

An Energy Action Plan for the Town of Minturn, CO



November 8th, 2017

Table of Contents

Acknowledgements.....	iii
Executive Summary.....	iv
Our Energy Vision	iv
Our Goals.....	iv
How Will We Get There?.....	iv
Playbook for Achieving Our Goals.....	v
Introduction.....	1
Who Are We?	2
Population and Demographics	2
Housing	2
Business and Economy	3
Commitment to Sustainability	3
The Case for a Community Energy Action Plan	4
Where Are We Now?	4
Energy Use and Trends	4
Existing Energy Practices.....	7
Local Outreach and Communication Channels	7
Where Do We Want to Go?	8
Strategy Areas.....	8
Goals.....	9
How Are We Going to Get There? – Actionable Strategies	9
Residential	10
Commercial	12
Renewables	15
How Are We Going to Stay on Course?	16

Acknowledgements

Thanks to the following organizations and individuals for participating in developing this energy action plan for the Town of Minturn.

Minturn's Energy Action Planning Team

The planning team was formed from a varied group of town staff, local and regional organizations, local businesses, and committed community members.



Town Staff and Action Team Members

Jeff Armistead	Town of Minturn, Planning and Zoning Commission
Eric Boley	Eagle County Sustainability Group
Rich Clubine	Active Energies Solar, Owner
John Gitchell	Eagle County, Sustainability Group
Geoffrey Grimmer	Town of Eagle Trustee, Vail Ski and Snowboard Academy
Janet Hawkinson	Town of Minturn, Planning Director
John-Ryan Lockman	Walking Mountains Science Center, Energy Programs Director
Nikki Maline	Walking Mountains Science Center, Energy Programs Coordinator
Bailey Matthews	Active Energies Solar, Solar Expert
Tim McGuire	Battle Mountain Development
Michelle Metteer	Town of Minturn, Economic Development Coordinator
Willy Powell	Town of Minturn, Town Manager
Matt Scherr	Town of Minturn, Mayor
Molly Sparhawk	Minturn Resident
Tim Thompson	TTK Energy, Inc., Engineer
John Widerman	Town of Minturn, Council Member

Xcel Energy Representatives

Tami Gunderzik	Partners in Energy Program Manager
Kelly Flenniken	Area Service Manager
Judy Dorsey	Partners in Energy Facilitator
Matthew Skogen	Partners in Energy Facilitator

Executive Summary

This energy action plan outlines tangible steps for the Town of Minturn to move the community towards its energy efficiency and renewable energy goals. Xcel Energy's Partners in Energy facilitated a series of planning workshops with the Energy Action Team in Summer and Fall 2017 to develop this plan. The Energy Action Team included representatives committed to representing local energy priorities and supporting implementation of the plan's strategies.

Our Energy Vision

The Town of Minturn's energy vision statement serves as a guide for Minturn's energy future and is supported by the goals listed in *The Climate Action Plan for the Eagle County Community*:

"Minturn will be Vail Valley's energy leader by advancing opportunities for the community, residents, and businesses through the promotion of energy efficiencies, economic vitality, and a renewable energy future."

Our Goals

To enable a future that promotes efficient energy choices, goals were created that provide social equity and community benefits for Minturn residents and businesses. This Energy Action Plan elaborates on responsible and actionable initiatives that support sustainability. In line with *The Climate Action Plan for the Eagle County Community*¹ and based on an analysis of the 2016 baseline community energy use, targets for increasing participation in energy efficiency, and renewable energy programs across homes and businesses, the Town of Minturn is committed to the following goals:

Overarching Greenhouse Gas (GHG) Reduction Goal: Reduce building-related GHG emissions 5% per year, and 80% by 2050.

Energy Reduction Goal: Achieve a 5% energy reduction from Minturn's 2016 energy baseline by June 2019.

Renewable Energy Goal: Engage 5% of Minturn households and businesses in a renewable energy program.

How Will We Get There?

In order to create this Energy Action Plan, the planning team held meetings and workshops to organize strategies and identify responsible teams that will drive Minturn's energy initiatives and goals. These teams will create momentum moving forward to promote a sustainable energy future for Minturn. Strategies focus on reducing energy, increasing cost-savings, and promoting overall community impact. Each strategy team has a work plan for implementing actionable energy goals. Energy education and program awareness is an underlying intent in each of these work plans and will be measured by community awareness and increased program activity. Each team and their strategies are summarized below.

¹ 2017. Walking Mountain Science Center. Climate Action Plan for the Eagle County Community. http://www.walkingmountains.org/wp-content/uploads/2017/05/Climate-Action-Plan-for-the-Eagle-County-Community_FINAL_December-V3-2016_WEB.pdf.

Residential Strategy Team

Team Lead: John Widerman
Co-lead: John – Ryan Lockman

- Campaign-based approach to Home Energy Audits and Deep Energy Retrofits
- Add Refrigerator Recycling offering to annual community clean-up event
- Low-income campaign in coordination with CARE
- New construction

Commercial Strategy Team

Team Leads: John Widerman & Michelle Metteer
Co-leads: Geoffrey Grimmer & Matt Scherr

- Main Street initiative
- Greening City Hall and Vail Ski & Snowboard Academy
- New construction

Renewable Energy Strategy Team

Team Lead: John Widerman
Co-lead: Rich Clubine

- Campaign to increase participation in on-bill subscriptions to Windsource® and/or Renewable*Connect®
- Pursue community solar at the Consolidated Tailings Pile (CTP) site
- Rooftop Solar

Playbook for Achieving Our Goals

Ongoing – Tracking

- Track implementation of strategies over time
- Schedule regular check-ins on strategy goals and adjust as needed
- Continue to identify new outreach channels
- Gather community feedback
- Publicly share successes and available programs

Immediate Actions (Sept. 2017 – Sept. 2018)

Residential

- Campaign development workshop
- Town Council and Town Planning to review new construction topic
- Develop residential campaign materials and schedule
- Promote energy action plan efforts at the Town Halloween Party
- Home Energy Squad visits by Xcel Energy along with deep energy audits performed by Walking Mountain
- Conduct train-the-trainer sessions

Commercial

- Identify potential businesses to be involved in business programs
- Develop possible frameworks for business program
- Identify potential municipal and Vail Ski & Snowboard facility improvements
- Establish new trade allies to serve Minturn
- Conduct train-the-trainer sessions for businesses and business contractors

Renewables

- Coordinate with residential and commercial outreach campaign development for Windsource® and Solar Rewards® programs
- Develop marketing and outreach materials

Longer Term Actions (beyond Sept. 2018)

Residential

- Conduct a marketing and outreach campaign
- Update materials as applicable

Commercial

- Continue train-the-trainer sessions
- Explore additional workshop opportunities
- Implement municipal and Vail Ski & Snowboard facility improvements

Renewables

- Explore solar array feasibility at Consolidated Tailings Pile (CTP) site
- Continued interest and participation in rooftop solar installation

Introduction

Xcel Energy is the main electric and gas utility serving the Town of Minturn. In the summer of 2014, Xcel Energy launched Partners in Energy to support communities, such as Minturn, in developing and implementing energy action plans that supplement existing sustainability plans, strategies, and tools. The content of this energy action plan (i.e., “plan”) is derived from two planning workshops held in Minturn from June 2017 to September 2017 with a planning team committed to representing local energy priorities and implementing plan strategies. The team was comprised of Minturn residents, members of the business community, Town of Minturn staff, Eagle County School District, and Eagle County Staff.

During the workshops, strategies were formed in order to meet Minturn’s short and long-term energy goals. Furthermore, these goals complement Eagle County’s Climate Action Plan goals for reducing greenhouse gas (GHG) emissions. The short-term goals focused on a 20-month implementation period (October 2017 – February 2019). To meet the short-term goals, detailed action planning was established and included in this plan.

Partners in Energy will work with Minturn to coordinate support for implementing the plan over the course of 20 months and will develop a Memorandum of Understanding (MOU) that outlines specific support Xcel Energy will provide to help Minturn deploy its strategies and achieve its goals. Implementation will begin in late Fall of 2017.



Figure 1. Partners in Energy Process for Success



Figure 2. Resources from Xcel Energy for Implementation

Who Are We?

The Town of Minturn, roughly 8 square miles, is located in Eagle County and nested between the Towns of Vail and Avon, just south of the I-70 corridor. Minturn is about 7,900 feet above sea level and surrounded by national forest and wilderness, resulting in moderate summer temperatures and a heating-dominated energy footprint. Established in 1904, the Town of Minturn has historic roots in mining and railroad work. More recent the region has shifted toward the outdoors industry with access to world renowned skiing, hiking, camping, and biking. have shifted toward the ski industry.

Population and Demographics

In 2015, Minturn's population was estimated at 1,050 and has grown 2.2% since 2010.² Moderate growth is slated to occur over the next decade, dependent on residential development opportunities in the town. The average household size was estimated at 2.45 and has remained constant since 2010. The median age has increased from 36.8 in 2010 to 41.5. An estimated 41.6% of the population is 45 or older, while 85% of the population is 18 or older. The majority of Minturn residents identify as white, 62.7%, however, a significant number, 37.3%, identify as a race other than white. Of these 25.9% identify as Hispanic of any race and 2% identify as Latino of any race.³

Housing

As of 2015, there are 528 housing units in Minturn. The majority of these units, 73.1%, are occupied while the remaining 26.9% are vacant throughout the year.⁴ Of the occupied units, 58.3%, are renter-occupied versus owner-occupied (Figure 3). In addition, over half of the housing units, 55.1%, have 3 bedrooms or more. The majority of Minturn housing is single-family detached, 56.8%. Single-family attached represents 18% of homes and housing consisting of 2 or more units is 17.2%. Mobile homes represent the remainder of homes at 8%. Most of the housing stock was built prior to the year 2000 with 36.6% being built in 1939 or earlier. According to the U.S. Census American Community Survey 2011-2015, the median price for owner-occupied housing units in Minturn was \$527,300. There are two development projects proposed in the near future that would increase housing options in the town. For perspective, typically there may be 5-7 new home starts in any given year. New development plans could lead to 30-50 new home starts in the coming year.

² U.S. Census Bureau; American Community Survey, 2015 American Community Survey Estimates

³ Town of Minturn, Planning Department

⁴ U.S. Census Bureau; American Community Survey, 2015 American Community Survey Estimates

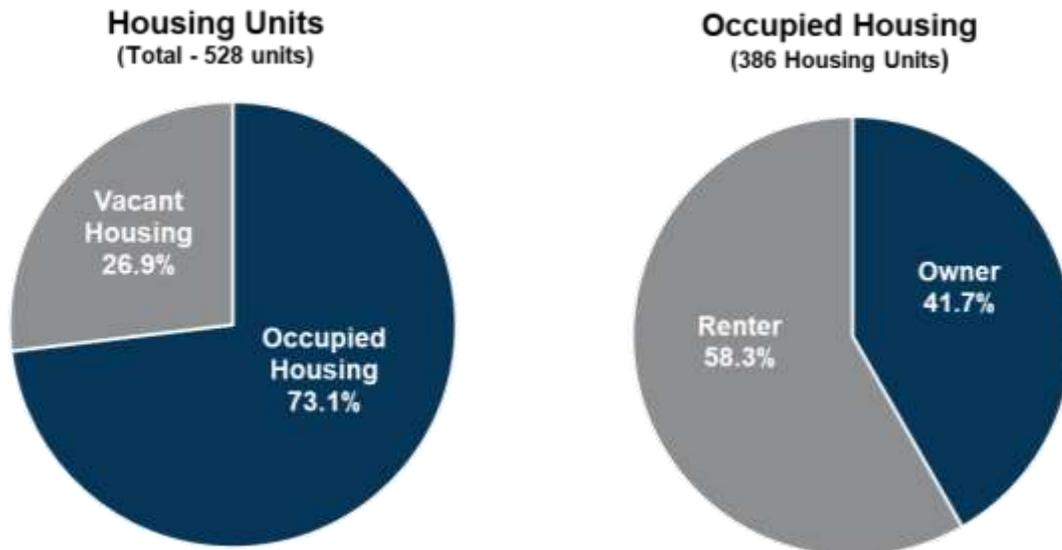


Figure 3. Total Housing Units & Housing Occupancy

Business and Economy

There are approximately 140 active businesses primarily located in downtown Minturn with two smaller business areas in the central and southern parts of town. Minturn's economy is comprised of retailers, restaurants, hotels, services, artists, contractors, non-profit organizations, governmental bodies and financial institutions. The community has an active Economic Development Advisory Committee (EDAC) and a guiding economic development strategic plan. Minturn's unemployment rate of 3.0% is below the Bureau of Labor Statistics national average estimate of 5.3% in 2015.⁵ However, Minturn's low unemployment rate is not an indicator of income. The median household income for Minturn, in 2015, was \$63,947. Whereas, for Eagle County, which Minturn resides, the median household income was \$72,214. Based on the U.S. Census ACS 2011-2015 data, the number of households that earn less than \$50,000 annually or are well below the median household income was 43%. Of the remaining households, just over 28%, earn between \$50,000 – \$99,999 as well as just over 28% earn more than \$100,000.⁶ Overall, there is a disproportionate number of households that earn less than the median income, which would equate to an unsustainable wage in a relatively wealthy area.

Commitment to Sustainability

Minturn's participation in Partners in Energy continues to reinforce and support its commitment to sustainability. The Town of Minturn is a recent member of the Compact of Colorado Communities, joining in 2017. The Compact's motto is "Building Colorado Communities' Capacity for Climate Action: People. Power. Purpose."⁷ By creating energy initiatives aimed at increasing energy education and efficiency, Minturn is taking steps to lower their GHG emissions and do their part to support achievement of Eagle County's Climate Action Plan goals – 25% GHG reduction by the year 2025, and 80% by the year 2050.

⁵ <https://data.bls.gov/timeseries/LNS14000000>

⁶ U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates.

⁷ 2017. Compact of Colorado Communities. <https://www.compactofcoloradocommunities.org/>

The Case for a Community Energy Action Plan

Minturn is located in a world-renowned outdoor recreation area. This plan aims to ensure future generations have the opportunity to enjoy all the area has to offer while also limiting and lowering harmful environmental impacts. It highlights opportunities to cut energy costs and implement energy efficiency measures at the community scale through targeted strategies. Benefits from implementing the strategies listed in this plan include reduction of GHG emissions, energy efficiency education, lowering non-renewable energy consumption, and cost savings on energy bills.

Where Are We Now?

An introductory step in the Partners in Energy planning process is to develop a community profile. The Xcel Energy team analyzed and presented:

- The amount of energy that was purchased, by fuel source, from Xcel Energy
- A breakout by sector (residential and commercial)
- An overlay of energy use for each sector from 2014 to 2016

Comparing annual data helped the planning team understand how and where energy is used in the community to inform decision making. The three years of data, 2014 through 2016, were used for trend analysis, and year 2016 was established as the baseline. For the purposes of this plan, the residential and commercial sectors are the focus of the baseline energy analysis detailed on the following page.

Energy Use and Trends

Minturn has approximately 699 total residential, commercial, and industrial premises as of 2016. These premises consume both electricity and natural gas. The majority of premises are residential, 79%, while approximately one-fifth or 21% are commercial. Residential premises are the primary consumers of energy in Minturn (Figure 4).

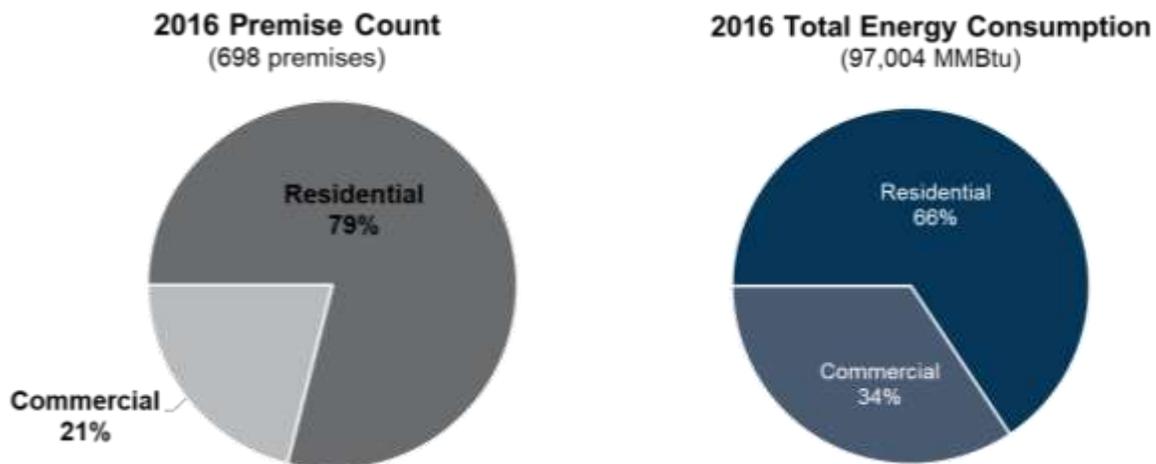


Figure 4. Energy Use by Premise Type in 2016

The primary consumer of both electricity and natural gas are residential premises (Figure 6). Moreover, natural gas was the main fuel type consumed among residential and commercial premises in 2016 (Figure 6).

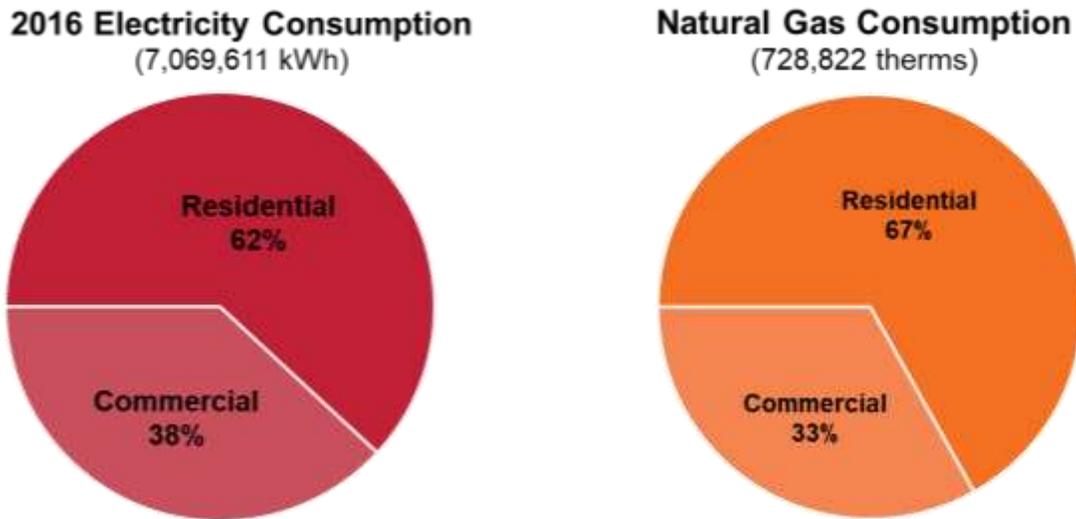


Figure 5. Total Energy Consumption by Sector and Energy Type

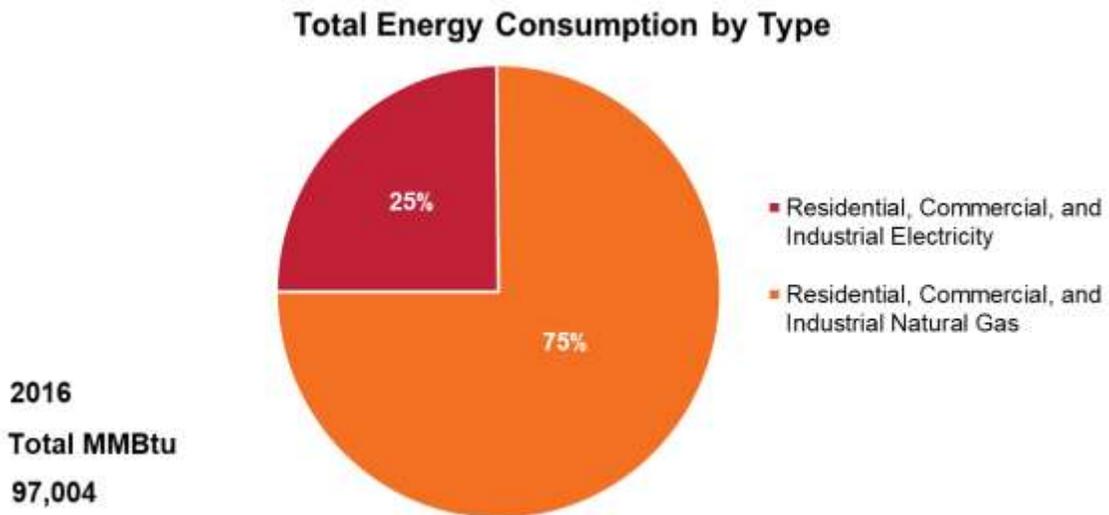


Figure 6. Total Energy Consumption by Energy Type

Energy use in Minturn has been relatively constant from 2014 to 2016 (Figure 7). During the same period, the cost of natural gas has declined, which produced a year-to-year energy cost reduction (Figure 8). In 2014, natural gas electric power price (dollars per thousand cubic feet) was \$5.19. By 2016, natural gas prices fell to \$2.99, over a 40% cost reduction. Across the board, natural gas prices saw a decrease of just over 43% from 2010 to 2016.⁸

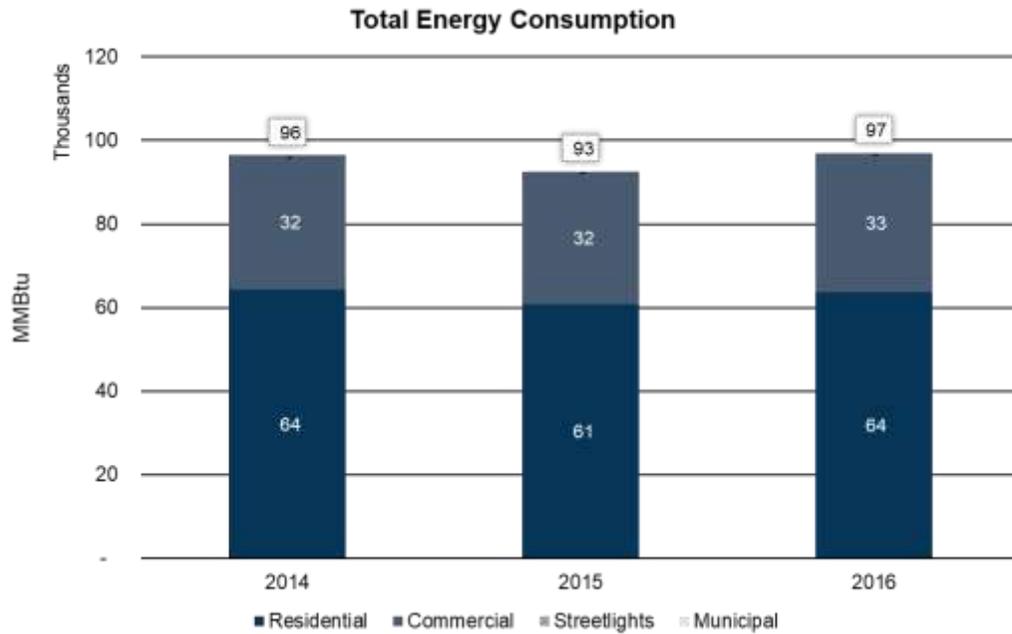


Figure 7. Total Energy Consumption per Year

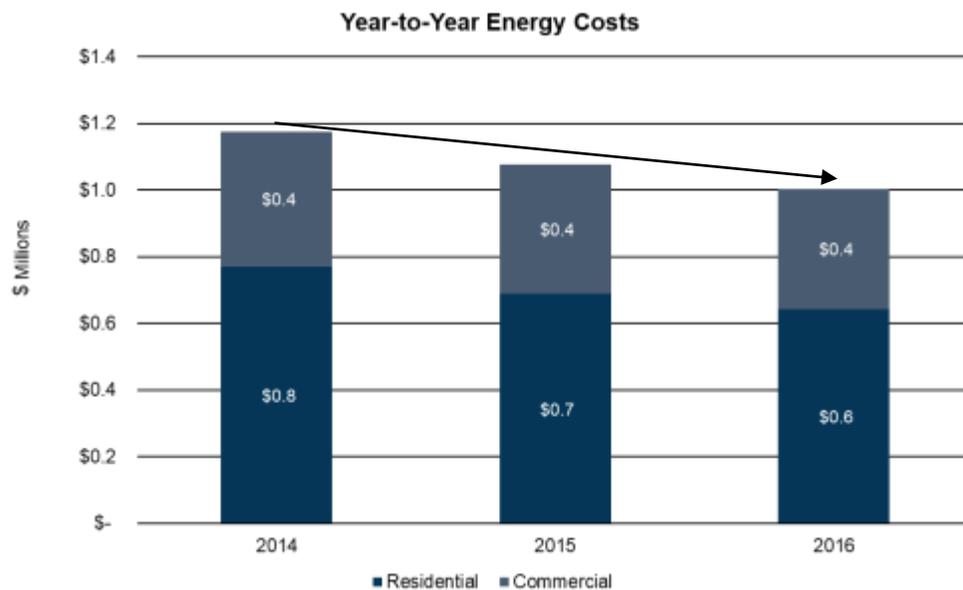


Figure 8. Year-to-Year Energy Costs

⁸ 2017. Natural Gas. Natural Gas Prices. U.S. Energy Information Administration. https://www.eia.gov/dnav/ng/ng_pri_sum_dcu_nus_m.htm.

Existing Energy Practices

Historically, Minturn’s participation in energy initiatives has been low. This presents a prime opportunity to increase participation, education, and awareness about energy programs readily available that support cost-savings and energy reduction. Table 1 displays 2016 participation efforts in community energy initiatives.

Table 1. Local Outreach

Community Energy Initiatives
<p>Residential Initiatives</p> <ul style="list-style-type: none"> • Ongoing participation in the Xcel Energy Windsource® and Solar Rewards® programs <ul style="list-style-type: none"> ○ Approximately 1.3% of the population in Minturn participates in Windsource® and Solar Rewards® annually • Refrigerator Recycling <ul style="list-style-type: none"> ○ On average, at least one community member participates per year

Local Outreach and Communication Channels

Engaging the community is critical to reaching this plan’s goals. Table 2 below, lists some of the ways that residents and businesses currently receive information about the community.

Table 2. Local Outreach

Local Outreach Channels
<p>Digital Communications</p> <ul style="list-style-type: none"> • Town of Minturn Website and gominturn.com • Minturn Community Fund • Minturn’s Facebook • Minturn Community Newsletter
<p>Events</p> <ul style="list-style-type: none"> • Farmers Market • Annual Halloween Party & Fundraiser • Tree Lighting and Giving Tree • Winter Market • Christmas Tree Bonfire
<p>Community Spaces for Collateral Distribution</p> <ul style="list-style-type: none"> • Minturn Fitness Center • Town Hall

Utilizing these communication channels will be vital during implementation efforts. In addition to these community-based channels, the planning team identified additional specific outreach tactics to motivate homes and businesses to participate in energy efficiency and renewable energy programs.

Residential Outreach Tactics

- Seek citizens that are well-known or highly-networked in the community to participate in a home energy audit and then enlist their support in getting the word out through their social networks (e.g. coffee shop conversations, community events and in-home home energy parties).

- Since Xcel Energy’s Home Energy Squad audits are only available in Minturn from April through September, use the winter months to raise awareness on available programs and conduct sustained outreach activities during winter to drive enrollment for a blitz of programming in the spring.
- For refrigerator recycling, link outreach to the annual clean-up event, making it easier for participants to obtain a rebate.
- For short-term rental properties, such as VRBO, utilize the annual inspection as an opportunity to provide information on energy efficiency programs available and offer a discounted fee for property owners that participate in one or more of the outlined programs in this plan.

Commercial Outreach Tactics

- Lead by example with the Town of Minturn’s Town Hall and the Vail Ski & Snowboard School leading the way by participating in energy efficiency upgrades. In turn, encouraging smaller businesses to participate by sharing tangible and relatable results from these first two leaders.
- Inventory Minturn businesses to identify those with a building energy management systems (EMS) (i.e., building energy controls) and channel these businesses, which tend to be in larger commercial buildings, to Xcel Energy’s Business Energy Analysis or Building Tune-Up programs.
- For smaller businesses without an EMS, develop a focused small-business lighting campaign.
- Target small business owners well-known in the local business community to get involved and help share the cost-benefits and other noteworthy outcomes of their participation in energy efficiency programs.
- Address small businesses that are leasing space and have less direct control over their building’s energy use by working directly with their property managers, providing education and assistance about energy efficiency programs.
- Work with the Economic Development Advisory Council (EDAC) to help get the word out and drive participation, linking energy efficiency to economic growth and business-case benefits.

Where Do We Want to Go?

Strategy Areas

Three areas were identified for Minturn to create meaningful goals and actionable strategies – Residential, Commercial, and Renewables. These areas were based on Minturn’s baseline energy use data, the potential for energy savings, areas where implementation would have the most probability of success, and alignment with Minturn’s ability for engagement and outreach.

Strategy Area 1: Residential

The residential strategy area includes strategies that apply to existing homes, new construction of residential premises, and low-income opportunities for residential premises. Since 79% of premises in Minturn are residential, there is an opportunity to impact how residents in the community view and consume energy. Many Xcel Energy programs offer rebates and/or incentives for residential customers that could apply to a variety of residential premise types. These programs can be presented to the community through community events and activities. Educational outreach and marketing will be key in ensuring that residents understand the energy opportunities available (Table 3).

Strategy Area 2: Commercial

Based on analysis of energy savings and community impact, the Town of Minturn identified an opportunity to lead by example. The Town of Minturn identified the opportunity to pursue energy efficiency projects within its Town Hall starting by performing an energy audit. This audit will inform staff of energy efficiency opportunities to pursue, and specifically Xcel Energy programs they can take advantage of to increase efficiencies.

Additionally, the commercial strategy focuses on businesses located on Main Street and throughout the community. This initiative engages and activates business participation through business program initiatives that provide insight to energy usage and opportunities to improve energy efficiency (Table 4). Furthermore, the commercial area of Minturn has the opportunity for new construction, which allows for implementing many cost effective and energy efficient options at the time of construction.

Strategy Area 3: Renewables

This area focuses on integrating renewables and other alternative energy options into the residential and commercial sectors. Two programs that Xcel Energy offers for renewables are Windsorce® and Solar Rewards®. By electing to participate in these programs, participants are offsetting GHG emissions and supporting efforts to drive down future costs of renewable energy. Beginning early 2018, Xcel Energy will offer a program called Renewable*Connect® where customers can power their home or business with up to 100% clean energy.⁹

Goals

Goals were established based on the combined estimated energy savings and GHG emission reductions from the strategies discussed and analyzed. The goals guiding this energy action plan are the following:

- Reduce building-related greenhouse gas emissions by 5% per year, and 80% by 2050 (based on Minturn's 2016 baseline).
- Achieve a 5% energy reduction from Minturn's 2016 energy baseline by June 2019.
- Engage 5% of Minturn households and businesses, in a renewable energy program.

How Are We Going to Get There? – Actionable Strategies

Strategies are specific actions your community plans to take to achieve your goals. Minturn's Energy Action Planning Team developed seven strategies by analyzing energy data, brainstorming and prioritizing possible actions, and assessing the potential impacts and goals that each strategy can produce. Each of these strategies fall into at least one of the strategy areas (residential, commercial, or renewable). These areas have been selected because of the energy and cost savings, ease of implementation, initial investment, magnitude of impact, and other community co-benefits.

⁹ 2017. Renewable Connect in Colorado. Xcel Energy.
https://www.xcelenergy.com/company/rates_and_regulations/filings/renewable_connect_filing_in_colorado.

Residential

Residences in Minturn account for 66% of the total energy consumption. Natural gas comprises over three-quarters of the residential sector’s energy use at 77% with electricity rounding out less than a quarter at 23% (Figure 9). Predominantly, residences are heated by natural gas and the majority of their energy consumption happens during the fall, winter, and spring months when the temperatures are cooler or freezing. It will be important to engage residential community members to create awareness and share opportunities to participate in energy efficiency programs. Many different events (i.e. Minturn’s Halloween event and the Minturn Market) happen throughout the year that would be opportunistic times to provide information, marketing materials, and educational opportunities to residents in Minturn.

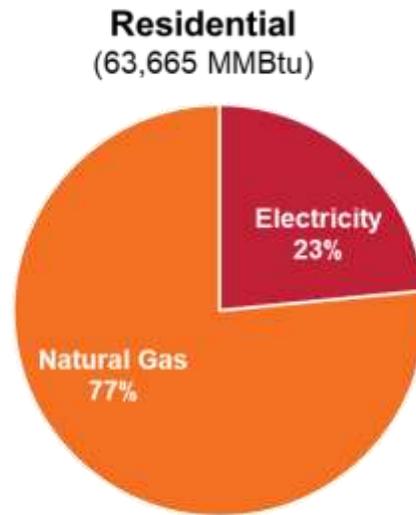


Figure 9. Residential Energy Consumption

Table 3. Residential Team Work Plan

Strategy 1: Residential	
Description	
Description	<p>In coordination with Walking Mountains Science Center, this strategy will build awareness of Xcel Energy programs as well as other programs for residential customers by crafting a targeted, multi-pronged outreach campaign. This campaign will include:</p> <ul style="list-style-type: none"> • Connecting with residents through Town channels, strategic partnerships, and at community events. • Discovering low-income opportunities for homes in the community, which will guide future low-income initiatives (i.e. single-family weatherization through programs like Northwest Colorado Council of Governments (NWCCOG) winterization program). • Energy audits for existing and new residential construction. • Opportunities for increasing residential refrigerator recycling.
Targets	
Targets	<ul style="list-style-type: none"> • Increase Xcel Energy Home Energy Squad participation to 30 homes. • 50% of audits conducted are deep energy retrofits by Walking Mountains Science Center.¹⁰

¹⁰ Walking Mountains Science Center residential offering of “deep energy retrofits” is an offering that delves more in-depth than just a home energy audit. Walking Mountains Science Center will assist the community member with the assessment in order to apply for applicable rebates to earn the most savings possible.

- Increase participation and awareness of refrigerator recycling to 13 participants in year-1 and create ongoing participation and awareness moving forward.
- Increase Xcel Energy Single-Family Weatherization participation to 15 participants in year-1.
- Work with Walking Mountains Science Center to increase the participation opportunity for the Colorado’s Affordable Residential Energy (CARE) program to assist with residential needs in creating an energy efficient home.

Responsible Parties

John Widerman (Lead)	Town of Minturn, Town Council
John-Ryan Lockman (Co-Lead)	Walking Mountains Science Center, Energy Programs Director
Jeff Armistead	Planning and Zoning Commission
Nikki Maline	Walking Mountains Science Center
Pat Nolan	Eagle County Senior's Coordinator

Timeline

Home Energy Squad (HES) operates spring through fall. During the off season, strategic efforts on what residences to reach out to and a marketing/outreach campaign should be developed to effectively engage the community on this effort.

First Steps (months 1-2)

- Identify potential homes to audit.
- Campaign during community events to onboard more participants in Minturn; investigate the opportunity for Minturn to reduce costs of Xcel Energy Home Energy Squad visits.
- Xcel Energy Home Energy Squad and Walking Mountains Science Center to collaborate on efforts; laying the groundwork to sign up homes for spring visits, which will include contractor training for staff at Walking Mountains Science Center along with other local area contractors about Xcel Energy’s program offerings.

Ongoing/monthly

- Implement improvements as applicable and as resources are available.
- Track and share energy efficiency investments, rebates, and savings information (e.g., success stories shared at community events and via outreach channels).
- Season allowing, engage the community through grass roots efforts to create community awareness (e.g. engaging kids in the community for service hours or a PR blast through a radio advertisement effort).
- Share success stories and case studies through outreach efforts.
- Monthly check-in calls to ensure coordination of initiatives and assist with marketing materials and remote support for community led events as necessary.

Partners

- Walking Mountains Science Center
- Eagle County
- Minturn Community Fund (MCF)
- Northwest Colorado Council of Governments (NWCCOG)
- Minturn’s Economic Development Advisory Committee (EDAC)

- Energy Outreach Colorado
- Xcel Energy Home Energy Squad implementers (ClearResult)
- Eagle River Water & Sanitation District (ERWSD)
- Vail Ski and Snowboard Academy (VSSA)

Outreach Channels

- Town of Minturn will present the program during events and activities¹¹
- Minturn Facebook page
- Minturn Newsletter
- Radio marketing/advertisements
- Informational door hangers
- Informational mailers

Measurement

- Tracking how many homes were audited
- Home Energy Squad (HES) visits
- CARE program visits
- Number of homes weatherized via the CARE program
- Number of refrigerators recycled

Commercial

Commercial premises account for 34% of the total energy consumption in Minturn and have the opportunity to activate large savings within the community. Minturn will look into integrating energy savings into a business license or around an opportunity for businesses to save in the form of incentives. For example, there is an ordinance in place for short-term rentals, such as Vacation Rentals by Owner (VRBO), that requires rentals have an annual inspection. If this were amended to include a discounted annual inspection fee for participation in an energy efficiency program, it may prove to increase participation and energy program awareness. Lastly, owners, contractors, and real estate agents need to be included in this strategy in order to ensure the intended target audience is receiving energy savings information.

Table 4. Commercial Team Work Plan

Strategy 2: Commercial Strategy

Description

In this strategy, Minturn will lead by example through exploring opportunities to implement lighting efficiency, business energy analysis, and an EMS at Town Hall with the future prospect of implementing these at other Town facilities. In addition, the Vail Ski & Snowboard Academy (VSSA) will also partake in leading energy efforts. Since the Town of Minturn and the academy are two large energy consumers, these efforts may be highly beneficial to overall cost savings and GHG reduction.

¹¹ Xcel Energy will provide marketing and advertising materials for the community with prospects of prizes for community members that participate in programs or attend events

This strategy will engage commercial businesses on Main Street with the intention of educating and informing businesses about Xcel Energy Small Business Lighting, Business Energy Analysis, and Small Building Tune-up programs. New construction may take place in the near future, which will affect the commercial community in Minturn. In consideration of new construction, the Main Street initiative will also present possible programs that could be pursued by new commercial construction.

Targets

- Perform business energy audits on Town Hall and VSSA in order to begin implementing energy efficiency outcomes
- Engage businesses on Main Street and elsewhere in the community and create a business challenge
- Xcel Energy Business Energy Analysis – 8 new participants
- Xcel Energy Small Business Lighting – 5 new participants
- Xcel Energy Small Building Tune-up – 5 new participants
- 10 new trade allies to serve Minturn

Responsible Parties

Greening Town Hall and Vail Ski and Snowboard Academy

John Widerman (Town Hall Lead)	Town of Minturn, Town Council
Geoffrey Grimmer (Lead for School)	Town of Eagle Trustee, Vail Ski and Snowboard Academy
Michelle Metteer (Town Hall Co-lead)	Town of Minturn, Economic Development Coordinator Economic Development Advisory Committee (EDAC)
Matt Scherr	Town of Minturn, Mayor
Willy Powell	Town of Minturn, Town Manager
Jeff Armistead	Planning and Zoning Commission
Eric Boley	Eagle County Sustainability Group
Rich Clubine	Active Energy Solar, Owner
Janet Hawkinson	Town of Minturn, Planning Director
John-Ryan Lockman	Walking Mountains Science Center, Energy Programs Director
Nikki Maline Coordinator	Walking Mountains Science Center, Energy Programs
Bailey Matthews	Active Energy Solar
Aaron Sifuentes	ECS Facilities Director
Arnold Martinez	
Dan Bruno	

Main Street Initiative

Michelle Metteer (Lead)	Town of Minturn, Economic Development Coordinator
John Gitchell (Co-lead)	Eagle County, Sustainability Group
Matt Scherr (Co-lead)	Town of Minturn, Mayor
John Widerman	Town of Minturn, Town Council
Larry Stone	Minturn Business Owner

Timeline

First Steps (months 1-2)

- Town of Minturn's Town Hall and VSSA will participate in Xcel Energy's Business Energy Audits to gain insight and understanding on energy uses as well as opportunities for improvements.
- Main Street businesses will identify potential energy efficiency improvements (through energy audits as necessary) and create a prioritized list with estimated resource needs.
- Create and define a community business challenge that will encourage businesses to participate in energy efficiency efforts and initiatives. This includes development of marketing materials.
 - Engage businesses in a face to face meeting either through door to door initiatives or through holding educational business focused program meeting opportunities.
 - EDAC to drive this initiative and onboard community business ambassadors to grow business awareness.

Ongoing/monthly

- Continue to onboard and engage new businesses through outreach channels and community activities.
- Implement improvements as applicable and as resources are available.
- Track and share energy efficiency investments, rebates, and savings information (i.e., success stories).
- Track energy usage and other programs available to implement.
- Share success stories and case studies through outreach efforts (e.g., residential campaign).
- Monthly check-in calls to ensure coordination of initiatives and assist with resources as necessary

Partners

- Minturn's Economic Development Advisory Committee (EDAC)
- Walking Mountains Science Center

Outreach Channels

- Town of Minturn will present the program during community events and activities
- Coordinate with EDAC to activate programs via www.gominturn.com
- Minturn's Facebook
- Minturn's newsletter
- Radio marketing/ advertisement

Measurement

- Tracking energy usage before and after efficiency implementations
- Tracking of business participation
- Energy reduction in the commercial premises
- Community awareness about the program initiatives i.e. overall program participation increases

Renewables

Renewable participation efforts are already active in the community, which allows the opportunity to increase awareness and participation in renewable energy offerings. Efforts in the community will reduce energy costs and GHG emissions, while increasing energy savings.

Table 5. Commercial Team Work Plan

Strategy 3: Renewable Energy	
Description	
<p>Options are available through Xcel Energy to participate in renewable energy initiatives. In an effort to increase awareness about renewable energy programs available, a campaign to increase participation in on-bill subscriptions to Windsource® and/or Renewable*Connect® will be pursued. Programs that the community participated in during 2016 are Windsource® and Solar Rewards®. Both programs are premium programs (programs that cost the user a small usage fee), but the offset GHG emissions is an incentive for customers to participate. There is opportunity in the Town of Minturn to increase the available solar energy production through the CTP site. Investigating future solar development opportunities at the CTP site could increase the available renewable energy opportunities within the community. Exploring the opportunities for more rooftop solar may also provide an increase in renewable energy options and energy savings in the community. In partnership with Xcel Energy, solar providers, and the planning department in the Town of Minturn these energy savings may be realized.</p>	
Targets	
<ul style="list-style-type: none"> • Windsource® participants – 30 (24 residential, 6 commercial) • Solar Rewards® – 10 (5 residential, 5 commercial) 	
Responsible Parties	
John Widerman (Lead)	Town of Minturn, Town Council
Rich Clubine (Co-lead)	Active Energy Solar, Owner
Jeff Armistead	Planning and Zoning Commission
Bailey Matthews	Active Energy Solar
Tim McGuire	Battle Mountain Development
Cristian Basso	SunSense Solar
Timeline	
<p>First Steps (months 1-2)</p> <ul style="list-style-type: none"> • Obtain marketing materials to distribute among the community on available renewable energy programs (Windsource® and Solar Rewards®) • Investigate the opportunity for a solar array at the CTP site • Research code limitations in applications of implementing community level renewable energies <p>Year-round marketing about the renewable opportunities available; Windsource® and Solar Rewards®</p> <p>On-going/Monthly</p>	

- Monthly check-in calls to ensure coordination of initiatives and assist with marketing resources for community led events as necessary

Resources

- Individual premises to subscribe to renewable energy programs through Xcel Energy
- Solar array investment (longer term)
- Xcel Energy Renewable*Connect® as a future opportunity

Partners

- Active Energy Solar and other solar providers
- Walking Mountains Science Center

Outreach Channels

- Mailings and marketing on Xcel Energy bills about renewable programs
- Town of Minturn website
- Minturn's Facebook
- Minturn's Newsletter
- Vail Ski & Snowboard Academy website

Measurement

- Tracking number of program subscriptions
- Continued interest in the CTP site through the Town of Minturn seeking input from solar providers

How Are We Going to Stay on Course?

During the next 20 months, the implementation phase will be critical in achieving the energy goals and actions listed in this plan. The three strategy teams will be crucial in driving the initiatives, goals, and engaging the community to activate energy awareness and efficiencies by June 2019 (the end of the implementation period).

Proposed objectives to keep the strategy teams on track and ongoing coordination of efforts are placed on the leads and the co-leads of the strategy teams. In addition, Partners in Energy will provide resources to inform and educate the community as well as monthly coordination check-in calls to make sure the different strategy teams are on track and assist as needed; updating tracking data and energy information to create biannual reports to discuss the Partners in Energy progress being made relative to goals; ensuring distribution of marketing materials for campaigns that engage homes and businesses; in-person visits for event activities and support. In addition, if there are particular areas that need to be adjusted or corrective action needs to take place, plans will be created with action items to address these factors. Continued efforts, as mentioned previously, will ensure that the Partners in Energy goals stay on-course throughout the implementation period to create a foundation for continued energy efforts and adjust accordingly to meet future energy goals.