



Eden Prairie's Energy Action Plan Partners in Energy Debrief

City of Eden Prairie | March 29, 2019

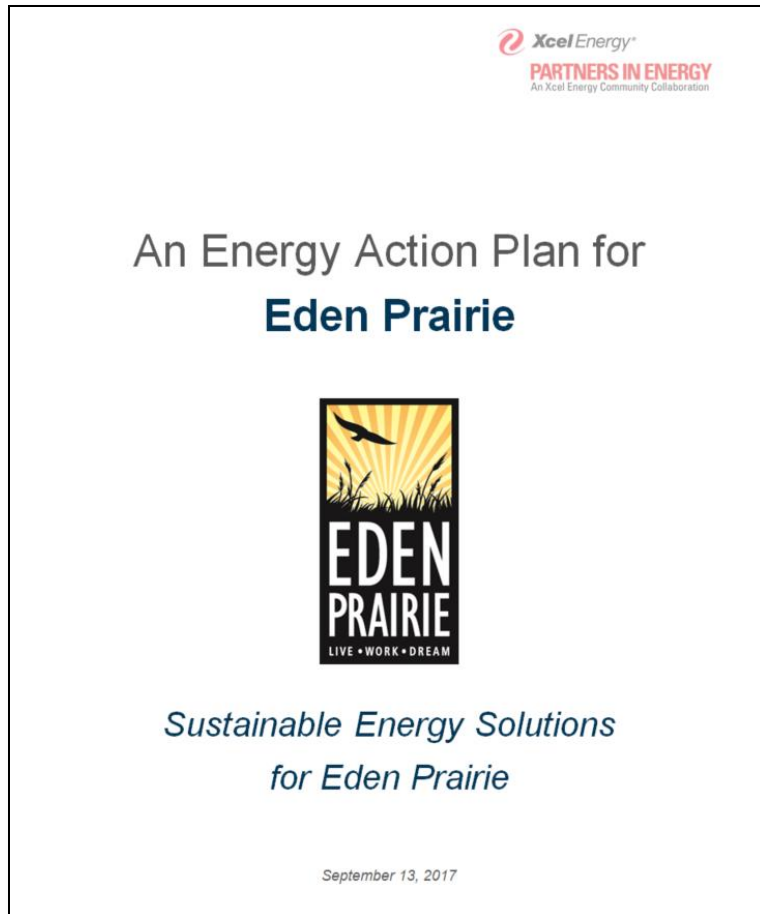
Agenda & Objectives

Agenda

1. Welcome & Introductions
2. Eden Prairie's Energy Action Plan in Review
3. Implementation Successes and Challenges
4. Partners in Energy Experience
5. Next Steps

Eden Prairie's Energy Action Plan in Review

Eden Prairie's Energy Action Plan



- **Vision:** Sustainable energy solutions for Edén Prairie
- **Goal:** Reduce greenhouse gas emissions 30% by 2025, 80% by 2050 below a 2015 baseline
- **Focus Areas:**
 - Residential Energy
 - Large Commercial & Industrial Energy Users
 - Public, Nonprofit, and Service Organizations

Implementation Overview

- Website resources added
- Resident home energy survey
- Case studies
 - Pax Christi Church
 - Eden Prairie School District
- Updates to City process
 - New homeowner packet flyers
 - Housing & rehab loan program
- Home Energy Squad® buy-down promotion
 - Starting again April 1
- Leveraging City channels
 - Social media posts
 - Newsletter articles
- Business outreach
 - Door-knocking
 - Phone calls
- Hired 2 interns



The image shows two overlapping documents. The background document is a webpage titled "Energy Financing" with a navigation bar: "Community > Sustainable Eden Prairie > Energy > Energy Rebates and Programs". The page lists several programs: "Residential" (Home Energy Loan Program, Home Improvement Loan Program, Housing Rehabilitation Loan Program), "Solar Financing", "Business" (Commercial Energy Efficiency Loan Program, Energy Savings Fund for Nonprofits), and "PACE Financing". A yellow lightbulb icon is on the right. The foreground document is a flyer titled "FINANCING YOUR IMPROVEMENT PROJECTS" with a blue header. It features two photos: a house and solar panels. The flyer lists: "EDEN PRAIRIE HOUSING REHABILITATION LOAN PROGRAM", "HOME IMPROVEMENT LOAN PROGRAM", "HOME ENERGY LOAN PROGRAM", and "SOLAR FINANCING". Logos for "SUSTAINABLE EDEN PRAIRIE" and "Xcel Energy PARTNERS IN ENERGY" are at the bottom.

Implementation Overview



PARTNERS IN ENERGY
An Xcel Energy Community Collaboration

- **Presentations**
 - Rotary Club
 - Solar Power Hours
 - Xcel Energy Trade Partners
- **Renewable Energy Challenge**
- **Tabling events**
 - Home and garden expo
 - City-wide Open House
 - Congregations event
- **Co-host Workshop** for Commercial Trade Partners
- **Engagement and outreach**
 - Congregations
 - Multifamily Buildings
- **Re-prioritization of strategies** with Energy Action Team
- **Meeting with Conservation Commission and iMatter**
- **Marketing materials**

NEW CONSTRUCTION AND HOME RENOVATION GUIDE

BUILDING A GREENER FUTURE

LOWER YOUR ENERGY BILLS WITH A HOME ENERGY SQUAD® VISIT

Get all new LED bulbs,
weather stripping, and more!

Starting April 2019, the first
200 Eden Prairie residents to sign
up will receive a **50%** discount

Sign up at:

HomeEnergySquad.net

POWERED BY:



Marketing Material Examples



PARTNERS IN ENERGY
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SAVE ENERGY AND MONEY IN YOUR HOME



Schedule your visit today!

Home

For only \$100, a team of energy experts will come to your home, evaluate your energy savings opportunities and offer these services:

- Installation of free materials such as LED bulbs, a programmable thermostat, door and attic hatch weather stripping, high-efficiency showerhead and faucet aerators
- Inspection of your attic and wall insulation
- Blower door and thermal image testing
- A combustion safety test and carbon monoxide check
- A customized report with additional recommendations
- Access to energy advisors to assist you following through with recommendations

Beginning April 1, the first 200 Eden Prairie households to sign up for an enhanced visit will get a 50% discount!

Home Energy Squad is provided by CenterPoint Energy and Xcel Energy and delivered by the Center for Energy and Environment, a Minnesota nonprofit.



“This is the best deal ever! Even at the \$100 rate, I highly recommend it for our residents.”

Former Eden Prairie Mayor
Nancy Tyra-Lukens

edenprairie.org/SustainableEP

SEIZE THE POWER OF WIND



Windsor[®] is a voluntary renewable subscription program enabling Xcel Energy customers to easily source their electricity from 100 percent Minnesota wind farms.

It takes less than five minutes to sign up, does not require a contract and after the first year, easy to cancel your subscription after 12 months.

Call 800-895-4999 or visit xcelenergy.com/Windsor to sign up!



Marketing Material Examples



PARTNERS IN ENERGY
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RENEWABLE ENERGY OPTIONS FOR EDEN PRAIRIE RESIDENTS

Program Name	Xcel Energy® Renewable*Connect®	Xcel Energy® Windsourse®	Xcel Energy® Solar*Rewards Community®	Xcel Energy® Solar*Rewards®	Xcel Energy® Net Metering Without Incentives	Minnesota Valley Electric Cooperative Wellspring®
Energy Source	Solar and Wind	Wind	Solar	Solar	Solar	Wind
Cost to participant	Subscription fee on Xcel Energy bill	Subscription fee on Xcel Energy bill	Subscription fee paid to solar garden per contract terms	Pay solar installer for equipment per contract terms	Pay installer for equipment per contract terms	Subscription fee on Minnesota Valley Electric Cooperative bill
Financial Benefit	Personal per kWh fuel credit for using solar and wind	Personal per kWh fuel credit for using wind	Bill credit payment for solar energy produced	Monthly energy use is offset by solar, plus incentive per kWh of solar	Monthly energy use is offset by solar	Personal per kWh fuel credit for using wind
Requires on-site installation	No	No	No	Yes	Yes	No
Minimum contract length	0 to 10 years	None	Up to 25 years	0 to 10 years	None	None
Contract with	Xcel Energy®	Xcel Energy®	Solar Garden Company	1) Solar Installer – equipment 2) Xcel Energy – interconnection & incentive	1) Installer – equipment 2) Xcel Energy – interconnection	Minnesota Valley Electric Cooperative
Size/Participation Parameters	Minimum of 1 block (100 kWh) but can purchase up to 100% of energy consumption.	Minimum of 1 block (100 kWh) but can purchase up to 100% of energy consumption.	Varies by contract.	System generation must not exceed 120% of customer consumption.	System size may not exceed 1 MW	Minimum of 1 block (100 kWh) but can purchase up to 100% of energy consumption.
Earn renewable energy credits*	Yes	Yes	No	No	Yes	Yes
Website						

* Renewable Energy Credits you can claim that they are



RENOVATING YOUR HOME?

Maximize your investment with energy-saving opportunities and rebates!

Remodeling your home requires lots of research and planning, and all of the decisions can seem overwhelming. Let us take the guesswork out of identifying which energy-saving opportunities are available so that your improvements not only enhance the appearance of your home, but also its comfort and performance.

Explore Opportunities

The best place to start is with a Home Energy Squad® visit. They'll help you discover energy saving opportunities throughout your home! Visit HomeEnergySquad.net or call (866) 222-4595.

Build Energy Efficiency Into Your Project

Whatever size your project, there are opportunities to integrate energy efficiency. A few ideas are provided on the reverse side.



EDEN PRAIRIE AND XCEL ENERGY ARE PLEASED TO WORK TOGETHER TO ACHIEVE OUR COMMUNITY ENERGY GOALS.

Eden Prairie

RENTER'S ENERGY GUIDE

Tips to help you save on your energy bill

1 MANAGE YOUR TEMPERATURE

You can save as much as 10% a year on heating and cooling by simply turning your thermostat back 7°-10°F for 8 hours a day from its normal setting.¹ Visit XcelEnergyStore.com to receive a \$75 instant rebate on your new smart thermostat.



Bonus: After you purchase a smart thermostat, you can sign up for Xcel Energy's AC Rewards Smart Thermostat Program to receive an annual bill credit on your electric bill. Smart thermostat technology helps you to easily manage your home's comfort based on your schedule, habits, and lifestyle while helping the community. You will receive an annual bill credit on your electric bill after enrolling in the program.

¹ Source: Energy.gov <https://www.energy.gov/energysaver/thermostats>

2 LIVEN UP YOUR LIGHTING

Visit xcelenergy.com/BulbFinder to find local stores offering discounts on LED bulbs. LED lights typically use 70 to 90% less energy and last at least 15 times longer than the traditional incandescent bulbs they replace.²



² Source: EnergyStar.gov https://www.energystar.gov/products/lighting_fans/light_bulbs

3 UNPLUG YOUR LOAD

TVs, cable boxes, and computer chargers will use electricity— even when turned off!

- Attach electronics to a power strip to easily turn them off when not in use.
- Unplug cell phone and computer chargers when not in use.



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Social Media



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Eden Prairie - City Government ✓
October 4, 2018 · 🌐

Get a free 20-minute energy bill consultation when you stop by the Citywide Open House Saturday, Oct. 6. Just bring your bills and questions on how to save money!

Eden Prairie - City Government ✓
January 17, 2018 · 🌐

Are your heating bills high? Always feel like there is a cold draft? It is likely because your home needs air sealing and/or insulation. Get a Home Energy Squad® visit for only \$50 to get started on the road to a more comfortable

SIGNUPGENIUS.COM
Eden Prairie Energy

Would you like to learn how to reduce your gas and electric bills? Are you confused by your bill? We

Council Approves Energy Action Plan, Requests Feedback
City of Eden Prairie Communications Division from City of Eden Prairie · 20 Sep 17

Eden Prairie's new Energy Action Plan was approved by the City Council Sept. 19.

The plan is part of the Sustainable Eden Prairie initiative, focusing on education and implementation of sustainable practices to protect the environment and natural resources in our community.

The City is asking residents for feedback about energy use and information sources with the Eden Prairie Home Energy Survey through Oct. 20.

www.surveymonkey.com/r/EPEnergySurvey

Your input will help the City effectively implement the Energy Action Plan.

To learn more about Sustainable Eden Prairie and the Home Energy Survey, visit www.edenprairie.org/SustainableEP.

Energy Squad

Energy Squad is a joint program between the City of Eden Prairie and CenterPoint Energy to help residents reduce energy use. Learn more

3 Shares

Eden Prairie - City Government ✓
September 20, 2017 · 🌐

Eden Prairie's new Energy Action Plan was approved by the City Council yesterday. To help us effectively implement the plan, we are asking you to think about energy and how you use it.

If you live or work in Eden Prairie, help us – and our community – reduce energy use with this quick survey.

Renewable Energy Challenge
City of Eden Prairie Communications Division from City of Eden Prairie · 25 Oct

Did you know that more than 700 Eden Prairie households are already using Xcel Energy's Windsource®?

Join your neighbors and source up to 100% of your home's energy needs by subscribing to renewable energy through your electric utility. Visit xcelenergy.com/Windsource or mvec.net/renewables.

Bonus: You could win a smart thermostat if you subscribe to renewable energy. Visit edenprairie.org/EnergyChallenge.

25 Oct · Subscribers of City of Eden Prairie in General

THANK | 5 REPLY | 6

City of Eden Prairie ✓ @CityofEP · 1 Oct 2018

Sign up for the renewable energy challenge in October for your chance to win prizes! One randomly drawn winner chooses to receive a smart thermostat (valued at \$250) or Home Energy Squad® enhanced visit (valued at \$600). bit.ly/2Qkvuzm

1 1

SURVEYMONKEY.COM
Eden Prairie Home Energy Survey

Web survey powered by SurveyMonkey.com

6

Life in the Prairie

Renewable Energy Challenge

As part of Eden Prairie's Energy Action Plan, the City is challenging residents to help reduce greenhouse gas emissions by subscribing to renewable energy programs. New renewable energy subscribers who sign up by October 15 can enter a drawing for a \$250 gift card.



To participate, simply sign up for the program through the contest entry form. One randomly drawn winner will receive a \$250 gift card.

Energy in Action at Citywide Open House

The City's Energy Action Plan aims to reduce energy-related greenhouse gas emissions by providing the community with information about increasing energy efficiency and opportunities for participating in renewable energy programs. Residents are encouraged to attend the Citywide Open House, 11 a.m. to 2 p.m. Saturday, Oct. 6, at City Center (8080 Mitchell Road) to learn from a variety of organizations about ways to save on energy bills, renewable energy subscription programs, electric vehicles and more.

edenprairie.org/Energy



Seize Wind Power

This summer, Eden Prairie residents are taking advantage of Minnesota's windy weather by subscribing to Xcel Energy's **Windsource**, a renewable subscription option enabling homeowners and renters to easily power their homes with wind energy. It takes less than five minutes to sign up and costs as little as a dollar per month to participate!

xcelenergy.com/Windsource

Energy-Efficient Holidays

As you prepare for the holidays, consider making the switch to LED lights – they not only consume less electricity and save you money, they are also safer, sturdier, longer lasting and easier to install. Then, recycle your unwanted light strands at any **Eden Prairie Liquor** location through the end of the year.

recyclemn.org

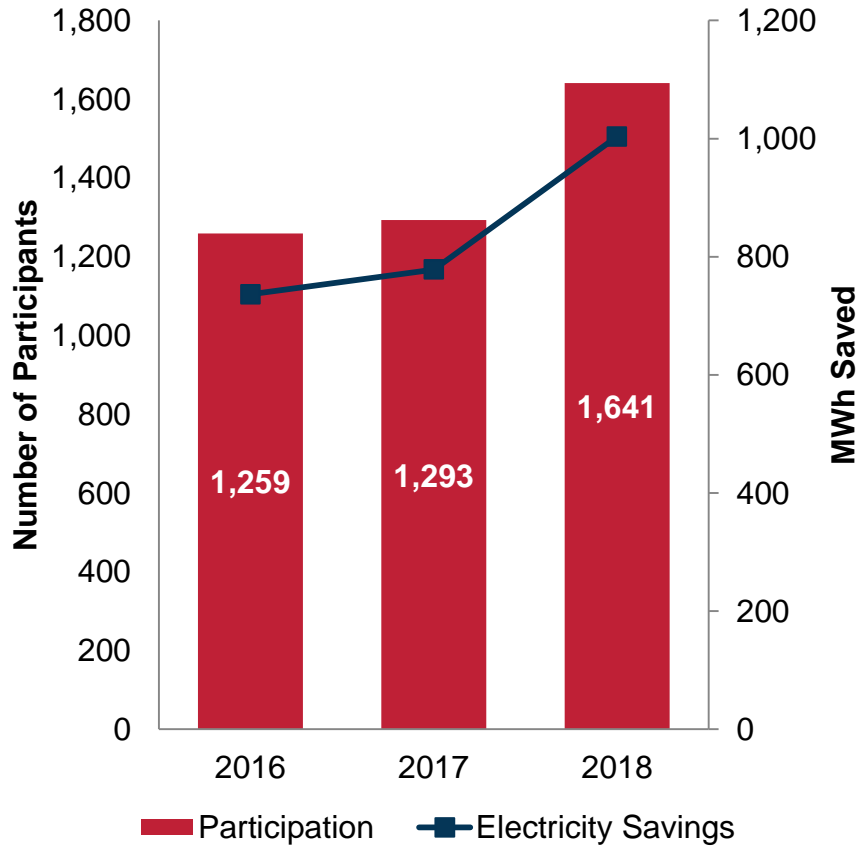


Program Participation & Savings

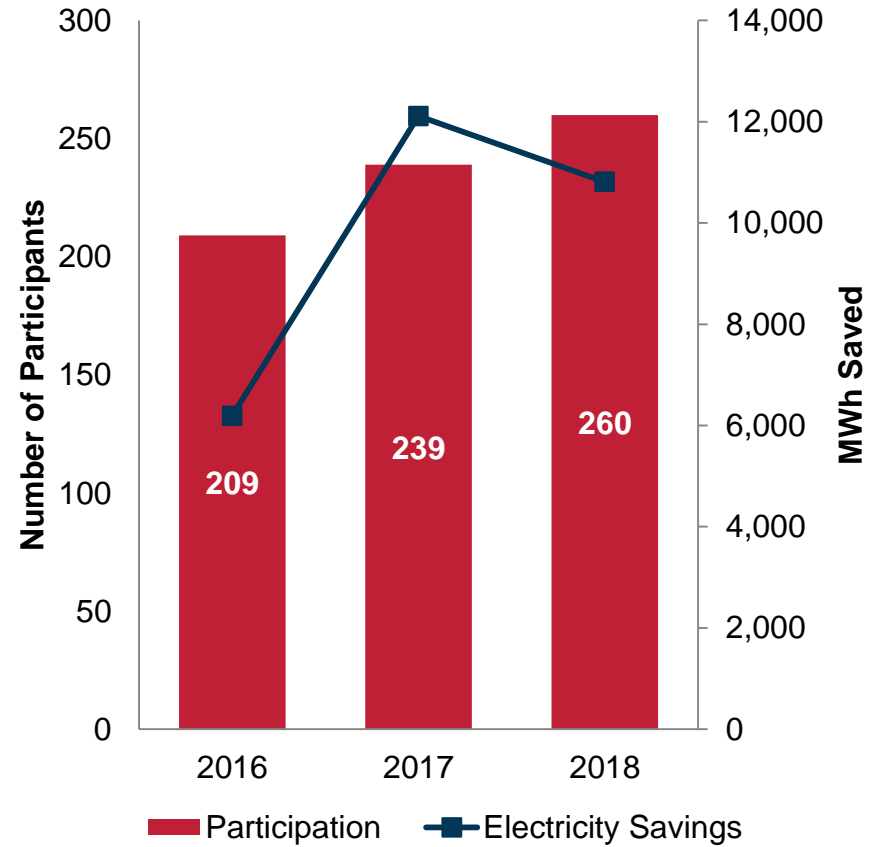


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Residential Participation and Savings

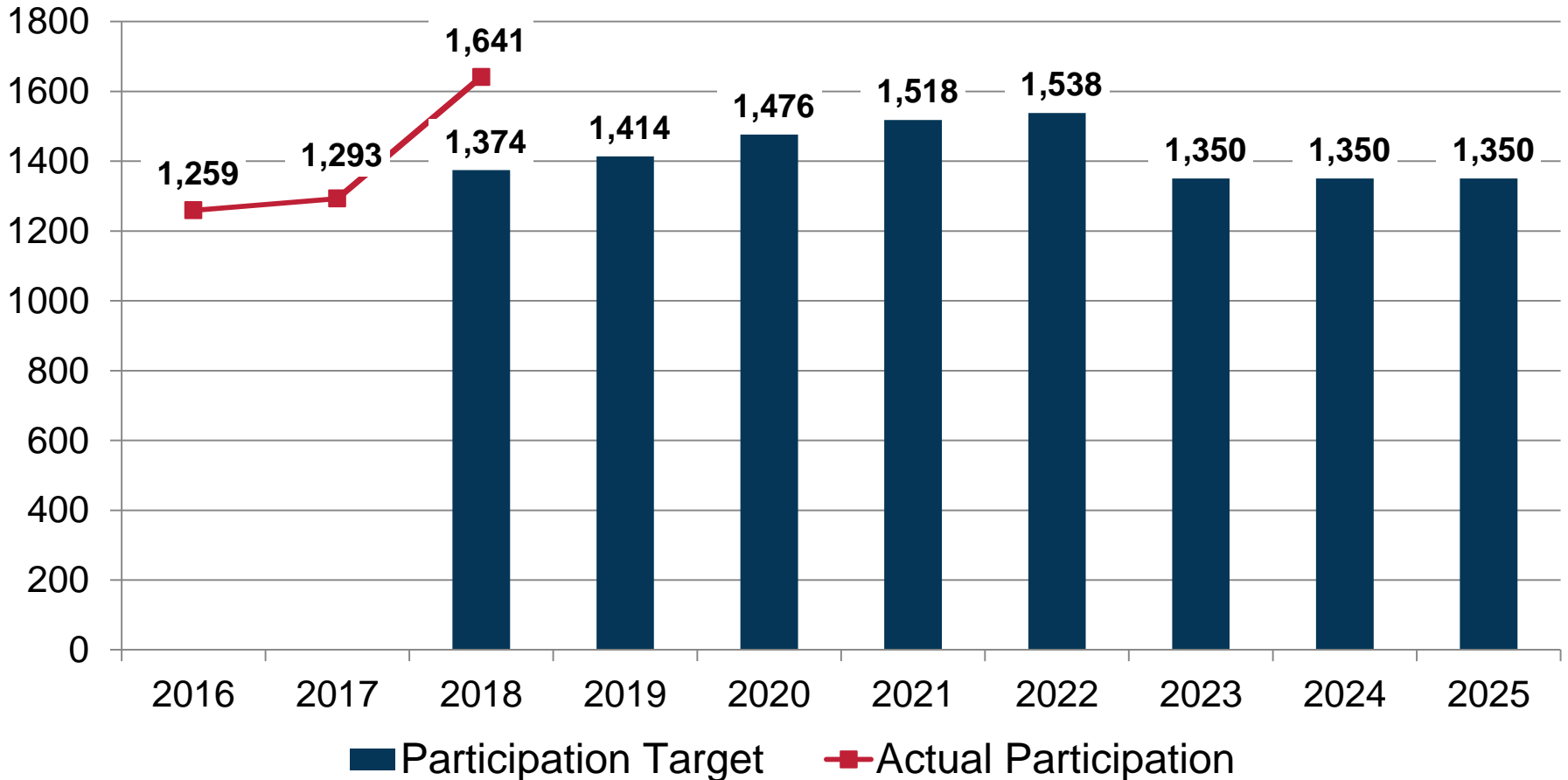


Non-residential Participation and Savings



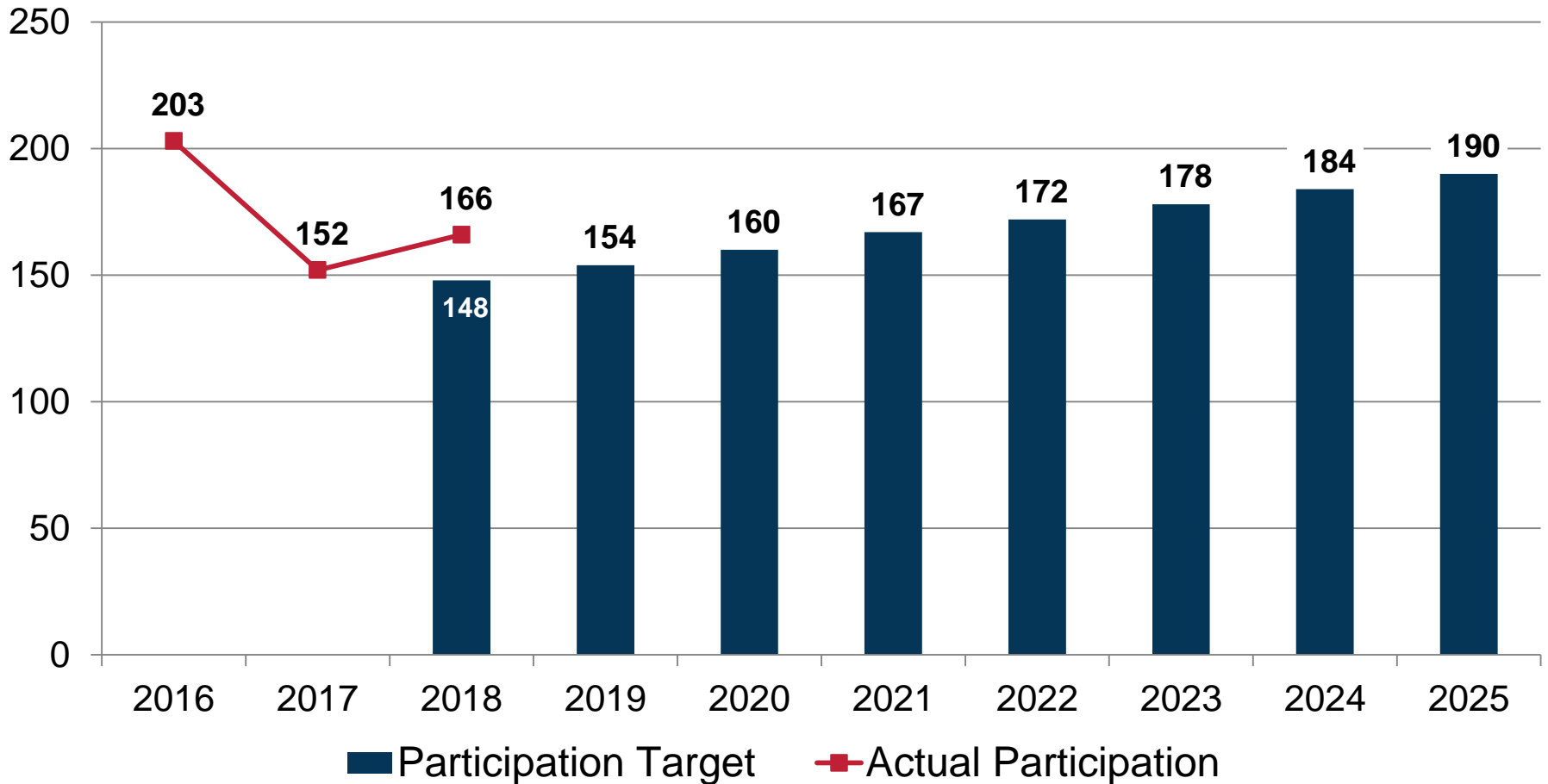
Progress towards goals

Residential Energy Focus Area Participation Targets



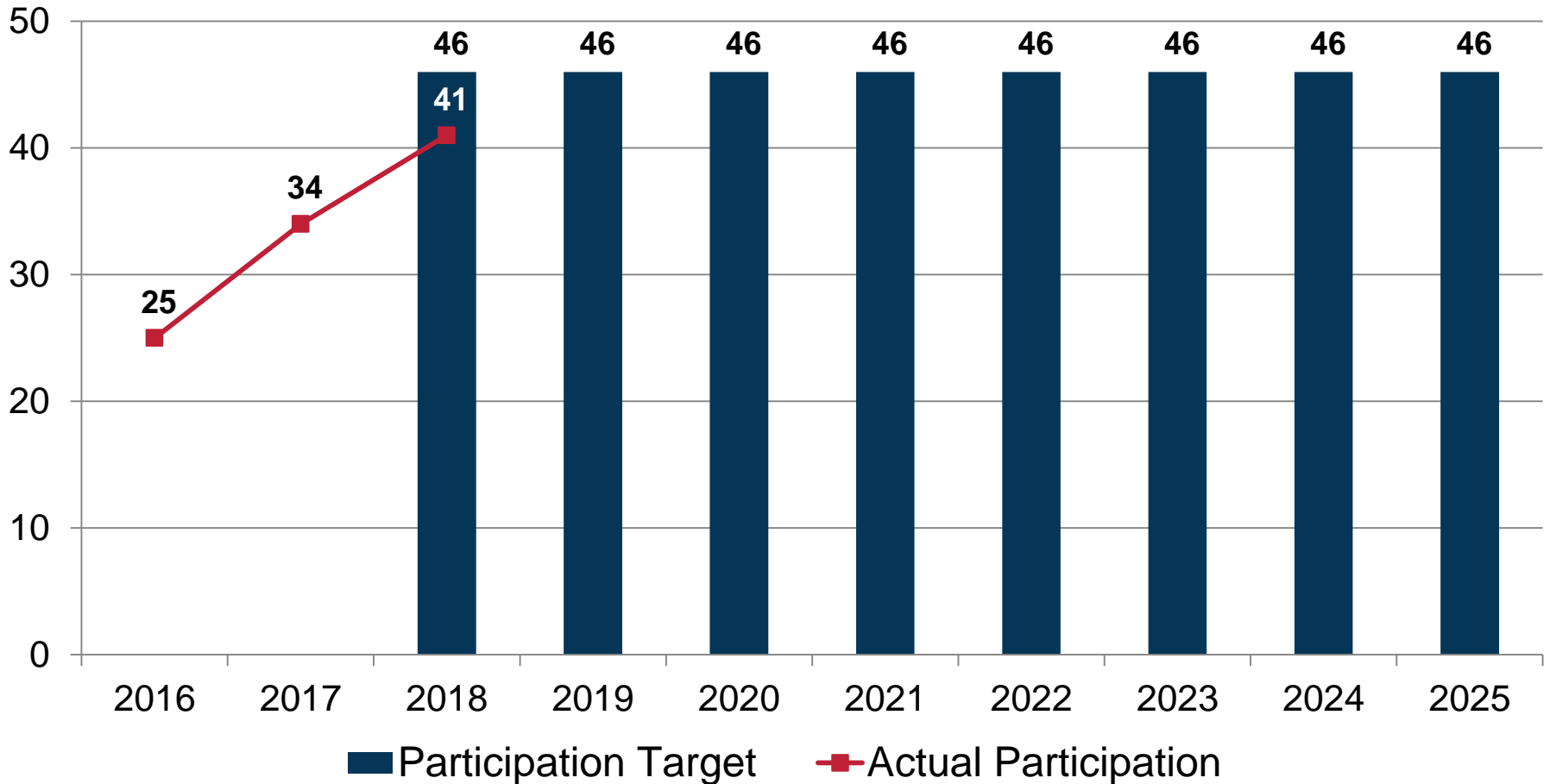
Progress towards goals

Large Commercial/Industrial Energy Users Participation Targets



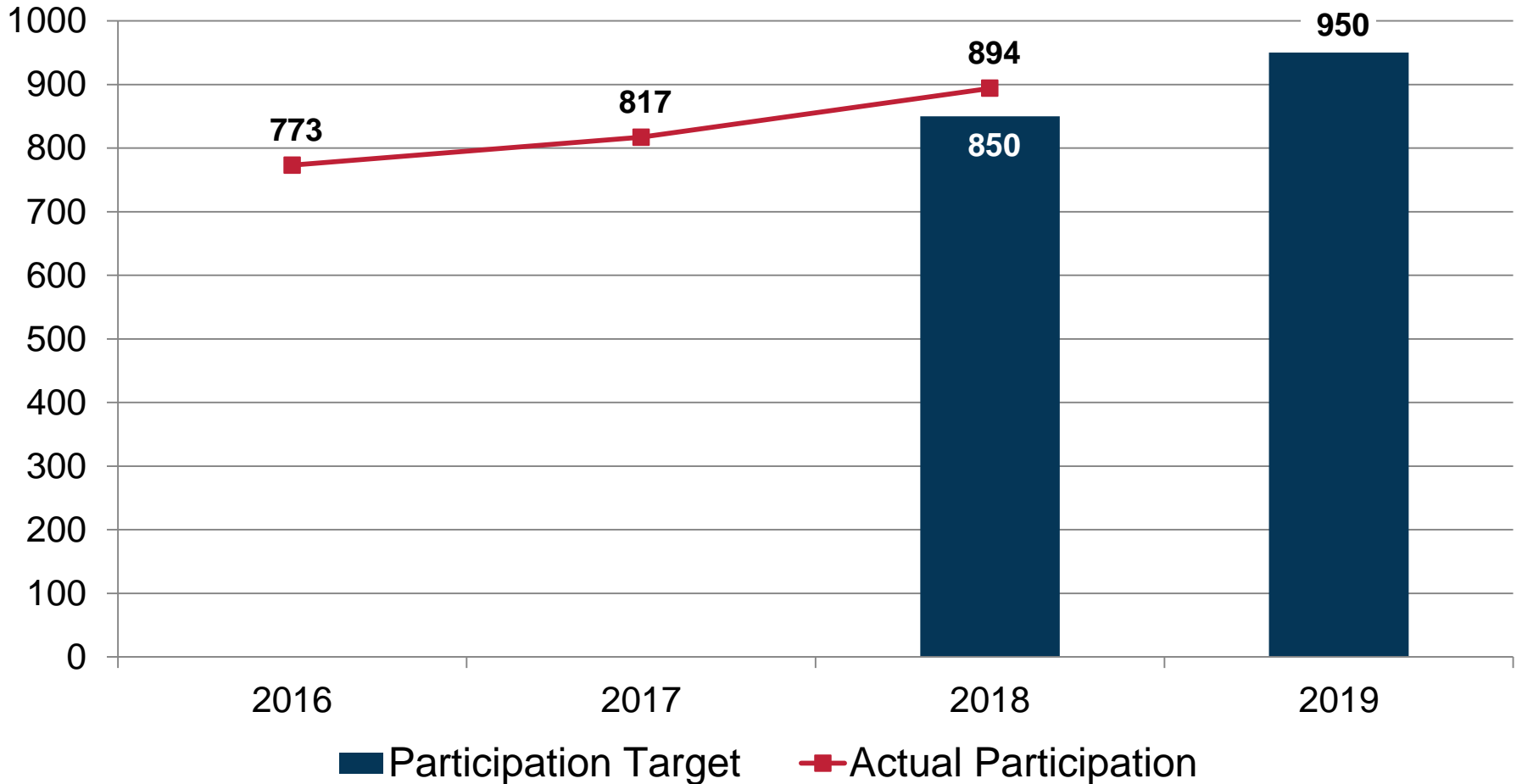
Progress towards goals

Public/Nonprofit/Service Organizations Participation Targets



Progress towards goals

Renewable Energy Windsource[®] Subscription Targets



Overall Impact

Savings Since Implementation Launch

(October 2017)

1,218,025

Residential kWh saved

14,322,637

Non-residential kWh saved

5,887

**Greenhouse Gas Emissions
Avoided**

(Metric Tons CO₂)

\$1,383,706

Estimated Dollars Saved

- kWh savings as percent of total energy use:
 - 2016: 0.9%
 - 2017: 1.7%
 - 2018: 1.6%
- 7% reduction in GHGs since 2015
 - Includes both electricity and natural gas

Implementation Success and Challenges

Home Energy Squad Buy-down



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City of Eden Prairie buy-down of Home Energy Squad Enhanced visits. Visits were \$50 for first 200 visits in 2018 (normally \$100).

- **Goal:**
 - 200 Home Energy Squad visits in 2018
- **Primary Resources:**
 - Marketing materials, Life in the Prairie article, Mayor testimonial/pictures, social media posts
- **Impact:**
 - 200 visits completed by July 2018
 - 214 completed by end of 2018
 - 152% increase from 2017

Note: Buy-down starting again on April 1

Save Money, Schedule Home Energy Audit

Eden Prairie homeowners who are Xcel Energy or CenterPoint Energy customers can learn how to save money on energy bills from a **Home Energy Squad** visit.

As part of its **Sustainable Eden Prairie** initiative and Energy Action Plan, the City is buying down the cost of Home Energy Squad visits to \$50 for the first 200 homeowners who sign up — visits normally cost \$100 and are valued at more than \$600.

“This is the best deal ever! Even at the \$100 rate, I highly recommend it for our residents,” said Mayor **Nancy Tyra-Lukens**, after she experienced the benefits of a detailed home energy audit firsthand.

Visit HomeEnergySquad.net or call **866-222-4595** to schedule a Home Energy Squad appointment.

edenprairie.org/SustainableEP



Renewable Energy Challenge



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Challenge to Eden Prairie residents to sign up for renewable energy subscription programs from their electric utility. Prize offered to one winner.

- **Primary Resources:**

- Contest rules, entry form, website, social media posts, flyer, pinwheel/water tower graphic, prize

- **Impact:**

- 36 new subscribers to Xcel Energy Windsource[®] in month of October
 - Compare to 44 added in all of 2017
- 2 new subscribers to MVEC Wind RECs



Commercial Trade Partner Workshop



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Workshop for existing and potential Xcel Energy trade partners about rebates. Eden Prairie Building Inspections did a Q&A.

- **Primary Resources:**
 - Invitations, poster, agenda, meeting space, presentation deck, presenters, breakfast
- **Impact:**
 - 10 attendees

YOU'RE INVITED

Have a question you've always wanted to ask a building inspector? Interested in learning more about utility rebates and programs available?

Join us for a commercial contractor workshop on **Tuesday, October 9th!**

8:00–9:30 a.m.
Eden Prairie Community Center
16700 Valley View Rd, Eden Prairie
Breakfast provided

RSVP Today!
Email Carol at clundgren@edenprairie.org

 **SUSTAINABLE EDEN PRAIRIE**

 **Xcel Energy®**
PARTNERS IN ENERGY
An Xcel Energy Community Collaboration

EDEN PRAIRIE AND XCEL ENERGY ARE PLEASED TO WORK TOGETHER TO ACHIEVE OUR COMMUNITY ENERGY GOALS.



Business Engagement

Outreach to businesses 1-1 through in person visits and phone calls to promote free or low-cost energy assessments and financing options.

- **Primary Resources:**

- Staff time to conduct outreach and follow up, phone script and talking points, informational flyers

- **Impact:**

- 120 businesses reached
- Relationship building with local businesses

Save energy. Save money. Boost your bottom line.

Eden Prairie invites you to be a leader in helping to achieve our community's energy goals.

IF YOU ARE NEW TO ENERGY EFFICIENCY AND WONDERING WHERE TO START

- Call Xcel Energy's Business Solutions Center. Energy efficiency specialists can help you save time and money by guiding you on everything from improving reliability and performance to filling out rebate forms. Call 855-839-8862
- Schedule a free energy assessment with EnergySmart. The Minnesota Chamber of Commerce offer a no-cost consultation where an EnergySmart staff member will walk through the building to take a look at energy consuming equipment to identify potential strategies for reducing energy use. Call 651-292-3902 to get started.

IF YOU WANT TO GO DEEPER AND NEED HELP WITH NEXT STEPS

- Schedule a Xcel Energy's Turn Key Service. Consider a full-service program that includes design, implementation, and efficiency improvements. Call 855-839-8862 or visit xcelenergy.com/TurnKey.

IF YOU ALREADY KNOW YOU WANT TO UPGRADE OR REFRIGERATION SYSTEMS

- Call CEE's One-Stop Efficiency Shop. The Center for Energy and Environment that helps small and mid-size businesses with lighting, HVAC, and refrigeration equipment. Start-to-finish oversight of the entire program paperwork. Call 612-244-2424.

IF YOU HAVETAKEN ACTION TO REDUCE ENERGY USE AND ARE READY TO TAKE THE NEXT STEP

Contact Carol Lundgren at the City of Eden Prairie, clundgren@edenprairie.com

SUSTAINABLE EDEN PRAIRIE

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BUSINESS ENERGY FINANCING OPTIONS

Once you have identified one or more energy projects your business would like to pursue, there are many different financing options.

PROPERTY ASSESSED CLEAN ENERGY (PACE)

PACE is a new way to finance energy efficiency and renewable energy upgrades for commercial property owners. Project financing is repaid as a separate item on owners' property tax assessment for a set period. PACE eliminates the burden of upfront costs by providing low-cost, long-term financing.

How does PACE work?

PACE PROJECT PROCESS	HOW THE MONEY FLOWS
Local government establishes PACE program	Property owner identifies potential energy savings to be used to repay investment
Building owner completes energy audit to find savings opportunities	Owner completes PACE program application and submits it for review and approval
PACE administrator approves financing, assessment is assigned	Program sells revenue bonds or uses RLF funds to pay for improvements
Property owner completes property improvements	Owner signs and pays contractors to complete improvements using financing
Owner uses energy savings to repay assessment (up to 25 years)	Owner uses energy savings to repay special assessment against the property

For more information about PACE, visit mncerts.org/pace or contact Peter Lindstrom with CERTs at plindstr@umn.edu.

TRILLION BTU FINANCING

Trillion BTU Financing is offered through a partnership between the Saint Paul Port Authority, Xcel Energy, and the Center for Energy and Environment. **More information is available at www.sppa.com.**

COMMERCIAL ENERGY EFFICIENCY LOAN PROGRAM

The Commercial Energy Efficiency Loan program provides up to \$100,000 in financing to businesses making cost-effective energy efficiency improvements. **More information is available at www.mnlendingcenter.org.**

Nonprofit organizations interested in making energy upgrades can apply for loans of up to \$25,000 through the Energy Savings Fund for Nonprofits. **More information is available at www.mnlendingcenter.org.**

SUSTAINABLE EDEN PRAIRIE

Xcel Energy PARTNERS IN ENERGY
An Xcel Energy Community Collaboration

EDEN PRAIRIE AND XCEL ENERGY ARE PLEASED TO WORK TOGETHER TO ACHIEVE OUR COMMUNITY ENERGY GOALS.

Congregation Engagement

Outreach to local congregations about energy assessments, opportunities to share information with congregants, and identifying the best point of contact for follow up.

- **Primary Resources:**
 - Volunteer time to conduct outreach and follow up, phone script and talking points
- **Impact:**
 - Relationship building with congregations

Note: Commission has identified follow up to this outreach as an action item for 2019. Partners in Energy provided new tabling talking points targeted towards congregants.



Eden Prairie Conservation Commission Congregation Outreach Talking Points – April 2018

Thanks for helping conduct outreach to congregations to support Eden Prairie's Energy Action plan! Eden Prairie congregations are a very important part of achieving our energy goals.

Now that the Eden Prairie Conservation Commission has identified the best points of contact for each congregation in the community, it's time to move the conversation to the next stage.

The objective of this outreach is to reconnect with decision makers, identify opportunities to engage members in energy action, and connect them with available resources to reduce energy use at their worship facility.

Approach

Now that we have points of contact, how can we encourage both members and facility managers to take action?

Member engagement - What is the "ask"?

This conversation should be with a representative in your congregation involved in organizing events for members. We are looking for opportunities to present energy efficiency and renewable energy options to share ways your congregation can save energy and adopt clean-energy in their home.

- **Home Energy Squad** – sign up for a whole home energy assessment with installation of efficiency materials such as:
 - LED Bulbs
 - Programmable thermostat
 - Door and attic hatch weather stripping
 - High efficiency showerhead and faucet aerators
 - Water heater insulation, temperature assessment and adjustment
- **Energy conservation tips** – learn about other opportunities to reduce energy use and save money at home
- **Renewable energy options** – learn about various options available

Worship facility – What is the "ask"?

This conversation should be with the "decision maker" in worship facility operations, including maintenance and improvements. The following are actions that can be taken based on the worship facility's goals and readiness to take action.

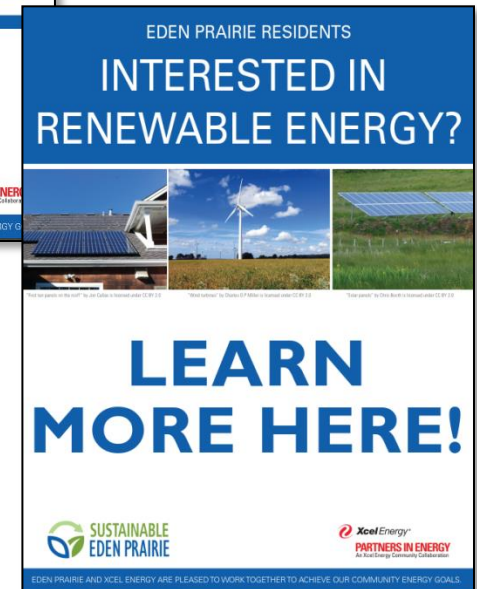
Decision tree based on organization's desire to take action:



Tabling & Presentations

Tabling at local community events by City staff and Conservation Commission members to promote energy savings and renewable energy.

- **Primary Resources:**
 - Volunteer time to do tabling, events for tabling, talking points, informational flyers
- **Impact:**
 - Increased awareness of energy efficiency and renewable energy options
 - Increased relationship building between residents and City/Commission
 - Brand recognition for Sustainable Eden Prairie
 - Uptick in programs promoted (e.g. Home Energy Squad, Windsource, fridge recycling)



Partners in Energy Experience

Next Steps for Eden Prairie's Energy Initiatives



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