



Columbia Heights Public Launch and Potential First Actions

Proposed Public Launch Event for Energy Action Plan

Purpose:

To publicly launch the community's Energy Action Plan, build momentum, and engage stakeholders and residents in upcoming initiatives.

Event Goals:

- Celebrate the community's commitment to sustainability
- Introduce the plan to the public in an accessible way
- Kick off participation in programs
- Build trust and enthusiasm through local stories and leadership support

Invitees:

- Energy Action Team members
- Sustainability Committee
- Mayor and City Council members
- City staff
- Residents and neighborhood leaders
- Community connectors and trusted messengers
- Local nonprofit and utility partners

Event Elements:

Welcoming Environment

- Informal, celebratory atmosphere
- Light refreshments and snacks
- Branded signage and materials (Energy Action Plan executive summary)

Sign-Up & Engagement Stations

Set up staffed tables with sign-up sheets or tablets for:

- **Home Energy Squad (HES) visits**
 - Residents can sign up for a visit
 - Option to volunteer as case studies for future outreach or newsletters
- **Volunteer & Engagement Opportunities**
 - Sign up to table at events (list of events happening throughout the city)
 - Promote events and programs supporting energy efficiency, renewable energy, and energy burden reduction
- **Partner Programs**
 - Highlight local and utility programs (rebates, income-qualified offers, electrification incentives)
 - Call for citizen-submitted content on energy wins from residents, landlords, and businesses to create case studies to showcase in the newsletter

Presentation (Brief & Impactful)

- Remarks from City staff or Mayor on the importance of the Energy Action Plan
- Overview of the plan's goals and how community members can get involved
- Showcase early wins or pilot projects, if available



PARTNERS IN ENERGY
An Xcel Energy Community Collaboration

Printed & Digital Materials

- Energy Action Plan Executive Summary
- Flyers for Home Energy Squad
- Utility Programs

Potential First Actions

For launch:

1. Compile a list of upcoming community and school events where volunteers can table to share information about the Energy Action Plan and promote Home Energy Squad (HES) visits. (Strategy 1A)
2. Invite local community leaders to the launch and encourage them to sign up for a HES visit, which they can share with their networks to build trust and awareness. (Strategy 2A)
3. Call for citizen-submitted content on energy wins from residents, landlords and businesses to create case studies (6B) to showcase in newsletter (6C)

General First Actions:

4. Create a centralized, user-friendly webpage that houses information on all key focus areas, programs, and resources.
5. Launch a Local Recognition Program - Establish a city-led initiative to recognize and celebrate residents, landlords, and businesses making energy upgrades. This could include online features, shout-outs in newsletters, or certificates of achievement. (Strategy 6)
6. Promote Visibility with Lawn Signs and Window Stickers - Partner with Home Energy Squad to design and distribute signs that residents and businesses can display after completing a HES visit. (Strategies 5D & 6D)
7. Translate Materials into Multiple Languages (1F)
8. Partner with local schools to integrate energy education focused on reducing energy burden and increasing efficiency. (1C)
 - a. Begin assembling take-home Energy Kits for students and families, including practical tools and tips. (1D)
9. Host Quarterly Landlord Engagement Meetings
Create a recurring meeting space to connect with property owners, promote energy efficiency programs, and build awareness of resources available to renters and landlords. (5A)