

Memorandum of Understanding Phase 2 – Plan Implementation

Mayor Pownell & City Council
City of Northfield
801 Washington Street
Northfield, MN 55057

The intent of this Memorandum of Understanding is to recognize the achievement of the City of Northfield in developing an Energy Subcommittee Report and Energy Action Jump Start. Northern States Power Company doing business as Xcel Energy, through its Partners in Energy offering, has supported the development of this Energy Subcommittee Report and Energy Action Jump Start. This document outlines how the City of Northfield and Xcel Energy will continue to work together to implement this Energy Action Jump Start. The term of this joint support, as defined in this document, will extend from August 1, 2019 through March 31, 2021.

Xcel Energy will support City of Northfield in achieving the goals of its Energy Action Jump Start in the following ways:

Small Consumers

- Create content for and design centralized, quick reference guide on energy efficiency and renewable energy options.
- Create informational flyers, postcards, social media posts, and tabling kit to promote home energy audits.
- Create tabling kits for volunteers and train volunteers and neighborhood captains as needed.
- Create promotional materials and provide recommendations for structure and rules for city-wide challenge.
- Coordinate outreach with service provider partners for under-resourced household outreach, including coordinating with Home Energy Squad® and Growing Up Healthy.
- Design informational materials, included translation if needed, of under-resourced household materials.
- Write articles about outreach and success of Energy Action Jump Start.
- Connect ride and drive event hosts with Xcel Energy EV outreach team.
- Create information materials about EVs and charging rates from Xcel Energy.
- Administer survey to small businesses and nonprofit organizations, including hosting survey on platform.
- Coordinate volunteers and energy coaches for small business and nonprofit blitz outreach.
- Train volunteers and energy coaches on door to door outreach tactics and program information.

- Create final report celebrating door to door outreach success.
- Design banner and tabling materials for “Energy Booth” at community events
- Provide up to \$ \$2,100 to reimburse printing costs of co-branded materials, prizes or incentives for challenge, tabling materials, “Energy Booth” banner and table cloth, and non-alcoholic refreshments and food for a celebration event.

Support funded by Xcel Energy for this strategy is not to exceed 169 hours. These hours will include those funded through Partners in Energy from the Center for Energy and Environment and do not include support provided by Xcel Energy internal program staff.

Large Consumers

- Interview large consumers and write case studies and testimonials to be featured during workshops and tours, and on City website.
- Write press releases to promote best practice energy workshops and tours.
- Advise on best practices for convening a coalition about energy action plans and goals.
- Create informational materials about all energy audit and assessment options available to large consumers.
- Write articles about free and low-cost assessments for local newspaper article.
- Connect with Xcel Energy account managers to share information about Energy Action Jump Start and a call to action for large consumers.
- Identify fleet electrification best practices and case studies to share with local businesses.
- Create informational materials about fleet electrification.
- Create talking points for outreach to be used by volunteers during outreach about transparency in reporting.
- Identify how data from other businesses can be incorporated into annual reporting from Partners in Energy.
- Provide up to \$1,350 to reimburse printing costs of co-branded materials, including case studies, and non-alcoholic refreshments for energy workshops hosted during phase 2.

Support funded by Xcel Energy for this strategy is not to exceed 167 hours. These hours will include those funded through Partners in Energy from the Center for Energy and Environment and do not include support provided by Xcel Energy internal program staff.

Project Management

- Conduct regular in-person and virtual meetings, track progress against goals and provide overall project management, including coordination with City staff.
- Provide presentation content outlining Partners in Energy process, identified focus areas and goals, and benefits to community to be presented to Environmental Quality Commission and City Council at mid-point of implementation.
- Provide biannual tracking and reporting of Xcel Energy program participation and associated savings, as well as renewable energy subscriptions.

- Host project closeout debrief meeting and provide full report of impact of Partners in Energy support.

Support funded by Xcel Energy for this strategy is not to exceed 153 hours. These hours will include those funded through Partners in Energy from the Center for Energy and Environment and do not include support provided by Xcel Energy internal program staff.

City of Northfield commits to supporting the Energy Action Jump Start to the best of its ability by:

- Achieving the energy savings impacts outlined in the Energy Action Jump Start and shown in the table below:

City of Northfield Conservation Goals

	Electricity Savings (in kWh)	Natural Gas Savings (in therms)
Baseline Historic Energy Savings	1,419,100	159,800
Incremental Plan Energy Savings	1,625,000	101,400
Year 1 Energy Savings (baseline + plan energy savings)	3,044,100	261,200

- Performing the coordination, tracking, and outreach duties as outlined in the Energy Action Jump Start that include but are not limited to the following:

Small Consumers

- Host informational materials on City website and other City-owned platforms, including social media accounts.
- Print informational materials to be shared via hard copy at City Hall and other community events.
- Coordinate with community partners to share informational materials with their networks.
- Coordinate Energy Task Force volunteers for tabling outreach at community events, including distributing tabling kits and informational materials.
- Coordinate Energy Task Force volunteers for door to door outreach to promote city-wide challenge, energy audits, and other Energy Action Jump Start calls to action.
- Use City website and social media accounts to promote city-wide challenge and other outreach tactics to Northfield community.
- Identify dates, prizes, and eligibility criteria for city-wide challenge.
- Assist with coordinating partnership with Growing Up Healthy for under-resourced household outreach, including identify dates and target areas for outreach.
- Promote all events on City calendar and social media.
- Share event information with local partners, including businesses associations and community organizations to promote outreach.

- Coordinate partnership with Northfield Economic Development Authority for engaging businesses to complete survey and participate in door to door outreach.
- Coordinate partnership with Clean Energy Resource Teams (CERTs) for door to door business and nonprofit outreach.
- Identify date and location to host celebration event for door to door outreach, and invite participants to attend.
- Engage Northfield Area Chamber of Commerce and other event organizers to add “Energy Booth” to their event.

Large Consumers

- Host informational materials on City website and other City-owned platforms, including social media accounts.
- Distribute informational materials electronically and hard copy to community partners and business organizations by leveraging existing relationships.
- Assist with coordinating tour and workshop structure, including creating a distribution list with contact information.
- Share event information, including tour dates, with local partners.
- Identify group facilitator and convener of large consumer energy coalition.
- Promote success stories on City website and other City-owned platforms, including social media accounts.
- Archive case studies and other success stories on City website or other platform.
- Identify business organizations with fleet vehicles to include in fleet electrification outreach.
- Feature articles and testimonials in City’s Economic Update Newsletter.
- Coordinate Energy Task Force volunteers to support best practice energy tours, large consumer energy coalition, and targeted outreach to large consumers.

Project Management

- Participate in coordination and tracking of scheduled check-ins, activities, and events.
- Encourage City staff and City Council to support the Energy Action Plan.
- 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 plan document, supporting work documents, collateral, and implementation results from the Energy Action Jump Start with the public. The experience, successes, and lessons learned from this community will inform others looking at similar or expanded initiatives.
- Share progress on upcoming sustainability planning as it relates to activities outlined in the Energy Action Jump Start.

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 Northfield. 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 Northfield ordinances, City of Northfield regulatory jurisdiction, or Minnesota's utility regulatory jurisdiction.

Single Points of Contact

All communications pertaining to this agreement shall be directed to Beth Kallestad, Program Coordinator on behalf of City of Northfield and Tami Gunderzik on behalf of Xcel Energy.

Xcel Energy is excited about this opportunity to support City of Northfield in advancing its 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.

For City of Northfield:

Signature:

Name:

Deb Little

Title:

City Clerk

Date:

For Xcel Energy:

Signature:

Name:

Title:

Date:

For the City of Northfield:

Signature:

Name:

Rhonda Pownell

Title:

Mayor

Date:
