



Memorandum of Understanding Phase 2 – Plan Implementation (2024 Extension)

Garrett McDaniel
City and County of Broomfield
1 DesCombes Dr.
Broomfield, CO 80020

The intent of this Memorandum of Understanding is to recognize the City and County of Broomfield's (CCOB) continued progress with its energy and carbon goals. Xcel Energy, through its Partners in Energy offering, has supported CCOB with the implementation of its previous Energy Action Plan, gap analysis for energy supply, and strategy development to support its greenhouse gas emissions goals. This document outlines how the City and County of Broomfield and Xcel Energy will continue to work together to implement their energy strategies. The term of this joint support, as defined in this document, will extend from March 1, 2024, to December 31, 2024.

Xcel Energy will support City and County of Broomfield in achieving the goals of its energy strategies in the following ways:

Residents

- **Residential Event Support and Collateral Updates**
 - Support strategy team organization, meetings, and communication.
 - Provide 500 LEDs for giveaways at events, annually as available.
 - Support 1 event through event attendance and collateral updates.
 - Update and support distribution of existing energy efficiency and Home Energy Squad collateral. Updates will include one round of edits from the City and County of Broomfield.
 - Develop Broomfield-specific flyer on financial incentives for residential energy improvements.
 - Finalize the energy brochure developed for Broomfield FISH and ensure it is translated into Spanish.
- **Residential Energy Efficiency Webinar and Videos**
 - Support strategy team organization, meetings, and communication.
 - Lead development of presentation content.
 - Develop timeline for presentation development, webinar delivery, and video creation.
 - Deliver presentation at identified event and develop up to 5 short videos using the presentation recording.
- **Residential Energy and Greenhouse Gas Map and Dashboard Support**
 - Support strategy team organization, meetings, and communication.
 - Support the City and County of Broomfield to gain understanding of the purpose of the map and the topics to communicate with it.

- Lead aggregation of Xcel Energy data to inform mapping and dashboard efforts.
- Support CCOB in developing a map and dashboard data that leads to greater internal and public understanding of energy use and greenhouse gas emissions. Partners in Energy will provide support and recommendations for Broomfield staff to develop the map and dashboard.
- **Residential Green Lease Research**
 - Support strategy team organization, meetings, and communication.
 - Lead research in existing green leases from peer communities.
 - Provide a report summarizing examples of green leases from other municipalities.

Support funded by Xcel Energy for this strategy is not to exceed 150 hours. These hours will include those provided through the Partners in Energy team from Brendle Group and do not include support provided by Xcel Energy internal program staff.

Businesses

- **Business Assessment Follow-Up Collateral Development**
 - Support strategy team organization, meetings, and communication.
 - Lead development of collateral to be used to follow up with businesses who have completed energy assessments to encourage making the energy improvements recommended in their report.
 - Coordinate with CLEAResult to access addresses of businesses who completed assessments.
- **Business Collateral Support**
 - Support strategy team organization, meetings, and communication.
 - Update existing business assessment collateral as needed.
- **Business Outreach Location Identification**
 - Develop a map to identify locations for business outreach beyond the Enterprise zones.
 - Incorporate mapping layers from the State of Colorado to identify census tracts with low-income and disadvantaged communities, as well as the addresses of businesses provided by CCOB.

Support funded by Xcel Energy for this strategy is not to exceed 40 hours. These hours will include those provided through the Partners in Energy team from Brendle Group and do not include support provided by Xcel Energy internal program staff.

Project Management, Reimbursed Expenses and Bonus

- Facilitate regular check-in meetings, track and report energy impacts and activities (process annual data from Xcel Energy), and help coordinate implementation kick-off activities.
- Support data tracking and measuring progress toward goals.
- Provide up to \$1,400 for reimbursed expenses related to language translation, printing and distribution of co-branded marketing materials, venue fees, food, and other related needs

associated with outreach and education, including translation services. Xcel Energy funding will not be provided for the purchase of alcohol.

Support funded by Xcel Energy for project management is not to exceed 20 hours. These hours will include those provided through the Partners in Energy team from Brendle and do not include support provided by Xcel Energy internal program staff.

City and County of Broomfield commits to supporting the actions outlined in this MOU to the best of its ability by:

- Performing the coordination, tracking, and outreach duties that include but are not limited to the following:

Residential

- **Residential Event Support and Collateral Updates**
 - Lead strategy team organization, meetings, and communication.
 - Lead attendance and collateral distribution 1 equity-focused event, like the FISH resource fair.
 - Review updates and distribute existing energy efficiency and Home Energy Squad collateral.
 - Review and distribute Broomfield-specific flyer on financial incentives for residential energy improvements.
- **Residential Energy Efficiency Webinar and Videos**
 - Lead strategy team organization, meetings, and communication.
 - Review and support development of presentation content.
 - Review timeline for content development.
 - Organize and advertise for webinar.
 - Attend presentation and review up to 5 short videos developed from the presentation recording.
- **Residential Energy and Greenhouse Gas Map and Dashboard Support**
 - Lead strategy team organization, meetings, and communication.
 - Lead brainstorming around the purpose of the map and the topics to communicate with it.
 - Lead the development of a map and dashboard that leads to greater internal and public understanding of energy use and greenhouse gas emissions. Partners in Energy will provide data, support, and recommendations for Broomfield staff to develop the map and dashboard.
- **Residential Green Lease Research**
 - Lead strategy team organization, meetings, and communication.
 - Review report summarizing examples of green leases from other municipalities.

Businesses

- **Business Assessment Follow-Up Collateral Development**
 - Lead strategy team organization, meetings, and communication.

- Review and distribute collateral to be used to follow up with businesses who have completed energy assessments to encourage making the energy improvements recommended in their report.
- **Business Collateral Support**
 - Lead strategy team organization, meetings, and communication.
 - Review and distribute updated collateral to businesses.
- **Business Outreach Location Identification**
 - Review map from Partners in Energy to identify locations for business outreach beyond the Enterprise zones.
 - Provide addresses of businesses within the County to be turned into a map layer.

Project Management

- Participate in coordination and tracking of scheduled check-ins, activities, and events
- Provide Xcel Energy an opportunity to review marketing materials to assure accuracy when they incorporate the Xcel Energy logo or reference any of Xcel Energy's products or services
- Share the work documents, collateral, and implementation results from this implementation process with the public as relevant. The experience, successes, and lessons learned from this community will inform others looking at similar or expanded initiatives.
- Share progress on upcoming sustainability planning as it relates to activities outlined in this MOU.

Single Points of Contact

All communications pertaining to this agreement shall be directed to Garrett McDaniel on behalf of City and County of Broomfield and Sofia Troutman on behalf of Xcel Energy.

Legal Applicability and Waiver

This is a voluntary agreement and not intended to be legally binding for either party. This Memorandum of Understanding has no impact, nor does it alter or modify any existing Franchise Agreement or other existing agreements between Xcel Energy and City and County of Broomfield. Parties agree that this Memorandum of Understanding is to memorialize the intent of the Parties regarding Partners in Energy but does not create a legal agreement between the Parties. It is agreed by the Parties that nothing in this Memorandum of Understanding will be deemed or construed as creating a joint venture, trust, partnership, or any other legal relationship among the Parties. This Memorandum of Understanding is for the benefit of the Parties and does not create third party rights. Nothing in this Memorandum of Understanding constitutes a waiver of City and County of Broomfield ordinances City and County of Broomfield regulatory jurisdiction, or Colorado's utility regulatory jurisdiction.

Xcel Energy is excited about this opportunity to support City and County of Broomfield in advancing its goals. The resources outlined above and provided through Partners in Energy are provided as a part of our commitment to the communities we serve and Xcel Energy's support of energy efficiency and renewable energy as important resources to meet your future energy needs.

For City and County of Broomfield:

Signature: Ken Rutt

Name: Ken Rutt

Title: Director of Public Works

Date: 3/26/2024

For Xcel Energy:

Signature: Andrew Holder

Name: Andrew Holder

Title: Director, Community Relations

Date: 3.8.2024