



# ENVIRONMENTAL QUALITY AND ENERGY COMMISSION

November 09, 2021

7:00 PM

Fridley Civic Campus, 7071 University Ave N.E.

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## AGENDA

### Call to Order

### Approval of Agenda

### Approval of Meeting Minutes

- [1.](#) Approve the Minutes from the Environmental Quality and Energy Commission meeting of September 14, 2021.

### New Business

- [2.](#) Approve the 2022 Meeting Dates for the Environmental Quality and Energy Commission.
- [3.](#) Approve the Energy Action Plan Addendum and MOU Extension with Xcel Energy.

### Old Business

### Other Items

4. Informal Status Updates

### Adjournment



# AGENDA REPORT

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**Meeting Date:** November 10, 2021

**Meeting Type:** Environmental Quality and Energy (EQEC) Commission

**Submitted By:** Rachel Workin, Environmental Planner

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## **Title**

Approve the Minutes from the Environmental Quality and Energy Commission meeting of September 14, 2021.

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## **Background**

Attached are the Minutes from the Environmental Quality and Energy Commission meeting of September 14, 2021.

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## **Recommendation**

Approve the Minutes from the Environmental Quality and Energy Commission meeting of September 14, 2021.

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## **Attachments and Other Resources**

- Environmental Quality and Energy Commission Minutes- September 14, 2021.

## **Vision Statement**

We believe Fridley will be a safe, vibrant, friendly and stable home for families and businesses.



## ENVIRONMENTAL QUALITY AND ENERGY COMMISSION

Fridley Municipal Center, 7071 University Ave Ne

### MINUTES

September 14, 2021

Item 1.

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Location: City of Fridley Civic Campus, Fireside Room

#### **Call to Order**

Chair Dritz called the Environmental Quality and Energy Commission to order at 7:04 p.m.

Present: Amy Dritz, Sam Stoxen, Justin Foell, Nick Olberding, Aaron Klemz, Mark Hansen, Heidi Ferris

Absent:

Staff: Rachel Workin, Environmental Planner

#### **Adoption of the Agenda**

Commissioner Klemz requested to add participation in the pilot project for the consideration of climate change in EAWs to “Other” section of the agenda. Chair Dritz requested to strike the Climate Metrics item.

Commissioner Foell made a motion to adopt the agenda and Commissioner Hansen seconded the motion adopt the agenda as amended.

Motion Passed Unanimously

#### **Approval of Minutes**

Chair Dritz called for a motion to adopt the minutes from the August 10 Environmental Quality and Energy Commission minutes.

Commissioner Foell made a motion to approve the minutes and Commissioner Klemz seconded the motion to approve the minute with the abovementioned correction.

MOTION PASSED unanimously

#### **New Business**

#### **Old Business**

##### **1) Energy Action Plan, Phase 2**

Ms. Workin shared a draft of the Energy Action Plan.

##### **2) Citywide Clean Up**

Commissioners discussed the Clean Up at Riverview Heights on September 25.

**Other**

## 1) EAW Update

Commissioner Klemz shared that the EQB would be discussing approving a pilot project to incorporate consideration of climate change impacts in EAWs. LGUs could voluntarily participate in the program. Ms. Workin said she would share with Community Development staff.

## 2) Informal Status Reports

- a. Lawns to Legumes open again
- b. Grant updates
  - i. DNR grant for EAB
  - ii. MPC at Riverview Heights
  - iii. Painting at Commons
  - iv. Craig Park
- c. Confluence

**Adjournment**

Commissioner Foell moved to adjourn the meeting and Commissioner Olberding seconded the motion. The meeting Environmental Quality and Energy Commission adjourned at 8:29 p.m.



# AGENDA REPORT

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**Meeting Date:** November 9, 2021

**Meeting Type:** Environmental Quality and Energy (EQEC) Commission

**Submitted By:** Rachel Workin, Environmental Planner

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## Title

Approve the 2022 Meeting Dates for the Environmental Quality and Energy Commission.

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## Background

Attached are the proposed meeting dates for 2022. The regularly scheduled November meeting is on election day (November 8) and must be rescheduled. The proposed date is Wednesday, November 9.

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## Recommendation

Approve the 2022 Meeting Dates for the Environmental Quality and Energy Commission.

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## Attachments and Other Resources

- 2022 Meeting Dates for the Environmental Quality and Energy Commission.

## Vision Statement

We believe Fridley will be a safe, vibrant, friendly and stable home for families and businesses.



**COMMUNITY DEVELOPMENT  
DEPARTMENT  
PLANNING DIVISION**

**Memorandum**

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**DATE:** September 22, 2021

**TO:** EQE Commission Members

**FROM:** Julianne Beberg, Planning Assistant

**SUBJECT:** Proposed 2022 EQE Commission Meeting Dates

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The following dates are for your review and approval of the proposed 2022 EQE Commission meeting dates.

| Jan. | Feb. | Mar. | April | May | June | July | Aug. | Sept. | Oct. | Nov. | Dec. |
|------|------|------|-------|-----|------|------|------|-------|------|------|------|
| 11   | 8    | 8    | 12    | 10  | 14   | 12   | 9    | 13    | 11   | 9    | 13   |



# AGENDA REPORT

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**Meeting Date:** November 9, 2021

**Meeting Type:** Environmental Quality and Energy (EQEC) Commission

**Submitted By:** Rachel Workin, Environmental Planner

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## Title

Energy Action Plan, Phase 2

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## Background

In March 2018, the City entered into Xcel Energy's Partners in Energy program, which is a community-driven energy planning process designed to help Cities develop energy action plans. Through a series of five workshops, the Energy Action Plan team developed a plan outlining the City's energy vision, goals, and strategies. This Energy Action Plan was adopted by the City Council in November 2018 and implemented between 2019-mid 2021.

Representatives from the Center for Energy and Environment and Xcel Energy attended the August 10, 2021 meeting to discuss if there was interest in doing a Phase 2 of implementation of the Energy Action Plan and to brainstorm potential focus strategies. A draft addendum to the Energy Action Plan was developed based on that discussion. Following the review of the draft addendum at the September 14, meeting, a MOU was developed with Xcel Energy to formalize the City's and Xcel Energy's responsibility and commitment to plan implementation.

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## Recommendation

Approve the Energy Action Plan Addendum and Memorandum of Understanding for the 2022-2023 Implementation Extension.

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## Attachments and Other Resources

- Memorandum of Understanding for the 2022-2023 Implementation Extension.

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## Vision Statement

We believe Fridley will be a safe, vibrant, friendly and stable home for families and businesses.

# ENERGY ACTION PLAN ADDENDUM

October 2021

## INTRODUCTION

Fridley prides itself on being a safe, vibrant, friendly, and stable home for families and businesses; and created an Energy Action Plan with input from a diverse group of community stakeholders representing businesses, residents, city government, and other institutions. This document serves as an addendum to Fridley's Energy Action Plan adopted by the City Council in November 2018.

### ***Fridley's Energy Vision***

*Fridley will continue to lead by example by engaging residents, businesses, and institutions to save money and reduce greenhouse gas emissions for the benefit of everyone in the community*

During 2018 planning process, Fridley set a goal to reduce community energy use 5% by 2020 and 20% by 2030; and identified four priority focus areas to achieving this goal: Residential Energy, Businesses and Multifamily Buildings, Institutions, and Transportation and Electric Vehicles. This addendum identifies new strategies and near-term targets in each focus area to support Fridley in achieving its energy reduction goals through a second phase of implementation supported by Xcel Energy's Partners in Energy.

## Energy Action Plan Impact

Since adopting its Energy Action Plan Fridley has made tremendous strides in increasing participation in energy conservation and renewable programs.

### Energy Reduction Goal

Fridley did not meet its goal to reduce community energy use 5% by 2020. By the end of 2020, total energy consumption increased 1% compared to baseline. Community electricity consumption decreased by 7%, while community natural gas consumption increased by 7%. The increase in natural gas consumption can be attributed to colder winters in 2019 and 2020 as compared to baseline years and the addition of many new buildings in the city. Additionally, it is important to note that this energy consumption data is not normalized for weather, economic trends and market changes; and COVID-19 uniquely influenced energy use across all sectors.



## Participation Goals

Fridley exceeded its 2020 residential participation goals:

- Add 1,200 new program participants by 2020 measured against business as usual scenario.
- Add 200 new Windsource® subscribers by 2020 against baseline.

Participation in Xcel Energy residential programs increased dramatically with more than 1,300 residential premises saving 4.86 million kWh through program participation, which is approximately 1.3% of community electricity consumption in 2020. Popular residential programs include Home Energy Squad®, refrigerator recycling, and cooling and heating efficiency.

Fridley also exceeded its Windsource subscription goal with 211 new subscribers joining the program by end of 2020, bringing Fridley's total renewable subscription participation to 706 participants and 30.62 million kWh.

## Other Participation Impacts

Businesses and multifamily buildings also stepped up to help Fridley achieve its energy goals. Twenty multifamily buildings received energy audits from the Multi-family Building Efficiency Program, compared to zero visits between 2015 and 2018. Commercial building owners also participated in Xcel Energy programs, with 12 Commercial Refrigeration Efficiency assessments, 77 One-Stop Efficiency Shop assessments, and 109 lighting efficiency upgrades.

# 2022-2023 WORK PLAN

Focusing on the next two years, the City of Fridley and Environmental Quality and Energy Commission (EQEC) prioritized a number of strategies to reduce energy consumption, support renewable energy, and be more energy efficient. To create these strategies, City staff and the EQEC reviewed existing Energy Action Plan strategies and 2019-2021 implementation activities to identify strategies to keep or update and brainstormed new strategies.

## Goals

For the purposes of this addendum, Fridley will continue to strive to reduce energy consumption, working toward a 20% reduction by 2030.

In addition, the following near-term targets will measure success of the 2022–2023 workplan:

- **Residential:** Add 500 new residential program participants by 2023.
- **Business & Multifamily Buildings:** Add 50 new commercial and industrial program participants by 2023.
- **Renewable Energy:** Add 200 new renewable energy subscribers by 2023.

Achieving the near-term targets above will result in more than 2,000 residents and businesses saving energy through increased energy efficiency and more than 900 residents and businesses supporting renewable energy by participating in utility subscription programs.

## Strategies

### Focus Area: Residential Energy

#### Strategy A: Conduct a community-wide residential marketing campaign.

##### Actions:

- Update existing marketing materials and website with current program information.
- Create outreach calendar for events, newsletter and social media to promote a clear call to action with each season.
- Create new appliance and equipment electrification materials, including case study of residents who have electrified their home.

##### Target:

- Add 500 new residential program participants.

#### Strategy B: Host a renewable energy challenge.

##### Actions:

- Update existing challenge materials with new information, including website, postcard, and social media.
- Integrate challenge into *Strategy A* outreach calendar as primary message and call to action.

##### Target:

- Host two challenges (2022 and 2023).
- Add 200 new renewable energy subscribers.

#### Strategy C: Target under-resourced households.

##### Actions:

- Update existing marketing materials and website with current program information.
- Identify community partners to share resources, including the Fridley HRA, local food shelves, affordable housing property managers, and faith organizations.

##### Target:

- Support *Strategy A* target to add 500 new residential program participants.
- Focus on promoting Low-Income Home Energy Squad and Home Energy Savings Program participation.

### Focus Area: Business & Multi-Family Buildings

#### Strategy D: Conduct a businesses and multifamily building owner marketing campaign.

##### Actions:

- Update existing marketing materials and website with current program information.
- Create outreach calendar for events and social media to promote a clear call to action with each season.

##### Target:

- Add 50 new commercial and industrial program participants.

#### Strategy E: Host business energy breakfast events.

##### Actions:

- Identify date, speakers, and host-site for breakfast events, and update *Strategy D* outreach calendar with message and call to action.
- Choose topics and identify businesses to invite to events.
- Create agenda, slides, and invitation text to invite businesses to attend breakfast.
- Host breakfasts events.

##### Target:

- Host two breakfasts (2022 and 2023).

### Focus Area: Business & Multi-Family Buildings

#### Strategy F: Conduct one-on-one outreach to multi-family buildings to participate in free energy assessments.

##### Actions:

- Update existing marketing materials and website with current program information.
- Leverage recycling outreach to contact property owners and managers.
- Add program information to rental licensing application and website.

##### Target:

- Support *Strategy D* target to add 50 new commercial and industrial program participants.
- Focus on promoting Multi-family Building Efficiency Program.

### Focus Area: Institutions

#### Strategy G: Achieve Sol-Smart designation.

##### Actions:

- Review SolSmart designation criteria.
- Submit written commitment to achieving designation.
- Leverage free technical assistance from the Metropolitan Council.

##### Target:

- Achieve SolSmart Bronze designation by the end of 2022.

#### Strategy H: Add electric vehicle and solar-readiness to City code during recodification process.

##### Actions:

- Review electric vehicle and solar-readiness language from other city code.
- Champion readiness language during recodification process.

##### Target:

- Include electric vehicle and solar-readiness language for all zoning districts.

#### Strategy I: Create new energy incentives for residents and businesses.

##### Actions:

- Review existing incentives for residents and businesses to integrate energy as an eligible expense.
- Review case studies from other cities on energy incentives.
- Create incentive infrastructure to reimburse residents and businesses.
- Allocate funding for new bonus rebate incentive to support residents and businesses.

##### Target:

- Allocate funding for new energy incentive for residents and businesses.

#### Strategy J: Integrate energy efficiency, renewable energy, and electric vehicle charging into City development review process.

##### Actions:

- Update existing materials with current program information used during development review process.
- Create talking points for city staff to use during development review.

##### Target:

- Update development review materials with current program information.

### Focus Area: Institutions

#### Strategy I: Demonstrate City leadership in reducing energy use in City facilities.

##### Actions:

- Benchmark municipal building energy use.
- Create building energy audit schedule to prioritize energy audits in high energy use buildings.
- Prioritize low-hanging fruit projects.
- Update maintenance schedules and purchasing policy to prioritize energy efficient equipment.
- Create tip sheet for city staff for best practices in energy efficient behaviors.

##### Target:

- Complete at least two building energy audits in municipal facilities.
- Create one case study featuring City of Fridley energy projects.

### Focus Area: Transportation & Electric Vehicles

#### Strategy G: Increase awareness about electric vehicle ownership.

##### Actions:

- Create electric vehicle information materials.
- Integrate electric vehicle information into *Strategy A* outreach calendar.
- Partner with EV organizations and dealerships to host EV event with vehicles.

##### Target:

- Host one electric vehicle event.

#### Strategy H: Educate community fleet electrification.

##### Actions:

- Create fleet electrification case study.
- Create fleet electrification checklist (“how to get started”).
- Host event with city staff about benefits of an EV fleet.

##### Target:

- Host one event with city staff.
- Create one fleet case study.

## Implementation Plan

| Strategy                                                                                                           | Q1<br>2022 | Q2<br>2022 | Q3<br>2022 | Q4<br>2022 | Q1<br>2023 | Q2<br>2023 | Q3<br>2023 | Q4<br>2023 | Lead          | Support                                | Resources                                                                         |
|--------------------------------------------------------------------------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|---------------|----------------------------------------|-----------------------------------------------------------------------------------|
| Conduct a community-wide residential marketing campaign                                                            | X          | X          | X          | X          | X          | X          | X          | X          | City          | -EQEC<br>-Partners in Energy           | -Outreach materials                                                               |
| Host a renewable energy challenge.                                                                                 |            |            | X          | X          |            |            | X          | X          | City          | -EQEC<br>-Partners in Energy           | -Outreach materials<br>-Partners in Energy<br>Renewable Energy Toolkit            |
| Target under-resourced households.                                                                                 | X          | X          |            |            | X          | X          |            |            | City          | -EQEC<br>-Partners in Energy           | -Outreach materials<br>-Partners in Energy<br>Underserved Toolkit                 |
| Conduct a businesses and multifamily building owner marketing campaign.                                            | X          | X          | X          | X          | X          | X          | X          | X          | City          | -EQEC<br>-Partners in Energy           | -Outreach materials<br>-Partners in Energy<br>Business and Multifamily Toolkits   |
| Host business energy breakfast events.                                                                             | X          | X          |            |            | X          | X          |            |            | City          | -EQEC<br>-Partners in Energy           | -Speakers and host-site<br>-Food                                                  |
| Conduct one-on-one outreach to multi-family buildings to participate in free energy assessments                    |            |            | X          | X          |            |            | X          | X          | City          | -EQEC<br>-Partners in Energy           | -Outreach materials<br>-Partners in Energy<br>Multifamily Toolkit                 |
| Achieve Sol-Smart designation.                                                                                     |            | X          | X          | X          |            |            |            |            | City          |                                        | SolSmart Technical Assistance from Met Council                                    |
| Add electric vehicle and solar-readiness to City code during recodification process.                               |            | X          | X          | X          | X          | X          | X          | X          | City          |                                        | Partners in Energy EV and Renewable Energy Toolkits                               |
| Create new energy incentives for residents and businesses.                                                         | X          |            |            |            |            |            |            |            | -City<br>-HRA |                                        | -Case studies<br>-HRA funding<br>-Utility rebate information                      |
| Integrate energy efficiency, renewable energy, and electric vehicle charging into City development review process. |            | X          | X          |            |            |            |            |            | City          | Partners in Energy                     | Partners in Energy New Construction Toolkit                                       |
| Demonstrate City leadership in reducing energy use in City facilities.                                             | X          | X          | X          | X          | X          | X          | X          | X          | City          | -Xcel Energy AM<br>-Partners in Energy | -Case studies<br>-Funding for energy upgrades                                     |
| Increase awareness about electric vehicle ownership.                                                               |            | X          | X          |            |            | X          | X          |            | City          | -EQEC<br>-Partners in Energy           | -Case studies<br>-Partners in Energy EV Toolkit<br>-Drive Electric Week Resources |
| Educate community fleet electrification.                                                                           |            |            |            |            |            | X          | X          |            | City          | Partners in Energy                     | -Case studies<br>-Partners in Energy EV Toolkit<br>-Fleet Study Results           |

# METHODOLOGY FOR MEASURING SUCCESS

As part of implementation support, Partners in Energy will provide biannual progress reports that include metrics of success and overall progress toward goals. The following section defines how progress toward goals will be measured. All goals will be measured through the end of the stated year. Goals include Xcel Energy data only unless stated otherwise.

## Energy Reduction Goal

- Reduce energy use 20 percent by 2030, as compared to business as usual.

The community-wide goal will be measured by comparing actual electricity and natural gas consumption, measured in MMBtu, against projected community-wide MMBtu consumption based on the business as usual scenario modeled in the Energy Action Plan. Xcel Energy will provide electricity consumption data and CenterPoint Energy will provide natural gas consumption data.

The energy consumption projections included here are sourced from the original Energy Action Plan baseline 2015–2017.

Table 1: Energy Consumption Projections

|                                   | Forecasted<br>2030 |
|-----------------------------------|--------------------|
| <b>Energy Consumption (MMBtu)</b> | 3,932,786          |

## Participation Goals

- **Residential:** Add 500 new residential program participants by 2023.
- **Business & Multifamily Buildings:** Add 50 new commercial and industrial program participants by 2023.
- **Renewable Energy:** Add 200 new renewable energy subscribers by 2023.

### Residential

Residential program participation assumes average participation in Xcel Energy's residential DSM programs from 2015–2020 will continue in years 2021, 2022, and 2023 (*Table 2*). This goal will measure participation in years 2022 and 2023, and include all Xcel Energy residential DSM programs. This goal will be measured by comparing actual program participation in 2022–2023 to forecasted participation.

Table 2: Xcel Energy Residential DSM Program Participation 2015-2023

|                     | Actual |      |      |      |      |      | Forecasted |      |      |
|---------------------|--------|------|------|------|------|------|------------|------|------|
|                     | 2015   | 2016 | 2017 | 2018 | 2019 | 2020 | 2021       | 2022 | 2023 |
| <b>Participants</b> | 506    | 436  | 559  | 587  | 635  | 943  | 612        | 862  | 862  |

### Business and Multifamily Buildings

Commercial and industrial program participation assumes average participation in Xcel Energy's commercial and industrial DSM programs from 2015–2020 will continue in years 2021, 2022, and 2023 (*Table 3*). This goal will measure participation in years 2022 and 2023, and include all Xcel Energy commercial and industrial DSM programs. This goal will be measured by comparing actual program participation in 2022–2023 to forecasted participation.

Table 3: Xcel Energy Commercial and Industrial DSM Program Participation 2015-2023

|                     | Actual |      |      |      |      |      | Forecasted |      |      |
|---------------------|--------|------|------|------|------|------|------------|------|------|
|                     | 2015   | 2016 | 2017 | 2018 | 2019 | 2020 | 2021       | 2022 | 2023 |
| <b>Participants</b> | 135    | 167  | 180  | 187  | 133  | 166  | 162        | 187  | 187  |

### Renewable Energy

Renewable energy subscribers are inclusive of Xcel Energy's Windsource and Renewable\*Connect programs. This goal will measure participation in both programs and both sectors by comparing 2020 participation to 2023 participation.

Table 4: Xcel Energy Renewable Energy Program Participation

|                     | Actual<br>2020 | Forecasted<br>2023 |
|---------------------|----------------|--------------------|
| <b>Participants</b> | 706            | 906                |

**Memorandum of Understanding  
2022-2023 Implementation Extension**

Wally Wysopal, City Manager  
7071 University Ave  
Fridley, MN 55432

**DRAFT**

The intent of this Memorandum of Understanding is to recognize the achievement of the City of Fridley in continuing to prioritize energy efforts in the city. This document will outline how the City of Fridley and Xcel Energy will work together to implement Fridley 2022–2023 Energy Action Plan addendum.

The term of this joint support, as defined in this document, will extend from November 1, 2021 through December 31, 2023. This is a voluntary agreement and not intended to be legally binding for either party.

**Xcel Energy will support the City of Fridley in achieving the goals of its 2022–2023 work plan in the following ways:**

**Residential Energy**

- Create 2022 and 2023 outreach calendars for residential outreach, including event, newsletter and social media plan.
- Update existing marketing materials and website copy with current program information, including new resources for under-resourced households.
- Design new appliance and equipment electrification materials.
- Draft case study highlighting home electrification.
- Update existing renewable energy challenge social media, postcard, and website copy for 2022 and 2023 campaign.
- Connect City and local partners with Xcel Energy resources, such as lighting conservation kits, to distribute to under-resourced households.

**Business & Multi-Family Buildings**

- Incorporate business and multi-family messaging into outreach calendar.
- Update existing marketing materials and website copy with current program information, including new resources for businesses and updated program information for multi-family buildings.
- Update talking points and phone script for one-on-one multi-family outreach.
- Connect City staff with Xcel Energy experts to attend and speak at business energy breakfasts.
- Create agenda and invitation text for business breakfasts.
- Review rental licensing process for opportunity to integrate Home Energy Squad and Multi-family Building Efficiency program information.
- Create materials for rental licensing process updates.

Memorandum of Understanding  
Implementation Extension**Institutions**

- Identify Energy Action Plan strategies that contribute to SolSmart designation and facilitate connection with SolSmart technical advisors at Metropolitan Council.
- Share Electric Vehicle Toolkit best practices on EV-readiness language and connect City with other Partners in Energy communities who have EV and solar-readiness language in city code.
- Update residential and business/multi-family program materials to include new incentive information once approved.
- Share resources from Partners in Energy New Construction toolkit to update development review process with efficiency, renewable energy and EV information.
- Create talking points for City staff to use during development review and share Xcel Energy program information sheets.
- Connect City with Xcel Energy benchmarking resources and audit information.
- Design tip sheet on energy efficiency behaviors for City staff.
- Write case study highlighting City of Fridley energy projects using previous Partners in Energy design.

**Electric Vehicles (EV)**

- Incorporate electric vehicle messaging into outreach calendar.
- Design EV charging and vehicle information materials, including case study of City of Fridley's fleet electrification.
- Connect City team with Xcel Energy staff and other resources to host EV-focused outreach events, including tabling materials.
- Create fleet electrification checklist to share with businesses on how to get started.

**Project Management**

- Facilitate regular monthly check-in calls.
- Provide overall project management for the term of this agreement.
- Provide bi-annual implementation tracking, data analysis, and reporting.
- Create presentation slide show with information about implementation highlights and data for City Council and other City leadership for mid-point update (December 2022).
- Host conference call debrief meeting at end of MOU implementation (December 2023).
- Up to \$2,200 for reimbursed expenses related to printing and distribution of co-branded marketing materials, venue fees, food, and other related needs associated with outreach and education. Xcel Energy funding will not be provided for the purchase of alcohol.

Support funded by Xcel Energy for this work plan is not to exceed 180 hours. These hours will include those provided through our Partners in Energy team from the Center for Energy and Environment and does not include support provided by Xcel Energy internal staff.

Memorandum of Understanding  
Implementation Extension

**The City of Fridley commits to achieving the goals of its 2022–2023 work plan in the following ways:**

- Achieving the conservation energy impacts shown in the table below.

|                                                                     | Electricity Impact<br>(kWh) | Natural Gas Impact<br>(Therms) |
|---------------------------------------------------------------------|-----------------------------|--------------------------------|
| <b>Incremental Participation Goals (2022–2023):</b>                 |                             |                                |
| • 500 residential program participants                              | 1,522,300                   | n/a                            |
| • 50 commercial/industrial program participants                     |                             |                                |
| • 200 Windsource participants                                       |                             |                                |
| <b>Continued Savings Based on Historic Activity<br/>(2022–2023)</b> | 12,253,500                  | n/a                            |
| <b>Total Conservation Goal</b>                                      | <b>13,775,800</b>           | <b>n/a</b>                     |

The City will achieve these savings by implementing the following strategies:

**Residential Energy**

- Provide input on 2022 and 2023 outreach calendars, including planned newsletter publish dates and social media schedules.
- Share updated marketing materials and update website with updated current program information.
- Identify household(s) to participate in case study highlighting home electrification.
- Host renewable energy challenge, including sharing social media, providing address for postcard mailing, and creating webpage for 2022 and 2023 campaign.
- Establish partnerships with local service providers and other City departments to share information materials and distribute Xcel Energy resources, such as lighting conservation kits, to support under-resourced households.

**Business & Multi-Family Buildings**

- Share updated marketing materials and update website with updated current program information.
- Identify date, location, and topic for energy business energy breakfasts in 2022 and 2023.
- Distribute invitations to business partners and City leadership for energy breakfasts.
- Provide overview of rental licensing process for opportunity to integrate Home Energy Squad and Multi-family Building Efficiency program information.
- Integrate new materials into rental licensing process.
- Leverage recycling outreach to promote energy efficiency and renewable energy information for one-on-one outreach to multi-family buildings.

Memorandum of Understanding  
Implementation Extension**Institutions**

- Connect with SolSmart technical advisors at Metropolitan Council and apply for designation.
- Review Electric Vehicle Toolkit best practices on EV-readiness language.
- Connect with other Partners in Energy communities who have EV and solar-readiness language in city code.
- Create incentive infrastructure to reimburse residents and businesses.
- Allocate funding for new bonus rebate incentive to support residents and businesses.
- Review Partners in Energy New Construction toolkit and talking points to promote efficiency, renewable energy and EV information during development review meetings.
- Benchmark municipal building energy use and share information publicly on City website.
- Using benchmarking data, create building energy audit schedule and complete low-hanging fruit projects.
- Update maintenance schedules and purchasing policy to prioritize energy efficient equipment.
- Share tip sheet on energy efficiency behaviors for City staff.
- Share energy project information and quote from City staff to inform new case study.

**Electric Vehicles (EV)**

- Identify date and location to host EV-focused outreach event.
- Connect with Xcel Energy and other partners to identify vehicles and tabling resources for EV event.
- Provide information on City's experience with EV fleet vehicles to inform case study.
- Coordinate event with City staff to review EV fleet opportunities.

**Project Management**

- Participate in regular monthly check-in calls.
- Provide Xcel Energy an opportunity to review marketing materials to assure accuracy when they incorporate the Xcel Energy logo or reference any of Xcel Energy's products or services.
- Share the collateral, campaign proposal, supporting work documents, and implementation results with the public.
- Invite Xcel Energy to community energy events and meetings when appropriate.
- Present implementation highlights and data to City Council and other City leadership for mid-point update (December 2022).
- Attend conference call debrief meeting at end of MOU implementation (December 2023).

Memorandum of Understanding  
Implementation Extension**Legal Applicability and Waiver**

This is a voluntary agreement and not intended to be legally binding for either party. This Memorandum of Understanding has no impact, nor does it alter or modify any existing Franchise Agreement or other existing agreements between Xcel Energy and City of Fridley. Parties agree that this Memorandum of Understanding is to memorialize the intent of the Parties regarding Partners in Energy but does not create a legal agreement between the Parties. It is agreed by the Parties that nothing in this Memorandum of Understanding will be deemed or construed as creating a joint venture, trust, partnership, or any other legal relationship among the Parties. This Memorandum of Understanding is for the benefit of the Parties and does not create third party rights. Nothing in this Memorandum of Understanding constitutes a waiver of City of Fridley ordinances, City of Fridley regulatory jurisdiction, or Minnesota's utility regulatory jurisdiction.

**Single Points of Contact**

All communications pertaining to this agreement shall be directed to Rachel Workin, on behalf of the City of Fridley and Tami Gunderzik, on behalf of Xcel Energy.

Xcel Energy is excited about this opportunity to support the City of Fridley in advancing their goals. The resources outlined above and provided through Partners in Energy are provided as a part of our commitment to the communities we serve and Xcel Energy's support of energy efficiency and renewable energy as important resources to meet your future energy needs.

Xcel Energy

City of Fridley

By: \_\_\_\_\_

By: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_