



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

# Minnetonka Workshop 5

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# Workshop 5 Objectives

- Review feedback on goals and metrics
- Share greenhouse gas reductions
  - 2021
  - 2030
  - Complete our goal statement
- Review implementation plan

# Partners in Energy Emissions Calculator

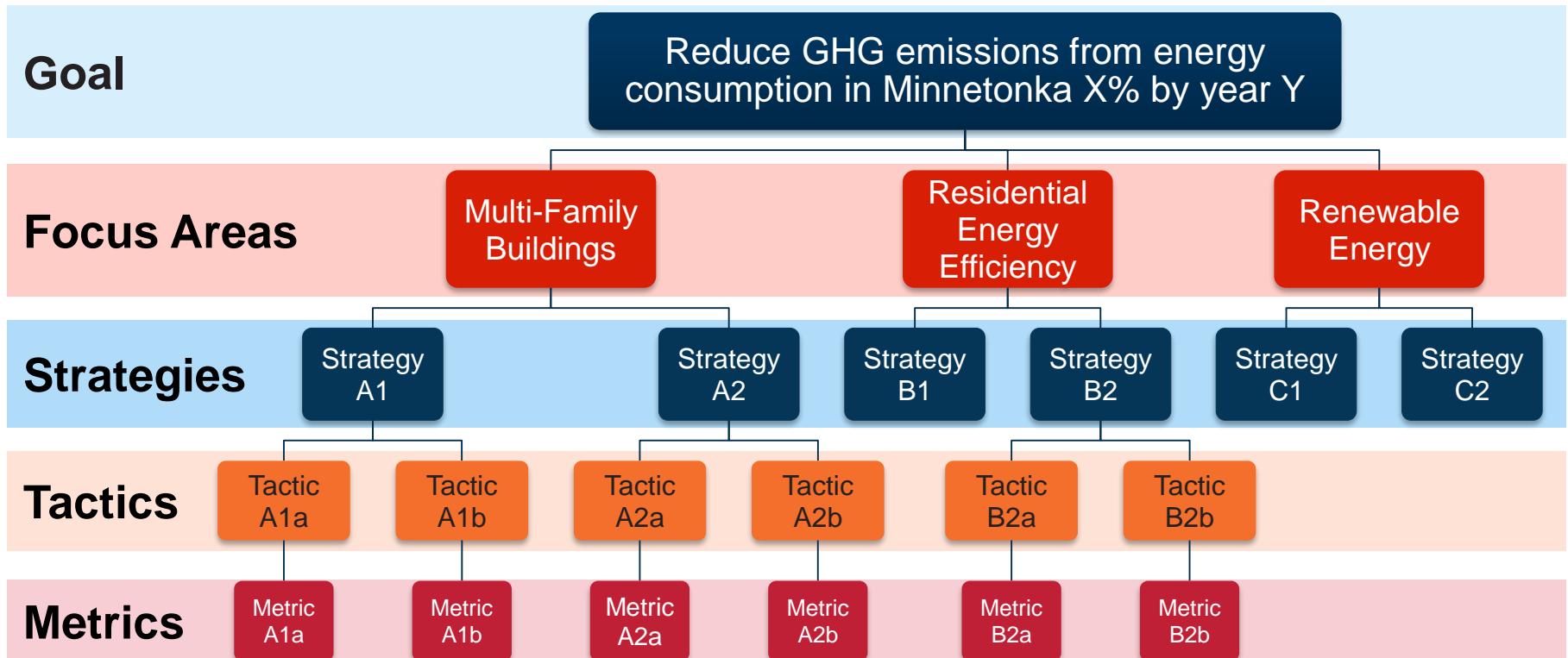


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# For Minnetonka ...

## Vision: Community of Choice for Responsible Energy Stewardship



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# Focus Area 1: Multi-Family Housing

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# Multi-Family Building Strategies

1. Support equipment upgrades in multi-family buildings
2. Encourage multi-family building managers / owners to support renewables
3. Help multi-family buildings to provide easy access to charging for tenants who own, or may purchase, electric vehicles
4. Recognize building managers for energy efficiency actions, renewable usage, and EV investment.
5. Capitalize on the success of other Partners in Energy communities by using the Multi-Family Building Efficiency program to promote free energy audits of multi-family buildings

# Multi-Family Building Strategies

1. Encourage multi-family building managers / owners to support renewables
2. Help multi-family buildings to provide easy access to charging for tenants who own, or may purchase, electric vehicles
3. Recognize building managers for energy efficiency actions, renewable usage, and EV investment.
4. Capitalize on the success of other Partners in Energy communities by using the Multi-Family Building Efficiency program to promote free energy audits of multi-family buildings

# Multi-family Buildings Metrics



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	Baseline	Recommended	Vs. Baseline
Renewable Subscriptions: Business	12	25	208%
Solar Gardens: Business	109	164	150%
Multi-Family Building Efficiency	2	3	100%
Multi-Family Energy Savings	99	150	150%





# Multi-Family Buildings Activity Goals

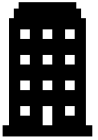


Activity Goals	
Activity	Goal
Multi-Family Buildings reached	10
Event hosted for building managers	1
Recognition Provided (certificates or plaques)	2
Participation in EV event	1



# Multi-Family Buildings Measured Programs

Program	Baseline		2021 Goal		2030 Goal	
	Average per year	MTCO <sub>2e</sub>	Number (2020-21)	MTCO <sub>2e</sub> (2020-21)	Number (Cume)	MTCO <sub>2e</sub> (Cume)
Multi-Family Building Efficiency	2	2	3	2	22	9
Multi-Family Energy Savings Program	99	19	225	42	1,279	234
<b>Total</b>		<b>20</b>		<b>44</b>		<b>243</b>



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# Focus Area 2: Residential Energy Efficiency

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# Residential Energy Efficiency Strategies



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1. Upgrade homes for better energy efficiency
2. Drive agreement that adoption of energy efficient behaviors is desirable, popular, and growing
3. Recognize participants performing upgrades to their homes

# Residential Energy Efficiency Metrics



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	Baseline	Recommended	Vs. Baseline
Home Energy Squad & Home Audit	80	200	250%
Heating & Cooling Rebates	856	1027	120%
Refrigerator Recycling	133	160	120%
CenterPoint Insulation Rebates	94	127	135%



# Residential Energy Efficiency Activity Goals



Activity Goals	
Activity	Goal
Tabling Events	4
Press Releases	1
Minnetonka Memo articles	4
Social Media Posts	8



# Residential Energy Efficiency Measured Programs



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Program	Baseline		2021 Goal		2030 Goal	
	Average per year	MTCO <sub>2</sub> e	Number (2020-21)	MTCO <sub>2</sub> e (2020-21)	Number (Cume 2020-30)	MTCO <sub>2</sub> e (Cume 2020-30)
Home Energy Squad	80	57	300	213	1,705	1,200
Residential Heating Rebates	388	94	699	169	3,973	940
Residential Cooling Rebates	468	39	561	69	4,783	383
Refrigerator Recycling	133	48	240	86	1,364	479
CenterPoint Insulation Rebates	94	83	191	42	1,088	930
<b>Total</b>		<b>321</b>		<b>579</b>		<b>3,932</b>

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# Focus Area 3: Renewables

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# Renewables Strategies

1. Make renewable energy easy
2. Make renewable energy familiar
3. Make renewable energy affordable
4. Explore opportunities to remove barriers to broader adoption of community solar gardens
5. Make renewable energy a source of pride in Minnetonka

# Renewables Metrics



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	Baseline	Recommended	Vs. Baseline
Business Subscriptions: Windsorce for Business and Renewable*Connect for Business	12	20	+70%
Residential Subscriptions: Windsorce and Renewable*Connect	1165	2000	+70%
On-Site Solar: Business	15	20	+33%
On-Site Solar: Residential	58	70	+21%
Solar Gardens: Business	113	150	+33%
Solar Gardens: Residential	186	250	+34%



# Renewables Activity Goals



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Activity Goals	
Activity	Goals
On-Site permits pulled	Instead of specific goals, the team suggest simply tracking these measures
Page created on minnetonkamn.com	
Recognition provided (e.g. window clings)	
Press releases	
Newsletter articles	
Social media posts	



# Renewables Measured Programs



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Program	Program Metrics					
	Baseline		2021 Goal		2030 Goal	
	Average per year	MTCO <sub>2</sub> e	Number (2020-21)	MTCO <sub>2</sub> e (2020-21)	Number (Cume)	MTCO <sub>2</sub> e (Cume)
Renewable Subscriptions: Business	12	2,180	25	5,392	61	69,763
Renewable Subscriptions: Residential	1,015	1,453	2000	2,836	3,166	35,776
On-Site Solar: Business	15	~	20	~	50	~
On-Site Solar: Residential	58	~	70	~	200	~
Solar Gardens: Business	113	~	150	~	400	~
Solar Gardens: Residential	186	~	250	~	500	~
<b>Total</b>		<b>3,652</b>		<b>8,228</b>		<b>105,539</b>

# Energy Action Plan Impact

Focus Area	2021 MMTCO <sub>2</sub> e	2030 MMTCO <sub>2</sub> e
Multi-Family Buildings	44	243
Residential Energy Efficiency	579	3,932
Renewables	8,228	105,539
<b>Energy Action Plan Total</b>	<b>8,851</b>	<b>109,714</b>

# Energy Action Plan Impact

2021 results equivalent to ...



or



2030 results equivalent to ...



or



# And there's more ...

Focus Area	2021 MTCO <sub>2</sub> e	2030 MTCO <sub>2</sub> e
Multi-Family Buildings	44	243
Residential Energy Efficiency	579	3,932
Renewables	8,228	105,539
<b>Energy Action Plan Total</b>	<b>8,851</b>	<b>109,714</b>

Ongoing Other Programs	2021 MTCO <sub>2</sub> e	2030 MTCO <sub>2</sub> e
Xcel Energy Residential	16	91
Xcel Energy Commercial	5,784	31,108
CenterPoint Energy Residential	1,164	6,446
CenterPoint Energy Commercial	2,917	16,044
<b>Energy Action Plan Total</b>	<b>9,881</b>	<b>53,689</b>



# Minnetonka's Total Greenhouse Gas Reduction



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	2021 MTCO <sub>2</sub> e	2030 MTCO <sub>2</sub> e
Energy Action Plan	8,851	109,714
Other Initiatives	9,881	53,689
<b>Minnetonka Total</b>	<b>18,732</b>	<b>163,403</b>

2030 results equivalent to ...



or



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# Minnetonka's Energy Action Plan Goal

## Placeholder

Reduce energy-related greenhouse gas emissions in Minnetonka **X%** by **year Y**

## Recommendation

Reduce energy-related greenhouse gas emissions in Minnetonka by **160,000 metric tons of CO<sub>2</sub> equivalent before the end of 2030**

# Energy Action Plan Structure

**Vision: Community of Choice for Responsible Energy Stewardship**



# Minnetonka's Energy Vision

**For people who care about responsible energy stewardship,  
Minnetonka will be their community of choice.**

- We will lead the metro in efficient energy management.
- All of our buildings (both public and private) will be examples of the best approaches to using energy wisely.
- The Minnetonka community will show that responsible resource management is a high priority here. We will support and celebrate community practices that ...
  - ✓ Improve our understanding of resource management
  - ✓ Reduce the impact that we have on our changing climate and limited resources
  - ✓ Let us enjoy the financial and health benefits of these activities
  - ✓ Sustain our vibrant, attractive community for generations to come

# Goal



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Reduce energy-related greenhouse gas emissions in Minnetonka by **160,000 metric tons of CO<sub>2</sub> equivalent** before the end of 2030

# Focus Areas

1. Multi-Family Buildings
2. Residential Energy Efficiency
3. Renewables

## Multi-Family

1. Support renewables
2. Advocate for EV charging
3. Recognize bldg. mgrs.
4. USE MFBE to promote free energy audits

## Residential

1. Upgrade homes
2. Support adoption of energy efficient behaviors
3. Recognize participants

## Renewables

Make

renewables ...

1. Easy
2. Familiar
3. Affordable
4. A source of pride in Minnetonka
5. Explore how to remove solar garden barriers

# Multi-Family Tactics

## Strategy 1: Increase multi-family building participation in renewable energy programs

**1A:** Publicize availability of renewable energy programs to residents of multi-family buildings.

**1B:** Publicize Windsource for Business to Building Managers, focusing on its appeal as a differentiator for prospective tenants.

## Strategy 2: Advocate for enhancements that make electric vehicle ownership easy in multi-family buildings

**2A:** Promote access to resources designed for multi-family buildings (e.g. multihousingcharging.com)

**2B:** Design and promote a communications tool that helps building managers predict demand for EV charging.

## Strategy 3: Recognize building managers for energy efficiency actions, renewable usage, and EV investment.

**3A:** Research and consider a benchmarking program for multi-family buildings similar to what has been successful in other cities (e.g. Saint Paul). Program tallies actions and recognizes buildings that most aggressively pursue energy efficiency actions.

**3B:** Develop promotional materials that building managers can display on premise and in advertising communicating that they are members of this initiative. Seek out research support showing that prospective tenants prefer “green” / energy efficient buildings to sell in program.

**3C:** Use periodic updates to participants to promote efficiency programs and create a sense of momentum / competitive pressure among peer properties.

## Strategy 4: Promote access to free energy audits for multi-family buildings via the Multi-Family Building Efficiency (MFBE) program.

**4A:** Use best practices developed in other Partners in Energy communities to promote MFBE as an easy, free way for building managers to learn about their buildings' energy efficiency and their opportunities for smart, cost-efficient improvements.

**4B:** Reach out to largest multi-family properties to explain available programs

# Residential Energy Efficiency Tactics



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## Strategy 5: Upgrade homes for better energy efficiency

**5A:** Educate Minnetonka homeowners about the advantages of upgrading to more energy efficient options and publicize tools that can facilitate moving from awareness to action.

- Promote existing energy efficiency rebate programs (heating, cooling, insulation, water heaters, etc.)
- Continue publicity for loan programs that offer special rates for energy efficiency improvements.

**5B:** Promote Home Energy Squad visits, prioritized for pre-1990 homes – either with additional incentives or by focused marketing, relying on the educational aspect of each visit to identify opportunities in a low-pressure setting

## Strategy 6: Drive agreement that adoption of energy efficient behaviors is desirable, popular, and growing

**6A:** Deliver information in a context that conveys broad acceptance of the ideas, and  
Communicate that this is a growing trend vs. a “flavor of the moment”.

**6B:** Deliver each contact with a “call to action” offering a way to respond by taking a next step toward energy efficiency.

## Strategy 7: Recognize participants performing upgrades to their homes

In addition to regular publicity about the number of people starting energy efficiency projects, celebrate newsworthy projects (oldest home to replace a furnace, etc.)

Conduct an annual event or coordinate with an existing event that celebrates all of the improvements Minnetonkans have made – and the greenhouse gasses they’ve saved.



# Renewables Tactics

## Strategy 8: Make renewable energy easy

**8A:** Create and publicize a dedicated resource for Minnetonka residents and businesses (an “energy concierge”) to serve as a one stop resource for advocacy, education and access to resources and referrals supporting renewable energy options.

## Strategy 9: Make renewable energy familiar

**9A:** Create a regular series of opportunities for Minnetonka residents and businesses to learn about and act upon renewable energy options. Methods may include a variety of formats based on quantity and complexity of subject matter.

**9B:** Address tree canopy coverage concerns of homeowners with news that residents can still participate in renewables via solar gardens and Windsource.

## Strategy 10: Make renewable energy affordable

**10A:** Publicize resources available to help Minnetonkans calculate total cost of ownership for on-site renewable installations and programs requiring time-based commitments.

**10B:** Publicize incentives available that reduce the cost of renewable installations

## Strategy 11: Explore opportunities to remove barriers to broader adoption of community solar gardens

**11A:** Prepare a review of key barriers (financing issues, including long-term contracts) and the ways that peer communities have developed solutions.

## Strategy 12: Make renewable energy a source of pride in Minnetonka

**12A:** Develop a recognition program to celebrate residential and business renewable users.

- Provide renewable energy users with a yard sign or window cling used to identify and express gratitude for their participation



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