



Homework Assignment

Between Workshop 3 and Workshop 4

Please take a few minutes to read through the lists below, and see if these strategies reflect what your group talked about. Email Sarah (sklauer@mncee.org) with any updates or additions!

Focus Areas and Strategies:

Residential Windsource®

Goal: Double the usage and double the average amount subscribed within 18 months.

- Leverage local events to have tabling and on-the-spot registration for Windsource®
 - April forum
 - Potential for incentives
 - Could include some commercial events
- Leverage the larger information campaign to distribute information
- Target existing subscribers to increase their subscription amounts
- Leverage case studies
- Collaborate with local businesses to provide incentives
- Leverage local known leaders, such as “Walks with the Mayor”

Schools and service learning

Goal: Contact school personnel, follow up on service learning and passion/apathy/ May Term projects.

- Target passion/apathy/May Term projects
- Present during Collaborative Time and other school assemblies
- Have an annual event
- Connect with the school community (PTO, Project Earth, etc.)
- Develop curriculum, including how to read an energy bill
- School competition in the elementary schools

Residential information campaign

Goal: 750 homes take action towards carbon reduction per year. Additional goals may include: new “My Account” users, Windsource® participation, program participation

- Communicate the greenhouse gas reduction goal to a broad audience
- Provide segmented feedback on energy use (e.g. by neighborhood)
- Overall branding of the implementation campaign
- Track and publicize progress over a baseline
- Use neighborhood maps to incentivize action
- Use data to inform to motivate carbon reduction actions
- Leverage City and Xcel Energy communication outlets
- Educate about what people can do, like around smart thermostat rebates or Windsource®



Assignment:

Spend 15 minutes thinking through what an implementation timeline could look like for your focus area as a whole, or one or more of the strategies your group discussed. This guide may be used to help prompt more detailed thinking, but does not need to be completed. Only use the pieces that make sense for your focus area.

Focus Area: _____

Strategy (if applicable): _____

What are the first things that need to happen (within 1-3 months)? Which partners/resources will you need to engage?

Example: Research, develop marketing pieces, engage key resources/partners.

When could this focus area/strategy launch? Are there events or dates that are important? What could launching look like?

Example: Tabling at the April forum, academic calendar, other events.

What would ongoing events/activities for this focus area/strategy look like? What would ongoing items look like in months 12-18 of implementation?

Example: Conduct an outreach campaign with mailers, emails, and articles; have additional events; meet regularly with key resources/partners, city policy opportunity.