

Executive Summary

Our Energy 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.

Our Energy Goals

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

How Will We Get There?

Residential

Strategy 1: Develop and implement a tailored energy outreach and engagement campaign for community residents.

Non-residential

Strategy 2: Lead by example at City facilities by upgrading lighting, sourcing electricity from wind and solar energy, and sharing success stories.

Strategy 3: Develop and implement an energy outreach and engagement campaign for community businesses.

Renewable Energy

Strategy 4: Integrate renewable energy messages and opportunities into residential and business outreach efforts.

Strategy 5: Reduce barriers for accessing renewable energy through SolSmart participation and solar garden exploration.

Playbook for Achieving Our Goals

Ongoing Efforts

- Strategy team check-in calls/meetings
- Tracking of program participation and energy savings
- Monitoring of implementation efforts
- Newsletter articles/updates
- Social media posts
- Website updates
- Updates about Home Energy Squad participants and success stories

Near-Term Actions

(August 2017 – December 2017)

Residential

- Develop key messages and collateral materials
- Determine details for Home Energy Squad discounts and applications
- Develop Home Energy Squad success stories

City Facilities

- Complete lighting upgrades at facilities
- Develop short video and case study narratives to share success story
- Explore renewable energy subscription opportunities

Businesses

- Host a focus group to identify key messages and communications pathways
- Develop collateral materials

Renewables

- Identify key messages for renewable energy efforts
- Integrate messages into other collateral materials
- Review SolSmart criteria and identify which topics to pursue
- Coordinate with CERTS on community solar garden feasibility
- Develop an approach to inventory and track solar installations

Longer Term Actions

(January 2018 – December 2018+)

Residential

- Conduct outreach campaign
- Update materials as applicable

City Facilities

- Share success stories
- Continue facility improvements

Businesses

- Conduct outreach campaign

Renewables

- Pursue SolSmart certification
- Explore solar garden feasibility