



# Eau Claire Renewable Energy Action Plan

## Workshop #4 NOTES

Chippewa Valley Technical College (CVTC)  
Energy Education Center, Room 103  
September 19, 2019  
6:30 – 8:30 pm

## Agenda

Welcome And Orientation	
5 min	Welcome and Workshop Recap
5 min	Process Recap and Goals for Today
Near Term Strategies	
45 min	Review and Revise Strategy Goals and Metrics
10 min	Share out with Full Group
<i>Break</i>	
Long Term Strategies	
30 min	Activity: Building Blocks for Long Term Strategies
10 min	Share out with 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	Meeting 3	Meeting 4
Kate Beaton	City Council	YES	YES	YES	
Andrew Werthmann	City Council	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
Greg Granlund	Lien & Peterson Architects / Plan Commissioner		YES	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		YES
Rachel Bauer	Miron Construction	YES			
Mark Vinall	Advanced Disposal		YES	YES	
Ellenor Wolf	Sierra Club	YES	YES	YES	YES
Kerry Kincaid	Former City Council President	YES	YES		
Zacharious Pappas	Earthbound Environmental Solutions, LLC	YES	YES		
Jim Vaudreuil	Heusch Laundry	YES			
Robert Dubiel	Mayo Clinic Health System - Eau Claire			YES	YES
Tyrel Zich*	Xcel Energy		YES	YES	YES
Jim Schumacher*	Renewables & Citizens Climate Lobby	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
Barry Bremness	Cascade Tissue Project Engineer	YES			YES
Lauren Becker	UWEC Student Office of Sustainability	YES	YES	YES	YES
Lillian Strehlow	UWEC Student Office of Sustainability	YES	YES	YES	YES
Karen Mumford	UWEC Watershed Institute Professor	YES		YES	
Adam Wehling	CVTC Dean of Agriculture, Energy & Transportation	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	
Lori Bica	Eau Claire Area School District	YES	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	YES
Steve Terwilliger*	Renewables & Transit	YES	YES	YES	
Brian Larson*	Architecture		YES		YES
Crispin Pierce*	UWEC Environmental Public Health Professor	YES	YES		
Dody Wubker*	Eau Claire Energy Cooperative	YES	YES		YES
Jim Dunning	Eau Claire County	YES	YES		YES

# 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 fourth 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.

## **Public Art Engagement**

Ned announced that the City of Eau Claire will be commissioning a local artist for a public engagement piece of art. The piece will be placed in Haymarket Plaza October 1 – October 8. The public will be asked to contribute ways they will take action related to Eau Claire's Renewable Energy Action Plan and 2050 goals.

A sketch of the upcoming public art engagement for Eau Claire's Renewable Energy Action Plan



## **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. For details on each plan's progress, see slides 5 – 7.

- Net Zero Energy Building Guide
  - A finalized draft expected in December
- Electric Vehicle Roadmap
  - A finalized draft expected in December

## **Other Local Initiatives**

- Solarize Eau Claire, a local group purchasing solar buy, is actively looking for participants in Eau Claire and running a series of "Solar Power hours."
  - Expecting to sign contracts by the end of October
  - Visit <https://www.growsolar.org/eauclore/> for more information.

## Planning Process Recap

**Jenny Edwards** walked the steering committee through some of the highlights of topics, activities, and priorities covered to date through this subcommittee's work. See slides 9 – 21 for details. Some highlights outlined below:

- Before the workshops began, steering committee members took an online survey to share about themselves.
- In workshop 1, The committee was reminded of threat of climate change that we are addressing.
- Steering committee members contributed ideas that would eventually become a vision and guiding principles for the REAP.
- The committee learned about historic trends of energy use in Eau Claire.
- Local utilities and service providers provided details on conservation programs, existing resources, and carbon goals.
  - Xcel Energy shared its goal to provide zero carbon electricity by 2050.
- The steering committee reviewed potential strategies for each focus area through an online survey and an activity in workshop 2 to assess the impact and feasibility of those strategies.
- The steering committee saw proposed goals modeled out in terms of impacts on overall carbon emissions.
- Committee members learned that right now buildings are the largest source of carbon emissions in Eau Claire, but that is expected to change by 2030 when vehicle emissions are expected to make up a majority of city-wide emissions.
- In workshop 3, the committee brainstormed some “community assets” for Eau Claire.
- In workshop 3, the committee also developed a list of tactics to accompany the near term strategies. Steering committee members had a chance to review those tactics and strategies before this workshop.

# Near Term Strategies

## Review and Revise Strategy Goals and Metrics

### Feedback and Status of Near Term Strategies and Tactics

Jenny Edwards thanked all who provided feedback on the proposed strategies before this workshop. The final list of strategies and tactics will be available in the final plan.

Some of the feedback received included the following:

- Adding additional resources to explore
  - Especially tying into existing resources such as **Focus on Energy and the utilities**
- Flipping energy efficiency and renewable energy to “**Complete efficiency first**”
- Softening language in some areas “**incentivize**”
- Feedback regarding the **feasibility** of some targets and tactics
- Questions regarding the specifics of a **green business recognition** program
- Ideas that tie in with **longer-term strategies**
- Interest in a “**Green Jobs**” component

## Summary of Near Term Strategies

Sector	# Strategies	Status
Residential Buildings	8 Strategies	Good detail – increase program integration
Commercial, Industrial, Institutional Buildings	13 Strategies	Good detail – increase program integration
Transportation	16 Strategies	Reorganized into more manageable sections
Biodiversity	10 Strategies	Decisions on near-term vs long-term
Waste	6 Strategies	Decisions on near-term vs long-term

### Discussion

- **Q:** Should the steering committee pare down the number of strategies to a certain number for each focus area?
  - That is not a priority at this point. But if you see ways to pare the strategies down, please do so. Some recommended ways to pare down strategies:
    - Eliminate strategies that are no longer seen as worth the resources
    - Some strategies may be incorporated as major milestones or tactics under other strategies

### **Activity: Review and Revise Strategy Goals and Metrics**

Steering Committee members broke out into pairs and small groups within each focus group in order to review and revise goals and metrics for each of the strategies within focus areas.

### **Activity Instructions**

Focus areas were broken up into topic areas and each working group was tasked with examining one focus area.

- Each group was given one sheet with a list of strategies and proposed goals, metrics, and milestones for each or most.
- Groups were instructed to examine that list and, using a second blank sheet, finalize goals and metrics for selected strategies.
  - Goals
    - Specific, measurable, and time-bound
    - *e.g. 100 income qualified households participate per year*

Focus groups discuss near term goals and metrics



- Metrics
  - Something trackable related to the goal
  - *e.g. number of income-qualified households*
- Milestones
  - Major accomplishments along the way
  - *e.g. Identify two community outreach partners*

The results of this activity will be shared with the group and included in the Renewable Energy Action Plan.

### **Share Out with Full Group**

After having the chance to review and revise the goals and metrics, each group was given a chance to share the following with the team: one goal, one milestone, and a one word reaction to the activity.

### **Commercial, Industrial, Institutional Buildings**

- Goals & Milestones
  - Overall Renewable Strategies
    - One word to describe the activity: “Concrete”
    - Goal: Install 5 MW by 2030.
      - The group crunched numbers based on estimated rooftop space and installations and estimated that rooftop will be able to accomplish much of this goal
    - Milestones: 5 rooftop projects per year
  - Increase customer participation in energy audits and other energy efficiency incentive programs
    - One word to describe the activity: “Grounding”
    - Goal: Increase commercial audits from 118 (baseline) to 300 by year 5.
    - Milestones: Aim for an increase of 10% in year one and 35% in year 5.
  - Increase the number of businesses who benchmark their annual energy use
    - One word to describe the activity: “Exciting” “Educational”
    - Goal: Increase the number of buildings who benchmark (i.e. ENERGY STAR Portfolio Manager): 70% enrollment in benchmarking within the top 30<sup>th</sup> percentile of large businesses. 10% enrollment among small businesses.
    - Milestone: 100 new enrollments in year 1

### **Transportation**

- Goals & Milestones
  - Increase local purchases of electric vehicles
    - One word to describe the activity: “Complex”
      - Everything is tied together and interconnected
    - Goal: Increase number of charging stations in Eau Claire. Install 3 DC fast chargers and 2 residential level 2 chargers.

- Metrics: Number of chargers; number of fleets with electric vehicles; number of car dealerships with EVs on the lot
    - Milestone: Install charging stations
  - Incentivize more compact development
    - One word to describe the activity: “Complex”
      - Comment: add “without gentrifying”
      - Added that low-income housing should be included with dense development to avoid gentrification.
    - Goal: Pass legislation to support compact development
    - Milestone: conduct a study of the impact of compact development

### **Biodiversity**

- Goals & Milestones
  - Alternative Lawns
    - One word to describe the activity: “Frustrating”
      - Lack of concrete baselines to build goals off of
    - Goal: Decrease in runoff and measurable pesticide levels in city
    - Milestone: Remove application requirement for alternative lawns

### **Residential Buildings**

- Goals & Milestones
  - Promote Audits, Energy Efficiency Rebates and Financial Incentives
    - One word to describe the activity: “Challenging”
    - Goal: Increase participation in LIHEAP by 10-20% (Low income Home Energy Assistance Program)
      - This will expand the pool of eligible households for the Weatherization Assistance Program because households eligible for LIHEAP are also eligible for weatherization.
      - Milestone: Engage landlords to bring energy efficiency to rental homes

### **Waste**

- Goals & Milestones
  - Promote Audits, Energy Efficiency Rebates and Financial Incentives
    - One word to describe the activity: “Productive”
    - Goal: Build a facility
    - Milestones: create education campaigns, examine current policies and zoning

# Long Term Strategies

## Activity: Building Blocks for Long Term Strategies

**Jamie Johnson** led the steering committee in an activity designed to identify some essential “building blocks” needed to accomplish the long term strategies of the plan. These long term strategies are ones that will not be achieved in the short term, but that we may need to lay down some groundwork (building blocks) to set the City up for success in the future. The long term strategies addressed in this workshop were those which were identified as “high impact” and “low feasibility” major projects in workshop 2’s Impact Feasibility activity.

### Activity Instructions

In small groups within focus groups, steering committee members were instructed to...


1. Choose a strategy
2. Identify Present State (what’s currently happening)
3. Identify Gaps (why is this lower feasibility?)
4. Lay down the “Building Blocks” to determine what needs to happen to accomplish the strategy
  1. What policies must be in place?
  2. What infrastructure do we need?
  3. Are there pilot programs or demonstrations projects?

Results of this activity will be incorporated into the long term strategies in Eau Claire’s Renewable Energy Action Plan.

### Worksheet for activity “Building Blocks for Long Term Strategies”


Eau Claire Renewable Energy Action Plan  
Long Term Strategy Priorities Activity

Sector: \_\_\_\_\_ Names: \_\_\_\_\_



Present state	Gaps	Building Blocks	Strategy and Desired Future
What is currently happening?	Why is this lower-feasibility in Eau Claire? What is missing?	What policies must be in place? What infrastructure do we need? Are pilots, studies, or demonstrations projects needed?	What is the strategy? Would you suggest different phrasing?
	➔	➔	Strategy:

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### Share out with Full Group

Steering committee members were asked to share the strategies they worked on and the building block they are most excited about to work towards that strategy.



## **Residential**

- Strategy: Pass a residential energy efficiency requirement
  - Building Block: Creating a metric: such as usage per square foot. A band you are within. If not, homeowner and landlord have to share in the costs, or invest in the things you have to do to reduce energy use.

## **Biodiversity**

- Strategy: Increase integration of natural architecture including biophilic design and green roofs
  - Gaps: lack of local examples.
  - Building block: Use Eau Claire's existing event "Parade of Homes" to showcase existing green roofs

## **Transportation**

- Strategy: Explore development of a micro-transit system as an on-demand public service.
  - Conduct a feasibility study to explore feasibility of a micro transit system in Eau Claire modeled off of other systems (Via)

## **Commercial and Industrial Buildings**

- Strategy: Increase integration of battery storage for commercial buildings, especially in conjunction with on-site solar PV
  - Gaps: technology needs to be more developed. Currently there is a lack of education, interest, and confidence
  - Building block: Make battery storage more relatable by promoting its use in fishing shacks and cabins

## **Waste**

- Strategy: Explore ways to reduce the production of waste in Eau Claire, including a "pay-as-you-throw" ("go") waste service
  - Gaps: current system is very convenient and does not incorporate "pay as you throw" which would be more complex
  - Building block: Pass a city ordinance to organize and/or centralize trash haulers. First, the city would need to engage haulers on the issue.

# Wrap Up and Next Steps

**Ned Noel** offered some closing remarks and thanked the steering committee for attending the workshop. Steering Committee members are invited to once more final planning workshop in October, by which time a draft of the REAP is expected to be available for review.

## Anticipated Plan Schedule

- **Tuesday, October 29**
  - The fifth and final meeting of the Renewable Energy Action Plan Steering Committee is scheduled for **Tuesday, October 29**.
- **November 10** – Draft plan substantially completed
- **Approvals**
  - December or January – Sustainability Advisory Committee vote
  - December or January – Plan Commission vote
  - December or January – City Council vote

## Other Upcoming Dates

- Interactive REAP public art engagement in Haymarket Plaza **October 1 – 8**.
- Weatherization Day is **October 30**.
- Additional graphics for the plan will be presented on **November 11**.

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](mailto:jjohnson@mncee.org) to sign up.