



PARTNERS IN ENERGY

AN XCEL ENERGY COMMUNITY PARTNERSHIP

MCW Workshop 3

Midtown Exchange | 1-7-15

Agenda

Time (Minutes)	Activity	Structure
25	Welcome <ul style="list-style-type: none">• Agenda• Introductions• Objectives• Goals for the Day• Process Recap	Large Group
1st Half (45) Mid-session Report (10) Break (10) 2nd Half (45)	Strategy Development <ul style="list-style-type: none">• Feasibility assessment• SMART goal setting• Calculations for developing SMART goals• Implementation Steps	Focus Groups
15	Wrap-up and next steps	Large Group

Introductions

Workshop 3 Objectives

1. Present vision and mission statement to the group for final review
2. Use data to choose 1-3 strategies for each focus area
3. Develop SMART goals for each strategy
4. Test the feasibility of the strategies and goals
5. Flush out each strategy's details



"Swallows" by Stevesworldofphotos" via CC 2.0

Key Goals for the Day

Build Your Team

Develop Feasible Goals

Assess Your Strengths

Process Recap

Vision & Mission Statement

Vision Statement:

The MCW Corridor will be a transformative national role model for equitable and community-driven clean energy, leading the way toward a carbon neutral Minneapolis that keeps its energy dollars local.

Mission Statement:

Midtown Partners in Energy coordinates action among diverse neighborhood organizations, residents, employees, and businesses to accelerate energy efficiency and community-owned renewable energy accessible for everyone, while creating jobs and community wealth.

Workshop Accomplishments

- Introduce and discuss Partners in Energy program
- Developed a vision and mission statement
- Identified energy use trends along the MCW Corridor
- Selected three areas to focus efforts on: 1) renewables, 2) small business/commercial, and 3) residential
- Brainstormed potential strategies for implementation

Strategy Development


Feasibility Assessment

Purpose

A chart to assist in narrowing down specific strategies, available programs, and savings/participation goals.

Worksheet

WORKSHEET
MIDTOWN COMMUNITY WORKS PARTNERSHIP

 **Xcel Energy®**
PARTNERS IN ENERGY
AN XCEL ENERGY COMMUNITY PARTNERSHIP

FEASIBILITY ASSESSMENT
Focus Area: RENEWABLES

Possible Strategies Developed from Workshop II	Xcel Energy Programs	Additional Energy Program	Savings or Participation Goals
Community Solar Gardens (within and out of the corridor)	Solar Rewards Community	Cooperative Energy Futures-Community Solar	
Promote current programs	Solar Rewards	Cooperative Energy Futures- Solar Leasing	
Assist with financing	Wind Source	Center for Energy and Environment Solar Loans	

xcelenergy.com/PartnersInEnergy | ©2015 Xcel Energy

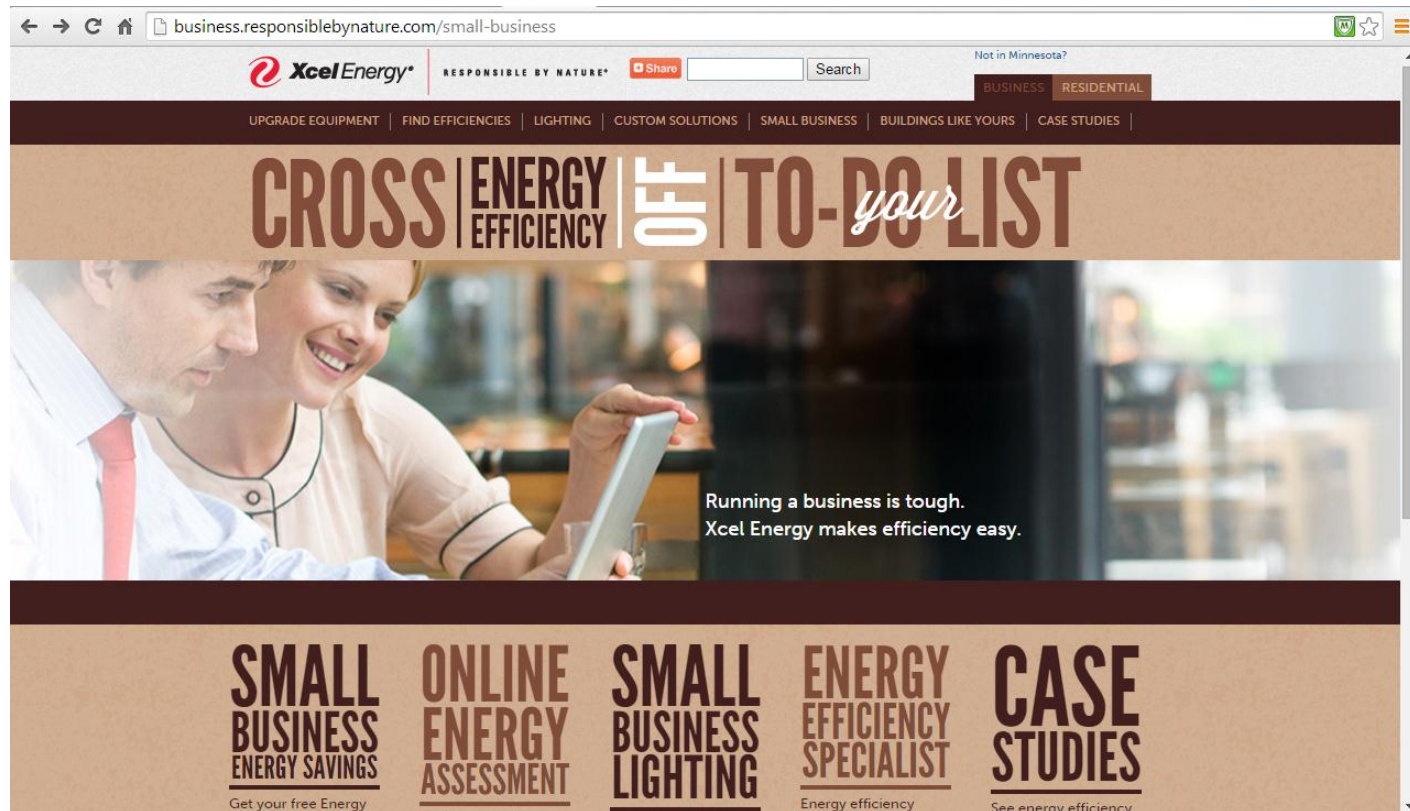
Xcel Program Resources

Purpose

Reference for existing programs that can support strategies

Reference Handout

MINNESOTA RESIDENTIAL STUDIES, AUDITS AND SERVICES				
Efficiency Type	Deliverable	Description	Gas or Electric	Study Rebate Service
Billing & Payment	My Account with eBill	My Account is Xcel Energy's online account management service that provides customers with a personalized summary of their account. Features include eBill, eBill payment, usage history, account info, product/program offers, energy efficiency info, and the customer preference center.	E, G	Service
Home Services	Energy Feedback	Provides a targeted direct mailing called the Home Energy Report to our Minnesota residential customers, providing specific recommendations and incentives to motivate and to teach customers how to reduce their energy consumption.	E, G	Service
Home Audits	Income-Qualified Savings Program	After an in-home evaluation, qualifying residents may be eligible for services and equipment that include CFL bulb upgrades, insulation and weather stripping, appliance replacements and other equipment and appliances.	E, G	Service
Home Services	Home Energy Squad	Low cost service to provide and install efficient items such as compact fluorescent light bulbs, programmable thermostats, weather stripping and more. Must have natural gas service from Xcel Energy or CenterPoint Energy.	E, G	Service
	Home Energy Audits	Home Walkthrough - Whole-house visual inspection and basic energy bill analysis for \$50. Standard Audit - Home Walkthrough plus blower door test for \$60. Standard audit with Infrared - Standard Audit plus an infrared camera scan for \$100	E, G	Audits
	Home Performance with ENERGY STAR®	By installing multiple measures after a \$60 energy audit, natural gas customers are eligible for cash rebates.	E, G	Audits



Goal Setting

- **S** Specific
- **M** Measurable
- **A** Attainable
- **R** Relevant
- **T** Time bound

SMART Goal Setting

Purpose

To insure the implementation stage is focused by creating targeted outcomes.

Example

Between the months of June-Aug 2014 the Mountain View neighborhood will have 20 households schedule and complete energy audits offered through the local utility with a recommended upgrade conversion rate of 10%.

CO Pilot Example

Strategy 2 Goal

Drive 10 contractors to attend annual training(s), with a target of converting approximately three rebates per contractor per year (approximately 28 total per year) from Xcel Energy programs through contractor motivation and recognition.




Calculating SMART Goals

Purpose

To set energy goals are measurable and attainable.

Reference Handout

WORKSHEET
MIDTOWN COMMUNITY WORKS PARTNERSHIP

 **Xcel Energy®**
PARTNERS IN ENERGY
AN XCEL ENERGY COMMUNITY PARTNERSHIP

Calculating Your SMART Goals

Eligible Program Participants	Amt.
Total premises	
Number of units in 1-4 unit homes	
Number of units in 5 or more unit buildings	
Number of commercial premises	
Number of small (non-demand) commercial premises	
Number of 2011-2013 residential program participants	
Number of 2011-2013 commercial / industrial program participants	
Number of 2011-2013 solar program participants	

Potential Energy Savings	Amt.
Total 2013 residential electricity use	
Average 2013 residential electricity use per premise	
Total 2013 commercial / industrial electricity use	
Average 2013 small commercial electricity use per premise	
Average 2013 commercial / industrial electricity use per premise	
Total 2013 renewable production	


WorksheetPartnersEnergy 02013 Xcel Energy

Implementation Steps

Purpose

A chart to assist in identifying foreseeable challenges, potential partners, necessary resources, and specific tactics.

Worksheet

 **Xcel Energy®**
PARTNERS IN ENERGY
AN XCEL ENERGY COMMUNITY PARTNERSHIP

WORKSHEET
MIDTOWN COMMUNITY WORKS PARTNERSHIP

IMPLEMENTATION STEPS
Focus Area: RESIDENTIAL

	Foreseeable Challenges	Potential Partners	Necessary Resources (financial, time, etc.)	Specific Tactics for 18 Months
MULTI FAMILY	Outreach: Languages & cultural barriers			
	Transient populations			
SINGLE AND MULTI FAMILY	Outreach: Languages & cultural barriers			
	Transient populations			


www.xcelenergy.com/resources/energy/2015/xcel-energy

Implementation Support

Purpose

Options for how Partners in Energy can provide resources during implementation.

Reference Handout



PARTNERS IN ENERGY
AN XCEL ENERGY COMMUNITY PARTNERSHIP

Partners in Energy Support

Tactic	Xcel Energy Partners in Energy Support	Possible Deliverables
Micro-grants (ability to award funding within the community to support projects)	<ol style="list-style-type: none">1. Help identify possible sources of funding to develop a pool2. Work with team to identify potential program structure	Community administered program List of possible sources of micro-grants Support in completing grant applications
Grants (large capital award to pursue an investment in the community)	<ol style="list-style-type: none">1. Support defining project parameters and financial modeling2. Assistance in identifying potential funding sources and technical assistance in completing applications	Large community project funded all or in part through third party List of possible funding resources to pursue as capital intensive projects are identified
People and resources to help deliver programs	<ol style="list-style-type: none">1. Support in developing systems to coordinate volunteers.2. Assistance in identifying where resources would have the greatest impact3. Support developing materials for use in identifying volunteers or preparing them to serve	Geographic identification of where 1:1 contact would be most effective Establishing a web portal for volunteer sign-ups Training for volunteers
Marketing materials	<ol style="list-style-type: none">1. Support in designing post cards, door hangers, posters, or other collateral2. Assistance in figuring out who would be the best target market for a program or offering3. Translation services for collateral for non-English speaking audiences	Materials to send out or distribute

Implementation Support

Communication	Data	Facilitation	Guidance
Writing press releases	Processing	Follow-up Meetings	Knowledge of Xcel Energy's programs
Developing website content	Analysis	Email Reminders and Updates	Energy Expertise
Designing flyers and brochures	Visualization (maps and charts)		
Developing newsletter material			
Support for outreach events			
Writing letter templates			
Drafting social media posts			

Focus Group Work

Wrap-up and Next Steps

Next Time

Final Workshop

February 11, 2014

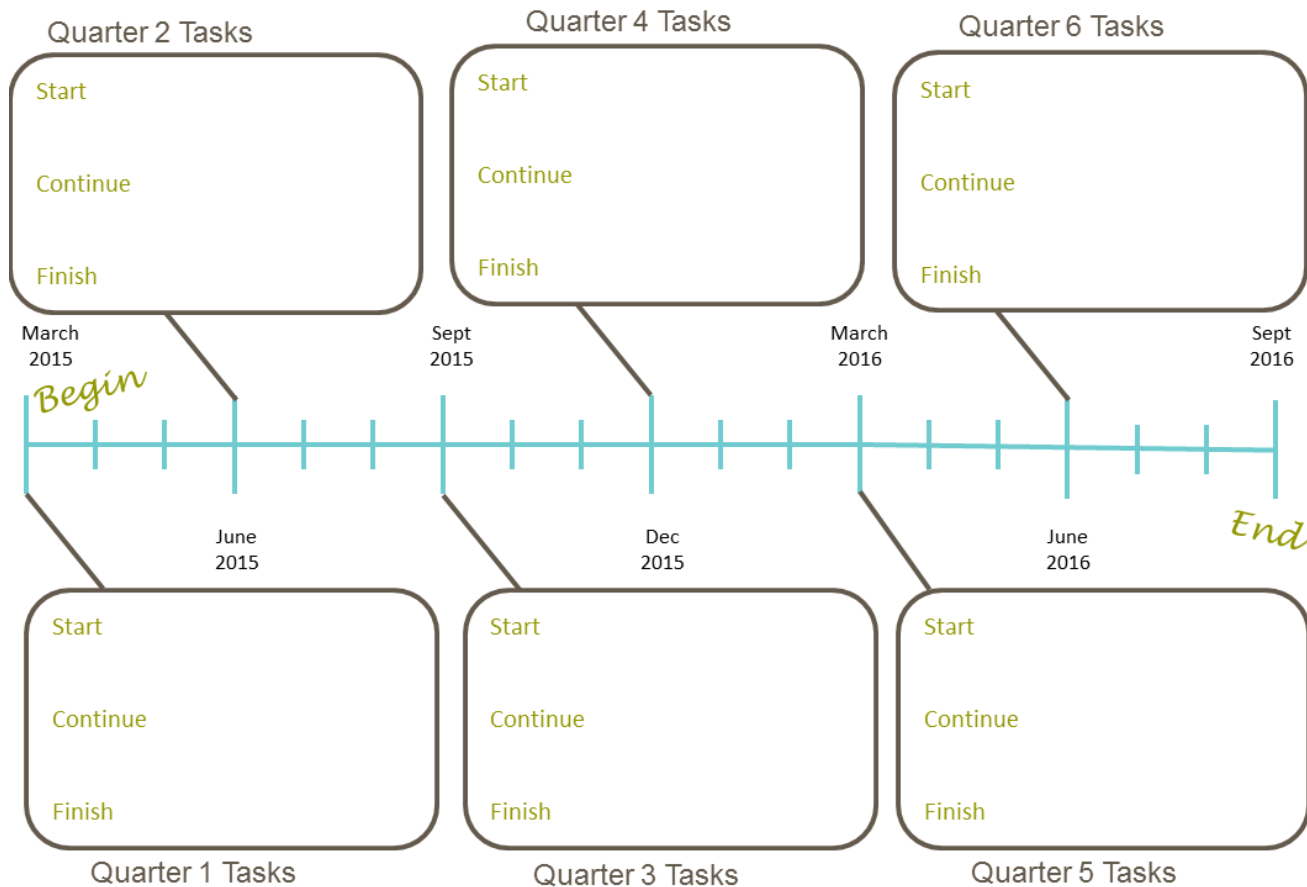
9:00-11:30am

Agenda Items

- Continued development of Workshop 3 tasks
- Implementation Structure and Roles



Task Tracking





PARTNERS IN ENERGY

AN XCEL ENERGY COMMUNITY PARTNERSHIP