



Partners in Energy Workshop 4

February 19, 2020

6:00-8:30 p.m.

Minnetonka Community Center

Agenda

Time	Activity
6:00	Welcome and Agenda Review
6:10	Plan Discussion
6:20	Strategy Survey Results
6:30	Metrics and Goals (Small groups)
7:10	BREAK
7:25	Report outs on each focus area
8:00	Priorities discussion and voting exercise
8:25	Wrap-Up

Energy Action Team Members in Attendance

- Ben Jacobs, resident and Park Board member
- Brian Golob, resident and member of Minnetonka Climate Initiative
- Charlie Yunker, resident and Chair, Economic Development Advisory Commission
- Dan Duffy, resident and architect, Daniel K. Duffy Architects
- Deirdre Coleman, Partners in Energy community facilitator
- Dennis Yockers, St. Luke Presbyterian Church,
- Drew Ingvalson, planner, City of Minnetonka
- Emma Schoppe, local energy policy manager, CenterPoint Energy
- Gabi Tan, student and member of Minnetonka Climate Initiative
- Julie Wischnack, community development director, City of Minnetonka
- Kathryn Linafelter Johnson, resident
- Loren Gordon, city planner, City of Minnetonka
- Marisa Bayer, Partners in Energy community facilitator
- Megan Park, resident and owner, Unmapped Brewery
- Mike Holsinger, Partners in Energy community facilitator
- Skyler Seets, student and member of Minnetonka Climate Initiative
- Thomas Scott, president, Senior Advisory Board
- Tami Gunderzik, Partners in Energy program manager, Xcel Energy
- Yvonne Pfeifer, community energy efficiency manager, Xcel Energy



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An Xcel Energy Community Collaboration

Energy Action Team Members not in Attendance

- Jamie Johnson, Partners in Energy community facilitator
- Kevin Neuman, facilities director, Hopkins Public Schools
- Matt Henry, Planning Commission member and 2040 Comprehensive Plan Committee member
- Michelle Swanson, community relations manager, Xcel Energy
- Ryan Waldriff, operations director, Ridgedale Center

Welcome & Agenda Review

Mike Holsinger, Partners in Energy community facilitator

See Slides 1-4

Mike welcomed the Energy Action Team to the fourth planning workshop and asked the team to share what energy efficiency improvements they've made at their home. In the past year, the Minnetonka Energy Action Team has:

- Installed a backup battery.
- Replaced inefficient bulbs with LEDs (both business replacement and condominium) .
- Received a report on how efficiency in their home compares to their neighbors.
- Replaced aging equipment at their home with more efficient models (furnace, central air).
- Took advantage of rebates.
- Purchased a hybrid vehicle.
- Replaced weather stripping in their home.
- Had a Home Energy Squad visit.
- Added spray foam insulation.
- Removed fireplace.

Mike anchored the group in the Energy Action Plan development steps, with Minnetonka's fourth workshop landing in steps 7-9 of the Plan Development Steps. Minnetonka's fourth planning workshop will review survey results from a pre-workshop survey and focus most of today's time on discussion on metrics, goals, and strategy priorities.

Plan Discussion

Drew Ingvalson, planner, City of Minnetonka

See slide 5

Drew thanked everyone for attending and participating in the planning workshops and surveys. Drew reminded the group that the City of Minnetonka is here to support the team and if there are questions or concerns, reach out to Drew directly.

The Energy Action Team will have the opportunity to review the Energy Action Plan draft before it goes to staff review and the City Council. At the fifth workshop, Partners in Energy community facilitators can share the date the team can expect to review the plan.



Community Planning Development Steps

The process for the Energy Action Plan to be approved includes multiple rounds of review by the Energy Action Team and city staff, then it will go to City Council for presentation and action. City of Minnetonka staff noted that there will not be public hearing for the Energy Action Plan, but the public will have the opportunity at City Council to speak to the plan.

Strategy Survey Results, Recommendations and Additions

Mike Holsinger and Marisa Bayer, Partners in Energy community facilitator

See Slides 6-13









The Energy Action Team took a survey prior to today’s workshop, which requested feedback on the strategies. This was a longer survey to assess the team’s support for the different strategies. Based on the survey results, the team is “on track” and because of the survey, two focus areas were combined into one: Pre-1990 homes and residential energy efficiency strategies are now all included in the residential energy efficiency focus area.

Renewable Energy 101

Marisa reviewed “renewable energy 101” for the group so that everyone on the team has the same base knowledge when it comes to renewable energy.

Key points include:

- Two opportunities to access renewable energy: off-site (subscriptions) and on-site (equipment installation)
- Renewable Energy Credits (RECs) are the currency used to track and measure renewable energy. RECs are used to help organizations meet their renewable energy goals.
- Depending on who files the REC, you can make certain claims towards renewable energy:
 - When you own the REC:
 - I use renewable energy.
 - I have reduced by carbon emissions.
 - I offset my carbon footprint with my subscription.
 - When you don’t own the REC:
 - I support renewable energy.
 - My subscription supports community solar.

Renewable Energy Programs		 PARTNERS IN ENERGY <small>An Xcel Energy Community Collaboration</small>				
	Renewable*Connect*	Windsourse*	Solar*Rewards Community*	Solar*Rewards*	Net Metering Without Incentives	
Energy Source						
Cost to participant	Subscription fee on Xcel Energy bill	Subscription fee on Xcel Energy bill	Subscription fee paid to solar garden per contract terms	Pay solar installer for equipment per contract terms	Pay installer for equipment per contract terms	
Financial Benefit	Personal per kWh fuel credit for using solar	Personal per kWh fuel credit for using wind	Bill credit payment for solar energy produced	Monthly energy use is offset by solar, plus incentive per kWh of solar	Monthly energy use is offset by solar	
Requires on-site installation	No	No	No	Yes	Yes	
Contract with			Solar Garden Company	1) Solar Installer – equipment 2) Xcel Energy – interconnection & incentive	1) Installer – equipment 2) Xcel Energy – interconnection	
Earn renewable energy credits*	Yes	Yes	No	No	Yes	

Renewable Energy Options for Minnetonka Residents.
xcelenergy.com/Renewables

The group discussed that messaging in the community will resonate differently:

- RECs and claims of renewable energy are confusing. What’s the right information to share and how can we be transparent?
 - The City of Minnetonka shared that they subscribe to community solar gardens and had made claims about “using renewable energy” which they learned was

incorrect based on the REC ownership. With Xcel Energy's help, the City is now able to communicate their renewable energy support appropriately.

- Saving money through community solar gardens will resonate with residents more so than the environmental benefits in some cases.
- With the wide variety of options available, communication needs to be clear and specific in what options are available.

Marisa noted this feedback will be helpful for the renewable energy focus area strategies.

Business Strategy

Mike reviewed with the group that businesses are not currently a focus area and a missed opportunity for the Energy Action Team. There are strategies to engage businesses to support renewable energy, but no information about energy efficiency.

The Partners in Energy community facilitators are recommending a standalone strategy to target businesses with information about free assessment programs. The team can seek input from the small-medium business community to understand barriers, sources of information, and resonate messages.

The Energy Action Team agreed to make this a standalone strategy.

Metrics and Goals

Mike Holsinger, Partners in Energy community facilitator

See Slides 14-19

Small group discussions

Mike anchored the group in the plan hierarchy of how goals relate to focus areas, strategies, and tactics. He revisited Minnetonka's energy vision and goal, which includes being the community of choice for responsible energy stewardship and reducing greenhouse gas emissions. Mike reiterated that the focus areas and strategies identified in today's workshop will help Minnetonka achieve its goal and energy vision.

The group split into small groups to discuss metrics for each focus area and resources available to achieve goals.

Small Group Discussion Summaries

[Residential Energy Efficiency Focus Area](#)

Feedback among the three small groups was remarkably consistent.

- It was agreed that Home Energy Squad can be leveraged very effectively, but that education is necessary so that residents gain new understanding of the program's value. Among key messages that should be more broadly communicated.
 - A team visits your home and actually installs energy saving products, including LED bulbs, a programmable thermostat, water saving shower heads and faucet aerators, weather-stripping around doors, and more.
 - There's no additional charge for the products that are installed, or for any of the services listed below
 - An audit of the home's insulation and air sealing, including physical inspection of insulation in the walls and attic, and a blower door test to measure how tight or leaky the home is.

- A combustion safety check on the furnace and water heater to be certain that both are venting properly and safely.
- A comprehensive report that provides the homeowner with a recap of all the items installed as well as recommendations unique to the home for improving efficiency.
 - The report includes firm pricing for any recommended improvements that have been agreed to by certified contractors.
- Access to Energy Advisors who will find a certified contractor and schedule the work for the homeowner.
 - The City of Minnetonka is underwriting the cost of these visits for Minnetonka homeowners. The first 280 residents who schedule a visit will pay \$50 for all of the services above.
 - The value of a typical Home Energy Squad visit is typically over \$700.
- Drew reported that more than half of the reduced-price Home Energy Squad visits have already been performed or scheduled, which should inform the Energy Action Team's judgement for goal setting.
- It was also noted that the only promotional activity for Home Energy Squad visits has been coverage in the city's monthly newsletter: "Minnetonka Memo".
- We also discussed the idea that Home Energy Squad visits, while making relatively conservative contributions to greenhouse gas reductions, are the conduit to insulation and air sealing projects – some of the most significant opportunities for residents to improve energy efficiency and reduce greenhouse gases.

Residential Energy Efficiency Focus Area Goal Suggestions:

- Home Energy Squad: Accomplish 200 visits in Minnetonka (city buying down 240 so team suggested 300).
- Heating and Cooling Rebates: Increase annual utilization vs. baseline to an on-going rate of 1,027 rebates annually (120% of baseline).
- Refrigerator and freezer recycling: Improve annual usage of this program to 160 per year (120% of baseline)
- CenterPoint Insulation Rebates: Increase redemption of CenterPoint Insulation Rebates to 127 annually.
(This was the only goal where groups differed in their opinions. One group suggested 120% of baseline rebates annually (113), another 150% (141), and the third halfway between 120% and 150%. (127)
- Events hosted: Participate in 4 annual Minnetonka (or regional) events to promote residential energy efficiency. Specifically, ...
 - Open House
 - Remodeling Fair
 - Summerfest
 - Farmer's Market
- Press releases: At least 4 per year, in support of the events listed above.
- Newsletter articles: Four per year. (The Minnetonka Memo was noted as a very good vehicle for communicating with Minnetonka residents. There is strong support for a dedicated energy efficiency column in every edition (monthly). An editorial calendar can

be developed to allocate monthly features among the 3 focus areas of the plan – hence 4 for residential energy efficiency.

- Social media posts: At least 8 per year, promoting tabling events, and covering the actual events. More as the Communications department can accommodate.

Renewable Energy Focus Area

- It's hard to understand the goals without context – is just over 1,500 participants in renewable energy a lot?
- Any goal that is set should be achievable – achieving goals will be important to both the City Council and community.
- Focusing on off-site subscription programs makes the most sense for residents because of the tree canopy and barriers for homeowners and tenants.
- On-site subscriptions make the most sense for businesses who have larger, flat roofs that are likely unaffected by the tree canopy.
- As part of implementation, we need to understand why residents and businesses aren't subscribing.
 - The Energy Action Team hypothesized it's because lack of information and awareness, which should be solved by the tactics in this focus area.
- The City cannot recommend companies for on-site solar installations but can share the companies that have pulled permits in the last year as a resource for homeowners and businesses.
- The City can track permits for solar installations and can tie that to a goal with on-site solar installations.
- Recognition will be the most important for businesses and some residents may be interested in sharing their support for renewable energy.
 - The City noted that yard signs aren't allowed because of sign ordinances and instead recognition should have other options like window clings, mailbox signs, or feature on social media.



Small group discussions.

Renewable Energy Focus Area Goal Suggestions:

- Add 1,000 new subscribers to renewable energy programs.
 - Business windsource/renewable connect: keep at 20
 - Residential windsource/renewable connect: 2000
 - On-site solar business: 20 (30 is gonna be tough)
 - On-solar residential: 70
 - Solar gardens residents: baseline 186, goal of 250
 - Solar gardens business: baseline 113, goal of 150
 - Note - group requested solar gardens get split by sector.
- Double the number of on-site solar installations for businesses and multi-family buildings.
- Track press releases and social media posts, but no specific goals around the metrics.

Multi-family Buildings Focus Area

- An event that can combine with an existing event where building owners can be made aware of available free opportunities could have great impact on a number of families and should be top priority.
- The team thought that WindSource for Multi-Family buildings was a really easy selling point and ask
- 54 buildings in Minnetonka seems like an easy targeted messaging campaign
- The group clarified that the Multi-Family Energy Savings program was for Low-Income properties and was measured by unit as opposed to the MFBE program measured by building.
- Any outreach to tenants is really meant to reach the owner and get signed up for an existing program.

Multi-Family Building Focus Area Goal Suggestions:

- Renewable subscriptions beyond the 150% to have a goal of 25 subscriptions (this includes MF buildings as well as other business subscribers)
- Community solar for business looks attainable at the 150% increase
- The MFBE program goal was suggested at 10 (buildings reached), with the understanding that this is high touch, time intensive outreach.
- Similar to the MFBE participation, the MFESP can be increased over the 150% to 400
- Other metrics suggested were:
 - 4 buildings reached for MFESP
 - 1 event hosted
 - 1 EV event hosted in an overlap with another existing event
 - 1 or 2 awards per year was a good goal for recognition of MF buildings

Resources

Question to small groups: To achieve your strategies, tactics and goals...what are the resources needed and who are the stakeholders or players in that work?

Multi-family buildings	Residential energy	Renewable energy
Developers/city leverage	Utility for resources and info	Builders/designers to incorporate renewable in new builds
Permitting Dept.	City for community info	Homeowner engagement on all accessible options
Taxing authority or financial city dept. for incentivizing	Marketing Materials (PiE)	City – position or volunteer energy resource person
Occupants, associations, co-ops – to reach owners	County for additional promo or rebates	Volunteer groups for message dissemination and broader reach
Hardware stores for communications	Home improvement fair connections	Example property owners for tour
Car dealerships for promo of EVs to MF buildings	Other event opportunities for connection (i.e. City events and tabling, city open house coordination)	MN Climate initiative for resources

More knowledge for leverage of Multi-Family Business Engagement program	Contractors and realtors to information share or educate	Schools; teachers, students, superintendents, boards
Property management companies	Minnehaha Creek Watershed District has a lot of pull in the city and connections to make	Chamber – local for gathering potentials for small businesses
Manufacturers of efficient equipment for outreach	Coffee shops, breweries, walkable areas, face to face spaces	News organizations or other social orgs for PSA outputs and other communications needs
Contractors and realtors	Library for social space to engage residents	Boating community
	Senior centers as a way to reach owners of pre-1990 homes	Solar boat regatta connection
	Rotary, Lions, twin west chamber, other service clubs with connections to the community	
	Find a similar program to 'This Old House' (state incentive)	
	Sierra club members for climate or environmental focused messages	
	Home daycares for health focused messaging	
	Neighborhood networks or just well know community connectors	
	Boating community/sailors/paddlers etc.	

Priority Discussion

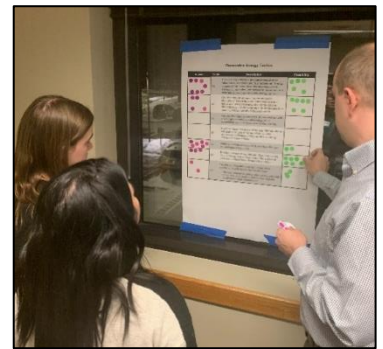
Partners in Energy Community Facilitators, small groups
See slides 22-24

The Energy Action Team was asked to vote on each focus area tactic in terms of feasibility (how likely is this to get done?) and impact (will we achieve our GHG reduction goal?). Each team member was given 6 dots per focus area and had to choose their top 3 tactics in terms of high impact and high feasibility.

Priority Discussion Results

Renewables

Tactic 1A and 4A stood out as the strongest tactics that would develop a resource or resource person dedicated to serve as a source of energy efficiency knowledge and network and identify key barriers to participation in programs and developing messaging and resources to tackle those barriers. Other frontrunning tactics included publicizing incentives and creating regular, recurring opportunities to connect the community to available and accessible renewable programs.



Energy Action Team dot voting.

Renewable Energy Tactics			
Impact Votes	Tactic	Description	Feasibility Votes
12	1A	Create and publicize a dedicated resource for Minnetonka residents and businesses (an “energy concierge”) to serve as a one stop resource for advocacy, education and access to resources and referrals supporting renewable energy options.	7
6	2A	Create a regular series of opportunities for Minnetonka residents and businesses to learn about and act upon renewable energy options. Methods may include a variety of formats based on quantity and complexity of subject matter.	9
0	2B	Address tree canopy concerns of homeowners with news that residents can still participate in renewables via solar gardens and Windsource.	2
2	3A	Publicize resources available to help Minnetonkans calculate total cost of ownership for on-site renewable installations and programs requiring time-based commitments.	0
9	3B	Publicize incentives available that reduce the cost of renewable installations	7
9	4A	Prepare a review of key barriers (financing issues, including long-term contracts) and the ways that peer communities have developed solutions.	9

2	5A	Develop a recognition program to celebrate residential and business renewable users. Provide renewable energy users with a yard sign or window cling used to identify and express gratitude for their participation	3
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Multi-Family Buildings

The development of promotional materials for building owners and managers to tout their energy savings and renewable participation based on some knowledge that tenants are attracted to those buildings was the highest feasibility and impact ratio. Encouraging the upgrades to building equipment through exiting audits or programs was also a high impact and feasibility score. These two tactics will be the priority within the plan language because of their popularity amongst the team.

Multi-Family Building Tactics			
Impact	Tactic	Description	Feasibility
9	1A	Encourage usage of best fitting programs to provide Building Managers with advice and access to programs supporting replacement or upgrades to existing lighting and HVAC equipment. Include recaps of existing relevant utility programs designed to encourage installation of efficient equipment (e.g. MFBE, etc.)	8
5	1B	Reach out to largest multi-family properties to explain available programs	9
1	2A	Publicize availability of renewable energy programs to residents of multi-family buildings.	3
2	2B	Publicize Windsource for Business to Building Managers, focusing on its appeal as a differentiator for prospective tenants.	2
2	3A	Promote access to resources designed for multi-family buildings (e.g. multihousingcharging.com)	0
0	3B	Design and promote a communications tool that helps building managers predict demand for EV charging.	2
7	4A	Model a benchmarking / recognition program in Minnetonka for multi-family buildings similar to what has been successful in other cities (e.g. Saint Paul). Program tallies actions and recognizes buildings that most aggressively pursue energy efficiency actions.	0
12	4B	Develop promotional materials that building managers can display on premise and in advertising communicating that they are members of this initiative. Seek out research support showing that prospective tenants prefer "green" / energy efficient buildings to sell in program.	13
0	4C	Use periodic updates to participants to promote efficiency programs and create a sense of momentum / competitive pressure among peer properties.	2

Residential Energy Efficiency

By a wide margin, the team was most supportive of focusing effort around supporting Home Energy Squad visits. With nearly equal enthusiasm, the team supported education / outreach to help make Minnetonka homeowners aware of the incentives (both rebates and financing) available that can help move people from awareness to action. A lesser, but still substantial amount of voting went toward the idea of conducting an annual event that would celebrate all of the improvements Minnetonka homeowners have made and the greenhouse gases saved.

Residential Energy Efficiency Tactics			
Impact	Tactic	Description	Feasibility
10	1A	Educate Minnetonka homeowners about the advantages of upgrading to more energy efficient options and publicize tools that can facilitate moving from awareness to action. a. Promote existing energy efficiency rebate programs (heating, cooling, insulation, water heaters, etc.) b. Publicize loan programs that offer special rates for energy efficiency improvements.	9
14	1B	Promote Home Energy Squad visits, prioritized for pre-1990 homes – either with additional incentives or by focused marketing, relying on the educational aspect of each visit to identify opportunities in a low-pressure setting	16
2	2A	Recognizing that decisions to change behavior or invest in new equipment are made with a combination of rational and emotional motivation; a) Deliver information in a context that conveys broad acceptance of the ideas, and b) Communicate that this is a growing trend vs. a “flavor of the moment”.	1
0	2B	Deliver each contact with a “call to action” offering a way to respond by taking a next step toward energy efficiency.	1
5	3A	In addition to regular publicity about the number of people starting energy efficiency projects, celebrate newsworthy projects (oldest home to replace a furnace, etc.)	3
8	3B	Conduct an annual event or coordinate with an existing event that celebrates all of the improvements Minnetonkans have made – and the greenhouse gasses they’ve saved.	9

Wrap-Up

Mike Holsinger, Partners in Energy community facilitator
 See slide 25-27

Mike closed the workshop with a reminder for the final workshop date:

- **Workshop 5: Wednesday, March 24**

Mike also reminded the team the group will have additional opportunities to provide feedback through a survey.

Follow-up Items and Links

- [Home Energy Squad webpage and sign-up info](#)
- [Partners in Energy Portal](#)
- [Clean Energy Project Builder](#)
- [Other Renewable Energy Options](#)