

Partners in Energy Midtown Workshop 1  
Sept 30, 2014

Attendees:

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<b>Outreach Contact</b>	<b>Organization/Community Resident</b>
<b>Timothy DenHerder-Thomas</b>	Cooperative Energy Futures
<b>Abbie Plouff</b>	Whittier Alliance
<b>Leslie MacKenzie</b>	Longfellow Resident, Longfellow Community Council Board Member, Community Organizer with Transition Longfellow
<b>Tim Springer</b>	Community Power, Community Resident, Landlord
<b>Louis Smith</b>	Midtown Community Works Partnership
<b>Faith Cable Kumon</b>	Midtown Community Works Partnership
<b>Trevor Drake</b>	Great Plains Institute- Metro CERT
<b>Lena Needham</b>	Grand Aspirations
<b>Sarah Schaffer</b>	CenterPoint Energy
<b>Diana McKeown</b>	Great Plains Institute- Metro CERT
<b>Sean Gosiewski</b>	Alliance for Sustainability
<b>Jenny Edwards</b>	Partners in Energy Facilitator, CEE
<b>Emma Struss</b>	Partners in Energy Facilitator, CEE
<b>Tami Gunderzik</b>	Xcel Energy
<b>Yvonne Pfeiffer</b>	Xcel Energy

Intro to agenda, ground rules, parking lot, workshop objectives

Discussion of Partners in Energy Program

- Could this be a way to address the issues with the CAP program, and energy assistance funding. Discussion of who is now serving those communities and how to get the word out as winter is coming.
- Discussion over how broadly to engage residents – is there room for large scale participation in this process, and if so, how?
  - o Example of intention with 26<sup>th</sup> and 28<sup>th</sup> street processes in Minneapolis, though this may not be the right model
  - o Example of resilient communities process where there is a draft idea, then an open house for larger reaction
  - o Engage more broadly with a subset of smaller questions
- Some discussion of what is midtown? And who can be included.

Intro to MCW sustainability process

- Louis Discussion of history and background on the MCW partnership, what has been changing in the corridor, current strengths.
- Timothy presented the energy goals that were brought up as part of the process

- Benefit of now working with PiE gives something to plug into, move process along
- Also awareness of the 2010 / 2011 community planning process that happened (Will circulate plan as part of follow up)

#### Discussion: Who is Midtown?

#### **What energy projects have you worked on along the Midtown corridor?**

Trevor- Can bring his experience working with small businesses along Lake St. with the pilot project he's been working on. Trevor identified some barriers when working with small businesses: 1) the owners are very busy 2) there are many programs available but limited coordination which can be confusing for participants.

Timothy- Has door knocked all homes 4-units and under to promote energy efficiency along with other sustainability initiatives in the community.

Tim- Challenged the high voltage lines proposed to go through the community by working with residents, city council, and local businesses.

Leslie- Transition Longfellow, hosts events. She has also participated in energy mini challenges where each month participants focus on a specific behavioral change and talk through their experience at monthly meetings. She lives in the Longfellow neighborhood with the number one participation in the Home Energy Squad program. She also has a corner house with visible energy efficiency infrastructure.

#### **What would you like to see come out of this process?**

Sarah- Ways to leverage outreach and organizations to better connect and dig deeper. CenterPoint Energy is interested in learning more about the needs of the communities and how to fit their programs into those needs.

Timothy- 1) Well networked 2) Has technical expertise from working on community insulation projects and community solar 3) He can assist with a big picture vision of what could happen with big picture energy system stuff.

Leslie- More focus on energy awareness to revitalize climate change action in her neighborhood

Trevor- Market and recognition of the great energy efficiency work that is being done

Faith- Develop energy coach training for neighborhood group. Make it easy to drive follow-up. Strategize how to reach hard to reach places such as transient, rental populations.

Tim- Create a BUZZ. He has property along the Greenway and was thinking it would be cool to highlight a visible project such as periwinkle or gift wrapped house that was net-zero. He also said he would be willing to do something like hold open houses once a month so people could better understand energy efficiency technology and how it could fit into their home. Also he would like to give people a way to measure their energy use similar to what a pedometer is for walking.

## **Break**

### Roles within the Process

We went over Xcel Energy's role in the process and the community's role. There was also a discussion if anyone else should be at the table. It was suggested Heart of the Beast.

### Process Outcome: Community Energy Plan

Briefly went over the process of developing the Community Energy Plan. See Slides 31-34 on the ppt.

### Data

Jenny went through ppt slides 36-44. She asked for initial thoughts on what data people would find useful. Data on business energy consumption by size was requested.

### Visioning Activity

See attached vision word cloud.

### Wrap-up

- Next time: What goals should we focus on for the 18-month implementation phase?

### Parking Lot Questions

- 1) Should the focus of the group's work be on residential or small business?
- 2) How much residential and small business/commercial overlap is there?

- 3) How do you think big, long term, and emotionally touch people? What is our messaging going to be centered around?
- 4) Should art be a component of the process? Where could Heart of the Beast fit in?
- 5) Is there a way to combine sustainability initiatives so that they could all be addressed in one visit?

Comments:

- Information overload is a risk with this, too many things make it hard for action / focus
- Keep cultural experience in mind with messaging & outreach

- 6) How do we get input from the larger community / neighborhood groups?

Comment:

- Recommendation to hold an Open House with tables, less overwhelming and more can be accomplished in less time (U of M Resilient Communities project)

- 7) How are new Multi-family buildings metered, master meter or in unit meter?