



**PARTNERS IN ENERGY**  
AN XCEL ENERGY COMMUNITY PARTNERSHIP

# Midtown Community Workshop 1

September 30, 2014

# Workshop Agenda

Time (mins)	Agenda	Leading
15	Welcome Agenda Overview & Workshop Objectives Introductions	Jenny & Emma
30	Partners in Energy Overview w/ Q&A	Tami Gunderzik, Xcel Energy
15	How the MCW Partnership Began w/ Q&A	Louis Smith, Smith Partners
30	Discussion: Who is Midtown?	Community Members
10	<b>Break</b>	
15	The Faces of PiE & Roles within the Process	Jenny & Emma
5	Process Outcome: Community Energy Plan	Jenny & Emma
10	Initial Baseline Data	Jenny & Emma
20	Visioning Activity	Community Members
5	Next Steps: Goals & Wrap Up	Jenny & Emma



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# Workshop 1

## Ground Rules

- Listen with an open mind
- Only one person speaks at a time
- Queue to speak with your name tent
- Cell phones off and put away

# Parking Lot of Ideas



“Bike Parking Area, Foshan” by Azwari Nugraha CC 2.0



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# Workshop 1 Objectives

**By the end of the workshop...**

**Objective 1:** Communicate goals of the Partners in Energy program.

**Objective 2:** Share perspectives on the Midtown community.

**Objective 3:** Team members understand their role and responsibilities.

**Objective 4:** Introduce new data sharing process.

**Objective 5:** Group begins the visioning process.



# What is Partners in Energy?

# Partners in Energy Structure

## I. Plan Development



## II. Implementation Support



# Colorado Pilot



Salida



Grand Junction



Lafayette



# Program Cycle



# Partners in Energy Deliverables



# Xcel Energy Program Goals

- Strengthen relationships with the community
- Better develop new resources to community needs
- Save energy and advance clean energy goals



“Midtown” By Max Sparber via CC

# Program Scope

- Actions achievable in a 24-month time frame
- Maximizing opportunities found in Xcel Energy's existing efficiency and renewable programs
- Community planning facilitation & implementation assistance

# Planning Phase Review

## 6 Month Planning Phase Will Include:

- ▶ 1 planning team
  - Stakeholders along the Midtown corridor
  - Xcel Energy
  - Group facilitators
- ▶ 4 workshops to develop:
  - A working **vision** for the community
  - Energy **data** to guide the process
  - **Goals** to guide and track
  - Detailed **strategies** for implementation
- ▶ 1 Community Energy Plan
  - 3 to 4 energy strategies for the community

# Questions?



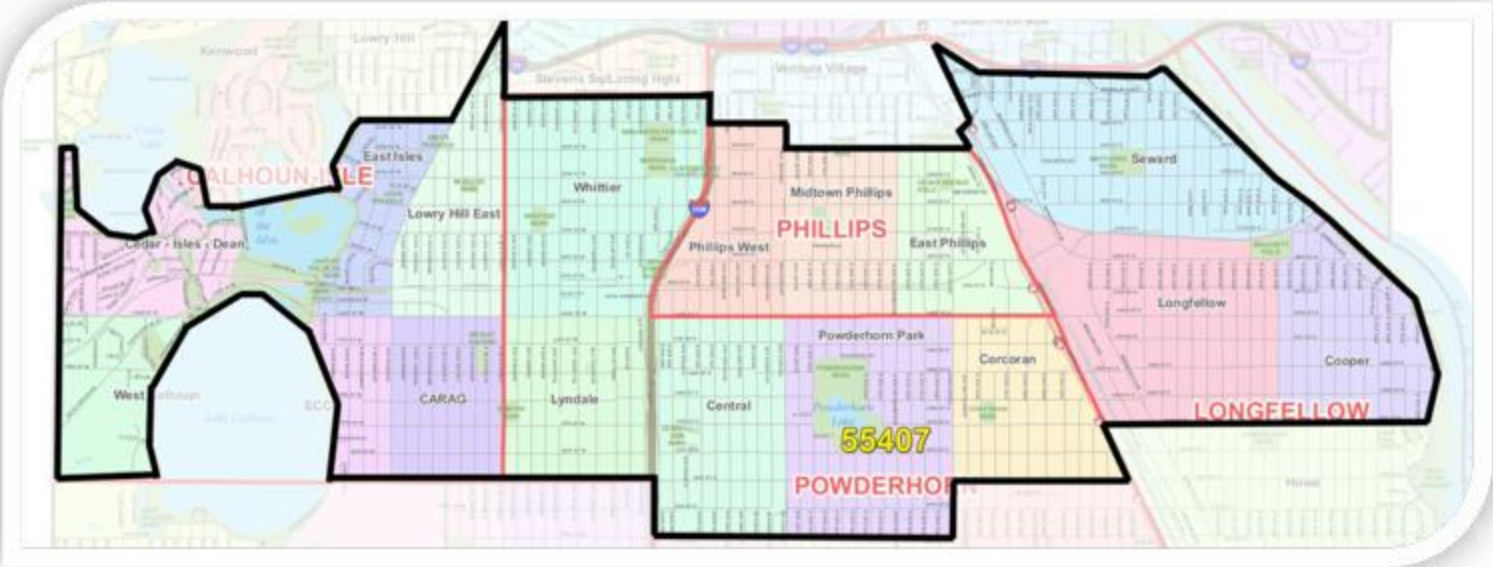
*"Question mark, Ipswich, 21 January 2012" by ed\_needs\_a\_bicycle via CC*



# Background: Partnership with Midtown Community Works



# Midtown Corridor





# Existing MCW Sustainability Goals

- Planning process began in 2013
- Includes energy, waste, water, and transportation
- High-priority energy objectives:
  - ▶ Increase door-to-door and community outreach
  - ▶ Small business coaching
  - ▶ Increase and measure distributed renewables generation
  - ▶ Encourage building benchmarking for small businesses
- Rental and Multifamily Program Interest

# Questions?



*"Question mark, Ipswich, 21 January 2012" by ed\_needs\_a\_bicycle CC BY-NC-SA 2.0*

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"sign0646-e" by visitlakestreet via CC

## Discussion: Who is Midtown?



# Questions

- 1) What is important to know about the Midtown community as we start this process?
- 2) What energy projects have you worked on along the Midtown corridor?
- 3) What would you like to see come out of this process?



“East Phillips Mural” by Clint McMahon CC BY-NC-SA 2.0

# Break: 10 minutes

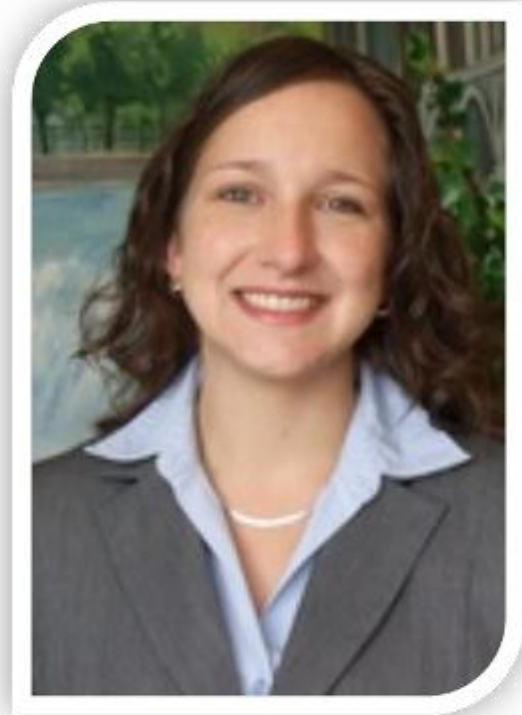


“Powderhorn Neighborhood - May Day Parade” by Meet Minneapolis via CC

# The Faces of Partners in Energy: Program Support

# Smith Partners, PLLP

- Faith Cable Kumon



- Louis Smith



# Xcel Energy

- Tami Gunderzik



- Ani Backa



- Yvonne Pfeifer





# Facilitation Team

- Jenny Edwards, CEE



- Emma Struss, CEE





# Xcel Energy Planning Role

- Provide facilitation for energy plan development
- Gather, process, and share data
- Actively learn more about customers' goals and needs
- Provide customized access to Xcel Energy programs & resources
- Encourage community throughout the process

# Your Role - Hats

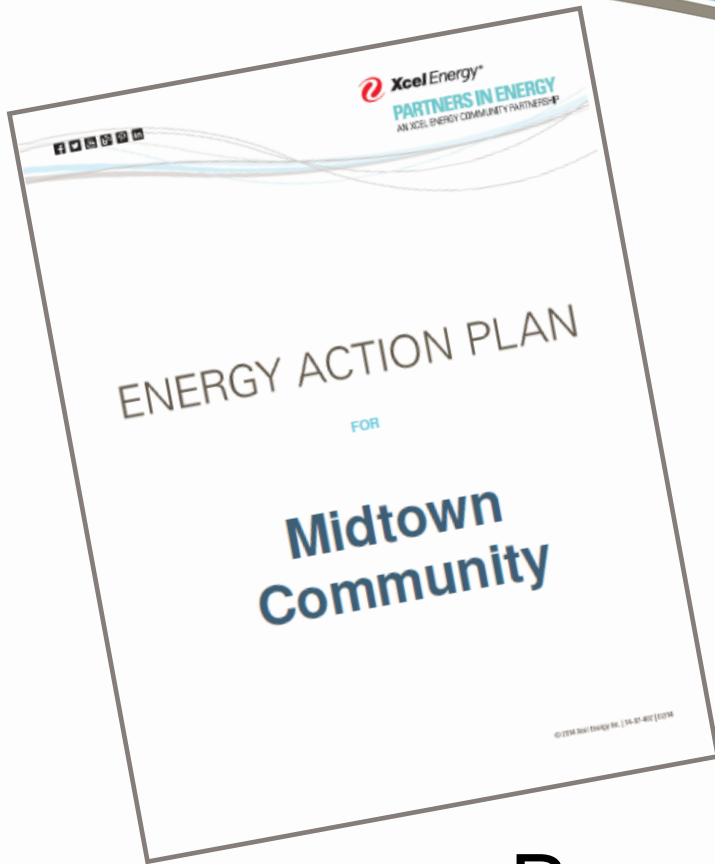
- Represent your organization (organization hat)
- Represent & educate the community (citizen hat)
- Be a critical eye for credibility, transparency, accuracy (devil's advocate hat)
- Be a conduit to your network (ambassador's hat)
- Actively participate and engage (team hat)
  - ▶ Provide input, ideas, and feedback
  - ▶ Commit to help implement the energy efficiency plan

# How does the Partnership Work?

- Who is partnering?
  - ▶ Partner Discussion
- Who else should be at the table?



“Light Rail Lake Street Station II” by Drew Geraets CC BY-NC 2.0



# Process Outcome: Energy Action Plan

# The Basics of the Plan

**Baseline:**  
Where are you now?

**Vision/Goals:**  
Where do you want to go?

**Strategies:**  
How are you going to get there?

# Planning Process



# Tentative Planning Timeline

Date	Workshop	Topics
September 2014	1	Program Introduction/Vision
November 2014	2	Vision/ Goals/Strategies
January 2015	3	Strategies/Implementation
February 2015	4	Refine Strategies/Implementation Commitments

**Beginning March 2015-** Implement measurable strategies



# Questions?



„Question mark, Ipswich, 21 January 2012“ by ed\_needs\_a\_bicycle CC BY-NC-SA 2.0

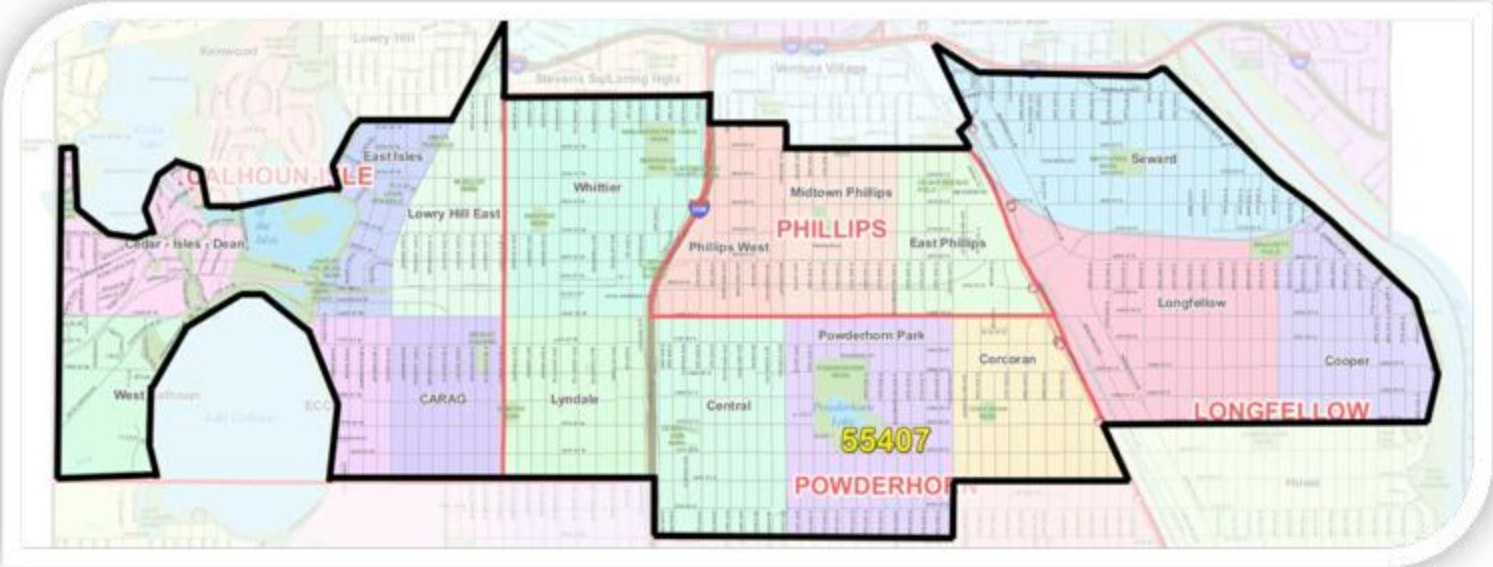


# DATA

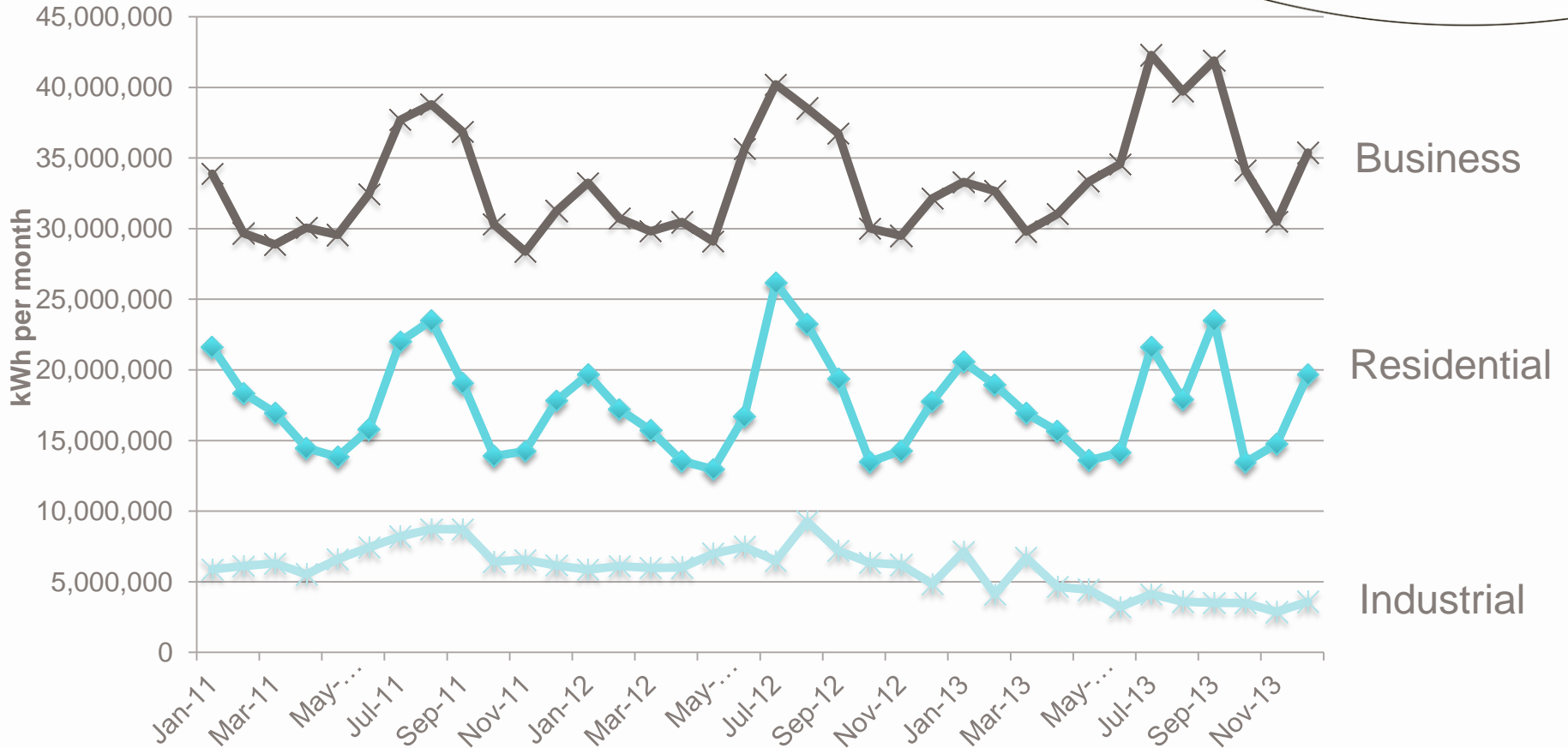
# Data 101

- 15 x15 Privacy Rule
  - ▶ Must be greater than 15 entities
  - ▶ No single entity can account for more than 15 percent of the usage
- Xcel Energy provides electricity service only for Midtown
  - ▶ Part of CenterPoint Energy natural gas service territory
- Definition of “Premise”
- Challenges of data processing
  - ▶ Customer types
  - ▶ Geographic locations vs billing address

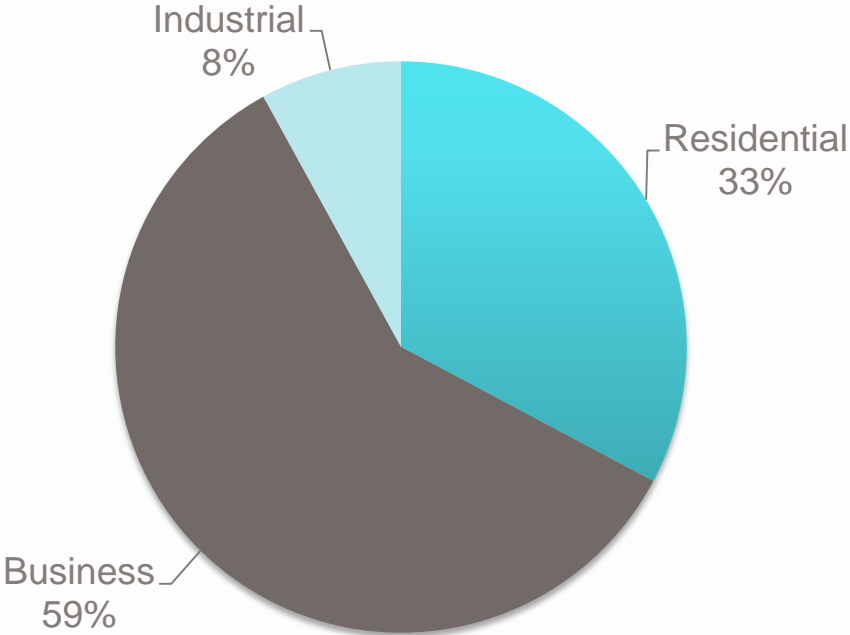
# Midtown Corridor



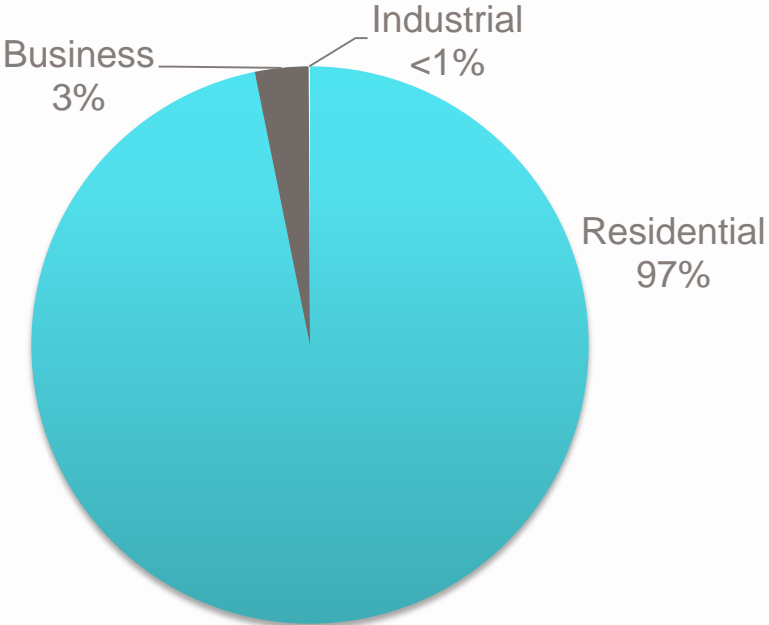
# Electricity Use over Time



# Customer Size

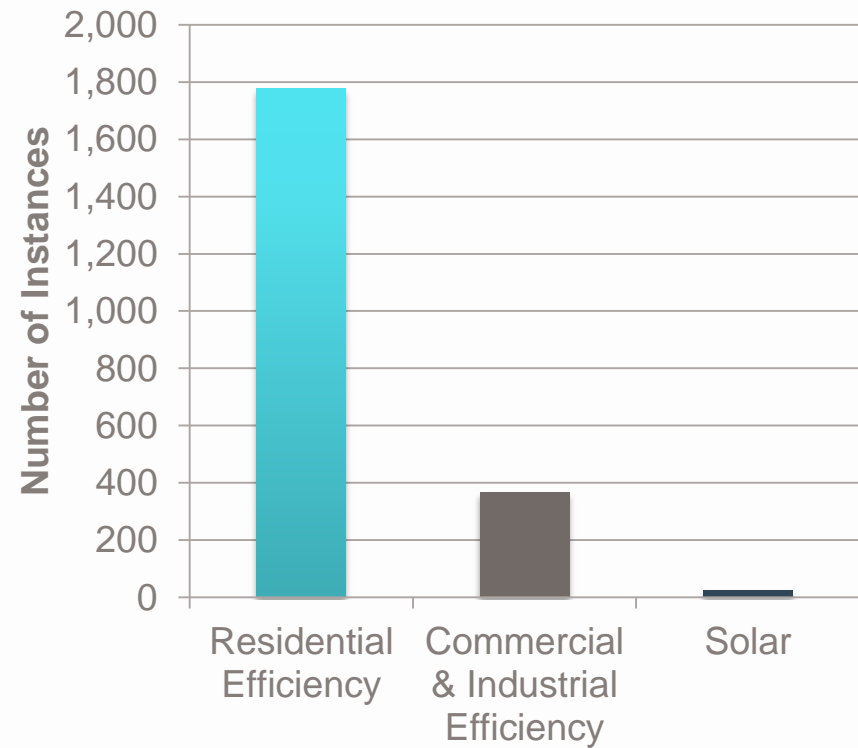
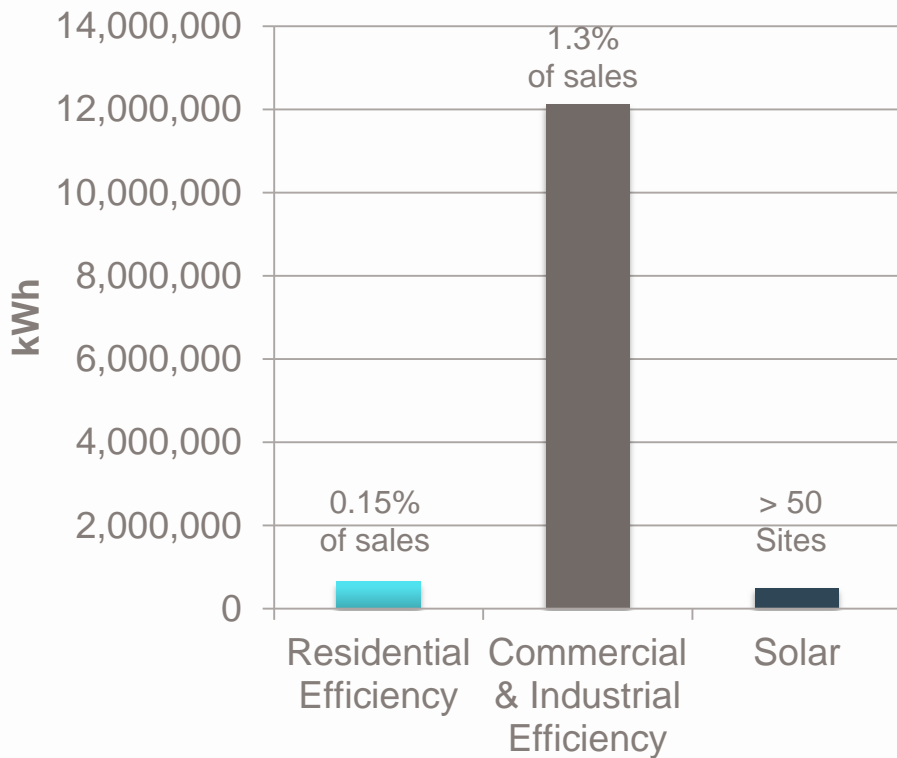


Electricity Use



Number of Premises

# Program Participation in 2012 & 2013



# Top 15 Business Types



- Nonclassifiable Establishments
- Real Estate Agents and Managers
- Apartment Building Operators
- Regulation, Administration of Transportation
- Nonresidential Building Operators
- Eating Places
- Religious Organizations
- Business Services, Nec
- Beauty Shops
- Dwelling Operators, Except Apartments
- Building Maintenance Services, Nec
- Grocery Stores
- Individual and Family Services
- Social Services, Nec
- Business Consulting, Nec



# Midtown Demographics

	West Calhoun	CID	East Isles	ECCO	Lowry Hill	Whittier	Lyndale	Phillips West	Central	Midtown Phillips	Powderhorn Park	East Phillips	Corcoran	Seward	Longfellow	Cooper	MPLS
% of households where the primary language is not English	5	13	10	7	15	39	29	40	51	41	29	x	27	27	x	7	<b>19</b>
% of households with the same residence in a year	74	62	67	68	60	63	x	67	78	74	74	75	75	82	81	84	<b>74</b>
% of households with an income below the poverty level	7	5	7	15	15	26	37	47	27	28	21	39	19	26	21	4	<b>21</b>

Data Source: [mncompass.org/twincities/neighborhoods](http://mncompass.org/twincities/neighborhoods)



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# Data Next Steps

- Workshop 2 will go deeper into available data
- Look at usage and program eligibility to identify strategies
- Assess impact of strategies to meet goals



“Arbor Day Greenway” by Alan via CC

# Organizing your Plan: Vision and Focus Areas

# Planning Process





# Sample Vision Statement-Salida, CO

“Our community will work to optimize energy use across residential, commercial, and governmental sectors through education, efficiency, and conservation, reducing Salida’s overall energy consumption and costs and reducing dependence on fossil fuels.”

# Energy Vision Statement

## Possible Sources of Inspiration:

- Include basic philosophy, core values or cultural features
- Establish priorities
- Include desired outcomes- what does success look like?
- Grow out of past decisions and actions
- Unify different stakeholders

# Energy Vision Activity

- 1) Write your own version of a vision statement on a sheet of paper silently for four minutes.
- 2) Pass your paper to your neighbor on the right.
- 3) Underline the key words and phrases you like best on the statement you received.
- 4) We will repeat until everyone has seen (and underlined) everyone else's vision statement.
- 5) Choose a group member to take the statements and compile them into an energy vision.
- 6) The group will review the vision statement at the next workshop, make adjustments, and approve it.



“Midtown Greenway” by Deb via CC

# Where do we want to go?

## Next time: Goals



# Thinking about Goals

What goals should we focus on for the 18-month implementation phase?

► Example Goals from Pilot Community:

- 5% reduction in municipal energy consumption
- 3% reduction in residential building energy consumption
- 5% Commercial corridor impacted



“Salsa0384” by visitlakestreet via CC

# Wrap-up and Next Steps

- Next Time: Goals, Strategies
- Communication during interim
- Target dates for next workshops
  - ▶ November [Date TBD]
  - ▶ January [Date TBD]
  - ▶ February [Date TBD]



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