



# Edina Partners in Energy Program Host Guide



# City of Edina Electricity Action Plan Initiative

## Neighborhood Based Outreach and Support

Reducing our Community's energy consumption through residential energy reduction actions

## Thank you!

Thank you for stepping forward to help build Edina into an energy leader! In 2016, Edina renewed its commitment to reduce greenhouse gas emissions by 30% by 2025 and 80% by 2050. To do this, Edina's Electricity Action Planning Team worked to develop a plan for Edina to reduce our energy use. This Electricity Action Plan is a foundational piece of creating a short term strategy and concrete action that will help us meet our broader goals. This party is one of the integral steps you as a leader can take to help spread the message and motivate your friends and neighbors to act!



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### Partners in Energy

Edina started working with Xcel Energy's Partners in Energy service in 2015 to develop an Electricity Action Plan that outlines goals and strategies for reducing electricity use and greenhouse gas emissions. Partners in Energy is an offering developed for Xcel Energy communities in Minnesota and Colorado that supports them in the development and implementation of a customized energy action plan. With the support of Xcel Energy's technical expertise, facilitation process, and program knowledge, Edina's Energy Action Team took part in a six month planning process and is now receiving ongoing support with plan implementation. Edina's Electricity Action Plan and full details of the planning process can be found at [edinamn.gov](http://edinamn.gov).

#### Electricity Action Planning Team Members:

1. Ross Bintner, City of Edina
2. Kyle Sawyer, City of Edina
3. Kevin Staunton, City Council Member
4. Bill Sierks, Energy and Environment Commission Member
5. Richard Manser, Energy and Environment Commission Member
6. Sarah Zarrin, Energy and Environment Commission Member
7. Rick Murphy, Chamber of Commerce
8. Curt Johanson, Edina School District
9. Carolyn Jackson, Resident
10. Marshall Silberstein, Resident
11. Roy Jenson, Resident
12. Rozy Eastaugh, Resident
13. Tami Gunderzik, Xcel Energy
14. Yvonne Pfeifer, Xcel Energy
15. Kevin Schwain, Xcel Energy
16. Michelle Swanson, Xcel Energy
17. Jenny Edwards, Partners in Energy Facilitator

#### Electricity Action Plan Goals:

- Lower the City's electricity GHG emissions by 7.5% within 18 months
- 750 homes take energy saving actions each year, saving 562,000 kWh annually
- Double the number of subscribers to Windsource® and double the average subscription amount within 18 months
- Reduce and or offset 2% of business electricity usage annually





# Party Plan

This is a sample party agenda that has been an effective tool to guide guests through the process of connecting, learning, acting, and ultimately leading on energy reduction. As host, you may adjust this plan as you wish, but you should partner with staff to ensure access to resources to meet goals.



## STEP 1:

### Get Connected

- Host Welcome **(5 minutes)**
- Ice Breaker **(10 minutes)**
- Overview of Partners in Energy and Edina's Electricity Action Plan **(5 minutes)**



## STEP 2:

### Understand your Opportunities

- Presentation about home energy efficiency **(15 minutes for the expert to present)**
- Review packet resources and Edina data **(15 minutes)**
- Learn about opportunities for savings in Edina **(15 minutes)**



## STEP 3:

### Take Steps to Energy Conversion

- Take pledges to energy savings actions **(10 minutes)**
- Track energy savings actions **(15 minutes)**



## STEP 4:

### Lead your Community

- Follow up with your neighbors about their energy savings actions
- See your own savings
- Set the standard for energy conservation

## Edina Residential Electricity Action Plan Goals:

1. 750 homes take energy savings actions each year saving 562,000 kWh annually or 395 metric tons of Co2 equivalent (Avg 750kWh per household)
2. Double the number of subscribers to Windsorce<sup>®</sup> and double the average amount subscribed within 18 months. This would produce an additional 8,505,000 kWh total or 5,977 metric tons of Co2 equivalent. This means 675 new subscribers subscribing to 5 blocks or more.



# Party Planning

Successful Party Planning requires preparation, leadership during the party, and follow up. Here are our suggestions for setting yourself and your party up for success.

## Pre Party

**Get a Full House:** Getting the word out about your party is a critical step to ensure success! City staff needs to ensure a minimum of 15 households are in attendance per party. To ensure that level of attendance will require work on the part of hosts. The process below is highly recommended to ensure the attendance threshold to staff the party.

1. Reach out to friends and neighbors to identify people who might be interested in your party.
2. Follow up with a party invite (page 6) that include details about the party ( time, location, etc.)
3. A day or so before your party, reach out to your guest list with a reminder to print out their most recent electricity bill.

Another option to secure attendance is to host a pot luck party where you sign people up for different dishes. Attendance is high when food and accountability to bring food is on the table!

**Build your Party Plan:** Think about the details of your party. Knowing how to answer the following questions will help you host and create a fun and educational experience for your guests.

1. Why do you care about Edina reducing our energy use? Why is this important to you and why should this be important to your guests?
2. Set your goals for what you want people to do at the party. What energy saving actions do you want guests to commit to? Review the Xcel Energy data at the end of this packet to assist in mapping out your goals for your party.
3. What activity do you want to do for your Ice Breaker? Do you want to use one of the example ones provided by staff or do you have another idea?

**Final Check In:** Staff wants to make sure that you have all the support and resources that you need to be successful for your party. Let us know at least three days prior if there is anything you need to help your party go smoothly.



# Party Planning

Successful party planning requires preparation, leadership during the party, and follow up. Here are our suggestions for setting yourself and your party up for success.

## Party

**Connect:** Make an environment where your guests are having fun and where they are connecting with one another. The best way to drive ACTION on energy reduction is to build social networks that expect action. Work to identify barriers to action and brainstorm as a group about ways to overcome those. The expert attending and other attendees can help share ways to overcome barriers.

**Track:** Collect guests' pledge forms. This information will be important for ensuring that you are able to have an accurate report for after your party.

**Drive for Results:** Encourage your guests to commit to energy saving actions! Each party will be competing to see who can commit to the most energy savings!

## Post Party

**Thank:** Thank your guests for attending your party. In addition to being polite, this is a great opportunity for you to get feedback from your guests about what they liked about the party or advice that they have for future parties.

**Report:** Report the pledges and actions that resulted from your party back to the City. We will use the pledges that you collect from the parties and compile them into an energy savings report to reflect estimated savings that will result! The better you are at collecting data back from your guests, the better chance you will have at being the top energy party in Edina!

**Share:** Share these reporting results with your guests and the City also wants to hear about your experience, share things that went well with your party and things that did not go well. What would you change about how your party went? What would you do again?



# Energy House Party!

Learn how to make your home more energy efficient!

Reducing our Community's energy consumption through residential energy reduction actions

**You're invited to your neighbor's house for refreshments and tips on how to save energy at your home.**

Attending this party is a great way to:

- Have specialists answer your residential energy use questions
- Get inspired by energy tips and success stories from your neighborhood
- Learn about the energy programs and rebates available in your community
- Sign up for programs that can help you save money on your utility bills
- Enjoy refreshments and fellowship

**Date:**

**Time:**

**Place:**

**Bring:**

**This event is made possible through the Edina's Electricity Action Plan**



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**Bring:**

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# Activity: Ice Breakers

Here are some example ice breakers activities that you might want to use for your party

## Energy Use

Ask Guests to bring their most recent energy bill. Have people line up in order of their greatest energy usage. Lowest users might have tips to share and the highest users have even greater potential to reduce! They might be your energy savings superstars!

## Lighting Replacement

Ask guests to bring a light bulb they plan to replace with their new LED. Go around the group and find out which light they selected and why.

## Favorite Appliance

Name your favorite appliance and describe why. Least favorite works too! Guests can think about how they use energy such as cooking family meals, those warm relaxing showers brought to you by the hot water heater, or the time saved with their dishwasher.

## Energy Savings

What is one thing that you do right now to save energy. Make a list of the different ideas. This may be something to post on social media or email out to your guests after your party.

## Money Savings

Share with the group what you would do with the money you would save if you could cut your energy bill by 10%. Do the math and have fun!













# My Energy Action Pledge

STEP 3:  
Take Steps to  
Energy Conversion



Energy Efficiency Actions	I Already Do	I Would like to do
Replace incandescent lightbulbs with LEDs		
Install weather stripping around doors and seal air leaks around windows		
Install a programmable or smart thermostat		
Seal air leaks around plumbing, attic doors, chimneys, recessed lights, bathroom fans, and elsewhere in your home		
Repair leaky air ducts		
Receive a Home Energy Squad® visit		
Complete a home energy audit (where a technician analyzes how your home uses energy and suggests ways to make it more efficient)		
Install more efficient heating or cooling equipment		
Install additional attic and/or wall insulation		
Install an efficient water heater		
Recycle your old refrigerator		
Purchase ENERGY STAR® – certified appliances		
Replace old windows with new, energy efficient ones		
Other actions		
Renewable Energy Actions		
Subscribe to Xcel Energy's Windsource®		
Subscribe to a community solar garden		
Install solar panels on your home		
Other Energy Actions:		

Guests will fill this out to make their plan for energy savings!



# My Energy Action Pledge

STEP 3:  
**Take Steps to  
Energy Conversion**



**I came to this party because:**

**My biggest opportunity for energy savings is:**

I connected with \_\_\_\_\_ and \_\_\_\_\_ who are going to follow up with me to see about how I am doing on my pledge.

I am going to follow up with my neighbors:

Name:

\_\_\_\_\_

Name:

\_\_\_\_\_

Address:

\_\_\_\_\_

Address:

\_\_\_\_\_

Email:

\_\_\_\_\_

Email:

\_\_\_\_\_

Phone:

\_\_\_\_\_

Phone:

\_\_\_\_\_

Their Pledge:

\_\_\_\_\_

Their Pledge:

\_\_\_\_\_

Peer accountability  
is the best way to  
encourage action!



# My Energy Action Pledge

STEP 3:  
**Take Steps to  
Energy Conversion**



I, \_\_\_\_\_ Pledge  
to Take Action to reduce  
my energy use!

Edina is committed to a 30% reduction in Greenhouse Gas Emissions by 2025. I commit to take the following actions to reduce my energy consumption!

I commit to:

SAMPLE



Name:

Email:

Address:

Phone:

The MINNESOTA DATA PRACTICES ACT requires that we inform you of your rights about the private data we are requesting on this form. Private data is available to you, but not to the public. Under M.S. 13.356 your e-mail address is private data. We are requesting this data to provide you with access to notifications that you have chosen to receive. You may choose to not provide some or all of the requested data; however, this may cause your request to not be processed. Any information you provide will be made accessible to persons or entities, employees, agents, city attorneys, and officials of the City who have a need to know about the information in the course of their duties or responsibilities. Your acceptance here indicated that you have read and understand these rights.