

Executive Summary

Our Vision:

Edina’s residents, schools, businesses, and government will successfully reduce the community’s greenhouse gas emissions by 30% by the year 2025 through strategies and actions that are sustainable, practical, and measurable.

How Will We Get There?

The City will focus on these near-term priority areas to address electricity usage:

Municipal Facilities	<p>Goals:</p> <ul style="list-style-type: none"> • Short term: Within the next 18 months lower the City’s electricity greenhouse gas emissions by 7.5%, which is 1.34 million kWh, or 943 metric tons of CO2 equivalent.* <p>Strategies:</p> <ul style="list-style-type: none"> • Implement recommended energy use reduction projects from building study currently being conducted by CR-BPS • Negotiate renewable purchase for municipal electricity
Residential Information Campaign	<p>Goals:</p> <ul style="list-style-type: none"> • 750 homes take energy savings actions each year, saving 562,000 kWh annually, or 395 metric tons of CO2 equivalent.* • Double the number of subscribers to Windsource®, and double the average subscription amount within 18 month, producing 8,505,000 kWh total, or 5,977 metric tons of CO2 equivalent.* <p>Strategies:</p> <ul style="list-style-type: none"> • Drive traffic to a City-operated web resource through City communications channels • Foster neighborhood-based outreach and leadership • Leverage outreach events for Windsource® sign-up
Business Energy	<p>Goals:</p> <ul style="list-style-type: none"> • Reduce and/or off-set 2% of electricity usage annually, which is 7.3 million kWh, equivalent to 5,140 metric tons of CO2 equivalent.* <p>Strategies:</p> <ul style="list-style-type: none"> • Engage the top business energy users to take action on greenhouse gas through offsets and reductions • Target smaller businesses such as restaurants, retail, and others with recognition programs • Ongoing management and tracking • Assess and recommend policy options to support greenhouse gas reduction for Edina businesses

*Using the EPA Greenhouse Gas Equivalencies Calculator (<https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>)

Playbook for Achieving Our Goals

More details on actions and strategies may be found in the section “How Are We Going To Get There? –Strategies” starting on page 32. Note that these actions strategies primarily address electricity usage, and further plans will be made to address other sources of greenhouse gas emissions, including gas, transportation, water and waste water, and solid waste.

Ongoing – Tracking		
<p>Track progress quarterly for all focus areas, and report to the Energy and Environment Commission / City Council quarterly.</p> <p>Municipal:</p> <ul style="list-style-type: none"> Update City website quarterly with current information Assist in development of City facilities case studies <p>Residential:</p> <ul style="list-style-type: none"> Update City website quarterly Check on goal progress quarterly Evaluate effectiveness of messaging mid-way through the campaign <p>Business:</p> <ul style="list-style-type: none"> Develop or identify a tool that will be used to measure results by March 2017 Plan recognition events for businesses 	<p>Immediate Actions (July– Sept. 2016)</p> <p>Municipal:</p> <ul style="list-style-type: none"> Review building study recommendations Prioritize projects based on energy savings potential and cost analysis Meet with Xcel Energy to learn about renewable energy opportunities and programs for identified projects <p>Residential:</p> <ul style="list-style-type: none"> Develop messaging Identify in-person events Identify and train volunteers Leverage EEC members as neighborhood advocates Recommend the City subsidize Home Energy Squad visits for low income and other households each year at \$10,000 subsidy for 200 visits <p>Business:</p> <ul style="list-style-type: none"> Start to identify 400 largest businesses and contacts and keep them in a database Develop the “ask” for businesses 	<p>Longer-term Actions (Oct. 2016 – Dec. 2017)</p> <p>Municipal:</p> <ul style="list-style-type: none"> Support implementation of prioritized projects Prioritize and recommend adoption of renewable energy opportunities Research funding <p>Residential:</p> <ul style="list-style-type: none"> Launch City website presence Plan and implement a social media campaign Table at in-person events Reach out to local community leaders Develop multi-channel information campaign <p>Business:</p> <ul style="list-style-type: none"> Identify top 100 prospects to reach out to first Roll out large business outreach effort Launch City website presence by end of 2016