

# Jefferson County Sustainability Committee

## Partners in Energy

Friday, January 29 ▪ 11:00am  
Minutes

Convened 11:05am

Attendees: Lynn Coppedge (Brendle Group), Jeff Wong, Channing Evans (Xcel), Shelby Sommer (Brendle Group), Kimberly Pardue-Welch, Nancy Kellogg (Jeffco resident), Kevin Morse, Julia Patrick, Cedar Blazek

### Public Comment:

n/a

### 1/29/20 Action Items & Follow-Ups

#### Partners in Energy

- Draft up a support proposal for 2021
  - **Currently in review on our end**
- Lynn will see if more energy kits are readily available
  - **Yes, ready to ship beginning of March and must be distributed by August 2021. How many would Jeffco like? Should we still ship to Jabez at the County offices?**
- Lynn to send Jeff example of messaging on kits from other communities
  - **We'll plan to work with you on this once we get the kits ordered!**
- Channing to send PDF of Energy 101 booklets
  - **Attached to this email**
- Lynn/Channing to share community solar resource links
  - [Energy Sage](#)
  - [Xcel Energy Developer List](#)

#### Jeffco

- Nancy and Kevin to share community solar contacts with group
- Kimberly to continue looking into target HOAs
- Nancy to put together a 1-2 pager explanation of project and things residents can do to support it

### 1/29/20 Notes

- Residential renewables (Cedar)
  - Looking to organize a social media campaign to encourage signups for WindSource and provide information on Community Solar Gardens

- Potential Partners in Energy Support:
    - Support outreach plan development
    - Create one-pager information sheet
    - Draft customizable "blurbs" for media outlets
- Could organize a neighborhood WindSource challenge
  - Coordinate with HOA efforts and ask HOAs to get 10% of their residents to sign up
  - Data limited, would need to rely on self-reporting and track overall success through biannual reports
  - XE typically markets WindSource as "the most affordable way to go green"
  - Which HOAs are best to approach? Kimberly to dive in further
    - Genessee (politics/rivalry could be good for challenge)
    - Applewood
    - Columbine
    - Governor's Ranch
    - Ken Caryl
  - Lynn to send map of XE territory to Jeff
  - Channing to see if there are incentives planned by the WindSource team
- Incorporate information about Community Solar
  - XE doesn't market them, Jeffco would need to work with developer
  - Nancy and Kevin have solar garden contacts and will share with group Kimberly interested in marketing to HOAs
- Dark Sky Initiative (Nancy)
  - Nancy to put together a 1-2 pager explanation of project and things residents can do to support it
- HOAs (Kimberly)
  - See notes above for additional HOA coordination ideas
  - Use existing implementation funds to incentivize HOAs to pick up materials
- Library Outreach (Julia)
  - Sustainability Commission has about 200 energy kits left
  - Past successful campaign at the library started with a April fools joke that folks could "check out" a dog
  - Sustainability campaign plan
    - April fools joke: April 1 in celebration of Earth Day – getting rid of paper books and start providing e-books and providing "book" air fresheners
    - Real program: Folks can check out a sustainability stories-to-go, and they will receive energy kit
      - 9-10 kits per location
      - Lynn will see if more energy kits are readily available
      - Partners in Energy can provide additional kits for future contests as well
    - Need to develop messaging with Kits
      - Partners in Energy can help develop collateral
      - Lynn to send Jeff example of messaging on kits from other communities
      - Needs to be bilingual
      - Could include Energy 101 booklets
        - Channing will send PDF
        - Nancy has print versions at her home
- Commercial Outreach (Kevin)

- Ideas for business campaigns
  - Use google sunroof to target large businesses
  - Targeted outreach by business type
  - Outreach to owners and/or contractors
    - Use a local contractor! Support economic development
  - Emphasize free energy audits as gateway
- Next Steps
  - Lynn to draft support proposal
    - Include quarterly meetings

## **Adjournment**

Meeting adjourned at 12:00pm