



## Focus Area Prioritization

<b>Residential Brainstormed Focus Areas</b>				
<b>Focus area name</b>	<b>Impact potential</b>	<b>Feasibility potential</b>	<b>Personal Interest? (1-5)</b>	<b>Availability of community resources to leverage? (1-5, list out opportunities)</b>
<b>*Information Campaign</b>	There are more than 22,560 housing units in Edina (2010 US Census), and many potential energy savings actions that could be promoted.	The success of this hangs on methods used to reach residents and how clear and feasible the call to action is (what IS the information?) There is a unique opportunity in leveraging the community voice of the Energy Action Team and the City as channels residents know and trust.		
<b>*Windsorce®</b>	Almost 700 households have enrolled in Windsorce®. In 2014, Windsorce® cost \$0.68 per block (100 kWh) per month. For the lowest residential user in Edina, the cost would be \$21.36/year, and the highest would be \$258.40/year. Only 20% have enrolled in a "full" subscription.	Once users enroll, it's a "set it and forget it" action. Success would depend on increased awareness, clear call-to-action, and connection to homeowner values.		
<b>*Residential Redevelopment</b>	Edina issued more than 100 home building permits this year and a similar number last year.  There were 46 Edina Energy Star Homes participants in 36 months, with average savings of 1,360 kWh.	Incentivization to build to a higher HERS standard or achieve Energy Star certification could be effective, but it would depend on what type of incentivization was available. How could builders be engaged? What City policy could support?		



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<b>Schools/Service Learning</b>	There are 8,500 students at Edina schools, and almost a third of Edina households have children under the age of 18. The school also has a green team. Opportunities would be to leverage the May projects for high school seniors.	How engaged would students be in developing projects? Would coordination with school administration be feasible?		
<b>Feedback-based Neighborhood Competition</b>	There are nine registered neighborhoods in Edina (Normandale, Pamela Park, Strachauer Park, Morningside, Countryside, Concord, Arden Park, Chowen Park, Creek Knoll), and they represent 24% of Edina's residential energy use.	How many neighborhoods are engaged and would they have resources to partner? Do residents feel a connection to their neighborhoods, and that their personal actions make an impact? This could be mitigated in different ways.		
<b>Feedback-based School Competition</b>	As we researched neighborhood competitions, this came up as an alternative. There are six elementary schools with rough geographic enrollment areas. There are 3,752 elementary students.	Competition can be inspiring, and families may be connected to their schools more so than neighborhoods. Success hinges on engagement rate, school interest, and mitigating the feeling that one home's energy use doesn't impact the total enough to make changes.		
<b>Youth Sports Teams</b>	There are many youth sports teams, including 90 at the high school. Some sports teams have service hours. Distribution of materials at sports games has been ineffective in the past.	How engaged are Edina's teams and what would they be willing to do? Personalized letters or information distribution may be more effective than door knocking, for example. Do teams fundraise for things beyond team needs?		



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<b>Neighborhood Association Engagement</b>	There are nine registered neighborhoods in Edina, and they represent 24% of Edina's residential energy use. In 2010, the Morningside Neighborhood Association helped to distribute information about Home Energy Squad visits.	Neighborhood associations are moderately engaged and have access to some resources through the City, but must have their own primary communications channel. Success depends on enthusiastic neighborhood representatives and what the ask for residents is.		

**Business Brainstormed Focus Areas (Roughly in order of prioritization)**

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<b>*Information Campaign</b>	There are more than 4,000 businesses in Edina and several potential energy actions that could be promoted. Businesses make up 66% of Edina's electricity usage.	The success of this hangs on methods used to reach and incentivize businesses is and what the call to action is. Seeing what peers are doing is a strong incentive. What channels could be used?		
<b>*Outreach Through Organizations</b>	There are several active business organizations in Edina, including the Chamber of Commerce (400 members), Rotary Club (160+), and 50 <sup>th</sup> and France organization.	Leveraging voices that businesses know and trust can be effective. Success of this strategy depends on how businesses are contacted and what the call to action is.		



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<b>*Target the Retail Sector</b>	There are several retail businesses in Edina, including at 50 <sup>th</sup> and France, Southdale, the Galleria, and Centennial Lakes Plaza. A recent lighting project saved a Galleria store ~50% in electricity costs. Retail locations could be targeted geographically and through organizations.	Building owners and facility managers are often the decision makers. What are current channels to retail owners and managers? Are they engaged? Success depends on engaging decision makers, building interest and momentum, and what the ask is.  Might dovetail with a recognition campaign.	
<b>Business Recognition and Awards</b>	There are many businesses to target, but this would require extensive awareness building to be successful. There are many electricity-savings actions that could be encouraged.	It would be difficult to build consumer pressure for business engagement in a local green recognition program, but there's potential to engage businesses through organizations for the marketing benefit. The savings would depend on how many businesses completed actions and which actions are requested.	
<b>Windsource®</b>	In 2014, Windsource® cost \$0.68 per block (100 kWh). Average commercial consumption in Edina is about 15,000 kWh monthly, so an entire usage subscription would cost \$102/month.  Edina's commercial subscribers are in the single digits.	In order for this strategy to work, businesses would need to see a benefit from subscribing to Windsource®. An understanding of why current subscriptions are low would be beneficial.	



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<b>Target the Healthcare Sector</b>	Fairview Southdale hospital is a large facility that has already won awards for sustainability. There are many clinics and medical offices in the Edina as well, and they could be targeted geographically. Healthcare in general is a very energy intensive sector.	Building owners and facility managers are often the decision makers for leased space. What are current channels to engage Healthcare? Success depends on engaging decision makers, building interest and momentum, and what the ask is.	

<b>Other Brainstormed Focus Areas (Roughly in order of prioritization)</b>			
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<b>*Leverage School New Construction and Maintenance Projects</b>	There are opportunities for efficiency and renewables in school projects, and a \$125M bond measure was passed in May to renovate schools.	The success of this depends on engaging decision makers, what the ask for architects/contractor is, and the financial feasibility of renewables projects.	
<b>Leverage a Campaign Like Edina Unplugged</b>	There are many businesses and residents in Edina that could be reached and this could work as an awareness campaign tactic.	Success would depend on awareness building and what the ask was. Earth Hour has had success in the past—how would this campaign differ from what is being done there?	



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<b>Build Recognition of Edina as an Energy-Conscious City</b>	The City is already enrolled in ICLEI, GreenStep Cities, and the US Mayor’s Climate Protection Agreement.	The impact from this could come from engagement of residents and business with recognition as an energy-conscious City, and helping them understand how this recognition impacts their actions and how they can be involved. Competition with neighboring cities could be effective.		
<b>Leverage Existing Environmental Action Groups in the Community</b>	There are a few environmental action groups in Edina— Citizen’s Climate Lobby, Cool Planet, and a school-associated group, Project Earth.	Success of this would depend on the extensiveness of the networks existing groups have and the ask for those groups.		
<b>Target Hennepin County Facilities Energy Use</b>	There are two Hennepin County facilities in Edina. Southdale Service Center, which includes a library, and the Edina Library. In 2015, there was an article that discussed the possibility of moving the Southdale Service Center.	Success hangs on the energy opportunities within the two buildings, and engaging the decision makers. Renovations at Southdale were put on hold in 2015, pending a decision about the longevity of the building itself.		