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EDINA



PARTNERS IN ENERGY
AN XCEL ENERGY COMMUNITY PARTNERSHIP

Planning Workshop 3

Edina | 1-21-16

Agenda



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Time	Topic
10 min	Welcome, Agenda Overview, & Workshop 3 Objectives
60 min	Focus Area Prioritization
10 min	Break
10 min	Intro to Goals and Strategies
50 min	Group Work: Goal and Strategy Brainstorm
10 min	Wrap-up and Topics for NextTime



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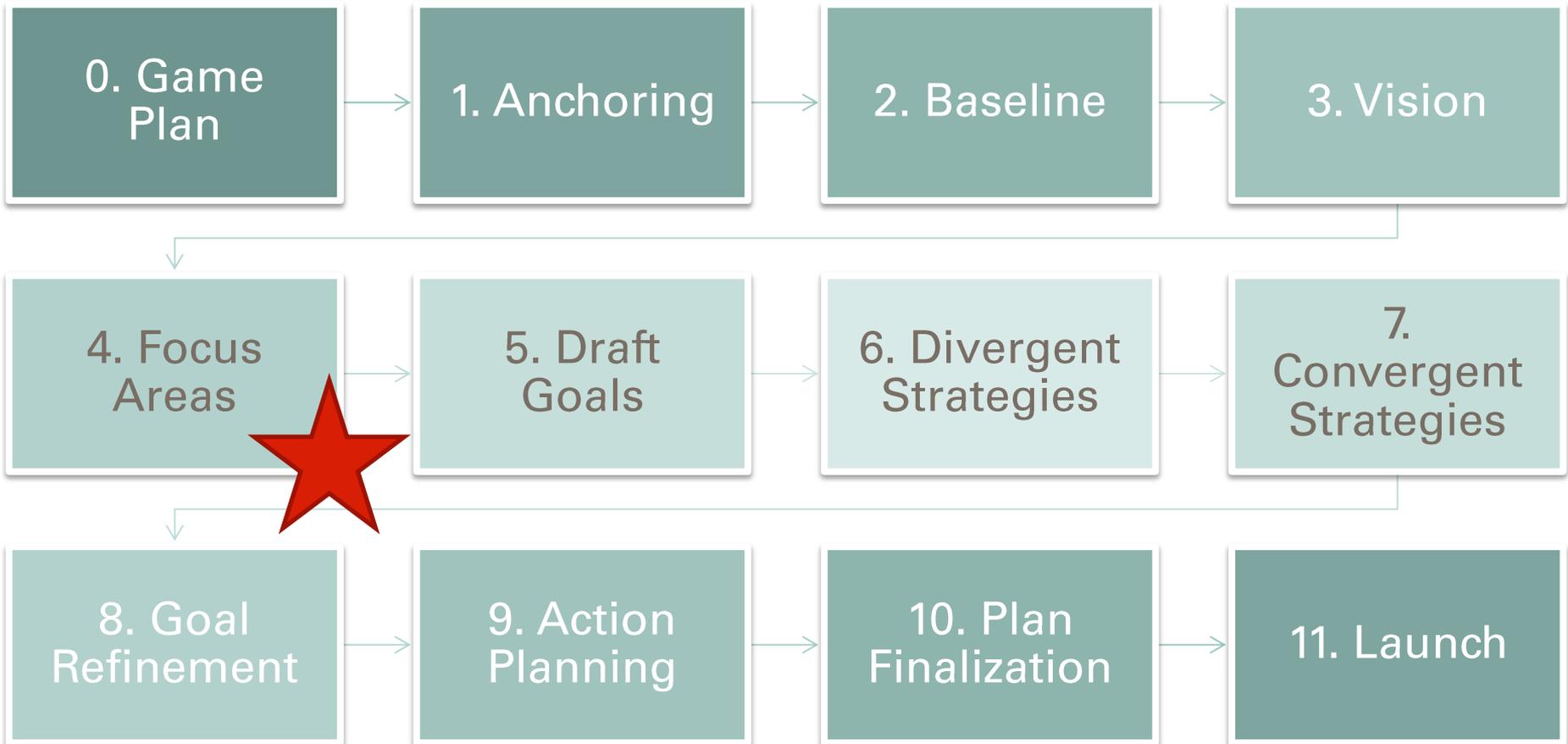
Workshop 2 Objectives

Last time, we:

- 1) Recapped how Partners in Energy can help Edina meet community objectives.
- 2) Established the group's vision statement.
- 3) Discussed focus areas for the group to dive into deeper.



The Process



Introductions

- Name
- Why you're at the table (affiliation, resident, place of work)
- Last month's energy use!
 - Community 2014 average: 9,430 kWh / yr (786kWh/mo)

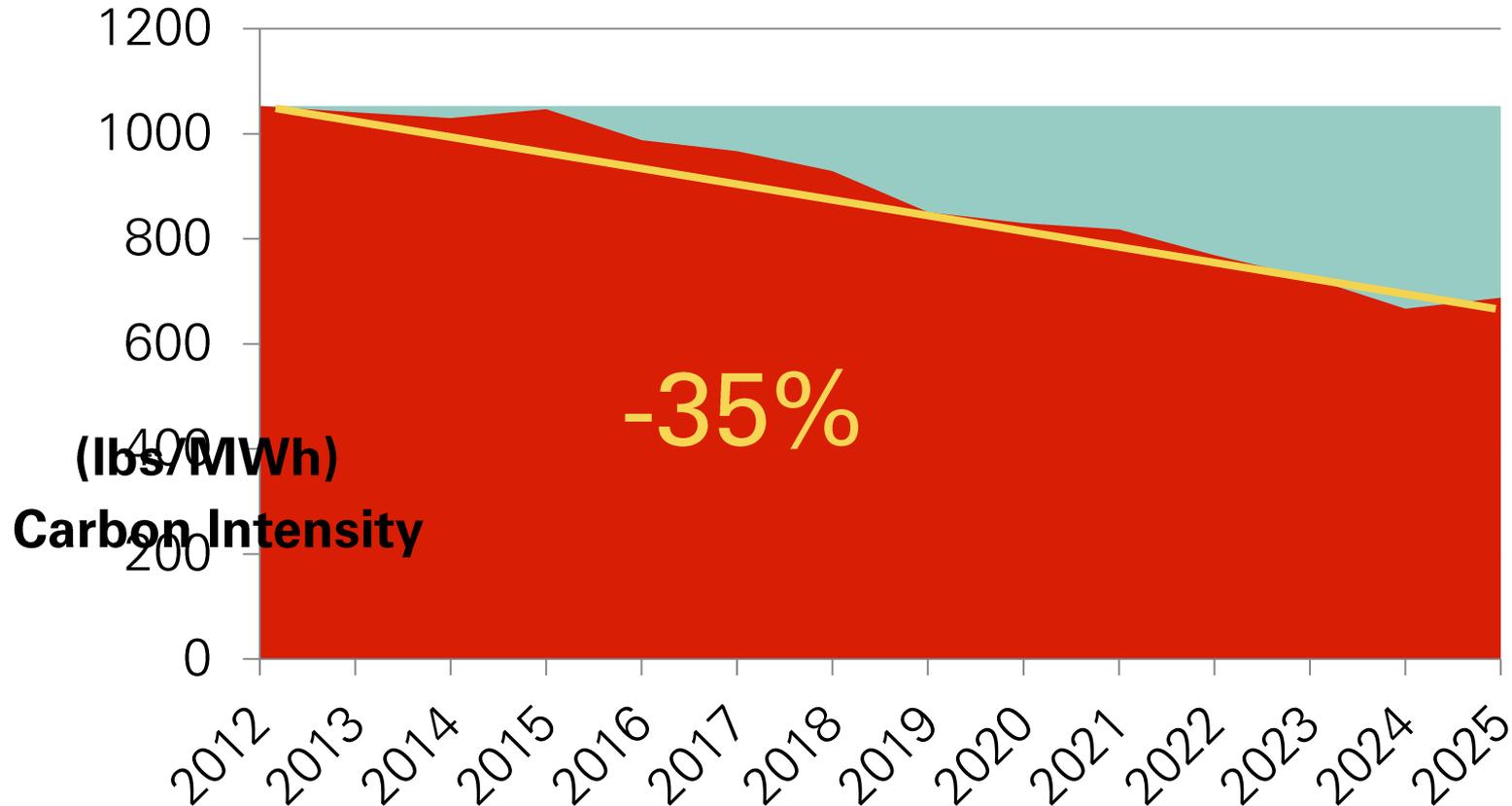
Community Energy & GHG Goals



Electricity Grid Projections



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(lbs/MWh)
Carbon Intensity

-35%

**Based on current projected electricity carbon intensity
Filed with MN PUC on October 2, 2015**

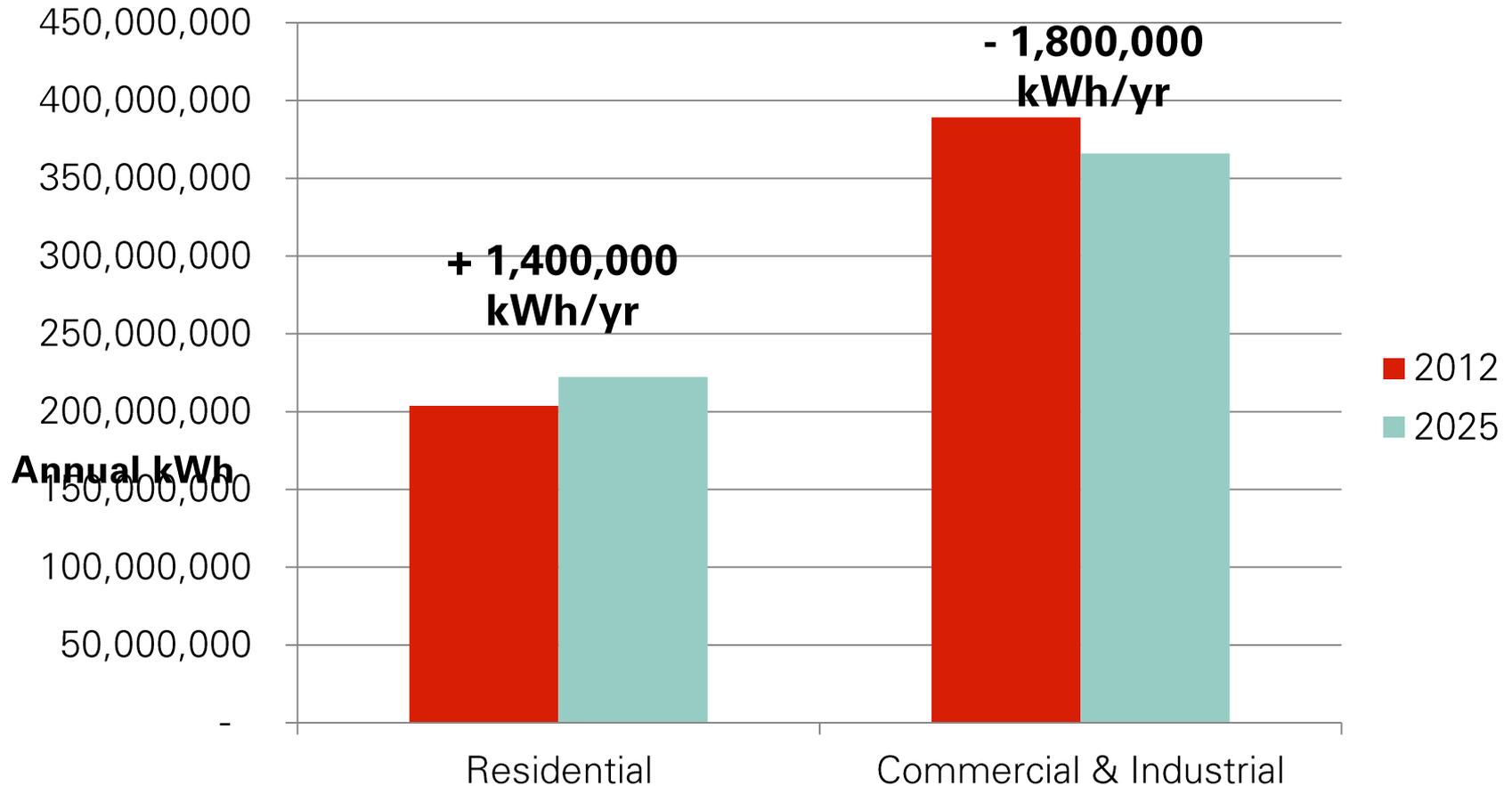


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Business As Usual Projections



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BAU Assumptions:

Community Wide Growth = 1.33% / yr

Residential Energy Savings = 0.3%/yr

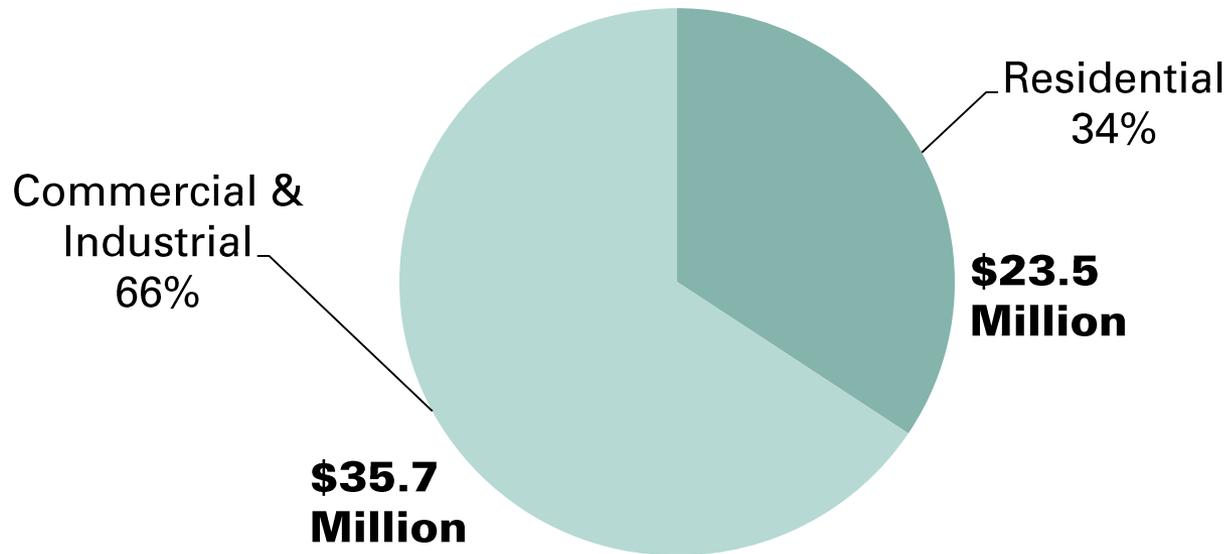
Commercial Energy Savings = 1.8%/yr



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Community Electricity Use

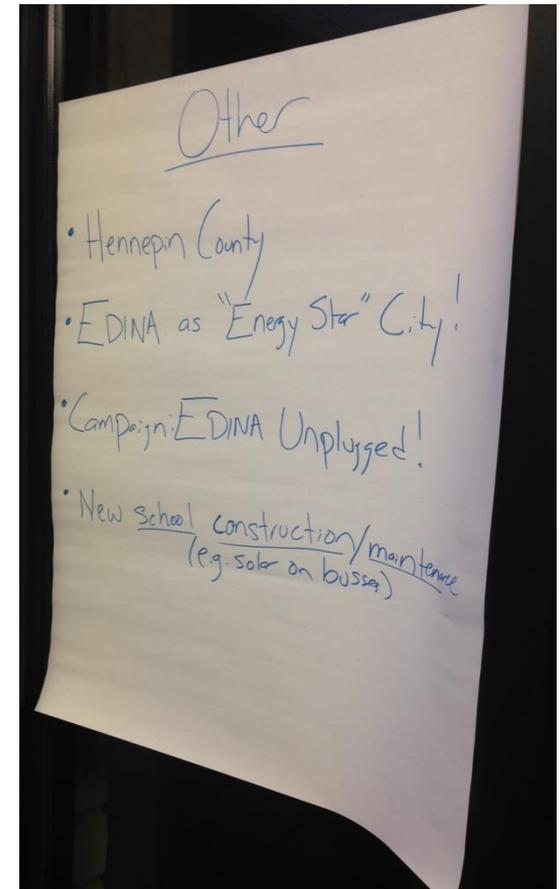
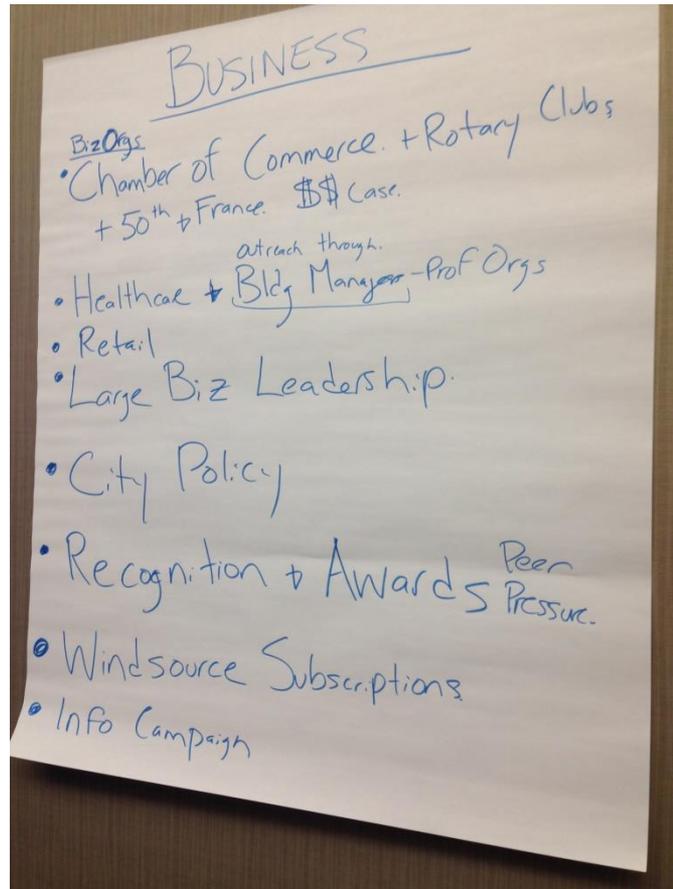
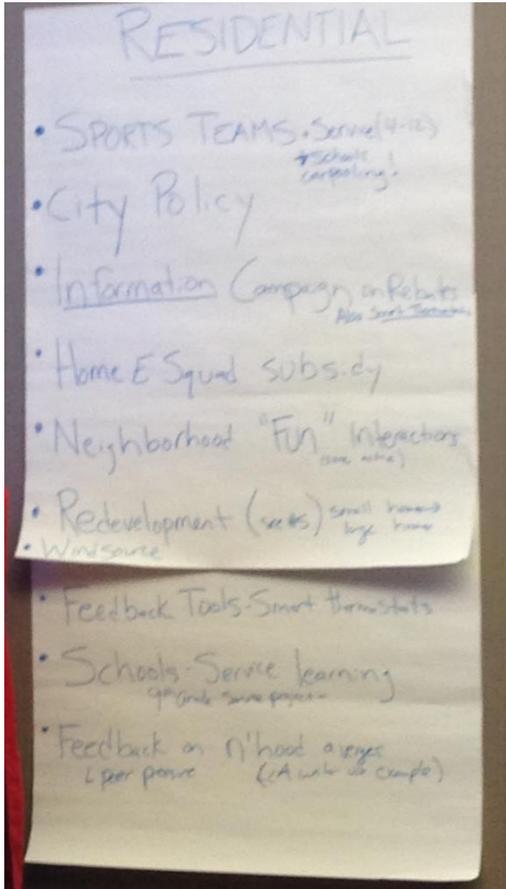
2014 Total Electricity Use 584 million kWh



Focus Areas



Brainstormed Focus Areas



Focus Area Information Sheet

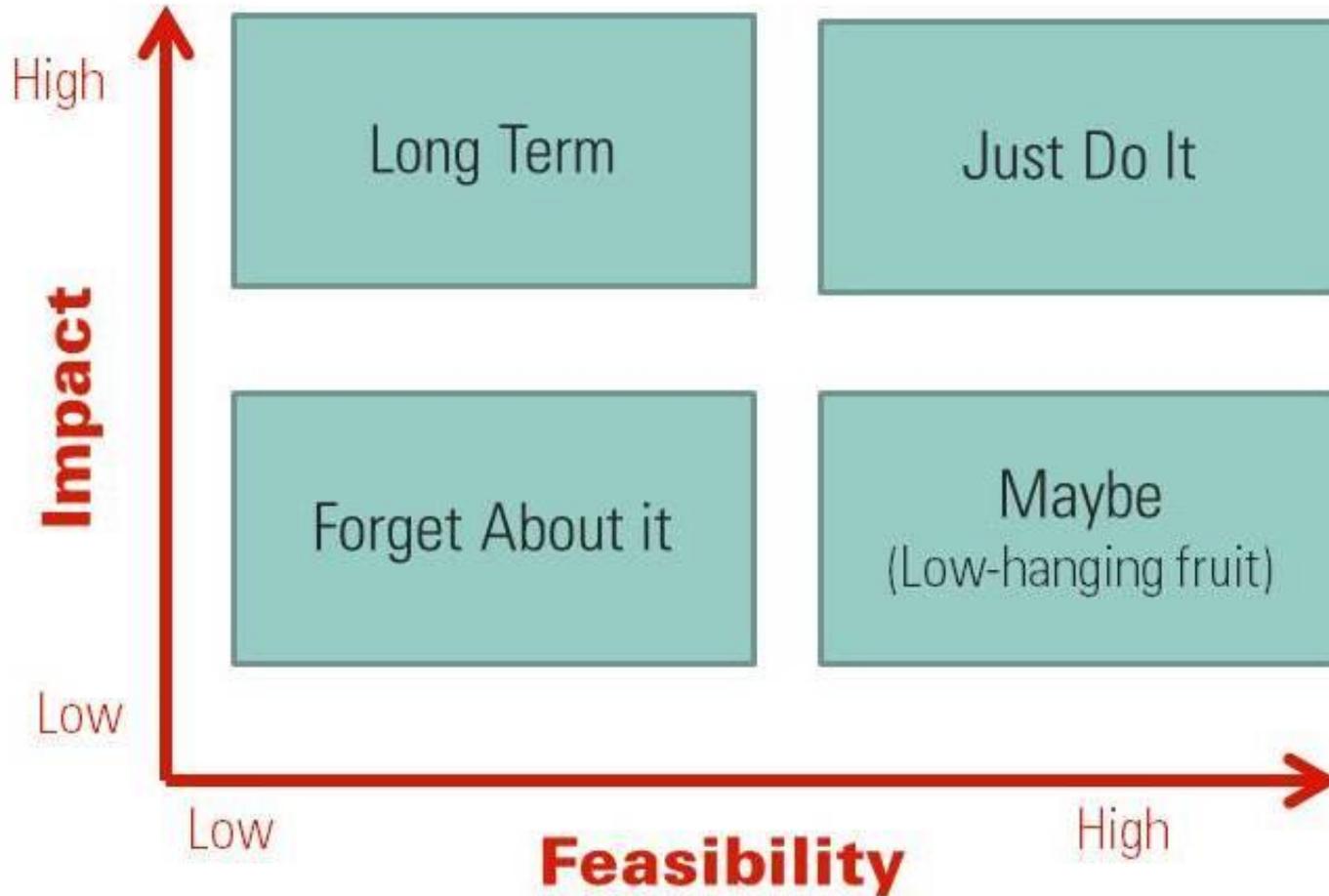


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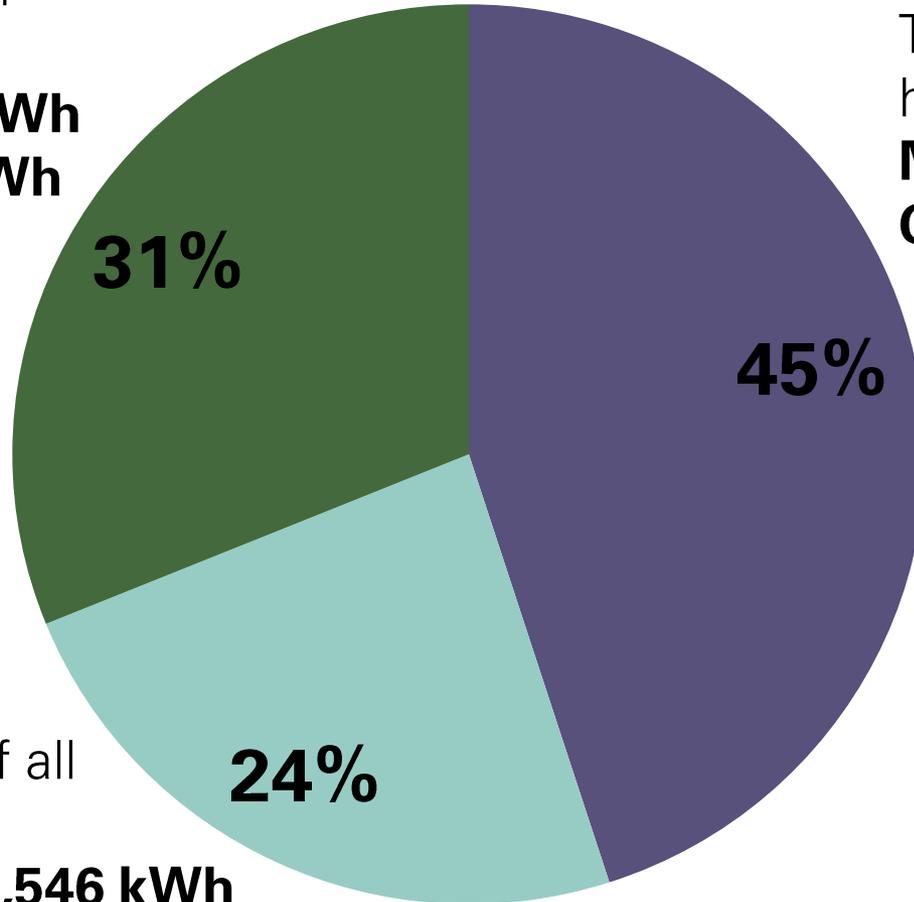
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Impact – Feasibility Assessment



Residential Electricity Use

Lowest 60% of all households
Median = 4,846 kWh
Cutoff = 1,000 kWh



Top 20% of all households
Median = 18,846 kWh
Cutoff = 14,195 kWh

Next 20% of all households
Median = 11,546 kWh
Cutoff = 9,500 kWh

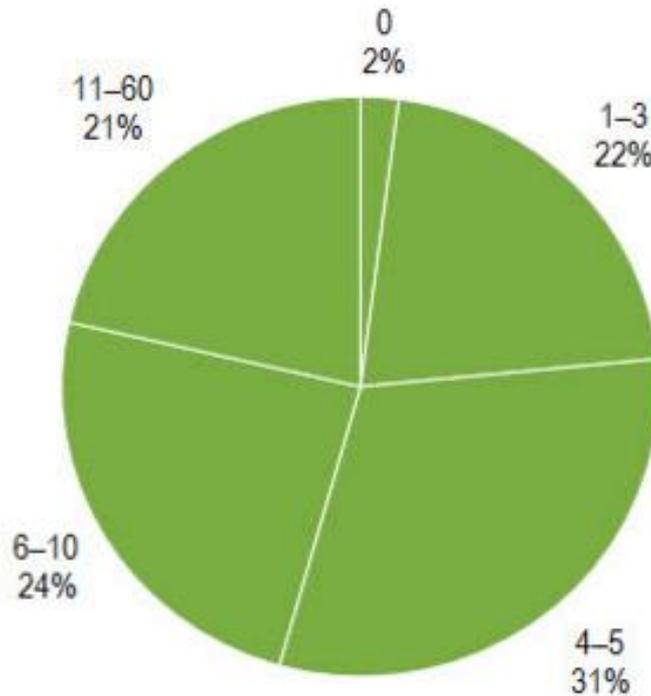
*All kWh usage is per year



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Information Campaign

Minutes per Month Spent on Energy Bill



Average = 114 minutes/year;
Median = 60 minutes / year

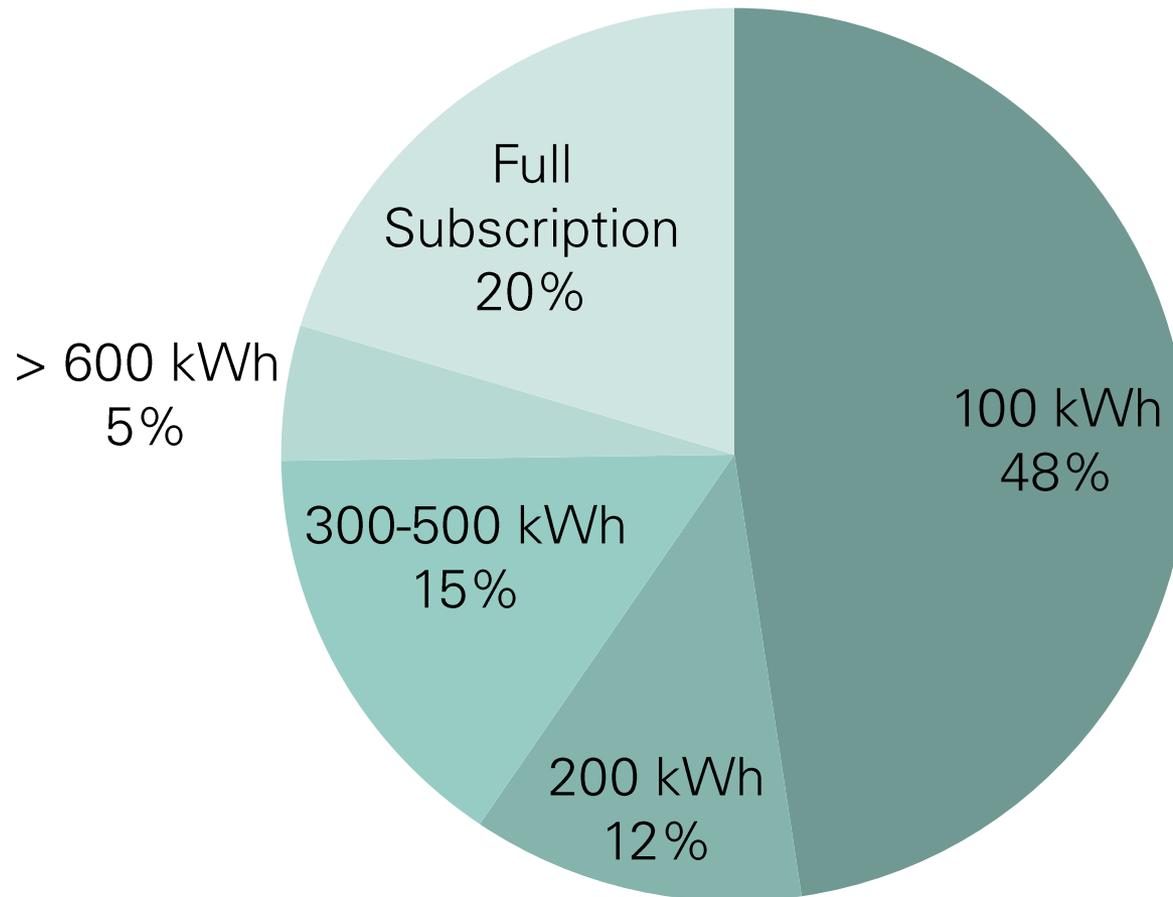
Base: All respondents (n = 3,000). **Question S3_8:** About how many minutes per month do you spend looking at and paying your energy bill? **Notes:** High-end outliers were removed for the analysis. Percentages may not add to 100 percent due to rounding and removing outliers.

© E Source



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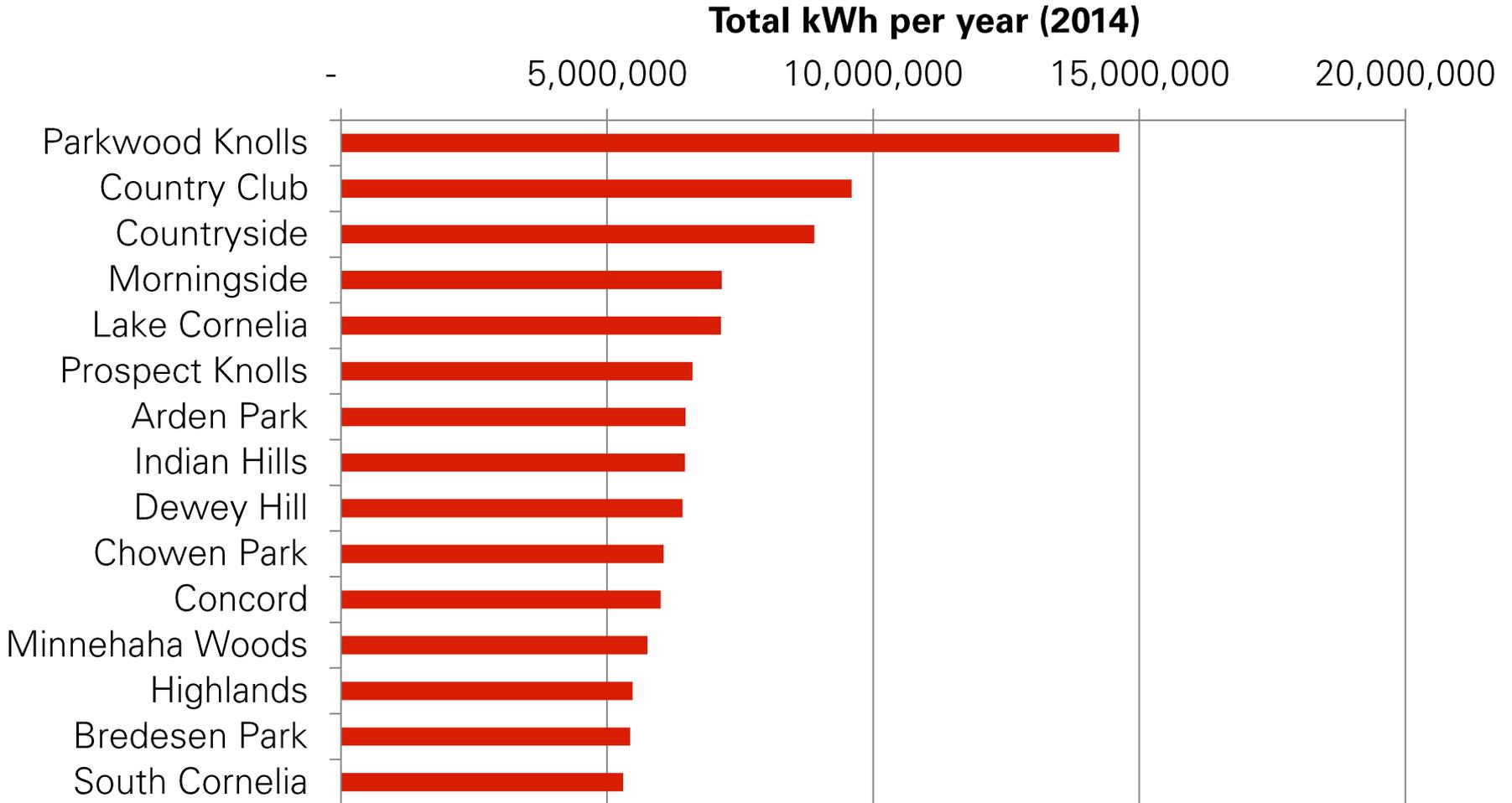
Current Breakdown of Edina Subscriptions



Largest Neighborhoods

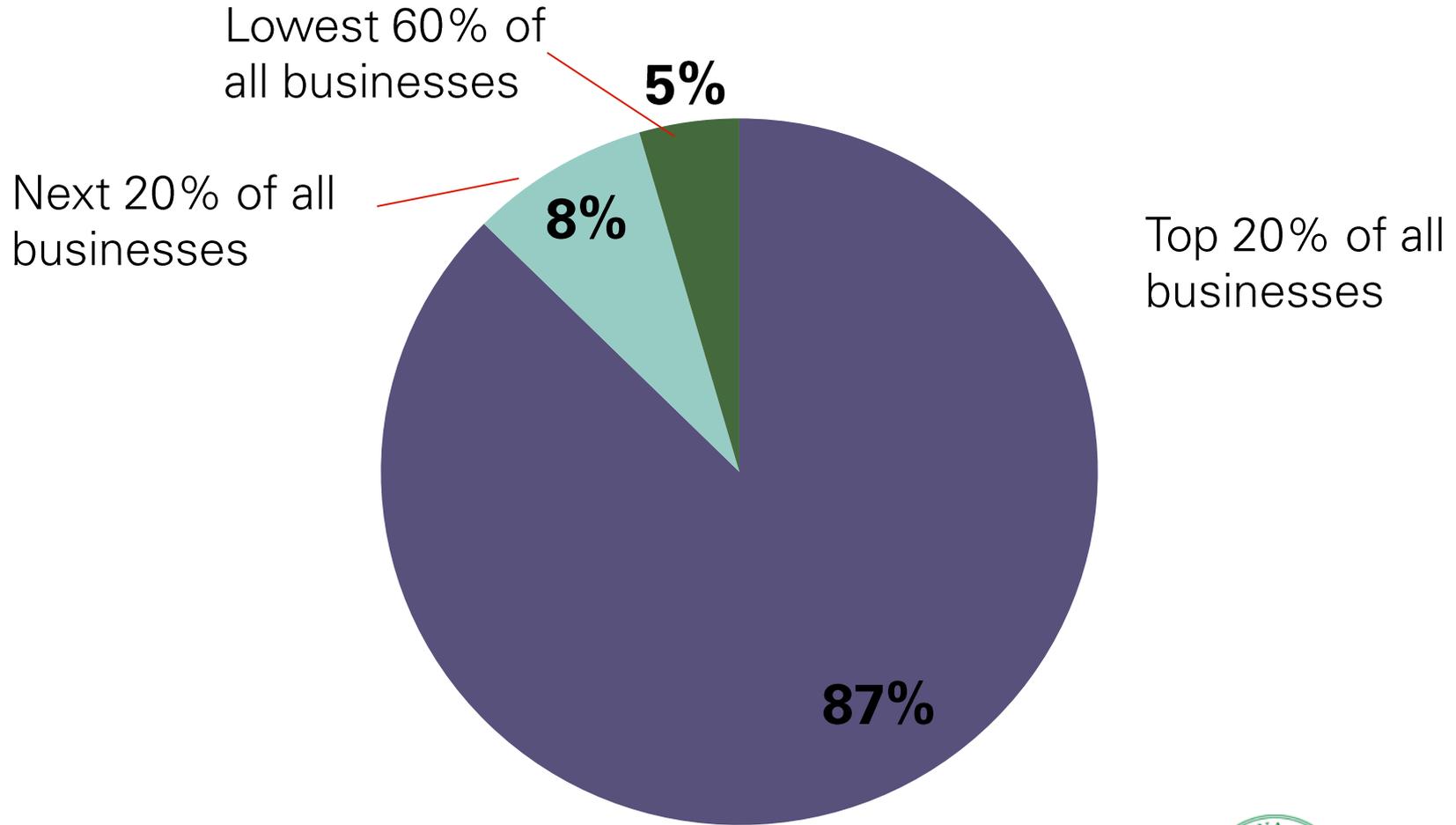


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Commercial Electricity Use



Renewable Energy

Program Participation (Past 3 Years)

	Residential	Business
Solar Programs	8	11
WindsorSource®	675	8

Focus Area Selection

Is this focus area:

- Going to be impactful in the short term (18 months)?
- Something you personally would be excited about working on?
- Something the Edina community would rally behind?
- Supportive of Edina's energy vision?

Energy Vision



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Edina's residents, schools, businesses, and government will successfully reduce the community's greenhouse gas emissions by 30% by the year 2025, through strategies and actions that are sustainable, practical, and measurable.



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10 Minute Break



Introduction to Goals and Strategies



Strategies and Goals

Focus Area: Dental Hygiene

Goal: Zero new cavities within the next two years.

Strategies: Daily flossing, twice daily tooth brushing, semi-annual cleaning appointments.

Example Goals

- Number of participants
- Number of businesses reached
- Number of phone calls
- Energy savings
- Renewable energy production

Effective Goals

- S** Specific
- M** Measurable
- A** Attainable
- R** Relevant
- T** Time-bound

Example Goal and Strategies



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Focus Area: Residential Information Campaign

Goal: Reach 3,000 households within the next 18 months.

Strategies:

- Distribute information through ecumenical organizations
- Build a presence on the City website and social media channels



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Goals and Strategies

To consider:

- What would be a reasonable goal to measure success in this focus area?
- What would be three key strategies to achieve the goal?
- What community resources are available to support this focus area?

Small Groups



Report Back

From each group:

- What are your draft goals?
- What are three key strategies to achieve the goals?
- What are three community resources available to support this focus area?

Summary of Objectives

- 1) Discussed and established 3-5 focus areas for the group to begin working on.
- 2) Introduced goal setting and set draft goals for the focus areas.
- 3) Explored strategy options for each focus area.

Looking Forward



Before Next Time

Homework:

- Watch for the Table of Contents from your Energy Action Plan
- Pick one strategy your group discussed and spend 15 minutes thinking through what an 18 month timeline could look like.
- Email Sarah (sklauer@mncee.org) with any questions
- **Next workshop: February 23**





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