



### Workshop 3 Notes

January 21, 2016

4-6:30pm

Time (mins)	Agenda	Leading
10	Welcome, Agenda Overview, & Workshop Objectives	Facilitation Team
60	Focus Area Prioritization	Facilitation Team, Group
10	<b>Break</b>	
10	Introduction to Goals and Strategies	Facilitation Team, Group
60	Small Groups: Goal and Strategy Brainstorm	Facilitation Team, Group
10	Wrap up and Topics for Next Time	Facilitation Team

### Welcome and Overview

- We are about half way through the planning process, with two more workshops after tonight.
- We're going to ask you to prioritize focus areas based on what you brainstormed last time.

Introductions:

- *Name*
- *Role/Affiliation*
- *Energy use*

Sarah Zarrin, member of the EEC, Edina resident: Brought composting to her company to reduce waste and save money. Would like more information on solar.

Richard Manser, member of the EEC, environmental consultant: Uses about 12,000 kWh/year.

Curt Johanson, works with Edina Public Schools: Brought usage for the schools, at home is a low user.

Roy Jenson, Edina resident: Has an older home, and developed a spreadsheet to track kWh and therms.



Ross Bintner, environmental engineer with the City of Edina: 440 kWh this month, annual low was 360 kWh and high was 740 kWh.

Kevin Staunton, Edina City Council member: Used the online portal to look it up, annual low is 1500 kWh and high was 2600 kWh and this includes charging a Volt.

Yvonne Pfeifer, Xcel Energy: Didn't get a chance to look it up.

Kevin Schwain, Xcel Energy and Edina resident: 916 kWh this month, low in June was 450 kWh.

Marshall Silberstein, Edina resident: 947 kWh this month, attributed to Christmas decorations and an ice dam problem. Lowest was 349 kWh in April-May.

Kyle Sawyer, City of Edina employee: 800 kWh this month, low is about 490 kWh.

Tami Gunderzik, Xcel Energy: 1,350 kWh this month.

Carolyn Jackson, Edina resident: 692 kWh this month, low in April was 425 kWh.

Rozy Eastaugh, Edina resident, attends Edina High School: December was 800 kWh.

Michelle Swanson, Xcel Energy, Edina resident: Doesn't have an exact number, guessing above average.

Emma Struss, Partners in Energy facilitator: Averages to about 100 kWh per month.

Sarah Klauer, Partners in Energy facilitator: Has an apartment, so it's pretty low. This month was 147 kWh.

Jenny Edwards, Partners in Energy facilitator: Usage is in the 500's. It went up when they relocated an office into the home.

## Focus Area Prioritization

### *Background information:*

This group has set a 30% greenhouse gas reduction goal by 2025 over a 2009 baseline. The current projection is that it will decrease 35% based on policy and what Xcel Energy has put in place. The current population projections are growth of about 1.33% annually.

If things stay the same with efficiency programs and population growth, residential use will grow 1,400,000 kWh/year, and business use will decrease by 1,800,000 kWh/year. Businesses are saving more through efficiency programs annually than residents.



- Have codes for lighting been strengthened to encourage efficient lighting?
  - Yes, incandescent bulbs are generally being phased out. Building codes are only applied to new construction.

In the "business as usual" scenario, residential and commercial gains and reductions sort of balance each other out. In general, Edina participation in programs is a little higher than usual on the business side, and a little lower than usual on the residential side.

Edina electricity usage is about two thirds commercial, one third residential.



*Prioritization Introduction:*

- None of the brainstormed focus areas are bad ideas.
- Please reference the handout and take notes as we go through each of the focus areas. It is especially important to note which items you are passionate about working on.
- We talked about city policy last time, and it makes sense to think about city policy as underlying all of these focus areas.

*Note:* Windsource® enrollment in Edina has been adjusted.

**Residential**

*Information campaign:*

- There are a lot of housing units, lots of potential.
- What would channels be to distribute information and prompt enrollment? Who would people listen to?
- People spend about 114 minutes/year thinking about their energy bill, which is a new study and more than previously thought. An information campaign would try to increase this.

*Windsource®:*

- The top 20% of households use 45% of residential electricity.
- Easy to do, one-time ask, “set it and forget it” action.
- Almost 700 households subscribe to Windsource®. Only 20% of those subscribe for full amount, and almost 50% only subscribe for 100 kWh/month.

*Residential redevelopment:*

- Around 100 housing permits are issued per year.
- There is high participation in Energy Star certification—almost averaging one home per month. This is a high energy savings program usually used for new homes and major redevelopments.

*Schools/Service learning:*

- According to census data, about a third of homes have children under the age of 18.
- Edina encompasses multiple school districts.
- Opportunities could be to leverage what students do in their May service projects and school service learning generally.
- Would there be strong partners at the schools and how many households could be reached?

*Feedback based neighborhood competition:*

- This could require engaged neighborhoods.
- There are nine registered neighborhoods and they represent about 24% of energy use.
- Getting some high using neighborhoods engaged could be important.

*Feedback based school competition:*

- This has the same types of considerations as the neighborhood competition.



*Youth sports teams:*

- About 90 teams at the high school alone.
- How engaged would team be in the energy campaign? How could we best leverage them?
- Fundraising for energy savings investment? (Community response: fundraising could be a bad idea, as a sports parent. Community response: can educate the athletes, it's a good population to reach.)

*Using neighborhoods to distribute information*

Add focus area: *Senior citizens*

*Discussion:*

- Can you add a specific energy usage ranking in comparison to neighbors to your energy bill?
  - We don't currently have the capabilities for that.
    - Would be nice to get that.
    - Occasionally you get a supplemental information sheet in addition to your bill
    - We could include something like this as part of an information campaign. You could share it with your colleagues, at the school, etc.
    - Could understand that changing the bill would be difficult, but maybe you could do something like that on "My Account" on the website.
    - Could use something like "here's where Edina is now" and here's where we want to go in the next 18 months.
- Could do a lottery approach to awarding prizes to efficient users.
- Is it possible to say where your usage is ranked in your water bill?
  - Edina will look into it, may not be possible with current software.
- We need to start the campaign with data.
  - Like the ability to do it while you pay your bills.
  - Majority of people log in to pay bills, but not so much to see usage.
- People often don't want to sign in to another account to get information.

**Nomination:**

- Windsource®
- Residential redevelopment
- Schools/Service learning/Youth sports
- Information campaign

**Commercial**

*Information campaign (Business):*

- Think about what the business channels are—are there already active channels that could be leveraged?
- Top 20% of business users is 392 premises.

Add a focus area: *City facilities*

- The schools and City together make about 13% of business energy use. The City wants to lead by example in meeting carbon reduction goals.



*Outreach through organizations:*

- 50th and France, Chamber, Rotary—are these groups that would carry the message forward in a positive way?
  - Usually people give presentations to these groups.
  - Getting businesses to attend is a challenge with this type of outreach.
  - If you could make a presentation that meets the needs of CPAs, etc. that might be impactful.

*Target the retail sector:*

- The high users in Edina are the big businesses in Edina—healthcare, retail, institutional facilities.
- Of the top 350 business users, 100 have already done efficiency programming in the past two years.
- Would a focus area like targeting retail give a specific message?
- It can be difficult to ask chains to make changes.
  - The City has list of facilities managers and could contact them.

*Business recognition and awards:*

- Can be positive when the City is behind it.
- Takes businesses who want to be recognized.
- The retail sector is an opportunity because they care about what consumers think.

*Windsource®:*

- Low participation in Edina's business community.
- We need to consider what the factors are with low enrollment. Is it education?

Add focus area: Shift Windsource® to Renewables

**Nomination:**

- Business renewable products
- Outreach through organizations
- City Facilities

**Other**

*Leverage school new construction and maintenance projects*

- Already planning to put in high efficiency steam boilers
- Planning feels pretty done

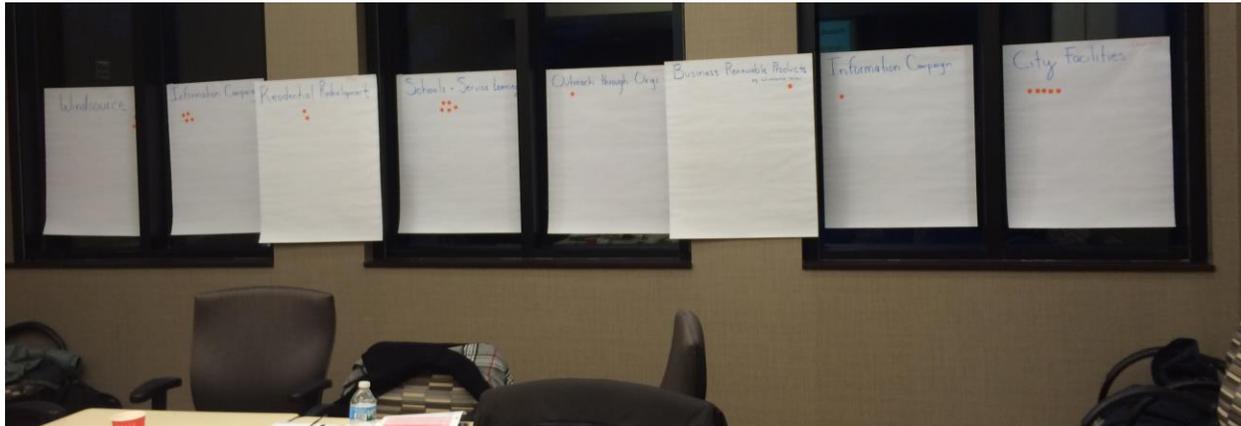
*Campaign city-wide like Edina Unplugged*

*Build recognition around Edina as an energy-conscious city*

*Leverage existing environmental action organizations*

*Target Hennepin County facilities energy use:*

- Not a big portion of usage



### Voting

- *Schools and Service learning (6 votes)*
- *Residential information campaign (5 votes)*
- *City facilities (5 votes)*
- *Residential Windsource® (4 votes)*
- Outreach through organizations (3 votes)
  - Suggest moving forward with the top four, and then shelve the business outreach through organization possibility. Suggest we engage with the business representatives on our team.
- Residential redevelopment (2 votes)
- Business renewable products (1 vote)
- Business information campaign (1 vote)



### Introduction to Goals and Strategies

- The group has voted, and four focus areas have risen to the top: Schools and service learning, Residential information campaign, City facilities, and Residential Windsource®
- The next step is to set draft goals and strategies for each focus area
- An example of goals could be something like: number of participants, number of phone calls, amount of energy saved
- Efficient goals are: Specific, Measurable, Attainable, Relevant, and Time-bound
  - Partners in Energy has an 18 month implementation period, which you should keep in mind as you develop goals
- It is important to consider the Edina specific resources you can leverage.
- Today's goals will be very drafty, and we will have more information next time to help them become more specific
- Today, we'll break up into three groups: Schools/Service Learning, Information Campaign, and Residential Windsource®
- Each group will have a note taker and discussion leader. At the end, we'll report back on draft goals, key strategies, and relevant community resources that can help get strategies off the ground.



### Discussion

- Can we see how this fits in to our carbon footprint? We want to talk about things that will bring us closer to our 30% goal.
  - We will bring more information around impactful actions for deciding what the ask of residents/businesses is. This is where you'll find impact.
- Do we know how many participants equals x amount of savings?
  - We know the things that have the highest impact, and what actions they can take. We will work with you to see what an information campaign needs to have to reach people to get program uptake.

### Small Groups: Goals and Strategies Brainstorm

#### Windsource® Group:

- **Goal:** Double the usage and double the average amount subscribed within 18 months.
  - **Next steps:**
    - How much of an outlier is it to have 6% participation?
    - Additional information on carbon impact of enrollment
    - Gather information on previous Windsource® campaigns
- **Strategies:**
  - Leverage local events to have tabling and on-the-spot registration for Windsource®
    - April forum
    - Potential for incentives
    - Could include some commercial events
  - Leverage the larger information campaign to distribute information
  - Target existing subscribers to increase their subscription amounts
- **Additional Strategies:**
  - Leverage case studies
  - Collaborate with local businesses to provide incentives
  - Leverage local known leaders, such as "Walks with the Mayor"



#### Schools and Service Learning Group:

- **Goal:** Contact school personnel, follow up on service learning and passion/apathy/ May Term projects.
- **Strategies:**
  - Target passion/apathy/May Term projects
  - Present during Collaborative Time and other school assemblies
  - Have an annual event
  - Connect with the school community (PTO, Project Earth, etc.)
  - Develop curriculum, including how to read an energy bill
  - School competition in the elementary school
- Want to create something that is sustainable and continues after the implementation period
- Want to invite service learning staff person to the next meeting



### Information Campaign Group:

- **Goal:** 750 homes take action towards carbon reduction per year.
  - Additional goals may include: new "My Account" users, Windsource® participation, program participation
- **Strategies:**
  - Communicate the greenhouse gas reduction goal to a broad audience
  - Provide segmented feedback on energy use (e.g. by neighborhood)
  - Overall branding of the implementation campaign
  - Track and publicize progress over a baseline
  - Use neighborhood maps to incentivize action
  - Use data to inform to motivate carbon reduction actions
  - Leverage City and Xcel Energy communication outlets
  - Educate about what people can do, like around smart thermostat rebates or Windsource®

### Next Steps

- We will send out the Table of Contents from Edina's Energy Action Plan before the next workshop.
- Pick one strategy your group discussed and spend 15 minutes thinking through what an 18 month timeline could look like.
- We will follow up on the City facilities focus area with Ross.
- Email Sarah ([sklauer@mncee.org](mailto:sklauer@mncee.org)) with any questions.
- Our next workshop is February 23.

*End of Notes.*