



Eau Claire Renewable Energy Action Plan

Workshop #3 NOTES

Chippewa Valley Technical College (CVTC)
Energy Education Center, Room 103
July 18, 2019
6:30 – 8:30 pm

Agenda

Welcome And Orientation	
5 min	Welcome and Workshop 1 & 2 Recap
5 min	Revised Vision and Guiding Principles
Vision and Guiding Principles	
5 min	Results from Impact Feasibility Assessment
15 min	Strategy Goals & Impacts
15 min	Community and Program Background for Crafting Tactics
<i>Break</i>	
Focus Area Working Groups	
10 min	In Pairs, "Forces For" and "Forces Against"
50 min	Tactic Review, Brainstorm, and Share
5 min	Next Steps & Wrap Up

Presenters:

- Anna Cardarella; Western Dairyland Community Action Agency
- Heather Feigum; Focus on Energy
- Ned Noel; City of Eau Claire
- Patrick Richie; City of Eau Claire
- Jenny Edwards; Partners in Energy Community Facilitator
- Jamie Johnson; Partners in Energy Community Facilitator

In Attendance:

- Steering Committee members (See page 2)
- Members of the public, City, and Xcel Energy staff



PARTNERS IN ENERGY
An Xcel Energy Community Collaboration

Steering Committee Members

Name	Affiliation	Meeting 1	Meeting 2	Meeting 3
Kate Beaton	City Council	YES	YES	YES
Andrew Werthmann	City Council	YES		YES
Heather Feigum	CESA 10 / Focus on Energy	YES	YES	YES
Mike Buck	Holiday Mega Gas Stations	YES	YES	YES
Dave Bell	Next Step Energy	YES	YES	YES
Mark Lauer	IBEW Local Union 14 (electricians)	YES	YES	
Nick Webber	IBEW Local Union 953 (linesmen)	YES	YES	
Cindy Estrada	Green Building Architecture	YES		
Greg Granlund	Lien & Peterson Architects / Plan Commissioner		YES	YES
Zina Obaid	Realtor / Plan Commissioner	YES	YES	
Cody Filipczak	C&M Homes Builders			
Jeff Urlab	MEP Associates	YES		
Mike Schummer	Bartingale Mechanical	YES	YES	
Rachel Bauer	Miron Construction	YES		
Mark Vinall	Advanced Disposal		YES	YES
Ellenor Wolf	Sierra Club	YES	YES	YES
Kerry Kincaid	Former City Council President	YES	YES	YES
Zacharious Pappas	Earthbound Environmental Solutions, LLC	YES	YES	
Jim Vaudreuil	Heubsch Laundry	YES		
Robert Dubiel	Mayo Clinic Health System - Eau Claire			YES
Tyrel Zich*	Xcel Energy		YES	YES
Jim Schumacher*	Renewables & Citizens Climate Lobby	YES		YES
Aaron Tessendorf	Kia Prestige	YES		
Sam Johnson	JAMF	YES	YES	
Julia Johnson	Pablo Properties	YES	YES	
Jim Boulter	UWEC Chemistry Professor	YES	YES	
Barry Bremness	Cascade Tissue Project Engineer	YES		
Lauren Becker	UWEC Student Office of Sustainability	YES	YES	YES
Lillian Strehlow	UWEC Student Office of Sustainability	YES	YES	YES
Karen Mumford	UWEC Watershed Institute Professor	YES		YES
Adam Wehling	CVTC Dean of Agriculture, Energy & Transportation	YES	YES	YES
Anna Cardarella	Western Dairyland Executive Director	YES	YES	YES
Ann Francis	City Bicycle & Pedestrian Advisory Committee	YES		YES
Josh Clements	City of Altoona City Planner		YES	YES
Lori Bica	Eau Claire Area School District	YES	YES	
Gina Keenan	DNR Grants Project Manager	YES		
Sarah Rykal*	UW-Stout Sustainability Manager			YES
David Hon*	DNR Water Specialist		YES	YES
Brian Graff*	Business & Renewables	YES	YES	YES
Steve Terwilliger*	Renewables & Transit	YES	YES	YES
Brian Larson*	Architecture		YES	
Crispin Pierce*	UWEC Environmental Public Health Professor	YES	YES	
Dody Wubker*	Eau Claire Energy Cooperative	YES	YES	
Jim Dunning	Eau Claire County	YES	YES	

Welcome and Orientation

Welcome and Workshops 1 & 2 Recap

Ned Noel, associate city planner with City of Eau Claire, opened the meeting and welcomed attendees to the third planning workshop. He introduced the group to the objectives of the workshop and highlighted the steering committee's progress in plan development. He also thanked Chippewa Valley Technical College for use of the space in their Energy Education Center.

Revised Vision and Guiding Principles

Community facilitators and city staff incorporated the group's feedback on the vision and guiding principles from workshop 2. Below are the final REAP Vision and Guiding Principles.

Vision Statement

Eau Claire's Renewable Energy Action Plan will be guided by an evidence-based, transparent, equitable, and inclusive process to meet the goals of 100% renewable energy and carbon neutrality by 2050.

These ongoing efforts will strengthen our leadership in sustainability and renewable energy development for generations to come.

Guiding Principles

Equity and Inclusiveness

Our work will engage and support the entire community, increasing benefits for under-resourced populations

Economic Development

We will develop and implement ideas that maximize community investment and local economic opportunity

Ecosystem Stewardship

We will preserve, protect, and enhance the natural world around us, for our benefit and for generations to come

Pathways to Carbon Goals

Results from Impact Feasibility Assessment

In workshop 2, groups worked to assess the impact and feasibility of an array of proposed strategies. Community facilitators synthesized this assessment, the results of which were sent out prior to workshop 3 for review.

The focus of workshop 3 was to brainstorm tactics and goals to help Eau Claire achieve the 2030 carbon goal (30% drawdown). To prioritize near-term action, those strategies which were assessed to be high feasibility were considered for the nearer term.

See “Eau Claire Renewable Energy Action Plan: Strategy Priorities – Results from Workshop 2” for a full transcription of the Impact Feasibility activity.

Discussion

- Facilitators decided to remove the strategy “preserve the urban tree canopy” from the buildings focus groups. It will continue to be a strategy under the biodiversity focus group.
- Suggestion to add a strategy around an industrial “cluster”. This could be included with the strategy on creating an eco-district.
- The focus of workshop 3 was the high-feasibility items, which will make up the near-term action items of the plan.
- The goal of the workshop is to come up with more actionable steps to realize those strategies.
- **Q:** Will the committee have an opportunity to review and come up with actionable items for the longer-term strategies?
 - Yes. Workshop 4 will focus on longer-term strategies to help Eau Claire accomplish its 2050 goals.
- Comment: the waste group had identified “Zero Waste” as infeasible. A steering committee member wanted to highlight that it is feasible to move in that direction.
 - Suggestion to move this to “Major Projects” category and add a tactic around campaigning against unsustainable packaging, which may include a community petition to companies asking to reduce unsustainable packaging.
- Comment: some of the strategies depend on the lifespan of equipment. Even if the actions are not as feasible in the short-term, it will be important to start examining ways to phase out equipment with limited lifespans that will need to be phased out to meet the goals of the plan (i.e. natural gas furnaces with lifespans of 20+ years).
- Overall consensus from the group is that the strategies are categorized properly.

Strategy Goals & Impacts

Patrick Richie, sustainability intern with the City, demonstrated modeling Eau Claire’s climate goals and carbon emissions between 2015 and 2030 using the ClearPath tool from [ICLEI USA](#) – Local Governments for Sustainability. The City will be using this tool to model the impacts of achieving the targets of the strategies addresses by this plan to

achieve its carbon reduction goals. The City plans to continue to use this tool to continue to track its emissions and progress towards goals after passing this REAP.

Modeling Impact

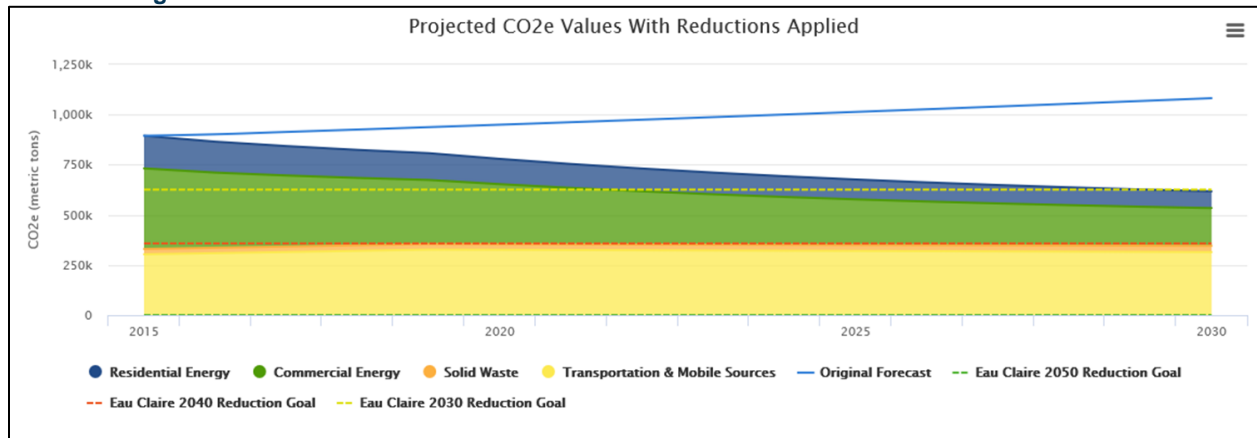
To model the impact of these strategies, Patrick input savings assumptions based on research and historic trends to model targets that the community may need to meet in order to achieve its 2030 carbon reduction goals. For the purpose of this workshop, modeling was limited to 2030.

See PowerPoint slides 17-22 for an overview of the targets modeled out in the workshop. These targets were distributed to the groups on the sheets provided at each table.

Discussion

- Xcel Energy's electricity carbon reduction goals will help Eau Claire get most of the way to meeting its 2030 goals.
- In 2015, the buildings sectors (for residential, commercial, and industrial) constituted the majority of carbon emissions for the entire city. However, with projected emissions reductions from the electricity grid and the strategies of this plan, by 2030 the transportation sector is expected to constitute the majority (51%) of city-wide emissions.
- **Q:** What is the baseline year for these goals?
 - 2015
- **Q:** What is the source for the reduction assumptions modeled at the workshop?
 - Electricity and natural gas use reduction assumptions are assuming that Eau Claire continues saving on the higher-end of the electricity it has saved over a three year baseline period (2016-2018).
 - The electric vehicle assumptions (10% of vehicle miles traveled (VMT) traveled by EVs and an increase in vehicle occupancy from the Midwest average of 1.63 persons per vehicle to 2 are aggressive goals that the City will be using to model emissions.
 - Comment: These vehicle goals may be ambitious for a more rural community such as Eau Claire.
- **Q:** If grid decarbonization makes up a lot of the effort to reach out 2030 goals, will we model out scenarios past 2030 for when grid decarbonization will not get us as far towards achieving our goals?
 - Yes. These longer-term goals and modeling will be the focus of workshop 4 in September.
- **Q:** If emissions from the transportation sector are expected to surpass emissions from the buildings sector, should this plan address major transportation-related projects to curb transportation emissions in the near-term?
 - That will be up to this steering committee to decide. These longer-term projects will be the focus of workshop 4 in September.

Figure 1: The focus area goals demonstrated in workshop 3 will help Eau Claire achieve its 2030 carbon reduction targets.



Community and Program Background for Crafting Tactics

The steering committee listened to presentations by **Ned Noel** from the City of Eau Claire, **Anna Cardarella**, executive director of Western Dairyland Economic Opportunity Council, **Heather Feigum**, program manager from Focus on Energy, and **Jenny Edwards**. Each provided an overview to the group about programs, policies, and actions already existing that can be leveraged to help achieve the goals of this plan. The slides presented for this section can be found on slides 25-47 on the slide deck.

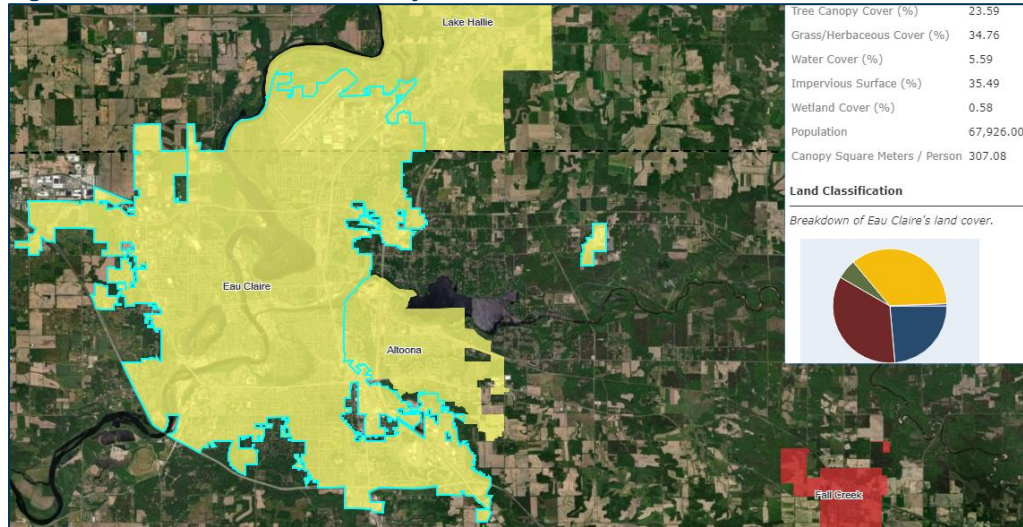
Communities that are most successful in meeting their goals leverage existing programs, resources, and community assets such as those described in this section of workshop 3.

City of Eau Claire

Ned Noel, City of Eau Claire

- See PowerPoint slides 26-31 for an overview of City initiatives.
- The City’s current Comprehensive Plan includes strategies and plans to make the city more walkable and reduce the vehicle miles traveled.
- The city currently has an ordinance that a developer can leverage to create walkable neighborhoods with mixed use development.
 - To date, no developer has leveraged this ordinance.
- The City’s urban tree canopy currently constitutes 23% of the city’s land cover.
- PACE (Property Assessed Clean Energy) is a way for a commercial property to finance energy efficiency and renewable energy investments. PACE financing is currently available in the City of Eau Claire. Businesses and nonprofits can leverage PACE financing.
- Community Development Block Grants are available to rehabilitate homes and improve home energy efficiency.
- The City of Eau Claire undertook a project in 2014 to install a solar hot water system on a public housing building, saving nearly \$10,000 since the project was completed in 2014.

Figure 2: Eau Claire's Land Cover by Classification



Western Dairyland Economic Opportunity Council (WDEOC)

Anna Cardarella, Executive Director, Western Dairyland Economic Opportunity Council

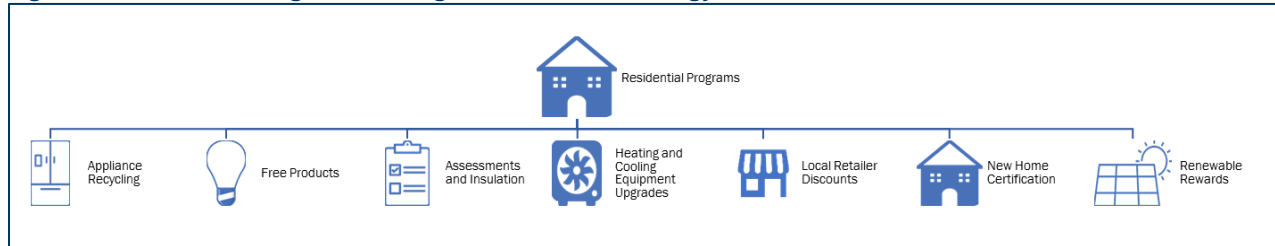
- See PowerPoint slides 32-35 for an overview of WDEOC energy-related offerings for residents of Buffalo, Eau Claire, Jackson and Trempealeau counties.
- WDEOC runs a number of programs for income-qualified residents in the Eau Claire area, including Head Start and four energy-related programs:
 - Weatherization
 - Provides weatherization services
 - Wisconsin Home Energy Assistance program (WHEAP)
 - Provides eligible households with assistance for their home heating and energy costs
 - Energy Crisis Assistance
 - Provides emergency funding to help with no-heat situations, bill payment arrearages, and furnace repair and replacement
 - Emergency Furnace
 - A program that will help repair or replace a furnace if it stops working
- About 60% of weatherized by WDEOC are located in Eau Claire county.
- Each year, the energy programs offered by WDEOC save residents over \$100,000.
- **Q:** Why are WDEOC's projected savings higher than those of the state average
 - One possible explanation is that much of WDEOC's service area is more rural. Rural homes tend to be older and less efficient and therefore have higher savings potential.
- **Q:** Does WDEOC have programs to assist homes transitioning to geothermal heating and cooling?
 - No
- Natural gas is the most efficient and low-cost heating fuel source currently, so WDEOC has strategies to help low-income residents access natural gas as a heating fuel.

Focus on Energy

Heather Feigum, Program Manager, Focus on Energy

- See PowerPoint slides 36-40 for an overview of Focus on Energy program offerings.
- Focus on Energy is Wisconsin utilities' statewide program for energy efficiency and renewable energy.
 - Provides financial incentives, education, information and other resources in an effort to encourage participation that leads to increased energy savings and reduced utility bills.
 - Programs include rebates for efficient equipment, appliances, and lighting, energy assessments, and renewable energy rewards.
- For residential energy programs, see slide 38.
- For Business energy programs, see slide 39.
- Xcel Energy and Eau Claire Energy Cooperative offer additional financial incentives to customers to supplement the programs that Focus on Energy runs.

Figure 3: Residential Program Offering From Focus on Energy



Additional Community and Program Information

Jenny Edwards, Partners in Energy

- See PowerPoint slides 43-46.
- Renewable Energy
 - There are a number of renewable energy options through both Focus on Energy and through Xcel Energy for Eau Claire Customers.
 - Focus on Energy Renewable Incentives for on-site solar installations
 - Xcel Energy Renewable*Connect subscription program
 - Solar*Connect CommunitySM (Community solar gardens)
- Eau Claire customers spent \$108 million on electricity and natural gas bills in 2018

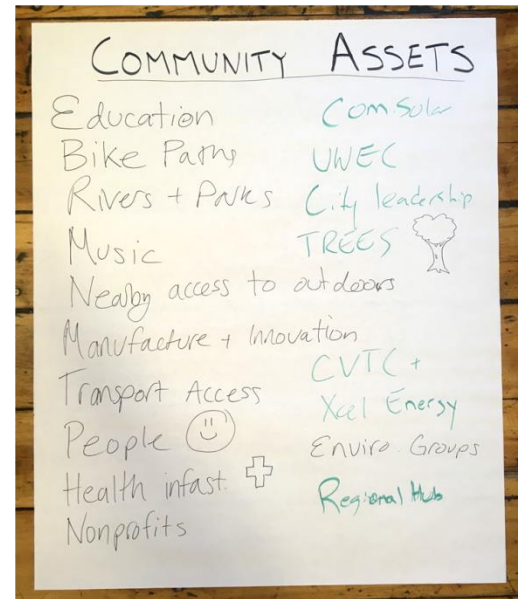
Figure 4: Eau Claire Average Energy Costs (2018)

Sector	Average Costs Per Premise
Residential	\$1,376
Commercial and Industrial	\$17,484
Municipal	\$10,719

- Steering committee members saw a map of the distribution of households with incomes below 50% of the state median income (SMI) on slide 46.

Community Assets

- Steering committee members were asked to brainstorm community assets for Eau Claire. The list of assets that they came up with is shown at right.
- What assets can be leveraged to accomplish the goals of this plan? The group was asked to keep these in mind when crafting tactics.



Focus Area Working Groups

For this section, steering committee members worked in their focus area groups shown below to brainstorm draft tactics to help accomplish the goals and strategies of the plan.



In Pairs, “Forces For” and “Forces Against”

Steering Committee members received instructions and a worksheet to brainstorm the forces working for and against each of the short-term strategies in the Energy Action Plan. For this activity, groups were instructed to only focus on the high-feasibility strategies as determined by the impact feasibility assessment from workshop 2.

- Forces For / Forces Against Instructions
 - Break into pairs amongst Focus Area
 - Divide Strategies (3-4 strategies per pair) based on interest and expertise
 - Designate a scribe for each pair
 - 10 minutes to brainstorm **Forces For** and **Forces Against** each strategy

- “Barriers” and “Benefits”
- The results of this activity were used to inform the “Tactic Review, Brainstorm, and Share.”

Tactic Review, Brainstorm, and Share

After brainstorming the forces for and against strategies, pairs were instructed to come up with draft tactics to address those forces for and against.

- The group was introduced to the idea of Community Based Social Marketing, with the reminder that **Attitudes and Beliefs ≠ Behavior**
 - In order to get environmental action to happen, the tactics should help address the forces for and against in order to overcome barriers and enhance benefits
- Each group was provided with a sheet outlining the short term strategies for their focus area, as well as draft goals and example tactics.

Instructions

- In the same pairs from the Forces For and Forces Against activity
 - They brainstorm on **sticky notes** tactics to address the forces for and against that were identified (25 min)
 - They placed sticky notes on top of the *forces for or against* that they addressed
- They then identified the top tactics for each strategy and **transcribed in the far right column** (10 min)
 - *Groups were instructed to think about “Who, What, When”*

Tactic Share

Pairs were given an opportunity to share a top tactic that they were excited about at the end of the activity. The following tactics were shared with the full group.

Commercial and Industrial Buildings

- Establish a “Green Stamp” for Eau Claire businesses and the various ratings they could achieve. This could address a number of strategies.
- Identify businesses interested in renewable subscription services and consider incentivizing the subscription.
- Establish a position within the City of Eau Claire whose job it is to work with businesses in the community on sustainability issues. Be the point person for businesses to come to.

Biodiversity

- Protect and enhance the urban forest: A mass planting of several thousand trees on Arbor Day.
- Reducing Sprawl: This is all the townships around, but organizing and educating core city property owners with financial arguments of why sprawl is harmful.

Transportation

- Redevelop old neighborhoods
- Bike / Scooter share possibilities: Eau Claire has dense pockets, students. But also bad winters. One of the group’s top tactics is looking at other models like the Twin Cities, seeing a state mandate.

- Examining preventing sprawl across many focus areas

Waste

- Create a recovery facility within the county, modeling the example of Dunn County, which separates everything. Work with the director of Dunn County's facility to figure out how to do that. Building the facility suggestion: The K-mart site).

Residential Buildings

- Work with local nonprofits, e.g. churches to do outreach door to door to encourage residents to subscribe to Xcel Energy's Renewable*Connect. Having that extra incentive through your community brokers.

The list of tactics that groups came up with at workshop 3 will be shared with the full steering committee. Steering committee members will have the opportunity to contribute additional tactic ideas and details prior to workshop 4.

Wrap Up and Next Steps

Ned Noel offered some closing remarks and thanked the steering committee for attending the workshop.

The group can also still sign up for **Exchange Office Hour webinars**, an ongoing webinar opportunity for committee members to learn more about best practices around implementing an energy action plan. These webinars are opt-in for REAP committee members and provide insight into a variety of energy-related topics. Email Jamie Johnson jjohnson@mncee.org to sign up.

The third meeting of the Renewable Energy Action Plan Steering Committee is scheduled for **Thursday, September 19, 6:30-8:30 pm.**

He told members to please hold calendars for a fifth workshop on Thursday, November 7. [PLEASE NOTE: This last workshop date has changed to October 29th]