ENERGY ACTION PLAN ADDENDUM

October 2021

INTRODUCTION

Fridely prides itself on being a safe, vibrant, friendly, and stable home for families and businesses; and created an Energy Action Plan with input from a diverse group of community stakeholders representing businesses, residents, city government, and other institutions. This document serves as an addendum to Fridley's Energy Action Plan adopted by the City Council in November 2018.

Fridley's Energy Vision
Fridey will continue to lead by example by engaging residents, businesses, and institutions to save money and reduce greenhouse gas emissions for the benefit of everyone in the community

During 2018 planning process, Fridley set a goal to reduce community energy use 5% by 2020 and 20% by 2030; and identified four priority focus areas to achieving this goal: Residential Energy, Businesses and Multifamily Buildings, Intitutions, and Transportation and Electric Vehicles. This addendum identifies new strategies and near-term targets in each focus area to support Fridley in achieving its energy reduction goals through a second phase of implementation supported by Xcel Energy's Partners in Energy.

Energy Action Plan Impact

Since adopting its Energy Action Plan Fridley has made tremendous strides in increasing participation in energy conservation and renewable programs.

Energy Reduction Goal

Fridley did not meet its goal to reduce community energy use 5% by 2020. By the end of 2020, total energy consumption increased 1% compared to baseline. Community electricity consumption decreased by 7%, while community natural gas consumption increased by 7%. The increase in natural gas consumption can be attributed to colder winters in 2019 and 2020 as compared to baseline years and the addition of many new buildings in the city. Additionally, it is important to note that this energy consumption data is not normalized for weather, economic trends and market changes; and COVID-19 uniquely influenced energy use across all sectors.

City of Fridley

Xcel Energy®
PARTNERS IN ENERGY
An Xcel Energy Community Collaboration

Participation Goals

Fridley exceeded it's 2020 residential participation goals:

- Add 1,200 new program participants by 2020 measured against business as usual scenario.
- Add 200 new Windsource® subscribers by 2020 against baseline.

Participation in Xcel Energy residential programs increased dramatically with more than 1,300 residential premises saving 4.86 million kWh through program participation, which is approximately 1.3% of community electricity consumption in 2020. Popular residential programs include Home Energy Squad®, refrigerator recycling, and cooling and heating efficiency.

Fridley also exceeded its Windsource subscription goal with 211 new subscribers joining the program by end of 2020, bringing Fridley's total renewable subscription participation to 706 participants and 30.62 million kWh.

Other Participation Impacts

Businesses and multifamily buildings also stepped up to help Fridley achieve it's energy goals. Twenty multifamily buildings received energy aduits from the Multi-family Building Efficiency Program, compared to zero visits between 2015 and 2018. Commercial building owners also participated in Xcel Energy programs, with 12 Commercial Refrigeration Efficiency assessments, 77 One-Stop Efficiency Shop assessments, and 109 lighting efficiency upgrades.

2022-2023 WORK PLAN

Focusing on the next two years, the City of Fridley and Environmental Quality and Energy Commission (EQEC) prioritized a number of strategies to reduce energy consumption, support renewable energy, and be more energy efficient. To create these strategies, City staff and the EQEC reviewed existing Energy Action Plan strategies and 2019-2021 implementation activities to identiy strategies to keep or update and and brainstormed new strategies.

Goals

For the purposes of this addendum, Fridley will continue to strive to reduce energy consumption, working toward a 20% reduction by 2030.

In addition, the following near-term targets will measure success of the 2022–2023 workplan:

- **Residential**: Add 500 new residential program participants by 2023.
- **Business & Multifamily Buildings**: Add 50 new commercial and industrial program participants by 2023.
- **Renewable Energy**: Add 200 new renewable energy subscribers by 2023.

Achieving the near-term targets above will result in more than 2,000 residents and businesses saving energy through increased energy efficiency and more than 900 residents and businesses supporting renewable energy by participating in utility subscription programs.

Strategies

Focus Area: Residential Energy

Strategy A: Conduct a community-wide residential marketing campaign.

Actions:

- Update existing marketing materials and website with current program information.
- Create outreach calendar for events, newsletter and social media to promote a clear call to action with each season.
- Create new appliance and equipment electrification materials, including case study of residents who have electrified their home.

Target:

- Add 500 new residential program participants.

Strategy B: Host a renewable energy challenge.

Actions:

- Update existing challenge materials with new information, including website, postcard, and social media.
- Integrate challenge into *Strategy A* outreach calendar as primary message and call to action.

Target:

- Host two challenges (2022 and 2023).
- Add 200 new renewable energy subscribers.

Strategy C: Target under-resourced households.

Actions:

- Update existing marketing materials and website with current program information.
- Identify community partners to share resources, including the Fridley HRA, local food shelves, affordable housing property managers, and faith organizations.

Target:

- Support *Strategy A* target to add 500 new residential program participants.
- Focus on promoting Low-Income Home Energy Squad and Home Energy Savings Program participation.

Focus Area: Business & Multi-Family Buildings

Strategy D: Conduct a businesses and multifamily building owner marketing campaign.

Actions:

- Update existing marketing materials and website with current program information.
- Create outreach calendar for events and social media to promote a clear call to action with each season.

Target:

- Add 50 new commercial and industrial program participants.

Strategy E: Host business energy breakfast events.

Actions:

- Identify date, speakers, and host-site for breakfast events, and update *Strategy D* outreach calendar with message and call to action.
- Choose topics and identify businesses to invite to events.
- Create agenda, slides, and invitation text to invite businesses to attend breakfast.
- Host breakfasts events.

Target:

- Host two breakfasts (2022 and 2023).

Focus Area: Business & Multi-Family Buildings

Strategy F: Conduct one-on-one outreach to multi-family buildings to participate in free energy assessments.

Actions:

- Update existing marketing materials and website with current program information.
- Leverage recycling outreach to contact property owners and managers.
- Add program information to rental licensing application and website.

Target:

- Support *Strategy D* target to add 50 new commercial and industrial program participants.
- Focus on promoting Multi-family Building Efficiency Program.

Focus Area: Institutions

Strategy G: Achieve Sol-Smart designation.

Actions:

- Review SolSmart designation criteria.
- Submit written commitment to achieving designation.
- Leverage free technical assistance from the Metropolitan Council.

Target:

- Achieve SolSmart Bronze designation by the end of 2022.

Strategy H: Add electric vehicle and solar-readiness to City code during recodification process.

Actions:

- Review electric vehicle and solar-readiness language from other city code.
- Champion readiness language during recodification process.

Target:

- Include electric vehicle and solar-readiness language for all zoning districts.

Strategy I: Create new energy incentives for residents and businesses.

Actions:

- Review existing incentives for residents and businesses to integrate energy as an eligible expense.
- Review case studies from other cities on energy incentives.
- Create incentive infrastructure to reimburse residents and businesses.
- Allocate funding for new bonus rebate incentive to support residents and businesses.

Target:

- Allocate funding for new energy incentive for residents and businesses.

Strategy J: Integrate energy efficiency, renewable energy, and electric vehicle charging into City development review process.

Actions:

- Update existing materials with current program information used during development review process.
- Create talking points for city staff to use during development review.

Target:

- Update development review materials with current program information.

Focus Area: Institutions

Strategy I: Demonstrate City leadership in reducing energy use in City facilities.

Actions:

- Benchmark municipal building energy use.
- Create building energy audit schedule to prioritize energy audits in high energy use buildings.
- Prioritize low-hanging fruit projects.
- Update maintenance schedules and purchasing policy to prioritize energy efficient equipment.
- Create tip sheet for city staff for best practices in energy efficient behaviors.

Target:

- Complete at least two building energy audits in municipal facilities.
- Create one case study featuring City of Fridley energy projects.

Focus Area: Transportation & Electric Vehicles

Strategy G: Increase awareness about electric vehicle ownership.

Actions:

- Create electric vehicle information materials.
- Integrate electric vehicle information into *Strategy A* outreach calendar.
- Partner with EV organizations and dealerships to host EV event with vehicles.

Target:

- Host one electric vehicle event.

Strategy H: Educate community fleet electrification.

Actions:

- Create fleet electrification case study.
- Create fleet electrification checklist (“how to get started”).
- Host event with city staff about benefits of an EV fleet.

Target:

- Host one event with city staff.
- Create one fleet case study.

Implementation Plan

Strategy	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Lead	Support	Resources
Conduct a community-wide residential marketing campaign	X	X	X	X	X	X	X	X	City	-EQEC -Partners in Energy	-Outreach materials
Host a renewable energy challenge.			X	X			X	X	City	-EQEC -Partners in Energy	-Outreach materials -Partners in Energy Renewable Energy Toolkit
Target under-resourced households.	X	X			X	X			City	-EQEC -Partners in Energy	-Outreach materials -Partners in Energy Underserved Toolkit
Conduct a businesses and multifamily building owner marketing campaign.	X	X	X	X	X	X	X	X	City	-EQEC -Partners in Energy	-Outreach materials -Partners in Energy Business and Multifamily Toolkits
Host business energy breakfast events.	X	X			X	X			City	-EQEC -Partners in Energy	-Speakers and host-site -Food
Conduct one-on-one outreach to multi-family buildings to participate in free energy assessments			X	X			X	X	City	-EQEC -Partners in Energy	-Outreach materials -Partners in Energy Multifamily Toolkit
Achieve Sol-Smart designation.		X	X	X					City		SolSmart Technical Assistance from Met Council
Add electric vehicle and solar-readiness to City code during recodification process.		X	X	X	X	X	X	X	City		Partners in Energy EV and Renewable Energy Toolkits
Create new energy incentives for residents and businesses.	X								-City -HRA		-Case studies -HRA funding -Utility rebate information
Integrate energy efficiency, renewable energy, and electric vehicle charging into City development review process.		X	X						City	Partners in Energy	Partners in Energy New Construction Toolkit
Demonstrate City leadership in reducing energy use in City facilities.	X	X	X	X	X	X	X	X	City	-Xcel Energy AM -Partners in Energy	-Case studies -Funding for energy upgrades
Increase awareness about electric vehicle ownership.		X	X			X	X		City	-EQEC -Partners in Energy	-Case studies -Partners in Energy EV Toolkit -Drive Electric Week Resources
Educate community fleet electrification.						X	X		City	Partners in Energy	-Case studies -Partners in Energy EV Toolkit -Fleet Study Results

METHODOLOGY FOR MEASURING SUCCESS

As part of implementation support, Partners in Energy will provide biannual progress reports that include metrics of success and overall progress toward goals. The following section defines how progress toward goals will be measured. All goals will be measured through the end of the stated year. Goals include Xcel Energy data only unless stated otherwise.

Energy Reduction Goal

- Reduce energy use 20 percent by 2030, as compared to business as usual.

The community-wide goal will be measured by comparing actual electricity and natural gas consumption, measured in MMBtu, against projected community-wide MMBtu consumption based on the business as usual scenario modeled in the Energy Action Plan. Xcel Energy will provide electricity consumption data and CenterPoint Energy will provide natural gas consumption data.

The energy consumption projections included here are sourced from the original Energy Action Plan baseline 2015–2017.

Table 1: Energy Consumption Projections

	Forecasted 2030
Energy Consumption (MMBtu)	3,932,786

Participation Goals

- **Residential**: Add 500 new residential program participants by 2023.
- **Business & Multifamily Buildings**: Add 50 new commercial and industrial program participants by 2023.
- **Renewable Energy**: Add 200 new renewable energy subscribers by 2023.

Residential

Residential program participation assumes average participation in Xcel Energy's residential DSM programs from 2015–2020 will continue in years 2021, 2022, and 2023 (*Table 2*). This goal will measure participation in years 2022 and 2023, and include all Xcel Energy residential DSM programs. This goal will be measured by comparing actual program participation in 2022–2023 to forecasted participation.

Table 2: Xcel Energy Residential DSM Program Participation 2015-2023

	Actual						Forecasted		
	2015	2016	2017	2018	2019	2020	2021	2022	2023
Participants	506	436	559	587	635	943	612	862	862

Business and Multifamily Buildings

Commercial and industrial program participation assumes average participation in Xcel Energy's commercial and industrial DSM programs from 2015–2020 will continue in years 2021, 2022, and 2023 (*Table 3*). This goal will measure participation in years 2022 and 2023, and include all Xcel Energy commercial and industrial DSM programs. This goal will be measured by comparing actual program participation in 2022–2023 to forecasted participation.

Table 3: Xcel Energy Commercial and Industrial DSM Program Participation 2015-2023

	Actual						Forecasted		
	2015	2016	2017	2018	2019	2020	2021	2022	2023
Participants	135	167	180	187	133	166	162	187	187

Renewable Energy

Renewable energy subscribers are inclusive of Xcel Energy's Windsource and Renewable*Connect programs. This goal will measure participation in both programs and both sectors by comparing 2020 participation to 2023 participation.

Table 4: Xcel Energy Renewable Energy Program Participation

	Actual 2020	Forecasted 2023
Participants	706	906