

**Minneapolis Clean Energy Partnership**  
**ENERGY VISION ADVISORY COMMITTEE**

Minneapolis City Hall, Room 132

Tuesday, August 18, 2015

3:00 – 5:00 p.m.

**Meeting #3 Notes**

**Committee members present:** Chairs: Jamez Staples, William Weber. Members: Louis Alemayehu, Karina Martin sitting in for Cameran Bailey, Trevor Drake, Chris Duffrin, John Farrell, Timothy Gaetz, Sydney Jordan, Kevin Lewis

**Committee members excused:** Ross Abbey, Janne Flisrand, Matt Kazinka, Karen Monahan, Kirk Washington (resigned)

**Guests:** Timothy DeHerder-Thomas, Eric Immler, Alice Madden, Marcus Mills, Lee Samelson

**Planning Team/staff present:** Ani Backa, Bridget Dockter, Peter Ebnet, Robin Garwood, Nick Mark, Shannon McDonough, Gayle Prest, Brendon Slotterback, Al Swintek, Marsha Wagner

**1. Welcome and Introductions**

Co-Chair Jamez Staples called the meeting of the Energy Vision Advisory Committee (EVAC) to order at 3:02 p.m.

Co-Chair Billy Weber invited members present to introduce themselves, adding that anyone representing an absent member should introduce themselves and state the name of the member they are representing.

**2. Review and Approval of Agenda and Minutes**

Billy allowed a moment for review of the minutes, then asked for a motion to approve them. It was MOVED and SECONDED that the minutes be approved. Motion CARRIED. After reviewing the agenda, he asked for a motion for approval. It was MOVED and SECONDED that the agenda be approved. Motion CARRIED.

**3. Update on Board Action & Draft Metrics**

Bridget Dockter, Manager of Policy & Outreach with Xcel Energy, provided an update on the presentation to the Clean Energy Partnership (CEP) Board at its meeting on May 29, 2015. The Planning Team presented on the work plan, including additional initiatives, strategies and goals, discussed and approved by EVAC. Presentation can be found on the project website:

<https://cleanenergypartnership.files.wordpress.com/2015/11/evac-presentation-8-18-15.pdf>

CEP goals include increasing energy efficiency and renewable energy, and developing strong city utilities collaboration, while advancing equity and other environmental benefits. This means that everyone should have access to all of the initiatives that are part of the CEP. Goals will be met by strategies developed by EVAC: community and stakeholder engagement, access to data and information, and policy levers.

Specific engagement tools are used with each of the segments that have been identified: 1-4 Unit Residential, Multi-family, Small Commercial, Large Commercial, and City Enterprise. All of these segments except for City Enterprise have program usage data as well as engagement, and Residential 1-4 Unit and Multi-family have transparency and policy levers listed.

The CEP Board was very happy with the extensiveness of EVAC's efforts, but they were also concerned that there was a lot going on in this work plan. The CEP Board asked the Planning Team to focus on two segments; Residential 1-4 Unit and Multi-family segments were selected. The other three segments will not be included in this two-year plan. Small Business Coaching that is part of the Lake Street challenge and the Partners in Energy program will not be included in the first two-year plan, but they will be monitored for inclusion in the next two-year plan.

In looking at strategies, three really stand out:

- Enhancing and coordinating community engagement
  - Planning Team will engage EVAC to generate ideas and vet potential approaches
  - Planning Team will return to the Board with detailed strategies, identifying necessary resources and paths forward
  - Long-term success means moving beyond historic levels of participation in energy efficiency and renewable energy programs
  - Applies to all segments, though approaches will vary by segment, geographic regions, and community

EVAC's potential role:

- Identifying new and effective strategies to drive participation in energy efficiency and renewable energy programs
  - Engaging geographies or communities that are currently underrepresented in the usage of utility programs
- Program participation and energy usage data:
    - Understanding how well, and where, utility programs are currently serving Minneapolis
    - Will help form the basis of the metrics used to track success of the CEP
- EVAC's potential role is to help identify data needs for appropriate engagement strategies and areas to target.

- Exploring City policy levers:
  - Partnership formed to leverage utility programs and City levers through community networks, stakeholder connections and regulatory options
  - Explore City policy levers for driving participation in energy efficiency and renewable energy programs

EVAC's potential role is to help identify City policy levers to drive participation.

To track progress, the Planning Team will provide brief status updates on all 2015-2016 activities at each quarterly EVAC meeting. The Planning Team will also develop an annual report on the progress of all of the initiatives. The first annual report will be done in the second

quarter of 2016 to coincide with utility reporting to the Department of Commerce (DOC) on energy efficiency program participation.

Discussion following Bridget's presentation focused on:

- Involvement of EVAC at this point and into the first quarter of 2016. EVAC will be determining and providing feedback to the CEP Board on what the metrics and engagement strategies should be to carry out the first two-year work plan.
- Filtering down and focusing on two segments, not all five segments, included in the first two-year work plan, as requested by the CEP Board. After significant discussion, Planning Team members clarified that the CEP Board approved the work plan document but requested that two segments be selected to do a lot of work on in the first two-year work plan. That doesn't mean that progress can't continue on the other segments during this time. For example, in the Large Commercial segment, work is ongoing, dialogue continues between the City and utilities, and strategies are very well fleshed out. In the Small Commercial Segment, the Lake Street program will not be eliminated but will continue to be monitored. There are more opportunities for EVAC participation in the two residential segments.
- Funding for these initiatives in Mayor Hodges' budget. In her recent 2016 budget speech, Mayor Hodges mentioned CEP and other environmental work and requested a continuation of the funding for a staff position to support CEP plus expanding additional one-time funding for the program to \$90,000. The City Council will review the budget and hold budget hearings, engaging in more community dialogue before voting on the final budget in December.
- Availability of outside grant funding. The Planning Time has done considerable exploration of outside grant funding resources and opportunities, engaging in discussions with Department of Energy and DOC Division of Energy Resources. President Obama's designation of Minneapolis as a Climate Action Champion did not come with funds, but the City would receive special points when applying for grants. Other funding sources suggested by EVAC members should be submitted to and will be explored by the Sustainability Office.

#### **4. Metrics Feedback**

Billy introduced the next agenda item on tracking progress and developing metrics, and distributed a spreadsheet he created that can be used by EVAC members for this purpose. EVAC will finalize and approve metrics by the end of its next meeting, and the CEP Board will approve them in the 4th Quarter 2015 or 1st Quarter 2016. EVAC will also begin to identify engagement strategies and communications.

Brendon Slotterback, Sustainability Program Coordinator for the City of Minneapolis, gave a brief overview of the work plan that was adopted by the CEP Board, and provided more information on metrics in general and what data is currently available.

Brendon referenced a document, [Tracking Progress](#), that contains text pulled from the CEP work plan that was adopted by the board. Metrics are critical to CEP success because they:

- Allow EVAC, the CEP Board, City Council and the public to understand the progress of the Partnership
- Form the basis of the Annual Report to the CEP Board

- Inform design of new outreach activities
- Help Planning Team identify data needs (coordinating on data is a Work Plan item)

The work plan did not identify metrics, but set forth some suggested metrics, stating that they are key to tracking the success of the program. Metrics are necessary to make sure the CEP Board is accountable to the public and EVAC, and to ensure that the Planning Team is on the right track.

Suggested metrics include:

- Greenhouse gas emissions and reductions by measure/visit (where available)
- Energy and cost savings (climate and economic impact)
- Home Energy Squad visits (tracking physical activities, utility programs)
- Utility audits
- Energy usage access (are we making progress on data? – qualitative description)
- Solar Garden and WindSource subscriptions and distributed renewable installations (direct contributors to greenhouse gas goals)

The City has a lot of metrics it uses, but for this work plan preferred metrics should be identified that:

- Can be updated regularly (annually)
- Are based on available data sources
- Are actionable and measure progress towards work plan goals
- Include geographic or demographic breakdown

Brendon showed city maps where tracking equitable program participation was graphically depicted by demographics that have been identified through the census survey, i.e. non-white residents, and residents below 185% of poverty guidelines. Other maps showed counts of how many Home Energy Squad visits have taken place since 2009 in various city neighborhoods, and percentage of 1-4 unit residential properties that have been served by Home Energy Squad or Community Energy Services.

He then discussed potential metrics by work plan segment to be used as a starting point. Under Residential 1-4 Unit, things to track include home energy score visits, WindSource customers, community solar garden subscribers, energy savings and renewable energy generation. Multi-family is very similar, adding identifying and tracking the multi-family utility program visits. A unique metric that is used for Large Commercial is collecting benchmarking data annually, plus tracking participation in events and other outreach. For City Enterprise, tracking progress on renewable energy and energy efficiency, i.e. streetlight retrofits, plus greenhouse gas emissions and energy costs. Citywide tracking includes greenhouse gas emissions, renewable energy and the state of data access.

Referencing the spreadsheet he had produced earlier, Billy further explained how the document could be used to track metrics by work plan item. All of the city programs are listed by work plan segment, and metrics (those listed in the current work plan, but also two new ones: policy changes and workforce training) are listed as column headings, so cells could be checked to indicate if a particular metric applied to a specific program. In this way EVAC members can begin to visualize and understand how metrics can track current work and direct future work.

Subsequent discussion dealt with whether or not features of the City's Climate Action Plan (CAP), Energy Vision and other work on sustainability indicators would or could be included in this work. Brandon replied that EVAC can make suggestions to the CEP Board, but that the City Council directs the work of CEP. He added that connecting individual measures to exact greenhouse gas numbers, for example, can be a monumental task, but work is being done to shed light on this and it is something that EVAC can comment on.

Gayle Prest from the City's Sustainability office, who was one of the first to work on performance measures for sustainability, stated that at the beginning in 2005 they didn't have a good baseline so a lot of targets were incorrectly set. Since then they have been resetting targets based on good data. Based on this experience she commented that it is important to know the baseline before setting targets.

EVAC's work on identifying metrics will be concluded at its next meeting to be held in November so it can be reported to the CEP Board at their fourth quarter meeting. In the interim EVAC and the Planning Team will continue to work on this in the following ways:

- The Planning Team will provide context where necessary.
- It is important to establish a good baseline. As metrics are moved forward they should be accompanied, when possible, by targeting and goal setting.
- Referencing the City's CAP, Brendon explained that CEP is addressing the buildings and energy sector. The CAP contains goals and specific strategies in this sector to be achieved by 2025. The information that is relevant to the CEP will be summarized on one sheet and provided to EVAC members.
- Utilities will go through the spreadsheet and identify what information they can provide on a particular program, tagging any items that might be constrained by PUC regulations. This will be provided to EVAC members by September 1.
- Billy will organize and chair two meetings that EVAC members can attend either in person or virtually to brainstorm on metrics. Guests at the meeting were invited to talk to EVAC members about their ideas. These meetings will be held within the next month.
- While the comprehensive community engagement plan and metrics will be developed at the EVAC meeting in the first quarter of 2016, feedback on that is welcome and encouraged at any time.

## **5. Home Energy Squad Plan**

Jamez reported that CEP's Home Energy Squad (HES) Plan discussed at the EVAC meeting on May 6 is now underway. As outlined in a handout prepared by the City for distribution with water bills, the program offers free HES visits for qualifying households, as well as no-interest financing to participants making insulation and air sealing upgrades recommended by the HES. In addition to advertising via water bill inserts beginning in September, they will use news releases, email and social media, and city council member communication channels to get the word out.

This type of community engagement is a priority focus of CEP/EVAC in 2015. Jamez said this is an opportunity for EVAC to explore, identify and discuss different strategies for outreach, and to

design communications to help shape the program and spread the word going forward in an effort to engage the community at a broader level. He asked for EVAC members interested in this effort to join a Task Force. The following EVAC members signed up to meet with Jamez and Brendon: Louis Alemayehu, Trevor Drake, John Farrell, and Tim Goetz.

## **6. Next Meeting and Discussion Items**

The CEP Board meets on September 9, and again in November. EVAC's next meeting date will be in early November.

## **7. Announcements**

Kirk Washington has resigned from EVAC. The CEP Board has asked the Planning Team to review the list of initial applicants and make a recommendation for a replacement for the Board to consider at its meeting on September 9. Mayor Hodges has requested that they take into consideration racial and gender diversity in EVAC when making their recommendation.

Brendon reiterated Bridget's comments earlier in the meeting about the Board's positive reaction to the work plan, adding that the Board recognized that the task EVAC was asked to do in a short amount of time was significant. They expressed graciousness and thanks for EVAC's work to date.

Jamaz offered to make himself available to discuss the importance of workforce development and training. As a labor and education activist, Sydney Jordan said she was very interested in such a discussion.

## **8. Adjourn**

The meeting was adjourned at 4:46 p.m.

*This constitutes my understanding of items discussed and decisions reached.  
If there are any omissions or discrepancies, please notify the author in writing.*

Submitted by:

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