



Winona's Energy Action Plan Partners in Energy Debrief

City of Winona | April 18, 2019

Agenda & Objectives

Agenda

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

Winona's Energy Action Plan in Review

Marketing Materials



PARTNERS IN ENERGY
An Xcel Energy Community Collaboration

Winona's Energy Action Plan

Winona has set a bold goal of carbon neutrality by 2050. This Energy Action Plan represents an important first step that will ultimately lead to an estimated 34 percent reduction in the city's energy-related greenhouse gas emissions.

In adopting this plan, the City of Winona hopes to spur interest and motivation among community and business leaders. There has been significant effort over the last two years to build momentum around energy and its relationship to climate change. The goals and strategies outlined in this plan will accelerate that momentum and generate some important and tangible results.

Winona's Energy Vision

Winona will be a leader in efforts to reduce energy consumption and produce renewable energy, in pursuit of long-term environmental sustainability and reducing our carbon footprint. These efforts will be available to all, will maintain our high quality of life and vibrant economy, and will not limit growth.

Winona's Energy Goals

Winona aims to:

- Reduce energy use 10 percent by 2025.
- Achieve a 100 percent reduction in energy-related greenhouse emissions (carbon neutrality) by 2050.

How Will We Get There?

To achieve these results, Winona outlined a set of goals and strategies in four focus areas:

Residential Energy	<p>Goals:</p> <ul style="list-style-type: none"> • Double annual participation in conservation programs. • Double the average number of renewable energy subscribers and double the average monthly subscription amount within one year.
Institutions	<p>Goals:</p> <ul style="list-style-type: none"> • Reduce institutional energy use by 15 percent by 2025. • Engage Winona institutions to support renewable energy development equal to 10 percent of their energy use by 2030.
Large Commercial/Industrial Energy Users	<p>Goals:</p> <ul style="list-style-type: none"> • Engage 90 percent of large commercial/industrial customers to participate in at least one conservation program within three years. • Ensure at least three large commercial/industrial customers commit to adding on-site renewable energy generation within three years.
Small- and Medium-Size Businesses	<p>Goals:</p> <ul style="list-style-type: none"> • Engage at least 40 small/medium size businesses to participate in conservation programs annually. • Double annual energy use reductions among small/medium businesses. • Ensure at least one small business subscribes to or installs renewable energy generation annually.

How can you help?

Action 1: Inform	Action 2: Take Action	Action 3: Volunteer
<p>Take the Home Energy Survey to inform Winona's residential outreach.</p> <p>Follow this link and spend a few minutes providing your response:</p> <p>https://tinyurl.com/Winona-Energy-Survey</p>	<p>Take action to reduce energy use in your home. Sign up for a Home Energy Squad visit at XcelEnergy.com/HomeEnergySquad or by calling 866-222-4595.</p> <p>Find out about other home rebates and savings opportunities by visiting: XcelEnergy.com/HomeRebates.</p> <p>Income-qualified residents can receive energy efficiency services for free.</p>	<p>Sign up to help with resident and business outreach. Volunteering may include tabling at events, talking to community members about energy, or connecting with businesses in the community.</p> <p>Contact John Howard, the City of Winona's Natural Resources and Sustainability Coordinator at 507-457-8273 or jhoward@ci.winona.mn.us to learn more.</p>

A Little Background

Xcel Energy's Partners in Energy

Xcel Energy, the main electricity and natural gas utility serving Winona, launched Partners in Energy to support communities in the development and implementation of customized, community-driven energy plans. In 2016, the City of Winona submitted an application to participate and became the tenth community in Minnesota to be selected. Xcel Energy continues to collaborate with Winona by providing plan implementation assistance.

The Planning Process

To develop its Energy Action Plan, Winona convened a team of experts from the community to participate in the planning process. This Energy Action Team included City staff, elected officials, local business representatives, representatives from educational institutions, and community volunteers with expertise in energy. The team met four times over the course of five months to review energy use data, determine priorities, and develop actionable strategies to achieve energy goals.



Winona's Energy Action Team at the final workshop

Bottom left: Marvin Hodges, Paul Schollmeier, Tami Gunderzik, John Howard; Top left: Pam Newell, Anne Morse, Chris Meyer, Yvonne Pfeiler, Jamie Johnson, Elena Fosha; Not pictured: Emily Kurash, Ross Lexvold, Nick Larson, Bill O'Laughlin, John Schollmeier.



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

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ENERGY ACTION PLEDGE



Winona has a goal of carbon neutrality by the year 2050!

TAKE ACTION and save energy to help Winona achieve this goal by committing to one or more actions listed below by July 1, 2019!

I commit to:

- Sign up for a Home Energy Squad® visit to jump start energy savings in my home.
- Subscribe my home's electricity use to Xcel Energy's Windsource®, MiEnergy's Evergreen program or a similar renewable energy program through my utility.
- Subscribe to a local community solar garden.
- Tell 5 friends/neighbors what I learned about today.
- Do DIY energy upgrades on my home, such as _____
- Other: _____

Name: _____

Email: _____

Phone number: _____



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SAVE ENERGY! SAVE MONEY!



ASK ME HOW!



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WINONA RESIDENTS
INTERESTED IN
RENEWABLE ENERGY?



"First ten panels on the roof!" by Jan Galus is licensed under CC BY 2.0

"Wind turbines" by Charles D P Miller is licensed under CC BY 2.0

"Solar panels" by Chris Booth is licensed under CC BY 2.0

LEARN MORE HERE!



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Save energy. Save money. Boost your bottom line.

Winona 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 offers 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 an Xcel Energy's Turn Key Services assessment**
Consider a full-service program that includes on-site energy assessments and/or free implementation services to help your business make energy efficiency improvements. **Call 855-839-8862** or visit xcelenergy.com/TurnKey.

IF YOU ALREADY KNOW YOU WANT TO UPGRADE YOUR LIGHTING, HVAC, OR REFRIGERATION SYSTEMS

- **Call the One-Stop Efficiency Shop®**
The One-Stop Efficiency Shop offers a simple, one-stop service that helps small and mid-size business owners choose more efficient lighting, HVAC, and refrigeration equipment. Includes a free energy audit, start-to-finish oversight of the entire upgrade, and completion of all program paperwork. **Call 612-244-2427** or visit mncee.org/OneStop

If you are interested in joining a group of business leaders who are taking energy action, consider joining the Mayor's Green Ribbon Commission. The Commission will play a key role in motivating other businesses to reduce energy use and invest in renewables.

Contact John Howard, Natural Resources and Sustainability Coordinator at the City of Winona, jhoward@ci.winona.mn.us or **507-457-8273**



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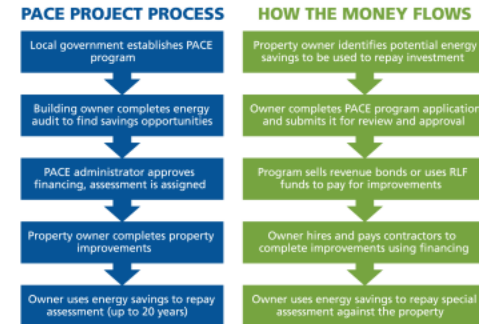
Energy Financing Options for Businesses

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?



For more information about PACE, visit mnccerts.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

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.**

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WINONA RESIDENTS SEIZE WIND POWER

Winona residents are doing their part to support local, low cost wind energy by subscribing to Xcel Energy's Windsource®. Windsource is a voluntary renewable subscription program enabling Xcel Energy customers to easily source their electricity from **100% Minnesota** wind farms.

It takes less than 5 minutes to sign up and costs as little as a dollar per month to participate.¹ And there is no contract. After the first year, you can cancel your subscription at any time.

Joining is easy!



Sign up today by calling **800.895.4999** or fill out the online application at xcelenergy.com/Windsource



Help us reach our goal of doubling the number of Windsource subscribers in Winona.

Already a Windsource customer? Increase your subscription to help Winona reach its goal of doubling the average Windsource subscription amount.



How much would it cost to power my home with Windsource?

Subscriptions start at as little as \$1/month, but you could power 100% of the electricity used by an average Winona home for about \$7/month.²



¹The Windsource rate in addition to the full retail rate includes a \$3.53 per block charge for Windsource, less a credit for fuel costs. In 2017, the average fuel cost credit for a residential customer was \$2.53, making the net charge for Windsource \$1.00 per block.

²An average Winona home uses 6,892 kWh per year, based on 2016 energy use data.



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Recycle your fridge or freezer and make a cool \$35!



Fridge and Freezer Recycling Rebate

Spring into savings by recycling old energy hogs. Xcel Energy will pick up your old working fridge or freezer and recycle it responsibly, for FREE. Qualifying customers will receive a \$35 rebate and two free LED bulbs to use.¹

How to Get Started

1. Make an appointment for your free refrigerator pickup. Call 800.599.5795 or schedule online at xcelenergy.com/Fridge. Pickup begins **March 1, 2018**. Sign up today to get a \$35 rebate for this free recycling service! (Customers signing up before March 1 will be placed on a waitlist for follow-up scheduling once the program reopens.)
2. Plug in your fridge or freezer the night before the pickup date. (The unit must demonstrate full operational capability when inspected at the time of pickup.)
3. Xcel Energy will pick up the refrigerator or freezer and recycle it at no cost to you.



Why Recycle?

You could receive \$50² or more in annual energy savings while helping reduce emissions of greenhouse gases and ozone-depleting chemicals.



For more information please visit xcelenergy.com/Fridge.

¹Program participants must be residential electric customers of Xcel Energy with a valid account number, and own an operational 10-30 cubic-foot refrigerator/freezer which will be picked up for recycling from the residential address listed on the billing account. ²Operational is defined as being capable of cooling/freezing.

³Energy savings is based on ENERGY STAR[®] estimates, and varies.



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NEW CONSTRUCTION AND HOME RENOVATION GUIDE

BUILDING A GREENER FUTURE

CITY OF WINONA MINNESOTA

WHEN PREPARING TO BUILD OR RENOVATE YOUR HOME

- To make existing homes more efficient, begin with an energy audit to identify opportunities to improve energy efficiency. Visit HomeEnergySquad.net for more info.
- Consider choosing an Xcel Energy registered contractor that is familiar with utility rebates available for energy efficient equipment. To find the list visit xcelenergy.com/ContractorSearch.
- Xcel Energy has an Efficient New Home Construction program. Visit xcelenergy.com/EfficientNewHome to learn more.
- Consult with your contractor to ensure you're taking advantage of helpful resources such as:
 - ENERGY STAR® Certified Homes program requirements: www.energystar.gov.
 - Make sure your contractor understands the Department of Energy's Zero Energy Ready Home program: www.energy.gov.
 - Make sure contractor installs all ENERGY STAR appliances. See ENERGY STAR Product Finder: www.energystar.gov.

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Case Study

Partners in Energy – Minnesota



Malteurop: Making Malt as Efficiently as Possible



“Energy is the main cost in manufacturing so we had a huge opportunity for savings by looking at more efficient equipment.”

Brian Arnold
Process Engineer, Malteurop

At Malteurop’s malt manufacturing facility in Winona, Minnesota, the goal is to provide the best malt possible for their brewers around the country. The Malteurop Group is the world’s leading malt producer, currently producing more than 2,200,000 tons of malt annually for its many global clients.

Customer service is one of Malteurop’s top priorities, but others include supporting sustainable agriculture, ensuring food safety and reducing energy and water consumption, while maintaining a safe workplace. They began tackling energy and water efficiency initiatives a few years ago through Xcel Energy’s Process Efficiency program and were happy to learn that rebates could help them offset the cost of investing in new, high-efficiency equipment.

Making a plan

Making malt involves taking different types of grains from farmers such as wheat, rye and barley, letting the seeds grow by soaking them in water and then drying them over the course of several days. Once the grains are dried, they can ship the malt to brewers. Because there are many steps to the process, there are also many ways to operate more efficiently.

An internal review of the various plant operations’ energy usage, along with benchmarking against other Malteurop plants, produced a laundry list of items to complete. For two years, they worked on projects one by one receiving Xcel Energy rebates every step of the way.

“Energy is the main cost in manufacturing so we had a huge opportunity for savings by looking at more efficient equipment,” says Brian Arnold, Process Engineer at Malteurop.

Project Snapshot

Projects	Studies and upgrades to lighting, motors, blowers, humidification and dust collection systems
Electric energy savings	4,145,000 kWh
Gas energy savings	\$7,000 Dth
Xcel Energy rebates	\$718,000
Recognition	Energy Partner of the Year Award

CASE STUDY
MINNESOTA



Bay State Milling: Operating More Efficiently to Boost the Bottom Line



“The great thing about starting with a study is that you might find several improvements that don’t cost a lot. Then we can determine which things will give you the best payback so you can prioritize what to fix or upgrade next. It’s best to get us involved early.”

LANCE DUELLMAN
Xcel Energy Account Manager

Incentive to Analyze

Producing and packing flour 24 hours a day, six days a week into bags, trucks and rail cars for commercial customers across the country and cleaning up after the work is done takes a lot of compressed air. At Bay State Milling, a manufacturing and packing process plant in Winona, Minnesota, Process Engineer Vern Adkins is always looking for ways to save energy and money.

After speaking with his Xcel Energy account manager about energy-saving programs and rebates available for exploring compressed air improvements, Adkins jumped at the chance to commission a study and identify improvements.

Getting Started

Bay State Milling is a family-owned company founded in 1899, that provides quality flour and grain based products for commercial use under a variety of brand names.

Adkins works with the maintenance and operations teams at all of the Bay State Milling facilities across the United States. He’s always making sure things are running as efficiently as possible.

“Our electrical costs can be very high,” says Adkins. “It takes virtually all of the compressors and motors running in order to get all of the processes done every day.”

“We decided he should go through our Fluid System Optimization program which begins with a study to analyze compressed air, fans, blowers, pumps, vacuums, dust collectors and other areas in manufacturing facilities,” says Lance Duellman, Xcel Energy account manager.

“The great thing about starting with a study is that you might find several improvements that don’t cost a lot,” says Duellman. “Then we can determine which things will give you the best payback so you can prioritize what to fix or upgrade next. It’s best to get us involved early.”



NEWS

Winona, Xcel Energy partner for Home Energy Squad visits

(9/11/2017)

Winona residents looking to save energy and money have a simple option thanks to a collaboration between Xcel Energy and the city of Winona.

Xcel Energy is now accepting appointments in Winona for Home Energy Squad visits. During a two-hour visit, a team of two technicians will look for opportunities to install energy saving measures, including: LED light bulbs, high-efficiency shower heads and faucet aerators, door weather stripping, programmable thermostats – including smart thermostats for an additional fee and water heater blankets.

The city of Winona is finalizing a city-wide energy action plan and is offering Home Energy Squad visits. The city hopes to jump start its progress by signing up for a visit next year.

The cost of a Home Energy Squad visit is \$70 for basic installation. During a visit, the materials and products installed are estimated to be worth over \$600, technicians will also perform blower door tests to check for air leaks, heating system and water heater combustion safety tests and provide recommendations. After every visit, the technicians will discuss any additional work to make the home more comfortable and efficient.



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Home Energy Squad brings energy and cost savings to Winona customers

A visit from the squad is an easy way to make a home more energy efficient

MINNEAPOLIS (Aug. 24, 2017) – Winona residents looking to save energy and money have a simple option to make their homes more energy efficient thanks to a collaboration between Xcel Energy and the City of Winona.

Xcel Energy is now accepting appointments in Winona for Home Energy Squad visits in September and October. During a two-hour visit, a team of two technicians will look for opportunities throughout a customer's home to install energy saving measures, including:

- LED light bulbs
- High-efficiency shower heads and faucet aerators
- Door weather stripping
- Programmable thermostats – including smart thermostats for an additional fee
- Water heater blankets

Winona's Energy Action Plan

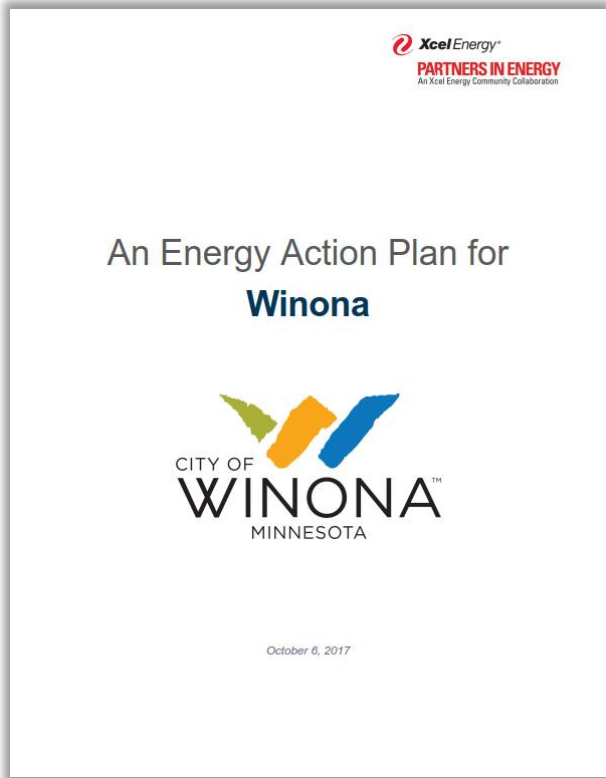
Vision:

Winona will be a leader in efforts to reduce energy consumption and produce renewable energy, in pursuit of long-term environmental sustainability and reducing our carbon footprint. These efforts will be available to all, will maintain our high quality of life and vibrant economy, and will not limit growth

Goal:

The City of Winona aims to:

- Reduce energy use 10 percent over a 2016 baseline by 2025
- Achieve a 100 percent reduction in energy-related greenhouse emission (carbon neutrality) by 2050



Winona's Energy Action Plan

Focus Areas:

- Residential Energy
- Institutions
- Larger Commercial/Industrial
- Small- and Medium-sized Businesses

How Will We Get There?

To achieve these results, Winona outlined a set of goals and strategies in four focus areas:

Residential Energy	Goals: <ul style="list-style-type: none">• Double annual participation in conservation programs.• Double the average number of renewable energy subscribers and double the average monthly subscription amount within one year.
Institutions	Goals: <ul style="list-style-type: none">• Reduce institutional energy use by 15 percent below a 2016 baseline by 2025.• Engage Winona institutions to support renewable energy development equal to 10 percent of their energy use by 2030.
Large Commercial/Industrial Energy Users	Goals: <ul style="list-style-type: none">• Engage 90 percent of large commercial/industrial customers to participate in at least one conservation program within three years.• Ensure at least three large commercial/industrial customers commit to adding on-site renewable energy generation within three years.
Small- and Medium-Size Businesses	Goals: <ul style="list-style-type: none">• Engage at least 40 small/medium size businesses to participate in conservation programs annually.• Double annual energy use reductions among small/medium businesses.• Ensure at least one small business subscribes to or installs renewable energy generation annually.

Starting in the fall of 2017, Winona will begin the process of implementing this Energy Action Plan. Xcel Energy's Partners in Energy will work with Winona for the first 18 months, providing marketing, project management, technical, and data tracking support. Key players from the City of Winona and the Energy Action Team will play an important role in implementing the plan, and the City will also seek community volunteers to help with outreach and community engagement. Interested individuals should contact John Howard, Natural Resources and Sustainability Coordinator, at jhoward@ci.winona.mn.us, or at 507-457-8273.

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Winona Energy Action Team



Implementation Overview

- HRA Home Energy Squad® visits
- Low-income energy outreach
- Home energy outreach
 - Presentations at Friendship Center
 - Tabling at events
 - Farmer’s markets
 - Frozen River Film Festival
 - Press Releases
- Teacher’s union (WEA) outreach
- BPI training and certification for insulation
 - Minnesota State College Southeast
- Winona Natural Resources and Sustainability social media

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Winona's Energy Vision	Winona's Energy Goals
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How Will We Get There?
To achieve these results, Winona will focus on the following areas:

Residential Energy	Goals: <ul style="list-style-type: none"> • Doubling energy efficiency • Doubling energy efficiency • Doubling energy efficiency
Institutions	Goals: <ul style="list-style-type: none"> • Reducing energy consumption • Encouraging energy efficiency
Large Commercial/Industrial Energy Users	Goals: <ul style="list-style-type: none"> • Encouraging energy efficiency • Encouraging energy efficiency • Encouraging energy efficiency
Small- and Medium-Size Businesses	Goals: <ul style="list-style-type: none"> • Encouraging energy efficiency • Doubling energy efficiency • Encouraging energy efficiency

How can you help?

Action 1: Inform	Action 2: Take Action	Action 3: Volunteer
<p>Take the Home Energy Survey Take action to reduce energy use in your home. Sign up for a Home Energy Squad visit at XcelEnergy.com/HomeEnergySquad or by calling 866-222-4595.</p> <p>Follow this link and spend a few minutes providing your response: https://tinyurl.com/Winona-Energy-Survey</p>	<p>Find out about other home rebates and savings opportunities by visiting: XcelEnergy.com/HomeRebates.</p> <p>Income-qualified residents can receive energy efficiency services for free.</p>	<p>Sign up to help with resident and business outreach. Volunteering may include tabling at events, talking to community members about energy, or connecting with businesses in the community.</p> <p>Contact John Howard, the City of Winona's Natural Resources and Sustainability Coordinator at 507-457-8273 or jhoward@ci.winona.mn.us to learn more.</p>

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Winona's Energy Action Team at the final workshop

Bottom left: Marvin Hodges, Paul Scholmeier, Tami Gundacker, John Howard; Top left: Pam Nowell, Arnie Morse, Chris Meyer, Yvonne Pfeifer, James Johnson, Elena Forbay. Not pictured: Emily Kursh, Ross Lovvick, Nick Larson, Bill O'Loughlin, John Scholmeier.

CITY OF WINONA
MINNESOTA

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Implementation Overview

- **New construction information**
 - information at permit desk
- **Downtown business blitz**
 - Business outreach and Energy Smart visits
- **Mayoral Green Ribbon Commission**
 - Business case studies
 - Meetings and presentations
 - Next steps
- **Outreach and Education to nonprofits**
 - Congregation outreach

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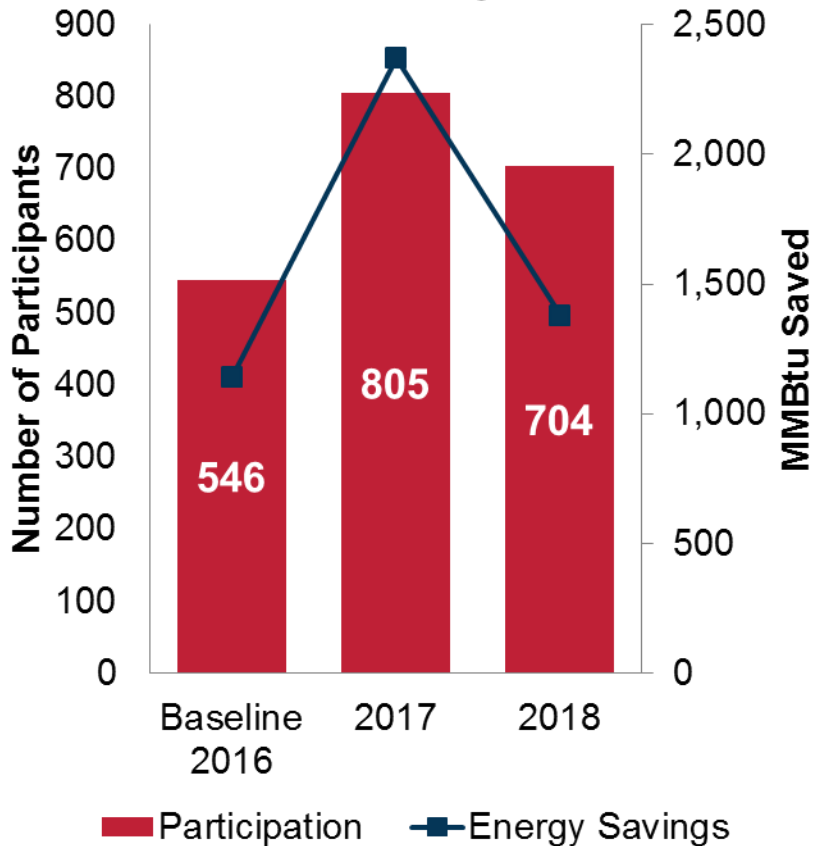
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Winona aims to:

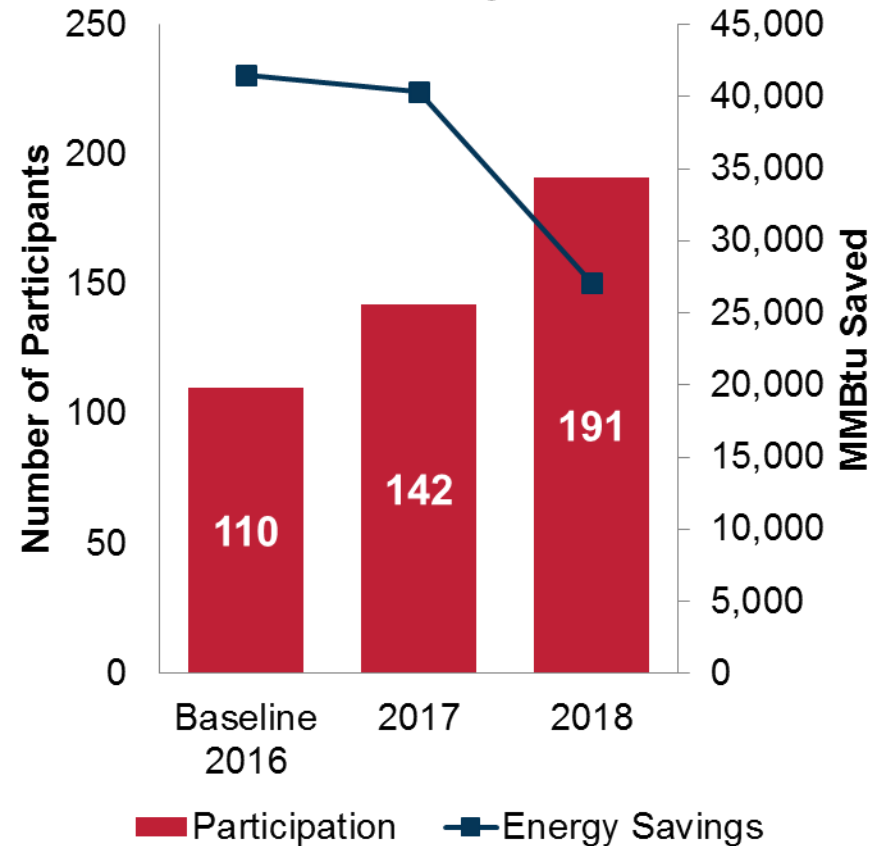
- Reduce energy use 10 percent by 2025.
- Achieve a 100 percent reduction in energy-related greenhouse emissions (carbon neutrality) by 2050.

Program Participation & Savings

Residential Participation and Savings



Nonresidential Participation and Savings



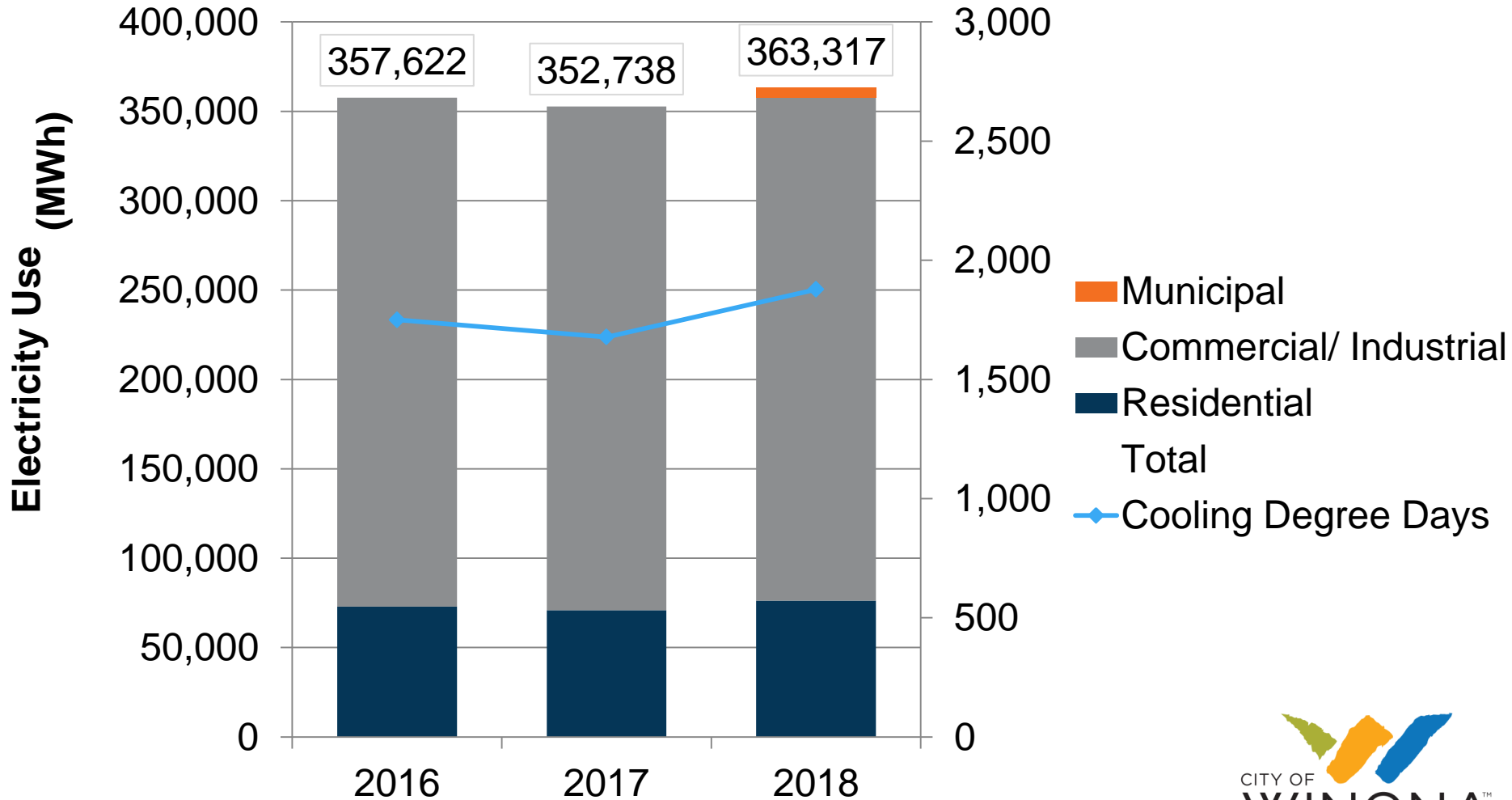
Community-wide Goals

The City of Winona aims to:

- Reduce energy use 10 percent over a 2016 baseline by 2025
- Achieve a 100 percent reduction in energy-related greenhouse emission (carbon neutrality) by 2050

Community-wide Goals

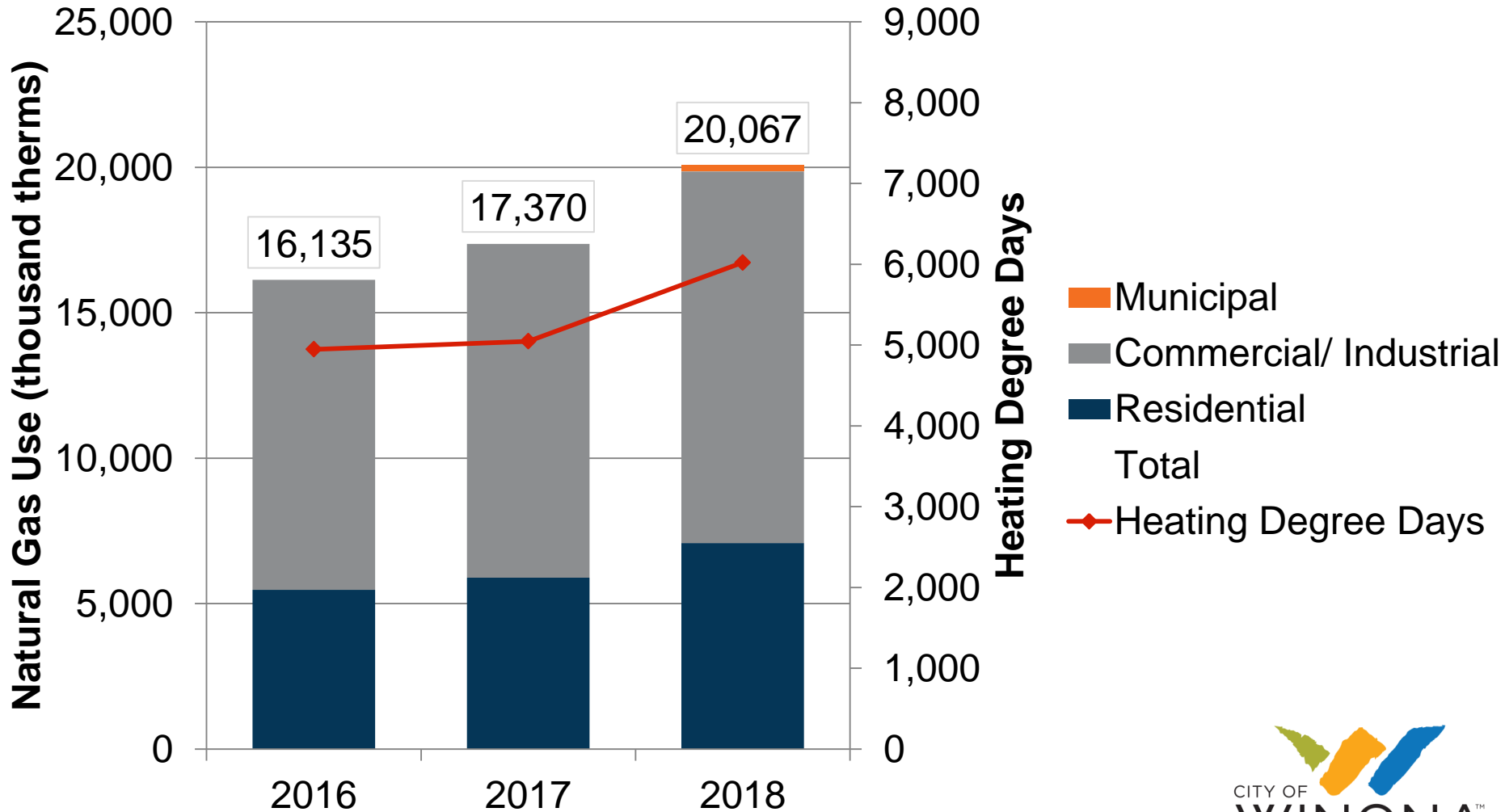
Electricity Use



Source: <https://www.weatherdatadepot.com/>

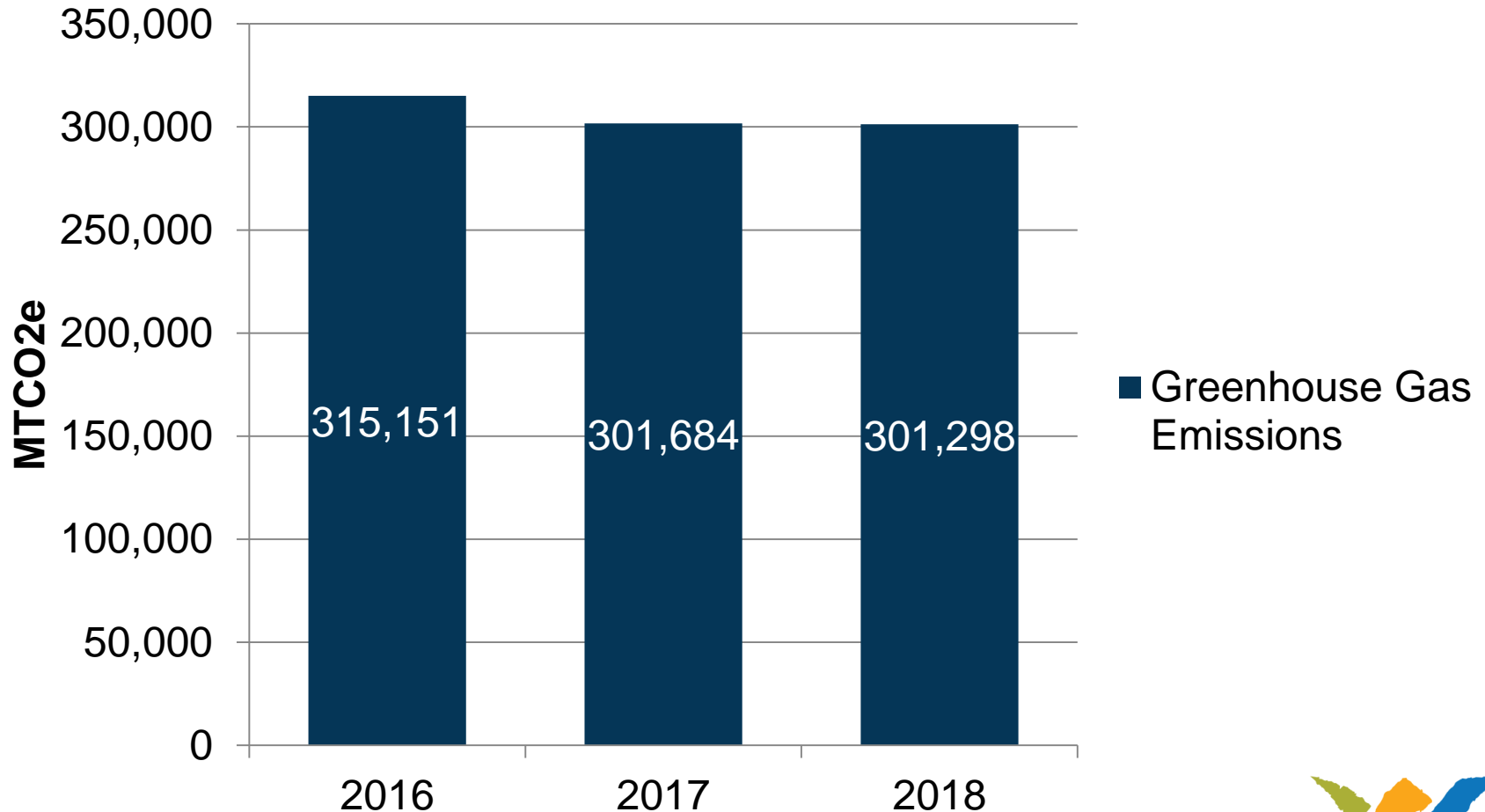
Community-wide Goals

Natural Gas Use



Community-wide Goals

Greenhouse Gas Emissions



Progress towards goals

Residential

Goals:

- Double annual participation in conservation programs.
- Double the average number of renewable energy subscribers and double the average monthly subscription amount within one year.

Progress

- 69% towards reaching Participation goal
- 21% progress towards reaching renewable energy goal

Residential Energy

Goals:

- Double annual participation in conservation programs.
- Double the average number of renewable energy subscribers and double the average monthly subscription amount within one year.

Progress towards goals

Institutions

Goals:

- Reduce institutional energy use by 15 percent below a 2016 baseline by 2025.
- Engage Winona institutions to support renewable energy development equal to 10 percent of their energy use by 2030.

Progress:

- Engaging local congregations and institutions

Institutions

Goals:

- Reduce institutional energy use by 15 percent below a 2016 baseline by 2025.
- Engage Winona institutions to support renewable energy development equal to 10 percent of their energy use by 2030.

Progress towards goals

Large Commercial/Industrial Energy Users

Goals:

- Engage 90 percent of large commercial/industrial customers to participate in at least one conservation program within three years.
- Ensure at least three large commercial/industrial customers commit to adding on-site renewable energy generation within three years.

Progress:

- Convened Green Ribbon Commission
- Case studies and news articles showcasing action by large users

Large Commercial/ Industrial Energy Users

Goals:

- Engage 90 percent of large commercial/industrial customers to participate in at least one conservation program within three years.
- Ensure at least three large commercial/industrial customers commit to adding on-site renewable energy generation within three years.

Progress towards goals

Small- and Medium-size Businesses

Goals:

- Engage at least 40 small/medium size businesses to participate in conservation programs annually.
- Double annual energy use reductions among small/medium businesses.
- Ensure at least one small business subscribes to or installs renewable energy generation annually.

Progress:

- Contacted 244 businesses, and completed 66 Energy Smart visits
- Increased participation in energy programs
- Adventure Cycle and Ski rooftop solar installation

Small- and Medium-Size Businesses

Goals:

- Engage at least 40 small/medium size businesses to participate in conservation programs annually.
- Double annual energy use reductions among small/medium businesses.
- Ensure at least one small business subscribes to or installs renewable energy generation annually.

Overall Impact

Savings Since Implementation Launch (October 2017)

8,208

Residential MMBtu saved

31,154

Non-residential MMBtu saved

5,659

**Greenhouse Gas Emissions
Avoided**

(Metric Tons CO₂)

\$685,349

Estimated Dollars Saved

1,824

Actions Taken

Implementation Success and Challenges

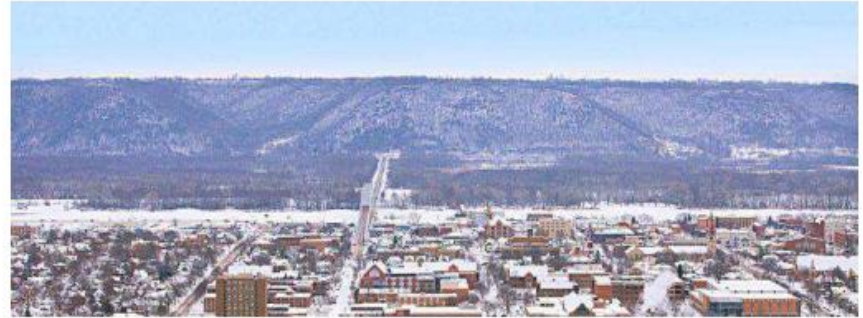
HRA Home Energy Squad Visits

The Winona HRA worked with Home Energy Squad[®] to deliver free Home Energy Squad visits to all eligible properties (townhomes) in Winona

- **Goal:**
 - Reduce energy costs for low-income renters
 - Complete Home Energy Squad visits in all eligible HRA properties
- **Primary Resources:**
 - Winona HRA
 - Xcel Energy's Home Energy Squad
- **Impact:**
 - 191 Low-income Home Energy Squad visits in 2017

DECEMBER 8, 2017

Winona County Energy Conservation Program Powered by Collaboration



Ah, winter in Minnesota. Fresh snowfall, ice fishing, polar plunges, cozy sweaters, hot chocolate and... oversized energy bills? While we expect temperature drops as winter approaches, many households struggle with increased heating and light bills as the season begins. That's changing in Winona County, thanks to a collaboration between Xcel Energy, Semcad, the City of Winona, Winona County, CERTs, Next Step Partners/Sustain Winona, and the Jefferson Center. In 2017 alone, 197 low-income households served by Xcel Energy in Winona County have received **Home Energy Squad** visits, which include energy audits, upgrades to LED




Low-income energy outreach

Used existing channels to reach low-income and fixed-income Winona residents, including tabling at events at the senior center and promoting Home Energy Squad with Winona's Owner-occupied rehabilitation loans.

- **Primary Resources:**
 - Winona's Owner-occupied Rehabilitation Loans
 - SEMCAC Community Action Agency
- **Impact:**
 - Low-income Home Energy Squad
 - 191 in 2017 and 26 in 2018
 - Home Energy Savings Program (HESP)
 - 17 in 2017 and 48 in 2018

Low-Income Energy Assistance Programs in Winona

Program Name	Program Sponsor	What it Does	Who Qualifies	Who to Call
Energy Assistance Program (EAP)	State of Minnesota – Department of Commerce	<ul style="list-style-type: none"> • Help pay energy costs between October 1 and May 30 • Apply annually, applications are processed in order received • Grant paid directly to energy utility • Access to weatherization services 	<ul style="list-style-type: none"> • Households at or below 50% of state median income (SM) – Income guidelines here: https://mn.gov/commerce/consumers/consumer-assistance/energy-assistance/ • Homeowners and renters eligible 	Semcac (800) 944-3281 https://www.semcac.org/community-development/energy-assistance/
Weatherization Assistance Program (WAP)	State of Minnesota – Department of Commerce	<ul style="list-style-type: none"> • Free energy assessment • Free home weatherization including air sealing, insulation, and furnace repair/replacement 	<ul style="list-style-type: none"> • 200% of Federal Poverty Level (FPL) – Income guidelines here: https://mn.gov/commerce/consumers/consumer-assistance/weatherization/ • Same application as Energy Assistance Program 	Semcac (800) 944-3207 https://www.semcac.org/community-development/weatherization/
Energy Related Repairs Program	State of Minnesota – Department of Commerce	<ul style="list-style-type: none"> • Emergency repair or replacement of broken/non-functioning heating systems 	<ul style="list-style-type: none"> • Energy Assistance Program recipients • Owner-occupied households only 	Semcac (800) 944-3207


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1

Home Energy Outreach



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Tabling and presentations to promote renewable energy and energy efficiency for Winona households

- **Primary Resources:**

- City of Winona staff
- CERTs
- Existing events/venues
- Volunteers
- Door hangers

- **Impact:**

- 28% increase in program participation in 2018 over baseline
- 47% increase in program participation in 2017 over baseline
- 77 new renewable energy subscribers

Winona

RENTER'S ENERGY GUIDE

6 TIPS

to help you save on your energy bill

1 SIGN UP FOR A HOME ENERGY SQUAD® VISIT

Take the first step in reducing energy use in your home by signing up for a Home Energy Squad® visit. One convenient visit costs \$70-\$100 and may include:

- Free installation of materials such as LED bulbs, programmable thermostat, door and attic hatch weather stripping, high-efficiency showerhead and faucet aerators, and water heater insulation, temperature assessment and adjustment



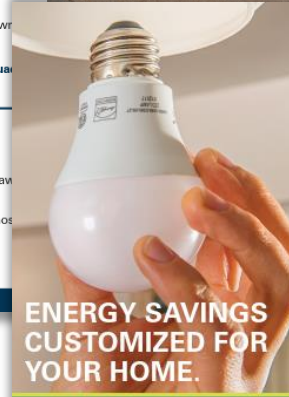
SAVE ENERGY! SAVE MONEY!



ASK ME HOW!



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

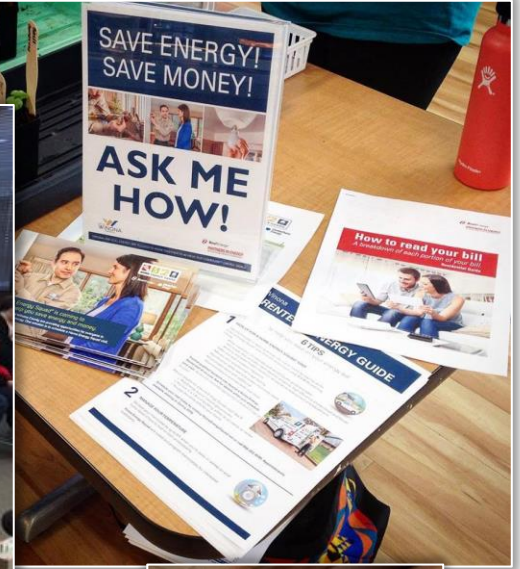


**ENERGY SAVINGS
CUSTOMIZED FOR
YOUR HOME.**

Schedule your visit today!
Call 866-222-4595 or
visit HomeEnergySquad.net



Home Energy Outreach (cont.)



Teacher's Union Outreach

Worked with the Winona Educators Association (WEA) to promote discounted Home Energy Squad visits for union members.



- **Primary Resources:**
 - WEA point of contact
 - WEA Social media
 - WEA email
- **Impact:**
 - At least 4 Home Energy Squad visits



BPI Training and Certification

Energy Action Planning identified a lack of certified insulation contractors to complete insulation work to be rebated in Winona

- **Primary Resources:**
 - Xcel Energy
 - Minnesota State College Southeast
- **Impact:**
 - 3 local contractors received BPI certification



August 22, 2017

Dear Contractor:

The City of Winona is working in collaboration with Xcel Energy's Partners in Energy to develop an Energy Action Plan. One of the goals in the plan is to reduce our community's energy use 10% by 2025. We invite you to help support our community in achieving this goal while increasing your annual revenues.



Social Media Pages

In 2018, Winona launched its Natural Resources and Sustainability social media pages. These pages are now used to conduct outreach to area residents

- **Primary Resources:**

- City of Winona

- **Impact:**

- 89 page likes on Facebook
- Spread information about events and programs including Home Energy Squad and Windsource



JUL 10 Home Energy Savings and How to Build an Energy Efficient House
Public · Hosted by City of Winona Natural Resources and Sustainability and Island City Brewing Company

★ Interested ✓ Going ⋮

🕒 Tuesday, July 10, 2018 at 7:30 PM – 8:30 PM
about 9 months ago

📍 Island City Brewing Company
65 E. Front Street, Winona, Minnesota 55987 Show Map

New Construction Information

Added informational materials about energy efficiency in remodeling projects to the permit counter.

- **Primary Resources:**
 - Informational handouts at the Winona permit desk
- **Impact:**
 - Increased awareness of energy efficiency resources for new construction and renovation



REMODELING
A HOME OR BUSINESS?

Find out what rebates and low-cost financing exist to help you **save energy and money.**

RESIDENTIAL PROJECTS

Explore Opportunities
Start 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.

Take Advantage of Available Resources
Learn about what programs and rebates are available to increase energy efficiency and reduce costs. Visit xcelenergy.com/HomeRebates.

Build Energy Efficiency Into Your Project
Whatever size your project, there are opportunities to integrate energy efficiency. A few ideas are provided on the *Renovating Your Home and New Construction and Home Renovation* guides.

COMMERCIAL PROJECTS

Explore Opportunities
Learn about what programs and rebates are available to increase energy efficiency and reduce costs. Visit xcelenergy.com/Business.

Ask Questions
If you're not sure where to start, call Xcel Energy's Business Solutions Center at (855) 839-8862 to speak with an Energy Efficiency Specialist.

Become a Trade Partner
Become a trusted contractor through Xcel Energy's Trade Partner program and earn incentives on rebates. Visit xcelenergy.com/working_with_us.

 **CITY OF WINONA**
MINNESOTA

 **Xcel Energy**
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Business Outreach



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Downtown business blitz conducted by CERTs, city staff, and volunteers. Continued outreach to local businesses.

- **Primary Resources:**

- CERTs
- Energy Smart
- City of Winona intern
- City of Winona staff
- Volunteers

ENERGY FINANCING OPTIONS FOR BUSINESSES

Have you identified one or more energy projects and need help with financing?
Many different financing options are available to businesses making energy improvements.

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. Visit mncerts.com/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. Visit www.sppa.com.

COMMERCIAL ENERGY EFFICIENCY LOAN PROGRAM

Commercial Energy Efficiency Loan Program provides up to \$100,000 in financing to businesses making cost-effective energy efficiency improvements. Visit 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. Visit www.mnlendingcenter.org.

LOOKING FOR OTHER LOCAL BUSINESS FINANCING?

SOUTHERN MN INITIATIVE FOUNDATION ECONOMIC DEVELOPMENT LOANS AND GRANTS

The Southern Minnesota Initiative Foundation (SMIF) supports entrepreneurial activity and growing local businesses in southern Minnesota. SMIF provides loans, grants and technical assistance to a wide-range of businesses. Visit smifoundation.org.

CITY OF WINONA DOWNTOWN REVOLVING LOAN FUND

The City of Winona administers a Downtown Revolving Loan Fund to assist financing rehabilitation of commercial structures in downtown Winona. Eligible improvements include exterior renovation, building code corrections, handicap accessibility, and preservation of the building's original design. Contact Community Development Specialist Nick Larson at 507-457-8250 or nlarson@ci.winona.mn.us.

PORT AUTHORITY OF WINONA REVOLVING LOAN FUND

The Port Authority of Winona has a local revolving loan fund for qualifying businesses to obtain matching funds for business loans. Loan funds may be used for machinery and equipment, acquisition, building construction and expansion, and capital. Visit portofwinona.com/business-assistance.

WINONA COUNTY REVOLVING LOAN FUND

Winona County EDA Revolving Loan Fund provides low interest loans to businesses in Winona County for certain eligible activities including acquisition, site improvements, building rehabilitation, and machinery/equipment. Visit co.winona.mn.us.



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



Business Outreach (cont.)

- **Impact:**

- Through Door knocking and continued outreach, contacted 244 businesses, and completed 66 Energy Smart visits
- 35% increase in business program participation in 2018 compared to 2017
- Increase in programs targeted towards restaurants and small businesses



Mayoral Green Ribbon Commission




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Winona's Mayoral Green Ribbon Commission convened by the City. The commission was tasked with setting goals and meetings are continuing.


- **Primary Resources:**
 - City staff
 - Partners in Energy support
- **Impact:**
 - Businesses engaged
 - Starting dialogue
 - Creating and publicizing case studies of success stories

Case Study
Partners in Energy – Minnesota



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Malteurop: Making Malt as Efficiently as Possible



"Energy is the main cost in manufacturing so we had a huge opportunity for savings by looking at more efficient equipment."
Brian Arnold
Process Engineer, Malteurop

At Malteurop's malt manufacturing facility in Winona, Minnesota, the goal is to provide the best malt possible for their brewers around the country. The Malteurop Group is the world's leading malt producer, currently producing more than 2,200,000 tons of malt annually for its many global clients.

Customer service is one of Malteurop's top priorities, but others include supporting sustainable agriculture, ensuring food safety and reducing energy and water consumption, while maintaining a safe workplace. They began tackling energy and water efficiency initiatives a few years ago through Xcel Energy's Process Efficiency program and were happy to learn that rebates could help them offset the cost of investing in new, high-efficiency equipment.

Making a plan
Making malt involves taking different types of grains from farmers such as wheat, rye and barley, letting the seeds grow by soaking them in water and then drying them over the course of several days. Once the grains are dried, they can ship the malt to brewers. Because there are many steps to the process, there are also many ways to operate more efficiently.

An internal review of the various plant operations' energy usage, along with benchmarking against other Malteurop plants, produced a laundry list of items to complete. For two years, they worked on projects one by one receiving Xcel Energy rebates every step of the way.

"Energy is the main cost in manufacturing so we had a huge opportunity for savings by looking at more efficient equipment," says Brian Arnold, Process Engineer at Malteurop.

Project Snapshot	
Projects	Studies and upgrades to lighting, motors, blowers, humidification and dust collection systems
Electric energy savings	4,145,000 kWh
Gas energy savings	87,000 Dth
Xcel Energy rebates	\$718,000
Recognition	Energy Partner of the Year Award

Congregation Outreach



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Began reaching out to congregations in Winona to encourage energy action.

- **Primary Resources:**
 - GreenCorps member
 - EnerChange
- **Impact:**
 - Continuing outreach

**Save energy. Save money.
Lead the way in energy stewardship.**



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

NEW TO ENERGY EFFICIENCY AND WONDERING WHERE TO START?
Schedule a free energy assessment with EnerChange
EnerChange offers a free walk-through assessment for nonprofits that includes a total building review and tailored recommendations for energy-saving improvements in your worship facility. EnerChange also helps identify financing options. Call 952-562-8697 or visit enerchange.org.

IF YOU WANT TO GO DEEPER AND NEED HELP WITH NEXT STEPS
Schedule an Xcel Energy Turn Key Services assessment
Consider a full-service program that includes on-site energy assessment and/or free implementation services to help your worship facility make energy efficiency improvements. Call 855-839-8862 or visit xcelenergy.com/TurnKey.

SPREAD ENERGY EFFICIENCY TO YOUR CONGREGATION
Educate your congregation about ways to save at home.
Energy stewardship extends beyond your worship facility and into your congregation. Make an impact by promoting energy-saving tips, including information about home energy audits through Home Energy Squad®. Call John Howard at 507-457-8273 for resources to engage your members in saving energy and money at home.

Winona's Energy Action Plan aims to reduce Winona's energy use 10 percent by 2025 and achieve a 100 percent reduction in energy-related greenhouse gas emissions by 2050.
Contact John Howard, Natural Resources and Sustainability Coordinator at the City of Winona, jhoward@ci.winona.mn.us or 507-457-8273 to learn more.

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

Partners in Energy Experience

Next Steps for Winona's Energy Initiatives

Ongoing Opportunities

- Access to Partners in Energy community portal
- Monthly web-based trainings
- Bi-monthly newsletter with content to use locally
- In-person networking activities
- Data tracking and monitoring (twice yearly)



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