



Going the Distance for Rural, Tribal and Micropolitan Customers

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What I'll Cover...

1. Setting the Foundation

2. Examples

- Manufactured Home Pilot
- Tribal Engagement Efforts
- Community Level Outreach

3. Where We Can Improve



Common Barriers

Goal Alignment

Funding

Trust

Workforce/
Supply Chain

Magnitude of
Impact

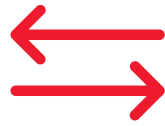
Complexity of
the Solution

What's Going on at Xcel Energy

Pieces of the Solution



Clean Energy
Commitment



Efficient Fuel
Switching



Home Energy
Squad



Partners in
Energy



Income Qualified
Programs

Manufactured Home Pilot

- Objectives
 - Test geographic prequalification
 - Verify savings for underbelly insulation
 - Workforce development
 - Develop Energy Navigator role
- 2 sites
 - Faribault MN
 - Maplewood MN
- Delivery Elements
 - Developed the team
 - Promotion
 - Sign-up Event
 - Audit
 - Installation of Measures/Training
 - Verification



Tribal Engagement

1. Lower Sioux Community

- Clean Energy Initiative
- Home Energy Squad visits – identify opportunities and barriers
- Greater probability able leverage Income Qualified programs
- Propane existing heating fuel
- Strong interest in Workforce Development

2. Prairie Island Indian Community

- Net Zero Project – energy efficiency, renewables, electrification
- Initial funding through MN Legislature from the State's Renewable Development Account
- Home Energy Squad visits

3. Kit/DIY Distribution

4. Workforce Development

Partners in Energy Communities

Example Smaller Cities

- Wayzata, MN
- Mahtomedi, MN
- Red Wing, MN
- Faribault, MN

Types of Engagements

- Outreach to downtowns
- Lead by examples – local government
- Renewable Subscriptions
- Home Energy Squad

Common Elements for Success

- Committed local team
- Tools and resources matched goals
- Leveraged local events
- Aligned with local priorities

Elements For Success

Align offer with a need

Work with a trusted partner

Go to where your market is

Make it easy

Leverage “Word of Mouth”

Persevere!

