

# Executive Summary

## Plan Purpose Statement

This Energy Action Plan supports the values and strategic priorities outlined in Faribault's Vision 2040 by proposing cost-effective strategies to conserve energy and resource clean energy.

## The City of Faribault’s Energy Goal

Reduce community-wide energy expenditure by 1% annually from business as usual (2015 baseline). By 2040 this is estimated to save Faribault residents and businesses over \$8 million a year, with accumulated savings of over \$100 million.<sup>1</sup>

## Near-Term Actions

Between 2017 and 2020 the City of Faribault will prioritize three focus areas to promote electricity and natural gas conservation. These focus areas aim to increase economic vitality by reducing unnecessary spending on energy bills. Energy focus areas A, B, and C are summarized in the charts below.

### Focus Area A: Decrease dollars spent on energy in the residential sector.

- OBJECTIVES**
- a) Educate Faribault residents on energy efficiency programs and behaviors using trusted messengers.
  - b) Empower Faribault residents to better understand their energy bills and energy use.
  - c) Encourage all households to participate in energy efficiency behaviors that will reduce unnecessary spending on energy bills.

<sup>1</sup> Based on planning scenario modeling (See Near-Term Focus Area Impact).

What is annual versus accumulated savings? Let’s say a Faribault resident replaced incandescent lightbulbs with LEDs on January 1, 2017. By January 1, 2018 the new bulbs saved them \$20. Three years later (in 2020), the annual savings would still be \$20, but the accumulated savings of that one light bulb would be \$60. Now, if a neighbor installs an LED bulb on January 1, 2018, the total annual savings of the two bulbs is \$40. In 2020, that annual savings is still \$40, but the accumulated savings is \$100.

### Focus Area B: Decrease dollars spent on energy in the large commercial and industrial sector.

- OBJECTIVES**
- a) Increase opportunities for businesses to discuss energy efficiency projects and opportunities with peers.
  - b) Provide key decision makers with tools to make informed decisions around energy efficiency projects.
  - c) Recognize businesses for being energy efficiency leaders in the community.

### Focus Area C: Decrease dollars spent on energy in the government and institutional sector.

- OBJECTIVES**
- a) Use prominent buildings in the community as models for energy efficiency.
  - b) Increase opportunities for facility managers to discuss energy efficiency projects and opportunities with peers.
  - c) Provide key decision makers with tools to make informed decisions around energy efficiency projects.

### Long-Term Actions

After the first phase of plan implementation is complete (2017-2020), the City of Faribault will continue its energy efficiency efforts post 2020 by implementing energy focus areas D, E, and F.

### Focus Area D: Decrease dollars spent on energy in the small and medium-size business sector.

- OBJECTIVES**
- a) Increase energy efficiency in Faribault's small and medium-size business community.
  - b) Place special emphasis on energy efficiency efforts in Faribault's historic downtown.

**Focus Area E: Invest in the “customers of the future” by providing Faribault’s youth with energy educational opportunities.****OBJECTIVES**

- a) Seek opportunities to cover energy curriculum in schools that includes topics such as:
  - a. How to read an energy bill,
  - b. Where energy comes from and what is required to make it,
  - c. Why it is important to save energy,
  - d. Familiarization with energy units,
  - e. How to make informed appliance purchases, and
  - f. How to be an energy-conscious homeowner or renter.

**Focus Area F: Decrease dollars spent on energy in the government and institutional sector.****OBJECTIVES**

- a) Maintain momentum built over the first three years of plan implementation in the government and institutional sector.
- b) Create programs and processes that institutionalize energy efficiency measures.