

APPENDIX D: SUMMARY OF DISCUSSION AND OPPORTUNITIES WITH AURORA WATER

Context

- Aurora Water is one of the largest energy users in the City and the second largest water provider in Colorado (CDPHE, 2021).
- Aurora Water is embarking on an energy master planning effort, typically updated on a 5-year cycle, with the next update occurring in 2022. The following opportunities may help jump-start the energy master planning effort.
- Aurora Water is interested in exploring ways to reduce electricity demand, including battery storage.
- A solar feasibility study at Aurora Water facilities was completed to assess appropriate locations for increasing renewable energy supplies.
- Aurora Water is evaluating electric vehicle infrastructure opportunities at new and existing facilities.
- Aurora Water is planning to add 10-20 electric vehicle charging stations at the Southeast Aurora Maintenance (SEAM) site.
- Xcel Energy develops new offerings periodically, and battery-related programs are under consideration. Partners in Energy will continue to monitor the development of new program offerings and share these developments with the City and its stakeholders.
- Aurora Water is seeking to hire one staff member to help manage future energy efficiency opportunities.

Opportunity 1: Energy Upgrades and Technology Exploration

- Participate in Xcel Energy's Strategic Energy Management program
 - Determine an energy champion from Aurora Water staff to facilitate participation in Xcel Energy's Strategic Energy Management program
 - Enroll Aurora Water in the Strategic Energy Management program
 - Identify appropriate party to align Strategic Energy Management program efforts with Aurora Water's energy master planning effort
 - Connect Aurora Water with technical support as needed to implement energy efficiency and demand management opportunities in facilities
 - Continue collaboration on, and tracking of, energy efficiency upgrades throughout implementation
 - Identify opportunities for Xcel Energy to regularly engage in Aurora Water new development conversations, to incorporate energy efficiency opportunities into design, as was done with the SEAM facility
- Coordinate and collaborate with Xcel Energy to identify opportunities to pilot new technologies, such as battery storage
 - Collaborate with Xcel Energy to explore opportunities to adopt battery technology at an Aurora Water facility

- If opportunities are feasible, determine appropriate location for battery storage based on
 - Availability of renewable energy
 - Load profile of the facility
 - Other factors as determined by the Xcel Energy evaluation and selection process
- Collaborate with Xcel Energy to perform feasibility analysis of battery technology adoption at an Aurora Water facility
- Utilize available tools (e.g., PVWatts), paired with available Xcel Energy data, to support technical analysis of battery feasibility at the determined location
- When a program is available, evaluate the business case of Xcel Energy battery offerings for Aurora Water
- Enroll an Aurora Water facility in an Xcel Energy battery offering
- Create a battery success story to promote Aurora Water's experience utilizing batteries in their operation
- Explore electric vehicle (EV) charging opportunities at Aurora Water facilities
 - Share resources and information on EV programs and funding opportunities
 - Collaborate with other Partners in Energy communities for lessons learned on electric vehicle infrastructure and fleet conversion
 - Share EV charging evaluation tools to evaluate building sites at Aurora Water for charging infrastructure
 - Xcel Energy online tools
 - EV tools and toolkits developed through Partners in Energy
 - Other available third-party tools

Opportunity 2: Outreach and Education

See the Co-Branding Opportunities and Communications section below for a preliminary list of potential resources, communication channels, and opportunities to support outreach and education efforts.

- Conduct outreach and education in partnership with local school districts and higher education
 - Support Aurora Water events, such as teacher workshops, through a presentation with a focus on the energy-water nexus and with applications for students in the classroom and at home
 - Collaborate with Aurora Water and students from Aurora school districts on educational opportunities
 - Work with education and outreach staff at Aurora Water to support the Water Festival at Aurora Community College
 - Supply sustainable lunch kits for 5th graders/attendees of the training

- Create success stories of past energy efficiency and renewable energy projects, completed by Aurora Water, to share as an example to other institutions
 - Develop and compile information (e.g., cost, rebate program utilized, payback, energy savings, benefits, challenges) on key projects, for dissemination to other institutions in Aurora. Key projects can include
 - existing building upgrades
 - new construction projects
 - major renovations that go above and beyond in saving energy or sourcing from renewable generation
 - electric vehicle conversions and infrastructure
- Disseminate energy program information and resources focused at the energy-water nexus, through Aurora Water bill inserts to commercial and multifamily properties, targeting eligible institutions and businesses

Co-Branding Opportunities and Communication Channels

The following table summarizes co-branding and co-marketing opportunities between Xcel Energy and Aurora Water. This initial list was developed May 20, 2021, with input from Xcel Energy and Aurora Water and should be referenced and updated, as helpful, throughout the implementation process and beyond.

Market Segment	Communication Channels	Notes
schools	showerhead and School Kits with dual energy/water savings	
multifamily / rental properties	direct outreach – free indoor water assessments	<ul style="list-style-type: none"> • Small to 4-unit buildings • Opportunity to direct install • Opportunity to coordinate with CLEAResult Multifamily Building Efficiency assessments and direct install (includes shower heads and aerators) • Aurora Water has built relationships with some property managers through direct outreach
“public” – residents and businesses	water bill inserts	<ul style="list-style-type: none"> • Greg Baker (public relations (PR)) best contact • Don’t often reach right people in multifamily management with bill inserts and mailers • Better opportunity for residents and some businesses (though many rent/lease)
commercial / multifamily	supplemental rebates	<ul style="list-style-type: none"> • Toilet, ozone washing machines, others

		<ul style="list-style-type: none"> • Require replacement of showerheads and faucet aerators to receive toilet rebates • OR access discounted items if receive toilet rebate – through Xcel Energy marketplace • Many showerheads and aerators are free through marketplace • Need to identify appropriate avenues for promoting opportunity
residents / multifamily /schools	co-branded emails	<ul style="list-style-type: none"> • Co-branded email 1-2 times per year to promote showerheads • Opportunity to expand reach and content of emails
“public” – residents and businesses	tabling events	<ul style="list-style-type: none"> • Showerheads as giveaways • Show low and high-flow showerhead demonstration – Partners in Energy collaboration opportunity • Interactive/touch screen learning tool • Trivia/gamification
multifamily / commercial	direct outreach to high users	<ul style="list-style-type: none"> • Aurora Water conducts direct outreach to provide multiple options and recommendations when Aurora sees abnormally high-water events or water users
all	social media	<ul style="list-style-type: none"> • Traditionally low-effort and low impact
low-income / multifamily / businesses	mailers/print content	<ul style="list-style-type: none"> • Co-branded • Direct mail or distribute on sight in coordination with direct/in-person outreach • Mile High Youth Corps conduct direct install – potential partner
multifamily	presentation to property managers/owners	<ul style="list-style-type: none"> • CLEAResult presentation to property managers • HOA annual/bi-annual meeting • Opportunity to explore similar structure to HOA meetings
multifamily	Pay-per-Click ads	<ul style="list-style-type: none"> • Search engine ads • Work with PR
large commercial / industrial	Aurora Water energy pilot project	<ul style="list-style-type: none"> • PR opportunity – lead by example • Develop co-branded case study • Offer project tours – co-learning for other industrial users