

Executive Summary

This Energy Efficiency and Business Engagement Plan outlines tangible steps for the City and County of Broomfield and the Access Broomfield Chamber to move the Broomfield business community towards its energy efficiency and renewable energy goals. Xcel Energy’s Partners in Energy facilitated a series of planning workshops with the Energy Action Team in Spring 2017 to develop this plan. The Energy Action Team included representatives from Broomfield’s business community committed to representing local energy priorities and supporting implementation of the plan’s strategies.

Our Energy Vision

The City and County of Broomfield recently completed an update of their Comprehensive Plan in 2016 serve as a guide to the community over the next 20-years. The Comprehensive Plan’s environmental stewardship and utilities topic element vision statements serve as the vision for Broomfield’s energy future:

- *Broomfield is a leader in implementing environmental stewardship policies that help create a desirable and sustainable community now and for future generations.*
- *Broomfield provides a utility infrastructure system representing state-of-the-art equipment, construction, management, and conservation techniques to serve the needs of Broomfield through and after buildout.*

Our Goal

The City and County of Broomfield and Access Broomfield Chamber will support the achievement of 365 energy-related actions from Broomfield businesses by the end of 2018.

An energy-related action includes participation in an Xcel Energy program (e.g., energy audits or study, energy-efficiency improvement) or a renewable energy subscription or installation. Hitting this goal could save the Broomfield business community approximately \$200,000 in annual rebates and sustained energy and cost savings. Specifically, participating businesses could save an average of \$55 (5 percent) on their monthly energy bill.

How Will We Get There?

Broomfield’s business community consists of approximately 2,763 companies and 2,910 distinct Xcel Energy electric and natural gas premises. The strategies to engage businesses in achieving the plan’s goals are summarized below.

<p>Business Community</p>	<p>Strategies: Multi-Pronged Outreach Campaign Business Energy Savings Team Recognition of Broomfield’s Business Leaders</p>
<p>Renewable Energy</p>	<p>Strategies: Renewable Energy Information Portal</p>
<p>Community Facilities & Institutions</p>	<p>Strategies: Energy Audits & Benchmarking</p>

Playbook for Achieving Our Goals

Ongoing Actions

- Track implementation of strategies over time
- Have regular check-ins to stay on course and adjust as needed
- Continue to identify new outreach channels
- Monitor and recognize participating businesses

Immediate Actions (August 2017 – December 2017)

- Convene strategy teams
- Finalize calendar of activities and responsibilities
- Develop key messages and first round of outreach materials
- Establish a log for business energy actions
- Begin outreach activities
- Launch Business Energy Savings Team network
- Create recognition award criteria and application/review process
- Develop and launch a renewable energy information portal
- Complete energy audits for targeted institutional facilities and identify potential efficiency improvements
- Enroll facilities in energy benchmarking

Longer Term Actions (beyond January 2018 beyond)

- Refresh/update materials as appropriate and continue roadshow/outreach activities
- Plan and deliver additional network events
- Maintain network LinkedIn content and discussions
- Recognize award recipients at annual meetings
- Maintain and update the renewable energy information portal
- Implement energy improvement projects at institutional facilities
- Review energy benchmarking results