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## Executive Summary



Credit: Drew Geraets via CC

The Lake Street Energy Challenge is an exciting opportunity for residents and businesses of the Lake Street-Midtown Greenway Corridor to impact the way energy is used and produced in their community. With concentrated efforts over the next 18 months, Lake Street Energy Challenge participants will directly engage in actions to support renewable energy and conservation efforts. The outreach for this Challenge will incorporate new ways to reach traditionally underserved members of the

population and create a platform to address the social inequalities that persist. The lessons learned as this plan is delivered will be documented and shared for broader application in future sustainability initiatives both in this community and beyond.

### *The Partners in Energy Planning Process*

The Energy Planning Team, convened by Xcel Energy's Partners in Energy program and the Midtown Community Works Partnership, developed this energy plan during a series of four workshops held between fall 2014 through early 2015. These workshops reviewed community-wide energy use data, energy program information, and existing sustainability efforts in the community. Planning team members developed their vision for how this energy plan would best serve the community's future, and developed strategies for how to get started. With the help of baseline energy data, the group identified goals for action for the next 18 months.

The twenty-three member Energy Planning Team brought together a range of perspectives from across the community, from committed residents, neighborhood associations, local nonprofits, and the utilities. From the beginning of the planning process, the team agreed that this effort should build on the work already happening along the Corridor. The team also emphasized the importance of reaching out to households with lower incomes, renters, and those fluent in languages other than English.

### *Vision, Mission and Goals*

The Energy Planning Team developed the following statements to guide the development of the Lake Street Energy Challenge. The vision outlines the ideal future of energy use along the Corridor and the mission statement clarifies what the Challenge aims to accomplish.

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### Vision Statement

**The Lake Street-Midtown Greenway Corridor will be a transformative national role model for equitable and community-driven clean energy, leading the way toward a carbon neutral Minneapolis that keeps its energy dollars local.**

### Mission Statement

**The Lake Street Energy Challenge coordinates action among diverse neighborhood organizations, residents, employees, and businesses to accelerate energy efficiency and community-owned renewable energy accessible for everyone, while creating jobs and community wealth.**

### Focus Areas

The Lake Street Energy Challenge will focus on three areas of energy use and production: the residential sector, the small and medium business sector, and community solar development.

#### Strategy 1: Increase energy savings for small-to-mid sized businesses.

The energy conservation goal for the Lake Street Energy Challenge business strategy is to reduce annual energy usage among small businesses in the Corridor by 1.5%, a goal based on broader goals set by the City of Minneapolis and the State of Minnesota.

#### Implementation Goals

- Estimated Total Electricity Use: 197,670,000 kWh
- 1.5% Energy Conservation Goal: 2,965,050 kWh
- Additional Conservation Needed to Meet 1.5% Conservation Goal: 915,050 kWh
- Estimated Business Demand Side Management (DSM) Participants Needed to Meet 1.5% Conservation Goal: 50 businesses

#### Implementation Steps

- *Research and Data:* Perform targeted market research on community-based marketing and gather data to guide targeted outreach.
- *Information Consolidation:* Provide small businesses with a streamlined list of resources, targeted assistance from Xcel's Business Solutions Center, and streamlined marketing collateral.
- *Outreach:* Conduct outreach to local business associations to solicit their interest in the proposed "three tiers" of participation, develop a recognition campaign, perform

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targeted marketing to Somali and Hispanic business owners, and continue current energy coaching activities.

### Strategy 2: Increase energy savings in the residential sector.

#### Implementation Goals

- Estimated Total Electricity Use: 197,000,000 kWh
- 0.4% Energy Conservation Goal for 2016: 788,000 kWh
- Additional participation to reach goal:
  - Replace 1,000 incandescent light bulbs with high efficiency models
  - Recycle 200 old refrigerators
  - Have 750 residents participate in the Home Energy Squad® program, saving 6,750 dth
  - Achieve 100,000 kWh saved and 108 dth/building saved in 2016 through the future multi-family program provided by CenterPoint Energy and Xcel Energy

#### Implementation Steps

- *Energy Neighborhood Party Kit*: Each neighborhood that signs on to the Challenge will be asked to talk about energy conservation opportunities at an event. The neighborhood will receive 25 CFLs to give out at the event, materials about energy programs, and a \$100 to be spent on supplies for the party.
- *Event Tabling*: The Challenge is seeking new opportunities for tabling that have not been done in the past. This could include having an interpreter or bilingual volunteer present.
- *Home Energy Squad®: Low-Income Buy Down*: The Challenge will buy down the cost of Home Energy Squad® visits for low-income participants for up to 50 participants in 2015 and up to 100 in 2016 (final numbers may be determined by funding available).
- *Community Conversations: Energy and Multi-family*: A panel discussion(s) will be convened to talk about energy savings, renters, and landlords. Attendees may be contacted afterward about their interest in CenterPoint Energy and Xcel Energy's new multi-family energy conservation program (for 5+ units), which is anticipated to launch in fall 2015.
- *Energy Outreach Interns*: Several STEP-UP interns will be hired in summer of 2016 to do outreach around residential energy efficiency programs. They will work with neighborhood groups along the Corridor to do outreach at existing events or help to organize new events.

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### Strategy 3: Promote greater use of local renewable sources through community solar gardens

#### Implementation Goals

- End of 2016 = 5 MW of Community Solar Gardens (CSG) subscribed in the Lake Street-Midtown Greenway Corridor neighborhoods
- Engage neighborhood associations to sponsor the development of community solar gardens and recruit subscribers
  - 5 subscribers by the end of 2015 and 10 by the end of 2016
- Develop an online resource center for those interested in developing or subscribing to community solar gardens

#### Implementation Steps

- *Engage interested neighborhood associations (through Aug. 2015):* Perform initial outreach to identify neighborhoods interested in sponsoring a garden; identify outstanding questions.
- *Support neighborhoods as they select a community solar garden developer (Aug. 2015-Dec 2015):* Develop a resource center, facilitate information sharing, and evaluate the need for a trade event or panel discussion to disseminate information.
- *Support neighborhood associations as they recruit subscribers (Dec 2015 – Dec 2016):* Provide a quarterly forum to share successes and challenges between neighborhood organizations.

#### Local Outreach and Communication Channels

Information about the Lake Street Energy Challenge will be shared through a number of channels, including:

- Monthly updates via email/newsletters/social media that can be shared by neighborhood organizations, city leaders, media contacts, and others;
- A Lake Street Energy Challenge Facebook page for social media updates;
- A calendar of events available online at the Lake Street Energy Challenge Facebook page, [www.mcwsustainability.org](http://www.mcwsustainability.org), and [MPLSGreen.com](http://MPLSGreen.com);
- Feature stories via MPLS Green and other local publications.

#### Monitoring and Reporting

- Xcel Energy will track Corridor and neighborhood energy usage data on a quarterly basis and conservation data by neighborhood after reaching 15 participants.

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*Future Efforts*

The strategies outlined above reflect outreach tactics and tracking that are new to the Corridor. It will be necessary to understand how to effectively reach community members with lower incomes, renters, and individuals fluent in languages other than English about energy programs. There will be many lessons learned from the Lake Street Energy Challenge that can inform future outreach about energy efficiency and renewable energy in Minneapolis.