

Appendix 3: 18-month Energy Action Plan

The 18-month Energy Action Plan includes 14 strategies and near-term targets to help Northfield hit the ground running towards meeting our carbon reduction targets. Implementation of these strategies and achieving near-term targets will require a lot capacity building and problem solving. The City of Northfield will lead these strategies, but additional human, financial, and policy resources will be needed to ensure we are successful. Xcel Energy's Partners in Energy will provide marketing and communications support, data tracking and measurement, program expertise, and project management to keep our team on track during the 18-month implementation.

At the core of the 18-month Energy Action Plan is accessible education and outreach. This will ensure everyone in the Northfield community is aware of the benefits of energy efficiency and renewable energy, and resources are available. The City of Northfield will make an effort to ensure materials are available in different formats and other languages, as needed.

Our outreach is focused on two target audiences:

- **Small Consumers:** inclusive of all residents, including homeowners and renters, small businesses, and nonprofit organizations.
- **Large Consumers:** inclusive of local institutions, such as the colleges and hospital, large businesses, and industrial businesses.

Detailed strategies were created for each target audience and include specific tasks, near-term targets, outreach tactics, implementation team, and resources. Near-term targets will be achieved by the end of 2020 and measured against a 2017 baseline.

Part 1: Small consumer strategies

Small Consumer Strategy A) Create centralized, quick-reference guide on energy efficiency and renewable energy options for residents	
Description	The centralized, quick-reference guide will make it easy for residents to learn about different energy efficiency and renewable energy options. The guide will be available electronically and hard copy.
Implementation Team and Tasks	<p>City of Northfield</p> <ul style="list-style-type: none"> • Provide recommendations for information and tips to include in guide • Print hard copies of guide • Host guide on City website • Post social media content on City social media to promote guide's availability • Share guide with community partners to share with their network • Support Energy Task Force distribution at community events <p>Northfield Energy Task Force</p> <ul style="list-style-type: none"> • Provide recommendations for information and tips to include in guide • Distribute guide at City and community events <p>Partners in Energy</p> <ul style="list-style-type: none"> • Draft content for guide • Format and design guide • Create social media content promoting guide's availability
Timeline	<ul style="list-style-type: none"> • Q3 2019
Goal(s)	<ul style="list-style-type: none"> • Create and publish guide
Resources	<ul style="list-style-type: none"> • Webpage(s) to host guide on City website • Hard copy of guide • Information and tips to include in guide • Partners in Energy hours to help write and design guide • Community partners for dissemination, such as Greater Northfield Sustainability Coalition, Rotary Club, Carleton College, St. Olaf College, Northfield School District, and By All Means Graphics • Funding to assist with printing costs

Small Consumer Strategy B) Promote home energy audits through city-wide marketing campaign

Description Home energy audits are an easy way for residents to learn about energy efficiency opportunities in their home. Home Energy Squad® offers custom energy-saving solutions in one visit. Homeowners and renters who live in 1–4 unit buildings are eligible to participate and free visits are available to income-qualified households.

Implementation Team and Tasks **City of Northfield**

- Identify communication channels to promote information
- Host information on City website
- Promote home energy audits on City social media
- Share information materials with community partners to share with their network

Northfield Energy Task Force

- Identify City and community events to table at
- Identify volunteers to help with tabling
- Identify neighborhood captains to help promote Home Energy Squad in their neighborhood
- Table at City and community events

Partners in Energy

- Create informational flyer/postcard
- Create social media posts promoting energy audits
- Train neighborhood captains
- Create tabling kit for volunteers

Neighborhood Captains

- Attend training
- Conduct targeted outreach in neighborhoods

Home Energy Squad

- Share eligibility and program information with implementation team
- Deliver energy audits

Timeline • Q4 2019–Q4 2020

Goal(s) • 100 Home Energy Squad visits completed in 2020

- Baseline: 8

Resources

- Information materials about
- Webpage(s) to host materials
- Community events for tabling
- Volunteers to table
- Tabling kits
- Volunteers to be neighborhood captains
- Training materials for volunteers
- Community partners for dissemination, such as the Greater Northfield Sustainability Coalition, ISAI AH, Northfield Rotary Club, Northfield School District, and Northfield Community Education

Small Consumer Strategy C) Design city-wide challenge for residents to subscribe 100% to renewable energy

Description	Renewable energy is important to helping our community reduce its carbon footprint. A renewable energy challenge will help promote renewable energy subscriptions, which are an easy way for all residents to access renewable energy. The challenge will be for residents to subscribe to 100% renewable electricity.
Implementation Team and Tasks	<p>City of Northfield</p> <ul style="list-style-type: none"> • Promote challenge on City communication channels • Provide input on challenge structure and rules • Identify dates for challenge • Identify prizes or incentives to offer to participants • Create entry form • Engage Neighborhood Captains and Energy Task Force to conduct door-to-door outreach or host block parties to promote • Share challenge information with community partners to share with their network <p>Northfield Energy Task Force</p> <ul style="list-style-type: none"> • Table at City and community events to encourage registration • Engage in door-to-door marketing or energy block parties • Provide input on challenge structure and rules <p>Partners in Energy</p> <ul style="list-style-type: none"> • Assist with creating challenge structure and rules • Create promotional materials for challenge, including flyers and social media content • Provide funding towards prize or incentives to offer to participants • Create structure and materials for energy block parties
Timeline	<ul style="list-style-type: none"> • Q1 2020–Q2 2020
Goal(s)	<ul style="list-style-type: none"> • Double the number of residents who subscribe 100% of their electricity to renewable energy <ul style="list-style-type: none"> ○ Baseline: 86
Resources	<ul style="list-style-type: none"> • Challenge structure • Challenge rules • Prize or incentive for challenge participants • Webpage(s) to host challenge information • Informational materials to promote challenge • Entry form for prizes or incentives • Data to track progress towards challenge goal • Volunteers to table and promote during events • Community partners to promote challenge, such as Greater Northfield Sustainability Coalition, ISAI AH, and Northfield Rotary Club

Small Consumer Strategy D) Targeted outreach to under-resourced residents at manufactured home parks to promote energy efficiency upgrades

Description	Under-resourced households, which include low-income and fixed-income residents, typically experience energy burden at a higher rate than others. These households can greatly benefit from energy efficiency upgrades. There are free programs and resources available to income-qualified households that would be the focus of this outreach.
Implementation Team and Tasks	<p>City of Northfield</p> <ul style="list-style-type: none"> • Identify local service provider partners • Coordinate outreach with service provider partners • Identify date(s) for outreach • Support door-to-door outreach • Share information with service providers and community partners to distribute within their network • Share newsletter article about success <p>Northfield Energy Task Force</p> <ul style="list-style-type: none"> • Support door-to-door outreach <p>Partners in Energy</p> <ul style="list-style-type: none"> • Coordinate outreach with service provider partners • Create information materials and handouts • Translate information materials (if needed) • Write newsletter article about outreach and success <p>Growing Up Healthy</p> <ul style="list-style-type: none"> • Identify manufactured homes for outreach • Identify date(s) for outreach • Conduct door-to-door outreach • Distribute flyers or emails to manufactured home park residents about outreach <p>Home Energy Squad</p> <ul style="list-style-type: none"> • Share eligibility and program information with implementation team • Deliver energy audits
Timeline	<ul style="list-style-type: none"> • Q3 2019–Q4 2019
Goal(s)	<ul style="list-style-type: none"> • Conduct outreach at both manufactured home parks in Northfield • 50 participants in Xcel Energy’s low income programs: Home Energy Savings Program (HESP) and Low Income Home Energy Squad <ul style="list-style-type: none"> ○ HESP Baseline: 0 ○ Low Income Home Energy Squad Baseline: 1
Resources	<ul style="list-style-type: none"> • Co-branded information materials targeting under-resourced residents and programs • Volunteer time to assist with door-to-door outreach • Partnership with local service providers to help with outreach • Staff hours/volunteers to help coordinate outreach between partners • Translation services for materials and outreach (if needed)

- Service providers and partners, such as Community Action Center of Northfield and Northfield Housing and Redevelopment Authority
- Community partners to support outreach, such as Greenvale Park Community School, ISAIAH, Neighbors United, and Northfield Rotary Club.

Small Consumer Strategy E) Co-host free electric vehicle ride and drive events at existing community events, places of employment, and/or destinations

Description	Electric vehicles have the potential to drastically reduce emissions and air pollution by utilizing increasingly green electricity fueled by renewables. Electric vehicle ride and drives help educate the public about the benefits of owning an electric vehicle. Ride and drives give community members an opportunity to sit in and in some cases, test drive a vehicle.
Implementation Team and Tasks	<p>City of Northfield</p> <ul style="list-style-type: none"> • Promote ride and drive events on City website and social media • Share event information with local business associations and community partners to distribute to their network <p>Northfield Energy Task Force</p> <ul style="list-style-type: none"> • Identify existing events, places of employment, and destinations to host ride and drives • Outreach to local event organizers and places of employment to assess interest in partnering to host ride and drive • Outreach to local electric vehicle groups to assess interest in providing vehicles for event • Coordinate event logistics with event coordinators • Table at event to share utility program information, such as rate structures and incentives • Promote ride and drive events using the host event or host destination’s network and marketing materials <p>Partners in Energy</p> <ul style="list-style-type: none"> • Create informational materials about EVs and charging
Timeline	<ul style="list-style-type: none"> • Q3 2019–Q4 2020
Goal(s)	<ul style="list-style-type: none"> • Host 3 ride and drive events
Resources	<ul style="list-style-type: none"> • Volunteers to conduct outreach to potential event co-hosts • Existing community events to co-host ride and drive • Informational materials about electric vehicles and charging rates to share during event • Partnership with local electric vehicle groups to supply vehicles • Partnership with Northfield Area Chamber of Commerce & Tourism and Northfield Downtown Development Corporation • Community partners to host, such as Greater Northfield Sustainability Coalition, Northfield Rotary Club, Northfield School District, Carleton College, and St. Olaf College, and local car dealers that sell electric vehicles. • Community events to host, such as Riverwalk Market Fair, Defeat of Jesse James Days, Crazy Days, Home & Garden Show • Local businesses or destinations with parking lots to host, such as local car dealerships who sell electric vehicles.

Small Consumer Strategy F) Survey small businesses and nonprofit organizations about how they use and think about energy to develop a targeted outreach campaign

Description	Small businesses and nonprofit organizations are an important part of our action plan. Identifying how they use and think about energy will allow the City of Northfield and Energy Subcommittee to further identify and refine strategies for engaging businesses and nonprofits. The survey will include questions about energy efficiency and renewable energy generation.
Implementation Team and Tasks	<p>City of Northfield</p> <ul style="list-style-type: none"> • Distribute survey using City communication channels • Share survey with local business associations and community partners to distribute to their network • Partner with Northfield Economic Development Authority for engaging businesses to complete survey • Assist with creating small business strategies to further engage business community <p>Northfield Energy Task Force</p> <ul style="list-style-type: none"> • Identify business associations to help with promotion and outreach • Assist with creating small business strategies to further engage business community <p>Partners in Energy</p> <ul style="list-style-type: none"> • Gather input on questions from implementation team • Create survey • Set timeline for survey responses • Review and analyze survey results • Assist with creating small business strategies to further engage business community
Timeline	<ul style="list-style-type: none"> • Q1 2020–Q2 2020
Goal(s)	<ul style="list-style-type: none"> • Distribute one small business/nonprofit organization survey
Resources	<ul style="list-style-type: none"> • Survey platform • Survey questions • Partnerships with local business associations to disseminate survey, such as Northfield Area Chamber of Commerce & Tourism, Northfield Downtown Development Corporation, and Northfield Rotary Club • Community partners to disseminate survey, such as the Greater Northfield Sustainability Coalition, ISAIAH, Carleton College, and St. Olaf College

Small Consumer Strategy G) Engage small businesses and nonprofit organizations in energy efficiency action through door-to-door outreach with energy coaches

Description	Door-to-door outreach, sometimes call a “business blitz,” can be an effective way to engage small businesses and nonprofit organizations to spread the message of energy efficiency and renewable energy. As part of a blitz, volunteers will go door-to-door with a simple call to action, such as sign up for a free energy assessment. Energy coaches act as points of contact for businesses to answer questions and encourage action.
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Implementation Team and Tasks	<p>City of Northfield</p> <ul style="list-style-type: none"> • Support coordinating volunteers and energy coaches for door-to-door outreach • Identify dates for door-to-door outreach • Promote outreach on City communication channels • Distribute information materials on City communication channels • Identify date and host for a celebration event for organizations and volunteers who participated in blitz • Send invitations and collect RSVPs for celebration event • Order refreshments and food for celebration event • Issue a final report celebrating the total number of businesses reached during the blitz, and the number of projects completed with savings <p>Northfield Energy Task Force</p> <ul style="list-style-type: none"> • Identify call to action for businesses to take • Identify volunteers to serve as energy coaches • Establish partnerships with local business associations and civic associations • Share information materials, door-to-door outreach dates, and final report with local business associations to distribute to their network • Support celebration event coordination, including identifying date, space, and inviting attendees <p>Partners in Energy</p> <ul style="list-style-type: none"> • Use business/organization survey (see Small Consumer Strategy F) results to create information materials with call to action information • Support coordinating volunteers and energy coaches for door-to-door outreach • Train volunteers and energy coaches • Create informational materials for distribution • Create final report celebrating final number of businesses • Provide funding support for refreshments and food for celebration event <p>Energy Coaches</p> <ul style="list-style-type: none"> • Support door-to-door outreach to businesses and nonprofit organizations • Conduct follow up to encourage action and follow through on recommendations <p>Clean Energy Resource Teams (CERTs)</p> <ul style="list-style-type: none"> • Coordinate volunteers and energy coaches for door-to-door outreach • Support training energy coaches • Conduct door-to-door outreach to businesses and nonprofit organizations
Timeline	<ul style="list-style-type: none"> • Q2 2020–Q3 2020
Goal(s)	<ul style="list-style-type: none"> • Conduct one door-to-door “blitz” campaign in downtown Northfield • Sign up 30 businesses or nonprofit organizations to complete/move forward with the call to action

Resources	<ul style="list-style-type: none"> • Volunteers to help with outreach • Volunteers to act as energy coaches • Training materials and talking points for energy coaches • Information materials with call to action information, such as free assessment and audit information • Local business organizations to support outreach, such as Northfield Area Chamber of Commerce & Tourism, Northfield Downtown Development Corporation, Northfield Enterprise Center, and Northfield Rotary Club • Community partners to support outreach, such as the Greater Northfield Sustainability Coalition, Carleton College, and St. Olaf College • Space for celebration event • Invitation platform for celebration event • Refreshments and food for celebration event
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Small Consumer Strategy H) Host an “energy” booth for the 2020 Northfield Home & Garden Show, Earth Day Celebration, River Walk Market Fair and other city-wide events	
Description	The Northfield Home & Garden Show is an excellent opportunity to reach small consumers about energy efficiency and renewable energy information. An “energy” booth will share information about how to integrate energy efficiency into a home renovation and programs available to help keep costs low.
Implementation Team and Tasks	<p>City of Northfield</p> <ul style="list-style-type: none"> • Engage Northfield Area Chamber of Commerce about adding booth to 2020 event • Promote energy booth on City communication channels <p>Northfield Energy Task Force</p> <ul style="list-style-type: none"> • Identify and mobilize volunteers to table • Leverage existing marketing for event by Northfield Area Chamber of Commerce <p>Partners in Energy</p> <ul style="list-style-type: none"> • Create tabling materials, including flyers about energy efficient renovations
Timeline	<ul style="list-style-type: none"> • Q4 2019–Q2 2020
Goal(s)	<ul style="list-style-type: none"> • Energy booth at 2020 Northfield Home & Garden Show
Resources	<ul style="list-style-type: none"> • Volunteers for tabling • Information materials • Tabling kit and materials

Part 2: Large consumers strategies

Large Consumer Strategy A) Host best practice energy workshops and tours with case studies	
Description	Energy workshops and tours are an effective way to share energy efficiency and renewable energy success stories with other large consumers. Workshops are a great way to share best practices and ROI information that resonates with businesses. Tours can show attendees real life application of energy efficiency and renewable energy measures.
Implementation Team and Tasks	<p>City of Northfield</p> <ul style="list-style-type: none"> • Coordinate initial tour and or workshop structure • Assist with creating distribution list with contact information for large consumers and other attendees to invite • Promote workshops/tours on City communication channels • Share tour dates and information with local partners to share with their network • Share press release to promote workshops/tours <p>Northfield Energy Task Force</p> <ul style="list-style-type: none"> • Identify potential workshop/tour hosts • Assist with creating distribution list with contact information for large consumers and other attendees to invite • Send invitations for tour(s) • Follow up with attendees to encourage action and to host their own workshop or tour <p>Partners in Energy</p> <ul style="list-style-type: none"> • Draft case study/flyer about improvements • Write press release to promote workshops/tours <p>Xcel Energy</p> <ul style="list-style-type: none"> • Attend tours to share information about Xcel Energy rebates and programs <p>Energy Subcommittee Large Consumer Representatives</p> <ul style="list-style-type: none"> • Volunteer to host tour
Timeline	<ul style="list-style-type: none"> • Q4 2019–Q4 2020
Goal(s)	<ul style="list-style-type: none"> • Host 5 tours, per year
Resources	<ul style="list-style-type: none"> • Structure for tours • Invitation and RSVP platform • Workshop/tour hosts • Presenters • Presentation materials for workshop/tour hosts • Refreshments and food for event • Local partners to support outreach, such as Greater Northfield Sustainability Coalition, Northfield Area Chamber of Commerce & Tourism, Northfield Downtown Development Corporation, Northfield Enterprise Center, Economic Development Authority, and Northfield Rotary Club

- Local institutions to act as initial hosts, such as Carleton College, St. Olaf College, Northfield School District, and Northfield Hospital

Large Consumer Strategy B) Facilitate a large consumer energy coalition to share best practices on action plans and carbon reduction goals

Description	Each large consumer must be entrusted to develop their own action plan tailored to their specific organizational mission and operations. The purpose of this strategy is to encourage large users to compare existing action plans and goals, create a plan and set goals (for those who haven't already done so), and share resources, approaches and best practices with respect to large consumer energy conservation and carbon reduction strategies.
Implementation Team and Tasks	<p>City of Northfield</p> <ul style="list-style-type: none"> • Identify group facilitator/convener • Create platform or process for sharing best practices with coalition <p>Northfield Energy Task Force</p> <ul style="list-style-type: none"> • Invite large users to join coalition • Engage existing network of institutions and large consumers to promote network and best practices <p>Energy Subcommittee Large Consumer Representatives</p> <ul style="list-style-type: none"> • Volunteer to join coalition
Timeline	<ul style="list-style-type: none"> • Q3 2019–Q4 2020
Goal(s)	<ul style="list-style-type: none"> • Create energy coalition • One action plan created by member of energy coalition
Resources	<ul style="list-style-type: none"> • Large consumers and institutions willing to share best practices for creating action plan and carbon reduction goals, such as Carleton College, St. Olaf College, and Northfield Hospital • Network of large consumers to engage and work together • Volunteer(s) to coordinate and conduct initial outreach to join coalition

Large Consumer Strategy C) Recognize large consumers' renewable energy investments and energy efficiency upgrades through different communication channels

Description	Promoting local efficiency and renewable energy investments can help demonstrate action and leadership by Northfield's large consumers. Actions of large consumers can inspire others to take action.
Implementation Team and Tasks	<p>City of Northfield</p> <ul style="list-style-type: none"> • Promote success stories on City communication channels • Feature articles in City's Economic Update Newsletter • Identify location to archive success stories in a single location <p>Northfield Energy Task Force</p> <ul style="list-style-type: none"> • Identify large consumers to feature • Engage local business organizations to share information with their network • Assist with identifying additional platforms where success stories will be featured <p>Partners in Energy</p> <ul style="list-style-type: none"> • Interview or collect information about investments • Create case studies and testimonials to be distributed in different formats
Timeline	<ul style="list-style-type: none"> • Q4 2019–Q4 2020
Goal(s)	<ul style="list-style-type: none"> • Feature one large consumer each quarter
Resources	<ul style="list-style-type: none"> • Large consumer contact information • Interview questions to collect success story information • Different communication channels to feature success stories • Local business organizations to disseminate information, such as Northfield Area Chamber of Commerce & Tourism, Northfield Downtown Development Corporation, Northfield Enterprise Center, and Northfield Rotary Club

Large Consumer Strategy D) Targeted outreach to large consumers to complete energy assessments and audits

Description	Energy assessments and audits are a great way for a business to learn how they use energy and to identify areas of opportunity for efficiency and conservation. Ranging from free assessments to full service audits, there are different options available for large consumers to identify energy saving opportunities.
Implementation Team and Tasks	<p>City of Northfield</p> <ul style="list-style-type: none"> • Include audit and assessment information on City website • Share information materials with local business organizations to share with their network • Support targeted outreach using business organization networks <p>Northfield Energy Task Force</p> <ul style="list-style-type: none"> • Identify communication channels for large consumers • Support targeted outreach using business organization networks • Track number of 1-1 contacts and resulting actions <p>Partners in Energy</p> <ul style="list-style-type: none"> • Identify all assessment and audit options • Create information materials about energy audits and assessment options • Write article about free and low-cost assessments in local newspaper • Connect with Xcel Energy account managers to share information with customers
Timeline	<ul style="list-style-type: none"> • Q3 2019–Q4 2020
Goal(s)	<ul style="list-style-type: none"> • 10 participants total in Xcel Energy energy assessment and audit programs: Process Efficiency, Recommissioning, and Turn Key Services <ul style="list-style-type: none"> ○ Baseline: 0
Resources	<ul style="list-style-type: none"> • Information materials on assessment and audit options • City webpage(s) to host information materials • Local business organizations to disseminate information, such as Northfield Area Chamber of Commerce & Tourism, Northfield Downtown Development Corporation, Northfield Enterprise Center, and Northfield Rotary Club

Large Consumer Strategy E) Promote fleet electrification by sharing information with large consumers and organizations with fleet vehicles to encourage electrification

Description	Electric vehicles have the potential to drastically reduce emissions and air pollution by utilizing increasingly green electricity fueled by renewables. Fleet electrification is an opportunity for organizations to reduce their carbon impact, and find cost savings in maintenance and fuel.
Implementation Team and Tasks	<p>City of Northfield</p> <ul style="list-style-type: none"> • Assist with identifying relevant information and best practices to include in informational materials • Leverage City communication channels to share information materials <p>Northfield Energy Task Force</p> <ul style="list-style-type: none"> • Identify local businesses and organizations with fleet vehicles • Develop a list of available financing options, grants, incentives and other resources • Outreach to fleet vehicle owners to share information materials <p>Partners in Energy</p> <ul style="list-style-type: none"> • Identify relevant fleet electrification information • Identify fleet electrification case studies and best practices • Create fleet electrification information materials
Timeline	<ul style="list-style-type: none"> • Q3 2020–Q4 2020
Goal(s)	<ul style="list-style-type: none"> • Create information materials and distribute to community
Resources	<ul style="list-style-type: none"> • Fleet electrification information • Examples/case studies for fleet electrification • Volunteers to conduct outreach and share information with local fleet owners

Large Consumer Strategy F) Encourage transparency in annual energy and carbon footprint reporting to help track progress by Northfield's large consumers

Description	Transparency in large consumers' energy use and carbon footprint will demonstrate to the community the benefits of energy efficiency and renewable energy, as well as give a clear picture of their contribution towards achieving our community-wide goal.
Implementation Team and Tasks	<p>City of Northfield</p> <ul style="list-style-type: none"> • Support Northfield Energy Task Force outreach • Feature annual article in City's Economic Update Newsletter listing large consumers who participate <p>Northfield Energy Task Force</p> <ul style="list-style-type: none"> • Identify the desired format and frequency for reporting • Identify how/where the data will be displayed and used • Identify large consumers for outreach and specific point person • Identify volunteer to conduct outreach • Conduct outreach <p>Partners in Energy</p> <ul style="list-style-type: none"> • Create talking points for outreach • Identify how this data will be incorporated into annual reporting of total community energy data received from Xcel Energy <p>Energy Subcommittee Large Consumer Representatives</p> <ul style="list-style-type: none"> • Volunteer to participation in annual reporting
Timeline	<ul style="list-style-type: none"> • Q1 2020–Q4 2020
Goal(s)	<ul style="list-style-type: none"> • Points of contact made with 10 large consumers to encourage transparency
Resources	<ul style="list-style-type: none"> • List of large consumers to contact • Volunteers to conduct outreach • Talking points for volunteers • Platform or resource to share reporting for all participants in a single place

