



**Vision**

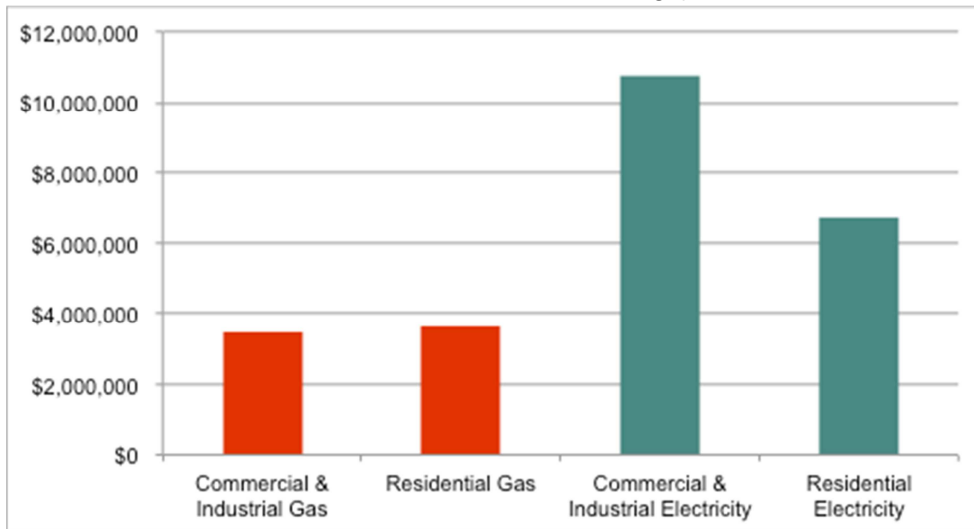
Accomplish environmentally sound, affordable, life sustaining energy for and by the community for generations to come.

**Mission**

Inspire and facilitate the greater Red Wing community to develop and support sustainable, reliable, healthy energy production and utilization choices.

Red Wing’s participation in Partners in Energy is not the community’s first foray into energy efficiency and renewables. The City of Red Wing is home to many environmental assets, and this has been an important factor in the City Council’s ongoing support of many local sustainability initiatives. The City formed the Sustainability Commission in 2008 to act as a formal advising entity to the City Council. In 2011, the City Council unanimously voted to participate in Minnesota’s GreenStep Cities, a program that sets tiered commitments for city sustainability actions. Red Wing has also invested in alternative energy; most recently by commissioning six solar projects on government facilities with a total capacity exceeding 200 kW.

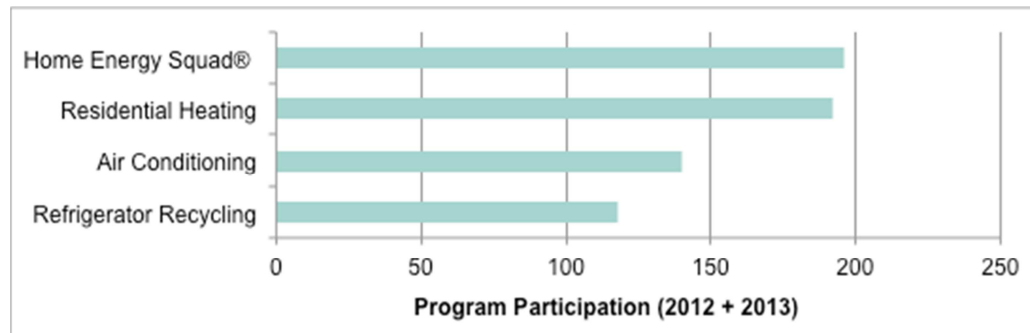
The Partners in Energy process was designed to allow City resident and business leaders to develop a plan that specifically targets goals within the energy sector, and also leverages implementation support from Xcel Energy. The planning process began by reviewing the community’s baseline energy use, including the total annual energy expenditures for commercial and residential customers in Red Wing (shown below for 2013 in Figure 1).



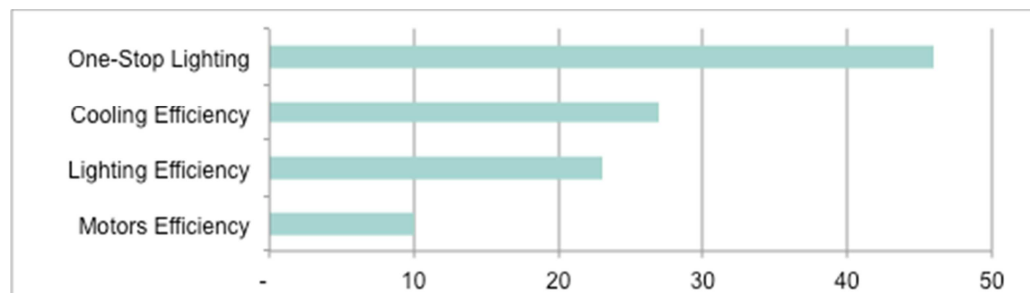
**Figure 1. Electricity and gas expenditures in the Red Wing Community (2013)**<sup>1</sup>

<sup>1</sup> All energy and program data presented in this plan complies with Xcel Energy’s 15x15 data privacy rule. This refers to the policy that the public reporting of statistics on customer energy use or conservation activity must contain at least 15 entities and no single entity can be responsible for more than 15 percent of the total. If large users are above

The Energy Action Team also reviewed data from Xcel Energy on the community's previous participation in energy efficiency and renewable energy programs to understand what residents and businesses had already done. In 2012 and 2013, there were five residential and two commercial customers that filed for solar program rebates with Xcel Energy. In addition, approximately 147 residents subscribe to the Windsource<sup>®</sup> program, which allows customers to purchase electricity from wind power. Residential and commercial participation counts for the most popular energy efficiency programs are shown below (See Figures 2 and Figure 3). These data helped form the basis for the goals set forth in this plan.



**Figure 2. Red Wing residents' recent participation in energy efficiency programs**



**Figure 3. Red Wing businesses' recent participation in commercial and industrial efficiency programs**

Throughout the planning process, Energy Action Team members shared perspectives on Red Wing's local community strengths that would be valuable to leverage when implementing the plan. This included Red Wing's close-knit community that fosters face-to-face interactions, numerous local media channels such as the Republican Eagle and local KCUE AM radio, the commitment of the Sustainability Commission volunteers, leadership from local government, and the student-led Sustainability Club at Red Wing High School. Members also shared potential barriers, including the ongoing Highway 61 road construction impacting local businesses and potential skepticism of energy programs from local residents, an observation that was based on recent residential outreach experience.

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this 15 percent threshold, they will be removed from the summary. Three premises were removed from the Red Wing energy use and conservation statistics due to these privacy rules.

The Energy Action Team developed areas of focus and core strategies over the course of four workshops and one review meeting, beginning with brainstorming sessions about possible work areas, then sorting priorities based on both feasibility and impact, and finally reviewing strategy details in smaller groups. The group's priorities reflect survey results and review comments from the larger team. The two targeted focus areas for the energy action plan are to promote renewable energy and energy efficiency adoption by residential households and small to mid-sized commercial businesses<sup>2</sup>.

The residential focus area has a goal to have an additional 10% of Red Wing households, or 700 households in addition to the city's baseline participation, engage in an energy efficiency and/or renewable energy activity in the next two years. Two core strategies will support this goal: first, a residential energy campaign will use recent homebuyers and faith-based organizations as two distinct outreach channels to promote energy efficiency and renewable programs, and second, a partnership with the local youth sustainability group will educate and harness the commitment of local youth to promote sustainable energy actions through the use of renewable resources.

The commercial focus area has a similar goal to engage an additional 10% of Red Wing's small to mid-sized businesses in an energy efficiency or renewable energy activity in the next three years, meaning 100 businesses above the city's baseline participation. This focus area contains three strategies: first, organize the numerous program options for businesses into a streamlined "menu of options" that will simplify decisions; second, launch a local recognition campaign for businesses that have participated in programs; and third, partner with trusted local channels such as banks and the Chamber of Commerce to promote the value of and the services offered for energy efficiency and renewable energy.

A summary of these focus areas, goals, and strategies is included in the following table.

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<sup>2</sup> This plan defines small to mid-sized business as business that use less than 1,000,000 kWh a year.

## Red Wing Focus Areas, Goals, and Strategies

### Focus Area: Residential Sector Energy Use

**Goal:** An additional 10% of Red Wing households participate in an energy efficiency or renewable energy program in the next two years. This equates to an additional **700 households** above the City’s baseline participation.

**Strategy 1:** Launch an energy efficiency and renewable energy promotional campaign for residential homebuyers to invest in energy upgrades for their new home.

**Strategy 2:** Co-sponsor awards with the City of Red Wing for a student sustainability project competition. Eligible projects for the competition will focus on preserving environmental conditions through the use of renewable resources. Details will need to be determined with school staff to ensure that their curriculum protocols are followed.

### Focus Area: Local Commercial Businesses

**Goal:** An additional 10% of Red Wing’s small to mid-sized commercial businesses participate in an energy efficiency or renewable energy program in the next three years. This equates to an additional **100 businesses** above the City’s baseline participation.

**Strategy 1:** Organize energy efficiency and renewable program options into a streamlined and easily understood “menu of options” to help local businesses understand the relative benefits of different programs.

**Strategy 2:** Develop a recognition campaign to increase visibility for local businesses that participate in energy efficiency and renewable energy programs.

**Strategy 3:** Partner with trusted outreach channels such as the Chamber of Commerce and local banks to connect with and influence local businesses.

The title of this plan is “**Green Wing, Energy Challenge.**” It reflects the Planning Team’s desired move towards broad community participation in the “greener” energy choices of conservation, wind, and solar energy production.