

HOW CAN WE HELP YOU REACH YOUR ENERGY GOALS?

IMPLEMENTATION SUMMARY



PARTNERS IN ENERGY
An Xcel Energy Community Collaboration

Xcel Energy offers a portfolio of programs and services to augment your energy initiatives. In addition, Partners in Energy tailors support where you need it.

TACTIC	XCEL ENERGY PARTNERS IN ENERGY SUPPORT	EXAMPLE DELIVERABLES FOR COMMUNITIES
Marketing materials	<ul style="list-style-type: none"> • Design support for print and online collateral, such as posters, flyers, emails, etc. • Assistance identifying best target market for programs or offerings • Development support for print and web-based materials (e.g., newsletter) • Translation services for collateral for non-English speaking audiences 	<ul style="list-style-type: none"> • Collateral development tailored to strategies • Website and social media content, tailored for platform • Residential or business newsletter articles
Media relations	<ul style="list-style-type: none"> • Template and content ideas for press releases or articles • Support developing a targeted outreach and engagement plan 	<ul style="list-style-type: none"> • Press releases • Articles for local media
Educational Outreach and Engagement	<ul style="list-style-type: none"> • Develop communications campaigns with educational information • Identify and convene expert resources • Provide information on associated utility programs • Assist with educational workshop development and delivery 	<ul style="list-style-type: none"> • Workshops for community members, businesses, or government employees – both in-person and online • Website and social media content to inform community • Trainings for community leaders on outreach topics • Age-appropriate educational activities
Events	<ul style="list-style-type: none"> • Assist with developing event plan and provide best practices • Assist with designing and developing invitations, agendas, and other event collateral • Assist with developing communications plans to build awareness of event 	<ul style="list-style-type: none"> • Community informational fair to promote programs and resources • Open house to inform community members about Energy Action Plan and solicit input and implementation support • Event fliers, posters, signage, or giveaways
Volunteer coordination and resources	<ul style="list-style-type: none"> • Help coordinating volunteers and preparing them to serve • Support with developing systems to coordinate volunteers • Assistance with identifying where resources would have greatest impact 	<ul style="list-style-type: none"> • Volunteer training • Volunteer tracking systems
Resource sharing	<ul style="list-style-type: none"> • Suggest potential organizations and resources for additional expertise in strategies • Case studies highlighting success stories with results • Provide opportunities to learn from and engage with other Xcel Energy Partners in Energy communities 	<ul style="list-style-type: none"> • Online portal for Partners in Energy communities to share and leverage resources • Partners in Energy Office Hours • Collateral with information on energy-related projects • Bilingual information on how to participate in energy-related programs • Data summaries showing annual changes in program participation and community consumption • Financing options for large capital projects

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Community data and activity tracking	<ul style="list-style-type: none"> • Information on energy use and program participation for communities (within constraints of data privacy rules) • Combine Xcel Energy information with other community or utility data for a more robust energy profile • Assistance with identifying projects and potential savings • Segmentation analysis of data • Data visualization using mapping tools • Assistance with establishing recognition programs 	<ul style="list-style-type: none"> • Analysis by council districts, census tracts, etc. to identify opportunities for outreach • Activity updates to support tracking program participation and progress toward goals • Recognition programs for residents or businesses who participate • Bi-annual data summaries to stay on track and share with community
Grants	<ul style="list-style-type: none"> • Help identify possible sources of funding to implement programs • Work with team to identify potential program structure • Assistance with defining project parameters, including financial and technical modeling 	<ul style="list-style-type: none"> • Community-administered program design • List of possible funding sources tailored to project or program size and needs
Ongoing program coordination	<ul style="list-style-type: none"> • Support with scheduling and coordinating team meetings • Project management • Assist with developing communications about plan progress 	<ul style="list-style-type: none"> • Facilitating check-ins for implementation leaders to assess progress, coordinate, and plan next steps • Budget tracking for collateral printing and event costs • Social media posts, newsletter articles, etc. to communicate progress to community



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