

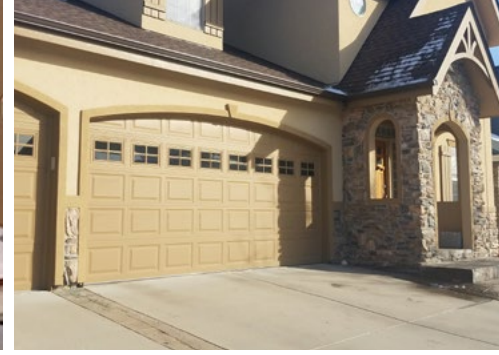
Colorado/Minnesota

Reaching 1-4 Unit Properties



 **Xcel Energy**[®]

PARTNERS IN ENERGY
An Xcel Energy Community Collaboration



XCEL ENERGY PARTNERS IN ENERGY AND THE ROLE OF TOOLKITS

Xcel Energy Partners in Energy provides communities in Minnesota and Colorado free services to develop a Community Energy Action Plan as well as assistance implementing that plan. Each community has its own unique energy needs and priorities, and Partners in Energy tailors its services to complement each community's vision.

More and more communities are realizing that energy planning plays a critical role in helping them reach their goals. The benefits of wise energy choices are diverse. By working with residents, businesses, and even their own government facilities, a community can shave dollars off utility bills, promote renewables, drive resource conservation, or make progress on greenhouse gas reduction goals. Partners in Energy helps identify local priorities and then structures a path that leverages all available resources.

As part of this offering, Partners in Energy has developed various toolkits to help communities implement strategies often identified in their energy action plans.

For example, this toolkit focuses on how to realize increased energy savings in residential buildings with 1–4 dwelling units. Residential buildings in this size range have unique opportunities and challenges.

For information about other available toolkits or to customize any of the resources within this toolkit for your community, contact your Partners in Energy Community Facilitator.



Want to help your community reach 1–4 unit properties?

This kit will help your community prioritize actions and connect you with the tools you'll need to get started. To customize the branding and language of any of the resources within, contact your Partners in Energy Community Facilitator.

HOW TO USE THIS KIT

Xcel Energy's 1–4 Unit Toolkit will guide you through step-by-step instructions and resources to engage property owners and tenants, including owner-occupants, as well as management companies in energy conservation.

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If you have any questions, please feel free to contact your Xcel Energy Partners in Energy facilitator.

OVERVIEW

Engaging 1–4 unit properties in energy efficiency has become more and more important for communities. Dwellings with one to four units make up 79% of residential properties in Minnesota and 75% in Colorado (U.S. Census Bureau, 2013–2017). Additionally, renter-occupied units represent 28% of properties in Minnesota and 35% in Colorado (U.S. Census Bureau, 2013–2017). Focusing on 1–4 unit properties strengthens the impact of limited community resources. However, it can be a large undertaking because of such properties’ unique and varied ownership and occupant structures.

WHAT IS A 1–4 UNIT PROPERTY?

We use the term “1–4 unit” to refer to any properties with between one and four units in the structure that may be scattered across your community, including single-family rentals as well as duplex, triplex, and fourplex properties. These properties also have unique occupancy and ownership structures because they can be renter-occupied, owner-occupied, or both depending on the number of units and property type. Under any of these structures, the dwelling may be managed a property management company or directly by the owner.

ENGAGEMENT PROCESS & TOOLS

The goal of this toolkit is to help you encourage property tenants, owners or owner-occupants, and management companies to take action on energy efficiency and renewable energy. The toolkit will guide you through the process of determining your target audience, identifying properties, and planning and executing your strategy.

Connecting to Partners in Energy

Xcel Energy’s Partners in Energy model empowers communities to address their energy goals and needs, while simultaneously supporting Xcel Energy’s strategic priorities. Together, Xcel Energy and communities work on strategies that promote energy efficiency and renewable energy practices. The planning process is a crucial component to aligning your efforts with broader community goals. Be sure to use this toolkit’s resources in alignment with your community’s Energy Action Plan.



TERM CHECK

Types of 1-4 Units

Each of these properties have one or more units (but fewer than five units) attached to each other on one lot. They could be occupied by renters, owners, or both depending on the number of units.

Single-Family: A building with no shared property on its own parcel of land. For purposes of this toolkit we are only including single-family rentals.

Duplex: A building with two living units attached to each other on one lot.

Triplex: A building with three living units attached to each other on one lot.

Fourplex: A building with four living units attached to each other on one lot.



GUIDE TO REACHING 1–4 UNIT PROPERTY OCCUPANTS AND OWNERS

STEP 01

DETERMINE YOUR TARGET AUDIENCE

When reaching out to 1–4 unit properties, consider your target audience: property tenants, owner-occupants, management companies, or building owners.

When you think about your target audience, ask yourself these questions:

- What are their values?
- What challenges do they face?
- How do they communicate?
 - » What languages do they speak and read?
 - » Are there community structures that make communication more effective?
 - » Are there coalitions, member organizations, or associations from which they get their information?
- Who do they trust?
 - » Which individuals in their community?
 - » Which community groups or organizations?
 - » Which government organizations or representatives?

When asking yourself these questions, focus on one target audience at a time. Once you have the answers for your selected target audience(s), you can review to determine points of overlap where you might use some outreach strategies for multiple audiences. For example, you could target both owners and property managers if their motivations, needs, and desires align, and you would have a bigger impact. This approach is only effective if you are using the right message for both audiences.



Tenants

Energy efficiency and renewable energy practices are extremely important for tenants. Below are just a few of the many benefits:

- Lower utility bills
- Improved lighting
- Increased comfort and safety
- Smaller carbon footprint

Consider these two questions to identify what actions a tenant can take:

- What equipment do tenants own, and what belongs to the property?
- Do they pay their electricity or natural gas bills?

If they do not own the equipment, tenants cannot upgrade or change fixtures without landlord approval. See [Step 3](#) for developing strategies for this audience.

When a tenant does not pay energy bills directly (e.g., flat fee, ratio utility billing system [RUBS]), your engagement options are limited, and you may want to target the property owner or management company instead.



Ratio utility billing system (RUBS) is a method of allocating shared utility expenses, including electricity, water, and trash collection. Residents are billed on a monthly basis based on calculated utility consumption, not actual consumption.

Owner-Occupants

Owner-occupants benefit from energy efficiency and renewable energy in several ways:

- Lower utility bills
- Improved lighting
- Increased home comfort and property value
- Smaller carbon footprint
- Less ongoing maintenance

Owner benefits are broader, and you can therefore use a wider range of strategies. See [Step 3](#) for developing strategies for this audience.

Management Companies and Building Owners

Energy efficiency and renewable energy benefits extend beyond residents to property management companies and building owners. Energy efficiency improvements can increase the building value, lower utility costs, and reduce ongoing equipment maintenance. Equipment rebates, audits, and energy improvements are common resources for this target audience.

If the management company or property owner implements a flat fee or RUBS, they have further incentive to increase the building's energy efficiency, as cost savings directly benefits their bottom line.



Homeowners Associations

A common management structure for 1–4 unit properties with individual unit owners is a homeowners association (HOA). Targeting these associations is a great way to encourage homeowner participation. A few benefits HOAs experience from energy efficiency include lower operating costs, fewer financial challenges, and community pride and a sense of common interest (HOAleader.com, 2013).

STEP
02

IDENTIFY 1–4 UNIT PROPERTIES

Once you've selected your target audience, you need to identify the corresponding 1–4 unit properties in your community.

Targeting Tenant-Occupied Properties

If you want to target tenants, owner-occupants, or building owners in your community, you need to identify where these properties are located. Having a confirmed list of properties will help you build your strategy and ensure you are reaching your target audience.

City Resources

Although city governments can differ in structure, there are some common divisions or departments that might maintain information on rental properties in your community. Use the following resources to help find such a list. You'll want to request the address, owner name, owner contact information, and the number of units in the property.

- **Rental licensing:** Find out if your city requires rental properties to hold a license and request the list of addresses.
- **Fire or permit inspections:** Does the city regularly inspect properties classified as 1–4 unit residential? Find out how your city determines which properties to inspect and request the list of applicable residences.
- **Existing city channels:** Does your city have a coalition or outreach program that targets 1–4 unit properties? Ask how they engage renters or property managers.
- **Assessing records:** Does your city or county use assessors to classify rental properties as part of their regular valuation? Request the list of rental properties in your community. Because the number of units in a property impacts valuation, assessor records should include the number of units in the structure.
- **Housing Authorities:** Contact local housing authorities that provide affordable housing. They manage low-income and income-qualified buildings and may be able to indicate which of those are 1–4 unit residences. These can be found via online search.

An individual list from one of these source may not provide all the information you need. For example, your city's rental licensing application may request only the street address and owner information but nothing about the number of units. You might have to cross-reference your sources to get a complete list of 1–4 unit properties with owner information.

Targeting Owner-Occupied Properties

If you want to target owner-occupied 1–4 unit buildings in your community, you need to identify where they are and make sure to exclude rentals if possible.

City Resources

Similar to targeting rental properties, you'll want to get a list of addresses in your community for 1–4 unit owner-occupied properties.

- Request a list of all 1–4 unit properties in your community and remove any classified as rental by your city's rental licensing or inspection offices.
- Visit your county clerk and recorder to see what information they can share about HOAs. HOAs often file codes, covenants, bylaws, or restriction documents, and the county clerk may be able to provide HOA contact information. HOAs may be able to share contact information for owner-occupied multi-unit buildings.
- In Minnesota, the easiest way to get this information is to request a list of 1–4 unit properties from your city or county assessor that are classified as homesteads.



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In Minnesota, a **homestead** is classified as a property that is occupied by an owner or relative of the owner and is used as a primary place of residence.

Refer to the City Resources section under Targeting Tenant-Occupied Properties above for more guidance.

Targeting Building Owners and Managed Properties

Managed properties include any 1–4 unit properties that are occupied by both tenants and owners but are managed separately. Such management companies typically handle all maintenance, repairs, and investment on behalf of the owners.

City Resources

The strategy for targeting building owners and property managers is similar to the previously discussed strategy for targeting renter-occupied properties. If your city or county keeps a list of rental properties, the list should also include the owner's name and contact information. Refer to the City Resources section under Targeting Tenant-Occupied Properties above for an explanation of how you can identify the building owners.



Homeowners Associations

Identify local associations by searching online or using the following strategies:

- Check with other energy action team members to see if any of them have information or can provide a contact for relevant HOAs.
- Ask your city planning or housing departments whether they keep a list of HOAs in the community, and request to see it if they do.
- Visit your county clerk and recorder to see what information they can share about HOAs. HOAs often file codes, covenants, bylaws, or restriction documents, and the county clerk may be able to provide HOA contact information.
- [All Property Management](#) identifies companies that provide property management services to HOAs. This could be an effective way to identify areas to target and key decision-makers to contact (see [Step 2](#)).
- Search online to find condos and townhomes in your city using real estate websites or other sources. You can then use the addresses to find the associated HOAs.
- For Colorado, look up an HOA by name or zip code through the state's Department of Regulatory Agencies.



DEVELOP YOUR STRATEGY

Once you've identified your ideal target audience and the 1–4 unit properties they occupy or manage, you're ready to develop a strategy.

Identify Your Desired Action(s)

Target Audience: Property Tenants

There are three main ways tenants can make energy efficiency and renewable energy improvements:

1. Change behavior

There are relatively simple things tenants can do every day to increase their energy efficiency and savings. See [Minnesota Resources](#) or [Colorado Resources](#) for a list of suggested behavioral changes tenants can make to improve their energy use.

2. Purchase energy efficient equipment

Tenants might not be responsible for purchasing large ENERGY STAR® appliances, but they can purchase other ENERGY STAR-certified electronics and appliances, including microwaves, phones, TVs, and computers. See [Minnesota Resources](#) or [Colorado Resources](#) for flyers that promote efficient equipment.

3. Participate in eligible programs

Xcel Energy offers several home-energy programs for tenants to embrace efficiency and reduce their carbon footprint. See [Minnesota Resources](#) or [Colorado Resources](#) for more information about the following opportunities:

- Energy efficiency programs
- Renewable energy subscription programs
- Income-qualified programs
- Rebates for certain appliances

Target Audience: Owner-Occupants

There are four main actions owners can make energy efficiency and renewable energy improvements:

1. Change behavior

Like tenants, owners can also make simple behavior changes to increase their energy efficiency and savings. See [Minnesota Resources](#) or [Colorado Resources](#) for a list of suggested behavioral changes.

2. Purchase energy efficient equipment and get rebates

Owners can purchase ENERGY STAR® appliances and other energy efficient equipment to ensure their home is running as efficiently as possible. In some cases, rebates are available to help the homeowner with up-front costs. See [Minnesota Resources](#) or [Colorado Resources](#) for the types of rebates available from Xcel Energy.

3. Participate in eligible programs

Xcel Energy offers several home-energy programs for owners to embrace efficiency and reduce their carbon footprint. See [Minnesota Resources](#) or [Colorado Resources](#) for more information about the following opportunities:

- Energy efficiency programs
- Renewable energy programs
- Income-qualified programs

4. Access low-interest financing

Low-interest financing can motivate an owner to move forward with different energy improvements. Explore different financing options in your community to help your target audience follow through with energy upgrades. See [Minnesota Resources](#) or [Colorado Resources](#) for state-specific information.

This action is best paired with Action 2 or 3.

Target Audience: Management Companies and Building Owners

Xcel Energy offers several ways for property management companies to improve energy efficiency and reduce carbon emissions. See [Minnesota Resources](#) or [Colorado Resources](#) for more information about the following opportunities:

- Energy efficiency programs
- Heating and cooling rebates
- Rebates for efficient appliances purchased by the property management company or building owner
- Renewable energy subscriptions (if the property management or building owner maintains the electricity account)



Understand the Benefits of Your Desired Actions(s)

Regardless of the strategies you choose to pursue, you should understand what benefits are associated with each action your target audience might take. Below is a list of some common benefits from increased energy efficiency and renewable energy. Be sure to customize your approach to focus on one or two benefits your target audience values the most. Common benefits include:

- Lower energy bills
- Improved indoor comfort
- Healthier, cleaner air
- Fewer moisture issues like mold, leaks, and condensation
- Increased property value
- Reduced greenhouse gas emissions and lower carbon footprint
- Improved renter retention
- Reduced maintenance costs

Choose Your Communication Method

It is extremely important to choose your communication methods and frequency carefully. Consider the following questions when making your selections:

- What communication methods does the target audience prefer?
- How efficient is the communication process?
- How much and what information do you wish to share?

In marketing, a prospective customer or client needs to be exposed to your brand seven times (on average) before they'll take notice or action (Ballantine, 2018). Keep this in mind when your choosing your communication method and build in redundancies to reach your audience in multiple ways.



Integrate Information into City Processes

Integrating information into city processes can be an effective way to reach any target audience. Using the city's existing points of contact with the public, you can easily add information about the action(s) you wish your audience(s) to take.

It's important to understand how your target audience interacts with the city to ensure that such a message is effective. Ask different city divisions and departments how they communicate with your target audience (e.g., ask the rental licensing office how they interact with renters).

The following are ideas for how you could integrate your message into an existing city process:

- **Rental licensing:** If your city requires licensing for rental properties, you can add a flyer to the application or renewal process that promotes your desired action. To guarantee that you reach your target audience, make sure you understand who typically files a license application.
- **Fire or permit inspections:** Does your city inspections division regularly examine properties? If so, when and why do they complete inspections? Determine whether there is an opportunity to include a flyer, door hanger, or other marketing collateral with the inspection materials given to the property tenant or owner.
- **Assessing valuations:** Does your city or county assessor visit properties to complete an annual valuation? If so, they could leave a door hanger or flyer.
- **Public safety initiatives:** Does your public safety team have an initiative specific to your target audience (e.g., rental coalition)? If so, they could be an avenue to share information through their existing points of contact.
- **Permitting process:** Add relevant information on pursuing energy efficiency and renewable energy through property renovations to permit applications and other applicant materials. Websites, updates to the permit applications, and regular interactions can promote your desired action(s) with building owners and property managers.



Leverage Outreach Channels

Engaging your target audience may require a combination of outreach methods. Use the property lists and contact information you gathered in [Step 2](#) to help you determine the best outreach channels.

When you use such outreach channels, the best way to encourage your audience to participate is clearly communicating the benefits of energy efficiency and renewable energy. Identify the simple actions and behavior changes that renters and owners can take, and plainly connect them to their associated benefits. See the communications plan templates in [Minnesota Resources](#) or [Colorado Resources](#) for support.

Call Directly

Direct calls are one of the quickest ways to gauge interest and are a good option for when you have limited resources or a small number of contacts.

Sample Script

Hi, my name is [name] and I am calling from [community] as part of a community outreach effort to let [target audience] know about ways to save energy and money. Are you a good person to talk to about opportunities available for you?

Response: Yes

Great! Is now a good time to discuss or would you like to schedule a better time?

[Once you're good to go, use the program information pulled from [Minnesota Resources](#) or [Colorado Resources](#) to highlight energy opportunities.]

Response: No

Do you know who I should talk to about these opportunities? Can I schedule a time to call this person?

Send an Email

Like calling, emailing is an efficient method of outreach that requires very few resources. However, unlike calling, emails do not usually elicit an immediate response. Sending an email is best for a large number of contacts.

Sample Email

*Hello,
I [work/volunteer] for [city name], and we are encouraging people to take action to reduce their energy consumption and costs. [City name] is helping [target audience] by connecting them to opportunities through Xcel Energy and other community resources.*

[Highlight desired action — pull information from [Minnesota Resources](#) or [Colorado Resources](#).]

Taking advantage of these opportunities will help you save money on energy.

*Best regards,
[Name]*

Send Direct Mail

According to the [Direct Marketing Association](#), direct mail gets a 4.4% response rate compared to 0.12% for unsolicited emails. While direct mail by no means guarantees the highest response rate, it can be an effective tool for reaching out to a large audience at a low cost (if you have mailing addresses available).

Engage on Social Media

The most effective way to engage your target audience on social media is to tailor the message to their specific needs and desires. It is important to use existing platforms that already reach your target audience (city, HOA, or community network pages or profiles, etc.). Beware that while using social media as an outreach strategy is very simple, it is extremely difficult to track a return on investment (Arnold, 2018).

Contact your Community Facilitator for help deciding if social media outreach is the right strategy for your community and for support in developing a social media campaign.

In-person Outreach

Phone calls and emails are easy outreach activities, but those efforts alone may not be enough to motivate your target audience to action. Direct in-person outreach takes more time up front but may be more effective in connecting you with decision-makers in the long run. Leverage existing events your target audience may be attending, such as a building owner meetings or renter coalition events. Take outreach materials with you to leave with interested parties — you can follow up in a few days to gauge interest and answer questions.

See [Minnesota Resources](#) or [Colorado Resources](#) for in-person outreach materials.

Host an Open House/Information Event

If you have a group of interested individuals or groups or if you have identified an area to target, hosting an information session or open house may be the best way to engage your audience. Presenting at an HOA meeting is also a good opportunity. These activities should focus on answering questions, sharing program information, and identifying low- and no-cost opportunities for energy improvements.

See [Minnesota Resources](#) or [Colorado Resources](#) for materials that may be helpful for hosting an open house or information session.



STEP
04

COORDINATE AND EXECUTE STRATEGY

Take advantage of existing resources to make your strategy as effective as possible. This includes coordinating efforts with stakeholders and partners, co-branding where possible, and cross-promoting to interested parties. Make use of the information you learned about your target audience through Step 1. Focus on providing information where and how your audience typically receives it.



Cross-promotion is where customers of one product or service are targeted with promotion of a related product or service.

Coordinate Stakeholders and Partners

Community stakeholders and partners (including those from your energy action team) are essential resources for executing your strategy. These stakeholders and partners may have community connections that can support your efforts and they can also share the workload of implementing your strategy.

Develop Co-branded Materials

Co-branding materials is an effective way to add legitimacy to your outreach campaign. In general, your target audience is more likely to read a mailing from an organization they already trust. They may also be more likely to follow through with the action(s) you wish them to take if the message comes from more than one messenger.

This toolkit includes many potential outreach materials in the [Minnesota Resources](#) or [Colorado Resources](#) section. If you would like to brand these materials to your community or add co-branding, contact your Community Facilitator.

Cross-Promote with Other Programs and Initiatives

Are there existing programs or initiatives in your community that you could partner with to cross-promote messages? Existing programs and initiatives have already built momentum that you can use to help reach your target audience. Additionally, tenants and owners who have already engaged in other ways are more likely to pursue additional energy efficiency and renewable energy opportunities. Whenever possible, focus your efforts on these cross-promotion opportunities.

Leverage Financial and Human Resources

Executing your strategy is probably going to be both time and cost intensive. Whenever possible, try to share the workload and costs with other stakeholders and leverage existing financial resources (e.g., printing costs, event fees). For example, if you plan to table at an event, share the workload across different shifts of volunteers or rotate responsibilities across multiple events.

As you execute your strategy, you should track the success of your different outreach methods.

Monitor Points of Contact

Points of contact can be a powerful metric to measure your impact on awareness and education. Tracking the number of views or engagements on a social media post, the number of phone calls made, the number of postcards mailed, and the number of events tabled can help you track how many impressions you've made.

Track Enrollment in Programs

If you are promoting specific programs, establish a participation baseline so you can track the impact of your strategies. Ask your Partners in Energy Community Facilitator for help with establishing your program baseline. You may have access to special data reports during your strategy implementation to gather real-time data.



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A **baseline** is the initial collection of data, which serves as a basis for future comparison. A baseline can be set over a period of time (e.g., three-year baseline) or at a specific point in time.

Collect Testimonials

Ask tenants and owners to share their experience as or after they follow your desired action(s). Their positive experiences can motivate others to participate through social norming and peer pressure. Their stories can be shared through your future outreach materials.

Report impact

Share the impact of your strategy — the points of contact, participation rates, and testimonials — with your stakeholders and partners. A presentation to your city council, a community report, or a feature in the local newspaper will garner additional support for future outreach campaigns and may also continue to promote your desired action(s) with relevant audiences.

See [Minnesota Resources](#) or [Colorado Resources](#) for a report and presentation slide deck template.



MINNESOTA RESOURCES

GENERAL RESOURCES

[101 Ways to Save Website](#)

[Event Planning Worksheet](#)

[More Information Sign-up sheet](#)

[Report & Presentation Template](#)

Strategy and Outreach Plan Template

See following pages.

STRATEGY & OUTREACH PLAN

The purpose of a Strategy and Outreach Plan is to support the [target audience] and provide organized strategy development and communications for 1-4 unit properties over the next [timeline].

Strategy Scope & Objectives

(What is your objective in reaching 1-4 unit properties? What activities will need to be implemented to achieve your goals? Clearly identify what you are trying to achieve with this strategy.)

Target Audience

(Reference Step 1 of the 1-4 unit toolkit for support identifying target audiences within 1-4 unit properties. Be as specific as possible.)

Barriers

(What might get in the way of achieving your objectives? Be as specific as possible.)

Key Messages

(What information is essential to share with your target audience? These messages should help achieve your objectives and reduce the impact of identified barriers.)

Resources/Communication Channels

(What communication channels does the target audience use? What communication channels do you have access to?)

PROGRAM DESCRIPTIONS



Energy Efficiency Programs

Home Energy Squad®

Home Energy Squad includes recommendations for energy-saving opportunities in the home, plus installation of energy-saving materials on the spot for no extra cost, including LED bulbs, programmable thermostats, weather stripping, and high-efficiency showerheads and faucet aerators.

Contact: HomeEnergySquad.net 866-222-4595

Home Energy Squad Enhanced

Home Energy Squad Enhanced includes all the energy-saving measures and recommendations of a Home Energy Squad visit plus a professional inspection of your home, which includes thermal image testing, a carbon monoxide check, a combustion safety test, and a blower door test.

Contact: HomeEnergySquad.net 866-222-4595

Refrigerator and Freezer Recycling

Refrigerator and freezer recycling is a safe, free way to get rid of an old, still-functional fridge or freezer. Xcel Energy electric customers can make an appointment for a professional to pick up their refrigerator or freezer for free and get a rebate.

Contact: xcelenergy.com/Fridge

AC Rewards

AC Rewards is a voluntary program for customers with smart thermostats. Customers agree to allow Xcel Energy to make small adjustments to their thermostat when electricity demand is highest. Customers receive an annual bill credit for each year they're enrolled.

Contact: xcelenergy.com/ACRewards



Renewable Energy Programs

Windsorce®

Windsorce is a voluntary subscription program that allows customers to source some or all of their electricity from locally produced wind energy. The cost ranges from \$1 to \$10 per month, depending on subscription amount and customer's home electricity use. This program is available to both owners and renters, as long as the electricity bill is in their name.

Contact: xcelenergy.com/Windsorce 1-800-895-4999

*Solar*Rewards®*

Solar*Rewards is an opportunity for customers to install solar panels on their homes. It's an incentivized program, so monthly payments are made to the owner of the solar panels in exchange for Renewable Energy Credits (RECs) for the energy they produced. If the system produces more energy than the home needs, the extra is added to Xcel Energy's grid, and the customer receives a bill credit for it.

Contact: xcelenergy.com/Solar

*Solar*Rewards Community*

The Solar* Rewards Community is a subscription program that allows customers the opportunity to support the development of nearby solar gardens, without the hassle of installing panels on their residence or business. Once subscribed to an active garden, customers will receive credits on their monthly Xcel Energy bill equivalent to the solar energy that their subscription contributes to the Xcel Energy grid.

Contact: xcelenergy.com/SolarRewardsCommunity



Low-Income Programs

Home Energy Squad®

Home Energy Squad includes recommendations for energy-saving opportunities in the home, plus installation of energy-saving materials on the spot for no extra cost, including LED bulbs, programmable thermostats, weather stripping, and high-efficiency showerheads and faucet aerators. Home Energy Squad is free to income qualified households.

Contact: HomeEnergySquad.net 866-222-4595

Home Energy Savings Program

If the customer's income qualifies, they can use these free services to save money and energy. Xcel Energy has teamed up with program service providers Energy CENTS Coalition and Sustainable Resources Center, Inc. The program is customized for each home, and with it, customers could receive: savings on energy bills, free advice from an energy expert, free energy-saving improvements, and replacement of older appliances with newer models.

Contact: xcelenergy.com/programs_and_rebates/residential_programs_and_rebates/affordable_energy

Energy Assistance Program

Administered by the Minnesota Department of Commerce and funded through the U.S. Department of Health and Human Services, the Low Income Home Energy Assistance Program (LIHEAP) helps keep families safe and healthy through initiatives that assist with energy costs. They provide federally funded assistance in managing costs associated with: home energy bills, energy crises, and weatherization and minor energy-related home repairs. LIHEAP can help families stay warm in the winter and cool in the summer through programs that reduce the risk of health and safety problems that arise from unsafe heating and cooling practices.

Contact: <https://mn.gov/commerce/consumers/consumer-assistance/energy-assistance/>

Weatherization Program

The Weatherization Assistance Program (WAP) enables low-income families to reduce their energy bills by making their homes more energy efficient. The U.S. Department of Energy provides funding to states, who, in turn, fund a network of local community action agencies, nonprofit organizations, and local governments that provide these weatherization services. If the family receives Supplemental Security Income or Aid to Families with Dependent Children, they are automatically eligible to receive weatherization services. In other cases, states give preference to: people over 60 years of age; families with one or more members with a disability; and families with children (in most states).

Contact: <https://mn.gov/commerce/consumers/consumer-assistance/weatherization/>

Rebates for Appliances and Equipment

Customers can save when they install high-efficiency equipment and appliances, replace inefficient appliances, enroll in efficiency rate programs, and change the way they use their appliances. There are rebates for heating and cooling equipment, water heaters, and insulation.

Contact: xcelenergy.com/HomeRebates



Low-Interest Financing

City or County Financing

Many cities and counties offer financing for home improvements, including energy-related improvements. Contact your city and county to see what types of financing programs are available.

Home Improvement Loan Program

The Home Improvement Loan program is a statewide program that was established to encourage and support the preservation of existing housing. Loan funds are subject to availability.

Contact: mnlendingcenter.org 612-335-5884

Fix Up Program

Minnesota Housing offers affordable, low-interest-rate loans for eligible energy conservation improvements.

Contact: mnhousing.gov/FixUpLoan

FLYER EXAMPLES

- [Renters Energy Guide \(for tenants\)](#)
- [Residential Energy Saving Opportunities \(for owner-occupants\)](#)
- [Boost Your ROI with Energy Improvements \(Management Companies and Building Owners\)](#)
- [Keep Values High with Energy Efficiency \(for Homeowners Associations\)](#)

RENTER'S ENERGY GUIDE

Tips to help you save on your energy bill

1 MANAGE YOUR TEMPERATURE

You can save as much as 10% a year on heating and cooling by simply turning your thermostat back 7°–10°F for eight hours a day from its normal setting.¹ Avoid setting your thermostat at a colder or warmer setting than normal when you want to change the temperature quickly; it will not cool or heat your home any faster and could result in excessive cooling or heating, and unnecessary energy use. Consider investing in a smart thermostat to control your thermostat from a mobile device.



Bonus: Visit [xcelenergystore.com](https://www.xcelenergystore.com) to receive an instant rebate on your new smart thermostat.

¹ Source: <https://www.energy.gov/energysaver/thermostats>

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Visit [xcelenergy.com/LightingDeals](https://www.xcelenergy.com/LightingDeals) to find participating stores which offer Xcel Energy discounts of up to \$3 on select LED bulbs. LED lights typically use 70% to 90% less energy and last at least 15 times longer than the traditional incandescent bulbs they replace.² Make sure to turn off your lights when you're not using them—even though LED bulbs are more efficient, you shouldn't leave them on in unoccupied rooms.



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TVs, cable boxes, and computer chargers will use electricity, even when turned off!

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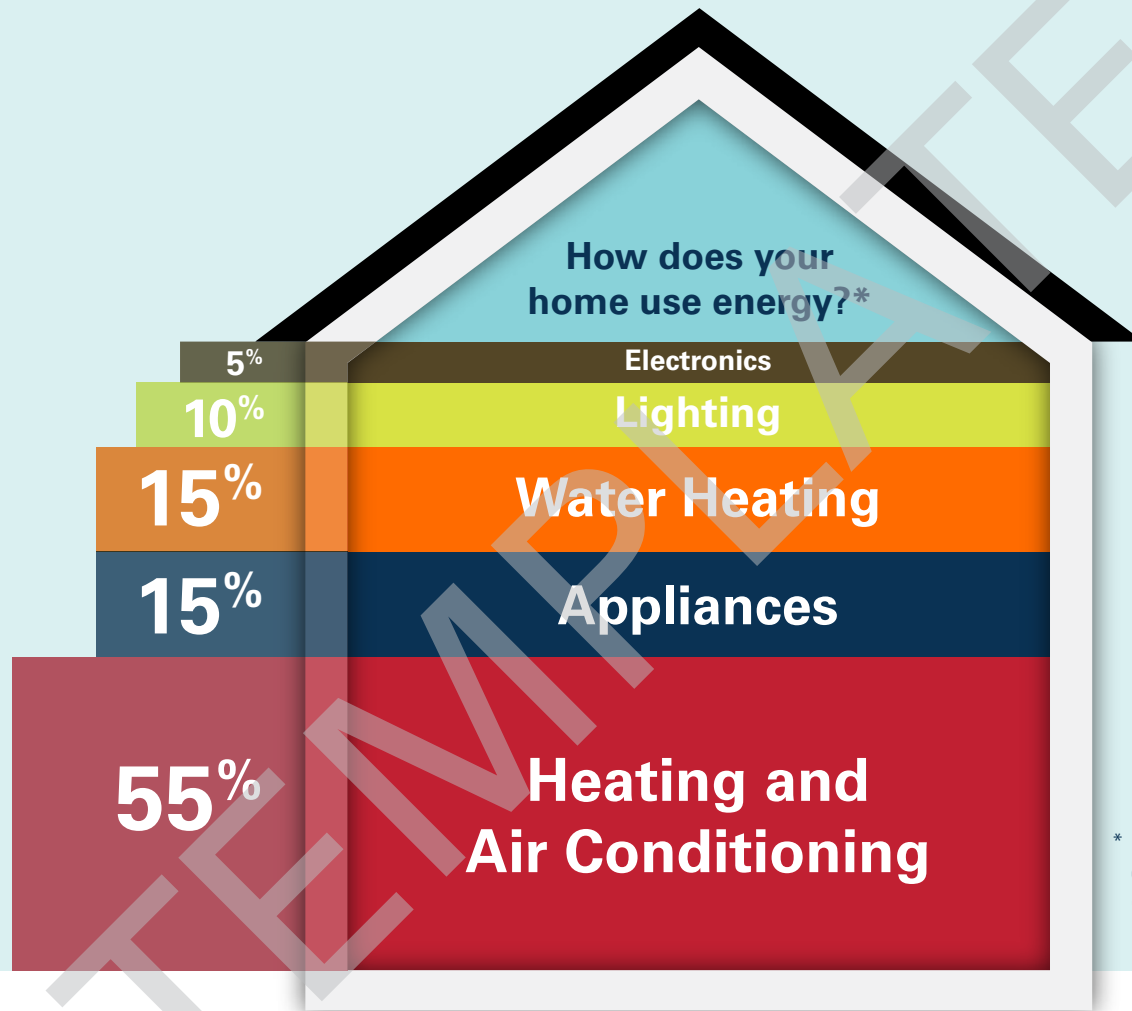
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RESIDENTIAL ENERGY SAVING OPPORTUNITIES DON'T MISS OUT



* Minnesota Department of Commerce Division of Energy Resources, Home Energy Guide, 2018

Tips to Save

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- Install shades to keep sun out in summer and cold out in winter.
- Weatherize to eliminate leaks. 💰
- Install high-efficiency heating and cooling equipment. 💰

Appliances & Electronics

- Manage plug loads with power strips and timers.
- Buy ENERGY STAR® appliance-s and get rid of that old fridge or freezer. 💰

Water Heating

- Set your hot water heater to no higher than 120° F and insulate your hot water pipes.
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Older refrigerators can use twice as much energy as new ENERGY STAR refrigerators. Recycle a still-functioning fridge or freezer and receive a \$50¹ rebate. It will be picked up and recycled responsibly—for free.

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BE A RESOURCE FOR MEMBERS

Host campaigns, educational events, and share tips on how residents can save energy and money. These upgrades can keep values high and ensure all residents are staying comfortable.

- Upgrading appliances? You can get money back on a variety of home appliances.
- Need a new furnace or air conditioner? Stay comfortable and get cash back when you upgrade your equipment.
- Go green with renewable solar or wind energy subscriptions.

Visit xcelenergy.com/HomeRebates to find all the ways HOA residents can save.



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COLORADO RESOURCES

GENERAL RESOURCES

[101 Ways to Save Website](#)

[Event Planning Worksheet](#)

[More Information Sign-up sheet](#)

[Report & Presentation Template](#)

Strategy and Outreach Plan Template

See following pages.

STRATEGY & OUTREACH PLAN

The purpose of a Strategy and Outreach Plan is to support the [target audience] and provide organized strategy development and communications for 1-4 unit properties over the next [timeline].

Strategy Scope & Objectives

(What is your objective in reaching 1-4 unit properties? What activities will need to be implemented to achieve your goals? Clearly identify what you are trying to achieve with this strategy.)

Target Audience

(Reference Step 1 of the 1-4 unit toolkit for support identifying target audiences within 1-4 unit properties. Be as specific as possible.)

Barriers

(What might get in the way of achieving your objectives? Be as specific as possible.)

Key Messages

(What information is essential to share with your target audience? These messages should help achieve your objectives and reduce the impact of identified barriers.)

Resources/Communication Channels

(What communication channels does the target audience use? What communication channels do you have access to?)

PROGRAM DESCRIPTIONS



Energy Efficiency Programs

Home Energy Squad®

Home Energy Squad includes recommendations for energy-saving opportunities in the home, plus installation of energy-saving materials on the spot for no extra cost, including LED bulbs, programmable thermostats, weather stripping, and high-efficiency showerheads and faucet aerators.

Home Energy Squad® Plus

A Home Energy Squad Plus visit is the perfect way for tenants and property management companies or owners to lower energy bills and get a more comfortable, more efficient home. Home Energy Squad includes installation of a variety of energy-saving equipment, so be sure to obtain written permission from the property manager or owner before scheduling an appointment. See the resources section for more information.

Contact: xcelenergy.com/HomeEnergySquad 303-446-7910

Refrigerator and Freezer Recycling

Refrigerator and freezer recycling is a safe, free way to get rid of an old, still-functional fridge or freezer. Xcel Energy electric customers can make an appointment for a professional to pick up a refrigerator or freezer for free and get a rebate.

Contact: xcelenergy.com/Fridge

AC Rewards

AC Rewards is a voluntary program for customers with smart thermostats. Customers agree to allow Xcel Energy to make small adjustments to their thermostat when electricity demand is highest. Customers receive an annual bill credit for each year they're enrolled.

Contact: xcelenergy.com/ACRewards



Renewable Energy Programs

Windsorce®

Windsorce allows tenants to get some or all of their electricity from renewable resources at a low price. A Windsorce subscription is added to your Xcel Energy bill. The program is certified by Green-e Energy and regulated by the Public Utilities Commission.

Contact: xcelenergy.com/Windsorce 1-800-895-4999

*Solar*Rewards®*

Solar*Rewards is an opportunity for customers to install solar panels on their homes. It's an incentivized program, so monthly payments are made to the owner of the solar panels in exchange for Renewable Energy Credits (RECs) for they produce. If the system produces more energy than the home needs, the extra is added to Xcel Energy's grid, and the customer receives a bill credit for it.

Contact: xcelenergy.com/Solar

*Solar*Rewards Community*

The Solar* Rewards Community is a subscription program that allows customers the opportunity to support the development of nearby solar gardens without the hassle of installing panels on their residence or business. Once subscribed to an active garden, customers will receive credits on their monthly Xcel Energy bill equivalent to the solar energy that their subscription contributes to the Xcel Energy grid.

Contact: xcelenergy.com/SolarRewardsCommunity



Income-qualified Programs

Income-Qualified Weatherization Program

Qualified Colorado residents can receive free help to reduce energy bills through Xcel Energy's Income-Qualified Weatherization Program. To see if you are eligible, visit Energy Outreach Colorado. Services may include:

- Attic and wall insulation to help keep cold drafts out and heat in
- Replacement of approved inefficient furnaces
- Replacement of approved inefficient refrigerators
- Installation of light emitting diode bulbs (LEDs)
- Installation of energy efficient storm windows

Rebates for Appliances and Equipment

Xcel Energy offers big savings through rebates for purchasing high-efficiency appliances.

Contact: xcelenergy.com/programs_and_rebates



Low-Interest Financing

C-PACE

Commercial Property Assessed Clean Energy (C-PACE) is a state-sponsored program designed to give property owners greater access to financing for renewable energy and energy efficiency improvements for building retrofits or new development projects.

C-PACE allows for private financing payments through a county special purpose assessment. The C-PACE assessment obligation is attached to the property, so payments can transfer to future owners or tenants if the property is sold. This unique approach provides the potential for building owners to modernize building systems and increase property value with no up-front cost, competitive financing rates, positive cash flow, and repayment terms of up to 25 years.

Due to the unique benefits C-PACE programs offer building owners, the programs are growing in popularity across the country. Currently, 19 states have well-established programs – with more state programs in development. Colorado’s program was established in 2016 and has financed \$50.3 million in energy projects across the state. Must be in a participating county to take part.

Some example projects are listed below:

- Energy efficiency upgrades
- Renewable energy projects
- Water efficiency improvements
- Electric vehicle charging stations

Contact: copace.com

FLYER EXAMPLES

- [Renters Energy Guide \(for tenants\)](#)
- [Residential Energy Saving Opportunities \(for owner-occupants\)](#)
- [Boost Your ROI with Energy Improvements \(Management Companies and Building Owners\)](#)
- [Keep Values High with Energy Efficiency \(for Homeowners Associations\)](#)

RENTER'S ENERGY GUIDE

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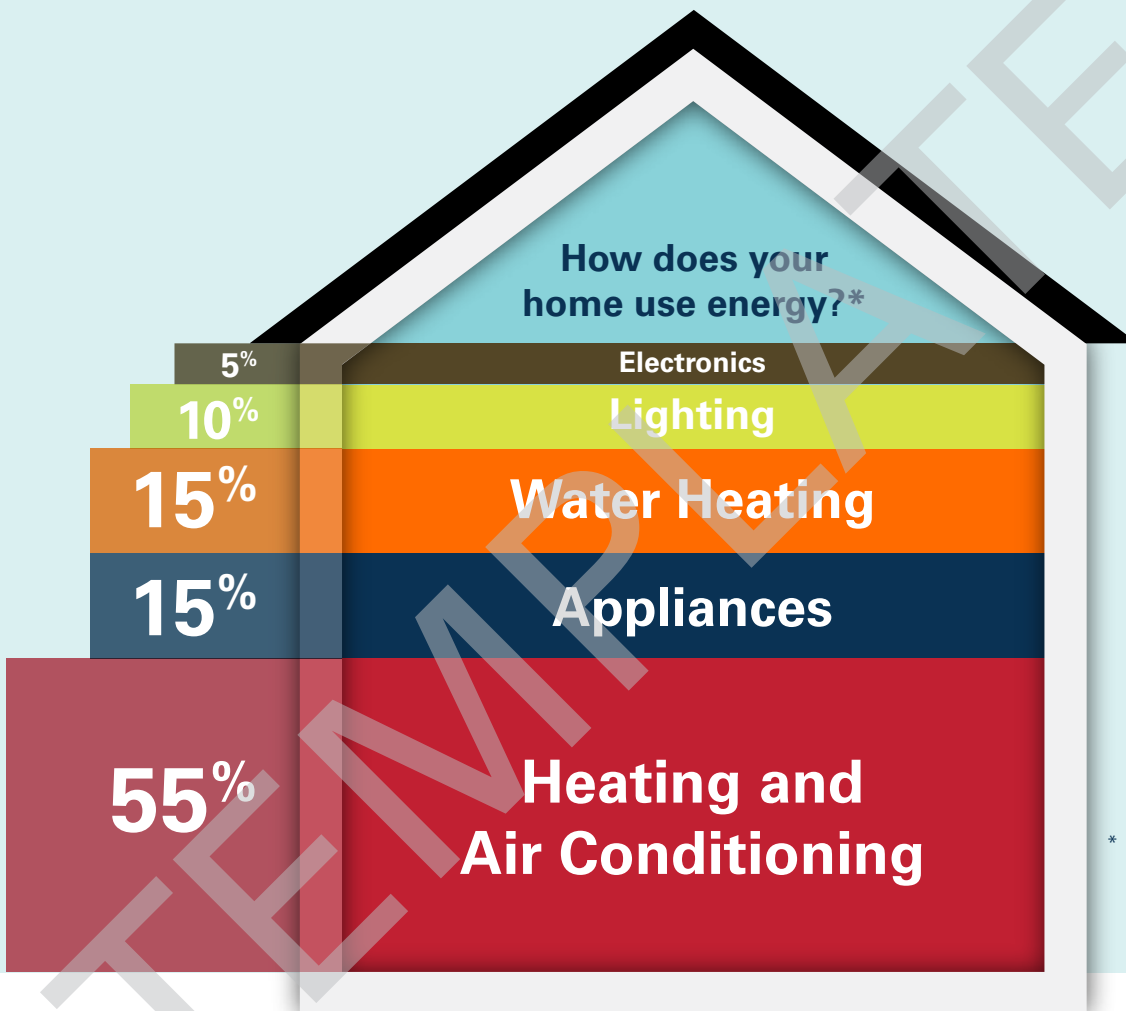
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