



Strategy Development Worksheet – Recipe for Success

Instructions: Please use this worksheet to contribute to the development of La Crescent’s Energy Action Plan. Read some useful data about each of the three focus areas of the plan – Residential Energy, Business Energy, and Electric Vehicles. Then read through some drafted strategies for the plan and add any strategies that may be missing. Finally fill out the section below to help those strategies develop their framework.

Energy and Community Data

- **Residential Energy**
 - Most of La Crescent’s housing stock is single-family, owner-occupied, but about 20% is still either multifamily or rented.
 - Overall, the poverty rate is low, but older residents are more likely to live in poverty.
 - Certain energy efficiency programs are free for income-qualifying residents.
 - Majority of La Crescent’s housing stock was constructed prior to 1980.
 - Older homes typically have greater opportunity for energy savings.
 - The average La Crescent household uses more electricity than households of peer communities and spends about \$1,047 annually on electricity.
 - The average household used 8,400 kWh annually over the three-year baseline period.
- **Business Energy**
 - Businesses make up only 7% of the premises but account for 25% of electricity used.
 - Opportunity to reach a greater portion of energy use with a smaller number of customers – have a big impact.
 - Overall, businesses have not saved a lot over the past three years.
 - Question: Does the data on program participation and savings include Energy Smart through the Minnesota Chamber of Commerce?
 - No it does not directly include those energy assessments, but it would include data on recommendations they followed through on.
- **Electric Vehicles**
 - La Crescent will be adding 3-4 EV charging stations with support from the Minnesota Pollution Control Agency (MPCA) and Clean Energy Resource Teams (CERTs)
 - Electric vehicles are a fast-growing area in Minnesota. Between 2018 & 2019, the number of EVs in the state almost doubled – from 5,000 to 10,000
 - There are 85 EVs registered in Houston and Winona counties
 - The majority of transportation in La Crescent is done with single-occupancy vehicles

Draft Strategies:

Residential Strategies:

- Establish a well-maintained, web-based source of information about energy efficiency and renewable energy resources
- Maintain SolSmart designation (currently “silver”)
- Promote residential participation in energy efficiency or renewable energy programs through an outreach campaign
- Promote free programs that save money for under-resourced households
- Establish an outreach toolkit with resources to reach residents on topics of energy efficiency and renewable energy
- Home Energy Squad outreach

Business Strategies:

- Establish a well-maintained, web-based source of information about energy efficiency and renewable energy resources
- Maintain SolSmart designation (currently “silver”)
- One-on-one outreach targeting downtown businesses and/or worship facilities to sign up for no-cost energy assessments**
- Expand or enhance a green business recognition program
- Integrate energy efficiency and renewable energy program information into city processes for developers

Electric Vehicle Strategies:

- Establish a well-maintained, web-based source of information about electric vehicle charging and programs
- Host EV-centered events, including ride & drives or showcases**
- Work to promote electric vehicle charging stations that will be installed in future months/years

Barriers What are the barriers for our audiences to take action? <i>E.g. what barriers exist for a business or home owner to participate in audit programs?</i>	
Benefits What are the economic, environmental and health benefits of a home or building saving energy and participating in renewable programs?	
Removing Barriers How can our strategies or tactics overcome those barriers and leverage those benefits?	
Doers Who are the community connectors to building owners and managers? Who will do the work to reach them?	
Communication How will we connect to our focus area audiences? How will we share success stories?	