



**To:** MAYOR AND COUNCIL

**Agenda Item #:** VII. D.

**From:** Scott H. Neal, City Manager

**Action**

**Discussion**

**Date:** September 1, 2015

**Information**

**Subject:** Partners in Energy Program – Planning Team Appointments

**Action Requested:**

Appoint Members to the Partners in Energy Planning Team.

**Information / Background:**

On June 17 Council adopted a Memorandum of Understanding with Xcel Partners in Energy to join the Partners in Energy program to assist and support the development and implementation an energy action plan. The Partners in Energy program requires the City to convene a planning team to work with Xcel staff and contractors. At its August 5 Meeting, Council directed staff to solicit volunteers to form a planning team with the following membership:

- Three Energy and Environment Commission members appointed by the commission.
- Three at-large citizen members appointed by Council
- Two City staff members appointed by City Manager
- One members appointed by Chamber of Commerce
- One member appointed by 50 & France Association
- One member appointed by the School District

Staff and Council solicited volunteers though media and professional contacts. Volunteer applications are attached. There are six applications for the three at-large citizen members.

**Attachments:**

Volunteer Applications

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Col	Column2	Column3	Column4	Column5	Column6
	Name	Email	Role	Phone	Qualifications
1	Carolyn Jackson	<a href="mailto:bjandcj@aol.com">bjandcj@aol.com</a>	Consider for appointment	952-836-1770	One of the big goals I took away from the Vision Edina exercise was the need to take what we have here in Edina and transform it into 21st century utility without losing its 20th century appeals/assets. Energy efficiency is a great way to do this. 2. I heard a presentation from the Center for Energy Efficiency and was very excited to learn how achievable energy efficiency can be. 3. I want to serve my community, and I love to save money and energy.
2	Zakery Kroschel	<a href="mailto:zakery1@gmail.com">zakery1@gmail.com</a>	Consider for appointment	612-325-5138	Improving the energy efficiency of our communities is extremely important. By reducing our draw on the power grid, we reduce public expenditures on energy (savings to the taxpayer), while also reducing carbon emissions and the need for expansion -- or construction of new -- power-generating facilities utilizing technologies with short (coal) or long-term (nuclear, etc.) environmental implications. I believe that the key to fostering widespread acceptance of programs designed to reduce power consumption is to make them as low cost and transparent to the residents of the community as possible while focusing on minimizing the aesthetic impact of these changes to the community. There are many changes in technology that can be utilized to reduce power consumption without changing the appearance of our streets, neighborhoods and buildings (the adoption of LED streetlights, building lighting, etc). That being said, the key to making these options successful is to mitigate or eliminate the potential unintended consequences of the program being implemented. The key to successful implementation is to understand the products being used to reduce consumption, and to make educated choices that keep the above-mentioned goals in mind. I have seen similar programs in other communities come under fire over issues that could very easily have been avoided by the proper specification being used in product selection. Things like selection of the proper Kelvin temperature in lighting (which not only affects the appearance of lighting, but can also disrupt and shift sleep patterns in residents) can be the difference between a program that is considered a "win" by all of the residents of a community and one that is met with push-back and resistance. With a business background in the LED lighting space, I believe that I bring a valuable viewpoint and knowledge base to the discussion, and would like to utilize those attributes to benefit my community.
3	Marshall Silberstein	<a href="mailto:marshallsil@gmail.com">marshallsil@gmail.com</a>	Consider for appointment	952-210-1050	I am a retired, former Minnesota State Colleges & Universities IT professional (worked in the MNSCU System Office in St. Paul) and long time Edina resident (35 years). Since retiring I find myself wanting to give back to my community as a volunteer. Energy use, consumption, alternative sources, and hybrid engines are long time interests and hobbies. I belong to a couple of non-profit organizations; MN Renewable Energy Society and Midwest Renewable Energy Association. Edina City Council woman Mary Brindle can vouch for me, as our friendship goes back to Cub Scouts, where our children first met. My son Josh graduated the Edina School system in 2000 and is now practices medicine in the Twin Cities. Thus I feel obligated to give back to my city and home. Thank you for your consideration.
4	Roy Jenson	<a href="mailto:roysalt789@earthlink.net">roysalt789@earthlink.net</a>	Consider for appointment	612-723-6602	As a recently retired faculty member at the University of St. Thomas School of Engineering, I have taught classes in Energy Management, Engineering Economics as well as a broad technical knowledge of the tradeoffs involving energy sources and uses. Beyond the technical, I also have a deep interest in energy policy at the national level all the way down to the individual responses to any local policy changes. As a 35 year resident of Edina, I'd like to help the City progress in any area that I am qualified to assist in.
5	George Rea	<a href="mailto:georgereas@gmail.com">georgereas@gmail.com</a>	Consider for appointment	612-382-8147	30 Year Resident, Experience with energy efficiency projects as a facility manager for St. Anthony athletic club, Semi retired and want to give back to the community.
6	Rozy Eastaugh	<a href="mailto:rozy.eastaugh@gmail.com">rozy.eastaugh@gmail.com</a>	Consider for appointment	952-288-6118	My passion for environmental action was spurred by a summer camp I attended, which included educational lectures and lively discussions surrounding the topic of climate change and clean energy solutions. It was led by J. Drake Hamilton, the Science Policy Director for a nongovernmental organization called Fresh Energy, and Patrick Hamilton, the Director of Global Change Initiatives at the Science Museum of Minnesota. After learning about the pressing problem of carbon emissions around the world, Obama's recent announcement of the Clean Power Plan, and the practical strategies we must continue to use to fight global warming, I was both fascinated and motivated. I've been looking for ways to apply my knowledge and passion to helping the Edina community and school district to expand its clean energy sources and imagine, design, and implement a more sustainable future. I am a junior at Edina High School, and I've always loved science and engineering. I think having a youth voice in this process is essential for moving forward with action in our community and for future generations. I did not see the Sun Current announcement in time, so I know this is past the formal application deadline, but I hope you consider my application so I can contribute as much as I can.
7	Kristina Smitten	<a href="mailto:ksmitten@smittengroup.com">ksmitten@smittengroup.com</a>	Chamber of	612-623-2462	Consultant working with The Link development
8	Rick Murphy	<a href="mailto:rick.murphy@murphyauto.com">rick.murphy@murphyauto.com</a>	50th/France	952-944-1119	I follow and support energy technologies, installed Solar at Grandview Tire and helped implement the PACE program in Edina. I am not a resident, but a business owner in Edina.
9	Richard Manser	<a href="mailto:richardmanser@icloud.com">richardmanser@icloud.com</a>	EEC	415-519-0195	Energy and Environment Commissioner / Appointed By Commission
10	Sarah Zarrin	<a href="mailto:sarah.f.zarrin@seagate.com">sarah.f.zarrin@seagate.com</a>	EEC	952-903-5224	Energy and Environment Commissioner / Appointed By Commission
11	Bill Sierks	<a href="mailto:bill.sierks@state.mn.us">bill.sierks@state.mn.us</a>	EEC	651-757-2722	Energy and Environment Commissioner / Suggested by Council Member Staunton
12	Curt Johanson	<a href="mailto:Curt.Johanson@edinaschools.org">Curt.Johanson@edinaschools.org</a>	School District	952-848-4015	Appointed By School District
13	Ross Bintner	<a href="mailto:rbintner@edinamn.gov">rbintner@edinamn.gov</a>	City Staff	952-903-5713	Appointed By City Manager
14	Bill Neuendorf	<a href="mailto:BNeuendorf@EdinaMN.gov">BNeuendorf@EdinaMN.gov</a>	City Staff	952-826-0407	Appointed By City Manager