



Eau Claire Renewable Energy Action Plan

Workshop #5 NOTES

Chippewa Valley Technical College (CVTC)
Energy Education Center, Room 103
November 21, 2019
6:30 – 8:30 pm

Agenda

Welcome And Orientation	
5 min	Welcome and Goals for Today
15 min	Tour of the Renewable Energy Action Plan
Draft Plan Discussion	
30 min	Small Group Discussion
15 min	Share out with Full Group
<i>Break</i>	
Ensuring Successful Implementation	
20 min	Plan Implementation in Other Communities
15 min	Commitments Going Forward
10 min	Next Steps & Wrap Up

Presenters:

- Ned Noel; City of Eau Claire
- Jenny Edwards; 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	2	3	4	5
Kate Beaton	City Council	YES	YES	YES		YES
Andrew Werthmann	City Council	YES		YES		YES
Heather Feigum	CESA 10 / Focus on Energy	YES	YES	YES	YES	
Mike Buck	Holiday Mega Gas Stations	YES	YES	YES		
Dave Bell	Next Step Energy	YES	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	YES		YES	YES
Greg Granlund	Lien & Peterson Architects / Plan Commissioner		YES	YES	YES	YES
Zina Obaid	Realtor / Plan Commissioner	YES	YES			YES
Cody Filipczak	C&M Homes Builders					
Jeff Urlab	MEP Associates	YES				
Mike Schummer	Bartingale Mechanical	YES	YES		YES	
Rachel Bauer	Miron Construction	YES				
Mark Vinal	Advanced Disposal		YES	YES		
Ellenor Wolf	Sierra Club	YES	YES	YES	YES	YES
Kerry Kincaid	Former City Council President	YES	YES			
Zacharious Pappas	Earthbound Environmental Solutions, LLC	YES	YES			YES
Jim Vaudreuil	Heusch Laundry	YES				
Robert Dubiel	Mayo Clinic Health System - Eau Claire			YES	YES	YES
Tyrel Zich*	Xcel Energy		YES	YES	YES	
Jim Schumacher*	Renewables & Citizens Climate Lobby	YES		YES	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		YES	YES
Barry Bremness	Cascade Tissue Project Engineer	YES			YES	YES
Lauren Becker	UWEC Student Office of Sustainability	YES	YES	YES	YES	YES
Lillian Strehlow	UWEC Student Office of Sustainability	YES	YES	YES	YES	
Karen Mumford	UWEC Watershed Institute Professor	YES		YES		YES
Adam Wehling	CVTC Dean of Agriculture, Energy & Transportation	YES	YES	YES	YES	YES
Anna Cardarella	Western Dairyland Executive Director	YES	YES	YES	YES	
Ann Francis	City Bicycle & Pedestrian Advisory Committee	YES		YES		
Josh Clements	City of Altoona City Planner		YES	YES		YES
Lori Bica	Eau Claire Area School District	YES	YES		YES	
Gina Keenan	DNR Grants Project Manager	YES				YES
Sarah Rykal*	UW-Stout Sustainability Manager			YES		
David Hon*	DNR Water Specialist		YES	YES		
Brian Graff*	Business & Renewables	YES	YES	YES	YES	YES
Steve Terwilliger*	Renewables & Transit	YES	YES	YES	YES	YES
Brian Larson*	Architecture		YES		YES	YES
Crispin Pierce*	UWEC Environmental Public Health Professor	YES	YES			YES
Dody Wubker*	Eau Claire Energy Cooperative	YES	YES		YES	YES
Jim Dunning	Eau Claire County	YES	YES		YES	

The REAP Advisory Committee posed for a group photo at the 5th and final workshop on November 21



Welcome and Orientation

Welcome and Workshops Recap

Ned Noel, associate city planner with City of Eau Claire, opened the meeting and welcomed attendees to the fifth and final 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.

Progress on Action Sub-Plans

Ned Noel shared the status of the other plans that the city is currently undertaking that will be supplementing and complimenting this Renewable Energy Action Plan (REAP). A final draft of each of these is expected in December and will be sent out as appendixes with the next version of this plan. For details on each plan's progress, see slides 5 – 6.

- Electric Vehicle Roadmap
 - A finalized draft expected in December and will be sent out
 - The graph shows the incremental new EVs that are projected to be registered each year based on the national trend to reach the desired 10% EV penetration in Eau Claire by 2030
- Net Zero Design Guide
 - A finalized draft expected in December

Public Art Engagement

The REAP public art engagement was up in Haymarket Plaza October 1 – October 8. Despite some rain that week, the public contributed ways they will take action related to Eau Claire’s Renewable Energy Action Plan and 2050 goals. Responses varied from individual action to larger ideas, and included Ned’s son’s contribution to “be nice to others” to have a positive environmental impact.

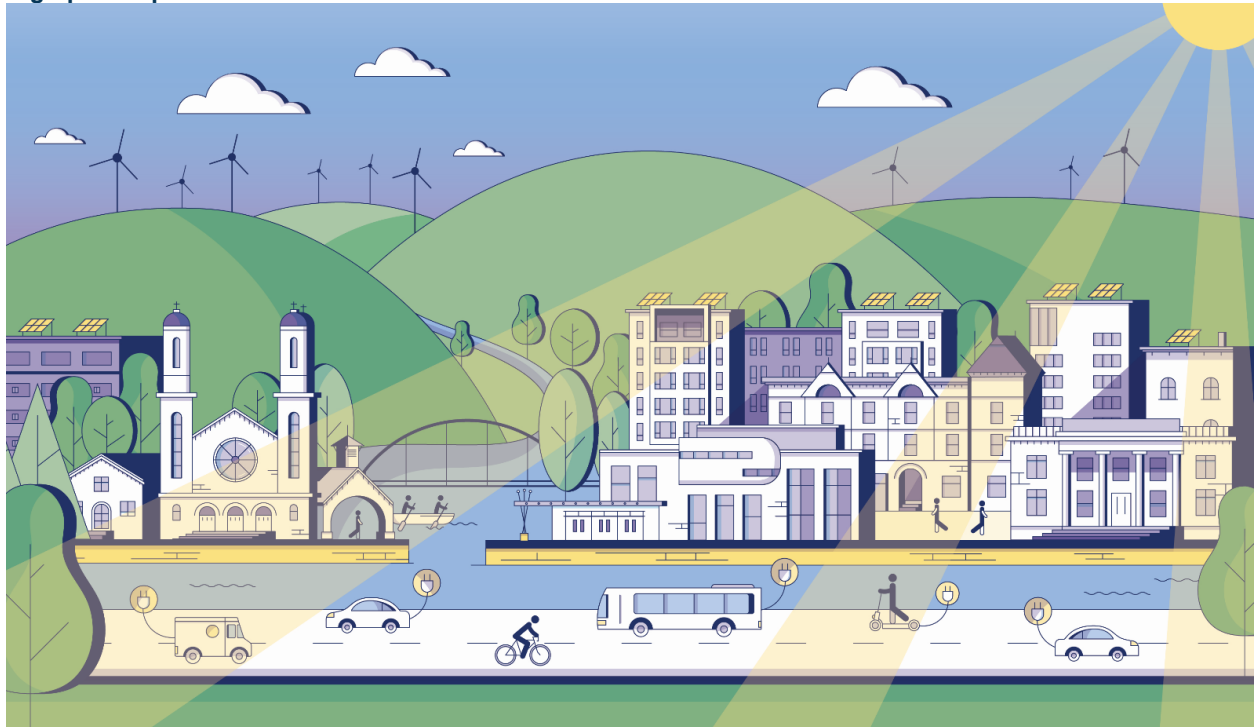
Contributing to a public art engagement for Eau Claire’s Renewable Energy Action Plan



Sustainable Eau Claire Graphic for Plan

As part of the development for the plan, the City of Eau Claire commissioned a graphic designer to create a graphic to represent a sustainable City of Eau Claire. The graphic depicts iconic buildings of Eau Claire amongst green space, renewable energy, and sustainable transportation options.

A graphic depiction of sustainable Eau Claire



Tour of the Renewable Energy Action Plan

Jenny Edwards walked the steering committee through the Renewable Energy Action Plan, including a review of the work that the group has done and the work that has been put in by the City and consulting team. The most recent draft of the REAP was sent out to all member of this advisory committee prior to the workshop. See slides 9 – 23 for an overview of the plan and plan strategies.

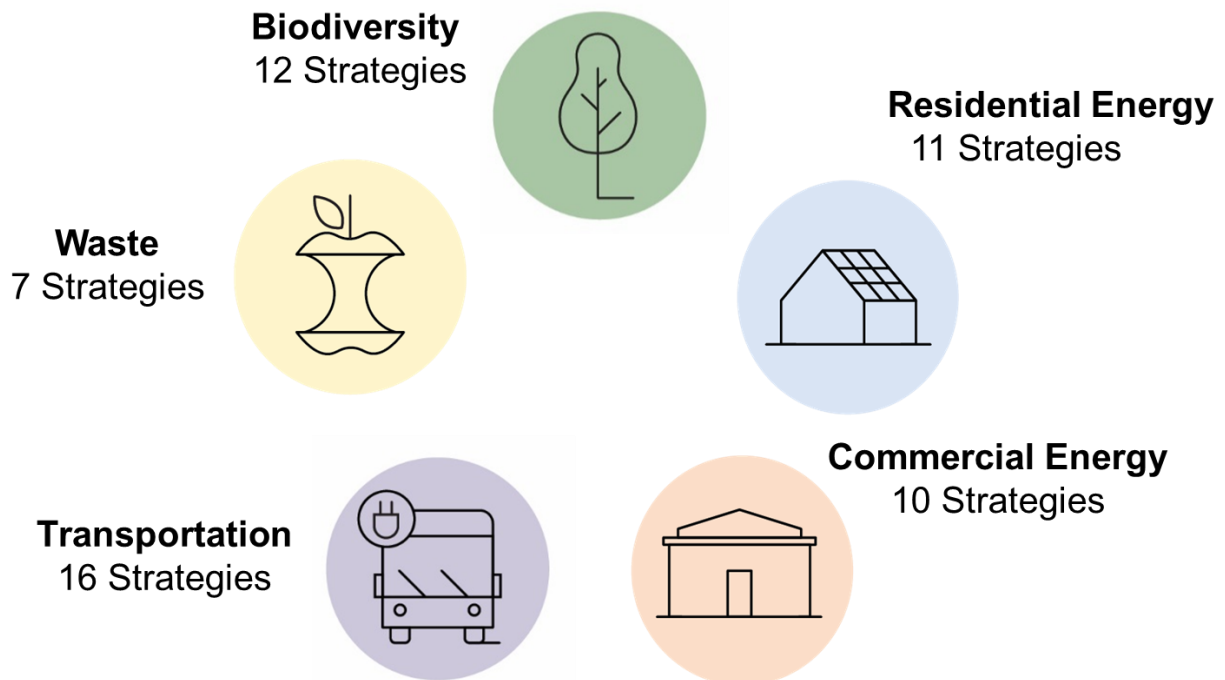
Draft Plan and Discussion

During the workshop, advisory committee members were given a chance to provide feedback on the REAP. This feedback will be reviewed and responded and sent out with the next version of the plan.

Committee members also have the opportunity to provide any **additional feedback on the plan to Ned Noel by December 2**, including feedback about specific strategies.

Overview and Discussion

- The City wants to know:
 - What works? What doesn't? What's confused? What's missing?
- Reminder: This plan is the result of the last four workshops. The strategies are well set, but we want to know the things that need further clarification, etc.
- **Q:** Are the REAP guiding principles of Equity & Inclusiveness, Economic Development, and Ecosystem Stewardship represented well enough throughout the plan?
 - Committee members were asked to keep this in mind while reviewing the plan
- Reminder: This plan will be active for the next 10 years
- 5 plan focus areas with 56 strategies total (slide 13)
 - See slides 13 – 19 for an overview of the strategies included in the plan
 - **Biodiversity** – natural landscape, carbon sinks
 - **Residential** – homes within the cities
 - **Commercial Energy** (includes commercial, and industrial, and institutional - anything that isn't residential) – Largest contributor to GHG emissions
 - **Transportation** –includes land use, transit, and other transportation choices. Is an integrated part of the plan where everything works together. The EV plan will bring in a lot about EVs
 - **Waste** –carbon implications, as well as environmental stewardship
 - **Cross Cutting** – a few emerged as cross cutting strategies from the plan
 - Measuring and tracking
 - Hire a full time staff
 - Train the next generation of the environmental workforce



- Remember: Grid decarbonization is a key aspect happening in the energy system that is decarbonizing Eau Claire
 - Remember that these are goals, they have not yet been approved by regulators
- Remember: the transportation portion of emissions is growing as electricity emissions decrease.
- The City and facilitators are continuing to refine the tactics for some strategies
- **Q:** On slide 22, why is waste growing as a portion of emissions between 2016 and 2030?
 - Emissions from waste are not expected to grow, but as emissions from other sectors are expected to go down, waste's relative emissions (% of all) are expected to rise.
- **Q:** How can we pare strategies down? We have so many.
 - The final number of strategies in this plan comes down to the priorities of everyone in this room
 - It is important to make sure that you have a place to start (quick, easy wins).
 - Make sure that you have the right people involved. i.e. some are more state policy-oriented. How can the City influence this?
- **Q:** How were the priority rankings (High, Medium, Low) determined?
 - These were based on initial feedback on the impact and feasibility of various strategies, as well as additional input of staff.

Small Group Discussion

Advisory Committee members were asked to break out into four small groups to provide feedback on the most recent version of the plan.

Each group was asked to answer the following questions: What works? What doesn't? What's confused? What's missing?

A representative from each group was asked to share takeaways from the feedback with the full group. The City will compile and respond to feedback.

What
Works?

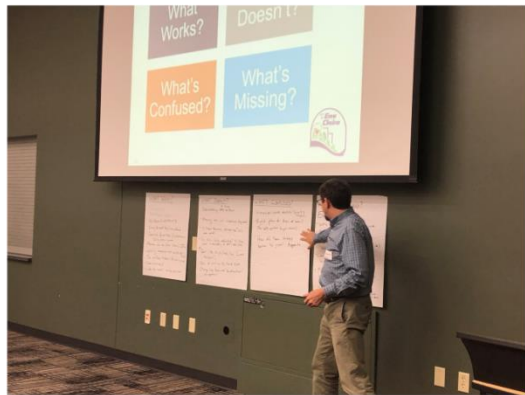
What
Doesn't?

What's
Confused?

What's
Missing?

Comments and Discussion

- Raw notes from each discussion group are available by request.



Ensuring Successful Implementation

Now the City of Eau Claire has a Renewable Energy Action Plan, the next steps will be to implement it. **Jenny Edwards** shared resources, best practices, and successful implementation stories from other communities, including Minnesota communities that have worked with Partners in Energy to implement their plans.

See slides 27 – 40 for examples of resources, best practices, and success stories for successful implementation.

Overview

- The Partners in Energy program have worked with over 20 communities in Minnesota to create and implement energy action plans. Jenny Edwards and Jamie Johnson shared experiences from working with some of those communities
- Some communities decide to use a campaign brand to build recognition. See slide 30 for examples.
- Specific Examples of successful implementation can be seen in the slides. These include the following:
 - Working with local partners – Faribault, MN and Growing Up Healthy
 - It is important to find local, trusted partners to help reach out to your communities, especially those that are historically underserved.

- Resident and business challenge – Maplewood, MN
 - Maplewood led challenges to engage businesses and residents. The city learned that short challenges are typically the most successful, and it is important to reach beyond those who are already involved.
- Direct community outreach – Winona, MN
 - The City of Winona found success in leveraging existing community events to table and reach out to residents.
- Energy leadership with renewable energy – St. Cloud, MN
 - The city of St. Cloud led a top-down initiative to engage the largest energy users to subscribe to renewable energy. This included an ask from the mayor.
- Youth engagement – Ramsey County Parks and Recreation, MN
 - Ramsey County Parks and Recreation manage a number of ice arenas and water parks in Ramsey County, MN. The department ran campaigns to educate youth and parents using facilities about sustainability in those facilities.
- Using local communication channels – many cities in MN used newsletters and city social media to push out messages
- Reminder: In Wisconsin, there are a number of existing resources working on energy:
 - Xcel Energy
 - Focus on Energy
 - Eau Claire Energy Cooperative
 - Western Dairyland Economic Opportunity Council
- A number of cities have formed collaborative of local influential businesses, organizations, and other stakeholders to work on climate issues. One such example is the City of Philadelphia. If you are interested in such a collaborative, email Ned.
- All members of the REAP are invited to participate in the Partners in Energy Exchange. Email Jamie Johnson jcjohnson@mncee.org if you would like to be added to these resources:
 - **The Exchange**
 - “Office Hours” webinars on topics related to implementing your plan
 - In-person events to inform and provide networking opportunities
 - **Partners in Energy Portal**
 - Xcelenergycommunities.com

Group Share

All those in the room were asked to share a response to the question “**What is one thing you will do personally to help this plan move forward?**” Individual responses are listed below:

- As a member of the Eau Claire Sustainability Advisory Committee I will provide recommendations to council
- (City Council Member) I will vote for it!
- I will help work with the county’s plan to match the city’s

- I will help to support the county's plan
- I will work with my colleagues at the university to ensure that the university is pulling its weight
- As a city council member, I will hold the city accountable
- As a utility representative, I will continue to work with customers to help them conserve more energy
- I will stay involved and do what I can
- I will get into a habit of riding the bus this year
- I will move forward the project to put 100 KW of solar on high school and city
- I will be a role model at CVTC at energy building and through our agriculture school (farm tour)
- I will talk to my neighbors and friends about sustainability
- As the implementer of Eau Claire's curbside composting program, I will continue to work on doing that throughout Eau Claire, and keep fighting to make a difference
- Asked permission from Chippewa valley group to do presentations on EVs and autonomous vehicles to other retirees
- As a Sustainability Advisory Committee member, I will continue to work in that role. I will work with the electric utility to be a steward to its membership, educate people and bring others into the same place. I will be a steward to children do things on residential basis
- As an employee of the county health department, I will help identify tactics and strategies to get at goals (with county)
- As someone from the local Mayo clinic in facilities and engineering I will bring sustainability and energy efficiency back to forefront, and work to be more involved with Rochester sustainability
- Work with XE – continue education process of customers. Continue progress
- As a member of the Eau Claire School board, I will help students, educators lead on climate
- I will stay engaged and do what I can
- As someone who is retired, I have the time to delve into issues that are important such as this
- Tomorrow night I will be sharing this plan and our work at a film showing of the Human Element hosted by the Citizen's Climate lobby on the impacts of climate change. I will continue to stay engaged with the Citizen's Climate Lobby
- As an Xcel Energy representative, I will act as a conduit to city, community, and to Xcel Energy. As resident, I will continue to be involved
- I will take the bus. I will continue to be urgent in demands for radically addressing climate change and make space for students in the conversation
- I will work as an energy savings "guru" on the business level

- I will vote on it as a City Council member, and ask for it to go in front of transit commission
- I will keep connecting to what's proposed in the plan through the university and with my faith community
- On a personal level, I will work on taking sustainable transportation. I will educate myself on residential improvements, and educate clients about sustainable behaviors
- I will recognize my value and ask all to recognize theirs. I will serve as liaison on this plan to university. After I graduate from college, I will also consider staying here and working here to continue to work on sustainability

Wrap Up and Next Steps

Ned Noel gave an update to the group on final work plan development steps, and offered some closing remarks and thanked the steering committee for attending these workshops and helping to create the plan.

Plan Wrap-up

- **Work Plan Development**
 - Incorporated into Sustainability Advisory Committee's (SAC) annual work plan
 - Incorporated into other works plans of the City
 - Municipal departments / Green Team
 - Energy Future Collaborative with Xcel Energy
- **The first actions of this plan will be incorporated into the Sustainability Advisory Committee's 2020 Work Plan**
- **Next steps**
 - The City and consulting team will finalize the plan, incorporating the group's feedback from this workshop
 - Launching the plan

Anticipated Schedule

- **December**
 - REAP Text & Data Revisions / Executive Summary
 - EV Roadmap
 - Net Zero Energy Building Guide
 - Facility Condition Assessment for City Bldgs.
 - Municipal Work Plan
- **January – February Reviews & Approvals**
 - Sustainability Advisory Committee
 - Plan Commission
 - City Council
- **Public Hearing Notices will be emailed to committee**

Other Upcoming Dates

- Public hearing and approvals TBA

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.

Thank you to all for participating!

