

Memorandum of Understanding Phase 2 – Plan Implementation

City of Shoreview
4600 Victoria St. N
Shoreview, MN 55126

The intent of this Memorandum of Understanding is to recognize the achievement of the Shoreview in developing an Energy Action Plan. Northern States Power Company doing business as Xcel Energy, through its Partners in Energy offering, has supported the development of this Energy Action Plan. This document outlines how the City of Shoreview and Xcel Energy will continue to work together to implement this Energy Action Plan. The term of this joint support, as defined in this document, will extend from August 1, 2024 through February 1, 2026.

Xcel Energy will support Shoreview in achieving the goals of its Energy Action Plan in the following ways:

Residents

- **Support creation of a digital resource hub for residents to access energy information.**
 - Create content to share resources including utility programs, behavior change tips, and success stories.
 - Create content that includes financial assistance like rebates, loans, grants, and tax incentives to help residents complete projects.
- **Support outreach and education to help people experiencing high energy burden.**
 - Create materials and communications to educate residents about energy assistance, income-qualified programs, and options for upgrading equipment before emergency replacement scenarios.
 - Use mapping tools to identify areas of the city with residents experiencing high energy burden, and mail materials with energy resources and opportunities.
 - Create content for City to share with community organizations to distribute to their networks through joint communications and events.
- **Design outreach campaigns for residents to support renewable energy.**
 - Create materials and communications that convey the benefits of supporting renewable energy through subscription programs or on-site installations.
 - Share best practices on partnerships with community organizations and schools as trusted messengers to share energy information with their networks.
 - Create presentations and find to teach residents about renewable energy opportunities.
 - Support City with materials and resources to exhibit at events to provide education on renewable energy and programs.

- **Create outreach and education campaigns to raise awareness among residents to increase energy efficiency.**
 - Create materials and communications that share utility programs, resources, and opportunities for energy efficiency.
 - Support a neighborhood energy recognition campaign.
 - Share best practices on partnerships with community organizations and schools as trusted messengers to share energy information with their networks.
 - Create presentations and find speakers to teach residents about energy efficiency opportunities.
 - Support City with materials and resources to exhibit at events to provide education on energy efficiency and programs.

Support funded by Xcel Energy for this strategy is not to exceed 110 hours. These hours will include those provided through the Partners in Energy team from Brendle Group and Center for Energy and Environment and do not include support provided by Xcel Energy internal program staff.

Business

- **Support creation of a resource hub for businesses to access energy information.**
 - Share business energy resources, including financial resources like state and federal incentives, rebates, grants, loans, and tax incentives for businesses to complete energy efficiency and renewable energy projects.
- **Create communications and outreach campaigns to share energy resources with businesses.**
 - Co-create a schedule of energy topics for City communication channels and guidelines targeted for specific business types.
 - Share best practices for partnerships with local business groups to promote energy information, resources, and programs on joint communication channels.
 - Create a campaign for businesses to support renewable energy by sharing environmental impacts and how it can help reach sustainability goals.
- **Perform targeted outreach to small and medium-sized businesses to increase energy efficiency.**
 - Create a survey to help understand business energy priorities.
 - Create a step-by-step process for businesses to get energy audits, connect to rebates, and complete projects.
 - Create messaging and content for City to use on local media channels to communicate to businesses.
 - Help the City partner with program implementer to promote energy audits through a door-to-door campaign to help businesses understand opportunities, potential cost savings from completing projects, and available rebates and incentives.
- **Support city to share success stories of business energy champions and encourage them to apply for the Green Community Awards.**

- Support city to promote the Green Community Awards program to businesses and nonprofits and encourage them to apply.
- Identify and feature business case studies to spark more participation.
- Create recognition materials to display on-site at a business.
- Explore option of adding a prize for award recipients.
- **Provide business program and project information to help inform City to update policies.**
 - Help city remove barriers for businesses to complete energy projects.
 - Create content for an information packet for remodeling projects and connect new developments to Xcel Energy programs.

Support funded by Xcel Energy for this strategy is not to exceed 103 hours. These hours will include those provided through the Partners in Energy team from Brendle Group and Center for Energy and Environment and do not include support provided by Xcel Energy internal program staff.

Municipal

- **Support the City with energy project ideas and costs to help plan for dedicated resources to last into the future.**
 - Help the City research the cost and maintenance of energy projects to make informed decisions on what will work best. Learn best practices from other communities.
 - Help educate groups (e.g., City Council) that will be needed for buy-in and share the long-term cost savings.
 - Provide program information and content to share with new building planning, renovations, and retrofits at the time of design.
- **Share available energy efficiency programs for municipal buildings to participate and complete projects.**
 - Encourage energy assessments as a first step to understand opportunities.
 - Support City to explore benchmarking municipal buildings to understand energy use and opportunities.
 - Provide program information to incorporate energy efficiency measures into new construction.
 - Provide resources to educate staff about energy opportunities and refine cross-department resource sharing.
- **Support the City to lead and educate others about the importance of energy efficiency and renewable energy.**
 - Provide guidance on examples and savings.
 - Support City to gather an annual high-level summary of savings in municipal buildings to share.

Support funded by Xcel Energy for this strategy is not to exceed 37 hours. These hours will include those provided through the Partners in Energy team from Brendle Group and Center for Energy and Environment and do not include support provided by Xcel Energy internal program staff.

Project Management and Reimbursed Expenses

- Provide presentation content outlining Partners in Energy process, identified focus areas and goals, and benefits to community to be presented to Council as part of update process
- Facilitate regular check-in meetings, track and report energy impacts and activities (process annual data from Xcel Energy), and help coordinate implementation kick-off activities
- Provide up to \$2,500 for reimbursed expenses related to printing and distribution of co-branded marketing materials, venue fees, food, and other related needs associated with outreach and education. Xcel Energy funding will not be provided for the purchase of alcohol

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Shoreview commits to supporting the Energy Action Plan to the best of its ability by:

- Achieving the energy savings impacts outlined in the energy action plan and shown in the table below:

City of Shoreview Conservation Goals

	Electricity Savings (in kWh)	Natural Gas Savings (in therms)
Baseline Historic Energy Savings	2,836,171	178,065
Incremental Plan Energy Savings (8/1/24-2/1/26)	1,390,700	68,628
Total Plan Energy Savings (baseline + plan energy savings)	4,226,871	246,693

- Performing the coordination, tracking, and outreach duties as outlined in the Energy Action Plan that include but are not limited to the following:

Residents

- **Create a digital resource hub for residents to access energy information.**
 - Post content on website of energy resources including utility programs, behavior change tips, and success stories.
 - Post content on website of financial assistance like rebates, loans, grants, and tax incentives to help residents complete projects.
- **Perform outreach and education to help people experiencing high energy burden.**

- Distribute materials and communications to educate residents about energy assistance, income-qualified programs, and options for upgrading equipment before emergency replacement scenarios.
- Identify areas of the city with residents experiencing high energy burden, and mail materials with energy resources and opportunities.
- Partner with community organizations to distribute to their networks through joint communications and events.
- **Create outreach campaigns for residents to support renewable energy.**
 - Distribute materials and communications that convey the benefits of supporting renewable energy through subscription programs or on-site installations.
 - Display pamphlets and flyers at Shoreview Community Center for residents to take home.
 - Partner with community organizations and schools as trusted messengers to share energy information with their networks.
 - Host presentations for residents about renewable energy opportunities.
 - Exhibit at events to provide education, resources, and incentives to engage in renewable energy programs.
- **Create outreach and education campaigns to raise awareness among residents to increase energy efficiency.**
 - Distribute materials and communications that share utility programs, resources, and opportunities for energy efficiency.
 - Use neighbors as trusted messengers to relay new information and create a neighborhood energy recognition campaign.
 - Partner with community organizations and schools as trusted messengers to share energy information with their networks.
 - Display pamphlets and flyers at Shoreview Community Center for residents to take home.
 - Host presentations to teach residents about energy efficiency opportunities.
 - Exhibit at events to provide education, resources, and incentives to engage in energy efficiency.

Business

- **Create a resource hub for businesses to access energy information.**
 - Share business energy resources, including financial resources like state and federal incentives, rebates, grants, loans, and tax incentives for businesses to complete energy efficiency and renewable energy projects.
- **Create communications and outreach campaigns to share energy resources with businesses.**
 - Co-create a schedule of energy topics for City communication channels and guidelines targeted for specific business types.
 - Partner with local business groups to promote energy information, resources, and programs on joint communication channels.

- Share renewable energy opportunities through a campaign by sharing environmental impacts and how it can help reach sustainability goals.
- **Perform targeted outreach to small and medium-sized businesses to increase energy efficiency.**
 - Distribute survey help understand business energy priorities.
 - Distribute step-by-step process for businesses to get energy audits, connect to rebates, and complete projects.
 - Use local media channels to communicate key messages to businesses.
 - Promote energy audits through a door-to-door campaign to help businesses understand opportunities, potential cost savings from completing projects, and available rebates and incentives.
- **Share success stories of business energy champions and encourage them to apply for the Green Community Awards.**
 - Promote the Green Community Awards program to businesses and nonprofits and encourage them to apply. Highlight the opportunity for businesses to be recognized as energy champions.
 - Identify and feature business case studies to spark more participation.
 - Provide inspiration for recognition materials to display on-site at a business.
 - Explore option of adding a prize for award recipients.
- **Explore updating City policies to support business energy projects.**
 - Evaluate City policies such as zoning, regulations, City grants and financing options to remove barriers or incentivize businesses to complete energy projects.
 - Connect with community development staff to share an information packet about energy efficiency opportunities and programs for remodeling projects and connect new developments to Xcel Energy programs.

Municipal

- **Plan for sustainable integration of energy projects in municipal buildings by pursuing dedicated resources and financial planning to last into the future.**
 - Research the cost and maintenance of energy projects to make informed decisions on what will work best. Learn best practices from other communities.
 - Build energy projects into CIP planning. Educate groups (e.g., City Council) that will be needed for buy-in and share the long-term cost savings.
 - Consider incorporating energy elements into any new building planning or renovations at the time of design by creating awareness within City departments about programs. Incorporate energy projects into existing building renovations or retrofits.
- **Engage in programs to increase energy efficiency in municipal buildings and complete energy projects.**
 - Encourage energy assessments as a first step to understand opportunities and ensure a good return on investment.
 - Explore benchmarking municipal buildings to understand energy use and opportunities.

- Incorporate energy efficiency measures into new construction.
- Educate staff about energy opportunities and refine cross-department resource sharing.
- **Strive to be a leader in the community by sharing what the City has accomplished and educate others about the importance of energy efficiency and renewable energy.**
 - Collect and share examples of projects and their energy and cost savings on City website, social media, and newsletters. Share an annual high-level summary of savings in municipal buildings and associated benefits.
 - Continue investing in updating public buildings and spaces to increase efficiency and sustainability for the public's benefit.

Project Management

- Participate in coordination and tracking of scheduled check-ins, activities, and events
- Provide Xcel Energy an opportunity to review marketing materials to assure accuracy when they incorporate the Xcel Energy logo or reference any of Xcel Energy's products or services
- Share the plan document, supporting work documents, collateral, and implementation results from the Energy Action Plan with the public. The experience, successes, and lessons learned from this community will inform others looking at similar or expanded initiatives
- Share progress on upcoming sustainability planning as it relates to activities outlined in the Energy Action Plan

Legal Applicability and Waiver

This is a voluntary agreement and not intended to be legally binding for either party. This Memorandum of Understanding has no impact, nor does it alter or modify any existing Franchise Agreement or other existing agreements between Xcel Energy and Shoreview. Parties agree that this Memorandum of Understanding is to memorialize the intent of the Parties regarding Partners in Energy but does not create a legal agreement between the Parties. It is agreed by the Parties that nothing in this Memorandum of Understanding will be deemed or construed as creating a joint venture, trust, partnership, or any other legal relationship among the Parties. This Memorandum of Understanding is for the benefit of the Parties and does not create third party rights. Nothing in this Memorandum of Understanding constitutes a waiver of Shoreview ordinances, Shoreview regulatory jurisdiction, or Minnesota's utility regulatory jurisdiction.

Single Points of Contact

All communications pertaining to this agreement shall be directed to Krista Billerbeck on behalf of Shoreview and Sofia Troutman on behalf of Xcel Energy.

Xcel Energy is excited about this opportunity to support Shoreview in advancing its goals. The resources outlined above and provided through Partners in Energy are provided as a part of our commitment to the communities we serve and Xcel Energy's support of energy efficiency and renewable energy as important resources to meet your future energy needs.

For Shoreview:

Signature:

Brad Martens

Name:

Brad Martens

Title:

City Manager

Date:

8-12-2024

For Xcel Energy:

Signature:

Name: Trisha A Duncan

Title: Director MN Community Relations

Date: 09-04-2024
