

PARTNERS IN ENERGY

FREQUENTLY ASKED QUESTIONS

Q. What is Partners in Energy?

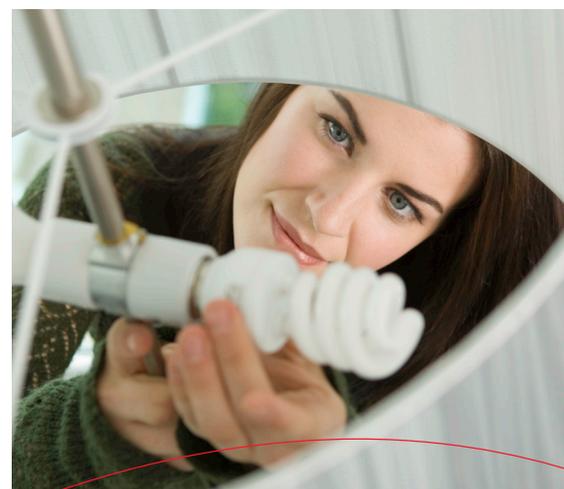
A. Xcel Energy's Partners in Energy is a two-year community partnership commitment designed to support communities as they develop and implement an energy action plan unique to their energy needs. If you apply and are accepted into Partners in Energy with Xcel Energy, you receive a dedicated team with expertise in energy planning and implementation. We will provide guidance, education and resources for your municipal staff, businesses and residents to achieve your measurable energy goals by your target date.

Q. How is this program going to benefit our community?

A. For some communities, Partners in Energy will augment their current sustainability program and for others, it will address energy management for the first time. Regardless of the maturity of your community's planning or sustainability efforts, energy may be one aspect that could be more robust with help from our experts. This program has the flexibility to customize planning to support where your community is in the energy planning process and move you forward. For established community goals around energy, we will focus on development and delivery of that plan. Our program will match your community's unique goals during implementation. It may be an education plan on energy conservation, identifying how to finance renewables for municipal buildings, or promoting green technologies to businesses or residents. At the very least, Partners in Energy is a great way to launch a smart, energy management program.

Q. What resources are expected from us?

A. For the energy action planning, you will need to assign one or more energy ambassadors to work with the Xcel Energy team. Over the first six months, as we work together to develop your action plan, it may require up to 100 hours of the energy ambassador's time. The time commitment after that will depend on each community's unique goals, strategies and resources. You will identify a group of planning participants to be involved in the development of the plan. The community will host the planning meetings that will identify its vision, goals, strategies and focus areas. As you enter the program, we will be looking at how your community uses energy and what resources you have available to incorporate into implementation of a successful plan. It could be that you will be using existing communications channels such as the community website, newsletter or cable channel to provide visibility of the program to community members. We will make it as simple as possible by providing marketing and communications templates that you can customize and roll out. Ideally, you will want to leverage any and all gatherings to include a way to promote and motivate your community member participation.



Q. Is there a cost associated with Partners in Energy?

A. There is no cost to participate in Partners in Energy planning, but depending on how your community implements their plan, there may be expenses. The tactics in your energy action plan may be within your current budget, or you may identify needs for short- or long-term investments to implement a more robust energy management program.

Q. Who is involved?

A. In addition to your energy ambassador and your planning team, Xcel Energy will be at the table to provide resources, data and support during the planning and implementation.

In addition, you will have access to energy planning experts and the ability to brainstorm with other community representatives going through this program at the same time. Depending on the goals and strategies in your energy action plan, the plan you develop will drive who gets involved in your energy projects or disseminating your communications to your community.

Q. How do we apply for Partners in Energy?

A. Your Xcel Energy point of contact will guide you through the application process. We will be receiving applications and accepting communities based on a set of criteria. Before you apply, you can request a presentation about the program for you or a larger group representing your community. This can be delivered either in person or electronically via a webinar. To find out more about when additional communities can join the program or download an application, visit our website at xcelenergy.com/PartnersInEnergy.

Q. Once accepted, what are the first steps to participate?

A. Once you've been accepted into the Partners in Energy program, Xcel Energy will organize preliminary meetings to build the framework to launch your energy action planning sessions. Depending on the complexity of your plan, we anticipate six to eight weeks for preparation, and 14 to 16 weeks for development of the plan. We'll support your implementation activity for up to 18 months, after planning is complete. Specifics of that support will depend on the actions outlined in your goals and strategies for the program. Measurable goals will be monitored and reported to show your successful progress along the way.

Q. What types of things will our energy action plan include?

A. Your energy action plan will identify strategies to meet your measurable energy goals. To help remove barriers and reach your goals, your Xcel Energy team can help you select from our diverse portfolio of energy efficiency and renewable programs to find the most effective program mix for success. For example, you may want to reduce your community's business electric usage. The recommended programs may include a combination of lighting, heating or cooling efficiencies, and actions may be equipment upgrades or maintenance measures. Other focus areas may include educating your businesses and residents on energy, working with local contractors to make energy efficiency part of their services, establishing a local fund for energy efficiency or renewables, or developing a green construction program. There's no limit to where your community's vision can take our team.