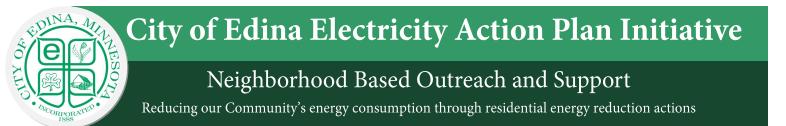


Edina Partners in Energy Program Host Guide





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!



Tara Brown Edina Sustainability Coordinator tbrown@EdinaMN.gov 952-826-1621



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 <u>edinamn.gov</u>.

Electricity Action Planning Team Members:

- I. 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
- II. 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:

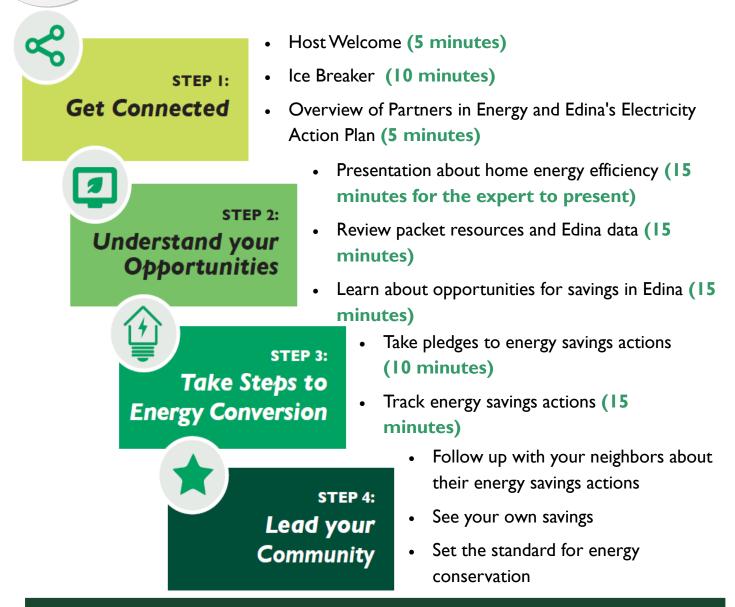
- Lower the City's electricity GHG emissions by 7.5% within 18 months
- 750 homes take energy saving actions each year, saving 562,000 kWh annually
- Double the number of subscribers to Windsource[®] and double the average subscription amount within 18 months
- Reduce and or offset 2% of business electricity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



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 Windsource[®] 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.

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 account-ability 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.

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!

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



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



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
- Sing up for programs that can help you save money on your utility bills

Date:			
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inne.			
Place:			
Bring:			
0			

• Enjoy refreshments and fellowship



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

As 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

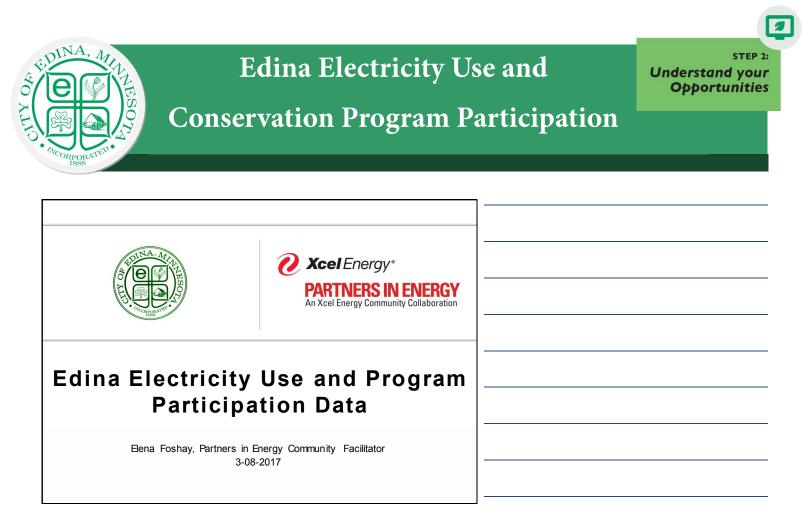
Name your favorite appliance and describe why. Least favorite works too! Guests can think about how they use energy such as cooking family meals, those warm relaxing showers brought to you by the hot water heater, or the time saved with their dishwasher.

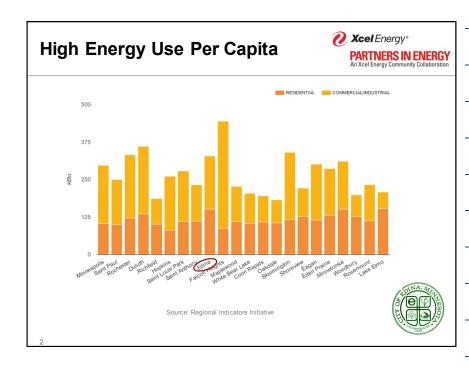
Energy Savings

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.

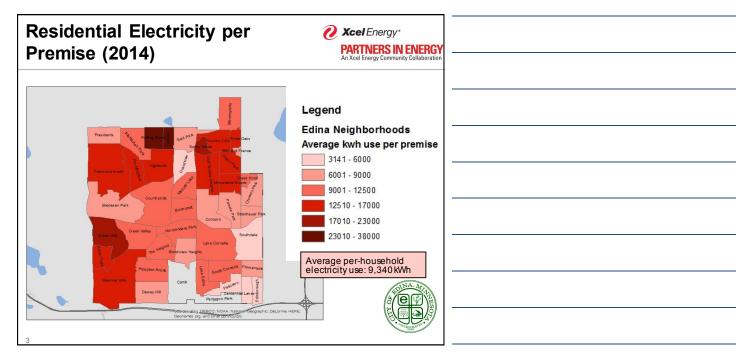
Money Savings

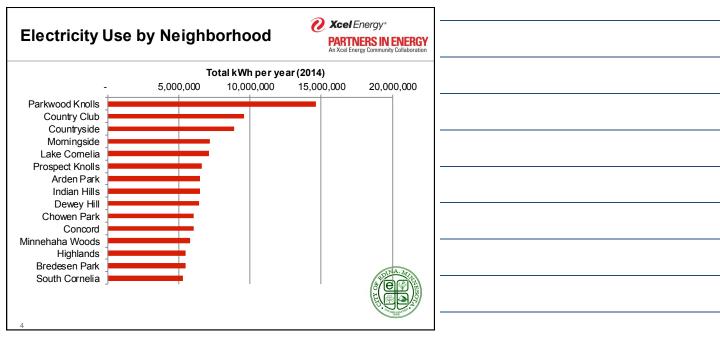
Share with the group what you would do with the money you would save if you could cut your energy bill by 10%. Do the math and have fun!



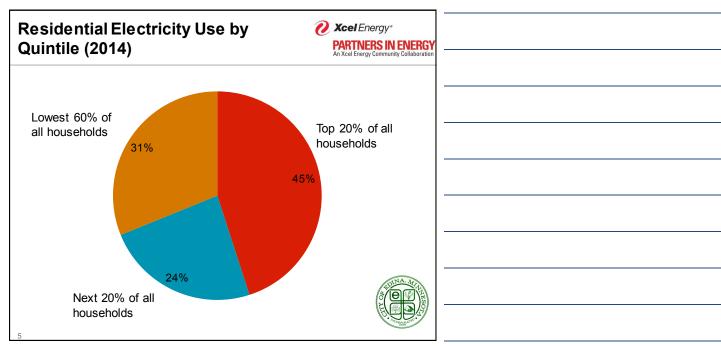


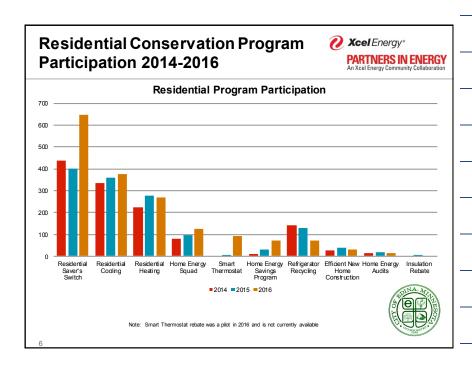














Edina Electricity Use and

STEP 2: Understand your Opportunities

Conservation Program Participation

Average Electricity Savings from Xcel Energy* **Program Participation** PARTNERS IN ENERGY % Change Goal: 750 additional homes 2016 from Ave rage Participation Previous Savings take energy saving actions Residential Program Participation Count (kWh)* Year each year, saving 562,000 Residential Saver's Switch Residential Cooling 648 62% 8 kwh annually- which 377 5% 685 equates to about 750 kWh in Residential Heating 268 -4% 648 Home Energy Squad 126 30% 784 savings per home! Smart Thermostat 94 n/a no savings Home Energy Savings Program 73 128% 183 Actual: In 2016, 1,699 Refrigerator Recycling Efficient New Home Construction 70 -46% 966 actions were taken resulting 30 1,125 -21% -28% Home Energy Audits 13 no savings in 648,490 kWh saved Insulation Rebate -100% 1,064 0 1,699 25% 449 * Average savings is based on calculation of actual savings in Edina between 2014 and 2016. Cells in yellow had low participation rates in Edina and are therefore based on statewide averages reported in Edina's Energy Action Plan

Windsource [®] Participation	Xcel Energy* PARTNERS IN ENERGY An Xcel Energy Community Collaboration	
Goal: Double the number of Windsource subscribers from a baseline of 675, and double the average subscription amount from a baseline of 4,200 kWh/year (350 kWh/month)		
2016 Actual:		
814 total residential Windsource [®] subscribers		
50% subscribe to one 100 kWh block		
One in five cover 100% of their electricity with Windsource ®		
3,161,564 kWh total wind energy, which represents about		
1.5% of Edina's total residential electricity	use	
8	· inconstruction .	



My Energy Action Pledge

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		\land	
Renewable Energy Actions			1
Subscribe to Xcel Energy's Windsource®			
Subscribe to a community solar garden	Gue	sts will fill	
Install solar panels on your home	this c	out to make	
Other Energy Actions:	the	ir plan for	
	ener	gy savings!	$\boldsymbol{\langle}$
	2	\checkmark	

I came to this party because:

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My biggest opportunity for en	ergy savings is:
	$\langle \langle \mathcal{O} \rangle \rangle$
I connected with	_ and who are
going to follow up with me to see a	about how I am doing on my pledge.
I am going to follow up with my ne	ighbors:
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

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:

Name:

Email:

Addresss:

Phone:

Host will collect this at the end of the party

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.