



WORKSHOP 2 MEETING NOTES

January 12, 2021

6:00 – 8:30 pm

Via Zoom

Workshop Objectives

- Agree on revised vision statement
- Better understand Focus Area options
 - Which make the most sense for Roseville
 - Which are the ones we should focus on first, next, and “after that”
 - Which have the most support

Agenda

Time	Agenda
6:00	Welcome and Introductions
6:10	Vision Discussion
6:20	Pick Your Focus Area, part 1
6:50	10-minute break
7:10	Pick Your Focus Area, part 2
7:20	Breakout Groups
8:00	Discuss focus area preferences
8:15	Discuss near term, mid-term, long term priorities
8:25	Wrap Up and Next Steps
8:30	Adjourn

Energy Action Team Members in Attendance

Name		
Beth Salzl	Jennifer Kruse	Nancy Misra
Curran Neely	John Connelly	Philip Gelbach
Donna Peterson	Marc Culver	Ryan Johnson
Emma Porter	Michael Kampmeyer	Tami Gunderzik
Jake Sedlacek	Michelle Kruzel	Will Ristow
Jamie Johnson	Mike Holsinger	Yvonne Pfeifer



PARTNERS IN ENERGY
An Xcel Energy Community Collaboration

Energy Action Team Member(s) not in Attendance

Name	
Curtis Johnson	Prior commitment

Welcome

Mike Holsinger

Slides 2-3

The meeting began with a welcome to new Energy Action Team member Curran Neely. Curran is a junior at Roseville Area High School. We also noted that Curtis Johnson has also joined the Energy Action Team. Curtis had a previously scheduled meeting and was unable to attend but will be joining us for subsequent workshops.

After brief discussion we moved on to our agenda.

Vision Statement

Mike Holsinger

Slides 4 - 12

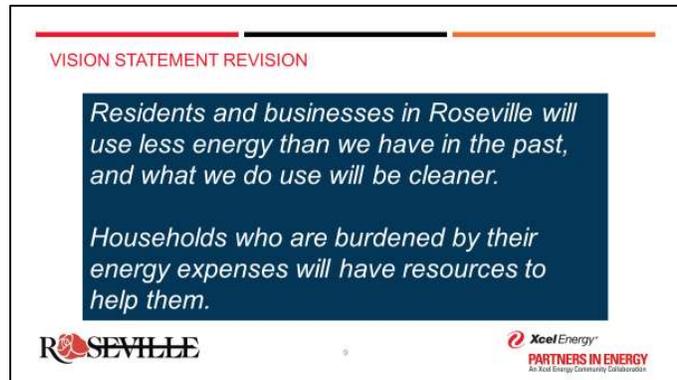
During Workshop 1, a draft of the Energy Action Plan Vision statement was offered up for discussion. Feedback suggested that a new version was needed that would be more succinct, more direct, and more memorable. Some of the feedback was the result of differing understanding of the nomenclature used in the Partners in Energy planning approach.

Figure 1 - Agreed Upon Vision Statement

Most notably, some team members understood vision to be similar to their previous experiences defining goals.

Mike used an example from the space race of the 1960s to identify the differences between a vision, a goal, focus areas, strategies, and tactics.

We reviewed a new version of the Rosedale Energy Action Plan Vision Statement that had been tested in a survey among attendees the previous week. Reaction in the survey and during the meeting was positive. It was agreed that this new version will be the vision statement moving forward.



“Pick Your Focus Area”

Mike Holsinger, Jamie Johnson

Slides 13 – 58

To facilitate review of the key facts around each potential focus area, material was presented in game show format, offering participants the opportunity to learn about each focus areas in a short form 2-3-minute overview.

There were seven potential focus areas reviewed.

Focus Area Alternatives Reviewed	
Residential Energy Efficiency	Reducing Energy Burden
Preparing for Electric Vehicles	Energy Efficiency for Businesses
Renewable Residential Energy	Greenhouse Gas Avoidance
Saving Money Spent on Energy	

In the pre-workshop survey, one respondent suggested that an additional focus area should be educating residents and businesses concerning their energy options. This idea will be carried forward for discussion when strategies and tactics are being considered.

Discussion on focus area preferences

Mike Holsinger, Jamie Johnson, Energy Action Team

The team was divided into 2 smaller groups for a discussion to assess each focus area's appeal, based on importance to Roseville residents and businesses, impact on goals, and difficulty of execution.

The first group thought that saving money on energy and residential energy efficiency were sufficiently alike to consider as one idea. Their priorities are explained below

Near Term	Mid Term	Long Term
Addressing high energy burden		Electric Vehicles
Residential Energy Efficiency		Renewable Energy
Business Energy Efficiency		

The second group used a scoring approach to discern priorities but did not discuss optimal timing for deployment of each initiative. Greenhouse gas avoidance was the consensus choice for the team's primary priority, followed by reducing energy burden, renewable energy, and energy efficiency for businesses.

Figure 2 - Group two scoresheet

CONTESTANT TRACKER							
Contestant (Focus Area)	Important to Residents / Businesses? 1 not – 10 very	How big an impact will it have? 1 small – 10 big	How difficult will it be? 1 difficult – 10 easy	Combined Score	Best timing?		
					A. Next 2 years	B. Mid-term: 3-5 years	C. Later: 5+ years
Residential Energy Efficiency	6	4	3	13			
Reducing Energy Burden	7	7	5	19			
Preparing for Electric Vehicles	4	3	6	13			
Energy Efficiency for Businesses	6	7	3	16			
Renewable Energy	8	7	3	18			
Greenhouse Gas Avoidance	9	10	2	21			
Saving Money Spent of Energy	5	3	4	12			

After the breakout rooms, we wanted to assess timing priorities again with a “Knowing what you know now” exercise. Participants were asked to indicate their timing preferences on a blank chart laying out near, mid and long-term timing for all the focus areas we considered.

We saw good news / bad news results.

Figure 3 - Team Timing Preferences

The good news: There is great enthusiasm and support for all focus areas.

The bad news: There is great enthusiasm and support for all focus areas.

Clearly, no team can do everything, all at once, right away!

KNOWING WHAT YOU KNOW ...			
Focus Area	Next 2 Years	3 – 5 Years	> 5 Years
Preparing for more electric vehicles on the road		→ WR X SR ✓ rj ✓	WR X CN ✓ PKG ✓ MHS ✓
Renewable energy for businesses and institutions	mc ✓ X	WR ✓ CN ✓ PG WR X	DP
Renewable energy for residents	✓ ✓ ✓ X	X → X X	mc rj
Decreasing energy burden	WR CN ✓ X ✓ EP ✓ mc ✓		
Energy efficiency for businesses and institutions	WR DP X EP X	rj ✓ DP mc MHS	
Energy efficiency for residents	RJ PK X X X BX ✓	✓ ✓ mc	→
Saving money spent on energy	BS ✓ X X X	✓	→
Greenhouse gas avoidance	CN ✓ p ✓	✓ GN ✓	X CN X PKG rj WR mC BPP
Educate the public on energy options	✓ X → X X X	DP	

Conclusions / Next Steps

From the breakout discussions, it appears that the team agrees that addressing high energy burden and improving energy efficiency – for both residences and businesses – are top focus areas. Further, there is also enthusiasm for renewable energy. Given the emphasis that group two placed on greenhouse gas avoidance, it’s likely that it could be the foundation of the plan’s goal statement – since each of the focus areas chosen also makes a major contribution to greenhouse gas reduction as well.

Roseville’s next workshop is scheduled for February 16. Creating a goal statement, understanding the potential impact of each focus area, and brainstorming strategies for each focus area will be discussed.