

An Energy Action Plan for Nederland, CO



July 26, 2019

Table of Contents

Acknowledgements.....	3
Who Are We? – Community Background	4
Geography, Population, and Demographics.....	4
Housing	5
Business and Economy	5
Baseline Energy Analysis.....	5
Local Outreach and Communication Channels	9
Where Do We Want to Go? – Community Energy Vision and Goal.....	10
Our Energy Vision	10
Our Energy Goal	10
Our Focus Areas	10
How Are We Going to Get There? – Actionable Strategies	10
Strategy 1: Improve Efficiency of Single-Family Homes.....	11
Strategy 2: Outreach to Low-income Residents	12
Strategy 3: Engage Small Businesses	13
Summary: Potential Energy Savings	16
How Are We Going to Stay on Course?	16
Available Resources.....	17
Communication and Reporting	17
Changing Course: Corrective Action	17
Sharing Progress.....	17
Beyond the Plan Horizon.....	18

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Town of Nederland's Energy Action Planning Team

The planning team was formed from a varied group of Town and county staff, local and regional organizations, local businesses, and committed community members.

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- **Channing Evans**, Xcel Energy
- **Michelle Beaudoin**, Xcel Energy
- **David Hatchimonji**, Boulder County
- **Michael Harris**, Energy Outreach Colorado

Who Are We? – Community Background

Nederland is a small town in the foothills of Boulder County that was established in 1874 as a trading post, facilitating trading with local Native American tribes as well as serving nearby mining towns. Today Nederland is better known as a gateway to outdoor recreation in the nearby Indian Peaks Wilderness, Rocky Mountain National Park, Roosevelt National Forest, and the recently established James Peak Wilderness. The Town of Nederland strives to be a leader in sustainability as a community and has set a goal of transitioning to 100% renewable energy for the Town's electricity supply by 2025, along with other sustainability goals such as promoting zero waste practices and low-carbon transportation.

This Energy Action Plan is one component that will help the Town reach its sustainability goals in order to help preserve the wilderness, which the community values and relies on for its economic health. Key community demographics and baseline information used during the workshops to inform goal setting and community energy strategies are detailed below and are taken from the 2012-2017 ACS American Community Survey 5-year estimates (ACS). It should be noted that the statistics below apply to the Town boundary, but for energy planning purposes the larger Library District boundary was used. It can reasonably be expected that the community trends detailed for the Town below are similar those in the Library District as a whole.

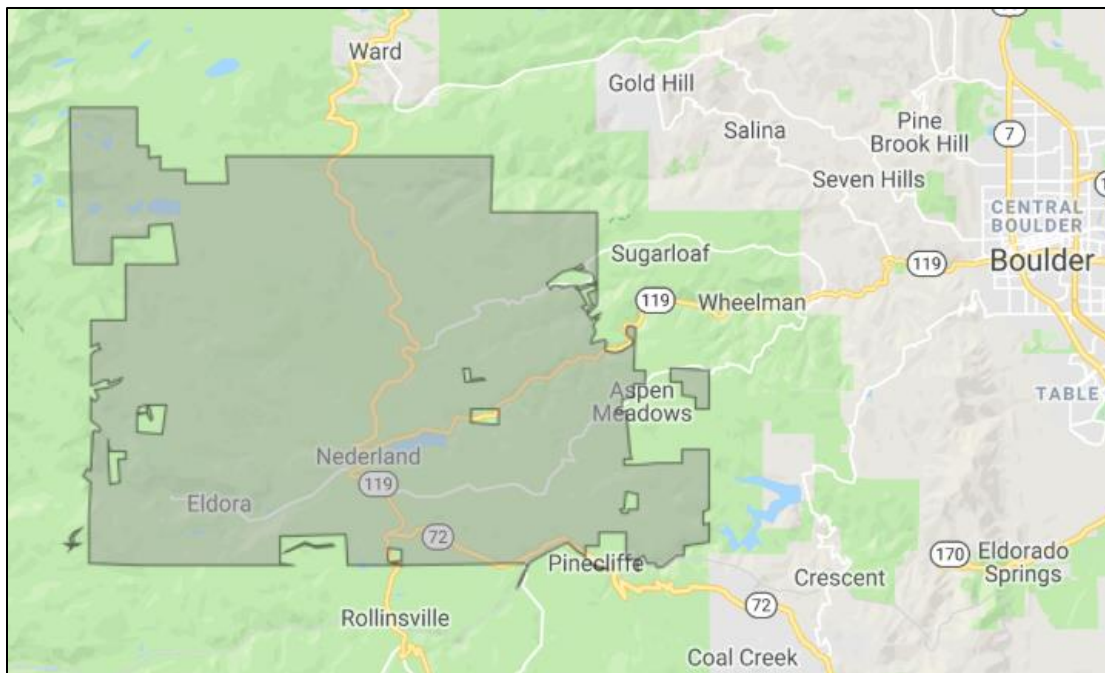


Figure 1. Clipped map of Nederland Library District Boundaries (taken from data.colorado.gov website)

Geography, Population, and Demographics

The Town encompasses about 1.6 square miles along the shores of Barker Reservoir and is surrounded by national forest land; therefore, the Town's growth is generally limited to infill projects. The current population is about 1,500 and has been growing at an average rate of about 0.7% per year over the last 5 years. Based on the community's geography and limited population growth, new buildings are expected to play a minor role in the community's energy use profile.

Housing

As with many mountain towns where tourism is a major economic driver, affordable housing is a recognized struggle for residents. More than 50% of the Town's housing units are rental units, and the median rent for these properties is \$990 per month. For over half of renters, rent is more than 35% of household income. Homeowners tend to be less economically burdened by housing costs, with 26% of homes with a mortgage and fewer than 5% of homes without a mortgage having housing costs that comprised more than 35% of household income. These housing affordability statistics, along with about 23% of residents living below the poverty line, point to a need for energy efficiency strategies that focus on low-income programs and free or low-cost opportunities in the residential sector. It is important to conduct energy outreach to both renters and property owners, and to work collaboratively with them to achieve the desired outcomes.

Eighty-two percent of the Town's housing is made up of single-family dwellings, with about 10% of homes in multifamily units of five or more dwellings. Many of these homes are more than 40 years old, with 64% of homes built before 1980. This means that there are likely significant upgrade opportunities to improve energy efficiency in existing single-family homes.

There is a 26-unit multi-family residential housing unit planned for development by Boulder County Housing Authority, to provide more affordable housing in the community. Boulder County has a strong history of ensuring energy efficiency is built into their housing projects.

Business and Economy

The top employment sectors in Nederland are listed below in order of number of jobs provided.

- Professional, scientific, and technical services
- Health care and social assistance
- Construction
- Accommodation/food service
- Arts, entertainment, and recreation
- Education
- Retail

The larger employers are not only integral to meeting the community's commercial energy goals but can also act as an avenue for encouraging residential energy efficiency among their employees. In addition to some of the large employers in town, many Nederland businesses are on the smaller side - often leasing space from several prominent property owners. Focusing on ways to help those businesses reduce energy costs in partnership with the property owners would provide both immediate energy savings for tenants and longer-term value increases for the property owners.

Baseline Energy Analysis

The community energy use baseline was based on 2018 energy use for the Library District and is presented in the graphs on pages 7-8. Key takeaways from baseline data are presented, by sector, below.

Residential

This sector is, by far, the largest in terms of number of premises and makes up the majority of energy use for the community in both electricity and natural gas. According to the ACS, about 14% of homes in Nederland use propane for heating. That percentage is likely higher for the Library District as a whole since

it includes more homes that are remote and are, therefore, less likely to have access to utility natural gas service. This means there is a significant portion of residential energy use that is not accounted for in the baseline data.

Total residential electricity use has decreased slightly, while natural gas use has increased, so total residential energy use has been relatively consistent over the last three years. During this time, the number of residential premises has remained nearly unchanged. The decrease in electricity use by the residential sector over the last three years likely means homes are using less energy, which may be a result of residents making energy efficiency improvements in electrical uses. This change is not likely to be weather driven since many homes in Nederland do not have air conditioning, due to the cooler mountain climate.

The data also suggests that there were improvements in efficiency for natural gas use during this time. Natural gas use increased about 4% in 2018, but the number of heating degree days - a measure of the amount of heating required in a given year - increased by 8% between 2017 and 2018. This means that the natural gas use did not increase as much as would be expected from the changes in weather, indicating heating efficiency is likely increasing.

Other than the refrigerator and freezer recycling program, there was little participation in Xcel Energy's efficiency rebate programs. There is a good opportunity to increase efficiency program awareness and participation across the community.

Commercial

While the commercial energy use makes up a smaller portion of the community's energy use, there are several large commercial properties and businesses clusters, owned by relatively few owners, that make up a significant portion of the community's overall energy use. This means that targeting participation from these businesses could result in significant energy savings, from only a few projects.

One of these businesses is Eldora Mountain Resort, which has an aggressive goal to reduce their carbon footprint by 50% through their "Play Forever" initiative. To meet the emissions reduction target, Eldora has set several energy efficiency initiatives. The Sustainability Coordinator for Eldora Mountain Resort, Hunter Wright, has joined the Town of Nederland's Sustainability Advisory Board to facilitate coordination between the resort and the Town to help both entities meet their sustainability goals.

Commercial electricity use saw a significant increase in 2018, coinciding with a new large business opening in town as well as unusually high energy use at one of the Town facilities. There have also been several cannabis grow operations come online in the last couple of years, which could be impacting community energy use. More data is required to determine if this increase in energy use is a single year aberration or part of a commercial electricity use trend. Natural gas use by commercial facilities also increased in 2018, but this may be due to the increased heating demand in that year (as outlined in the residential section).

There is also limited participation in electricity and natural gas rebate programs on the commercial side, which indicates a good opportunity to increase participation. The small business lighting program was the most popular rebate program in 2016 and 2017 but had no participation in 2018. There may be an opportunity to reach out to businesses that have completed the program - for case studies or other avenues of re-engagement.

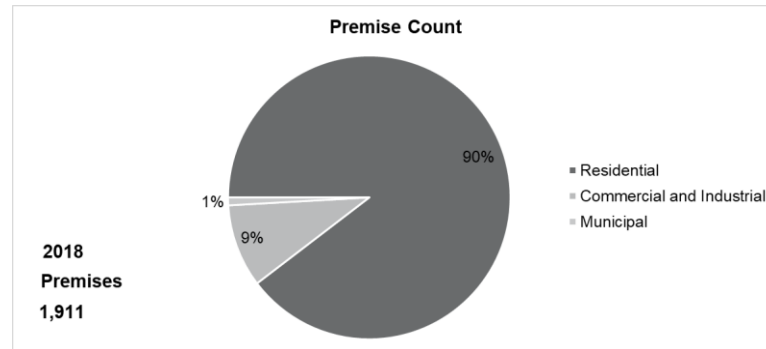


Figure 2: Community Premise Breakout by Sector

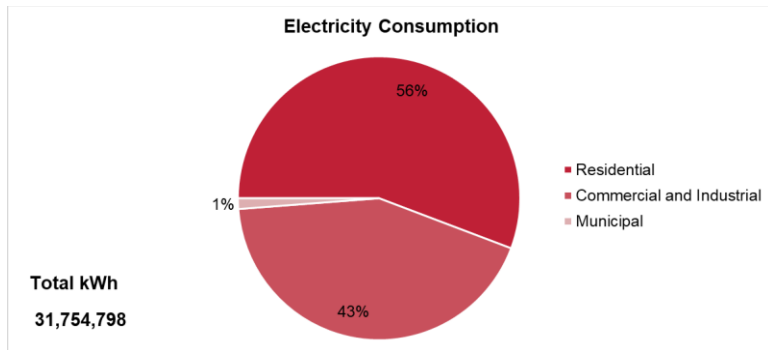


Figure 3: Baseline Electricity Use by Sector

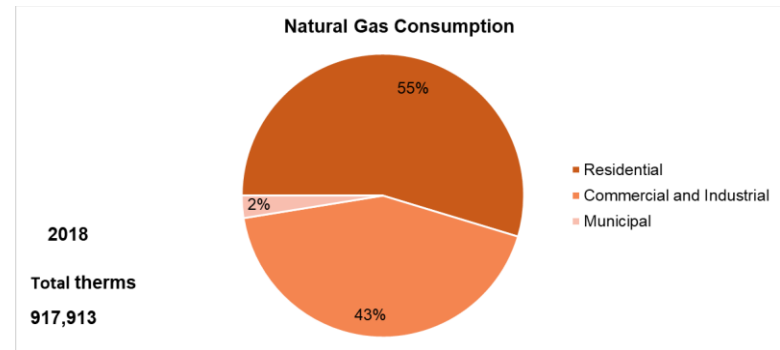


Figure 4: Baseline Natural Gas Use by Sector

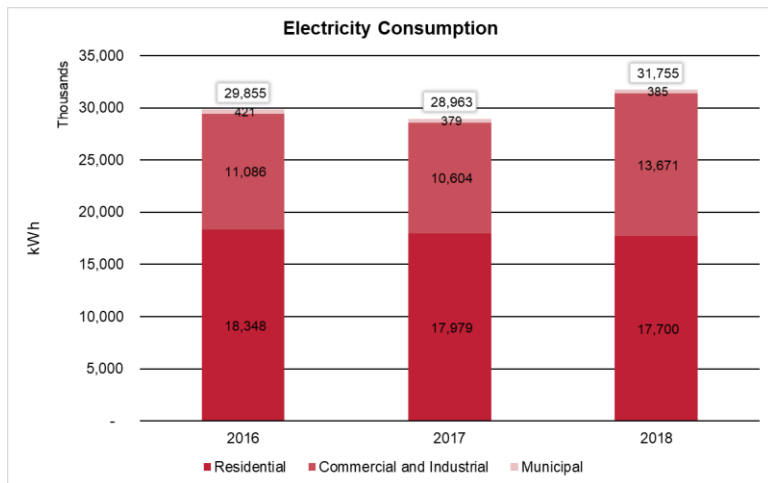


Figure 5: Electricity Use Trends

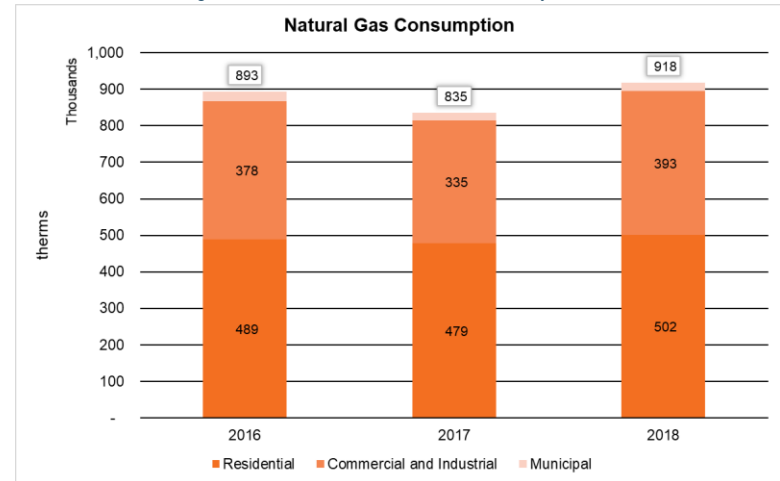


Figure 6: Natural Gas Use Trends

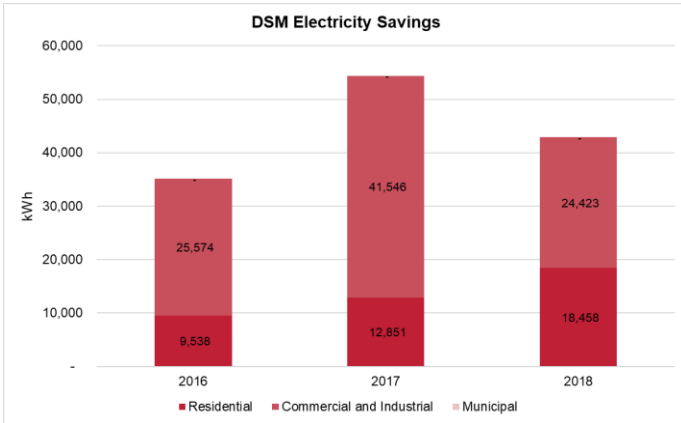


Figure 7: Historical Energy Savings through Xcel Energy Electricity Programs

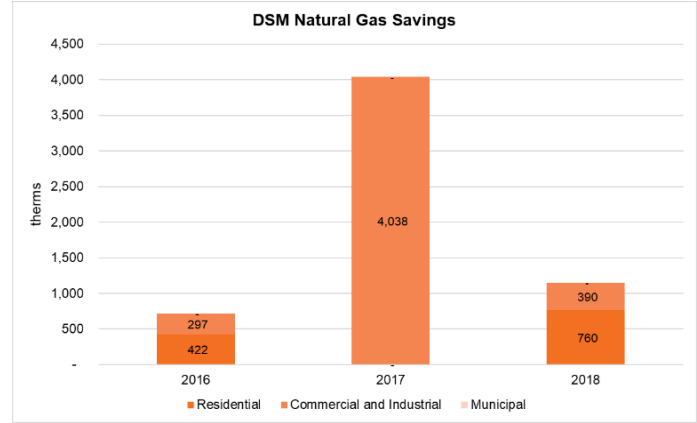


Figure 8: Historical Energy Savings through Xcel Energy's Natural Gas Programs

Table 1: Historical Residential Rebate Program Participation

Residential Program	2016	2017	2018	State Avg savings (electricity kWh)	State Avg savings (natural gas therms)
Energy Savings Kits	3	4	1	292	19
Home Energy Audit	5	2	7	1,284	-
Home Energy Squad (HES)	2	0	0	1,176	56
Home Performance with ENERGY STAR	0	0	1	901	479
Residential Heating	5	0	1	712	108
Refrigerator & Freezer	5	10	16	911	-
Recycling					
Single Family Weatherization	2	1	0	498	129
Smart Thermostat	0	0	1	3	5
Thermostat Optimization	0	0	2	-	-
Water Heating	0	0	1	122	54

Residential programs with zero participation from 2016-2018: Energy Star Homes, Evaporative Cooling, High Efficiency Air Conditioning, Insulation & Air Sealing, & Multifamily Buildings

Table 2: Historical Commercial Rebate Program Participation

Commercial Program	2016	2017	2018	State Avg savings (electricity kWh)	State Avg savings (natural gas therms)
Commercial Refrigeration Efficiency	1	1	0	6,575	20
Energy Efficient Buildings	0	1	0	76,647	770
Heating Efficiency	0	1	2	317	766
Small Business Lighting	6	2	0	8,717	9
Lighting Efficiency	1	2	0	34,624	-
Motor & Drive Efficiency	0	0	1	76,595	-

Commercial programs with zero participation from 2016-2018: Business Energy Analysis, Compressed Air Efficiency, Cooling, Energy Design Assistance, & Energy Management Systems

Local Outreach and Communication Channels

Engaging the community is critical to reaching Energy Action Plan goals. Below are some of the ways that residents and businesses currently receive information. These communication channels will be helpful during implementation efforts.

Table 3. Local Outreach

Local Outreach Channels
Digital Communications
<ul style="list-style-type: none">• SAB Facebook Page• Climate Together Nederland Mailing List• Town of Nederland Website• Twitter
Print Communications
<ul style="list-style-type: none">• Mountain Ear
Events
<ul style="list-style-type: none">• Nederland Farmers Market• Peak Life Dinners• Community Thanksgiving Dinner
Community Spaces for Collateral Distribution
<ul style="list-style-type: none">• Library• Coffee Shops<ul style="list-style-type: none">○ Salto○ Train Car○ New Moon○ Blue Owl• Carousel of Happiness• Mountain People's Co-op• B&F Market

Where Do We Want to Go? – Community Energy Vision and Goal

Our Energy Vision

The Town of Nederland has set a strong community energy vision committing to 100% renewable electricity by 2025. To meet this commitment, the Town must reduce overall energy use through energy efficiency efforts while focusing on procuring renewable energy to cover the remaining energy use. This plan focuses on the energy efficiency portion of these efforts.

Improving the energy efficiency of both residential and commercial facilities will play a major role helping the community reach its goal of meeting 100% of the Town's electricity needs from renewable energy sources by 2025.

- ***Town of Nederland, CO***

Our Energy Goal

The Town aspires to engage 85 residences and 11 businesses in energy efficiency programs in 2020. Hitting these goals would reduce the community's annual carbon footprint by 63 MTCO_{2e}, approximately equivalent to the carbon emitted from 13 passenger vehicles per year. This would also result in \$13,500 saved per year.

Our Focus Areas

To ensure that reducing community energy use is a whole-community effort, strategies for both commercial and residential properties were developed. This allows the community to engage residents through residential outreach programs while still taking advantage of potential larger energy savings from larger commercial projects.

How Are We Going to Get There? – Actionable Strategies

Strategies are specific actions the Town of Nederland will take to achieve its vision and goals. The Energy Action Team explored strategy concepts during its second workshop. To develop strategies, the team started by identifying one or two desired energy behaviors to encourage. Then, they explored the benefits and reasons to participate in these behaviors, as well as the top reasons and challenges preventing the behaviors. Next, they brainstormed ways to address the identified challenges, examined what other opportunities and resources could be leveraged to communicate with target participants, and discussed other timing and resource considerations. Using the ideas from the team discussions, the Partners in Energy facilitators drafted preliminary strategies for detailed review and refinement by the Sustainability Advisory Board.

Note that the strategies in this Energy Action Plan will include implementation support from the Partners in Energy facilitation team following the Energy Action Plan adoption. A Memorandum of Understanding (MOU) between the Town of Nederland and Xcel Energy will detail the specific commitments of each entity and the implementation support provided.

Strategy 1: Improve Efficiency of Single-Family Homes

Encourage owners and renters in single-family homes to improve the energy efficiency of their homes.

Target

For this strategy, we will target 100 residents pledging to take an action to improve energy efficiency in their home with the goal of 80 residents completing the action.

Actions

Table 4. Encourage Energy Efficiency in Single-family Homes

Action 1: Encourage Energy Efficiency in Single-family Homes

Description

This action will encourage residents in single-family homes to take at least one action to improve the energy efficiency of their home. Through this action we will reach out to residents to ask them to sign a pledge to either sign up for a Home Energy Squad® visit, call ENERGYSmart to identify the best program, or install a custom efficiency project. If the resident pledges to complete one of these actions, they will get a window cling that says they are doing their part to help Nederland reach their 100% Renewable Electricity goal.

NOTE: Window clings are designed so they can be used on residential, commercial, or vehicle windows.

Responsible Parties & Roles

- Sustainability Advisory Board (SAB) Co-Leads: Melody Baumhover, Jennifer Morse; Community Partner: Marcelo Maizen
 - Coordinate outreach at Farmers Markets
 - Help organize Winter Efficiency Festival
 - Provide testimonials
 - Reach out to local business about sponsoring Home Energy Squad visits.
- Xcel Energy's Partners in Energy Lead: Becca Stock
 - Develop custom collateral, provide information about eligibility and opportunity evaluation tips, serve as point of connection to Xcel Energy programs
 - Support design and production of window clings.
 - Work with SAB Co-Leads to organize Winter Energy Efficiency Festival
- ENERGYSmart Liaison: Dave Hatchimonji
 - Coordinate special offerings for Nederland residents, as applicable

Scope / Timeline

- First 90 days
 - Coordinate with Xcel Energy and Home Energy Squad to have representatives at Farmers Markets.
 - Create a poster for the table stating that some Home Energy Squad visits have been sponsored by a local company (e.g. First 10 people to sign up for Home Energy Squad Visit will receive it at no charge, thanks to partners at XYZ business)
 - Smart Thermostat (provided by Xcel Energy) drawing for signing up for a Home Energy Squad visit or pledging to do another energy efficiency project.
 - Coordinate with large employers and schools to distribute pledge cards to employees and students.

- 90 Days-180 Days
 - Organize Winter Efficiency Festival with Partners in Energy and SAB.
- Over 180 Days
 - Review success of Farmers Market and Festival outreach and plan for next year's events as applicable.

Resources

- Xcel Energy Home Energy Squad
- Boulder County ENERGYSmart Program

Events & Outreach Channels

- Nederland Farmer's Market
- Nederland Facebook
- The Mountain Ear

Measurement

- Number of efficiency pledges

Strategy 2: Outreach to Low-income Residents

Target energy efficiency outreach to low-income residents in single-family homes to improve energy efficiency of these buildings and reduce energy costs.

Target

For this strategy, we will target 10 residents making pledges to complete a weatherization project, with a goal of 5 of them completing the audit.

Actions

Table 5 Support Low-Income Residents in Improving Home Efficiency

Action 2: Support Low-Income Residents in Improving Home Efficiency

Description

This action will specifically focus on providing opportunities for residents to complete energy efficiency upgrades in their homes. The primary focus of these effort will be to connect low-income residents with free weatherization programs available to them. For this effort, information about low-income home weatherization will be distributed through identified channels including the Farmers Market, Eldora new employee orientation, and Nederland K-12 schools. This information will ask residents to make a pledge to take one action to increase the energy efficiency in their home. By returning the pledge, the residents will receive a window cling that says they are doing their part to help Nederland reach their 100% Renewable Electricity goal.

Responsible Parties & Roles

- SAB Co-Leads: Eryka Thorley, Kelly Grebe; Community Partner: Marcelo Maizen
 - Coordinate outreach at Farmers Markets
 - Help organize Winter Efficiency Festival
- Xcel Energy's Partners in Energy Lead: Becca Stock
 - Develop custom collateral, provide information on eligibility and opportunity evaluation tips, serve as point of connection to Xcel Energy programs
 - Work with SAB Co-Leads to organize the Winter Energy Efficiency Festival

- Energy Resource Center – Loveland Liaison: Todd Rewoldt
 - Provide program information
 - Clarify how the program works for renters

Scope / Timeline

- First 90 Days
 - Identify outreach channels to be used
 - Create pledge cards
 - Design window clings
- 90-180 days
 - Distribute information and pledge cards
 - Award window clings for this action as the single-family home action. We will be sure to highlight low-income options in collateral and pledges.
- Over 180 Days
 - Evaluate impact through various outreach channels
 - Adjust approach as needed

Resources

- Energy Resource Center (ERC) Energy Assessment

Events & Outreach Channels

- Nederland Farmers Market
- Nederland Facebook
- The Mountain Ear
- Eldora New Employee Orientation
- K-12 Schools
- Nederland Visitor Center
- Nederland Community Center
- Nederland Food Pantry (<https://www.facebook.com/NederlandFoodPantry>)

Measurement

- Number of ERC Energy assessment pledges

Strategy 3: Engage Small Businesses

Engage small businesses, to improve energy efficiency of commercial properties and reduce operating costs. In addition, the strategies to engage small businesses through the actions listed below, the Town will engage with Nederland Middle and High School to improve efficiency of the building as well as find ways to engage students in energy efficiency strategy implementation.

Target

The small business action team will reach out to a target of 30 businesses, with a goal of having 10 of them take action to reduce their energy consumption and participate in Xcel Energy and Partners for a Clean Environment (PACE) business programs.

Actions

Table 6. Engage Small Businesses: Refrigeration Efficiency

Action 3: Focus on refrigeration efficiencies
Description
<p>This action will be a targeted effort to evaluate opportunities and elicit participation from eligible downtown Nederland businesses to save energy on their costs of cooling refrigerated and frozen items. Liquor and grocery stores with cool cases will be the primary audience and will receive direct contact to determine if they would benefit from program participation.</p>
Responsible Parties & Roles
<ul style="list-style-type: none">• SAB Leads: Alan Apt; Community Partner: Lester Karplus<ul style="list-style-type: none">○ Identify potential businesses, establish points of contact, make direct outreach• PIE Lead: Becca Stock<ul style="list-style-type: none">○ Develop custom collateral, provide information about eligibility and opportunity evaluation tips, serve as point of connection to Xcel Energy programs• PACE Lead: Matt Hannon<ul style="list-style-type: none">○ Support non-energy sustainability measures for interested businesses
Scope / Timeline
<ul style="list-style-type: none">• First 90 days<ul style="list-style-type: none">○ Identify businesses, points of contact, gauge initial interest in participation○ Collaborate with Business Recognition program to develop appropriate recognition• 90 Days-180 Days<ul style="list-style-type: none">○ Work with businesses to evaluate opportunities and encourage participation in program for appropriate customers○ Capture testimonial(s) from successful business(es) and share as SAB accomplishment• Over 180 Days<ul style="list-style-type: none">○ Work with stakeholders to make program sustainable or, if successful enough, ramp down
Resources
<ul style="list-style-type: none">• Xcel Energy Commercial Refrigeration Efficiency Program• Custom recognition program
Events & Outreach Channels
<ul style="list-style-type: none">• Direct contact with owners where possible• Downtown Development Authority (DDA) announcement• Eldora Mountain Resort• Mountain People's Co-op• Liquor Stores
Measurement
<ul style="list-style-type: none">• Number of businesses contacted• Number of participating businesses

Table 7. Engage Small Businesses: Business Recognition

Action 4: Business Recognition Program

Description

Establish a visible recognition and communication program to recognize businesses that are already taking strides to be more energy efficient and encourage additional businesses to do so.

Responsible Parties & Roles

- SAB Co-leads: Hunter Wright; Alvin Mites
 - Work with DDA and individual businesses to identify candidates and spread the word about opportunities
 - Work on parameters and logistics of program to establish continuance and focus efforts of SAB members
- PIE Lead: Becca Stock
 - Share information on best practices for business recognition programs, window cling details, and success tips
 - Facilitate access to Small Business Lighting program and other applicable Xcel Energy programs
- DDA Lead: TBD
 - Facilitate communications to members regarding program
 - Host or co-host a recognition event
- PACE Lead: Matt Hannon
 - Collaborate on recognition program
 - Provide direct assistance to businesses

Scope / Timeline

- First 90 Days
 - Determine from businesses what recognition they would like to see
 - Establish regular feature in Mountain Ear
 - Work on concept for window cling recognition
 - Establish parameters for recognition
- 90-180 days
 - Plan and execute Lighting Blitz
 - Enroll businesses and conduct site visits
 - Order and distribute window clings
 - Recognition event
- Over 180 Days
 - Continued recognition of businesses
 - Additional thresholds for participation and recognition (possible Multi-Star Businesses)
 - Transition to SAB/DDA-led program supported by PACE

Resources

- Xcel Energy Small Business Lighting Program
- PACE programs
- Xcel Energy audits and other programs

Events & Outreach Channels

- DDA

- Nederland Chamber and Visitors Center
- Local Businesses
- Eldora Mountain Resort

Measurement

- Number of businesses contacted
- Number of businesses taking action
- Number of businesses recognized

Summary: Potential Energy Savings

Summary of Savings	Incremental Participation Increase	Total Electric Savings kWh	Total Natural Gas Savings therms	Total GHG Savings MTCO2
Strategy 1: Improve Efficiency of Single-Family Homes				
Action 1: Encourage Energy Efficiency in Single-family Homes	80	22,068	4,875	38
Strategy 2: Outreach to Low-income Residents				
Action 2: Support Low-Income Residents in Improving Home Efficiency	5	2,212	57	2
Strategy 3: Engage Small Businesses				
Action 3: Focus on refrigeration efficiencies	5	17,368	528	8
Action 4: Business Recognition Program	6	27,368	54	16
Total	96	61,069	5,513	63

How Are We Going to Stay on Course?

The Energy Action Team has worked hard to develop ambitious and achievable goals that align with the energy vision. To achieve the targets and energy goals outlined in this plan, the Town of Nederland and its partners identified in the strategies above will work to maintain consistent and clear communication among themselves and with the community at large. Each strategy will have sub-teams that will communicate regularly to work out the details of implementation, carry through on identified actions, and share progress and results. In the first months of implementation, the Energy Action Team will meet as a large group via online meetings to ensure effective group coordination and communication.

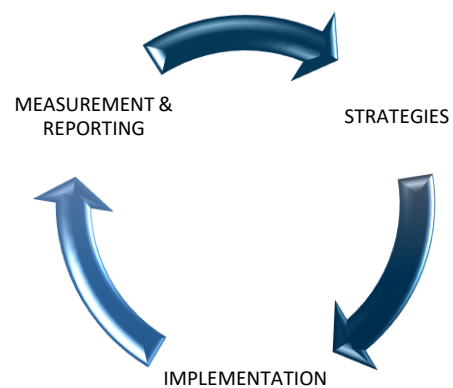


Figure 2. Actions and Tracking

Available Resources

Partners in Energy staff will track Xcel Energy program participation data and associated electricity savings for Nederland on a bi-annual basis (typically February and August) and will report out on quantifiable progress. Once a year (typically February) the Partners in Energy staff will provide a summary of total electricity consumption for the community.

Each strategy leader or team also will track supplemental quantitative and qualitative information about implementation, such as number of activities, number of materials distributed, event dates, and estimated number of participants, etc.

Communication and Reporting

The Town of Nederland and other community organizations have established communication channels as outlined previously in this plan. The Energy Action Team and Partners in Energy facilitators will coordinate the use of the various communication channels to support the strategies with outreach efforts, updates, progress, and successes.

At the end of the implementation support period, the Partners in Energy team will provide a summary of the progress made, including quantitative and qualitative estimates of impacts on energy goals.

Changing Course: Corrective Action

Even though this Energy Action Plan is designed for greatest impact over the next 18 months, the residual effect and momentum gained by showcasing efficiency, raising awareness, and leveraging resources will have long-term positive implications. An effective energy plan is cyclical in nature (see Figure 2). In addition, the nature of implementation requires staging, flexibility, and course adjustments when necessary to be successful and to sustain progress. To ensure this plan remains on track, the Energy Action Team will review bi-annual tracking information and compare it against any supplemental strategy tracking metrics and information, to assess whether the efforts appear to be making an impact.

To accommodate the fluid nature of action and implementation, and to learn from experience early in the process, the regularly scheduled team meetings as well as the bi-annual data check-ins will be a forum for agreeing on course adjustments or new approaches necessary to hit plan targets. Any adjustments will be documented and shared with the broader group and community as they occur.

During the implementation period, the best process for obtaining involvement from team members will be determined and lined up with appropriate cycles. These may include budget cycles, school calendars, start of the heating season, etc. As these cycles and the appropriate review points in these cycles are incorporated, there may be different times of the year that specific elements may change, and at a minimum there should be at least one time each year for the major stakeholders to review progress, weigh in, and suggest changes to direction.

Sharing Progress

Strategies outlined in this plan have methods for measuring and recognizing success; however, it will be important to let the wider community know how things are progressing and to recognize the collaborative efforts of those involved in hitting the plan targets. At critical milestones, the Town of Nederland and Xcel Energy will publish updates on progress, share successes, and congratulate participants and partners through various communication channels.

Beyond the Plan Horizon

Looking forward beyond the plan horizon, it is recommended that the Town reassess the energy efficiency goals and successes achieved over the implementation period. Future updates to this plan may be necessary as goals are achieved and new energy opportunities and ideas emerge. Communities with a successful track record of implementing their goals are welcome and encouraged to apply to future Partners in Energy offerings if new community goals or opportunities arise.