



# STRATEGY & TACTIC RECOMMENDATIONS

## Partners

- Xcel Energy
- Focus on Energy
- City of La Crosse
- La Crosse County
- La Crosse Public Library
- La Crosse Area Development Co
- UW-La Crosse
- Western Technical College
- Viterbo University
- Chamber of Commerce
- Downtown Main Street
- 7 Rivers Alliance
- Community Foundation
- Places of worship
- Tenant association
- Energy Action Team organizations

## Communication Channels

- City website, social media
- La Crosse newsletter
- County website, social media
- La Crosse Library
- University and college networks
- Tenant association network
- Community events
- Local TV News
- La Crosse Tribune
- Public forums
- Neighborhood groups and social media

## ENERGY EFFICIENCY

### Outreach and Education

#### *Near-term Strategies: 2022-2025*

- Create targeted marketing collateral and resources for all target audiences to promote energy efficiency programs and resources with a clear call to action
  - Update City and Sustainable La Crosse websites with current information about energy efficiency programs and resources, including a call to action for La Crosse residents, businesses, and nonprofits.
  - Create a step by step guide for target audiences for increasing energy efficiency using website content, utility program information, and Department of Energy resources.
  - Create behavior change videos and tip sheets to share on city communication channels.
  - Use public display kiosks, digital signs, and poster boards to create sustainability kiosks in public places to promote behavior change and calls to action.
  - Leverage city-owned communication channels and community events to share collateral.
- Leverage annual Earth Day celebrations to promote energy resources to residents and businesses.



**PARTNERS IN ENERGY**  
An Xcel Energy Community Collaboration

- Host energy challenges to encourage energy efficiency in your home and business using lessons learned from the Mayor’s Energy Challenge.
  - Host one challenge targeting residents and renters.
  - Host one challenge targeting City of La Crosse employees in city facilities.
- Conduct one-to-one outreach campaign to connect businesses with free assessment programs from Xcel Energy and Focus on Energy.
- Engage large industry and institution leadership to champion energy efficiency and climate action plan.
  - Convene facility managers from large industry and institutions to share best practices in energy efficiency and energy management.
  - Create and share case studies of local energy efficiency projects, including city projects.
- Connect residents, including renters, to free energy saving packs and materials.
- Partner with local services organizations and the library to promote income-qualified energy assistance and weatherization assistance programs.
- Partner with local business and civic organizations to co-host webinars and information sessions about energy efficiency programs and behavior changes.

*Medium-term Strategies: 2026-2030*

- Partner with education institutions to create workforce development opportunities for energy jobs.
- Partner with education institutions to connect with student renters and landlords about energy efficiency upgrades.

**Process and Policy Updates**

*Near-term Strategies: 2022-2025*

- Benchmark city-owned building energy consumption.
  - Share data in public dashboard for community.
- Add energy efficiency rebate information to permitting applications and documents.
- Integrate energy efficiency recommendations into development review process for private buildings.
- Prioritize LEED and other sustainability standards in new construction and renovation of city-owned buildings.
- Support State initiatives to update building energy codes as recommended by the 2020 Climate Change Task Force Report.

*Medium-term Strategies: 2026-2030*

- Adopt an energy benchmarking ordinance for private-owned buildings.
- Update purchasing policy to prioritize energy efficient equipment in replacement schedules.
- Create a sustainable building policy to require higher sustainability standards in new construction and redevelopment projects.

**Capital Investment & Financing**

*Near-term Strategies: 2022-2025*

- Create energy audit and recommissioning schedule for city-owned buildings.

- Prioritize efficiency upgrades using benchmarking data and audit recommendations.
- Review existing City and State financing programs to identifying additional opportunities to fund energy efficiency projects on private buildings.

*Medium-term Strategies: 2026-2030*

- Create incentives, like bonus rebates, for rental property owners who increase their property's energy efficiency.

## **RENEWABLE ENERGY**

### **Outreach and Education**

*Near-term Strategies: 2022-2025*

- Create targeted marketing collateral and resources for all target audiences to promote renewable energy programs and resources with a clear call to action
  - Update City and Sustainable La Crosse websites with current information about renewable programs and resources.
  - Create a step by step guide for target audiences installing on-site solar, including alternatives to on-site solar that help reduce our community greenhouse gas emissions.
- Host resident and business campaign to promote renewable energy subscription programs.
- Advertise availability of on-site solar checklist and financing programs.
- Partner with local business and civic organizations to co-host webinars and information sessions about renewable energy and distributed energy opportunities.
- Partner with the library to share renewable energy resources and information.

### **Process and Policy Updates**

*Near-term Strategies: 2022-2025*

- Maintain SolSmart Gold designation and pursue additional recommended process changes to reduce the barriers to on-site solar.
- Integrate renewable energy program recommendations into development review process.

*Medium-term Strategies: 2026-2030*

- Create a sustainable building policy to require renewable energy in new construction and redevelopment projects.

### **Capital Investment & Financing**

*Near-term Strategies: 2022-2025*

- Review Johnson Controls solar analyses for city-owned buildings to:
  - Include on-site solar in capital improvement plan for suitable city buildings.
  - Subscribe unsuitable city buildings to renewable energy programs.
- Review existing City and State financing programs to identifying additional opportunities to fund renewable energy projects on private buildings.

*Medium-term Strategies: 2026-2030*

- As technology improves, review buildings who subscribe to renewable energy to see if on-site renewable energy is now feasible.

# ELECTRIC VEHICLES

## Municipal Fleet Vehicles

### *Near-term Strategies: 2022-2025*

- Continue to leverage peer learning opportunities especially in similar climates.
- Ask Enterprise to include electric and hybrid options for vehicles replacement and include total cost of ownership considerations in procurement guidelines.
- Socialize Hybrid EVs and other models with Fleet Managers.

### *Medium-term Strategies: 2026-2030*

- Develop a vehicle replacement plan.
- Develop a detailed infrastructure implementation plan.
- Develop a time-of-use charging plan.

### *Long-term Strategies: 2030-2050*

- Include EV training in employee onboarding.
- Establish a policy for use of EV charging location and enforcement.
- Develop EV training for maintenance staff.

## Process and Policy Updates

### *Near-term Strategies: 2022-2025*

- *Consider adopting building codes that provide guidance for EV charging stations*
- *Host educational workshops on permitting and installation process, using SolSmart and ICC Codes Language to generate content.*
- Coordinate and advocate for EV adoption with County and State partners.

### *Medium-term Strategies: 2026-2030*

- Offer a standardized permitting template with a separate service fee specifically for charging infrastructure.
- Expedite the permit process through online platforms.
- Incorporate EV-readiness requirements into building codes for new construction.
- Create EV charging codes that can be incorporated into existing zoning, codes, and standards.
- Designate EV charging as a permitted land use where appropriate.

### *Long-term Strategies: 2030-2050*

- Include EVs in Minimum Required Parking Spaces.
- Collaborate through regional EV planning.
- Review and update taxes and fees to appropriately compensate for reduced fuel tax income.

## Public Access

### *Near-term Strategies: 2022-2025*

- Create an EV charger siting guide that includes ADA compliance.
- Develop a utility notification protocol for new charging station projects.
- Establish and enforce parking rules for EV charging locations.

- Establish a budget for EV charging station installation and upkeep.
- Conduct a rate study to determine charging station fees.
- Explore grant opportunities to fund EV infrastructure for public and private stations, including identifying opportunities with existing City loans/grants.

*Medium-term Strategies: 2026-2030*

- Educate customers about charging station fees.
- Ensure all new buildings are EV ready.
- Design for future EV charging capacity when installing charging infrastructure.

*Long-term Strategies: 2030-2050*

- Increase renewable electricity for EV charging through subscription programs.