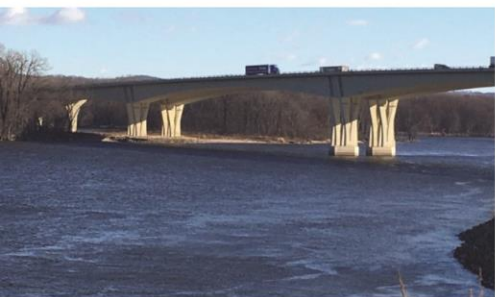




An Energy Action Plan for

La Crescent

March 2021



PARTNERS IN ENERGY
An Xcel Energy Community Collaboration

ACKNOWLEDGEMENTS

Thank you to the following individuals who contributed many hours of service to developing this Energy Action Plan.

The content of this plan is derived from a series of planning workshops hosted by Xcel Energy’s Partners in Energy. Xcel Energy is the main electric utility serving La Crescent. Partners in Energy is a two-year collaboration to develop and implement a community’s energy goals. For more information about the planning workshops, see Appendix 4: Xcel Energy’s Partners in Energy Planning Process.

Name	Affiliation
Energy Action Team Members	
Bill Waller	City Administrator, City of La Crescent
Curt Murray	La Crescent Community Member
Eileen Krenz	La Crescent Area Chamber of Commerce & Tourism
Jason Ludwigson	Sustainability Coordinator, City of La Crescent
Angie Boettcher	Administrative Assistant, City of La Crescent
Melissa Feine	Weatherization Program Coordinator, SEMCAC
Teresa O’Donnell-Ebner	City Council Member, City of La Crescent
Utility Representatives and Facilitators	
Deirdre Coleman	Partners in Energy Community Facilitator
Jamie Johnson	Partners in Energy Community Facilitator
Ross Lexvold	Community Relations Manager, Xcel Energy
Ashley Haung	Marketing Assistant, Xcel Energy’s Partners in Energy
Tami Gunderzik	Program Manager, Xcel Energy’s Partners in Energy
Yvonne Pfeifer	Community Energy Efficiency Manager, Xcel Energy



This Energy Action Plan was funded by and developed in collaboration with Xcel Energy's Partners in Energy.

TABLE OF CONTENTS

Acknowledgements	ii
Executive Summary	1
Introduction.....	3
Our Engagement & Outreach Process	4
Why We Want Energy Action Plan	4
Energy Utilities in La Crescent.....	4
Where We Are Now	5
Where We Are Going.....	12
Energy Vision Statement.....	12
Focus Areas.....	12
Our Goals.....	13
How We Are Going To Get There	14
Focus Area: Residents	14
Focus Area: Businesses.....	17
Focus Area: Electric Vehicles	20
Strategy support opportunities.....	22
Impact of All Strategies by 2030	23
How We Stay On Course.....	24
Data and Reporting	24
Project Management and Tracking.....	25
Energy Action Team Commitment.....	25
Appendix 1: Implementation Work Plan.....	26
Appendix 2: Baseline Energy Analysis	27
Appendix 3: Methodology for Measuring Success	33
Community Goals	33
Focus Area Targets	35
Appendix 4: Xcel Energy's Partners in Energy Planning Process.....	41
Appendix 5: Glossary of Terms	44
Appendix 6: Implementation Memorandum of Understanding.....	47



LA CRESCENT, MN ENERGY ACTION PLAN

Community members of La Crescent convened to create a plan for the City's energy future. La Crescent has been a leader in sustainability among its peers and has continued that work through our Energy Action Plan, which will save residents and businesses money as well as increase the health and sustainability of the community.

Community Vision

La Crescent's Energy Action Plan is a collaborative effort that supports the City's leadership toward a carbon-free future. Our plan provides actionable steps to reduce La Crescent's energy footprint, save on energy costs for residents and businesses, and work together with the community to recognize and adopt healthy and sustainable energy practices.

About this Plan

Residents, business leaders, City of La Crescent staff, and utility representatives worked together to create this Energy Action Plan with the help of Xcel Energy's Partners in Energy offering. Partners in Energy supports communities like La Crescent in developing and implementing plans to reach their energy goals. Because the community worked together, the plan is unique to La Crescent and will lead to an enhanced energy future for our city.

Focus Areas

Residents:

Residents will be engaged to:

- Participate in energy efficiency and renewable energy programs
- Help under-resourced households save money on utility costs
- Use an energy resource toolkit to increase energy efficiency in homes and explore renewable energy options
- Attend community education sessions on energy-related topics
- Explore electrification changes in homes

Businesses

Businesses will be supported to:

- Participate in no-cost energy assessments
- Act as leaders in energy with recognition from a green business program
- Explore energy efficiency and renewable energy in development processes
- Engage clients and patrons through their energy accomplishments
- The City is committed to energy efficient and renewable energy projects in municipal buildings.
- Consider electrification options in development, renovations, and equipment replacement

Electric Vehicles:

The City, residents, and businesses will be engaged to:

- Attend electric vehicle events, including ride-and-drives and showcases
- Participate in fleet studies to explore electric vehicle options and benefits
- Attend celebratory educational events for the La Crescent electric vehicle charging stations that will be installed in the future



The content of this plan is derived from a series of planning workshops hosted by Xcel Energy's Partners in Energy. Thank you to the La Crescent Energy Action Team who contributed many hours of service to creating our vision, goals, and strategies for this plan.



PARTNERS IN ENERGY
An Xcel Energy Community Collaboration

Our Goals



Between 2021 and 2030, we will cumulatively conserve **1.7 million kilowatt hours** of electricity, amounting to an estimated **\$1 million dollars saved**.



During implementation, we will engage more than **1,500 residents and businesses** across the community in energy efficiency, renewable energy, community solar, and electric vehicle outreach.

Energy Action Plan Impact

Successful implementation of these strategies will result in:



\$ saved for residents annually = **\$28 Thousand**



Greenhouse gas emissions avoidance = **455 MTCO_{2e}¹**

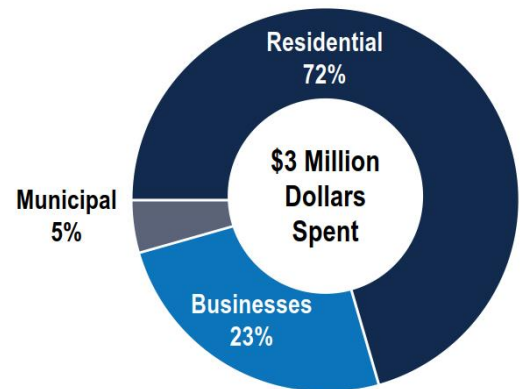
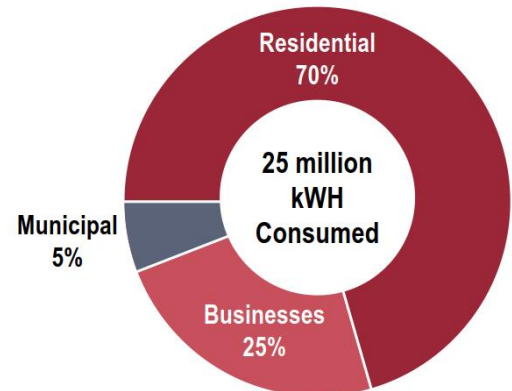


\$ saved for businesses annually = **\$131 Thousand**



More than **1,500 residents, businesses, and organizations** engaged

Our Energy Use



Get Involved

If you want to get involved with the implementation of this plan, please contact La Crescent's Sustainability Coordinator, Jason Ludwigson, at JDLudwigson@gmail.com. We are excited to involve community, businesses, and other organizations to share in the success of our work.



¹metric tons of carbon dioxide equivalent



INTRODUCTION

La Crescent has made great progress toward becoming a more resilient city by taking both big and small steps in sustainability. In 2015, La Crescent entered the GreenStep Cities program, which helped outline actionable steps around sustainability.¹ Since then, La Crescent's accomplishments include transitioning all City building lights to LEDs, tracking energy use through building benchmarking, completing energy efficiency upgrades to City buildings, installing solar photovoltaic systems, increasing access to public transportation, and outlining land use practices that promote tree planting and pollinator friendly methods.

The City became a SolSmart community in 2019. SolSmart is a national program that provides technical assistance to local governments interested in supporting local solar development.²

As of the adoption of this plan, La Crescent is a Step 3 in the GreenStep Cities program and has achieved a Silver designation in SolSmart. These achievements recognize the work that the City and community of La Crescent have already put towards energy and sustainability. Our work will build off these efforts.

Who are we talking about?

We, Our, and the City refer to the City of La Crescent.

Community refers to the broader La Crescent community as a whole.

Energy Action Team is the group of individuals whose input created our energy action plan.

Energy Action Plan refers to this document for the City of La Crescent.

¹ Minnesota GreenStep Cities is a voluntary challenge, assistance and recognition program to help cities achieve their sustainability and quality-of-life goals, run by the Minnesota Pollution control agency. For more information, visit <https://greenstep.pca.state.mn.us/>.

² For more information on SolSmart, visit <https://solsmart.org/>.

In 2020, the City of La Crescent's GreenStep Cities Committee recommended that the City apply to participate in Partners in Energy program to engage the community around energy issues.³

Our Engagement & Outreach Process

The creation of this Energy Action Plan was a five-month process to characterize our energy use, identify energy-related goals, and develop engaging strategies to guide change toward our community's energy future. Work on the Energy Action Plan began in September 2020 and was driven by a series of workshops held in the community, led by a planning team committed to representing local energy priorities in collaboration with City of La Crescent and Xcel Energy's Partners in Energy. By the numbers, La Crescent's Energy Action team completed: two surveys and two workshops, with additional input from the GreenStep City Committee. See *Appendix 4* for more information about the planning process and Xcel Energy's Partners in Energy.

Why We Want Energy Action Plan

The City began the Partners in Energy process to bring its sustainability — and, more specifically, energy — actions to the broader community of residents, businesses, and nonprofits that make up the vibrant, bluff-side city.

The City of La Crescent's GreenStep team hopes that Partners in Energy can help us reduce residential energy use and subsequent greenhouse gas pollution. We will encourage behavioral change through education, incentives, and capital investments to reduce energy use.

Energy Utilities in La Crescent

Our Energy Action Plan seeks to address energy use, for which most data is provided by energy utilities. The City of La Crescent is served by three utilities: Xcel Energy; MiEnergy Cooperative; and Minnesota Energy Resources (MERC).⁴ This plan does not include baseline data related to MiEnergy Cooperative or MERC, as neither utility was able to contribute to the planning process, but the customers served by them are just as important to the community and to this plan. The strategies in this plan seek to engage residents served by all of these utilities by connecting them with their service providers as well as through behavior change and other program-related outreach.

Figure 1: City staff and elected officials accept their Silver SolSmart designation award in 2020. Image provided by the City of La Crescent.



³ The GreenSteps Cities Committee is a group of citizen volunteers that inform and guide the City's sustainability actions, especially as they relate to the City's participation in GreenStep Cities.

⁴ Xcel Energy is the main electric utility serving the community. See xcelenergy.com for more information about Xcel Energy and its programs and services. See mienergy.coop for more information about MiEnergy Cooperative and its programs and services. See minnesotaenergyresources.com for more information about Minnesota Energy Resources and its programs and services.



WHERE WE ARE NOW

An integral part of the Partners in Energy planning process is reviewing energy and community data that informs our community's energy baseline. Xcel Energy, La Crescent's main electric utility, provided data on electricity use, participation counts, and utility energy conservation program savings for La Crescent, as detailed in the following sections. Data included in the plan was used to create a three-year baseline from 2017–2019, unless otherwise noted. Other community data, including demographic, income, and electric vehicle (EV) data also provided insights into the community and baselines for this plan.⁵

See Appendix 2: Baseline Energy Analysis for a comprehensive picture of La Crescent baseline energy data.

Energy Utility Service Areas

As stated above, the City of La Crescent is served by three utility energy providers: Xcel Energy; MiEnergy Cooperative; and Minnesota Energy Resources (MERC). Xcel Energy serves a majority of the community while MiEnergy Cooperative's service area is primarily the western edge of the city. This is shown in Figure 2 below.

Some common energy units & terms

kWh is a unit of electricity consumption.

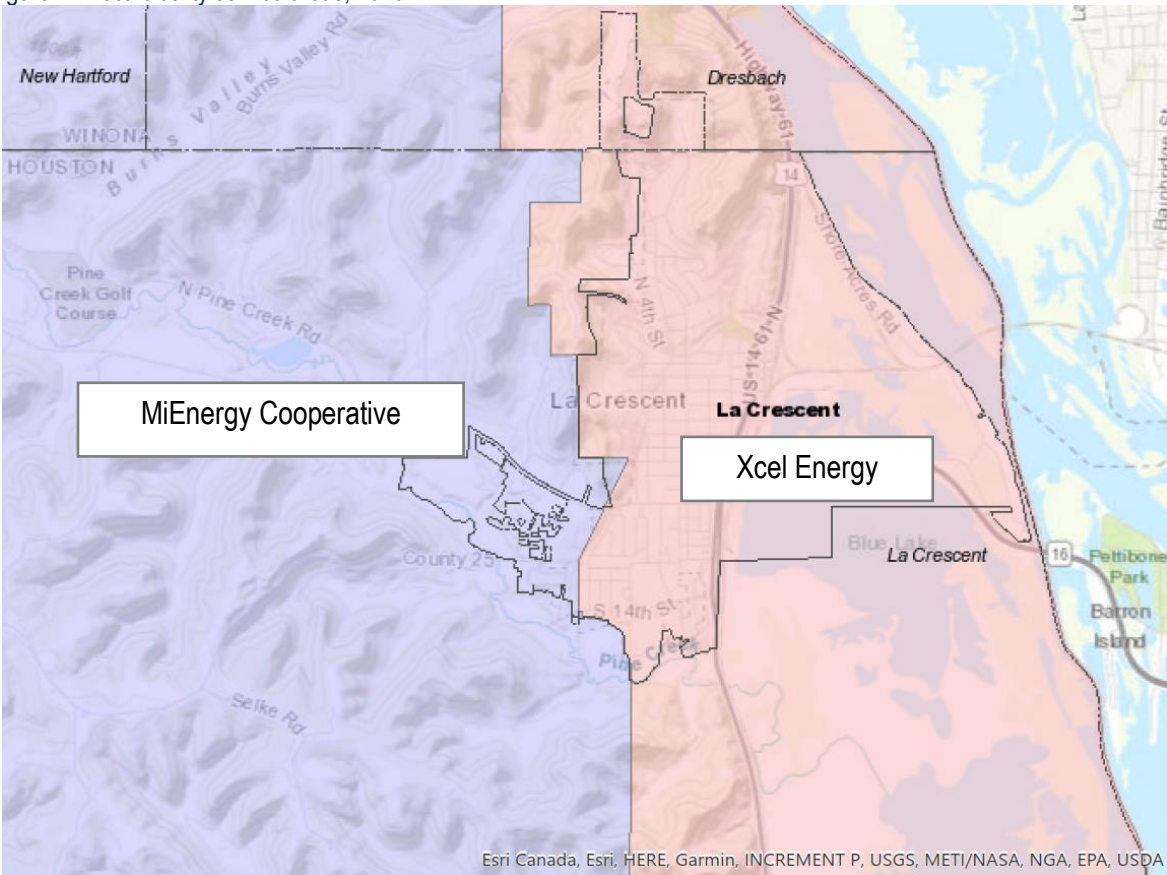
Premise is a unique combination of utility service address and meter.

MTCO_{2e}, or metric tons of carbon dioxide equivalent, is unit of measure for greenhouse gas emissions.

See Appendix 5: Glossary of Terms for a glossary of common energy terms used in this plan.

⁵ Data sources will be noted in the document. Some data sources include the City of La Crescent's 2016 Comprehensive Plan, U.S. Census data, and the American Community Survey data.

Figure 2: Electric utility service areas, 2020⁶



Legend

- Mi Energy Cooperative
- Xcel Energy

--- La Crescent City Boundaries

Grid Electricity Use & Costs

Over the baseline period, the La Crescent community spent just over \$3 million annually on electricity, consuming 25 million kWh of electricity in an average year.

Residents represent the largest portion of electricity users, making up over 90% of premises in the La Crescent community. The residential sector consumed 70% of the community’s electricity use over the baseline period, which is about \$2.2 million spent and 17.8 million kWh consumed each year. For the average residential customer, this

Who are we talking about?

Residential includes the residents of the La Crescent community.

Businesses includes businesses and nonprofits.

Municipal refers to buildings and premises owners or operated the City of La Crescent.

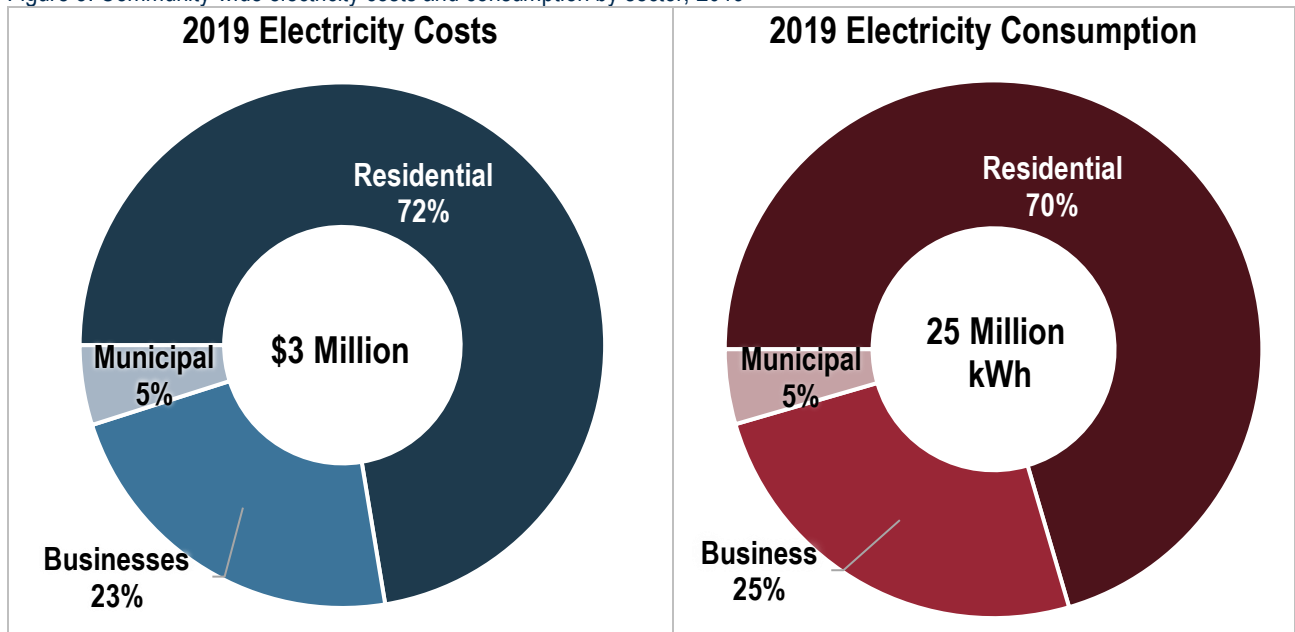
⁶ Source: Minnesota Public Utilities Commission, Electric Service Area Maps. Accessed December 30, 2020. <https://mn.gov/puc/utilities/maps/>

means using over 8,000 kWh of electricity and spending \$1,000 on utility bills each year.

On average, businesses and nonprofits consumed around one-quarter of the community's electricity. This amounted to about 6 million kWh of electricity consumed and over \$700,000 spent each year. While electricity use tends to vary greatly among individual businesses and nonprofits, the average La Crescent business or nonprofit uses 37,000 kWh and spends just under \$4,000 per premise annually, or around \$300 each month.

The City of La Crescent's municipally operated buildings and facilities only consumed about 4% of the community's total electricity over the baseline period — or about 1 million kWh and \$140,000.

Figure 3: Community-wide electricity costs and consumption by sector, 2019



Greenhouse Gas Emissions

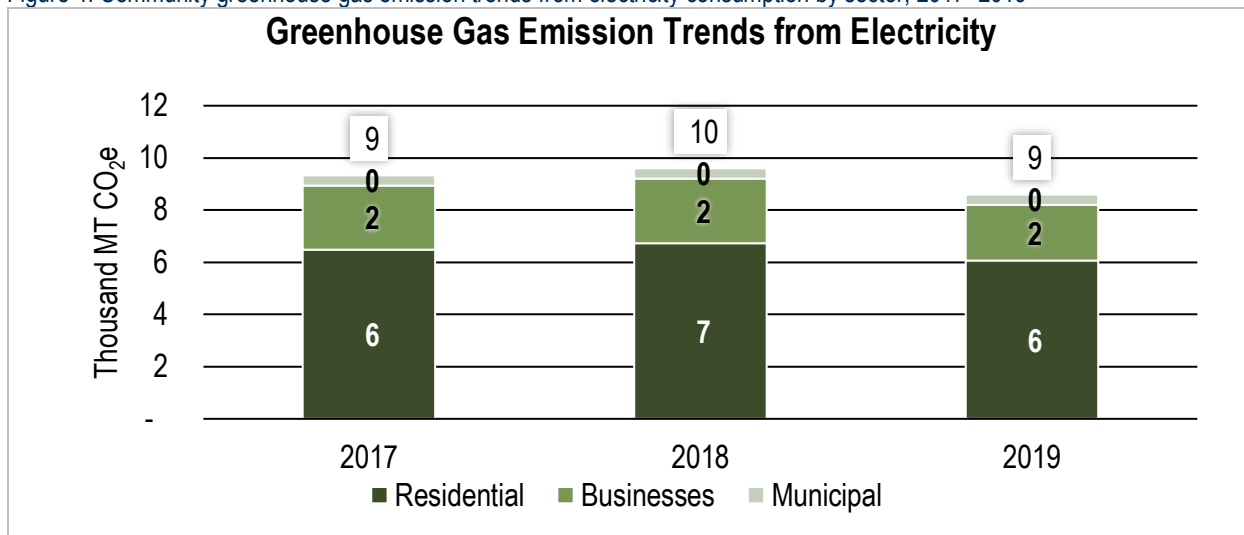
As the largest electricity consumers in the community, residents are also responsible for the greatest portion of greenhouse gas emissions from electricity — about 70%. Over the baseline period, even as electricity use has remained relatively consistent, greenhouse gas emissions for the community have decreased. This is due, at least in part, to the decarbonization of Xcel Energy's electricity grid.⁷

In total, the community's electricity use was responsible for about 8,500 MTCO_{2e} in 2019. This is about the equivalent of 47 railcars of coal or 21 million miles driven by cars.⁸

⁷ Decarbonization, or "greening of the grid," includes the current and planned reduction in the carbon intensity of electricity provided by electric utilities through the addition of low- or no-carbon energy sources to the electricity grid.

⁸ Source: U.S. Environmental Protection Agency, Greenhouse Gas Equivalencies Calculator. <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>

Figure 4: Community greenhouse gas emission trends from electricity consumption by sector, 2017–2019

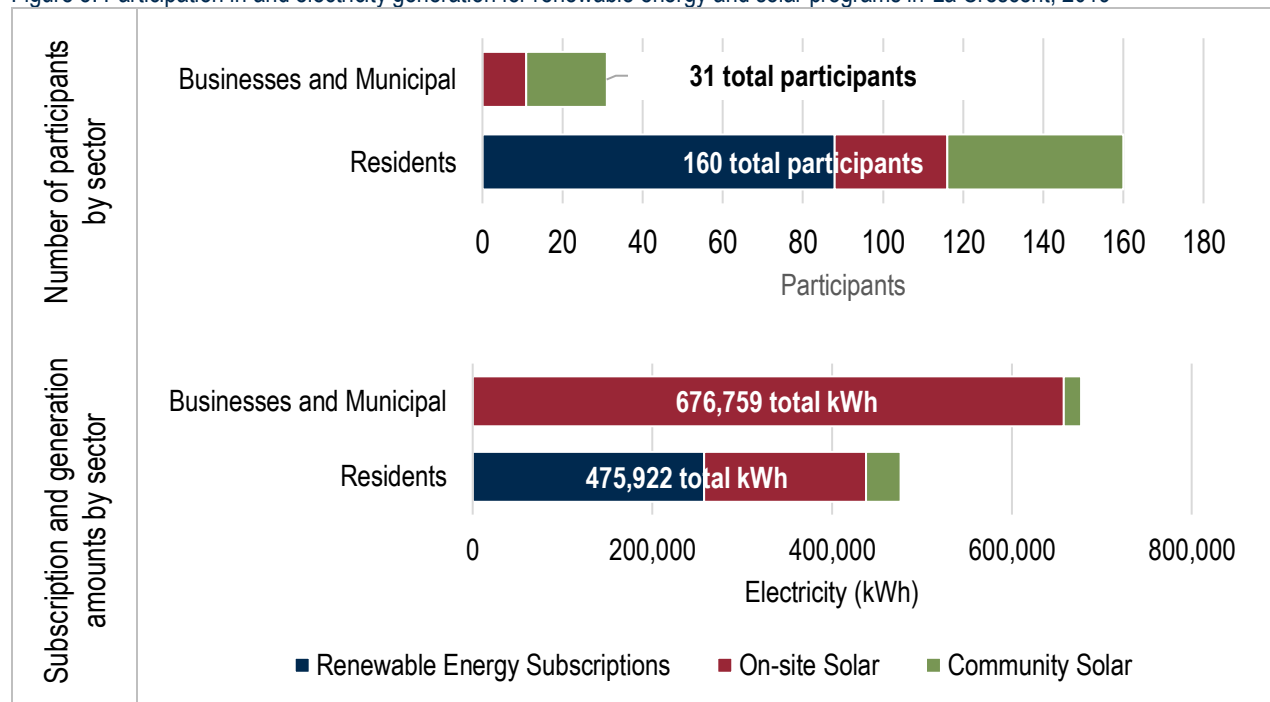


Renewable Energy

There are many ways that community members in La Crescent can support renewable energy. The most popular option is renewable energy subscriptions, through which a customer can subscribe part or all their home’s electricity to renewable energy produced by their utility provider. On-site solar energy is another prevalent option through Xcel Energy’s solar rewards, where a customer can receive production credit for installing and producing renewable energy on-site at their property. Community solar is an additional common option in Minnesota and allows community members to support the development of renewable energy produced and sold off-site by an independent developer.

Overall, far more residents than businesses and nonprofits support renewable energy through subscriptions or on-site installations — 160 residents compared to 31 businesses. But businesses and nonprofits are responsible for supporting more renewable energy development and production — about 677,000 kWh in 2019 compared to just 476,000 kWh for residents. For businesses, most of this production was from on-site solar through Xcel Energy’s Solar*Rewards. On the residential side, renewable energy subscription programs were the most popular. See Figure 5 below for a breakdown of support for renewable energy and solar development in the community.

Figure 5: Participation in and electricity generation for renewable energy and solar programs in La Crescent, 2019⁹



Program Participation & Savings

Over the three-year baseline, 25 businesses and more than 500 residents participated in energy conservation programs through Xcel Energy. In total, they saved 135,000 kWh of electricity over the baseline period, avoiding an estimated 48 MTCO_{2e}. This is the equivalent to taking 10 passenger vehicles off the road for one year.¹⁰ Even though far fewer businesses and nonprofits participated in programs, they have saved about 35% more energy than residents overall.

Savings over the baseline period in all sectors is quite low — or about 0.1% of total use for residents and 0.3% of total use for businesses and nonprofits. Low historic savings indicates that there is likely plenty of opportunity for the community to conserve energy and save.¹¹

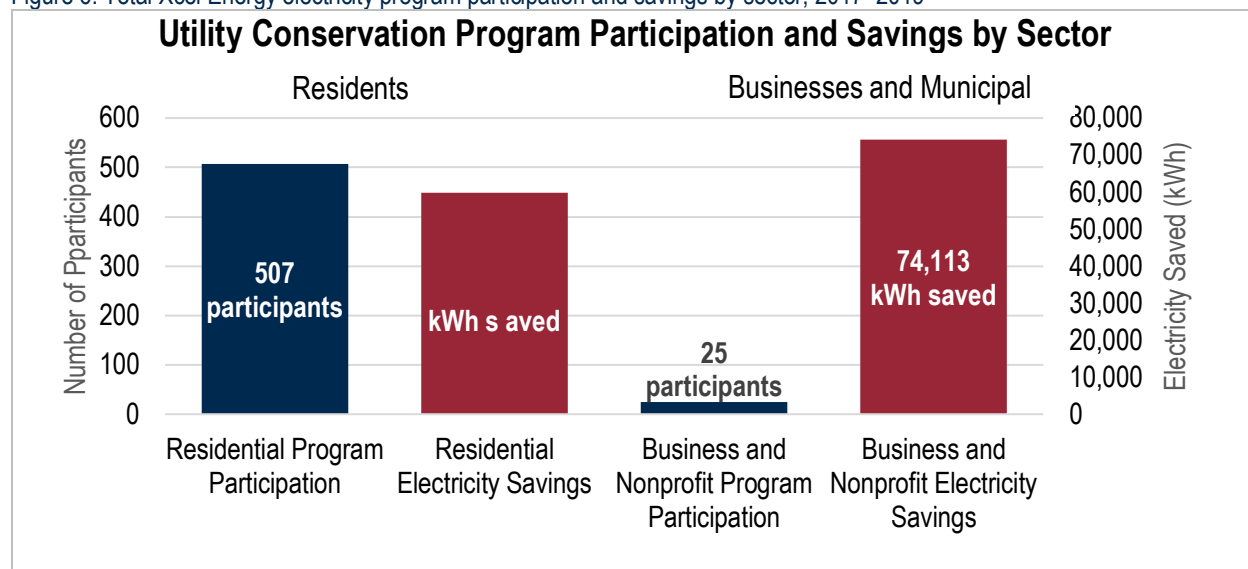
For a breakdown of specific programs and savings for the community, see Appendix 2: Baseline Energy Analysis.

⁹ A more detailed breakdown of customer support and production by program and sector can be found in Appendix 2: Baseline Energy Analysis.

¹⁰ Source: U.S. Environmental Protection Agency, Greenhouse Gas Equivalencies Calculator. <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>.

¹¹ A helpful measure for energy savings is savings as a percentage of energy use in the community. Xcel Energy's target for electricity is to reach 1.5% savings.

Figure 6: Total Xcel Energy electricity program participation and savings by sector, 2017–2019



Transportation and Electric Vehicles

In 2020, there were an estimated 21 electric vehicles registered to the 55947 zip code, which includes La Crescent and some of the surrounding area. As of our plan’s creation, La Crescent has one public electric vehicle charging station at the Best Western Plus on the north side of the community and another at the La Crescent Area Hotel and Event Center parking lot. There will also be a fast charging station installed in 2021 using funding from a settlement with Volkswagen.¹² There are multiple forthcoming planned public charging stations along the highway corridors and plans for incorporating chargers into an upcoming bicycle/pedestrian bridge project. For public transportation, our community is primarily served by La Crosse’s Municipal Transit. The La Crescent area also has hundreds of miles of bike trails that provide recreation as well as transportation options.

Figure 7: Bicycles are a popular for recreation and transportation in the La Crescent area. Image provided by Teresa O’Donnell-Ebner.



¹² In a settlement after being caught in violation of the Clean Air Act by selling cars that emit air pollution over legal limits, Volkswagen was ordered to pay into a fund called the Environmental Mitigation Trust. This trust allocated money to states like Minnesota to help clean up the excess air pollution emitted by the violating vehicles. Minnesota will receive \$47 million from the settlement over ten years. Funds are managed and distributed by the Minnesota Pollution Control Agency. Some of these funds are being dedicated to investments in electric vehicle charging infrastructure, particularly along popular travel routes. For more information about the funds or how they are being used, see pca.state.mn.us/air/Volkswagen-settlement.

Data Not Included in This Plan

The City of La Crescent is served by two additional energy service utilities: MiEnergy Cooperative delivers electricity to a portion of the western side of the city, and Minnesota Energy Resources delivers natural gas to the community.¹³ While neither utility was able to contribute to the planning process, they still serve important parts of La Crescent. This document does not include baseline data related to these specific utilities, but the customers served by them as just as important to the community and to this plan.

¹³ See mienergy.coop for more information about MiEnergy Cooperative and its programs and services. See minnesotaenergyresources.com for more information about Minnesota Energy Resources and its programs and services.



WHERE WE ARE GOING

Energy Vision Statement

During the planning process, the Energy Action Team created a vision statement for the Energy Action Plan. The statement helped guide the planning process and reflects the intention of the community.

The City of La Crescent's Energy Action Plan is a collaborative effort that supports our leadership toward a carbon-free future. Our plan provides actionable steps to reduce La Crescent's energy footprint, save on energy costs for residents and businesses, and work together with the community to recognize and adopt healthy and sustainable energy practices.

Focus Areas

To achieve energy stewardship as a community, the Energy Action Team identified the following focus areas to prioritize strategies and resources:

- **Residents:** Targeting everyone who calls La Crescent home, with special attention to single-family homes, multi-family properties, and energy burdened residents.
- **Business:** Targeting businesses and nonprofits with facilities in La Crescent, such as the downtown businesses or larger businesses outside of downtown that could save energy and reduce costs.
- **Electric Vehicles:** Targeting residents, businesses with vehicle fleets, and municipal fleets to transition to electric vehicles and support charger installation.

These focus areas were chosen to provide a holistic approach to energy stewardship and address the La Crescent community's specific energy needs and goals.

Our Goals

Working together, the Energy Action Team established near-term engagement goals to measure success and set 2030 as a target date for each focus area's long-term goals.

It was important to the team that the energy savings goals were clear and included dollar amounts. The team members are strongly connected to the community and were excited about interacting with residents and businesses in multiple ways, which lead to an engagement goal.



Between 2021 and 2030, our community will cumulatively save **1.7 million kilowatt hours** of electricity, amounting to an estimated **\$1 million** saved.



During implementation, we will engage more than **1,500 residents and businesses** across the community in energy efficiency, renewable energy, community solar, and electric vehicle outreach.



HOW WE ARE GOING TO GET THERE

The Energy Action Team developed strategies for each focus area, including implementation resources, communication channels, and timelines.

Focus Area: Residents

Why Is This Focus Area Important?

La Crescent has a robust residential community. According to U.S. census data, La Crescent consists of 2,253 households made up of mostly single-family homes that are owner occupied with a few multi-family properties. Residents live in homes mainly built before 2000, with 56% built before 1980, which indicates potential for energy efficiency updates. When compared to peer communities, La Crescent residents also spend more on electricity according to data from Xcel Energy.



Who Are We Targeting?

This focus area targets all residents of the City of La Crescent. This includes homeowners, renters, property owners, and under-resourced households. Each of those target audiences has a different strategy or action that speaks to them directly.

Key Messages

- Free and low-cost energy assessment programs are available.
- Cost savings as a benefit to homeowners and landlords.
- Warmer, quieter, and healthier homes.
- Pride in an efficient home and commitment to the environment.
- Improved property values.
- Prepared for the energy future.

Residential Strategies

1. Establish a well-maintained, web-based source of information about energy efficiency and renewable energy resources.
2. Maintain SolSmart designation.

3. Promote residential participation in energy efficiency and renewable energy programs.
4. Promote free programs that save money for under-resourced households.
5. Establish an outreach toolkit with resources to reach residents on topics of energy efficiency and renewable energy.
6. Host community education sessions on energy-related topics.
7. Promote options for electrification changes in homes.

Implementation Roles and Responsibilities

The following table summarizes the implementation lead and co-lead of the residential focus area strategies. For a more detailed workplan, please see Appendix 1.

Strategy			Tactic	Lead	Co-lead
1	Establish a well-maintained, web-based source of information about energy efficiency and renewable energy resources.	a	Collaborate with City communications/web staff to upload information biannually.	City	Partners in Energy
		b	Update information, program changes, and resources as needed.	City	Partners in Energy
		c	Create City website landing page language.	Partners in Energy	City
2	Maintain SolSmart designation.	a	Work with SolSmart advisor to maintain silver designation and look for opportunity to achieve gold designation.	City	Partners in Energy
3	Promote residential participation in energy efficiency and renewable energy programs.	a	Launch a Home Energy Squad campaign focused on all La Crescent residents.	Partners in Energy	City
		b	Promote MiEnergy programs & MERC programs.	City	Utility
		c	Share residential success stories and savings through City communications.	City	Partners in Energy
		d	Create materials to promote financing opportunities for energy efficiency improvements.	Partners in Energy	City
		e	Campaign aimed at increasing resident subscription to available renewable energy programs.	Partners in Energy	City
4	Promote free programs that save money for under-resourced households.	a	Partner with a local social service organization to increase outreach potential and assess community needs.	City	Partners in Energy
		b	Promote free resources for income-qualified customers from all local energy service providers, including Home Energy Squad and programs from MiEnergy and Minnesota Energy Resources.	Partners in Energy	City & other utility
		c	Develop marketing materials outlining free energy resources — use partners, social media, and other communication tools to disseminate.	Partners in Energy	City
		d	Use direct mailing to distribute information about free resources.	Partners in Energy	City

5	Establish an outreach kit with resources to help residents with energy efficiency and renewable energy.	a	Purchase thermal imaging gun for community checkout to help with virtual Home Energy Squad visits or help identify insulation needs. Partner the kit with a resource guide.	Partners in Energy	City
		b	Create other materials/resources for kit, for both print and online use.	Partners in Energy	City
		c	Share opportunities for STEM groups to get involved.	City	Partners in Energy
		d	Work with public library to host and distribute kit.	City	Partners in Energy
6	Community education sessions — host forum with speakers on energy-related topics.	a	Partner with existing community meetings or create dedicated education session dates, location, times.	City	Partners in Energy
		b	Create an outline of events, invitations, and secure speakers.	Partners in Energy	City
7	Promote options for electrification changes in homes.	c	Create marketing materials promoting electrification in homes (i.e., air source heat pumps, induction/electric stoves, electric appliances).	Partners in Energy	City
		d	Distribute materials through partner organizations, events, Energy Action Team and GreenSteps networks, and communication tools.	City	Partners in Energy

Impact of Residential Strategies

Successful implementation of these strategies will result in residents participating in approximately 378 energy savings and renewable energy programs from Xcel Energy by 2022, as well as many more residents engaged with energy-related messaging. The energy savings of these strategies also result in dollar savings for residents through reduced energy bills.

In addition, as the City of La Crescent successfully implements the residential strategies, the community will become a healthier, more connected, and more sustainable community.

Table 1: Estimated residential electricity and dollar savings for “Business as Usual” compared to the 2030 goal¹⁴

Cumulative Savings	Business as Usual	Our Goal
By 2022		
Electricity Savings	41,600 kWh	96,200 kWh
Dollar Savings	\$29,900	\$69,300
Residents Engaged ¹⁵	84	Over 1,000
Renewable Energy Support ¹⁶	160	200
By 2030		
Electricity Savings	208,000 kWh	395,000 kWh
Dollar Savings	\$150,000	\$294,000

Focus Area: Businesses

Why Is This Focus Area Important?

U.S. Census data and Xcel Energy electricity data show that La Crescent’s business community is made up of a unique set of small businesses that account for 7% of the city’s premises while using one-quarter of the total energy used. This gives the business community an opportunity to save on utility costs while providing a service to the community and being a leader in sustainability.



Who Are We Targeting?

This focus area targets businesses that would benefit from a property assessment to yield cost savings through energy improvement projects, as well as businesses that could support renewable energy subscriptions.

Key Messages

- Reduced operating costs of business.
- Customer acquisition — people support businesses committed to the environment.
- Community pride in local businesses.
- Environmental stewardship and conservation of resources.

Business Strategies

1. Establish a well-maintained, web-based source of information about energy efficiency and renewable energy resources.
2. Maintain SolSmart designation.

¹⁴ “Business as Usual” is an estimate of what savings the community would have achieved if historic (three-year baseline average) participation in utility energy efficiency programs were sustained each year of the goal period. Note that Xcel Energy’s Saver’s Switch program was removed from the “Business as Usual” and “Our Goal” scenarios of this plan’s projections. This is because the program has nearly reached saturation across the state, so it will not be a focus of our plan.

¹⁵ Includes residents engaged through Xcel Energy conservation programs, renewable energy programs, and other outreach by the City. For further details, see Appendix 3: Methodology for Measuring Success.

¹⁶ Includes Xcel Energy’s Windsource® and Renewable*Connect® Solar*Rewards® (on-site solar) and Solar*Rewards Community (community solar gardens).

3. Conduct one-on-one outreach targeting all businesses and nonprofit facilities to sign up for no-cost energy assessments.
4. Create a green business recognition program.
5. Integrate electrification, energy efficiency, and renewable energy program information, educational opportunities, and incentives into City processes for developers.
6. Conduct multi-family building outreach to property owners to encourage participation in energy assessments and to reach renters with energy options available to them.
7. Develop a process or policy to ensure that the most sustainable, cost-effective options are considered for vehicle and equipment procurement.

Implementation Roles and Responsibilities

The following table summarizes the implementation lead and co-lead of the business focus area strategies. For a more detailed workplan, please see Appendix 1.

Strategy			Tactic	Lead	Co-lead
1	Establish a well-maintained, web-based source of information about energy efficiency and renewable energy resources.	a	Collaborate with City communications/web staff to upload information biannually.	Partners in Energy	City
		b	Update information, program changes, and resources as needed.	City	Partners in Energy
		c	Create City website landing page language.	Partners in Energy	City
2	Maintain SolSmart designation.	a	Work with SolSmart advisor to maintain silver designation and look for opportunity to achieve gold designation.	City	Partners in Energy
3	Conduct one-on-one outreach targeting all businesses and nonprofit facilities to sign up for no-cost energy assessments.	a	Create relevant materials and case studies to promote programs for specific audiences.	Partners in Energy	City
		b	Recruit individuals for outreach with relevant connections.	City	Partners in Energy
		c	Outreach and follow-up tracking.	City	Partners in Energy
		d	Share case studies of businesses' successes in energy savings or renewable energy implementation.	City	Partners in Energy
		e	Create materials to promote financing opportunities for energy efficiency improvements.	Partners in Energy	City
4	Create a green business recognition program.	a	Work with the Chamber of Commerce to outline the parameters of the program.	City	Partners in Energy
		b	Secure award or prize.	City	Partners in Energy
		c	Generate outreach and promotion to motivate participants.	City	Partners in Energy
		d	Make annual commitment to continue program.	Partners in Energy	City
		e	Feature case studies from tactic 3d.	Partners in Energy	City

5	Integrate electrification, energy efficiency, and renewable energy program information, educational opportunities, and incentives into City processes for developers.	a	Use Partners in Energy New Construction Toolkit to identify best practices and opportunities for City of La Crescent.	City	Partners in Energy
		b	Create proposals for City Council to consider adopting.	City	Partners in Energy
		c	Create informational materials to use during development review process that highlights electrification opportunities (e.g., appliances, heat pumps).	Partners in Energy	City
		d	Create one or more incentives for developers to add electrification options to buildings (e.g., promote green recognition program, funding availability, certification option for promotion of developer, recognition on City website).	City	Partners in Energy
6	Conduct multi-family building outreach to property owners to encourage participation in energy assessments and to reach renters with energy options available to them.	a	Create and package outreach materials.	Partners in Energy	City
		b	Create and maintain communications list and engage in one-on-one outreach with property owners.	City	Partners in Energy
7	Develop a process or policy to ensure that the most sustainable, cost-effective options are considered for vehicle and equipment procurement.	a	Lead the City through development of a sustainable purchasing plan for procurement of equipment and vehicles. (This overlaps with EV strategies.)	City	Partners in Energy
		b	Use City process to develop a business tool to adopt practices around sustainable procurement.	Partners in Energy	City

Impact of Business Strategies

Successful implementation of these strategies will result in businesses participating in approximately 73 energy savings and renewable energy programs from Xcel Energy by 2022. The business community will engage with many opportunities to become leaders in energy efficiency and renewable energy strategies. The energy savings of these strategies also result in dollar savings for businesses.

Table 2: Estimated business electricity and dollar savings for “Business as Usual” compared to the 2030 goal¹⁷

Cumulative Savings	Business as Usual	Our Goal
By 2022		
Electricity Savings	132,000 kWh	548,500 kWh
Dollar Savings	\$77,800	\$323,000
Businesses Engaged ¹⁸	10	At least 250
Renewable Energy Support ¹⁹	31	35
By 2030		
Electricity Savings	660,000 kWh	1,236,000 kWh
Dollar Savings	\$389,000	\$728,000

Focus Area: Electric Vehicles

Why is this focus area important?

According to U.S. Census data showing La Crescent residents’ short commutes in single-occupancy vehicles, the community is ideal for electric vehicle ownership and public charging stations. Electric vehicle ownership is growing exponentially and being prepared for that influx will show La Crescent’s leadership in sustainability.



Who are we targeting?

This focus area targets residents with vehicles who have typically shorter commutes or are ready for a vehicle upgrade. It also targets businesses with vehicle fleets that could save on operation and maintenance costs by transitioning to electric vehicles, as well as businesses that could support a local charging station. The City of La Crescent’s municipal fleet is also included in this focus area.

Key Messages

- Reducing operating costs of business.
- Preparing for a future of electric vehicles.
- Overlap with charger installations.
- Community pride of local businesses.
- Environmental stewardship and conservation of resources.

Electric Vehicle Strategies

1. Establish a well-maintained, web-based source of information about electric vehicle charging and programs.
2. Host electric vehicle events, including ride & drives or showcases.
3. Participate in a City fleet study and bring recommendations for upgrades to City Council.

¹⁷ “Business as Usual” is an estimate of what savings the community would have achieved if historic (three-year baseline average) participation in utility energy efficiency programs were sustained each year of the goal period.

¹⁸ Includes businesses engaged through Xcel Energy conservation programs, renewable energy programs, and other outreach by the City. For further details, see Appendix 3: Methodology for Measuring Success.

¹⁹ Includes Xcel Energy’s Solar*Rewards (On-site solar) and Solar*Rewards Community (Community Solar Gardens). La Crescent has no historic participation in Xcel Energy’s Windsource or Renewable*Connect for businesses.

4. Conduct outreach to businesses with fleets, including heavy-duty vehicles, to promote opportunities for fleet studies and electrification.
5. Work to promote electric vehicle charging stations that will be installed in future months/years.

Implementation Roles and Responsibilities

The following table summarizes the implementation lead and co-lead of the electric vehicle focus area strategies. For a more detailed workplan, please see Appendix 1.

Strategy			Tactic	Lead	Co-lead
1	Establish a well-maintained, web-based source of information about electric vehicle charging and programs.	a	Collaborate with City communications/web staff to upload information biannually.	City	Partners in Energy
		b	Update information, program changes, and resources as needed.	City	Partners in Energy
		c	Create City website landing page language.	Partners in Energy	City
2	Host EV-centered events, including ride & drives or showcases.	a	Create event outline in conjunction with other community events or as a standalone event.	City	Partners in Energy
		b	Develop partnerships with dealerships and residents with electric vehicles for showcases using available Xcel Energy resources and toolkits.	City	Partners in Energy
		c	Host event using Partners in Energy EV toolkit resources and Xcel Energy tabling tools.	Partners in Energy	City
3	Participate in a City fleet study and bring recommendations for upgrades to City Council.	a	Partner with Xcel Energy to do a small fleet study.	City	Partners in Energy
		b	Review report and identify immediate and long-term replacement opportunities for City fleet to propose to City Council.	City	Partners in Energy
4	Conduct outreach to businesses with fleets, including heavy-duty vehicles, to promote opportunities for fleet studies and electrification.	a	Create outreach materials and success stories.	Partners in Energy	City
		b	Identify, contact, and follow up with businesses that could benefit from EVs and a fleet study.	City	Partners in Energy
		c	Work with the Chamber of Commerce to identify businesses with fleets for fleet studies.	City	Partners in Energy
5	Work to promote electric vehicle charging stations that will be installed in future months/years.	a	List identifying upcoming projects and promotional/communication opportunities.	City	Partners in Energy
		b	Create communications materials and distribute.	Partners in Energy	City

Impact of Electric Vehicle Strategies

These strategies will result in hundreds of residents and businesses engaged in discussions about electric vehicles, support La Crescent's existing charging plans, and position the City as a leader in electric vehicle adoption and infrastructure. Xcel Energy estimates that by 2030, electric vehicles charged with energy from

Xcel Energy will emit 20% less than conventional internal combustion vehicles. If La Crescent achieves its goal of 350 electric vehicles in the area by 2030, it will reduce local emissions by about 1,200 MTCO_{2e} annually, or about the carbon sequestered by 1,500 acres of forests for one year.²⁰

Table 3: Estimated electric vehicle impacts, ownership, charging stations, and 2030 goal

	Baseline	2030 Goal
Electric Vehicles (Zip code 55947) ²¹	21	350
Charging Stations	4	10
Fleet Studies	0	3

Strategy support opportunities

The Energy Action Team identified specific community partnership opportunities and communication channels that will aid in the implementation of the strategies in each focus area.

Community partners/support

- La Crescent Lion’s Club
- Rotary Club of La Crescent
- Community education info sessions
- Healthy Community Partners —Community connector
- Chamber of Commerce
- Senior dining
- Robotics Club — teens
- Lancer Strong
- School connections
- Churches — faith organizations
- Scouts
- Community & Economic Development Director
- Sir Lancer Bots – La Crescent’s Robotics Team
- La Crescent Applefest organizers and Board of Directors
- City Council and staff

Communication Channels

- City of La Crescent Facebook page
- Community education
- Outside of digital mediums
- Facebook groups — La Crescent Together
- City newsletter (twice per year) and web page
- Waiting room brochures
- Executive summary or printed plan
- Flyer — handouts
- Community newspaper
- Farmers market — outdoor spring events
- National Night Out — citywide
- Tabling — light bulb handouts
- Chamber of Commerce Facebook
- Chamber of Commerce newsletter
- Chamber of Commerce member meetings
- Chamber of Commerce website

²⁰ Sources: Xcel Energy’s Electric Vehicles, xcelenergy.com/EV and U.S. Environmental Protection Agency, Greenhouse Gas Equivalencies Calculator. <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>.

²¹ Includes plug-in hybrid vehicles and electric vehicles. Source: EV Registrations in MN, Drive Electric Minnesota, Accessed December 2020, <https://www.driveelectricmn.org/vehiclesinmn/>.

Impact of All Strategies by 2030

These strategies, if successful, would lead to the combined impact below.



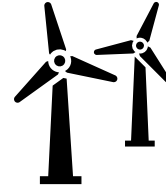
Savings

\$160,000
saved annually
for residents
and businesses



Green House Gas Avoided

12,700
MTCO₂e =
carbon
sequestered by
1,600 acres of
forests in one
year



Renewable Energy Support

235 community
members
engaged in
renewable
energy



HOW WE STAY ON COURSE

This Energy Action Plan is a living document. Goals and strategies will be assessed and refined as needed based on data and community staff capacity.

Data and Reporting

Energy Efficiency and Renewable Energy

Partners in Energy will provide biannual progress reports with success metrics and overall progress toward goals for Xcel Energy rebates and programs. These reports will be available publicly and shared with both the Energy Action Team and community.

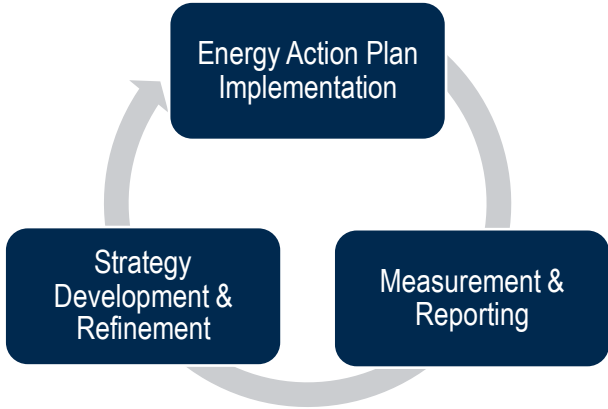
Other Xcel Energy Data

If available, ad-hoc participation reports for specific Xcel Energy programs (e.g., Home Energy Squad) can be provided to measure the success of campaigns and to determine if we need to change course.

Engagement

Other engagement through outreach activities and participation, as detailed in Appendix 3: Methodology for Measuring Success, will be tracked and monitored by the City of La Crescent. Currently, there are no specific goals or targets around this engagement.

Figure 8: Actions and Tracking



Electric Vehicles

Data regarding progress toward electric vehicle goals will be tracked and reported by either Partners in Energy or the City of La Crescent, using the third-party data sources outlined in the Where We Are Now section as well as community knowledge.

Data from Other Utilities

Data from MiEnergy Cooperative and MERC are not included in our plan as of its writing and passage.

Project Management and Tracking

Partners in Energy will host regular project management check-in calls with staff while actively in the community's implementation Memorandum of Understanding (MOU) to ensure that we stay on course to achieve our goals. See Appendix 6: Implementation Memorandum of Understanding for details on the MOU between the City and Xcel Energy.

If necessary, an implementation check-in meeting with the Energy Action Team can be convened to assess progress toward goals and discuss strategy refinement.

Energy Action Team Commitment

The Energy Action Team formed to create this plan has committed to support the implementation of strategies by using their knowledge of, and networks within the community. They have created this plan to reflect the energy aspirations and needs of the La Crescent community, and therefore have a stake in its success. The Energy Action Team is motivated by the support of Partners in Energy to help connect to and provide resources that the community might not otherwise have access to, such as marketing and outreach capacity. They are also excited to engage the community to build on current partnerships and relationships with residents and businesses and they hope to share that excitement with the rest of the community. The team sees this plan integrating well into existing work and events happening in the city and can envision their roles in the work ahead.



APPENDIX 1: IMPLEMENTATION WORK PLAN

This appendix offers additional detail on each strategy, including the implementation team and tasks, timeline, and goals. This appendix will serve as a work plan for the Energy Action Team and Partners in Energy.

Focus	Strategies	Actions	Lead	Support	2021	2021	2021	2022	2022	2022
					Q2	Q3	Q4	Q1	Q2	Q3
Residential	1 Establish a well-maintained, web-based source of information about energy efficiency and renewable energy resources	a Collaborate with communications/web staff to upload information biannually.	City	PIE						
		b Update information, program changes, resources as needed.	City	PIE						
		c Create landing page language.	PIE	City						
	2 Maintain SolSmart designation	a Work with solsmart advisor to maintain silver designation and look for opportunity to achieve gold designation.	City	PIE						
		3 Promote residential participation in energy efficiency or renewable energy programs	a Home Energy Squad (HES) campaign focused on all La Crescent residents.	PIE	City					
	3 Promote residential participation in energy efficiency or renewable energy programs	b Promote MiEnergy programs & MERC programs.	City	PIE						
		c Share residential success stories and savings through city communications.	City	PIE						
		d Create materials for and promote financing opportunities for energy efficiency improvements.	PIE	City						
		e Campaign aimed at increasing residents subscription to available renewable energy programs.	PIE	City						
		4 Promote free programs that save money for under-resourced households	a Partner with a local social service organization for increasing outreach potential and assessing community needs.	City	PIE					
	4 Promote free programs that save money for under-resourced households	b Promote free resources for income-qualified customers from all local energy service providers, including Home Energy Squad and programs from MiEnergy and Minnesota Energy Resources.	PIE	City						
		c Develop marketing materials outlining free energy resources and use partners, social media, and other communication tools to disseminate.	PIE	City						
		d Use direct mailing to distribute information about free resources.	PIE	City						
		5 Establish an outreach toolkit with resources to reach residents on topics of energy efficiency and renewable energy	a Purchase thermal imaging gun for community checkout to help with virtual home energy squad visits or help identify insulation needs. Partner the tool with a resource guide.	PIE	City					
	5 Establish an outreach toolkit with resources to reach residents on topics of energy efficiency and renewable energy	b Create other materials/resources for toolkit for both print and online use.	PIE	City						
		c Share opportunities for STEM groups to get involved.	City	PIE						
		d Work with public library to host and distribute kit.	City	PIE						
		6 Community education sessions - Host forum with speakers on energy related topics	a Partner with existing community meetings or create dedicated education session dates, location, times.	City	PIE					
	6 Community education sessions - Host forum with speakers on energy related topics	b Create outline of events, invitations and secure speakers.	PIE	City						
		7 Promote options for electrification changes in homes.	c Create marketing materials promoting electrification in homes (i.e. air-source heat pumps, induction/electric stoves, electric appliances)	PIE	City					
	7 Promote options for electrification changes in homes.	d Distribute materials through partner organizations, events, Energy Action Team and GreenSteps networks, and communication tools.	City	PIE						
Business		1 Establish a well-maintained, web-based source of information about energy efficiency and renewable energy resources	a Collaborate with communications/web staff to upload information biannually.	PIE	City					
	b Update information, program changes, resources as needed.		City	PIE						
	c Create landing page language.									
	2 Maintain SolSmart designation	a Work with solsmart advisor to maintain silver designation and look for opportunity to achieve gold designation.	City	PIE						
		3 Conduct one-on-one outreach targeting all businesses and nonprofit facilities to sign up for no-cost energy assessments	a Create relevant materials and case studies for specific audiences or programs to promote.	PIE	City					
	3 Conduct one-on-one outreach targeting all businesses and nonprofit facilities to sign up for no-cost energy assessments	b Recruit individuals for outreach with relevant connections.	City	PIE						
		c Outreach and follow-up tracking.	City	PIE						
		d Share Case Study(s) of businesses successes in energy savings or renewable energy implementation. (Longer term - when local business completes project as a part of this outreach)	City	PIE						
		4 Create a green business recognition program	a Work with the Chamber of Commerce to outline the parameters of the program.	City	PIE					
	4 Create a green business recognition program	b Secure award or prize.	City	PIE						
		c Outreach and promotion to motivate participants.	City	PIE						
		d Make annual commitment to continue program.	PIE	City						
		e Feature case studies from tactic 4d.	PIE	City						
		5 Integrate electrification, energy efficiency and renewable energy program information, educational opportunities and incentives into city processes for developers	a Use the New Construction Toolkit to identify best practices and opportunities for LaCrescent.	City	PIE					
	5 Integrate electrification, energy efficiency and renewable energy program information, educational opportunities and incentives into city processes for developers	b Create proposal for City Council to consider adopting.	City	PIE						
		c Create informational materials to use during development review process that highlights electrification opportunities. (e.g. appliances, heat pumps, etc.)	PIE	City						
		d Create 1 or more incentives for developers to add electrification options to building. (e.g. promote green recognition program, funding availability, certification option for promotion of developer, recognition on city website, etc.)	City	PIE						
	6 Conduct multi-family building outreach to property owners to participate in energy assessments and gain access to renters to promote energy options	a Create and package outreach materials.	PIE	City						
		b Create and maintain communications list and engage in one-on-one outreach with property owners.	City	PIE						
	7 Develop a process or policy to ensure that the most sustainable, cost effective options are considered for vehicle and equipment procurement	a Lead the city through development of a sustainable purchasing plan for procurement of equipment and vehicles. (overlap with EV strategies)	PIE	City						
		b Use City process to develop a business tool to adopt practices around sustainable procurement.	City	PIE						
Electric Vehicles	1 Establish a well-maintained, web-based source of information about electric vehicle charging and programs	a Collaborate with communications/web staff to upload information biannually.	PIE	City						
		b Update information, program changes, resources as needed.	City	PIE						
		c Create landing page language.	PIE	City						
	2 Host EV-centered events, including ride & drives or showcases	a Create event outline in conjunction with other community event or stand alone.	City	PIE						
		b Develop partnerships with dealerships and/or residents with electric vehicles for showcase.	City	PIE						
		c Host event using Partners in Energy EV toolkit resources and Xcel Energy Tabling tools.	PIE	City						
	3 Participate in a City fleet study and bring recommendations for upgrades to council	a Partner with Xcel Energy to do a small fleet study	City	PIE						
		b Review report and identify immediate and long-term opportunities for La Crescent's fleet to propose to council.	City	PIE						
	4 Conduct outreach to businesses with fleets, including heavy duty vehicles to promote opportunities for fleet studies and electrification.	a Create outreach materials and success stories.	PIE	City						
		b Identify, contact, and follow up with businesses who could benefit from EVs or fleet study. (bus company, construction, dump trucks)	City	PIE						
		c Work with the Chamber to identify businesses with fleets for fleet studies	City	PIE						
	5 Work to promote electric vehicle charging stations that will be installed in future months/years	a List identifying upcoming projects and promotional/communication opportunities.	City	PIE						
		b Create communications materials and distribute.	PIE	City						



APPENDIX 2: BASELINE ENERGY ANALYSIS

Data was provided by Xcel Energy for all La Crescent premises for 2017 through 2019. Xcel Energy provides electric service to all but the western corner of the city. This data helped the Energy Action Team understand La Crescent's energy use and opportunities for conservation and renewables. Data included in this section establishes a baseline against which progress toward goals will be compared in the future.

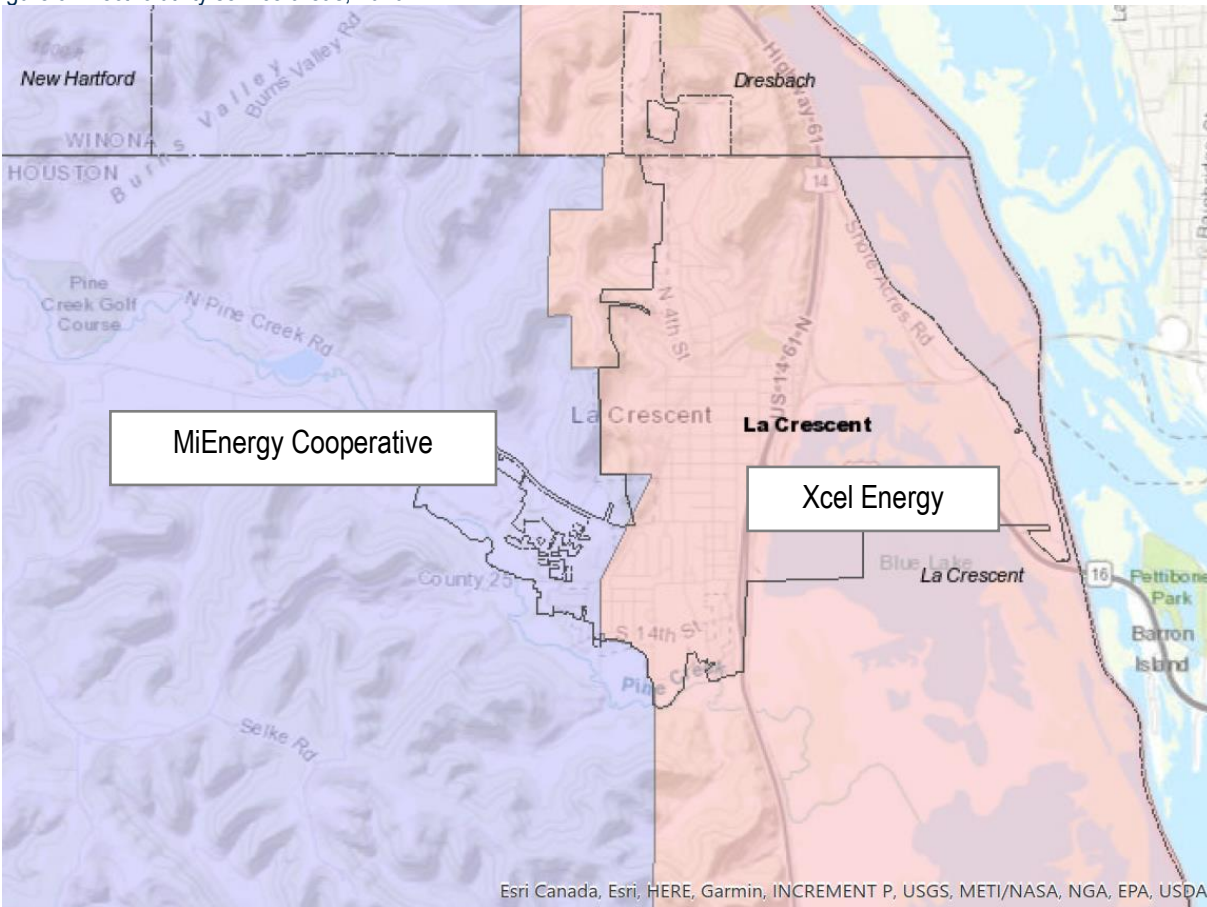
Electric Utility Service Areas

The following map outlines electric utility service territory for the La Crescent area. Xcel Energy's utility service area is shown in pink in the map. MiEnergy Cooperative serves only a small portion of the community, mostly south of County Road 6 and west of Skunk Hollow Road and County Road 25. See Figure 9: Electric utility service areas, 2020 for a map of the electric service utility territory in the La Crescent area.

MERC provides all utility natural gas service in the La Crescent community. An estimated 85% of households in the community use utility natural gas as their primary heating source.²² About 12% of households heat with electricity. Most of the remaining 3% of households are served by various delivered fuels to meet heating needs.

²² American Community Survey, Physical Housing Characteristics for Occupied Housing Units, 2019 ACS five-year estimates, City of La Crescent, <https://data.census.gov/cedsci/table?q=la%20crescent&tid=ACSST5Y2019.S2504&hidePreview=false>.

Figure 9: Electric utility service areas, 2020²³



Electricity Premises and Consumption

Premises

A premise is a unique identifier for the location of electricity or natural gas service. La Crescent is a largely residential community, and the breakdown of electric premises in the community aligns with that — over 90% of premises served by Xcel Energy are residential. Commercial and industrial premises (i.e., businesses) make up 7% of premises. In 2019, City of La Crescent owned and operated 2% of premises in the community. Figure 10 below outlines this breakdown.

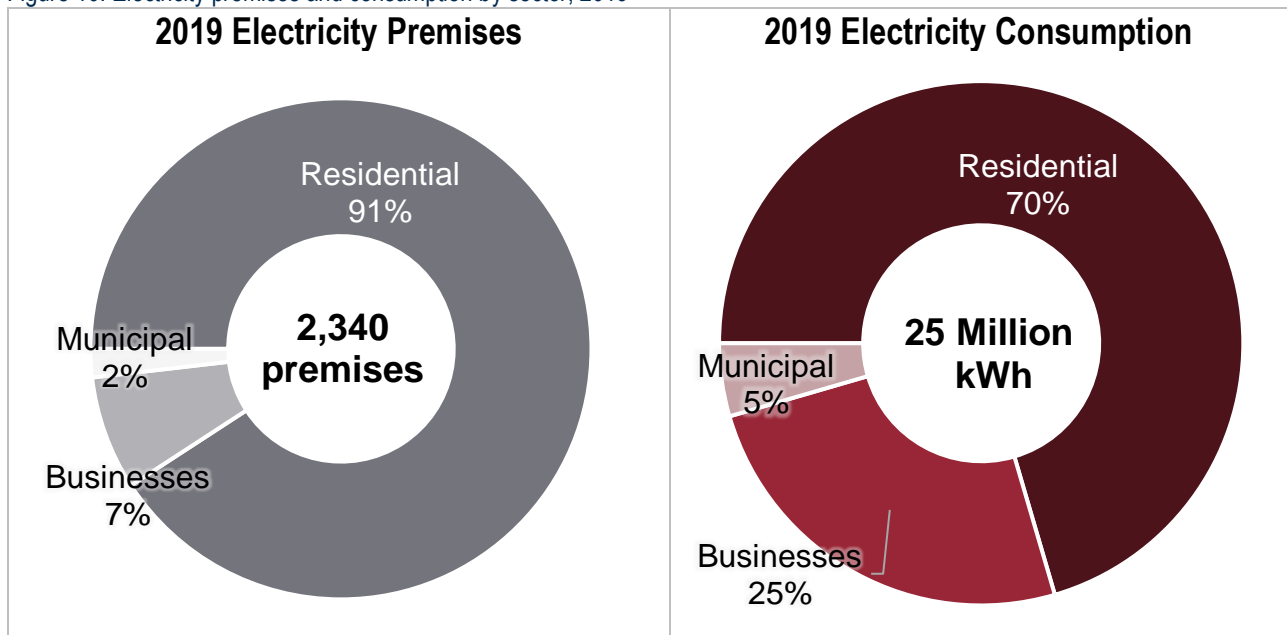
Electricity Consumption

Residents are also the largest consumer of electricity in the community and are responsible for about 70% of electric consumption. While the commercial and industrial premises only cover about 7% of the

²³ Source: Minnesota Public Utilities Commission, Electric Service Area Maps. Accessed December 30, 2020. <https://mn.gov/puc/utilities/maps/>

community, the sector consumes a far greater proportion of the community’s total electricity — about 25%. The City’s buildings only consume about 5% of the community’s electricity.

Figure 10: Electricity premises and consumption by sector, 2019



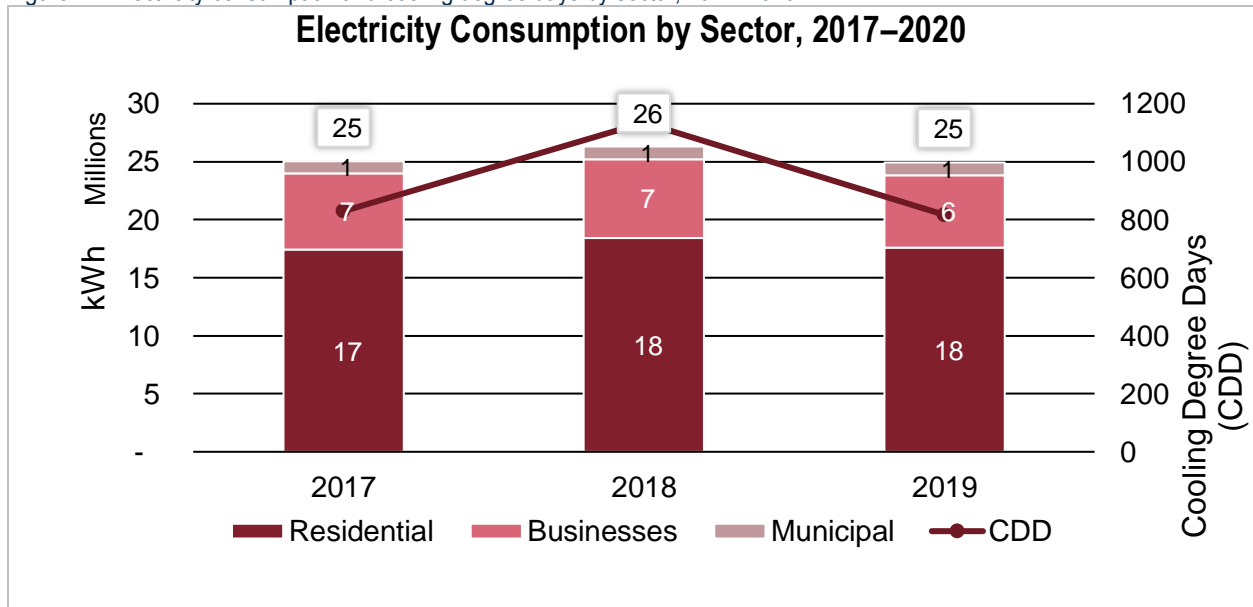
Over the three-year baseline, the average residential customer in La Crescent used 8,400 kWh of electricity. While energy use per commercial and industrial customer varies greatly based on customer size, commercial and industrial premises, on average, used over four times that amount of electricity on an annual basis, over 36,500 kWh.

Electricity Consumption Trends by Sector

Electricity consumption has remained relatively constant over the baseline period. Electricity consumption for residents did rise slightly in 2018 compared to the other two years. This rise corresponded with a hotter summer, demonstrated by an increase in cooling degree days displayed on the Figure 11 below.²⁴ Hotter summers often correspond to greater electricity use, especially in the residential sector, due to increase demand for air conditioning.

²⁴ This plan used heating and cooling degree data for the Minneapolis Saint Paul Airport. Source: NOAA: National Centers for Environmental Information, Minneapolis–Saint Paul Airport. <https://www.ncdc.noaa.gov/cdo-web/datatools/lcd>.

Figure 11: Electricity consumption and cooling degree days by sector, 2017–2020



Greenhouse Gas Emissions and Trends

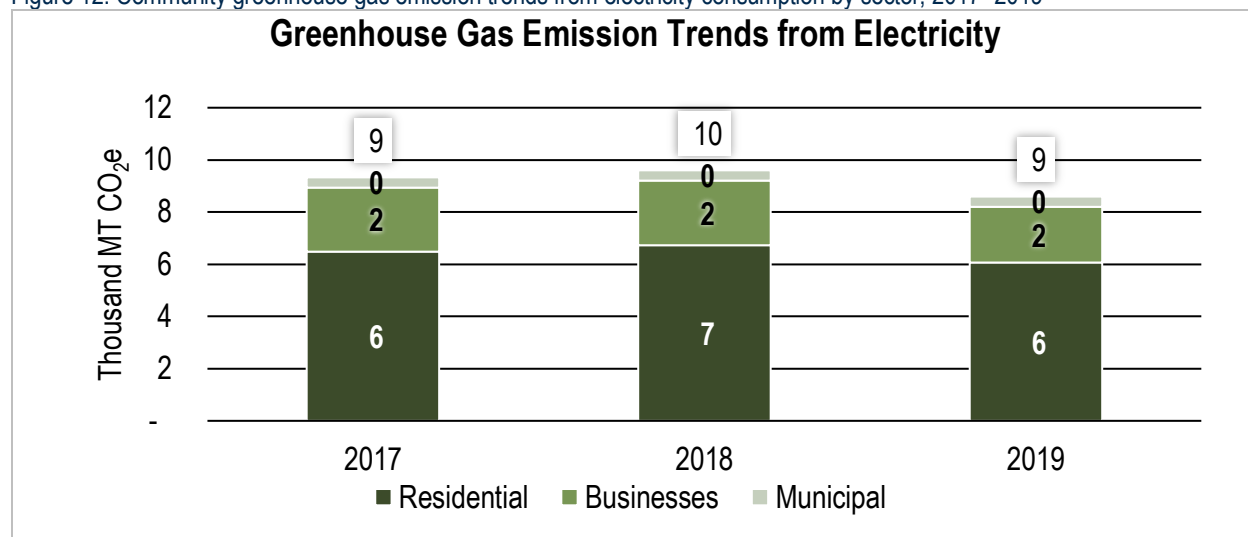
As the largest electricity consumers in the community, residents are also responsible for the greatest greenhouse gas emissions from electricity — about 70% of emissions. Over the baseline period, even as electricity use has remained relatively consistent, greenhouse gas emissions for the community have decreased. This is due, at least in part, to the decarbonization of Xcel Energy’s electricity grid.²⁵ Figure 12 demonstrates this trend over the baseline period.

In total, the community’s electricity use was responsible for about 8,500 MTCO_{2e} in 2019. This is about the equivalent of 47 railcars of coal or 21 million miles driven by cars.²⁶

²⁵ Decarbonization, or “greening” of the grid, includes the current and planned reduction in the carbon intensity of electricity provided by electric utilities through the addition of low- or no-carbon energy sources to the electricity grid.

²⁶ Source: U.S. Environmental Protection Agency, Greenhouse Gas Equivalencies Calculator. <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>.

Figure 12: Community greenhouse gas emission trends from electricity consumption by sector, 2017–2019



Energy Costs

Over the baseline period, the La Crescent community spent just over \$3 million annually on electricity. Most of those dollars were spent in the residential sector. The average residential customer in La Crescent spent over \$1,000 on electricity each year — or about \$83 per month over the baseline period of 2017–2019. This is a higher average electricity cost than many residents of peer communities saw over the same time period. Costs for the average La Crescent household were about 20% higher than Winona households, 24% higher than Faribault households, and 12% higher than Red Wing households.

Businesses and nonprofits on average spent over \$700,000 spent each year. While electricity use tends to vary greatly among individual businesses and nonprofits, the average La Crescent business or nonprofit spent just under \$4,000 per premise annually, or around \$300 each month.

The City of La Crescent’s municipally operated buildings and facilities only consumed about 4% of the community’s total electricity over the baseline period — or about 1 million kWh and \$140,000.

Program Participation and Savings

La Crescent’s small business and nonprofit community has not participated in many utility energy efficiency programs overall. This indicates opportunity for engagement. Over the three-year baseline, only 10 businesses participated in an energy conservation program.

Xcel Energy Conservation Program	Total Participation, 2017–2019
Cooling	2
Electric Rate Savings	1
Lighting Efficiency	8
Motor Efficiency	1
Saver's Switch for Business	11
Small Business Lighting	2
Total	25

Renewable Energy Support

Both businesses and residents in La Crescent support renewable energy. Overall, there are about five times as many residential premises that support renewable energy as there are business premises. These include both programs in which the customer keeps the Renewable Energy Credit (RECs) and can claim that their electricity is renewable, as well as programs in which the customer does not retain the RECs. A REC embodies all of the environmental attributes of the generation and can be tracked and traded separately from the underlying electricity. Retaining the REC associated with energy allows that customer to claim the renewable energy benefits for the energy, such as claiming that a business is powered with renewable electricity. As of 2019, no businesses in La Crescent participate in a renewable energy program from Xcel Energy in which they retain RECs.

Table 4: Renewable energy support in La Crescent from Xcel Energy customers, organized by program, 2019

Renewable Energy Program	Residential	Commercial & Industrial
Xcel Energy's Windsource[®]		
Subscriber Count (Premises)	83	0
Total Annual Electricity Subscribed (kWh)	243,175	0
Percentage of Sector Electricity Use	1%	0%
Xcel Energy's Renewable*Connect[®]		
Subscriber Count (Premises)	5	0
Total Annual Electricity Subscribed (kWh)	14,168	0
Percentage of Sector Electricity Use	0%	0%
Xcel Energy's Solar*Rewards^{®***}		
Subscriber Count (Premises)	28	11
Total Annual Electricity Subscribed (kWh)	180,628	657,569
Percentage of Sector Electricity Use	1%	9%
Solar*Rewards Community^{®***} (Community Solar)		
Subscriber Count (Premises)	44	20
Total Annual Electricity Subscribed (kWh)	37,951	19,190
Percentage of Sector Electricity Use	0%	0%
Total Renewable Energy Support		
Subscriber Count (Premises)	160	31
Total Annual Electricity Subscribed (kWh)	475,922	676,759
Percentage of Sector Electricity Use	3%	9%

** Indicates a program where the customer does not retain the RECs, meaning that the customer cannot claim the renewable energy from the electricity produced.



APPENDIX 3: METHODOLOGY FOR MEASURING SUCCESS

As part of implementation support, Partners in Energy will provide biannual progress reports for Xcel Energy participation and savings data. Goals are measured using projected savings impacts from achieving the targets of this plan. The assumptions that were used in modeling these goals are outlined below.

Xcel Energy provides electricity service only to the La Crescent community. Another electricity service provider, MiEnergy Cooperative, also serves a small portion of the western portion of the city with electricity service. Data from other utilities, including MiEnergy Cooperative, natural gas, and delivered fuels are not documented in this plan.

Community Goals

The City established the following goals:



Between 2021 and 2030, our community will cumulatively save **1.6 million kilowatt hours** of electricity, amounting to an estimated **\$1 million** saved.



During implementation, we will engage over **1,500 residents and businesses** across the community in energy efficiency, renewable energy, community solar, and electric vehicle outreach.

How to Measure

The following appendix outlines how to measure various aspects of the goals outlined above and articulated elsewhere in this plan. This includes details of what programs and activities may be included and any assumptions used to measure the goals.

Goal: Energy and Dollar Savings

Between 2021 and 2030, our community will cumulatively save 1.6 million kWh of electricity, amounting to an estimated \$1 million saved.

Timeline

Measurement of cumulative savings for this goal begins in January 2021 and continues through the end of 2030.

Energy Savings

This goal measures electric savings from demand side management utility programs from Xcel Energy.

Table 5: Cumulative estimated energy saved (kWh) by sector by goal years 2022 and 2030

Estimated Energy Saved by Sector	By 2022	By 2030
Residential Energy Efficiency	96,216	394,504
Business Energy Efficiency	548,504	1,236,466
Total Electricity Saved	644,720	1,630,970

Dollar Savings

Dollar savings for this plan were found by applying energy cost data assumptions to the projected energy savings.

Table 6: Cumulative estimated dollars saved (\$) by sector by goal years 2022 and 2030

Estimated Dollars Saved by Sector	By 2022	By 2030
Residential Energy Efficiency	\$69,275	\$284,043
Business Energy Efficiency	\$323,069	\$728,279
Total Greenhouse Gas Emissions Avoided	\$69,275	\$1,012,321

Costs are based on Xcel Energy averages for the baseline period. Changes in the costs of electricity and natural gas may impact the dollars saved, and therefore also this plan's impact. Costs in this goal do not account for delivered fuels, costs or savings from renewable energy, or demand charges for commercial customers.

Table 7: Cost assumptions for the goals, by customer and fuel type.

Customer	Residential	Commercial & Industrial
Electricity, Dollars per kWh	\$0.113	\$0.087

Goal: Engagement

During implementation, we will engage over 1,500 residents and businesses on energy efficiency, renewable energy, community solar, and electric vehicle outreach through tactics like social media and face-to-face conversations. This will be measured across 2021 and 2022 combined. Details of what engagements may be counted toward this goal are outlined in the Focus Area Targets section.

Greenhouse Gas Emissions Avoided

To estimate avoided emissions, projections of emissions factors were applied to the electricity savings. Avoided emissions for these goal years are based off Xcel Energy's 2019 Carbon Emissions Reporting,²⁷ as well as Xcel Energy's electricity carbon goals of an 80% reduction in emissions by 2030 and a 100% reduction in emissions by 2050.²⁸ Differences between projections based on these goals and the actual emissions will impact progress toward the specific carbon estimates articulated for this plan.

The greenhouse gas emissions avoided goal also included emissions avoided with renewable energy. Carbon impacts for renewable energy are only counted for renewable energy programs where the customer retains the RECs. This primary includes Xcel Energy's Windsource and Renewable*Connect. The following table outlines the assumptions for renewable energy.

Table 8: Cumulative estimated greenhouse gas emissions avoided (MTCO₂e) by sector by goal years 2022 and 2030

Emissions Avoided from Sector	By 2022	By 2030
Residential Energy Efficiency	39	85
Business Energy Efficiency	214	305
Renewable Energy ²⁹	96	880
Total Greenhouse Gas Emissions Avoided	359	1,270

Greenhouse gas emissions avoided from other energy and non-energy sources, including transportation, are not measured as impacts in our plan.

Focus Area Targets

In addition to the overarching goals, this plan established targets in each focus area. Targets outline a framework and direction of how the community can contribute toward the bigger goals.

Many of the targets listed below are based on energy efficiency programs offered by Xcel Energy. We do not have baseline data against which to measure or track targets for other utilities serving the La Crescent area.

²⁷ Energy and Carbon Emissions Reporting 2019 Summary by Xcel Energy. <https://www.xcelenergy.com/staticfiles/xcel-responsive/Environment/Carbon/Xcel-Energy-Carbon-Dioxide-Emission-Intensities.pdf>.

²⁸ Xcel Energy's Clean Energy Goals. https://www.xcelenergy.com/carbon_free_2050.

²⁹ Includes only energy efficiency from renewable energy from Xcel Energy's Windsource and Renewable*Connect. This only includes residential participation because commercial participation is targeted to only include programs where the customer does not retain the RECs. Includes an estimated 20 new renewable energy subscribers in 2021 and 2022, or about 375,000 kWh of electricity subscribed by 2022.

Focus Area: Residents

Targets

By 2022, we will strive to engage the following numbers of residents:³⁰

1. 178 residents in energy efficiency programs
2. 200 total residents in programs that subscribe to or support the development of renewable energy
3. 1,000 residents in other outreach activities

Target: Energy Efficiency Programs

To achieve its goals, the City established targets to engage residents in energy efficiency programs. As of the passing of this plan, the City is only able to track participation in and savings from Xcel Energy programs. The following table outlines the targets that the community hopes to achieve for energy efficiency programs.

Target Identified (Total, 2021–2022)	What's Included	How It's Measured
35 Home Energy Squad visits	Xcel Energy's Home Energy Squad	Counts of program participation
15 income-qualifying programs for residents	Xcel Energy's Low-Income Home Energy Squad; Home Energy Savings Program, others as requested	
20 residential smart thermostats	Xcel Energy's AC Rewards, rebates for smart thermostat installation	
30 recycled refrigerators	Xcel Energy's Refrigerator Recycling program; refrigerator recycling programs from other utilities as available	
78 engagements in other energy efficiency programs	Participation in energy efficiency programs not listed above	
<i>Target: 178 total counts of engagement by 2022</i>		

Partners in Energy will be responsible for tracking and reporting participation from Xcel Energy. The City of La Crescent will be responsible for tracking programs from other utilities or providers.

Target: Renewable Energy Programs

The City established targets to engage residents in programs that subscribe to and those that support the development of renewable energy resources in the community. These include renewable energy subscription programs, such as Xcel Energy's Windsource and Renewable Connect, as well as on-site

³⁰ Residential engagement will be measured by number of engagements and program participation, rather than by unique households reached

solar and community solar development. As of the passing of this plan, the City is only able to track participation in and savings from Xcel Energy renewable energy programs, or from its permitting processes as available. The following table outlines the targets that the community hopes to achieve for renewable energy programs.

Partners in Energy will be responsible for tracking and reporting participation from Xcel Energy. The City of La Crescent will be responsible for tracking programs from other utilities or providers.

Target Identified (Total, 2021–2022)	What's Included	How It's Measured
200 residents participating in renewable energy programs, on-site solar programs, and community solar programs	Xcel Energy's Windsource and Renewable*Connect; Xcel Energy's Solar*Rewards; Community Solar Gardens; other programs as tracked by the City	Xcel Energy program participation counts; City permitting; other utility data as available and accessed by City
<i>Target: 200 total counts of engagement by 2022</i>		

Target: Other Community Engagement

The City's activities will engage residents throughout the community. The following targets are what La Crescent will strive to achieve through community-wide engagement.

The City of La Crescent will be responsible for tracking and reporting this information.

Target Identified (Total, 2021–2022)	What's Included	How It's Measured
Reach 200 residents with energy resources	Residential resources web page	Web page visit analytics
Engage 200 residents on specific energy topics	Community education sessions	Attendance of sessions
Reach 300 residents with energy-related information	Social media pushes for energy savings and renewable energy campaigns	Facebook post analytics
Engage 300 residents face-to-face on various energy topics	Tabling events for residential campaigns	Count engagements
<i>Target: 1,000 total counts of engagement by 2022</i>		

Focus Area: Businesses

Targets

By 2022, we will strive to engage the following numbers of businesses:³¹

1. 38 businesses in energy efficiency programs

³¹ Business engagement will be measured by number of engagements and program participation, rather than by unique "households" reached.

2. 35 total businesses in programs that subscribe to or support the development of renewable energy
3. 220 counts of business engagement in other outreach activities

Target: Energy Efficiency Programs

To achieve its goals, the City established targets to engage businesses in energy efficiency programs. As of the passing of this plan, the City is only able to track participation in and savings from Xcel Energy programs. The following table outlines the targets that the community hopes to achieve for energy efficiency programs.

Target Identified (Total, 2021–2022)	What’s Included	How It’s Measured
8 commercial refrigeration efficiency assessments	Xcel Energy’s Commercial Refrigeration Efficiency program	Counts of program participation
6 multi-family building assessments	Xcel Energy’s Multi-Family Building Efficiency Program	
10 small business lighting assessments	One-Stop Efficiency Shop or other small-business-focused programs including Energy Smart ³²	
14 engagements in other energy efficiency programs	Participation in energy efficiency programs not listed above	
<i>Target: 38 total counts of engagement by 2022</i>		

Target: Renewable Energy Programs

The City established targets to engage businesses in programs that subscribe to and those that support the development of renewable energy resources in the community. These include renewable energy subscription programs, such as Xcel Energy’s Windsource and Renewable Connect, as well as on-site solar and community solar development. As of the passing of this plan, the City is only able to track participation in and savings from Xcel Energy renewable energy programs, or from its permitting processes as available. The following table outlines the targets that the community hopes to achieve for energy efficiency programs.

³² Energy Smart is a program through the Minnesota Chamber of Commerce available to all utility customers. <https://www.mnchamber.com/your-opportunity/energy-smart>.

Target Identified (Total, 2021–2022)	What's Included	How It's Measured
35 businesses participating in renewable energy programs, on-site solar programs, and community solar programs	Xcel Energy's Windsource and Renewable*Connect; Xcel Energy's Solar*Rewards; Community Solar Gardens; other programs as tracked by the City	Xcel Energy program participation counts; City permitting; other utility data as available and accessed by City
<i>Target: 35 total counts of engagement by 2022</i>		

Target: Other Community Engagement

The City's activities will engage businesses and properties throughout the community. The following targets are what La Crescent will strive to achieve through community-wide engagement.

The City of La Crescent will be responsible for tracking and reporting this information.

Target Identified (Total, 2021–2022)	What's Included	How It's Measured
Reach 100 businesses with energy resources	Business resources web page	Web page visit analytics
Reach 100 businesses with energy auditing and renewable energy opportunities	One-on-one outreach and direct campaigns	Track contacts
Engage 20 multi-family building properties, managers, or owners with energy auditing options	One-on-one outreach	Track contacts
<i>Target: 220 total counts of engagement by 2022</i>		

Focus Area: Electric Vehicles

Targets

By 2022, we will strive to engage the following community members on the topic of electric vehicles:

1. Engage 400 community members on the topic

By 2030, we will strive to meet the following electric vehicle targets:

2. 350 registered vehicles in the area
3. 10 local public charging stations
4. 3 completed fleet studies

Target: Electric Vehicle Infrastructure, Studies, and Ownership

Through outreach, support, and natural growth, we hope to achieve the following targets by 2030.

The City of La Crescent and Partners in Energy will track and share this information as available.

Target Identified (by 2030)	What's Included	How It's Measured
350 electric vehicles registered to the La Crescent area	Electric vehicle registrations for fully electric vehicles and plug-in hybrids	Vehicle registrations to zip code 55947
10 local public charging stations	Electric vehicle showcase and outreach campaigns	Attendance of showcase, direct outreach count and social media analytics
3 Fleet studies	Fleet studies, including FleetCarna.	Reported fleet studies completed by local entities

Target: Community Engagement

The City's activities will engage residents throughout the community. The following targets are what La Crescent will strive to achieve through community-wide engagement.

The City of La Crescent will be responsible for tracking and reporting this information.

Target Identified	What's Included	How It's Measured
Reach 200 residents with electric vehicle information	Residential resources web page	Web page visit analytics
Engage 200 residents on electric vehicle topics	Electric vehicle showcase and outreach campaigns	Attendance of showcase, direct outreach count, and social media analytics
400 total counts of engagement by 2022		



APPENDIX 4: XCEL ENERGY'S PARTNERS IN ENERGY PLANNING PROCESS

About Xcel Energy's Partners in Energy

Xcel Energy is an electric and natural gas utility that provides the energy that powers millions of homes and businesses across eight western and midwestern states. Each community Xcel Energy serves has its own unique priorities and vision for its energy future. The energy landscape is dynamically changing with communities leading the way in setting energy and sustainability goals. To continue to innovatively support their communities, Xcel Energy launched Partners in Energy in the summer of 2014 as a collaborative resource with tailored services to complement each community's vision. The program offerings include support to develop an energy action plan or electric vehicle plan, tools to help implement the plan and deliver results, and resources designed to help each community stay informed and achieve their outlined goals.

Plan Development Process

The content of this plan is derived from two planning workshops with the Energy Action Team, a workshop with the Green Steps Cities Committee, and additional strategic meetings with community members, all held virtually. The planning team is committed to representing local energy priorities and implementing plan strategies. The team also helped reach other stakeholders in the community to bring additional community voices to the plan.

Table 9: Partners in Energy planning process

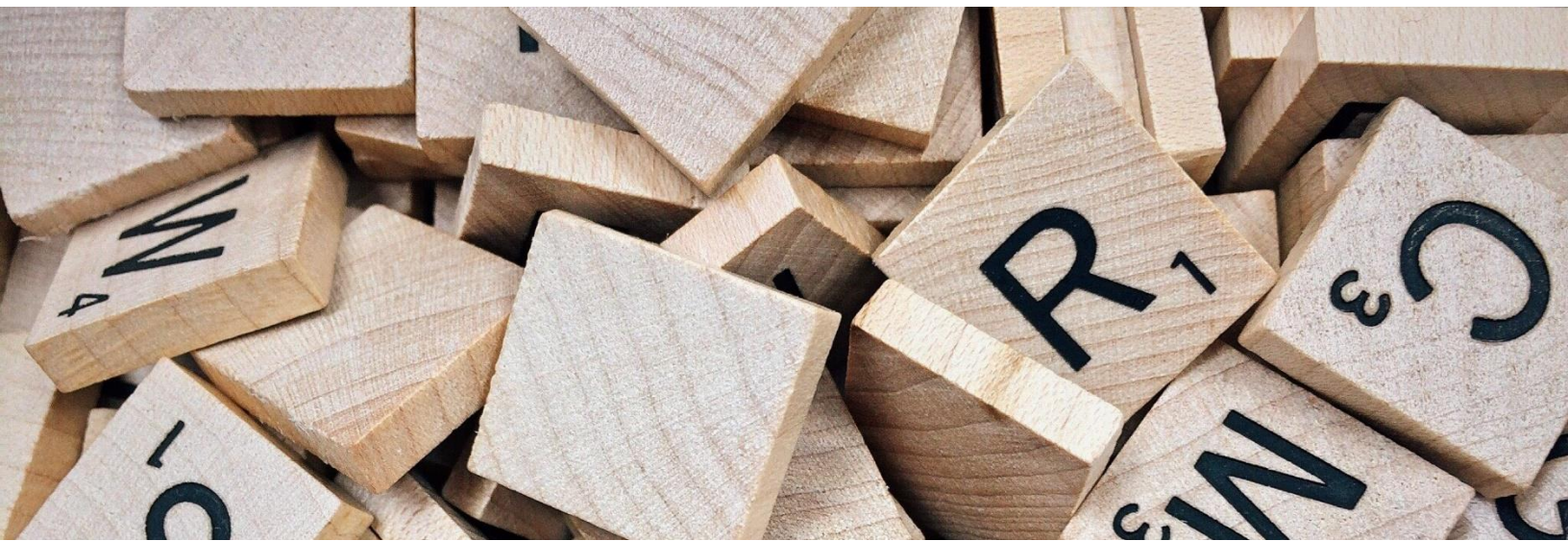
Partners in Energy Planning Process	
<p>Pre-Workshop 1 Survey October 2020</p>	<ul style="list-style-type: none"> • Explained why an energy action plan is important to the individual team member and greater La Crescent community. • Prioritized energy issues. • Gained initial insight into what metrics are important to the community. • Reacted to a draft energy vision.
<p>Workshop 1 October 21, 2020</p>	<ul style="list-style-type: none"> • Team introductions and Partners in Energy process overview. • Finalized an energy vision for La Crescent. • Learned about the La Crescent community's energy use and demographics. • Discussed focus areas and prioritized initial short-term focuses.
<p>GreenStep Cities Committee Engagement November 13, 2020</p>	<ul style="list-style-type: none"> • Gathered input from community members on strategies and actions of the Energy Action Plan.
<p>Workshop 2 December 9, 2020</p>	<ul style="list-style-type: none"> • Mapped La Crescent's assets, identifying what makes the community great. • Discussed resources needed for strategies and what would make us successful. • Reviewed community-wide goals. • Celebrated the Energy Action Plan. • Discussed ways to gather final community input on Plan document.
<p>Workshop 2 Follow-up Meeting December 17, 2020</p>	<ul style="list-style-type: none"> • Solicited input from additional community members on strategies and actions of the plan.



Partners in Energy Process for Success



Resources from Xcel Energy for Implementation



APPENDIX 5: GLOSSARY OF TERMS

15 x 15: Xcel Energy's privacy rule, which require all data summary statistics to contain at least 15 premises, with no single premise responsible for more than 15% of the total. Following these rules, if a premise is responsible for more than 15% of the total for that data set, it is are removed from the summary.

British Thermal Unit (BTU): the amount of heat needed to raise one pound of water at maximum density through one degree Fahrenheit

Carbon-free: Carbon-free refers to sources of energy that will not emit additional carbon dioxide into the air. Wind, solar and nuclear energy are all carbon free sources but only wind and solar are renewable.

Carbon-neutral: Carbon-neutral, also described as "net zero" could include carbon free sources but is broader and refers to energy that removes or avoids as much carbon dioxide as is released over a set period of time. Carbon-neutral is sometimes used to describe a site that produces an excess amount of electricity from a renewable energy source, such as solar, compared to what it consumes. That excess energy is put back into the grid in an amount that offsets the carbon dioxide produced from the electricity it draws from the grid when it is not producing renewable energy.

Community Data Mapping: A baseline analysis of energy data in a geospatial (map) format across the community.

Conservation Improvement Programs (CIP): Portfolio of approved utility energy efficiency and demand management programs. Minnesota electric utilities have a goal of saving 1.5% of their total energy sales each year via customer conservation efforts. Minnesota natural gas utilities have a goal of saving 0.5% of their total energy sales each year via customer conservation efforts.

Demand Side Management (DSM): Modification of consumer demand for energy through various methods, including education and financial incentives. DSM aims to encourage consumers to decrease

energy consumption, especially during peak hours or to shift time of energy use to off-peak periods, such as nighttime and weekend.

Direct Installation: Free energy-saving equipment installed by Xcel Energy or other organization for program participants that produces immediate energy savings.

Energy Burden: Percentage of gross household income spent on energy costs.

Energy Reduction: The result of behavior changes that cause less energy to be used. For example, setting the thermostat lower *reduces* the energy used in your home during the winter. Since energy reductions can be easily reversed, they are not accounted for when calculating changes in energy usage.

Energy Savings: Comes from a permanent change that results in using less energy to achieve the same results. A new furnace uses X% less to keep your home at the same temperature (all things being equal), resulting in energy *savings* of X%. For accounting purposes, energy savings are only counted in the year the new equipment is installed.

Greenhouse Gases (GHG): Gases in the atmosphere that absorb and emit radiation and significantly contribute to climate change. The primary greenhouse gases in the earth's atmosphere are water vapor, carbon dioxide, methane, nitrous oxide, and ozone.

Grid Decarbonization: The current planned reduction in the carbon intensity of electricity provided by electric utilities through the addition of low- or no-carbon energy sources to the electricity grid.

Kilowatt-hour (kWh): A unit of electricity consumption.

Million British Thermal Units (MMBtu): A unit of energy consumption that allows both electricity and natural gas consumption to be combined.

Metric Tons of Carbon Dioxide Equivalent (MTCO_{2e}): A unit of measure for greenhouse gas emissions. The unit "CO_{2e}" represents an amount of a greenhouse gas whose atmospheric impact has been standardized to that of one unit mass of carbon dioxide (CO₂), based on the global warming potential (GWP) of the gas.

Megawatt (MW): A unit of electric power equal to 1 million watts.

Premise: A unique combination of service address and meter. For residential customers, this is the equivalent of an individual house or dwelling unit in a multi-tenant building. For business customers, it is an individual business, or for a larger business, a separately metered portion of the business's load at that address.

Renewable Energy Certificate (REC): For every megawatt-hour of clean, renewable electricity generation, a renewable energy certificate (REC) is created. A REC embodies all of the environmental attributes of the generation and can be tracked and traded separately from the underlying electricity. Also known as a Renewable Energy Credit.

Resilience: The ability to prepare for and adapt to changing conditions and withstand and recover rapidly from disruptions. Resilience includes the ability to withstand and recover from deliberate attacks, accidents, or naturally occurring threats or incidents.

Recommissioning: An energy efficiency service focused on identifying ways that existing building systems can be tuned-up to run as efficiently as possible.

Solar Garden: Shared solar array with grid-connected subscribers who receive bill credits for their subscriptions.

Solar Photovoltaic (PV): Solar cells/panels that convert sunlight into electricity (convert light, or photons, into electricity, or voltage).

Subscription: An agreement to purchase a certain amount of something in regular intervals.

Therm (thm): A unit of natural gas consumption.

Trade Partner: Trade Partners, also known as Trade Allies or Business Trade Partners, are vendors and contractors who work with business and residential customers servicing, installing, and providing consulting services regarding the equipment associated with utility rebate programs. Their support for utility programs can range from providing equipment and assisting with rebate paperwork, to receiving rebates for equipment sold.

APPENDIX 6: IMPLEMENTATION MEMORANDUM OF UNDERSTANDING

Phase 2 – Plan Implementation

The intent of this Memorandum of Understanding is to recognize the achievement of the City of La Crescent in developing an Energy Action Plan. Northern States Power Company doing business as Xcel Energy, through its Partners in Energy offering, has supported the development of this Energy Action Plan. This document outlines how the City of La Crescent and Xcel Energy will continue to work together to implement this Energy Action Plan. The term of this joint support, as defined in this document, will extend from April 1, 2021 through September 30, 2022.

Xcel Energy will support City of La Crescent in achieving the goals of its Energy Action Plan in the following ways:

Residential Energy

- **Energy Efficiency and Renewable Energy Campaigns**
 - Create marketing materials for outreach efforts aimed at residents to participate in activities that save energy, transition to renewable energy and electrify homes.
 - Create webpage content and promotional materials for residents to access energy information.
 - Design an energy savings campaign and materials promoting Home Energy Squad visits and support the City in implementation of the campaign.
 - Support outreach to under-resourced households with informational materials and facilitate partnerships with local agencies and program implementers.
 - Identify energy workshop topics with survey, create outline for 2 workshops, secure speakers, create invitations to host 2 workshops.
 - Support the City in identification of opportunities for residential programs available for La Crescent residents.
 - Outline and help host events virtually or in-person.
 - Share best practices for community engagement and behavior change campaigns.
 - Create communications materials such as press releases, case studies and web language.
 - Measure success of implementing strategies and help pivot strategies if needed.
- **One-on-One Outreach to Multi-Family Buildings**
 - Create outreach materials and workplan for multi-family buildings.
 - Help identify staff and volunteers to do outreach and follow-up.

Support funded by Xcel Energy for this strategy is not to exceed 50 hours. These hours will include those provided through the Partners in Energy vendor team from Center for Energy and Environment and do not include support provided by Xcel Energy internal program staff.

Business Energy

- **Energy Efficiency and Renewable Options for Businesses**

- Create webpage content and promotional materials for business to access energy information.
- Create marketing materials and support in promotion of renewable energy opportunities and free assessments for businesses.
- Aid in volunteer recruiting, create best practices for 1:1 business engagement, support coordination with La Crescent's Chamber of Commerce.
- Create outreach plan, timeline and supporting materials to support outreach to businesses, non-profits and faith organizations about energy savings and renewable energy opportunities.
- Develop an outline for the City to implement an annual green recognition program and support in promotion and observance practices.
- Help write and integrate electrification into City's development review processes and purchasing procedures.

Support funded by Xcel Energy for this strategy is not to exceed 35 hours. These hours will include those provided through the Partners in Energy vendor team from Center for Energy and Environment and do not include support provided by Xcel Energy internal program staff.

Electric Vehicles

- **Electric Vehicles for Residents**

- Create website language and collect relevant resources for communications.
- Create materials and workplan for an electric vehicle showcase event and support hosting of the event.
- Aid in expanding electric vehicle access and education by creating outreach materials and aligning outreach with charging installations happening in La Crescent.

- **Electric Vehicle Fleets**

- Support La Crescent in a Municipal Fleet Study and follow up.
- Create outreach materials for businesses with fleets, encouraging fleet studies.

-

Support funded by Xcel Energy for this strategy is not to exceed 25 hours. These hours will include those provided through the Partners in Energy vendor team from Center for Energy and Environment and do not include support provided by Xcel Energy internal program staff.

Project Management and Reimbursed Expenses

- Provide presentation content outlining Partners in Energy process, identified focus areas and goals, and benefits to community to be presented to Council as part of approval and update process.

- Facilitate regular check-in meetings, track and report energy impacts and activities (process data from Xcel Energy twice a year) and help coordinate implementation kick-off activities.
- Provide up to \$1,150.00 for reimbursed expenses related to printing and distribution of co-branded marketing materials, venue fees, food, and other related needs associated with outreach and education. Xcel Energy funding will not be provided for the purchase of alcohol.

Support funded by Xcel Energy for this strategy is not to exceed 110 hours. These hours will include those provided through the Partners in Energy vendor team from Center for Energy and Environment and do not include support provided by Xcel Energy internal program staff.

City of La Crescent commits to supporting the Energy Action Plan to the best of its ability by:

- Achieving the energy savings impacts outlined in the energy action plan and shown in the table below:

- **City of La Crescent Conservation Goals**

	Electricity Savings (in kWh)
Baseline Historic Energy Savings	86,100
Incremental Plan Energy Savings (1/1/21-6/30/22)	644,700
Total Plan Energy Savings (baseline + plan energy savings)	730,800

- Performing the coordination, tracking, and outreach duties as outlined in the Energy Action Plan that include but are not limited to the following:

Residential Energy

- **Energy Efficiency and Renewable Energy Campaigns**
 - Conduct outreach to residents to participate in activities that save energy, transition to renewable energy and electrify homes.
 - Update webpage content for residents to access energy information.
 - Implement a campaign to residents to participate in Home Energy Squad visits.
 - Conduct outreach to under-resourced households with informational materials and create partnerships with local agencies and program implementers who can aid in that outreach.
 - Invite the community and host 2 workshops on energy related topics that overlap with the Energy Action Plan strategies.
- **One-on-One Outreach to Multi-Family Buildings**
 - Conduct outreach to multi-family buildings and create good contact list.
 - Identify staff and volunteers to do outreach and follow-up.

Business Energy

- **Energy Efficiency and Renewable Options for Businesses**
 - Update webpage content and promotional materials for business to access energy information.
 - Promote renewable energy opportunities and free assessments for businesses.
 - Coordinate with La Crescent's Chamber of Commerce, Energy Action Team members and other volunteers to conduct outreach to businesses.
 - Implement an annual green recognition program and support in promotion and observance practices.
 - Integrate electrification into City's development review processes.

Electric Vehicles

- **Electric Vehicles for Residents**
 - Invite community members to, and host, an electric vehicle showcase event.
 - Conduct outreach for residents on electric vehicle adoption and learning opportunities.
- **Electric Vehicle Fleets**
 - Undergo a Municipal Fleet Study and present report to La Crescent City Council with recommended upgrades.
 - Conduct outreach to businesses with fleets, encouraging fleet studies.

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 plan document, supporting work documents, collateral, and implementation results from the Energy Action Plan with the public. 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 the Energy Action Plan.

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 the City of La Crescent. 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 of La Crescent ordinances, City of La Crescent regulatory jurisdiction, or Minnesota's utility regulatory jurisdiction.

Single Points of Contact

All communications pertaining to this agreement shall be directed to Bill Waller on behalf of the City of La Crescent and Tami Gunderzik on behalf of Xcel Energy.

Xcel Energy is excited about this opportunity to support City of La Crescent 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.