

**PLANNING AND DEVELOPMENT MEMORANDUM**  
**#16-2021**

**DATE:** July 12, 2021

**TO:** Honorable Mayor Meredith Leighty and City Council Members

**THROUGH:** Heather Geyer, City Manager 

**FROM:** Brook Svoboda, Director of Planning and Development   
Becky Smith, Planning Manager

**SUBJECT:** CR-67 – Partners in Energy – Energy Action Plan Phase 2 MOU Extension

---

**PURPOSE**

To consider CR-67, a resolution extending the Partners in Energy Phase 2 Memorandum of Understanding (MOU) between the City and Xcel Energy to continue the implementation of the Energy Action Plan.

**BACKGROUND**

In April 2019, City Council approved Resolution No. 19-44 to move forward with an MOU with Xcel Energy to kick-off Phase 1, Plan Development to work in partnership with Xcel Energy to create an Energy Action Plan for the City of Northglenn. The Energy Action Plan outlines tangible steps for the City to move towards its energy efficiency goals as outlined in the City's recently adopted Sustainability Plan. Xcel Energy Partners in Energy facilitated a series of workshops with the Energy Action Planning Team to develop the goals and strategies within the plan. The main priorities identified are outlined below:

- Raise awareness about energy efficiency and renewable energy in all sectors.
- Address energy use in older building stock throughout the City.
- Lead by example at the municipal level to demonstrate what is possible and necessary to achieve long-term energy and sustainability goals.
- Create resiliency among residents and businesses, and municipal facilities through conservation and renewable energy options.

The Energy Action Plan has the following focus areas and associated strategic initiatives:

- Residences
  - Communications Campaign
  - Home Energy Squad® Buy-Down
- Commercial/Small Businesses
  - Business Education & Awareness
  - Property Managers/Owners Education & Awareness
- Municipal Leadership
  - Education & Awareness Campaign
  - Building Energy Teams
  - High-Efficiency Equipment Installations
  - Building Benchmarking
  - Incentive Program
- Cross-Cutting Theme
  - Renewable energy citywide
  - Solar Bulk Purchase Program

In November 2019, City Council approved Resolution No. 19-143 to enter into an MOU with Xcel Energy for Phase 2 - Plan Implementation to continue collaborating with Xcel Energy to implement the recommendations in the Energy Action Plan. The timeframe for this collaboration was November 1, 2019, through June 30, 2021; however, the COVID-19 Pandemic caused much of the strategies and efforts of outreach to be constrained. This Phase 2 MOU extension, under consideration, will extend this effort to December 31, 2022, and continue to work towards implementation of the longer-term Sustainability Plan goals outlined below:

- Reduce community-wide commercial energy usage by 15% by 2025
- Reduce community-wide residential energy usage by 15% by 2025
- Reduce municipal energy usage by 25% by 2030
- Increase affordability by reducing energy costs. Decrease residential energy usage by 25% by 2038
- Increase the number of businesses participating in sustainability programs by 10% by 2020

#### **BUDGET/TIME IMPLICATIONS**

The request does not have any direct budgetary impacts at this time; however, the plan does contain strategies that may require additional funding to implement that would be presented in future budget cycles.

#### **STAFF RECOMMENDATION**

Staff recommends approval of CR-67.

#### **STAFF REFERENCE**

If Council members have any questions, please contact Brook Svoboda, Director of Planning and Development at [bsvoboda@northglenn.org](mailto:bsvoboda@northglenn.org) or 303.450.8937.

#### **ATTACHMENTS**

1. Resolution No. 19-44
2. Resolution No. 19-143

CR-67 Partners in Energy – Energy Action Plan Phase 2 MOU Extension  
Phase 2 MOU

**ATTACHMENT 1**

SPONSORED BY: MAYOR DODGE

COUNCILMAN'S RESOLUTION

RESOLUTION NO.

No. CR-44  
Series of 2019

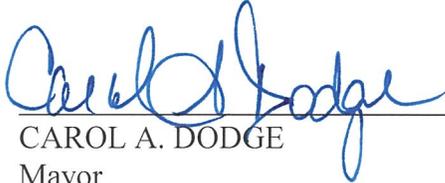
19-44  
Series of 2019

A RESOLUTION APPROVING A MEMORANDUM OF UNDERSTANDING BETWEEN THE CITY OF NORTHGLENN AND XCEL ENERGY FOR THE IMPLEMENTATION PHASE OF THE PARTNERS IN ENERGY PROGRAM

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF NORTHGLENN, COLORADO, THAT:

Section 1. The Memorandum of Understanding for the Implementation Phase of the Partners In Energy Program between the City of Northglenn and Xcel Energy, as attached hereto, is hereby approved and the Mayor is authorized to execute same on behalf of the City of Northglenn.

DATED, at Northglenn, Colorado, this 22<sup>nd</sup> day of April, 2019.

  
\_\_\_\_\_  
CAROL A. DODGE  
Mayor

ATTEST:

  
\_\_\_\_\_  
JOHANNA SMALL, CMC  
City Clerk

APPROVED AS TO FORM:

  
\_\_\_\_\_  
COREY Y. HOFFMANN  
City Attorney

## **Memorandum of Understanding Phase 1 – Plan Development**

Rebecca Smith  
City of Northglenn  
11701 Community Center Drive  
Northglenn, CO 80233

Congratulations on being selected to participate in Xcel Energy’s Partners in Energy. This offering is designed to provide your community with the tools and resources necessary to develop and implement an energy action plan that reflects the vision your community has for shaping energy use and supply in its future. Participation is intended to span 24 months with the initial 6-9 months dedicated to developing a strategic energy action plan and the remaining time focused on implementing that plan.

The intent of this Memorandum of Understanding (MOU) is to confirm the City of Northglenn’s intent to participate in the initial plan development phase of Partners in Energy and outline the commitment that your community and Xcel Energy are making to this collaborative initiative. The primary objective of this phase of Partners in Energy is to develop your energy action plan.

### **In order to achieve this Xcel Energy will provide:**

- Consulting support to assist in identifying potential community stakeholders and constructing or delivering an invitation or informational announcement regarding the planning process.
- Data analysis of community energy use and Xcel Energy program participation to the extent that it is legally and technically prudent and feasible. The results can be used to identify potential opportunities to implement plan strategies. Xcel Energy will attempt to integrate data provided by the City of Northglenn into the analysis if feasible.
- Professional facilitation of 4-6 plan development work sessions with the community stakeholder group to develop the energy action plan’s vision, focus areas, goals and implementation strategies.
- Assistance as needed in synthesizing the community and program data collected with the vision of the community to identify attainable goals that align with suitable strategies and tactics.
- Development of the documented energy action plan that will incorporate inputs from the stakeholder planning team and will be accessible to the community.

- Commitment to delivering an actionable and complete energy action plan within 9 months of the City of Northglenn and Xcel Energy signing this MOU.

**Although participation in the Plan Development phase of Partners in Energy requires no monetary contribution, the City of Northglenn does agree to provide:**

- A single contact point to recruit active and engaged stakeholders, coordinate planning meeting logistics and distribute deliverables, and lead participation of the community in the planning process.
- Commitment to ensuring community stakeholder engagement throughout the planning workshops. This could include consultation with key community stakeholders who may be relevant to the plan but not present on the energy action planning team, to gain input on proposed goals and strategies.
- Timely review of the energy action plan document, as well as shepherding the completed plan through stakeholder review process.
- Good-faith evaluation of the recommendations and analysis provided, as well as fair consideration of the potential strategies and tactics identified to ensure alignment with the City's goals and priorities.
- Meeting facilities to host the stakeholder group during the development of the plan.
- Identification of existing community energy plans, programs, or initiatives that could be leveraged in successful development and delivery of this plan.
- Commitment to delivering an actionable and complete energy plan within a 9-month timeframe of the City of Northglenn and Xcel Energy signing this MOU. Within this period the City of Northglenn is committed to completing the formation of the energy action planning team and the development and approval of the energy action plan.
- Public distribution of the work products developed with the support of Xcel Energy's Partners in Energy.

**Resource Commitment Summary  
Plan Development Phase**

The City of Northglenn	Xcel Energy
<ul style="list-style-type: none"> <li>• Single point of contact</li> <li>• Support in maintaining community stakeholder engagement throughout the planning process.</li> <li>• Involvement in development and review of energy action plan content.</li> <li>• Meeting facilities</li> <li>• Access to existing energy-related plans and programs</li> <li>• Commitment to completing the plan development and approval</li> <li>• Agreement that the energy action plan resulting from this work will be available to the public</li> </ul>	<ul style="list-style-type: none"> <li>• Assistance identifying and recruiting stakeholders</li> <li>• Analysis of community energy use and program participation</li> <li>• Facilitation of planning sessions</li> <li>• Training and guidance developing goals and strategies</li> <li>• Documentation and delivery of the energy action plan</li> <li>• Commitment to completing the plan development</li> </ul>

The MOU for the Implementation Phase of Partners in Energy will be developed upon completion of the energy action plan and will outline the City’s goals and the resource commitment from Xcel Energy and the City of Northglenn.

All communications pertaining to this agreement shall be directed to Rebecca Smith on behalf of the City of Northglenn and Michelle Beaudoin on behalf of Xcel Energy.

Thank you again for your continued interest in Xcel Energy’s Partner in Energy. We look forward to assisting the City of Northglenn in developing its energy action plan.

For the City of Northglenn:

  
\_\_\_\_\_

Date: 4/22/19

For Xcel Energy:

\_\_\_\_\_

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

**ATTACHMENT 2**

SPONSORED BY: MAYOR ESQUIBEL

COUNCILMAN'S RESOLUTION

RESOLUTION NO.

No. CR-144  
Series of 2019

19-143  
Series of 2019

A RESOLUTION APPROVING A MEMORANDUM OF UNDERSTANDING BETWEEN THE CITY OF NORTHGLENN AND XCEL ENERGY FOR THE PHASE 2 PLAN IMPLEMENTATION OF THE PARTNERS IN ENERGY PROGRAM

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF NORTHGLENN, COLORADO, THAT:

Section 1. The Memorandum of Understanding between the City of Northglenn and Xcel Energy, as attached hereto, for the Phase 2 Plan Implementation of the Partners In Energy Program is hereby approved and the Mayor is authorized to execute same on behalf of the City of Northglenn.

DATED, at Northglenn, Colorado, this 25<sup>th</sup> day of November, 2019.

  
ANTONIO B. ESQUIBEL  
Mayor

ATTEST:

  
JOHANNA SMALL, CMC  
City Clerk

APPROVED AS TO FORM:

  
COREY Y. HOFFMANN  
City Attorney

## **Memorandum of Understanding Phase 2 – Plan Implementation**

Rebecca Smith  
City of Northglenn  
11701 Community Center Drive  
Northglenn, CO 80233

The intent of this Memorandum of Understanding is to recognize the achievement of the City of Northglenn in developing an Energy Action Plan. Xcel Energy, through its Partners in Energy offering, has supported the development of this Energy Action Plan. This document outlines how the City of Northglenn and Xcel Energy will continue to work together to implement this Energy Action Plan. The term of this joint support, as defined in this document, will extend from November 1, 2019 through June 30, 2021.

**Xcel Energy will support the City of Northglenn in achieving the goals of its Energy Action Plan in the following ways:**

### **Residences**

- **Residential Communications Campaign**
  - Coordinate strategy team organization, meetings, and communication
  - Provide development of co-branded marketing materials
  - Support promotion of events through coordinated development of email content, website content, or other social media content
  - Serve as liaison to the City to coordinate with Xcel Energy program staff on Demand Side Management (DSM) and renewable energy
  - Provide 200 LEDs for installation at senior residences
  - Support development of ward challenge structure, as applicable
  - Support one in-person event to celebrate and recognize winning ward (tabling, LEDs, one Partners in Energy staff to attend)
  - Support tracking and reporting progress to goals
  
- **Home Energy Squad (HES) Buy-down**
  - Coordinate with City staff on schedule and outreach
  - Support development of co-branded marketing materials
  - Support promotion of buy-down through coordinated development of email content, website content, or other social media content
  - Serve as liaison to support communications between City and Xcel Energy program delivery staff, as applicable
  - Track and report participation

- **Solar Bulk Purchase Program**

- Support for this strategy is dependent upon the City of Northglenn identifying partners and funding to support a North Metro co-op program.
- Coordinate with City staff as needed on how to align outreach around options for clean energy and link bulk solar installations and Solar\*Rewards incentives
- Provide development of co-branded marketing materials that describe incentives available, including Solar\*Rewards
- Support promotion of bulk purchase program through coordinated development of email content, website content, or other social media content as appropriate
- Note: Xcel Energy is not able to promote one solar installer over any other but can promote the bulk purchase program and incentives available for installing solar

Support funded by Xcel Energy for this strategy is not to exceed 110 hours. These hours will include those provided through the Partners in Energy team from Brendle Group and do not include support provided by Xcel Energy internal program staff.

### **Municipal Facilities**

- **Increased Education & Awareness and Building Energy Teams**

- Coordinate strategy team organization, meetings, and communication
- Provide development of co-branded marketing materials
- Support development of messaging for staff (efficiency tips, signage, email content, website content)
- Support approach to sharing success and project highlights with staff and community
- Help track project and building EUI progress
- Provide support for building team rewards (LEDs)

- **City Facility Benchmarking and High-efficiency Equipment**

- Assist City staff to establish guidelines to identify high-priority buildings and help set up ENERGY STAR Portfolio Manager® accounts for these City buildings
- Support tracking and reporting progress to goals

Support funded by Xcel Energy for this strategy is not to exceed 100 hours. These hours will include those provided through the Partners in Energy team from Brendle Group and do not include support provided by Xcel Energy internal program staff.

### **Commercial & Small Business**

- **Business Energy Efficiency Education & Awareness**

- Support strategy team organization, meetings, and communication
- Serve as liaison among City and Xcel Energy program and vendor staff
- Support development, publishing, and printing of case studies showcasing local businesses and building owners/property managers that have implemented energy efficiency projects and develop other sector-specific collateral targeting conservation
- Coordinate with City economic development, building department, and communications staff to share program opportunities
- Provide development of co-branded marketing materials

- Support Business Appreciation Breakfast and one additional event for businesses to learn about Xcel Energy programs (up to two events)
- Support tracking and reporting progress to goals

Support funded by Xcel Energy for this strategy is not to exceed 100 hours. These hours will include those provided through the Partners in Energy team from Brendle Group and do not include support provided by Xcel Energy internal program staff.

**Project Management and Reimbursed Expenses**

- Provide presentation content outlining Partners in Energy process, identified focus areas and goals, and benefits to community to be presented to Council as part of approval process
- Facilitate regular check-in meetings, track and report energy impacts and activities (process annual data from Xcel Energy), and help coordinate implementation kick-off activities
- Provide up to \$3,800 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 project management is not to exceed 85 hours. These hours will include those provided through the Partners in Energy team from Brendle Group and do not include support provided by Xcel Energy internal program staff.

**The City of Northglenn commits to supporting the Energy Action Plan to the best of its ability by:**

- Working to achieve the energy savings impacts outlined in the energy action plan and shown in the table below:

**City of Northglenn Conservation Goals**

	Electricity Savings (in kWh)	Natural Gas Savings (in therms)
<b>Baseline Historic Energy Savings</b>	1,813,300	27,200
<b>Incremental Plan Energy Savings (11/1/19-3/31/2021)</b>	3,570,000	126,000
<b>Total Plan Energy Savings (baseline + plan energy savings)</b>	<b>5,383,300</b>	<b>153,200</b>

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

**Residences**

- **Residential Energy Efficiency Campaign**
  - Provide strategy team leadership

- Lead campaign development to educate residents and drive conservation actions through ward challenge
- Support development of printed marketing materials, event materials, and social media and other outreach content
- Use City's media outlets to deliver outreach and communicate with residents
- Launch activities and track metrics pertaining to number of residences reached
- Coordinate with School District, Youth Commission, and senior organizations to promote home installation support
- Lead event tabling at community events (including coaching volunteers to support)
- Share City's Energy Action Plan information at city events as appropriate
- Coordinate with other City staff on building challenge (in conjunction with building team efforts)
- **Home Energy Squad Buy-down**
  - Identify funding mechanism
  - Work directly with HES program and vendor staff to contract buy-down and payment logistics
  - Coordinate on co-branded marketing materials
  - Promote buy-down through coordinated development of email content, website content, or other social media content
  - Administer buy-down program
  - Track and share participation
- **Solar Bulk Purchase Program (if funding is identified)**
  - Develop offering based on grant outline, including matching funding and administration
  - Coordinate with Partners in Energy staff on any useful co-branded marketing materials
  - Support promotion of program through coordinated development of email content, website content, or other social media content
  - Administer program
  - Track and share participation

### **Municipal Facilities**

- **Increased Staff Awareness, Building Teams & Benchmarking**
  - Provide strategy team leadership
  - Coordinate with Partners in Energy staff to develop outreach/awareness content for building teams and staff communications
  - Maintain ENERGY STAR Portfolio Manager® and analyze energy data for participating municipal buildings
  - Develop process for tracking energy use intensity data for city facilities to help measure progress
  - Identify appropriate efficiency projects for City facilities and share results
  - Use City's media outlets to share case studies and perform outreach to share successes on internal energy saving efforts

**Commercial & Small Business**

- **Business Energy Efficiency Campaign**
  - Provide strategy team leadership
  - Support development of success stories or case studies, printed marketing materials, and other sector-specific collateral and provide review and input as appropriate for social media content
  - Develop list of commercial property managers and owners
  - Publish success stories in selected city-owned or managed outreach channels
  - Coordinate strategy efforts with other current business initiatives that incorporate outreach (economic development, building department, etc.) delivered by the City
  - Use City's media outlets to deliver outreach and communicate with local businesses
  - Lead development of detailed outreach action plan
  - Provide energy efficiency and program information and tabling support at business community events, as applicable, and at the Annual Business Appreciation Breakfast
  - Share City's Energy Action Plan information at City events as appropriate
  
- **City Incentives for Commercial Projects**
  - Provide strategy team leadership
  - Identify funding mechanism
  - Develop process for businesses to apply and receive incentives
  - Propose to City Council and guide through adoption process, if required
  - Promote incentive program buy-down through coordinated development of email content, website content, or other social media content

**Project Management**

- Participate in coordination and tracking of scheduled check-ins, activities, and events
- 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 Plan 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 Plan

**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 the City of Northglenn. 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 Northglenn ordinances, City of Northglenn regulatory jurisdiction, or Colorado's utility regulatory jurisdiction.

**Single Points of Contact**

All communications pertaining to this agreement shall be directed to Becky Smith on behalf of the City of Northglenn and Tami Gunderzik on behalf of Xcel Energy.

Xcel Energy is excited about this opportunity to support the City of Northglenn 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 Northglenn:

Signature: Antonio B. Esquibel

Name: Antonio B. Esquibel

Title: Mayor

Date: November 25, 2019

For Xcel Energy:

Signature: Hollie Velasquez Horvath

Name: Hollie Velasquez Horvath

Title: Director, Community Relations

Date: 1/10/2020

SPONSORED BY: MAYOR LEIGHTY

COUNCILMAN'S RESOLUTION

RESOLUTION NO.

No. CR-67  
Series of 2021

\_\_\_\_\_  
Series of 2021

A RESOLUTION APPROVING A MEMORANDUM OF UNDERSTANDING BETWEEN THE CITY OF NORTHGLENN AND XCEL ENERGY FOR THE CONTINUED IMPLEMENTATION OF THE ENERGY ACTION PLAN IN PHASE 2 OF THE PARTNERS IN ENERGY PROGRAM

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF NORTHGLENN, COLORADO, THAT:

Section 1. The Memorandum of Understanding between the City of Northglenn and Xcel Energy, as attached hereto, for the continued implementation of the Energy Action Plan in Phase 2 of the Partners In Energy Program is hereby approved and the Mayor is authorized to execute same on behalf of the City of Northglenn.

DATED, at Northglenn, Colorado, this \_\_\_\_\_ day of \_\_\_\_\_, 2021.

\_\_\_\_\_  
MEREDITH LEIGHTY  
Mayor

ATTEST:

\_\_\_\_\_  
JOHANNA SMALL, CMC  
City Clerk

APPROVED AS TO FORM:

\_\_\_\_\_  
COREY Y. HOFFMANN  
City Attorney

## Memorandum of Understanding Phase 2 – Plan Implementation

Rebecca Smith  
City of Northglenn  
11701 Community Center Drive  
Northglenn, CO 80233

The intent of this Memorandum of Understanding is to recognize the achievement of the City of Northglenn in developing an Energy Action Plan. Xcel Energy, through its Partners in Energy offering, has supported the development of this Energy Action Plan. This document outlines how the City of Northglenn and Xcel Energy will continue to work together to implement this Energy Action Plan. The term of this joint support, as defined in this document, will extend from July 1, 2021 through December 31, 2022.

### **Xcel Energy will support the City of Northglenn in continued implementation of its Energy Action Plan in the following ways:**

#### **Residences**

- **Residential Communications Campaign**
  - Coordinate strategy team organization, meetings, and communication
  - Provide development of co-branded marketing materials
  - Support promotion of events through coordinated development of email content, website content, or other social media content
  - Serve as liaison to the City to coordinate with Xcel Energy program staff on Demand Side Management (DSM) and renewable energy
  - Provide 400 LEDs for giveaways at events, annually as available
  - Continue support of ward challenge through the end of 2021 through online promotion and in-person events.
  - Support one in-person event to celebrate and recognize winning ward (tabling, LEDs, one Partners in Energy staff to attend)
  - Support tracking and reporting progress to goals
  
- **Home Energy Squad (HES) Buy-down**
  - Coordinate with City staff on schedule and outreach
  - Support development of co-branded marketing materials
  - Support promotion of buy-down through coordinated development of email content, website content, or other social media content
  - Serve as liaison to support communications between City and Xcel Energy program delivery staff, as applicable
  - Track and report participation

- **Solar Bulk Purchase Program**
  - Support for this strategy is dependent upon the City of Northglenn identifying partners and funding to support a North Metro co-op program.
  - Coordinate with City staff as needed on how to align outreach around options for clean energy and link bulk solar installations and Solar\*Rewards incentives
  - Provide development of co-branded marketing materials that describe incentives available, including Solar\*Rewards
  - Support promotion of bulk purchase program through coordinated development of email content, website content, or other social media content as appropriate
  - Note: Xcel Energy is not able to promote one solar installer over any other but can promote the bulk purchase program and incentives available for installing solar

Support funded by Xcel Energy for this strategy is not to exceed 90 hours. These hours will include those provided through the Partners in Energy team from Brendle Group and do not include support provided by Xcel Energy internal program staff.

### **Municipal Facilities**

- **Increased Education & Awareness and Building Energy Teams**
  - Coordinate strategy team organization, meetings, and communication
  - Provide development of co-branded marketing materials
  - Support development of messaging for staff (efficiency tips, signage, email content, website content)
  - Support approach to sharing success and project highlights with staff and community
- **City Facility Benchmarking and High-efficiency Equipment**
  - Support tracking and reporting progress to goals
  - Support City staff in continued onboarding to ENERGY STAR Portfolio Manager®

Support funded by Xcel Energy for this strategy is not to exceed 60 hours. These hours will include those provided through the Partners in Energy team from Brendle Group and do not include support provided by Xcel Energy internal program staff.

### **Commercial & Small Business**

- **Business Energy Efficiency Education & Awareness**
  - Support strategy team organization, meetings, and communication
  - Serve as liaison among City and Xcel Energy program and vendor staff
  - Coordinate with City economic development to share program opportunities for Northglenn Marketplace Revitalization.
  - Coordinate with City economic development, building department, and communications staff to share program opportunities with new and existing businesses through business walks and other channels
  - Provide development of co-branded marketing materials
  - Support Business Appreciation Breakfast and one additional event for businesses to learn about Xcel Energy programs (up to two events)

- Support development of business incentive program (if funding mechanism identified), including information about similar programs, collateral, and trainings.
- Support tracking and reporting progress to goals

Support funded by Xcel Energy for this strategy is not to exceed 90 hours. These hours will include those provided through the Partners in Energy team from Brendle Group and do not include support provided by Xcel Energy internal program staff.

### **Project Management and Reimbursed Expenses**

- Provide presentation content outlining Partners in Energy process, identified focus areas and goals, and benefits to community to be presented to Council as part of approval process
- Facilitate regular check-in meetings, track and report energy impacts and activities (process annual data from Xcel Energy), and help coordinate implementation kick-off activities
- Provide up to \$3,000 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 project management is not to exceed 60 hours. These hours will include those provided through the Partners in Energy team from Brendle Group and do not include support provided by Xcel Energy internal program staff.

### **The City of Northglenn commits to continued support of the Energy Action Plan to the best of its ability by:**

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

### **Residences**

- **Residential Energy Efficiency Campaign**
  - Provide strategy team leadership
  - Lead campaign development to educate residents and drive conservation actions through ward challenge
  - Support development of printed marketing materials, event materials, and social media and other outreach content
  - Use City's media outlets to deliver outreach and communicate with residents
  - Launch activities and track metrics pertaining to number of residences reached
  - Lead event tabling at community events (including coaching volunteers to support)
  - Share City's Energy Action Plan information at city events as appropriate
  - Coordinate with other City staff on building challenge (in conjunction with building team efforts)

- **Home Energy Squad Buy-down**
  - Coordinate on co-branded marketing materials
  - Promote buy-down through coordinated development of email content, website content, or other social media content
  - Administer buy-down program
  - Track and share participation
- **Solar Bulk Purchase Program (if funding is identified)**
  - Develop offering based on grant outline, including matching funding and administration
  - Coordinate with Partners in Energy staff on any useful co-branded marketing materials
  - Support promotion of program through coordinated development of email content, website content, or other social media content
  - Administer program
  - Track and share participation

### **Municipal Facilities**

- **Increased Staff Awareness, Building Teams & Benchmarking**
  - Provide strategy team leadership
  - Coordinate with Partners in Energy staff to develop outreach/awareness content for building teams and staff communications
  - Maintain ENERGY STAR Portfolio Manager® and analyze energy data for participating municipal buildings
  - Develop process for tracking energy use intensity data for city facilities to help measure progress
  - Identify appropriate efficiency projects for City facilities and share results
  - Use City's media outlets to share case studies and perform outreach to share successes on internal energy saving efforts

### **Commercial & Small Business**

- **Business Energy Efficiency Campaign**
  - Provide strategy team leadership
  - Support development of success stories or case studies, printed marketing materials, and other sector-specific collateral and provide review and input as appropriate
  - Publish success stories in selected city-owned or managed outreach channels
  - Coordinate strategy efforts with other current business initiatives that incorporate outreach (economic development, building department, etc.) delivered by the City
  - Use City's media outlets to deliver outreach and communicate with local businesses
  - Lead collaboration with Northglenn Marketplace Revitalization, including providing materials and conducting outreach
  - Provide energy efficiency and program information and tabling support at business walks, as applicable, and at the annual Business Appreciation Breakfast
  - Share City's Energy Action Plan information at City events as appropriate

- **City Incentives for Commercial Projects**
  - Identify funding mechanism
  - Develop process for businesses to apply and receive incentives
  - Propose to City Council and guide through adoption process, if required
  - Promote incentive program buy-down through coordinated development of email content, website content, or other social media content

### **Project Management**

- Participate in coordination and tracking of scheduled check-ins, activities, and events
- 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 Plan 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 Plan

### **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 the City of Northglenn. 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 Northglenn ordinances, City of Northglenn regulatory jurisdiction, or Colorado's utility regulatory jurisdiction.

### **Single Points of Contact**

All communications pertaining to this agreement shall be directed to Becky Smith on behalf of the City of Northglenn and Tami Gunderzik on behalf of Xcel Energy.

Xcel Energy is excited about this opportunity to support the City of Northglenn 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 Northglenn:

For Xcel Energy:

Signature:

\_\_\_\_\_

Name: Meredith Leighty

\_\_\_\_\_

Title: Mayor

\_\_\_\_\_

Date:

\_\_\_\_\_

Signature:

\_\_\_\_\_

Name:

\_\_\_\_\_

Title:

\_\_\_\_\_

Date:

\_\_\_\_\_