

PARTNERS IN ENERGY

Louisville Decarbonization Planning Workshop 4 Notes

December 12, 2023

12:30 - 2:30 PM

City Hall, Council Chambers (2nd Floor)

601 West Jefferson Street, Louisville, CO 80027

Participants

Name	Organization	Attended
Jennie Geiger	Stakeholder Team	No
Eric Lund	Stakeholder Team	Yes
Marina La Grave	Stakeholder Team	Yes
Erin Lynch	Stakeholder Team	Yes
Audrey Debarros	Stakeholder Team	Yes
Todd Budin	Stakeholder Team	Yes
Elizabeth French	Stakeholder Team	Yes
Scott Reichenberg	Stakeholder Team	Yes
Gregory Maring	Stakeholder Team	No
Austin Brown	City of Louisville	Yes
Ryder Bailey	City of Louisville	Yes
Kayla Betzold	City of Louisville	Yes
Hannah Miller	City of Louisville	Yes
Joe Limone	Xcel Energy	No
Terry Hatfield	Partners in Energy	Yes
Sarah Kaye	Partners in Energy	No
Andrea McCarthy	Partners in Energy	Yes

Agenda

Time	Agenda
12:30 – 12:40 pm	Workshop 4 Grounding
12:40 – 1:50 pm	Finish Strategy Action Planning
1:50 – 2:25 pm	Funding, Financing, and Additional Support
2:25 – 2:30 pm	Wrap Up & Next Steps

Notes

See slides for additional context.

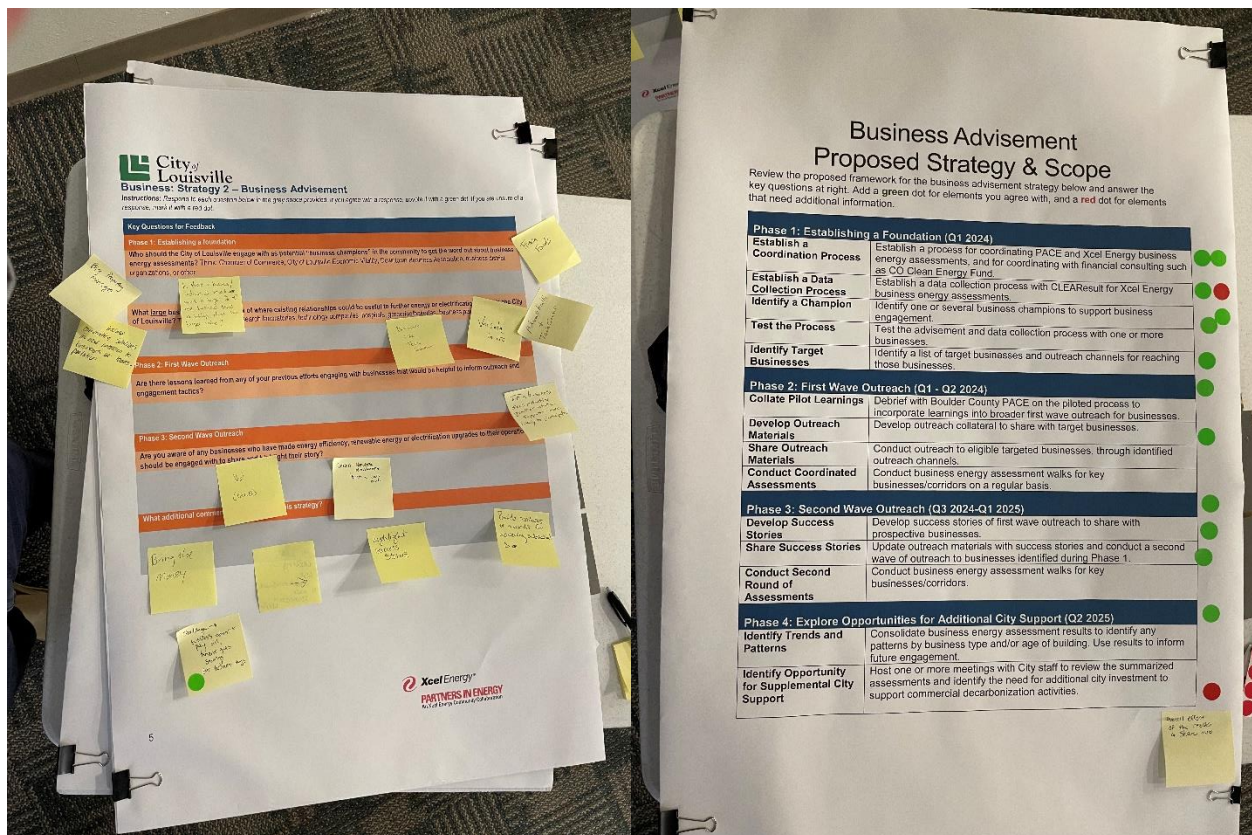
Workshop 4 Grounding

- Today is the last workshop in the series.
 - We will be reviewing the strategies today and gathering feedback on the scope elements and asking key questions to further refine strategies.
 - There are three residential strategies and two commercial strategies.
 - Everyone will have a chance to review and provide feedback on all the strategies.
- Planning Timeline
 - Completed three workshops and went to Council in September with a 50 percent draft plan.
 - Kayla will review the draft plan, then share with stakeholders to review in January.
 - It will go to the Sustainability board.
 - Present to City Council March 2024.
- Plan Framework
 - What should City of Louisville's decarbonization future look like?
 - Louisville will take a measured, equitable approach to reducing carbon emissions from the building, energy supply, and transportation sectors.
 - How will we measure success?
 - Be 60% below 2016 by 2030 and carbon neutral by 2050
 - Priority areas to pursue?
 - Businesses and Residents
 - What needs to be done in this area to meet the goal?
 - Target participation levels in programs for both areas
 - Resident side will include EV adoption
 - How are we going to meet our targets?
 - 2 Business focused strategies
 - Business research
 - Business advisement
 - 3 Residential focused strategies
 - Single-family engagement
 - Renter and multifamily
 - Mobile home engagement
 - Questions/Discussion
 - Why does it say What should City of Louisville's **EV** future look like?
 - Should say BE instead of EV future (Slide corrected)
 - Targets and metrics should be focused on determining who is most likely to make changes instead of targeting broad audience.
 - Targets are for the 18-month implementation period
 - Would the plan show annual or implementation period results?
 - Plan will jump start efforts that will continue long-term to be successful meeting the 2030 and 2050 goals.

- The plan intends to use strategies to meet specific groups where they are with targeted approach instead of broad brush.
- Where does asking for funding and financing from City Council fit in?
 - Louisville Sustainability team with Partners in Energy and other partners to implement strategies with current 2024 budget. It is a tight budget.
 - Louisville Sustainability team can make recommendations for 2025 budget.
 - Federal and state funding is coming and can be leveraged.
 - Louisville Sustainability team involved in regional planning and state planning where opportunities for funding will become available.

Strategy Action Planning

- Review both Business and Residential strategies.
 - Dot sticker voting for scope elements.
 - Key questions to get your feedback.
- Poster Results:
 - Commercial





Business: Strategy 1 – Business Research

Instructions: Respond to each question below in the grey space provided. If you agree with a response, beside it with a green dot. If you are unsure of a response, mark it with a red dot.

Key Questions for Feedback

Phase 1: Summarize secondary source commercial data

What are known reliable, accurate data sources or approaches for collecting commercial permit data, Boulder County PVCE data, etc.

Phase 2: Conduct primary source commercial research to fill gaps (Q3-Q4 2024)

What is the best approach for collecting business equipment? (e.g., a statistically significant survey)

Phase 3: Inform future funding mechanisms

Do you feel strongly in a other funding mechanisms?

What additional comments

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Business Research Proposed Strategy & Scope

Review the proposed framework for the business research strategy below and answer the key questions at right. Add a green dot for elements you agree with, and a red dot for elements that need additional information.

Phase 1: Summarize secondary commercial sources and data (Q1-Q2 2024)

Review Readily Available Data	Review available data to estimate types of HVAC equipment in the Louisville business community.
Identify Key Programs for Business Decarbonization	Evaluate the available programs/resources available to support businesses reduce natural gas use. Use results of business energy assessments to inform some of the commonly recommended resources.

Phase 2: Conduct primary source commercial research to fill gaps (Q3-Q4 2024)

Administer a Business Survey	Develop and administer a business community survey. The purpose of the survey is to assess the current needs and interests in the business community for reducing the carbon footprint of buildings.
Compile Survey Results	Compile results from Phase 1 and 2. Identify any trends or patterns that might inform Phase 3.

Phase 3: Program Design (Q1-Q2 2025)

Identify Resource Gap	Determine whether there is a resource gap that must be filled to help the city achieve community decarbonization goals.
Identify Opportunity for Supplemental Support	Outline a potential City of Louisville intervention (e.g., policy, incentive) to assist the business community in reducing their property's carbon footprint.

○ Residential



Residential: Strategy 3 – Mobile Home Engagement

Instructions: Respond to each question below in the gray space provided. If you agree with a response, quote it with a green dot. If you are unsure of a response, mark it with a red dot.

Key Questions for Feedback

Phase 1: Laying the Groundwork

What questions do we need to answer before engaging with mobile home residents?

What to focus on?

What are you doing to address the needs of mobile home residents?

What are the barriers to engagement?

What are the opportunities for engagement?

Phase 2: Relationship Building

What other relationship-building aspects might we complete in Phase 2?

What are the barriers to engagement?

What are the opportunities for engagement?

What are the barriers to engagement?

What are the opportunities for engagement?

Phase 3: Resident Engagement

Where should listening sessions be held? What accommodations should be made?

What are the barriers to engagement?

What are the opportunities for engagement?

What are the barriers to engagement?

What are the opportunities for engagement?

What additional comments do you have on this strategy?

What are the barriers to engagement?

What are the opportunities for engagement?

What are the barriers to engagement?

What are the opportunities for engagement?

Mobile Home Engagement Proposed Strategy & Scope

Review the proposed framework for the mobile home residential engagement strategy below and answer the key questions at right. Add a **green dot** for elements you agree with, and a **red dot** for elements that need additional information.

Phase 1: Laying the Groundwork (Q1 2024)	
Get the Lay of the Land	Work with staff and LSAB to understand previous efforts to engage with mobile home residents.
Identify Barriers and Opportunities	Conduct initial research to better understand barriers and opportunities for mobile home residents (e.g., energy burden, energy improvement needs, available resources, eligibility requirements, competing priorities, trust).
Phase 2: Relationship Building (Q2 2024)	
Identify Community Partners	Identify trusted community organizations/liaisons and City staff liaisons to inform and lead community engagement.
Host Community Partner Meetings	Host 2-3 community partner meetings to discuss opportunities for engagement with mobile home residents and evaluate partnership opportunities.
Phase 3: Mobile Home Resident Engagement (Q3 2024-Q2 2025)	
Attend Existing Event	Attend planned waste event to begin building relationship with residents, introduce decarbonization concepts, and begin to identify lived-experience barriers and opportunities.
Host Listening Session	Plan, promote, and execute a listening session to share currently available resources with residents and to better understand resource gaps and needs.
Phase 4: Identify Opportunities to Address Resource Gaps (Q2 2025)	
Host City Leadership Meeting	Host one or more meetings with City staff, community liaisons, and Xcel Energy to review the results of engagement and identify potential opportunities for new or revised programming to better meet the needs of mobile home residents.

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Residential: Strategy 2 – Renter and Multifamily Engagement

Instructions: Respond to each question below in the gray space provided. If you agree with a response, update it with a green dot. If you are unsure of a response, mark it with a red dot.

Key Questions for Feedback

Phase 1: Establishing a Foundation

Where do renters go for information? How will we get the word out about opportunities?

How can we connect with property owners?

Phase 2: Renter and Property Owner Outreach

What topics should be covered in listening sessions? What do renters want to know? What do property owners want to know?

What other engagement approaches might be useful to understand renters and property owners?

Phase 3: Renter and Property Owner Engagement

Where should listening sessions be held? What accommodations should be made?

What additional comments do you have on this strategy?

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Rental and Multifamily Engagement

Proposed Strategy & Scope

Review the proposed framework for the rental and multifamily engagement strategy below and answer the key questions at right. Add a green dot for elements you agree with, and a red dot for elements that need additional information.

Phase 1: Establishing a Foundation (Q1 2024)	
Gather Key Information	Identify and segment target audiences (e.g., single family renters, multifamily renters, townhome residents, property owners/managers).
Conduct Preliminary Research	Identify programs and unique eligibility requirements specific for renters and/or multifamily properties.
Identify Communication Channels	Identify opportunities to connect with renters and rental property owners/managers, including single family and multifamily properties.
Phase 2: Renter and Property Owner Outreach (Q2 2024)	
Establish Calendar of Listening Sessions	Develop a series of topics, speakers, and timelines to introduce residents to the concepts of, and resources to support, residential decarbonization.
Develop Outreach Toolkit	Develop an outreach toolkit to share with outreach channel managers. Toolkit will include executive summary, newsletter content, and social media.
Conduct Outreach	Share outreach toolkit with channel managers to promote listening sessions.
Phase 3: Renter and Property Owner Engagement (Q3 2024-Q2 2025)	
Host Listening Sessions	Develop and deliver listening sessions.
Phase 4: Identifying Opportunities to Address Resource Gaps (Q2 2025)	
Host City Leadership Meeting	Host one or more meetings with City staff to review the results of engagement and identify the need for additional city investment to support residential decarbonization activities.

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Residential: Strategy 1 – Single Family Homeowner Engagement

Instructions: Respond to each question below in the gray space provided. If you agree with a response, update it with a green dot. If you are unsure of a response, mark it with a red dot.

Key Questions for Feedback

Phase 1: Establishing a Foundation

Where do single-family homeowners go for information? How will we get the word out about opportunities?

Phase 2: Homeowner Outreach

What topics should be covered in listening sessions? What do residents want to know?

What other engagement approaches might be useful to understand resident barriers and connect residents with existing resources?

Phase 3: Homeowner Engagement

Where should listening sessions be held? What accommodations should be made?

What additional comments do you have on this strategy?

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Single-Family Homeowner Engagement

Proposed Strategy & Scope

Review the proposed framework for the single-family homeowner engagement strategy below and answer the key questions at right. Add a green dot for elements you agree with, and a red dot for elements that need additional information.

Phase 1: Establishing a Foundation (Q1 2024)	
Establish a Website	Establish a community decarbonization landing page to host key information about decarbonization, events and resources.
Strengthen Communication Channels	Identify list of potential outreach channels and establish relationships with channel managers (e.g., HOA newsletters, City social media).
Phase 2: Homeowner Outreach (Q2 2024)	
Establish Calendar of Listening Sessions	Develop a series of topics, speakers, and timelines to introduce residents to the concepts of, and resources to support, residential decarbonization.
Develop Outreach Toolkit	Develop an outreach toolkit to share with outreach channel managers. Toolkit will include executive summary, newsletter content, and social media.
Conduct Outreach	Share outreach toolkit with channel managers to promote listening sessions.
Phase 3: Homeowner Engagement (Q3 2024-Q2 2025)	
Host Listening Sessions	Develop and deliver listening sessions.
Phase 4: Identifying Opportunities to Address Resource Gaps (Q2 2025)	
Host City Leadership Meeting	Host one or more meetings with City staff to review the results of engagement and identify the need for additional city investment to support residential decarbonization activities.

- Discussing results
 - Commercial Strategies
 - Business Advisement
 - Phase 1 – red dot
 - Data collection
 - Need to understand what goal is - shooting for all businesses or sample?
 - Clarification – identify business needs from audits
 - City does not see data coming from commercial audits
 - Businesses have been willing to share
 - Phase 3 – red dot
 - Identify opportunity for supplemental city support
 - Incentives usually encourage businesses
 - Taxes add burden and pushback from businesses
 - There doesn't seem to be a wholistic look for all the incentives and taxes that impact businesses from the City
 - Business Research
 - Phase 3 – red dot
 - Similar as above - Incentives vs taxes
 - Residential Strategies
 - Single-Family Homeowner
 - Website needs a marketing campaign to accompany to generate awareness and touch people directly
 - As part of the strategy an outreach plan will be developed in conjunction with the website.
 - Important to share resident success stories.
 - For minority/Latino businesses connect with the Latino Chamber
 - City should attend events, webinars to make raise awareness and make connections.
 - There is not much equity or inclusion in any strategies.
 - How to reach owners?
 - Direct mail, door knocking may not work well.
 - May look like junk mail and never opened.
 - Rate of return is low something like 0.5%
 - Citywide mailing postcards – more likely to see since don't have to open.
 - City water bill
 - Those who get electronic bills get a separate email with bill inserts.
 - Target certain areas
 - Example: City and Xcel Energy used data for targeted home energy audit mailings
 - Are listening sessions helpful/effective?

- What is the goal?
- What are we asking residents to do? What is the call to action?
 - Make them topic specific or like a fair with many options.
 - Need to balance presentation and discussion.
 - Want to learn from other local residents and interacting with advisor if stuck.
 - Study groups could help find out how to market to residents.
 - Record sessions and make videos available online.
 - Make a community event with food trucks.
 - Break up information with text, video, with listening session more about access to talk to advisors, industry contacts.
 - Need some of the why and a bit of big picture of electrification.
 - Start high level, go deep on topic, and discuss implementation.
- Marshall fire families will be interested in this more than most.
 - More organized and engaged than others.
 - Hope City continues growing relationship with community.
 - Capitalize on leveraging relationships.
 - Can showcase new builds.
 - Can be advocates for electrification.
 - Have become more educated.
- Rental and multifamily
 - Phase 1
 - Do preliminary research first before identifying target audience.
 - Hard audience since renters aren't incentivized since don't own it and landlords aren't incentivized since renter pays utility.
 - Phase 2 – red dot
 - Aim is to pull together all resources for audience.
 - Replicate business approach since may be reaching building owners.
 - Multifamily developments might have appliances that are all similar age and 1 conversation could switch out all.
 - Regional transportation research found property owners are getting requests for EV charging.
- Mobile home
 - Some things may be focused on residents and others for the property owner.

Funding, Financing, and Additional Support

- Commercial Funding

- Financing options that are wide ranging
- Lighting example
 - 5-year term
 - Matching savings with financing opportunity to be cost neutral
 - Savings is bigger than costs
 - On monthly basis, savings outweigh cost
 - Underlying story is positive, need to fine tune to build out example with more details
 - Life expectancy details
 - Missing interest rate
 - No PACE rebates included
- Xcel Energy is developing case studies for electrification in 2024
- Residential Funding
 - Heat pump replacement
 - Q1 best time to purchase for heat pump
 - Got for less than \$8,000 with various rebates (\$8,600)
 - Kept gas backup for now
 - ROI is about 7 years to break even
 - Have 3.5 ton unit
 - Mashall fire families that have built homes can be a case study
 - City could attend neighborhood meetings
 - Community would like to see neighborhood liaison continue
 - Still engaging with neighborhood liaison
- Financing discussion
 - Existing financial resources
 - Tax incentives, rebates and promotions
 - Have existing advising resources
 - Xcel Energy residential and businesses assessments
 - PACE residential, business, electrification feasibility studies
 - What is the need?
 - Make as simple as possible
 - Case studies
 - Make case for why replacing working units
 - Create a template for residents to make a plan
 - Appliance, average age, cost, example replacement, work needed
 - List of what appliances available
 - List of rebates, resources
 - Interest rates are very high, how to justify
 - Partnerships with banks to help with financing
 - People are looking at the first cost of buying not thinking about what they would be saving over the long term.

Wrap Up & Next Steps

- Drafting of the plan in December
- Kayla will send plan out to stakeholder group in January 2024
 - Have some time to review and provide feedback on plan
- Then go to Sustainability advisory for review and finally to City Council in March 2024
 - Bring to City Council with a resolution to Climate action goals
 - Not adopted separate plan
 - Kayla will inform when going to City Council