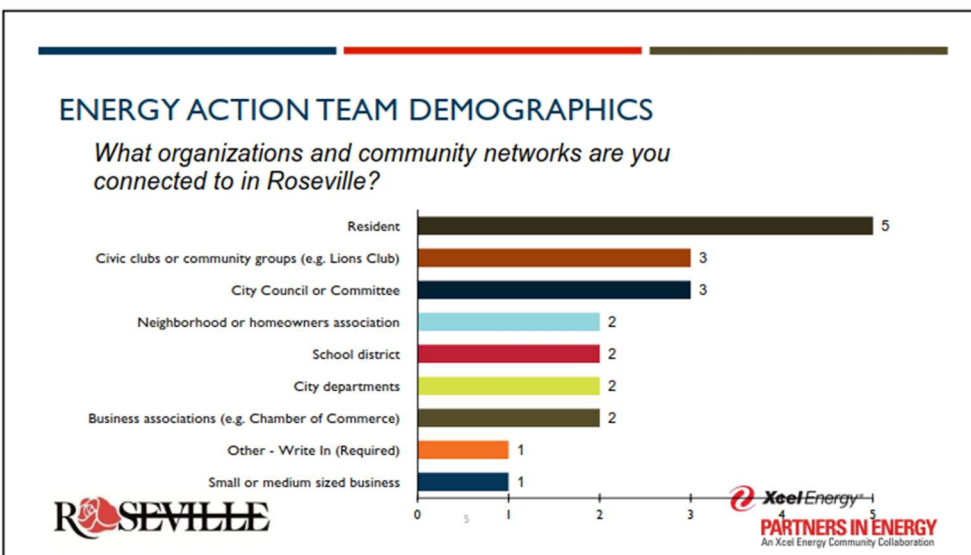
Ryan Johnson, Environmental Specialist for Roseville gave a welcome and expressed his excitement to have all of the attendees on the Energy Action Team. He thanked the team for their time and explained that Roseville's first real effort was to do solar installations and now the city is working to reduce GHG emissions and lead as an example as a climate change champion with efforts like Partners in Energy.

Mike Holsinger, Partners in Energy Community Facilitator, then introduced the agenda and called on Energy Action Team Members to introduce themselves and indicate their favorite spot in Roseville.

List of team favorite locations:

- Harriet Alexander Nature Center Boardwalk
- Willow Pond
- Everything
- Boardwalk at Harriet Alexander
- Willow Pond and Central Park
- Northwestern Campus
- All of the parks, Lake Josephine
- Roseville Ice Arena and oval
- Our office building – miss the office
- Upper Villa Park and B-dale club.

The team then were shown a graph of the representation of the team and encouraged to express the diverse viewpoints that will benefit the outcome of the Energy Action Plan that the team will be creating.



The team looked at a word cloud of their responses to the question: What do you hope to achieve by participating on the Energy Action Team? There were a few words that stood out in that data:

- Sustainability
- Help
- Efficiency
- Hope
- Community
- Projects

Mike described the array of energy literacy that exists on the team and encouraged questions if anyone needs clarification.

The Partners in Energy Team then introduced themselves:

- Tami Gunderzik, Partners in Energy Program Manager - Xcel Energy
- Yvonne Pfeifer, Community Energy Efficiency Manager- Xcel Energy
- Jake Sedlacek, Community Relations Manager – Xcel Energy
- Mike Holsinger, Partners in Energy Community Facilitator
- Jamie Johnson (not in attendance), Partners in Energy Community Facilitator
- Deirdre Coleman, Partners in Energy Community Facilitator

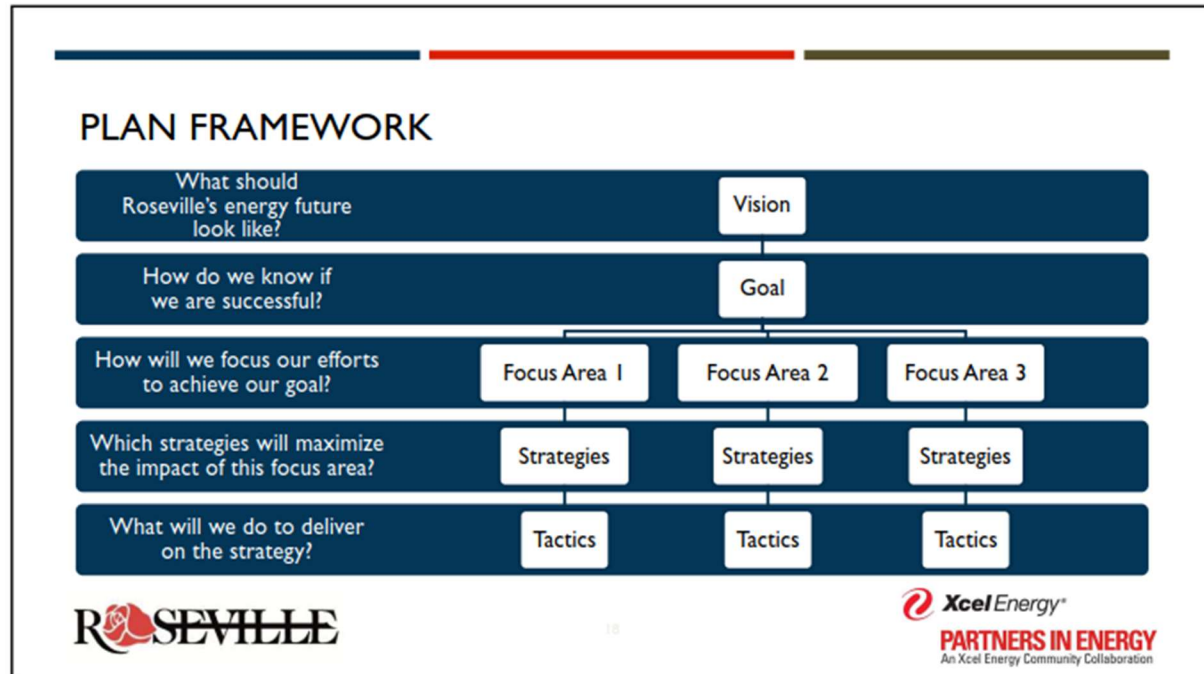
Tami Gunderzik then introduced the Partners in Energy program and described the planning process through implementation. She explained that the process is meant to engage and be driven by Roseville and this team.

A question was asked of Tami; Will renewables be a part of this discussion?

Tami responded by saying that they certainly will be a part of the discussion, but that the Partners in Energy team will take their cue from the Energy Action Team about where the priorities will fall and become its focus areas.

Deirdre Coleman then turned the discussion to a broader view of the planning process and explained that the current workshop was 1 of 5 workshops total and that during workshops the team will be facilitated through a series of plan developments steps that will both provide information and data to help guide planning, but will also be collecting your input and ideas that will lead to the creation of key pieces of the plan. She explained that the team then will approve an Energy Action Plan and launch into implementation.

The team then looked at an overview of the structure of the plan which started with a vision of Roseville's energy future, measurable goals, focus areas to guide the work and strategies and tactics within those focus areas that are the actionable steps to the plan.



The team was then shown a draft timeline for the workshops which began with Workshop 1 and showed approximate times for Workshops 2-5 that were spread about 6 weeks or so apart. Deirdre explained that there will be some surveying or pre-reading in between those meetings which Mike also stressed the importance of as a part of the planning process to make sure everyone has a chance to give input. The timeline also showed the plan writing happening throughout the workshops so that the team can react to a draft plan by Summer.

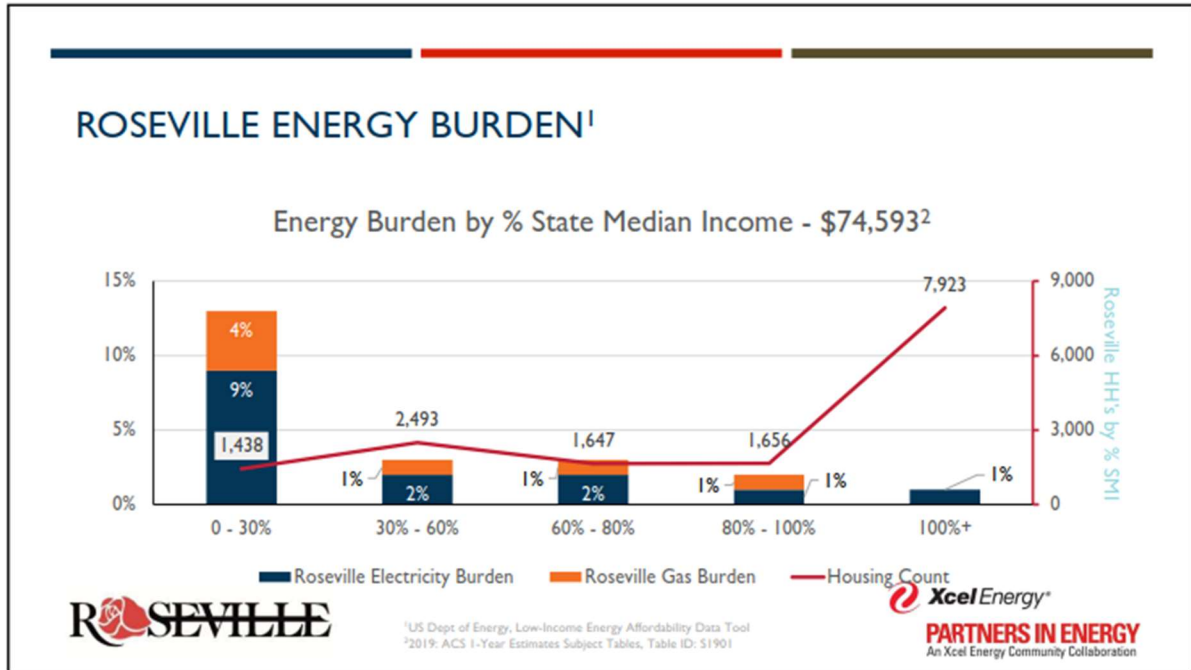
Deirdre then mentioned that during this time the team will be invited to the Partners in Energy Portal where there a lot of tools and examples of materials from other communities and may be invited to monthly office hours on relevant topics.

A question from the team came up about who would ultimately approve the plan. Ryan responded that the city council will be brought the draft plan once this team has approved and will give the okay for implementation of the plan.

[10 Min Break]

The team returned from break and was given a reminder that the group should receive a meeting poll the next day for the remaining workshops.

Mike then shared some community baseline energy data and demographics:



- Energy Burden was defined and 9%, or 1,438 Roseville households are experiencing burden.

Other characteristics of Roseville include

- Primarily single-family housing, with 5+ buildings prominent as well
- 85 percent of homes over 30 years old, 60 percent older than 50 years which means there are opportunities to upgrade equipment.
- Employment in Roseville is diverse – unemployment is faired a little better than the county in general

Mike paused to ask the group; What surprised you and what are we missing or what are you still curious about?

A question from the team - Are the energy burdened in apartment rentals?

Response: We don't have that data but can surmise that majority is in rentals. We don't know if that is home or apartment rental.

A team member expressed that she was “shocked at the number of households hurting” and another in the group expressed that she is “not surprised at that based on the number of free lunch numbers in the city.

Another question came up; How do we get better detail about the energy burdened and low-income housing?

Yvonne responded that the messaging for outreach really should be to a broader audience to not make assumptions about a population.

A suggestion was made to pull information from city rental permits that might have more information.

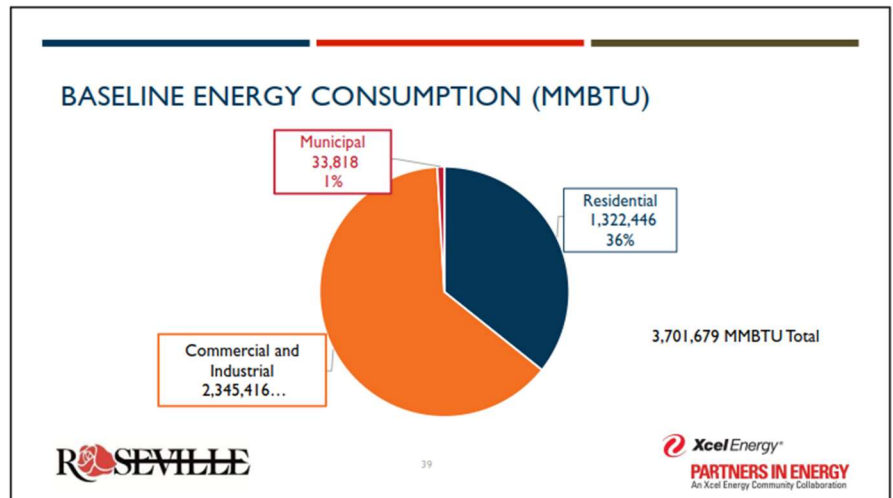
Another question from a team member; Is there a requirement that property owners fix or update buildings or homes? Can we develop a strategy for that?

Another team member asked if the team takes its cues from Xcel Energy to prioritize the work.

Tami reiterated that the prioritization would come directly from this team and from the community – Xcel Energy is here to support those priorities.

Mike then shifted the workshop to show the following community energy data:

- The data presented is for planning purposes and not official data.
- Review of basic energy terminology
- Premise breakout percentages between Residential, Commercial Industrial and Municipal.
- Baseline Energy Consumption
- Majority of the energy is used by the lower number of commercial and industrial premises.
- GHG emissions also predominantly produced by commercial and industrial premises at 66%
- Cost average per premise by sector
- Residential program participation and savings for electricity
- Residential program participation and saving for natural gas
- Commercial and industrial program participation and electricity savings
- Commercial and industrial program participation and gas savings
- Review of renewable program participation and short description of renewable programs
 - Noted: this is impressive participation



Discussion:

Question: What percentage of commercial and industrial premises are private vs. public companies (this would make a difference in how they benefit from renewable programs)?

Answer: We don't know that from this data, but we do know that right now it is more difficult for participation in on-site programs, but subscription programs are becoming more popular.

Comments:

- Private companies are taking advantage of solar rewards and public companies are taking advantage of solar rewards community.
- A team member agreed that larger companies are taking advantage for marketing and internal sustainability goals.
- There is huge growth in solar, and private companies are doing it more for the good of their families.
- Xcel Energy has been a great partner in renewable programs.
- The most successful program models can align cost, reducing footprint and being efficient

Mike paused again and asked what was surprising and what do you still want to know?

- Can we know who has participated in programs or which businesses?
 - Ryan – Can ask what data is available from permits or development.
- Disappointed that Windsource has been around so long and that the participation is so low.
 - This process is the best opportunity to increase that rate. This team can move the needle
- Aging housing was mentioned but what are the ages of commercial buildings.
 - Mike - We can be creative around finding some data for that.
- We saw the most highly used programs, but are there opportunities in those lower participatory programs?
- Michelle how are these programs marketed to businesses?
 - Yvonne - Often, larger businesses have an account manager who shares available opportunities.

The group moved into developing a vision for the energy action plan:

A draft was sent to the group through a pre-workshop survey and asked for reactions.

The response in the survey was mostly favorable, but some comments on improvement.

Discussion:

- A team member liked that is addressed multiple things
- Another liked it, no critical changes in mind but rounds out nicely what we are trying to strive for in Roseville.
- A team member wanted more “meat and specifics” and thought it was a little vague. Wants to push Roseville to a commitment – “I think we are better than average, and I think we can do better”
 - Will take a stab at writing and re-run it by the group.

- Is already championing plan and want people to be inspired.
- Would like to see the language in present tense to seem more like we are leaning in.

The group then moved into a discussion of plan priorities. The group set priorities in the pre-workshop survey. These will ultimately translate into focus areas.

Mike showed the results of the group's priorities and asked them to re-rank their options again following the data seen tonight:

♥

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								?✗	★♥	✗★