



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

# Midtown Community Workshop 2

November 6, 2014

# Workshop Agenda

Time (min)	Agenda
15	Welcome Agenda Overview & Workshop Objectives Introductions
20	Visioning Process Continued
30	Midtown Data Overview
10	Areas of Focus Brainstorm
10	Break
45	Strategies Discussion
20	Next Time: Goals

# Tentative Planning Timeline

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

**Beginning March 2015-** Implement measurable strategies

# Bike Rack of Ideas



"Bike Parking Area, Foshan" by Azwari Nugraha CC 2.0



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# Workshop 2 Objectives

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

**Objective 1:** Have a rough draft energy vision statement.

**Objective 2:** Delve deeper into Midtown energy data.

**Objective 3:** Narrow down focus areas for implementation.

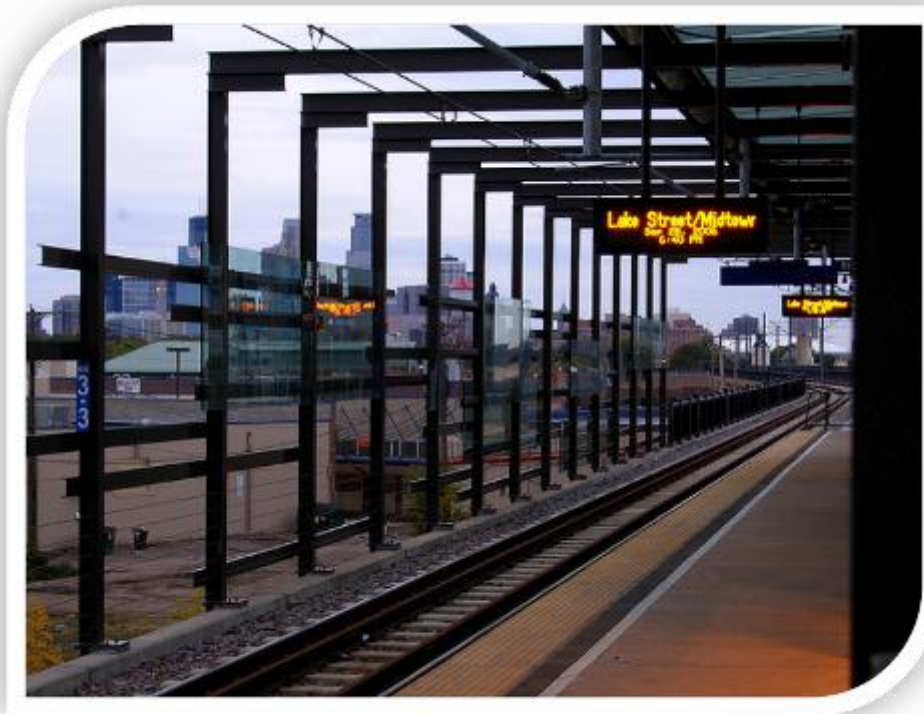
**Objective 4:** Discuss strategies for saving energy.

**Objective 5:** Introduce topics for next time.

# Planning Process







"Light Rail Lake Street Station II" by Drew Geraets via CC 2.0

# Vision Statements

# Energy Vision



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# Vision Statement #1

- “The Midtown Corridor will become carbon neutral in its energy use and keep 100% of its energy dollars in the local economy in a way that addresses social inequities in jobs and household budgets, leading the way for the City of Minneapolis and the nation.”

## Vision Statement #2

- “The Lake Street corridor of Minneapolis will be a transformative role-model for an equitable and community-driven energy future. Through neighborhood-wide action, we will make energy efficiency and community-owned clean energy accessible to everyone while creating jobs and building community wealth and transitioning away from dirty energy and waste.”

# Energy Vision



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# DATA

# Planning Process





# Data Focus



“Open” by Transguyjay via CC 2.0

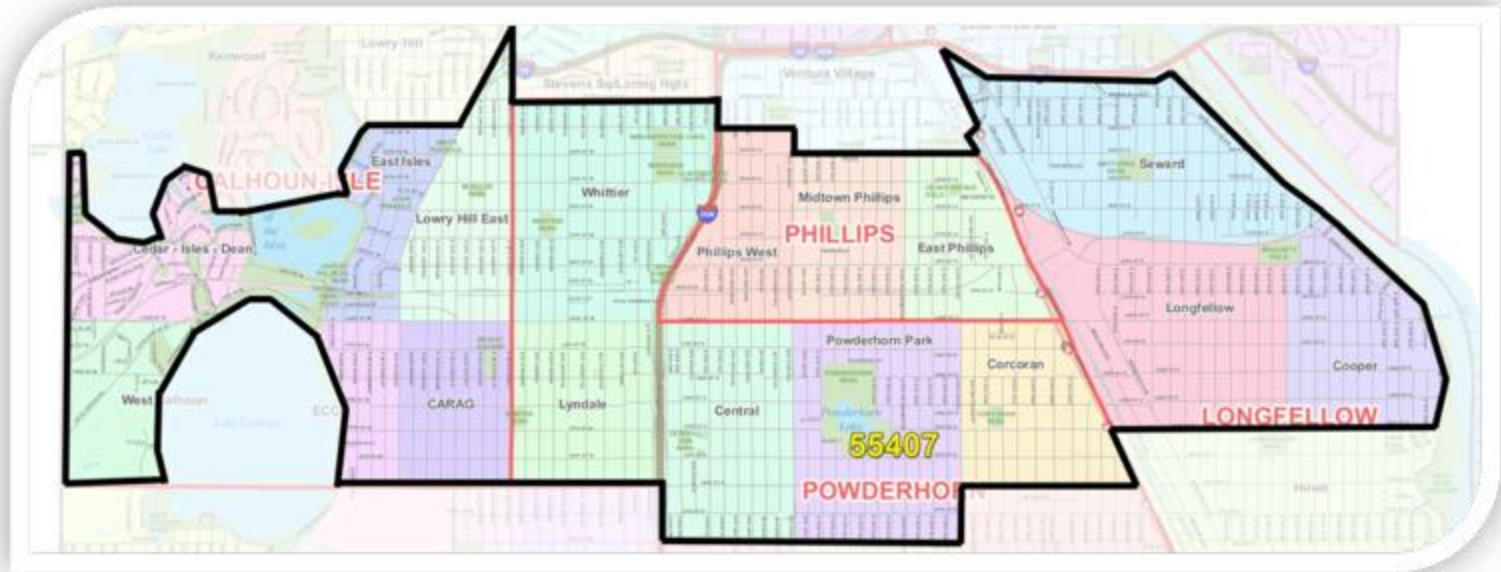
Based upon what we heard last time

- Small business
- Rental and multifamily

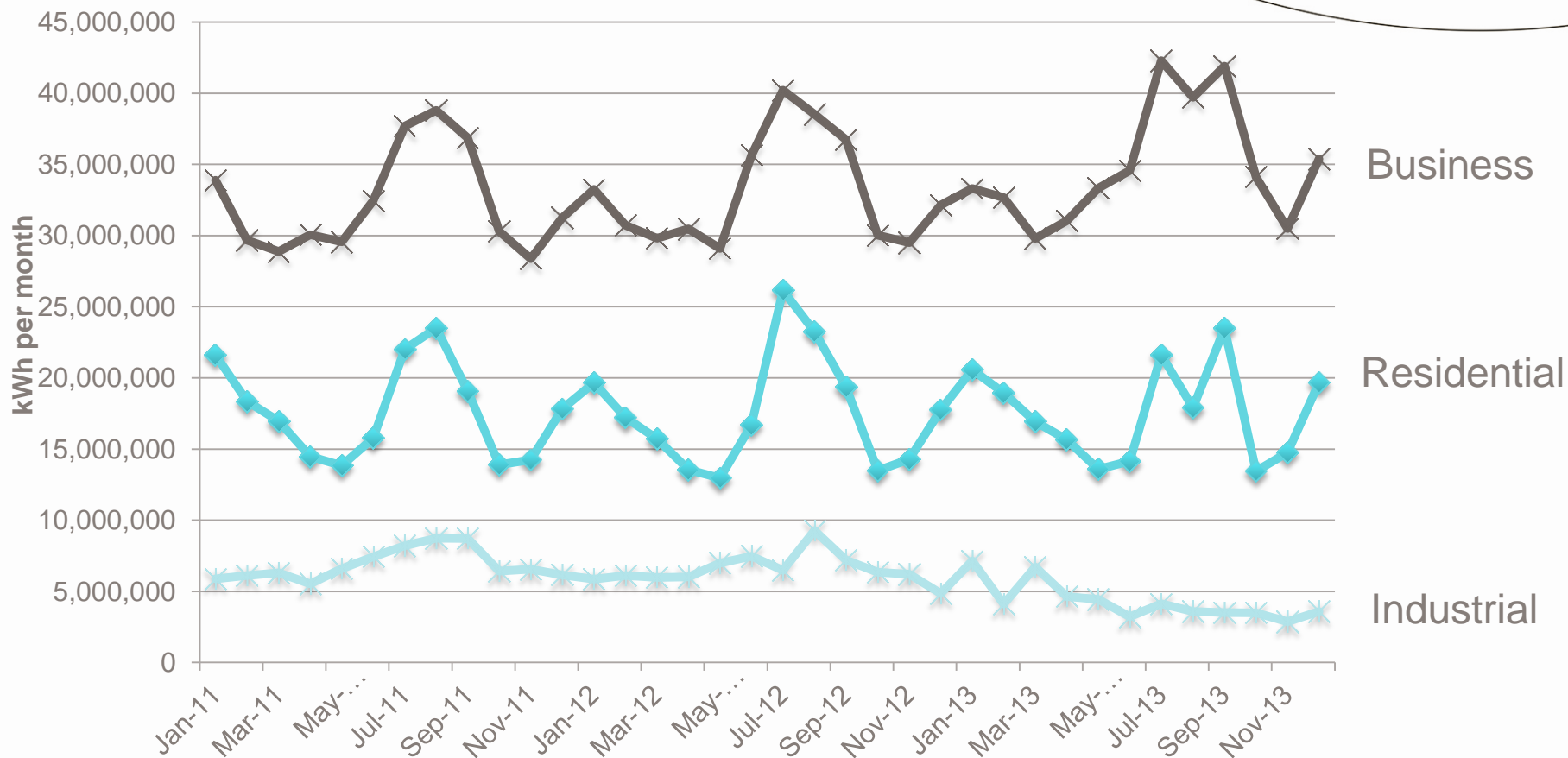
# Data 101

- 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 for Midtown
  - ▶ Part of CenterPoint Energy natural gas service territory
- Challenges of data processing
  - ▶ Customer types
  - ▶ Geographic locations vs billing address

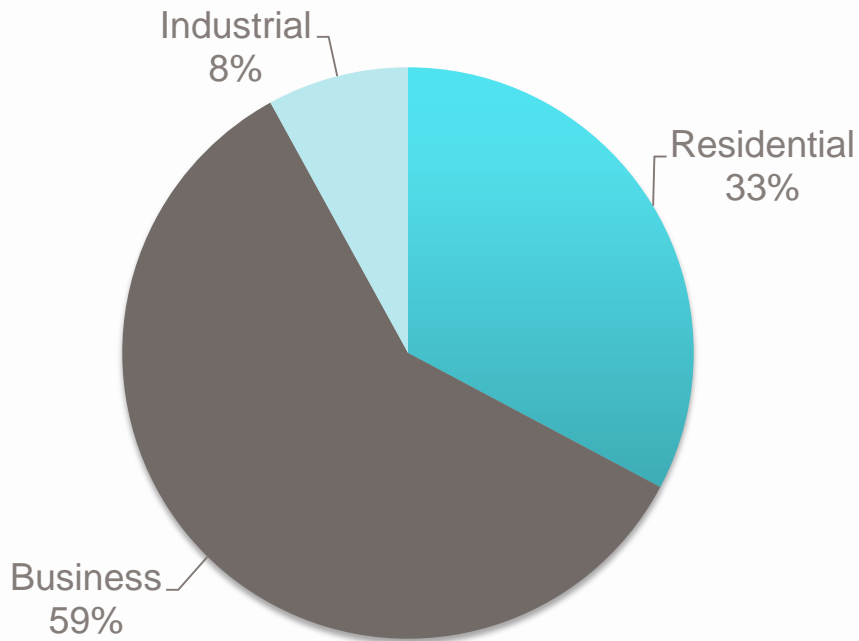
# Midtown Corridor



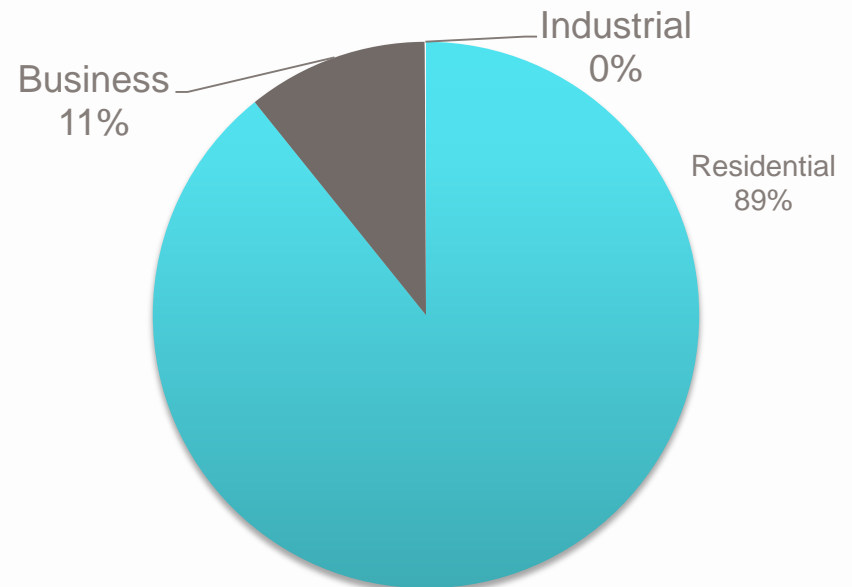
# Electricity Use over Time



# Customer Size



Electricity Use



Number of Premises\*

\* Updated for Workshop 2

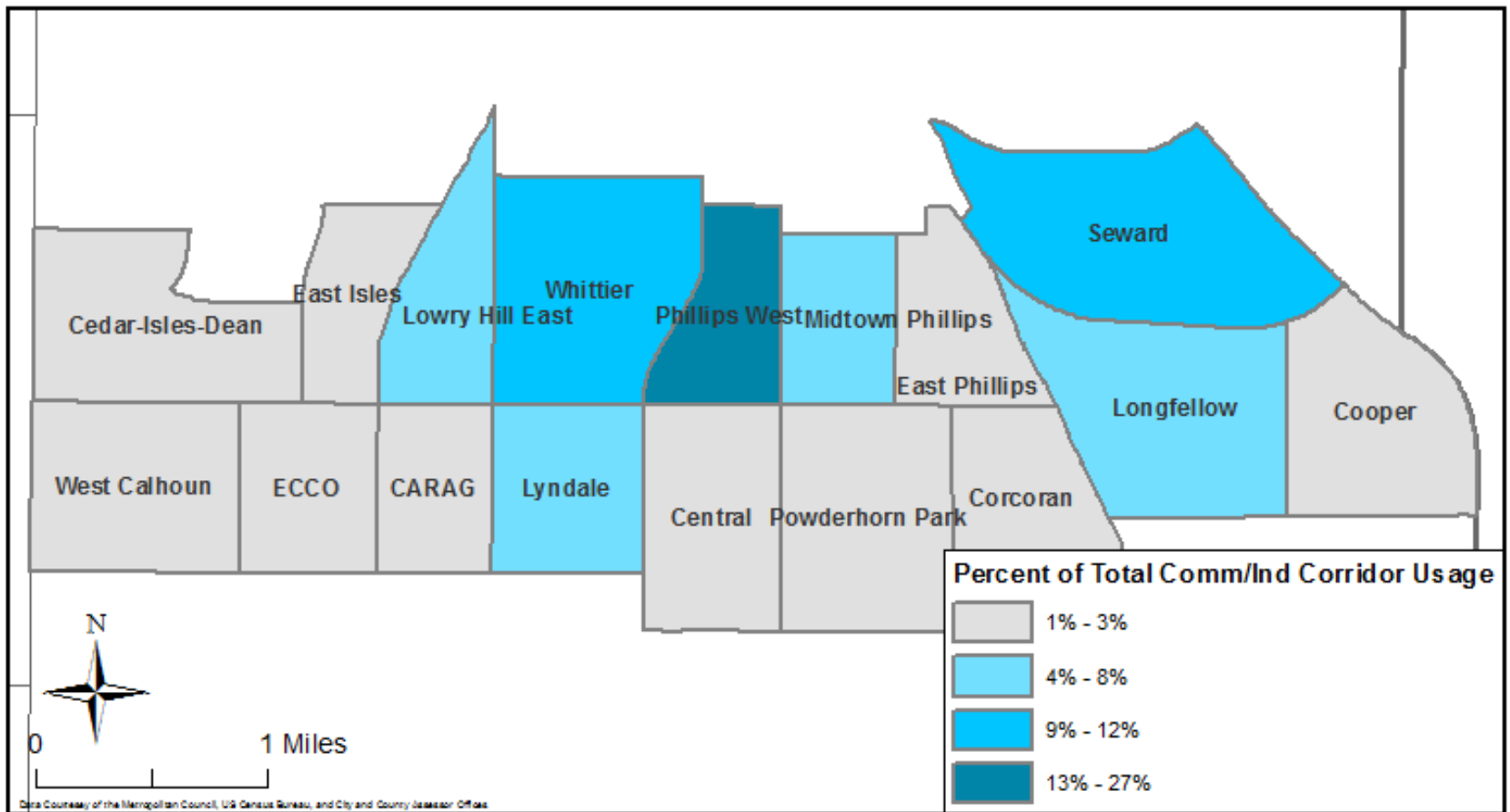


# Top 15 Business Types

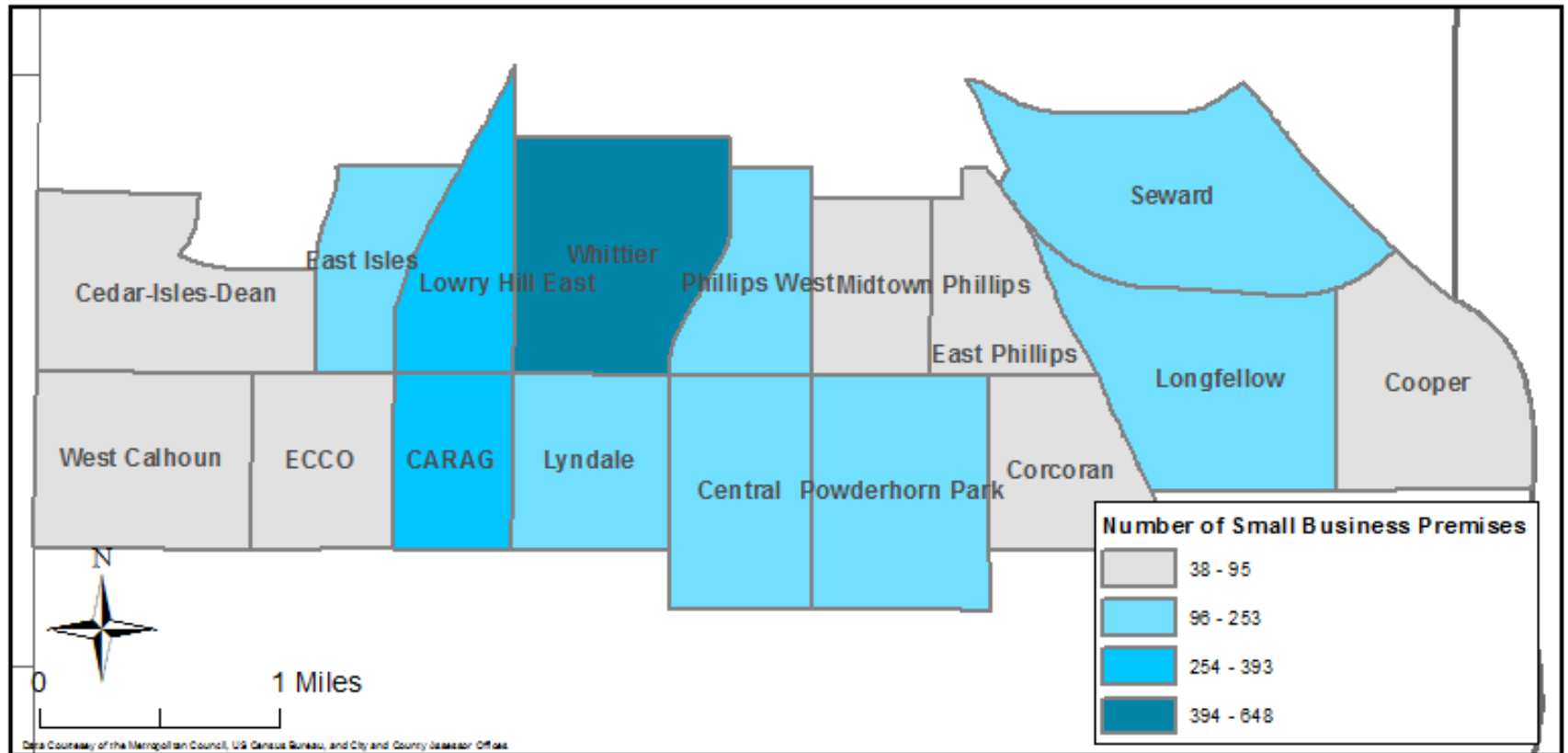


- Nonclassifiable Establishments
- Real Estate Agents and Managers
- Apartment Building Operators
- Regulation, Administration of Transportation
- Nonresidential Building Operators
- Eating Places
- Religious Organizations
- Business Services, Nec
- Beauty Shops
- Dwelling Operators, Except Apartments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

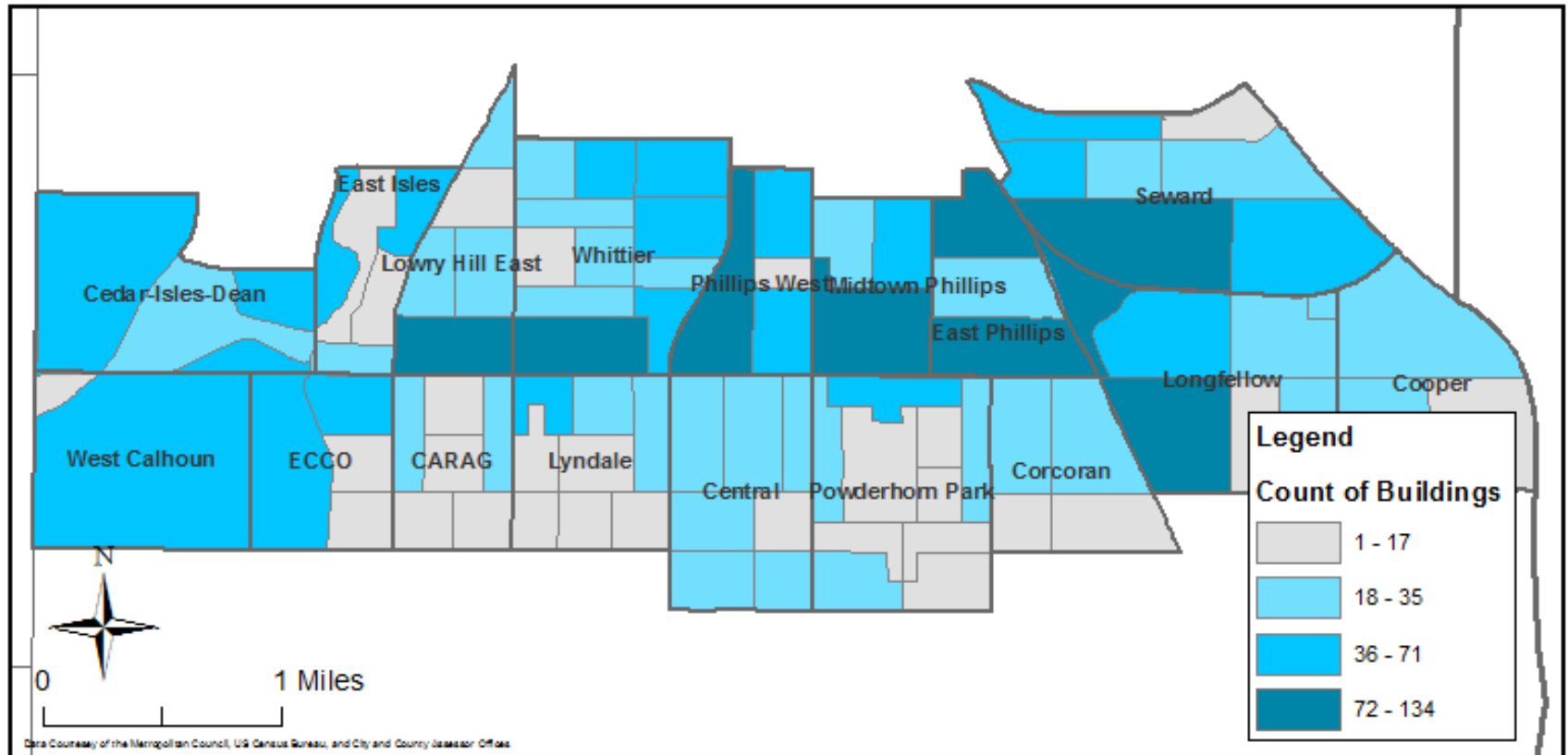
# Commercial / Industrial Use



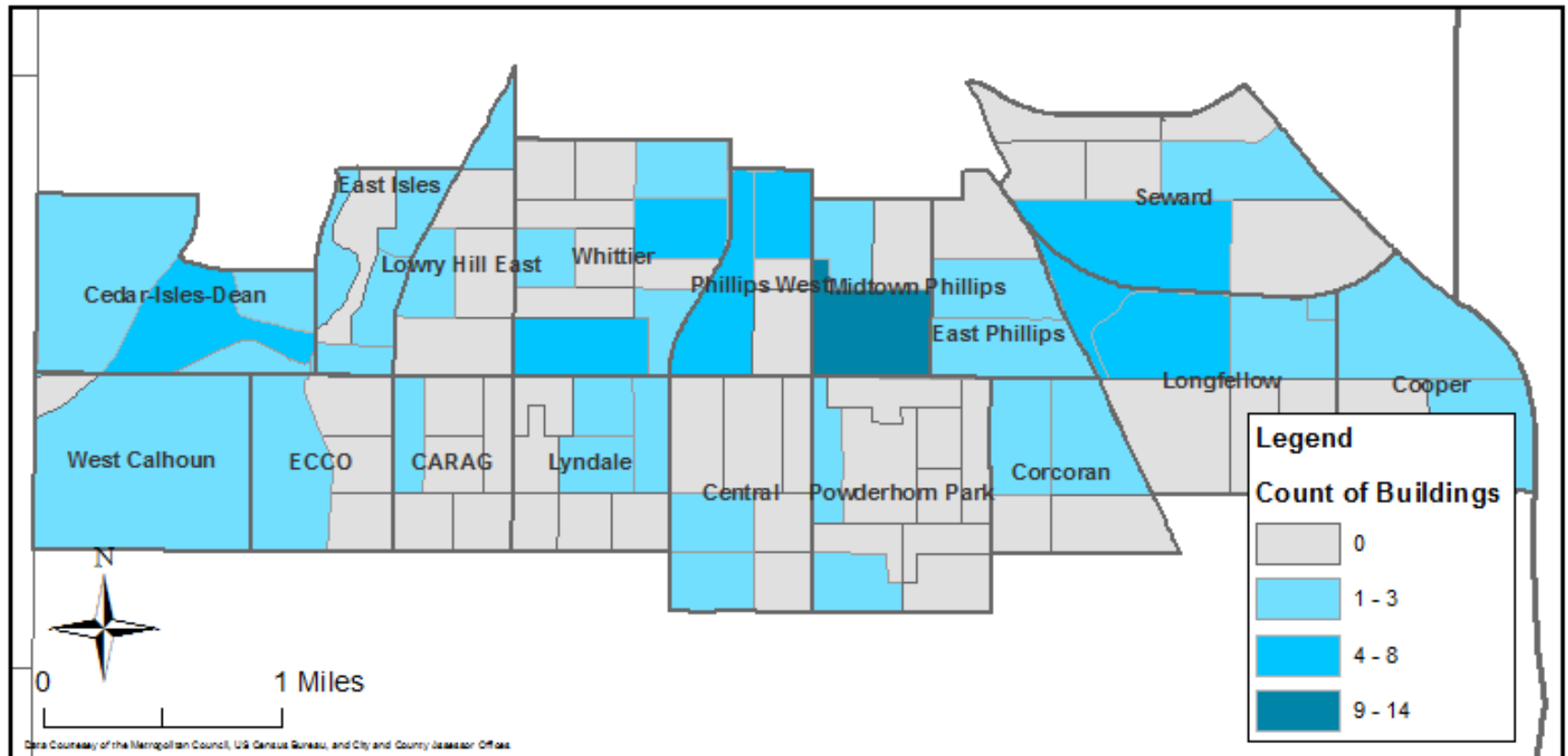
# Small Business Premises



# Commercial Buildings Under 50,000 sf

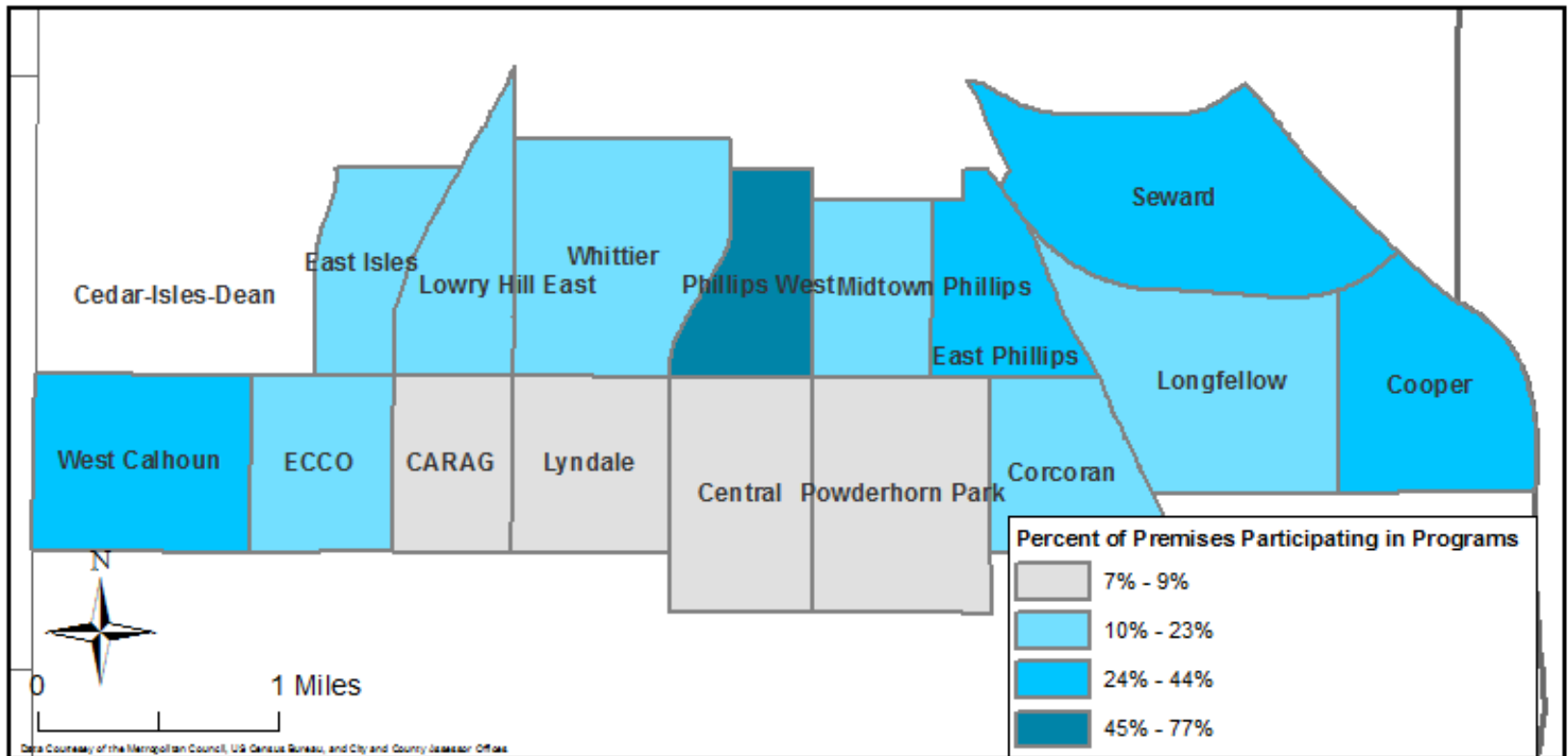


# Commercial Buildings Over 50,000 sf

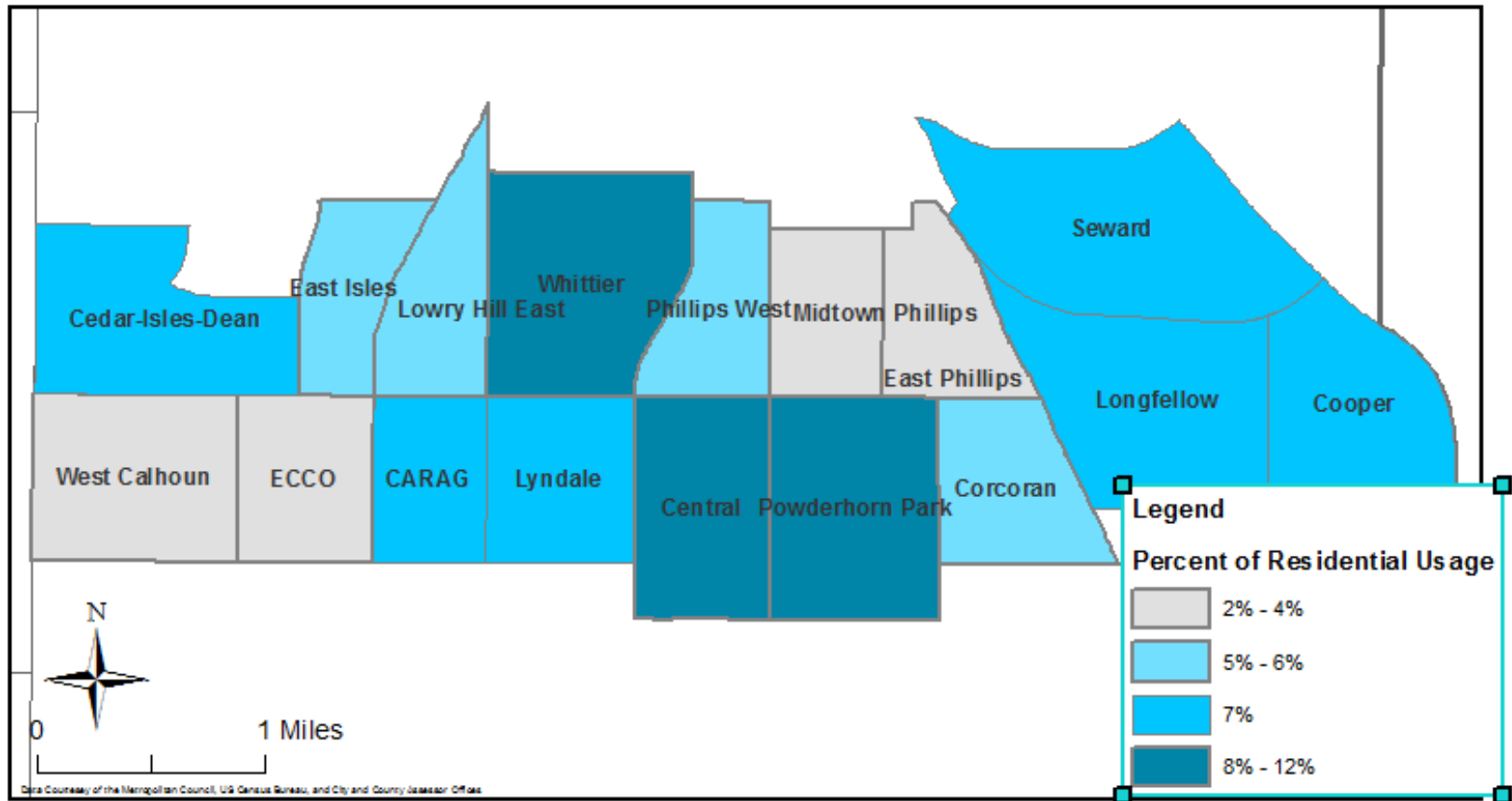




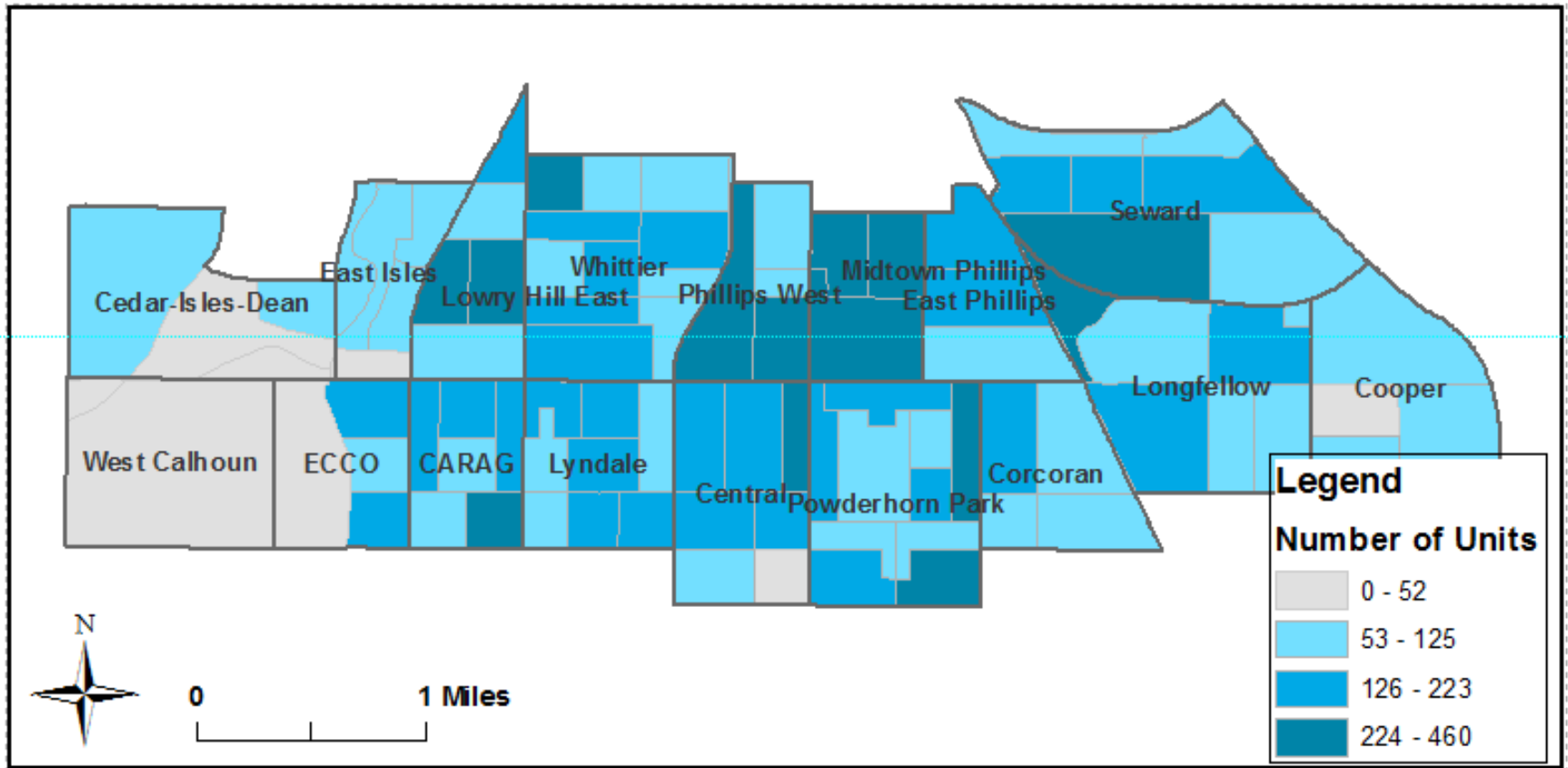
# Commercial / Industrial Participation (2011-2013)



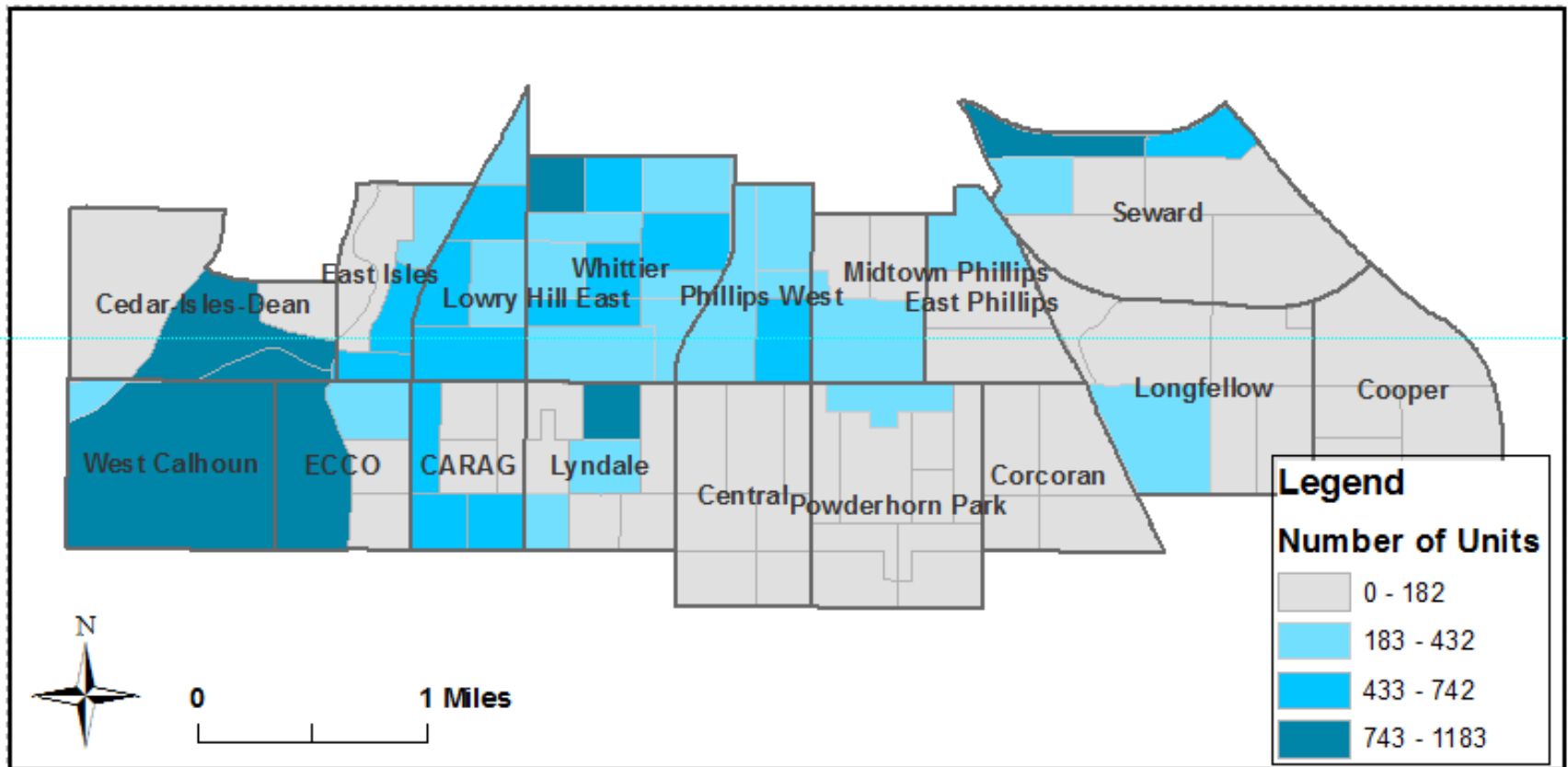
# Residential Electricity Use



# Housing: 1-4 Units

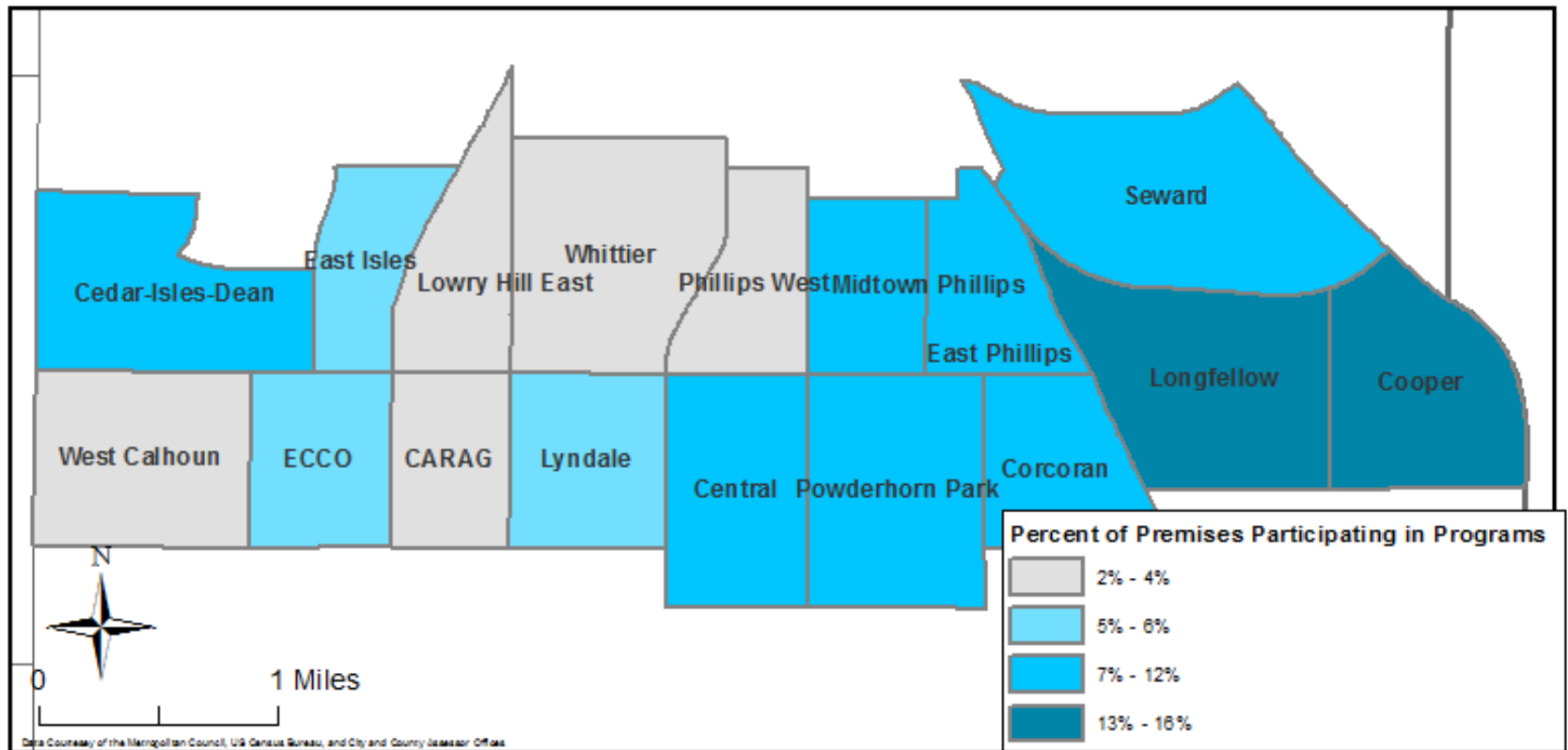


# Housing: Over 5 Units



Data Courtesy of the Metropolitan Council, US Census Bureau, and City and County Assessor Offices

# Residential Participation (2011 – 2013)







# Data Next Steps

- Look at usage and program eligibility to identify strategies
- Identify additional data needs
- Assess the overall impact of community goals

# Planning Process





"Facade" by Nick Sieger via CC 2.0



"DSCN1284" by Adelie Freyja Annabel via CC 2.0



"Midtown Exchange " by Michael Hicks via CC 2.0

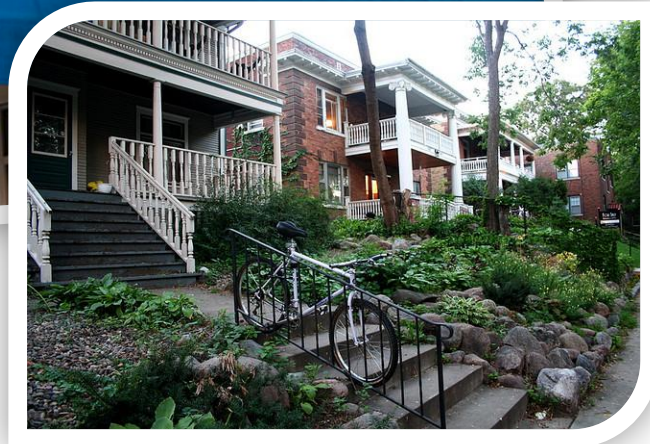
# Focus Areas for Implementation

# Group Work

## Develop 4-5 Strategies

"Mercado Central" by Tony Webster via CC 2.0

- 1) What are the major opportunities?
- 2) What is already going on?
- 3) Who would good partners be?
- 4) Foreseeable challenges
- 5) Available Xcel Energy programs?
- 6) Potential Impact



"Whittier Bike" by Tony Webster via CC 2.0



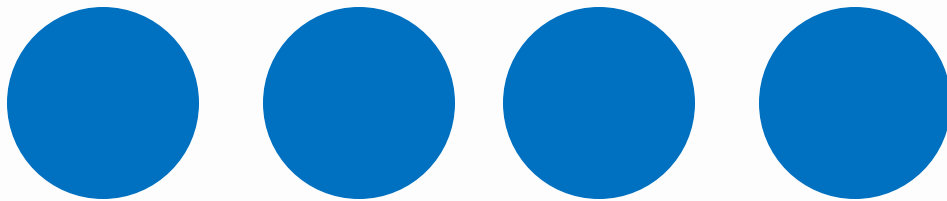


"East Phillips Mural" by Clint McMahon CC 2.0

# Break: 10 minutes

# Stickers

Number of dots coordinate with your interest level.







"Swallows" by Stevesworldofphotos" via CC 2.0

# Goals

# Wrap-up and Next Steps

- Next Time: Strategies/Implementation
- Next Workshops (9:00-11:30am)
  - ▶ January 7<sup>th</sup>
  - ▶ February 11<sup>th</sup>

"Longfellow mural" by Studiobaker via CC 2.0





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