



## WORKSHOP 3

February 16, 2021

2:30– 5:00pm

Via Zoom

Time	Agenda
2:30	Welcome and Introductions
2:40	Recap our progress so far
2:45	Our next destination ... Strategies
2:55	Programs that support our Focus Areas / Strategy Options
3:30	10 minute break
3:40	Goal Setting Overview
4:10	Saying what we mean ... Finding the best way to sum up what we're doing.
4:25	Barriers & Benefits Discussion
4:45	Recap / Sharing / Q&A
4:55	Wrap Up and Next Steps

### Objectives

- Know the strategies that will support our focus areas
- Have solid progress on our goal statement
- Have ideas on how to make our tactics come to life by understanding residents' and businesses' barriers and benefits.

### Energy Action Team Members in Attendance

Name		
Beth Salzl	Jennifer Kruse	Nancy Misra
Curran Neely	John Connelly	Philip Gelbach
Donna Peterson	Marc Culver	Ryan Johnson
Emma Porter	Michael Kampmeyer	Tami Gunderzik
Jake Sedlacek	Michelle Kruzel	Will Ristow
Jamie Johnson	Mike Holsinger	Yvonne Pfeifer
Curtis Johnson		



**PARTNERS IN ENERGY**  
An Xcel Energy Community Collaboration

## Welcome, Recap, and Programs

Mike Holsinger

See slides 4-27

Mike welcomed everyone to the workshop and discussed what priorities came up from the last workshop. He noted:

- Renewable energy was something that had a lot of appeal across the plan
- GHG avoidance was relevant across the plan
- Energy efficiency is emerging as a common thread
- Energy burden was urgent

This workshop's goals were to review and discuss what people would like to be included in the energy action plan. Mike gave a presentation on the Xcel Energy programs that are available for energy efficiency and renewables that will help with implementation of the goals set by the team. (See slides 8-27 for details on programs.)

## Goal Setting

Jamie Johnson

See slides 29-34



Figure 1 SMART-IE Goals

Jamie began this section with a discussion about why we set goals, how we know we are successful, how do we measure success, and how we communicate the ultimate outcomes of the energy action plan. We discussed how goals can be a road map, give you a timeline, and are a communication tool. You can have top-down goals in which you would set a target and figure out ways to get there or bottom-up goals that build off what you know you can do.

## Discussion on Priorities

Jamie Johnson

See slides 36-38

Jamie led a discussion asking the team what they thought were the most powerful priorities out of this list:

1. Reduce GHG emissions
2. Save money
3. Save energy
4. Support under-resourced households
5. Engage our community
6. Increase renewable energy

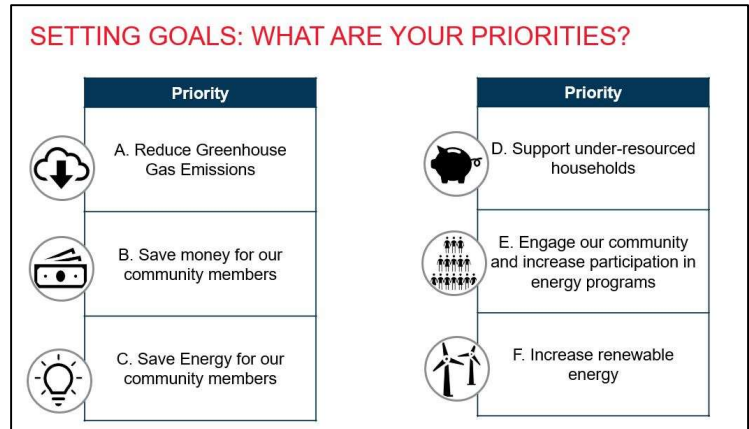


Figure 2 – Priorities to consider to help set goals

We discussed how the most powerful priorities may be different for different people. Most of the priorities could be linked to the goal of greenhouse gas emissions reduction, but that as a priority may not resonate with everyone.

We had a discussion on what relationships people could see amongst these priorities, and it seemed like reducing greenhouse gas emissions could be a long-term goal that is then linked to many subsets from this list. A goal of greenhouse gas emissions reduction is aspirational, so then it would be helpful to create focus areas with tangible goals that would help them get there.

A question arose of what a greenhouse gas emissions reduction timeline may be, and Xcel Energy has goals of 80% reduction in greenhouse gas emissions by 2030, and 100% carbon neutrality by 2050. This could be a baseline to start from for Roseville’s plan, and the Roseville’s chapter on resilience states a goal for greenhouse gas emissions reduction, so that could also be included.

The priority of transportation and EV ownership and infrastructure came up and can be a further conversation about how it may fit into the plan.

It was also noted that if we are looking at these priorities as top-down, it may make sense to look at reducing greenhouse gas emissions, save energy, and increase renewable energy. Whereas bottom-up goals could be to save money, support under resourced households, and engage the community.

Team members sent their final priorities to the community facilitators, which will be used to help inform the goals brought to workshop 4 for discussion.

## Barriers and Benefits Discussion

*Mike Holsinger, Jamie Johnson*

The team was divided into 2 groups for a discussion about the barriers and benefits to energy efficiency and renewable energy. They discussed in small groups, and then came back together for a large group discussion.

Group 1- Renewable Energy

Some benefits of renewable energy were that it has a social benefit of reducing greenhouse gas emissions, fighting climate change, and is cleaner. Renewables offer energy independence and eventual cost savings. One important connection made was that educating communities and consumers about renewable energy can also be a way to make it easier to achieve your renewable energy goals because they will help and offer their input once they are aware of the options.

Some barriers are that the up-front costs of renewables are expensive. It can be difficult for renters to play a part in renewable energy programs, and there is just a general lack of knowledge of renewable energy.

#### Group 2- Energy Efficiency

Some barriers to energy efficiency are that people don't know where to start, even if they may be interested in the topic. For others, it's not on their radar. Some people may assume that things are the way they are because of the climate they live in, and don't know that energy efficiency could help make your home more comfortable.

Some benefits are that these programs could help an energy burdened family get the help they need. If we make people more aware of the programs that do exist, more people will save energy and money, and they may take it one step further and share what they are doing with their neighbors and community!

### **Conclusions / Next Steps**

At Workshop 4, we will develop goal scenario options for the purpose of the team arriving at a common goal.

Workshop 4 will be March 22 and Workshop 5 will be April 26.