



CITY OF  
SHOREWOOD



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

# Shorewood's Energy Action Plan Partners in Energy Debrief

City of Shorewood | April 15, 2019

# Agenda & Objectives

## Agenda

1. Welcome & Overview
2. Energy Action Plan in Review
3. Implementation Successes and Challenges
4. Partners in Energy Experience
5. Next Steps



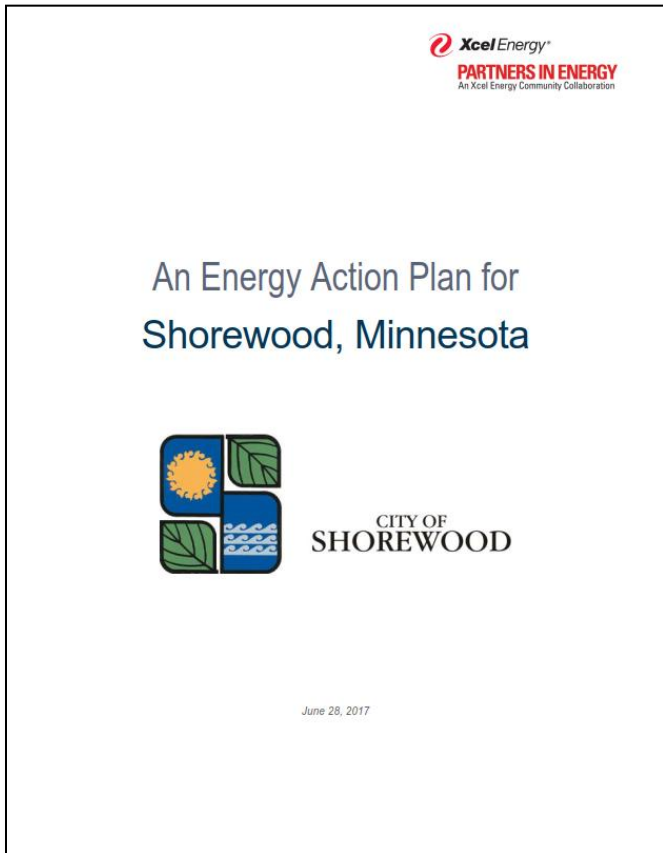
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# Energy Action Plan in Review

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# Shorewood's Energy Action Plan



- **Vision**

- Shorewood is demonstrating how a small community can support a healthier future by engaging its residents, businesses, and neighbors to promote renewable energy investment, conservation, and economic benefits.

- **Goals**

- Engage Shorewood businesses and residents in 500 energy saving programs annually
- Engage 300 or more subscribers in Xcel Energy's Windsource<sup>®</sup> and/or Renewable Connect<sup>®</sup> by 2020

- **Focus Areas**

- Residential
- Non-residential
- Renewable Energy

# Implementation Overview

- Engagement through city channels (website, social media, newsletter)
- Home Energy Squad® buy-down
- Email to Home Energy Squad customers to encourage testimonials
- Windsource® campaign
- Information at local events
- Presentations to local groups
- City energy bill review
- Business blitz
- Utility bill insert

# Marketing Material Examples



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## SAVE ENERGY AND MONEY IN YOUR HOME



Schedule your visit today!  
HomeEnergySquad.net or 651-328-6220




**HOME ENERGY SQUAD**



For only \$50 (normally \$100), a team of energy consultants 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


The City of Shorewood is offering a 50% discount on Home Energy Squad visits for a limited time. Free visits available for income-qualified households.



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



## SEIZE THE POWER OF WIND



Shorewood residents are taking advantage of Minnesota's wind power by subscribing to Xcel Energy's Windsource®. Windsource is a voluntary renewable subscription program enabling residents to easily source their electricity from wind.

As a local energy leader, our community has a goal of getting 300 new Windsource subscribers over the next two years. It takes less than five minutes to sign up, there is no contract, and after the first year you can cancel your subscription at any time.


**Call 800-895-4999 or visit [xcelenergy.com/Windsource](http://xcelenergy.com/Windsource) to sign up!**



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

*"We have been part of Windsource for years, having 100% of our household electricity provided by wind energy. We pay around \$5 per month so don't even notice the charge, yet know we are making a positive investment in clean energy which benefits us and our children."*

—Rick Moore, Shorewood resident

**\$** For about \$10 a month, the average household can get 100% of its electricity from renewable energy.<sup>1</sup>

 How much energy is 100 kilowatt-hours? In terms of energy, it's enough to power a typical fridge AND a standalone freezer for one month.<sup>2</sup>

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<sup>1</sup>One 100 kilowatt-hour block of renewable energy costs about \$1, and the average household in Shorewood uses approximately 10 blocks per month.  
<sup>2</sup>Standard fridge and chest freezer calculation; refrigerator based on standard, 25 cubic foot, side-by-side with icemaker; freezer is based on a typical 5 cubic-ft chest freezer.

# Marketing Material Examples



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## POWER YOUR HOME WITH SOLAR ENERGY

### Residential Solar Checklist

#### BEFORE YOU BEGIN

Reduce the amount of energy your homes uses by increasing your home's energy efficiency. Signing up for a Home Energy Squad® visit is a great way to identify energy-saving improvements. During your visit you will receive free energy-saving installations such as: LED light bulbs, a programmable thermostat, door weather stripping, and more. Visits also include a blower door test to measure for air leaks, an insulation inspection, a safety check on your heating system, and help with next steps.

Visit [HomeEnergySquad.net](http://HomeEnergySquad.net) or call 612-328-6220.

#### START PLANNING

**1. Determine your home's solar potential:** It's important to consider your home's solar potential before deciding if installing solar panels is right for you. You can get a sense of your solar potential by using the Minnesota Solar Suitability App. Visit [mn.gov/SolarApp](http://mn.gov/SolarApp).

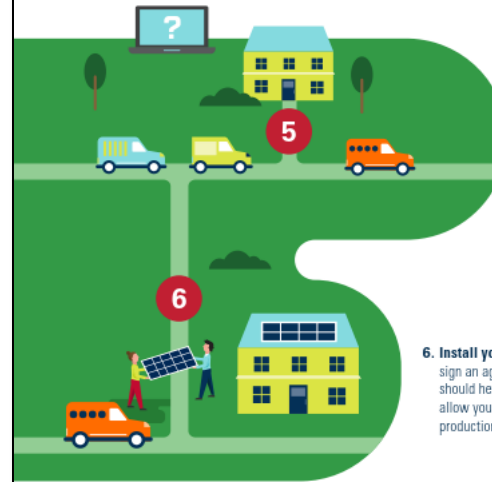
**2. Talk to the City:** It's important to talk to the City's Building Inspector about your project so you know if a variance or special use permit is required. Contact the building inspector at 952-960-7900 or [building@ci.shorewood.mn.us](mailto:building@ci.shorewood.mn.us).

**3. Talk to your HOA:** If you live in a residence that has a Homeowners Association (HOA), it's important to know if there are restrictions to installing rooftop or ground mount solar. Contact your HOA directly to learn more.

**4. Identify financing opportunities:** Low-interest loans are available to help homeowners add rooftop or ground mount solar at their home. Contact the Center for Energy and Environment at 612-335-5884 or [mnlendingcenter.org](http://mnlendingcenter.org).

#### Take advantage of the Renewable Energy Tax Credit before time runs out!

2019 is the final year for the full 30% Residential Renewable Energy Tax Credit, which applies to solar energy projects. The incentive allows you claim a 30% credit on your federal tax return for the costs of the system. Projects must be installed by December 31, 2019 – don't miss your opportunity to take advantage of this tax credit!



#### SELECT YOUR CONTRACTOR AND INSTALL YOUR SYSTEM

**5. Find a qualified contractor:** Use the Clean Energy Project Builder online directory to search for qualified solar installers. Contacting more than one installer will help you compare bids and make the best choice. Clean Energy Project Builder also has a list of questions you should ask solar installers.

Visit [CleanEnergyProjectBuilder.org](http://CleanEnergyProjectBuilder.org).

**6. Install your system!** Once you select a contractor, you will sign an agreement and install your system. Your contractor should help facilitate the agreement with Xcel Energy to allow you to track your production and get paid for excess production with net metering.

#### KNOW THE ALTERNATIVES TO INSTALLING YOUR OWN SOLAR PANELS

If your home has low solar potential or the costs are too high to install your own system, you can still source some or all of your electricity from renewable sources. Consider these alternative renewable energy options:

- **Xcel Energy's Windsource®:** Windsource is a renewable energy subscription program that allows residential customers to source some or all of their electricity from wind energy. For about \$10 a month, the average Shorewood household can get 100% of its electricity from renewable energy.<sup>1</sup> Sign up [xcelenergy.com/Windsource](http://xcelenergy.com/Windsource).
- **Community Solar Gardens:** Community solar gardens are great opportunity for homeowners and renters to subscribe to renewable energy. You will receive a monthly bill credit based on how large your subscription amount is. Visit [CleanEnergyProjectBuilder.org](http://CleanEnergyProjectBuilder.org) to find a garden operator and a list of questions to ask before subscribing.

<sup>1</sup> One 100 kilowatt-hour block of renewable energy costs \$1, and the average household in Shorewood uses approximately 10 blocks per month.



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

# Marketing Material Examples

## Grow the Garden!

Go to [xcelenergy.com/Windsource](http://xcelenergy.com/Windsource)

Shorewood Wind Garden 1 pinwheel = 10 subscribers

## MAKE A PINWHEEL TO CELEBRATE WIND ENERGY WITH YOUR NEIGHBORS!

Make an informational pinwheel for your neighbor.

You will need: scissors, a pushpin, and a wooden pencil

1. Decorate the pinwheel template below.
2. Cut out the pinwheel. Then cut along the diagonal, dashed lines.
3. Use the pushpin to poke holes in the center of the pinwheel and in the four corners.
4. Stick the pushpin through each of the corner holes, through the center hole, then into the pencil eraser.
5. Take a picture with your pinwheel and post it on the City's Facebook page
6. Give your pinwheel to a neighbor. Be sure to tell them how you subscribe to Windsource®.

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## 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](http://HomeEnergySquad.net) or call (651) 328-6220.

**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.



# Social Media

**City of Shorewood**  
November 21 at 1:52 PM

Did you join the Windsource clean energy program where you buy your electricity from wind through Xcel Energy? If so, you received a postcard this week for a free Chinook Book mobile. Make sure you don't throw it away! Give it a shot or give it to a friend. Lots of local coupons to take advantage of, including Whole Foods, Lakewinds, and lots of restaurants!

Happy Thanksgiving and thanks for trying wind!

[XCELENERGY.COM](http://XCELENERGY.COM)  
**Renewable Energy Options - Residential | Xcel Energy**

**City of Shorewood**  
January 4 at 11:51 AM

And to think, Shorewood just wants a few good neighbors to sign up for Windsource to meet our clean energy goals!  
[Tinyurl.com/ShorewoodWindsource](http://Tinyurl.com/ShorewoodWindsource)

- In operation
- Permitted
- Rejected
- In permitting process

**Forum.org**  
**weden to reach its 2030 renewable energy target this year**  
weden is on target to meet one of its renewable energy targets years...

**City of Shorewood**  
December 3 at 11:45 AM

The weather outside is frightful! Have you scheduled an energy audit for your home? The first 50 households get a visit for 50% off--only \$50 which includes lots of free stuff!  
<https://www.mncee.org/home-energy-squad/shorewood/>

**City of Shorewood** shared a video.  
November 6

Shorewood residents can still get 50% off (only \$50 for the entire audit!). First 50 residents to schedule an audit: 651-328-6220.

**HOME ENERGY SQUAD**  
Xcel Energy | CenterPoint Energy  
Click for more

[CENTERPOINTENERGY.COM](http://CENTERPOINTENERGY.COM)  
**Easy Energy Efficiency**  
Keep energy in your home and money in your wallet with customized energy solutions for your home. Get LED bulbs, a programmable thermostat, & other energy-saving assets i... [Learn More](#)

**City of Shorewood**  
4 hrs

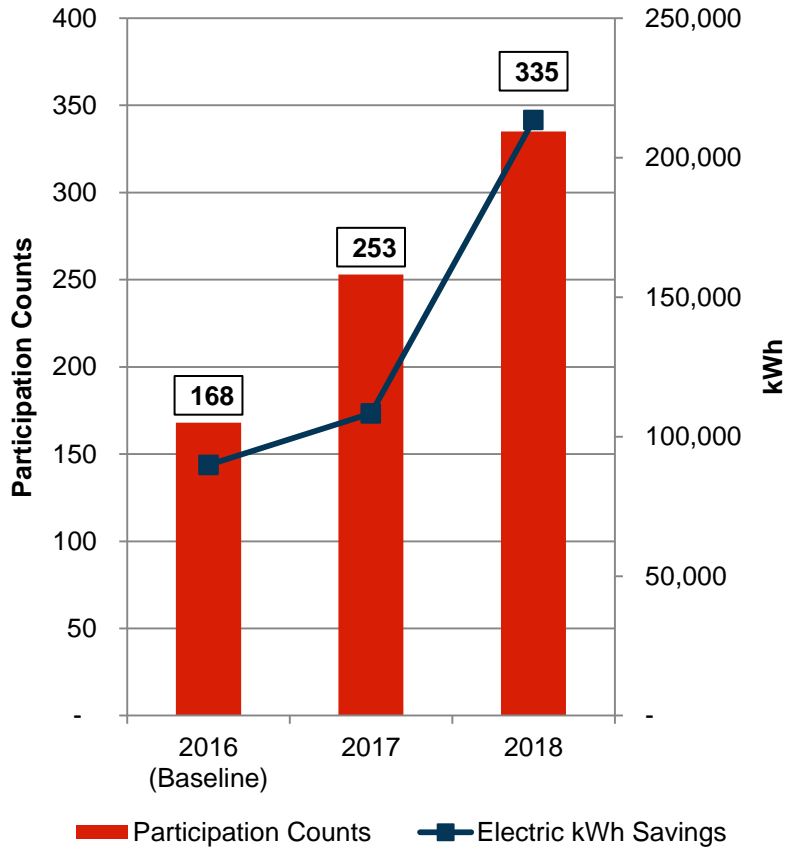
Does your household have \$6 per month of disposable income? That's what the average Shorewood Minnesota home pays to buy 100% wind energy through Xcel Energy Minnesota's Windsource program. Find out what your house would pay, 1-800-895-4999. You can also just have a portion of your energy be from wind. #cleanenergy

1 Like | 1 Comment

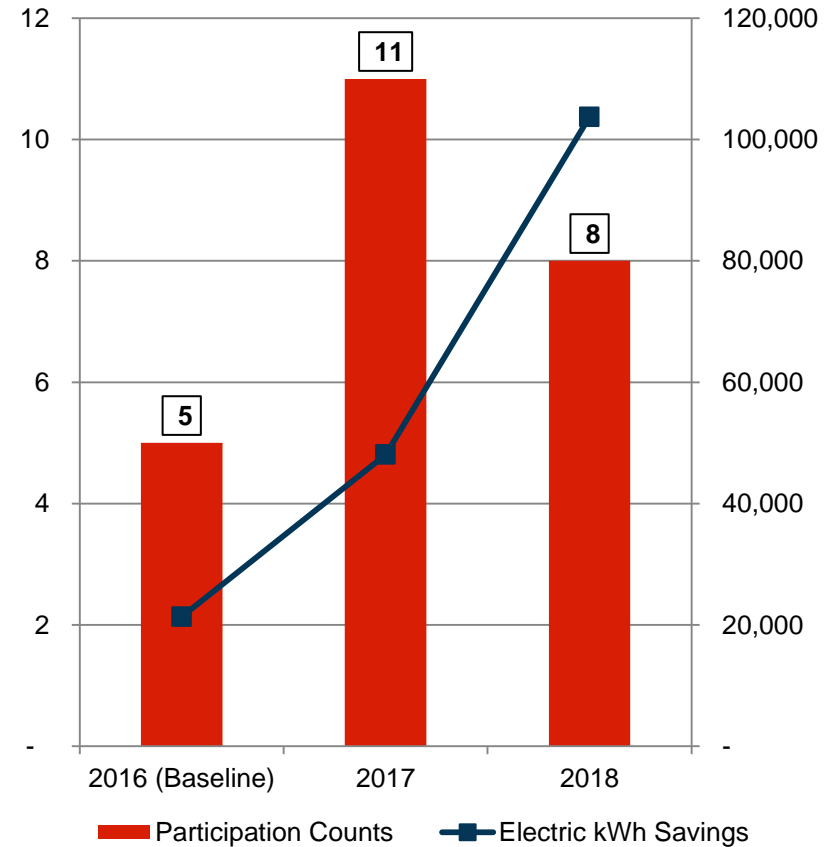
Like | Comment | Share

# Program Participation & Savings

## Residential Program Participation and Savings

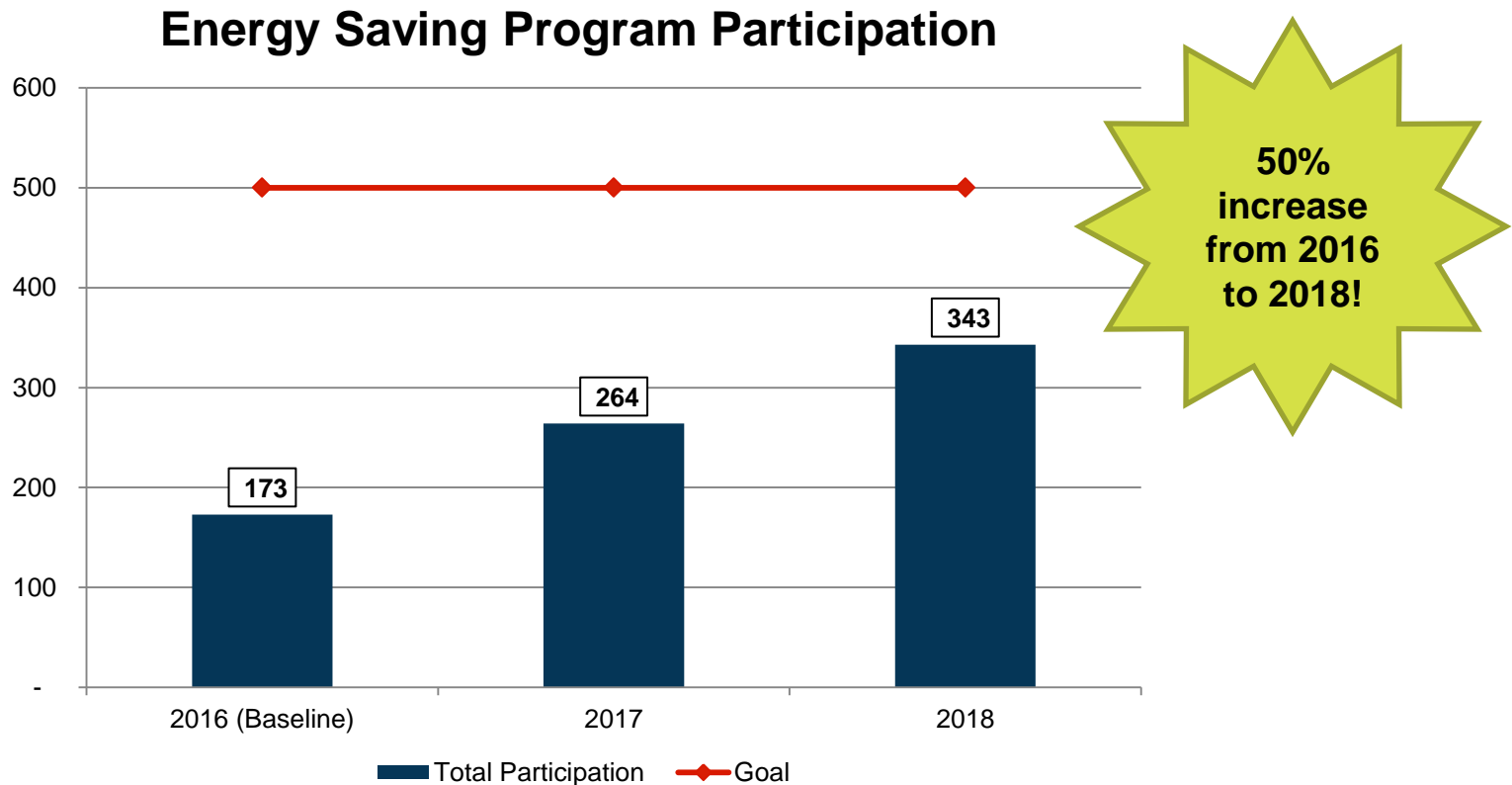


## Commercial/Industrial Program Participation and Savings



# Progress towards goals

**Goal:** Engage Shorewood businesses and residents in 500 energy saving programs annually



# Progress towards goals

**Goal:** Engage 300 or more subscribers in Xcel Energy’s Windsource<sup>®</sup> and/or Renewable Connect<sup>®</sup> by 2020

## 2018 Renewable Energy Subscription Summary

	Subscriber Count	Subscription Amount
<b>Windsource</b>	103	563,930
<b>Renewable*Connect</b>	3	20,230
<b>TOTAL</b>	<b>106</b>	<b>584,160</b>



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# Implementation Success and Challenges

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# Home Energy Squad Buy-down

City of Shorewood bought down the cost of 25 Home Energy Squad enhanced visits in 2018.

- **Primary resources:**
  - Funding for visits, marketing materials, social media posts, testimonial requests
- **Impact:**
  - 40 visits completed in 2018 compared to 3 in 2016
  - The City allocated additional funding for 25 more visits
  - 9 visits completed in 2019, 9 more scheduled

For only \$50 (normally \$100), a team of energy consultants 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

The City of Shorewood is offering a 50% discount on Home Energy Squad visits for a limited time. Free visits available for income-qualified households.



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

# Windsource Campaign


The City of Shorewood promoted Windsource through social media, newsletter articles, postcard mailing, and tabling events.

- **Primary resources:**
  - Social media, postcard, tabling materials, graphic to measure impact, staff time to promote
- **Impact:**
  - Net increase of 3 subscribers for Windsource



# Business engagement

- **Primary resources:**
  - Door to door outreach and business visits
- **Impact:**
  - Increased awareness and support of efforts
  - Increase in commercial and industrial program participation
    - 2017 net increase of 2 lighting program participants (5 total)
    - 2018 – net increase of 4 lighting efficiency participants (7 total)



**Shorewood Small-Medium Business Engagement Talking Points**

**Background**

- **Goal:**
  - Engage Shorewood businesses and residents in 500 energy saving programs annually
- **Target Behaviors:**
  - Energy Smart Assessment
  - One-Stop Efficiency Shop (Lighting, RTU)
  - Commercial Refrigeration Efficiency
- **Key Messaging:**
  - The City of Shorewood is saving money, and so can you
  - Free services are available to small and medium sized businesses to help them save energy and save money

**Phone Script**

**Staff:** Hello – My name is Julie and I work for the City of Shorewood. Did you know the city is working with businesses and Xcel Energy to help increase energy efficiency and save money?

**Business:** Yes, no, maybe

**Staff:**

- [no/maybe response] Shorewood developed goals as part of our energy initiatives and businesses play a big part. The City is helping businesses by sharing resources to increase energy efficiency and save money.
- [yes response] Great! What have you heard? (record response)

**Staff:** The reason I'm reaching out to you today is to share information about free opportunities to help you save energy and money.

My first question is do you have an account with Xcel Energy and pay your electric bill?

- [pays electric bill] Great! Have you thought about making energy efficiency upgrades?
  - [yes] What type of upgrades have you thought about?  
*[Lighting – upgrading bulbs on their own]* If you're looking to replace bulbs on your own, Xcel Energy offers rebates to help speed up the payback



# Tabling and Presentations

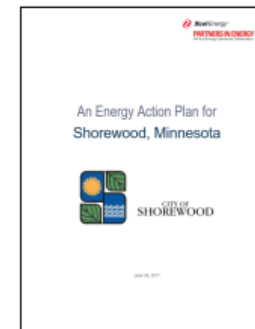
Tabling at community events and doing presentations for local groups like the Boy Scouts.

- **Primary resources:**
  - Staff time, marketing materials, education kits
- **Impact:**
  - Increased engagement with community

## DID YOU KNOW?

The City of Shorewood has a goal to have 300 new Windsource<sup>®</sup> subscribers over the next two years.

You can help make this goal a reality by subscribing today.



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# Partners in Energy Experience

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# Next Steps for Shorewood's Energy Initiatives

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