



Eau Claire Renewable Energy Action Plan

Workshop #2 NOTES

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

Agenda

Welcome And Orientation	
5 min	Welcome and Workshop #1 Recap
Vision and Guiding Principles	
5 min	Report back on Steering Committee input from Workshop #1
10 min	Questions and Discussion
Pathways to Carbon Neutrality	
15 min	Baseline Energy Use and Carbon Wedges
10 min	Towards a Renewable City Report Survey Results
<i>Break</i>	
Focus Area Working Groups	
50 min	Prioritization of Strategies
10 min	Report out to Full Group
5 min	Next Steps & Wrap Up

Presenters:

- Ned Noel; 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
Kate Beaton	City Council	YES	YES
Andrew Werthmann	City Council	YES	
Heather Feigum	CESA 10 / Focus on Energy	YES	YES
Mike Buck	Holiday Mega Gas Stations	YES	YES
Dave Bell	Next Step Energy	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
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
Ellenor Wolf	Sierra Club	YES	YES
Kerry Kincaid	Citizen	YES	YES
Zacharious Pappas	Earthbound Environmental Solutions, LLC	YES	YES
Jim Vaudreuil	Heusch Laundry	YES	
Robert Dubiel	Mayo Clinic Health System - Eau Claire		
Tyrel Zich*	Xcel Energy		YES
Jim Schumacher*	Renewables & Citizens Climate Lobby	YES	
Aaron Tessorf	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 / WI Climate Table	YES	YES
Lillian Strehlow	UWEC Student Office of Sustainability	YES	YES
Karen Mumford	UWEC Watershed Institute Professor	YES	
Adam Wehling	CVTC Dean of Agriculture, Energy & Transportation	YES	YES
Anna Carderella	Western Dairyland Executive Director	YES	YES
Ann Francis	City Bicycle & Pedestrian Advisory Committee	YES	
Josh Clements	City of Altoona City Planner		YES
Jim Dunning	Eau Claire County	YES	YES
Lori Bica	Eau Claire Area School District	YES	YES
Gina Keenan	DNR Grants Project Manager	YES	
Sarah Rykal*	UW-Stout Sustainability Manager		
David Hon*	DNR Water Specialist		YES
Brian Graff*	Business & Renewables	YES	YES
Steve Terwilliger*	Renewables & Transit	YES	YES
Brian Larson*	Architecture		YES
Crispin Pierce*	UWEC Environmental Public Health Professor	YES	YES
Dody Wubker*	Eau Claire Energy Cooperative	YES	YES

Welcome and Orientation

Welcome and Workshop #1 Recap

Ned Noel, associate city planner with City of Eau Claire, opened meeting and welcomed attendees. He thanked Chippewa Valley Technical College for use of the space in their Energy Education Center.

Ned reminded the committee of some of the reasons why this steering committee has been tasked with creating a Renewable Energy Action Plan.

- The City of Eau Claire, in 2018, adopted two significant goals to align with what the city could do to help meet the Paris Agreement on limiting the effects of climate change. These goals include achieving carbon neutrality by 2050, for both municipal operations and for the whole community.
- He also stressed the importance of addressing climate change – the effects of which are already being seen in Wisconsin.
- This Renewable Energy Action Plan fits into the City of Eau Claire’s other planning processes, including the City’s Comprehensive Plan.
 - This plan will go before City Council for approval as an element of the City’s Comprehensive Plan, and it ties in with the major theme of the City’s current Comprehensive Plan.
- Ned noted that the City of Eau Claire is conducting planning in parallel to this to cover adaptation to the effects of climate change, including addressing increased flood and extreme weather risk.

Vision and Guiding Principles

Report back on Steering Committee input from Workshop #1

Jenny Edwards, Partners in Energy community facilitator, led a large group discussion reviewing and discussing feedback on the draft vision statement and guiding principles for the Renewable Energy Action Plan.

At the previous workshop, committee members were asked to provide input regarding the draft vision statement and to suggest guiding principles for the plan. At this workshop, the group had an opportunity to view a summary of those revisions and suggestions and to provide additional feedback. The feedback is summarized in the slides presented at the meeting and in the notes below.

Vision Statement Feedback

- Draft vision statement presented at Workshop 1:

The Renewable Energy Action Plan will continue Eau Claire’s leadership in sustainability and renewable energy development.

These ongoing efforts will be guided by an evidence-based, transparent, equitable, inclusive and just planning process, aligned with the Natural Step Framework, to meet the goals of 100% renewable energy and carbon neutrality by 2050.

- At workshop 1, committee members were asked to circle key words in the draft vision statement presented. The following words were the most circled:
 - “Evidence based,” “Inclusive,” “Equitable,” and “Transparent.”
- Committee members also provided feedback regarding other aspects of the vision statement including things they liked and parts that were confusing. Facilitators and City staff revised the original draft.
- Feedback provided at workshop 1 about the draft vision statement can be found in the presented slide deck on slides 11-13.

Updated Draft Vision Statement Presented at Workshop 2

Eau Claire’s Renewable Energy Action Plan will strengthen our leadership in sustainability and renewable energy development for generations to come.

These ongoing efforts 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.

Guiding Principles Feedback

In workshop 1, the city sought feedback on guiding principles to help prioritize the plan activities and emphasize less tangible values of the Renewable Energy Action Plan.

Responses tended to cluster into 3 subjects:

- Economic Development
 - Making wise investments
- Ecosystem Stewardship
 - Respect for the world around us
 - Sustainability
- Equity and Inclusiveness
 - Make certain that all benefit
 - Reach out to traditionally disenfranchised groups
- A summary of common responses can be found in the slide deck presented, on slides 20-22.

Guiding Principles Draft

Economic Development

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

Equity and Inclusiveness

Our work will benefit the entire Eau Claire community

Ecosystem Stewardship

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

Eco Municipality

- These three guiding principles fit into what is commonly referred to as The Triple Bottom Line and align nicely with the City's adopted Natural Step Framework.
 - Video describing the [Natural Step Framework](#).

Questions and Discussion

Vision Statement

- The committee had a few suggestions regarding the draft vision statement:
 - Suggestion to rework the vision so that the goals are emphasized earlier in the statement
 - Suggestion to add an emphasis on the urgency of the issue of climate change
 - Committee members did not want aspects of this vision statement to be removed.

Guiding Principles

- Economic Development
 - It is important to think about externalized costs when looking at economic impact
- Equity and Inclusiveness
 - Some committee members thought that the equity statement could put more of an emphasis on inclusiveness and vulnerability.
 - Committee member noted that it will be important to ensure that the actions of this plan do not negatively impact vulnerable populations.
 - Additionally, vulnerable populations are often the ones who are contributing the least to the causes of climate change.
 - Committee member suggested removing phrase "the entire Eau Claire Community."
 - Committee member suggested listing this guiding principle first.
- Ecosystem Stewardship
 - Committee member suggested replacing "nurture" with "preserve"
 - Committee member suggested adding "protect" to the sentence

City staff and community facilitators will examine feedback provided by the committee and rework the vision statement and guiding principles to meet the committee's needs.

Pathways to Carbon Neutrality

Baseline Energy Use and Carbon Wedges

Jamie Johnson, Partners in Energy community facilitator, shared emissions data and projections for Eau Claire. This included the baseline emissions for each sector as well as projections for emissions based on community goals. The data will be used to inform the planning process and map out how the city will reach its goals.

- Emissions from transportation have been revised since workshop 1 to account for a modified approach to calculating those emissions. These transportation emissions now contribute to a larger portion of overall greenhouse gas emissions for the City.
- Jamie introduced the group to wedge diagrams that outline the decreases in emissions that the city will see if it meets the goals.
 - In addition to the overall goal of carbon neutral by 2050, City Council set interim goals for carbon emission reductions, seen on slide 29 of the presented deck.
- Each of the areas of emissions that are inventoried will be addressed by focus areas. Every committee member will have the opportunity to prioritize strategies that help to reach the goals of this plan.
 - The committee was shown a graph demonstrating reductions in emissions from building electricity and natural gas. The graph showed reductions in use, as well as “grid decarbonization,” or the current planned reduction in the carbon intensity of electricity provided by Xcel Energy through the addition of low or no carbon energy sources to the electricity grid. Xcel Energy has a goal to provide carbon-free electricity by 2050.
- The committee also reviewed historic electricity and natural gas savings in Eau Claire in 2018. Energy efficiency through programs such as these are included in many of the suggested strategies. In 2018, the city saw savings of:
 - 18 million kWh for electricity (2% of total Community Use)
 - 355,000 therms for natural gas (0.8% of total Community Use)
- Committee members were provided with data sheets with additional data related to the various focus areas to help support decisions. Members were reminded to consider all types of data, as well as personal knowledge of the community, when assessing strategies.

Towards a Renewable City Report Survey Results

Jenny Edwards reviewed results of steering committee feedback on the “Towards a Renewable City” document survey to assess reactions to the report, prioritize ideas, and seek out confusing or unfamiliar areas. Twenty eight steering committee members responded to the survey of 55 who were asked to fill it out.

- Highlights:
 - Most reactions to all of the ideas were positive, but overall, there were a large variety of responses.

- Responses highlighted questions about definitions and specifics of some of the strategies. These questions are addressed in the survey results on slides 44 - 53.
- Facilitators took the results of the survey, as well as the emissions sources shown in the wedges in the previous section, and created 5 focus groups. Each of these focus groups corresponds with a source of greenhouse gas emissions in Eau Claire.

Focus Groups by Sector

- Transportation and Land Use
- Waste
- Biodiversity
- Commercial, Industrial, and Institutional Energy
- Residential Energy

Focus Area Working Groups

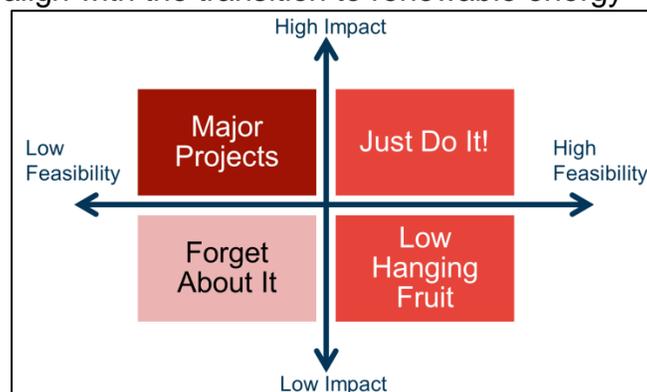
Prioritization of Strategies

Steering committee members were asked to break out into focus groups that aligned with their interests for the last half of the workshop. **Jenny Edwards** facilitated an activity to prioritize the strategies from the survey.

- Jenny reminded the committee that this is **backcasting**, a planning method that starts with setting a goal then coming up with creative solutions to reach it.

Prioritization Activity

- **Strategy Review**
 - Each group was asked to start with a strategy review to eliminate, group, and add strategies as they saw fit.
- **Impact and Feasibility Assessment**
 - Groups were then asked to place strategies on an impact feasibility matrix, assessing each strategy from low – high feasibility and impact.
 - Feasibility – How easy or difficult will the strategy be to implement, or how likely will it be that people in Eau Claire will do this?
 - Impact – How much carbon will the strategy save, and how does it align with the transition to renewable energy



- **Visiting a different table**
 - After each focus group completed the initial impact feasibility assessment, steering committee members were given the opportunity to walk around to other focus groups to provide additional comments, suggestions, or endorsements to other areas of interest.
- **Guiding Principles Analysis**
 - Each group was instructed to reconvene into their original focus group to examine strategies in the context of the guiding principles that the steering committee was introduced to earlier in the workshop:
 - Economic Development
 - Equity and Inclusiveness
 - Ecosystem Stewardship
 - Groups were asked to place colored dots representing each guiding principle on strategies that they thought related to that guiding principle.

Report out to Full Group

- Groups were asked to share some insights from the activity
 - Not all groups placed every strategy on the matrix. Facilitators will note that this doesn't mean that a strategy that was not placed is not valuable.
 - Groups shared that it is difficult to prioritize strategies

City staff and community facilitators will be compiling the results of the prioritization activity to present to the group.

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, July 18, 6:30-8:30 pm**.