



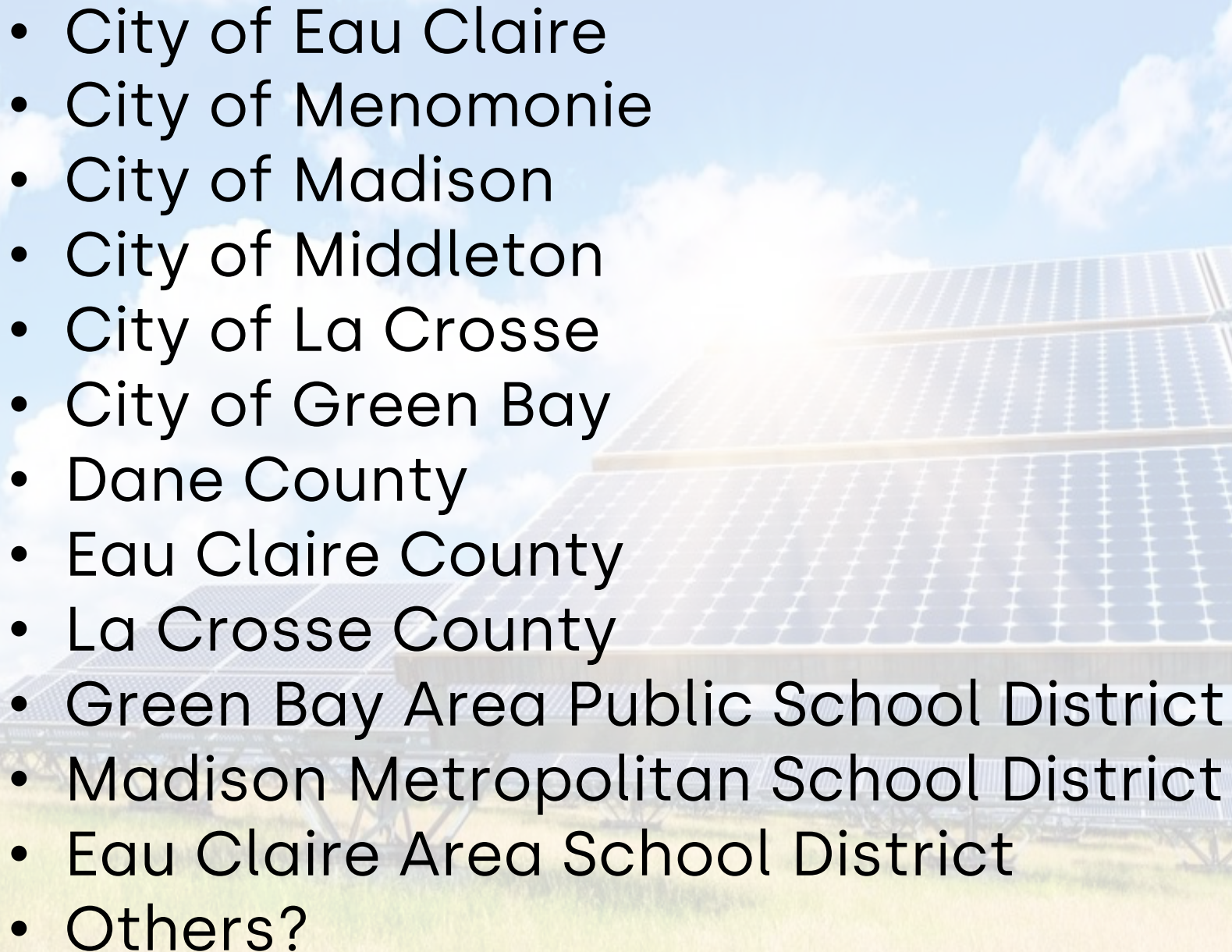
Local Governments Leading the Charge

Kate Beaton

Western Organizer, Wisconsin Conservation Voters
Eau Claire City Council Member At Large



1 in 3

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- A large array of solar panels is shown in a field under a blue sky with clouds. The panels are arranged in rows and are tilted towards the sun. The background is a bright, sunny day with a clear blue sky and some white clouds. The foreground shows a field of green grass.
- City of Eau Claire
 - City of Menomonie
 - City of Madison
 - City of Middleton
 - City of La Crosse
 - City of Green Bay
 - Dane County
 - Eau Claire County
 - La Crosse County
 - Green Bay Area Public School District
 - Madison Metropolitan School District
 - Eau Claire Area School District
 - Others?

Eau Claire Timeline

Timeline

- 2007 – City Manager heard calls for action in the community
- 2008 - City committed to 25% renewable energy by 2025
- **2009 – started collecting energy inventory city-wide**
- 2009 - Sustainability Chapter added to city Comprehensive Plan
- **2014 – Advisory Committee created**
- **2017 – Commitment to Paris Climate Accord**
- 2017 – Community survey employed
- **2018 – 100% goal set**
- 2018 – City makes first capital investment into sustainability
- **2020 – Completion of the Renewable Energy Action Plan**



Renewable Energy Action Plan

Process:

- Funded with \$180K grant from Public Service Commission
- Facilitated by Xcel Energy Partners In Energy
- Committee of 46 community members
 - Elected officials
 - Education
 - Labor Unions
 - Environmental activists
 - Healthcare
 - Transportation
 - Energy utilities
 - Major local companies
 - Waste management
- 5 committee meetings over 7 months

Renewable Energy Action Plan

Guiding Principles:

- **Equity and Inclusiveness:** Our work will engage and support the entire community, increasing benefits for under-resourced populations
- **Economic Development:** We will develop and implement ideas that maximize community investment and economic opportunity.
- **Ecosystem Stewardship:** We will preserve, protect, and enhance the natural world around us, for our benefit and for generations to come.

Renewable Energy Action Plan



Outcome:

- 10 year plan
- 351 pages in total
 - Vehicle Road Map
 - Solar Ready Guidelines
 - Net Zero Energy Building Guide
- Policy categories
 - Biodiversity
 - Residential
 - Transportation
 - Waste
 - Commercial, Industrial, Institutional

City & Community 100% Carbon Neutral Goal by 2050	
4% annually over 2041 – 2050 (40% drop)	100% Renewable Energy Goal by 2050
3% annually over 2031 – 2040 (30% drop)	
2.5% annually over 2021 – 2030 (25% drop)	
1% annually over 2015 – 2020 (5% drop)	
Community/City Emission Baseline 2015	

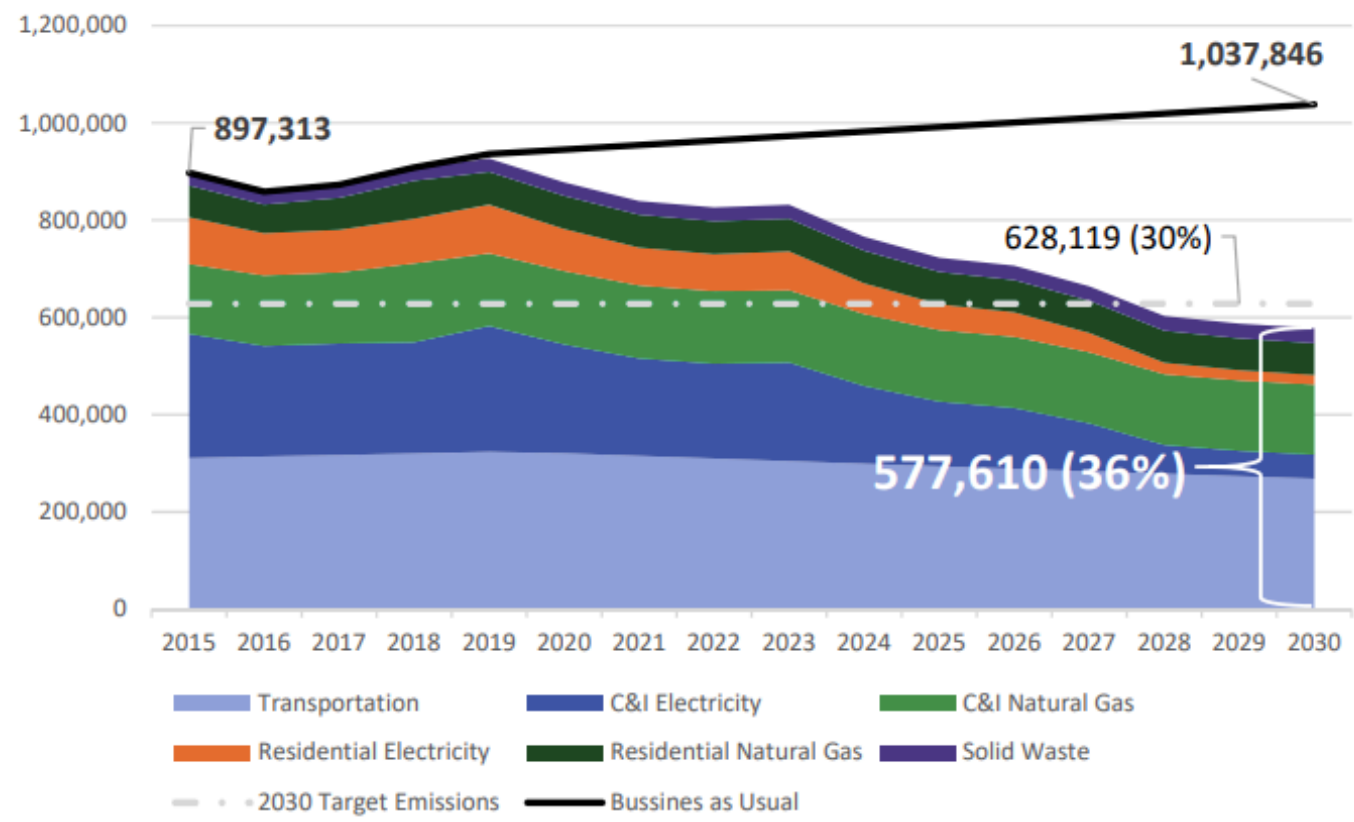


Figure 9. Emission Modeling Forecast in 2030 (Metric Tons of CO₂e)

Renewable Energy Action Plan

Policy samples

- **Biodiversity**
 - Require naturalized space in each new development, 5% for residential, 10% for non-residential (B6)
- **Residential**
 - Pass a home energy rating ordinance (R6)
- **Transportation**
 - Pass an ordinance requiring EV parking (T16)
- **Waste**
 - Work with haulers to create composting programs (W4)
- **Commercial, Industrial, Institutional**
 - Increase education and use of city's Net Zero Building Guide (C1)

Eau Claire

2007

**Community
Education**

Organize



Mobilize



Organize



2018

**Municipal
Goal Setting**

Mobilize



Organize



Mobilize



2020

**Action
Planning**

Organize



Mobilize



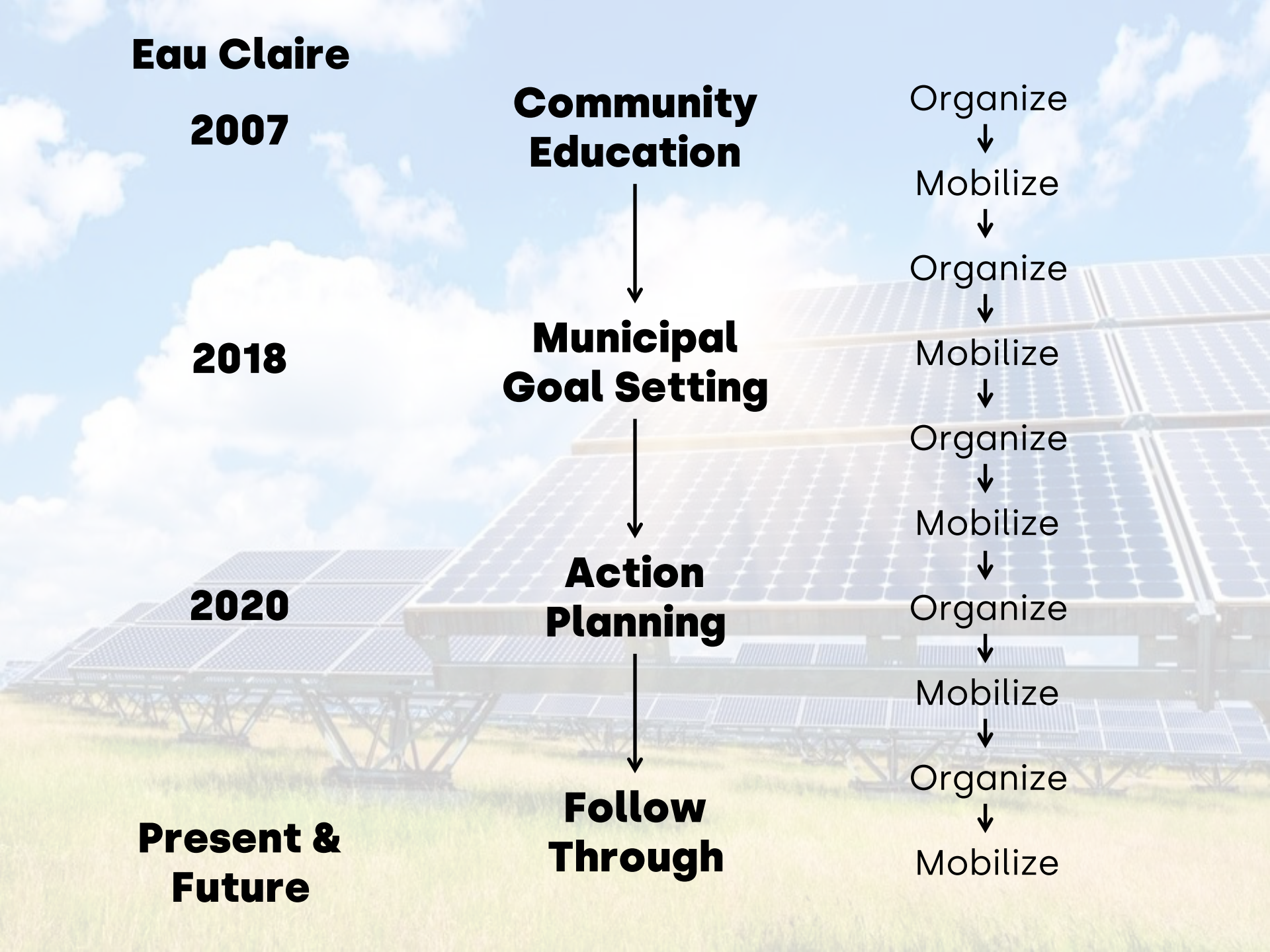
Organize



**Present &
Future**

**Follow
Through**

Mobilize



People power for continued action

- Develop good relationships with your local elected official or municipal staff
 - Don't let them forget about what they promised
 - Ask them what the municipality is doing to achieve goals
- Help your elected official understand what the next steps are
 - Energy inventories are key
 - Consulted planning process recommended
 - A permanent community-led committee will sustain ongoing progress
 - WI Clean Energy Toolkit
- Pay attention to who is at the decision table, Democracy is on your side
- Consider your audience when talking about clean energy



Thanks!

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