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# La Crosse Energy Action Report

DRAFT August 2021



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

# ACKNOWLEDGEMENTS

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# GLOSSARY OF TERMS

**15 x 15:** Xcel Energy's privacy rule, which require all data summary statistics to contain at least 15 premises, with no single premise responsible for more than 15% of the total. Following these rules, if a premise is responsible for more than 15% of the total for that data set, it is are removed from the summary.

**British Thermal Unit (BTU):** the amount of heat needed to raise one pound of water at maximum density through one degree Fahrenheit

**Carbon-free:** Carbon-free refers to sources of energy that will not emit additional carbon dioxide into the air. Wind, solar and nuclear energy are all carbon free sources but only wind and solar are renewable.

**Carbon-neutral:** Carbon-neutral, also described as "net zero" could include carbon free sources but is broader and refers to energy that removes or avoids as much carbon dioxide as is released over a set period of time. Carbon-neutral is sometimes used to describe a site that produces an excess amount of electricity from a renewable energy source, such as solar, compared to what it consumes. That excess energy is put back into the grid in an amount that offsets the carbon dioxide produced from the electricity it draws from the grid when it is not producing renewable energy.

**Demand Side Management (DSM):** Modification of consumer demand for energy through various methods, including education and financial incentives. DSM aims to encourage consumers to decrease energy consumption, especially during peak hours or to shift time of energy use to off-peak periods, such as nighttime and weekend.

**Energy Burden:** Percentage of gross household income spent on energy costs.

**Greenhouse Gases (GHG):** Gases in the atmosphere that absorb and emit radiation and significantly contribute to climate change. The primary greenhouse gases in the earth's atmosphere are water vapor, carbon dioxide, methane, nitrous oxide, and ozone.

**Grid Decarbonization:** The current planned reduction in the carbon intensity of electricity provided by electric utilities through the addition of low- or no-carbon energy sources to the electricity grid.

**Kilowatt-hour (kWh):** A unit of electricity consumption.

**Million British Thermal Units (MMBtu):** A unit of energy consumption that allows both electricity and natural gas consumption to be combined.

**Metric Tons of Carbon Dioxide Equivalent (MTCO<sub>2e</sub>):** A unit of measure for greenhouse gas emissions. The unit "CO<sub>2e</sub>" represents an amount of a greenhouse gas whose atmospheric impact has been standardized to that of one unit mass of carbon dioxide (CO<sub>2</sub>), based on the global warming potential (GWP) of the gas.

**Megawatt (MW):** A unit of electric power equal to 1 million watts.

**Premise:** A unique combination of service address and meter. For residential customers, this is the equivalent of an individual house or dwelling unit in a multi-tenant building. For business customers, it is an individual business, or for a larger business, a separately metered portion of the business's load at that address.

**Renewable Energy Credit (REC):** For every megawatt-hour of clean, renewable electricity generation, a renewable energy credit (REC) is created. A REC embodies all of the environmental attributes of the generation and can be tracked and traded separately from the underlying electricity. Also known as a Renewable Energy Certificate.

**Solar Garden:** Shared solar array with grid-connected subscribers who receive bill credits for their subscriptions.

**Solar Photovoltaic (PV):** Solar cells/panels that convert sunlight into electricity (convert light, or photons, into electricity, or voltage).

**Therm (thm):** A unit of natural gas consumption.

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## **INTRODUCTION**

This Energy Action Report was prepared by La Crosse's Energy Action Team, which included a planning team representing La Crosse residents, businesses, nonprofit organizations, and education institutions. This report includes near-, medium-, and long-term strategies to engage our community, update processes and policies, and create opportunities to reduce our community's carbon emissions. It is intended that this report will serve as a standalone document but select portions of this report, such as the strategy recommendations and baseline data, will be included in La Crosse's Climate Action Plan in the energy chapter.

### **La Crosse Climate Action Plan**

The City of La Crosse passed a resolution to be carbon-neutral by 2050. To achieve this, the City of La Crosse, residents, businesses, nonprofit organizations, and education institutions need to be engaged. The La Crosse Climate Action Plan will chart a course to achieving carbon-neutrality and make La Crosse community more resilient to the negative impacts of climate change. The Climate Action Plan will include additional focus areas beyond energy, such as transportation, water, and waste.

### **Planning Process & Community Engagement**

#### **Energy Action Team**

The City of La Crosse teamed up with Xcel Energy's Partners in Energy and a planning team committed to representing La Crosse to create strategies and tactics to increase La Crosse's building energy efficiency, generate more power from clean, renewable energy, and electrify city fleet vehicles and install charging stations. The City of La Crosse actively recruited stakeholders to participate in this process to represent different sectors of the community, including residents, small and large businesses, service organizations, faith organizations, and education institutions. In addition, City of La Crosse staff were recruited to participate in planning workshops to share information about current city processes and provide input on strategies for process and policy improvements.

#### **Planning Process**

The content of this plan was derived from a series of planning workshops hosted online with the Energy Action Team. During the planning workshops, the team reviewed baseline demographic and energy data, identified focus areas and target audiences, and developed implementation strategies. A series of

focus group conversations focused on identifying barriers, benefits, and a call to action by target audience. City staff also participated in a municipal-focused electric vehicle (EV) planning workshop to discuss fleet electrification and charging infrastructure.

Figure 1: La Crosse's Energy Action Report Development Process



## Community Energy Survey

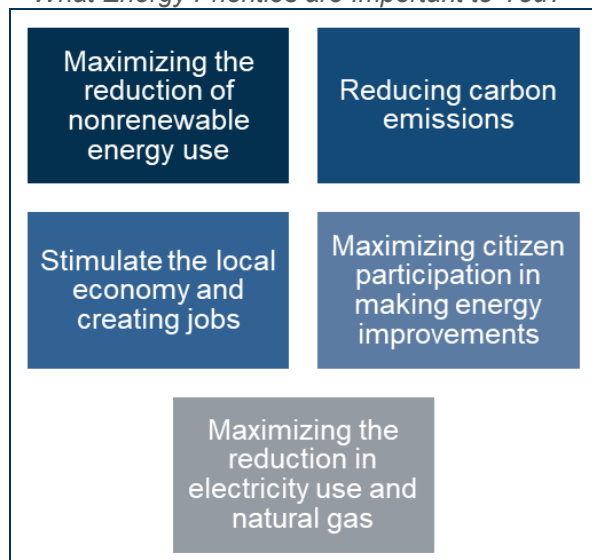
To engage the broader community, City of La Crosse staff and Partners in Energy facilitators created a community energy survey to understand how the community thinks about and uses energy. Distributed on the City's Esri123 Survey platform, almost 250 La Crosse residents and businesses completed the survey, including at least 48 respondents who identified themselves as renters and 59 respondents who identified themselves as a business owner or manager.

The survey was structured to ask a series of questions about the importance of climate change, trusted messengers for information, and then separate questions if the respondent was a resident or business in La Crosse.

Key survey takeaways include:

- 79% of respondents said sustainability and climate change were somewhat or very important to them.
- Respondents identified several resources to help them thrive in La Crosse, including renewable energy and clean energy sources, financial assistance and lower taxes, a sense of community

Figure 2: Top 5 Energy Survey Responses to "What Energy Priorities are Important to You?"



- Information about programs and rebates, behavior changes, and financing information were the most helpful to reduce greenhouse gas impacts.
- Renewable energy programs, insulation and air sealing incentives, and heating and cooling incentives were the energy-related programs residents wanted to learn more about.
- Similarly, respondents who identified themselves as businesses owners or employees of La Crosse businesses noted renewable energy programs, HVAC incentives, and lighting upgrades were the energy-related programs they wanted to learn more about.

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## DATA BASELINE

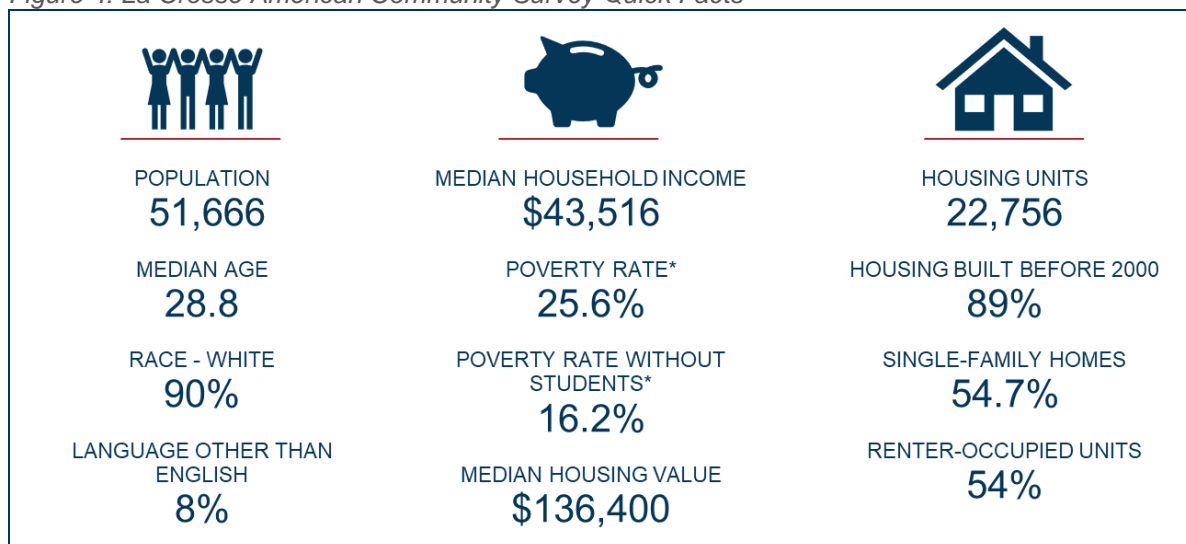
An integral part of the Partners in Energy planning process is reviewing baseline data to ensure data-driven decisions for focus areas and strategies. The data baseline includes community demographics, historic energy data, and electric vehicle use and program data. See *Appendix 2: Baseline Analysis* for a comprehensive overview of the demographic and energy baseline data.

### Community Demographics

Data from the U.S. Census Bureau American Community Survey informed the team about La Crosse's community makeup, helping the team better understand the characteristics of the population and housing stock. Some of the key takeaways from the demographic data include:

- La Crosse is a large, younger city compared to the State and peer cities.
- A number of La Crosse residents speak a language other than English.
- La Crosse is a moderate-income community, but students do affect the poverty rate.
- The housing stock is aging and there are a lot of rentals.

Figure 4: La Crosse American Community Survey Quick Facts





## Population

La Crosse is a large city with a young population. According to the American Community Survey, La Crosse has 51,666 residents and a median age of 28.8 years, as compared to the statewide average of 39.3 years. The lower median age in La Crosse may be attributed to colleges located in the city, including University of Wisconsin–La Crosse, Western Technical College, and Viterbo University. Approximately 29% of La Crosse residents are between 18 and 24 years of age.

English is the primary language spoken in La Crosse, but 8% of residents speak a language other than English including Spanish, Asian and Pacific Island languages, and Indo-European languages.

## Income

The presence of college students also impacts the community's median income and poverty rate. The American Community Survey estimates La Crosse's median household income is \$43,516, which is lower than statewide average of \$59,209. La Crosse's poverty rate is 23.4%, but poverty among non-college students is lower, at 16.2%. Both figures, however, are higher than the statewide poverty rate of 10.4%.

## Housing Stock

La Crosse residents primarily live in homes built before 2000 (89% of all units built) and just over half of the housing units are single-family homes (55%). A large portion of La Crosse residents are renters, with 54% of all units being renter occupied, potentially the result of the large number of college students in the community.

## Energy Use & Savings

In addition to demographic data, the stakeholder team also reviewed data from Xcel Energy and Focus on Energy for all residents and businesses located in the City of La Crosse. Xcel Energy provided data on energy use by sector and participation in renewable energy programs and Focus on Energy provided data on participation in energy efficiency programs. Trends in the energy data include:

- Majority of La Crosse's energy users are residential.
- Energy consumption has trended down since 2018.
- Commercial and industrial customers consumed more electricity and natural gas than other sectors.
- Almost \$90 million is spent on energy in an average year.
- La Crosse residents and businesses support renewable energy through off-site renewable energy programs.
- La Crosse residents and businesses earned over \$2.7 million in incentives between 2018–2020.

## Grid Energy Use

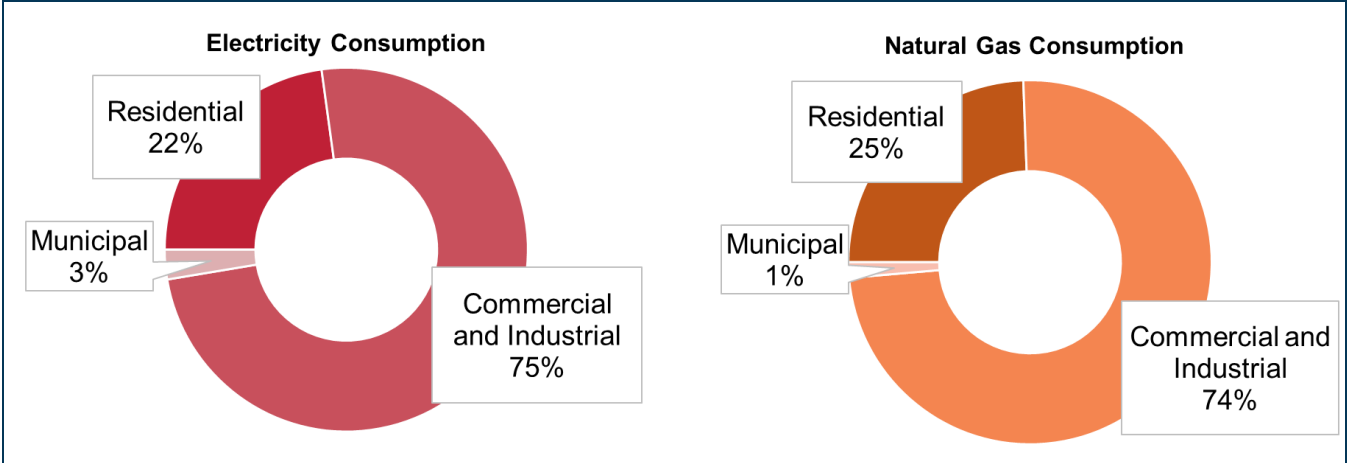
There are 26,946 premises in La Crosse. Most of La Crosse premises are residential (22,652), followed by commercial and industrial (4,036), and municipal (258). In an average year, La Crosse consumes 737.5 million kWh of electricity and 41 million therms of natural gas annually. Commercial and industrial premises, representing 15% of total premises, consume 75% of the total electricity and 74% of total natural gas in the community. Residents, who make up 84% of total premises consume only 22% of total electricity and

### Term Definition: Premise

A premise is unique combination of service address and meter. For residential customers, this is the equivalent of an individual house or dwelling unit in a multi-tenant building. For business customers, it is an individual business, or for a larger business, a separately metered portion of the business's load at that address.

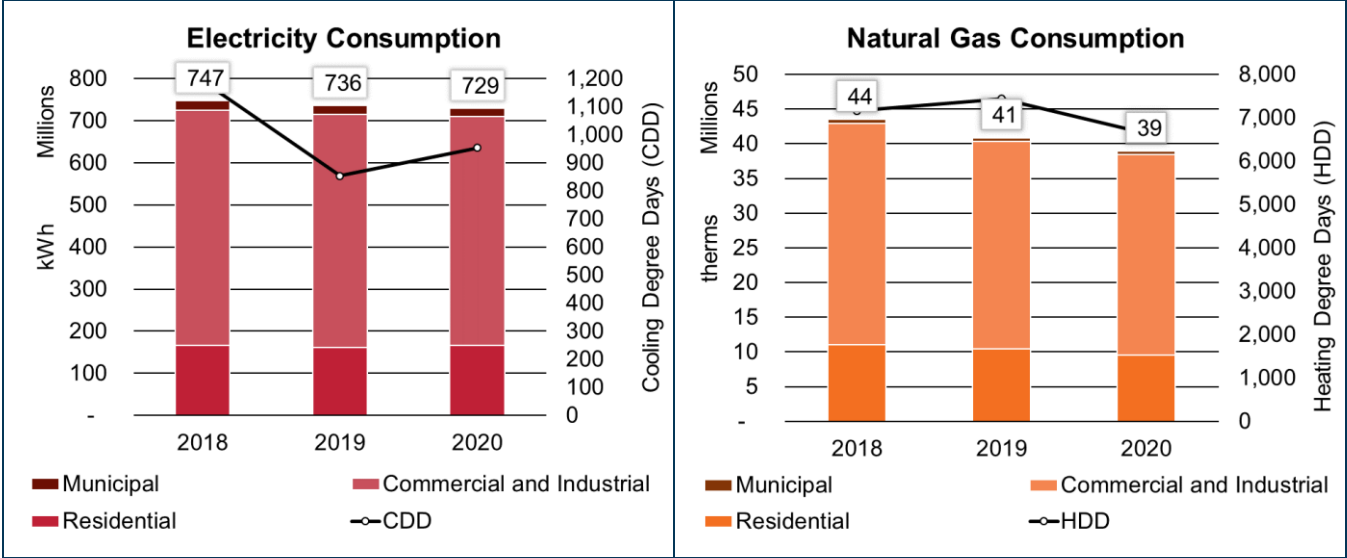
25% of total natural gas. Municipal premises were analyzed as a separate sector, representing 1% of total premises and consuming 3% of total electricity and 1% of total natural gas (*Figure 5*).

Figure 5: Proportion of Average Energy Consumption by Sector 2018-2020



Examining consumption by fuel source over the baseline period shows how energy use has changed over the past three years (*Figure 6*). Total electricity consumption decreased 2.4% between 2018 and 2020, and natural gas consumption decreased 10.4% over the same period. The reduction in natural gas consumption aligns with a decrease in heating degree days. In addition, Federal and State mandated stay-at-home orders influenced energy use in 2020, which can be attributed to the decrease in electricity and natural gas consumption.

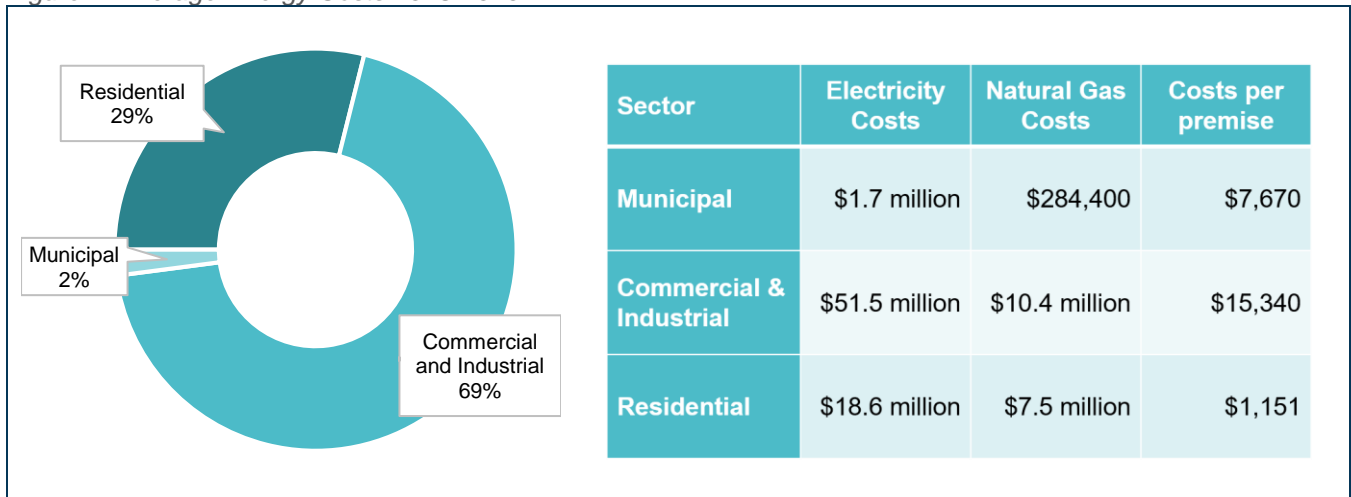
Figure 6: Electricity and Natural Gas Consumption by Sector 2018–2020



### Energy Costs & Energy Burden

La Crosse spends almost \$90 million on average each year on energy across all sectors. The average residential customer spends \$1,150 a year on energy (electricity and natural gas combined). Commercial and industrial premise spending varies with the size of the business (e.g., a restaurant versus a manufacturing facility) but averages \$15,340 per premise.

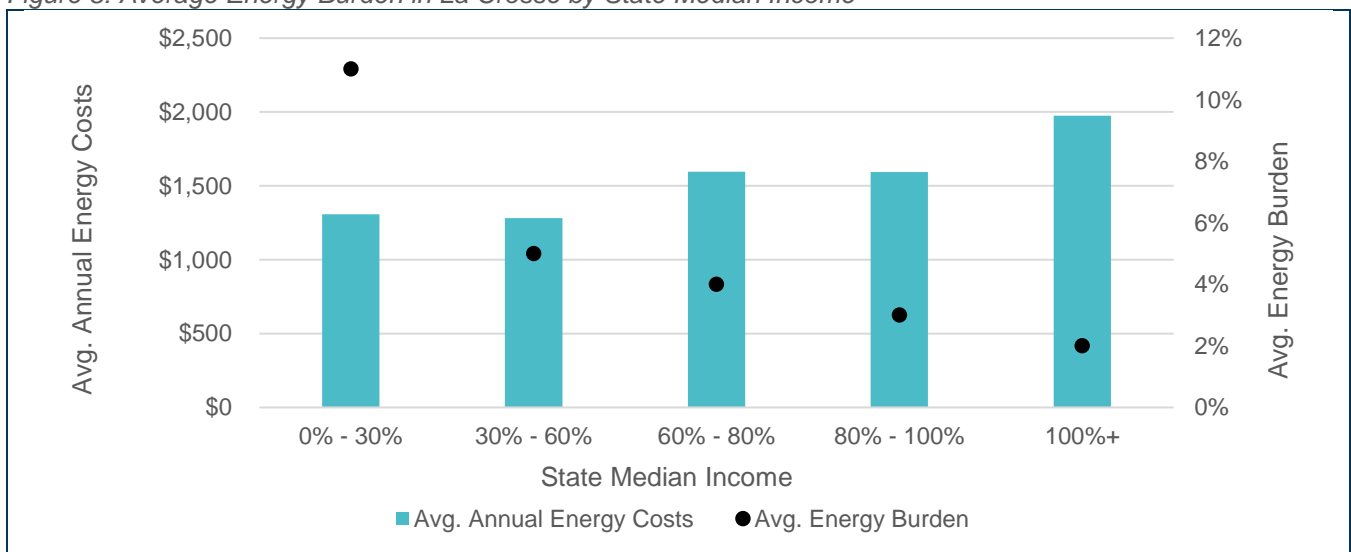
Figure 7: Average Energy Costs 2018-2020



Every year, La Crosse residents spend a portion of their income on energy costs to power their homes. *Figure 8* illustrates average annual energy costs across different income brackets and the estimated energy burden. Households at 100% state median income (SMI) spend the most each year on average, but only experience an energy burden of 2%. For lower income brackets, energy burden generally increases as overall dollars spent decreases. The lowest-income households, at 30% SMI, spend the least amount of money on energy but experience the highest energy burden, at 11%.

**Term Definition: Energy Burden**  
Percentage of gross household income spent on energy costs. The [Home Energy Affordability Gap Analysis](#) defines households with a 6% energy burden or higher to experience a high burden.

Figure 8: Average Energy Burden in La Crosse by State Median Income



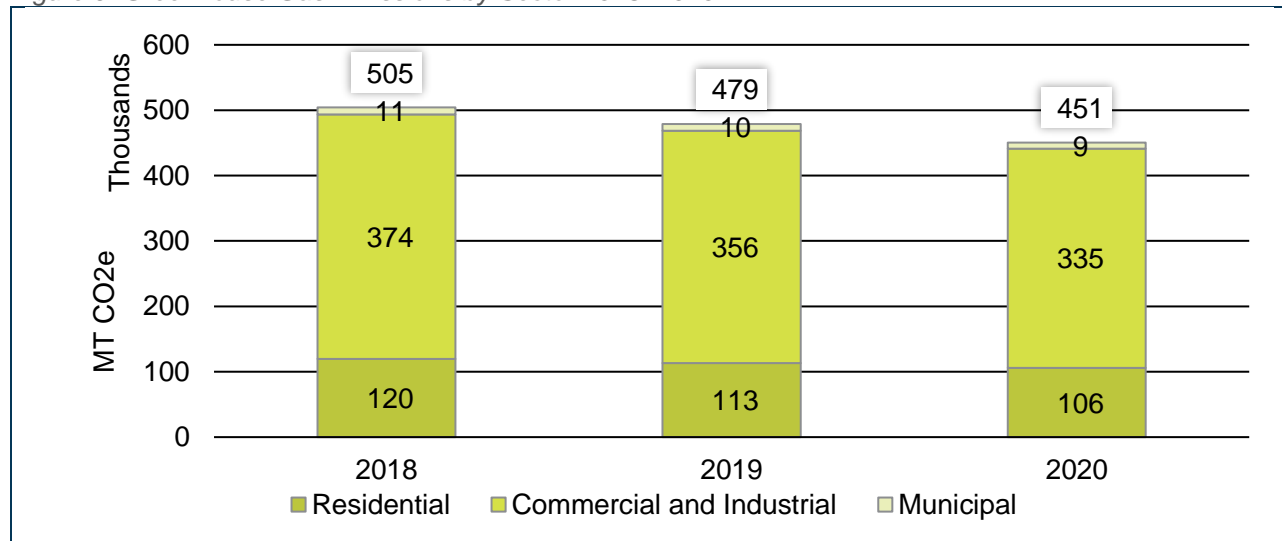
## Energy-Related Greenhouse Gas Emissions

Between 2018 and 2020, energy consumption in La Crosse resulted in an average of 478,100 metric tons of carbon dioxide equivalent greenhouse gas emissions (MTCO<sub>2</sub>e) each year. This is equivalent



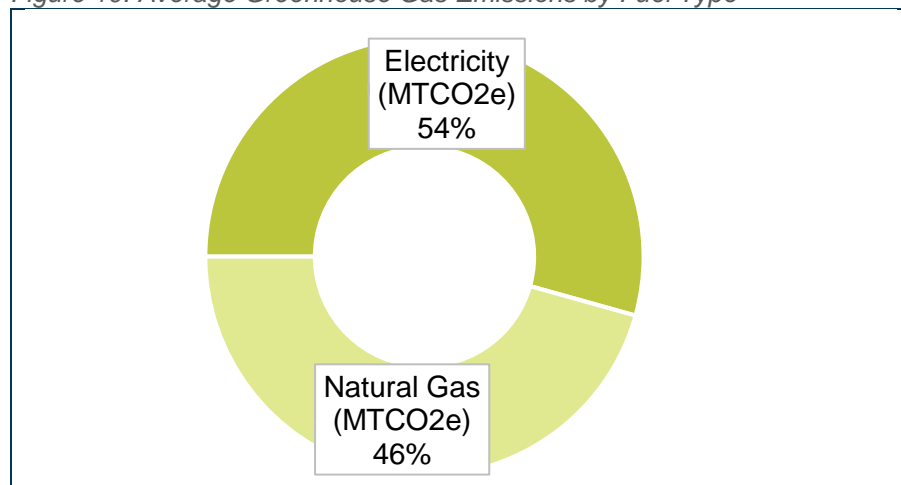
to the greenhouse gas emissions from 103,974 passenger vehicles driven for one year.<sup>1</sup> Commercial and industrial premises account for the largest percentage of emissions, representing 74% of total energy-related greenhouse gas emissions on average.

Figure 9: Greenhouse Gas Emissions by Sector 2018–2020



Slightly more greenhouse gas emissions (54%) stem from the use of electricity in La Crosse than from the use of natural gas (46%). To achieve its goal of providing all customers with carbon-free electricity by 2050, Xcel Energy is decarbonizing its electricity generation. As more carbon-free sources are added to Xcel Energy's Upper Midwest Energy Plan, the proportion of greenhouse gas emissions from grid electricity use will reduce.<sup>2</sup>

Figure 10: Average Greenhouse Gas Emissions by Fuel Type



<sup>1</sup> U.S. Environmental Protection Agency Greenhouse Gas Equivalencies Calculator.  
<https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>

<sup>2</sup> Xcel Energy's Upper Midwest Energy Plan.

[https://www.xcelenergy.com/company/rates\\_and\\_regulations/resource\\_plan\\_overview/upper\\_midwest\\_energy\\_plan](https://www.xcelenergy.com/company/rates_and_regulations/resource_plan_overview/upper_midwest_energy_plan)

## Renewable Energy

Local renewable energy use includes both customer subscription programs and on-site installations. In 2019, 2,180 residential premises and 23 commercial and industrial premises subscribed to a renewable energy program for a total of 2.87 million kWh coming from renewable energy sources. On-site solar installations were less popular during the baseline year, with nine incentives paid to residents and businesses for photovoltaic systems by Focus on Energy from 2018 to 2020.

### Term Definition: Subscription Program

Renewable energy subscriptions are structured so that a customer can subscribe part or all of their building's electricity use to renewable energy produced by their utility provider or community solar garden.

### Term Definition: On-site Installations

Homeowners and building owners can install solar photovoltaic on or near their building to power their building's electricity.

Table 1: 2019 Xcel Energy Renewable Energy and Focus on Energy Program Participation by Sector

|  | Residential | Commercial & Industrial |
|--|-------------|-------------------------|
| <b>Xcel Energy Subscription Programs</b>     |             |                         |
| Subscriber Count                             | 2,180       | 23                      |
| Total Annual Electricity Subscribed (kWh)    | 2,350,913   | 376,916                 |
| <b>Community Solar Gardens</b>               |             |                         |
| Participant Count                            | 22          | 8                       |
| Total Annual Electricity Subscribed (kWh)    | 54,281      | 892,043                 |
| <b>On-site Solar Installations</b>           |             |                         |
| Focus on Energy Incentives Paid <sup>3</sup> | 8           | 1                       |

## Energy Efficiency Program Participation & Savings

Xcel Energy, La Crosse's energy utility service provider and Focus on Energy, the statewide provider of energy efficiency programs in Wisconsin, offer programs to La Crosse residents and businesses to increase energy savings at their homes or buildings. Rebates for new equipment, audit programs, and discounted and no-cost energy measures are available in addition to load management programs.

From 2018 to 2020, more than 25,000 La Crosse residents and businesses participated in Focus on Energy programs, resulting in almost \$2.4 million paid in incentives from Focus on Energy. In addition to the incentives paid by Focus on Energy, Xcel Energy offers additional bonus incentives for certain Focus on Energy rebates and programs. More than \$370,000 in bonus incentives were paid in La Crosse to residents and businesses over the baseline period.

Table 2: Efficiency Program and Rebate Participation

|   | Residential Programs | Business Programs |
|---|----------------------|-------------------|
| <b>Total Focus on Energy Program Participation</b>        | 24,425               | 1,445             |
| <b>Total Focus on Energy Electricity Savings (kWh)</b>    | 4,958,175            | 24,496,059        |
| <b>Total Focus on Energy Natural Gas Savings (therms)</b> | 168,432              | 464,074           |
| <b>Total Focus on Energy Incentives Paid</b>              | \$722,386            | \$1,674,839       |

<sup>3</sup> Data from Focus on Energy participation summaries 2018–2020.

|   | Residential Programs | Business Programs |
|---|----------------------|-------------------|
| Total Xcel Energy Bonus Incentives Paid           | \$178,993            | \$192,870         |
| Average Annual Focus on Energy Participation      | 8.142                | 482               |
| Average Focus on Energy Incentive per Participant | \$30                 | \$1,159           |

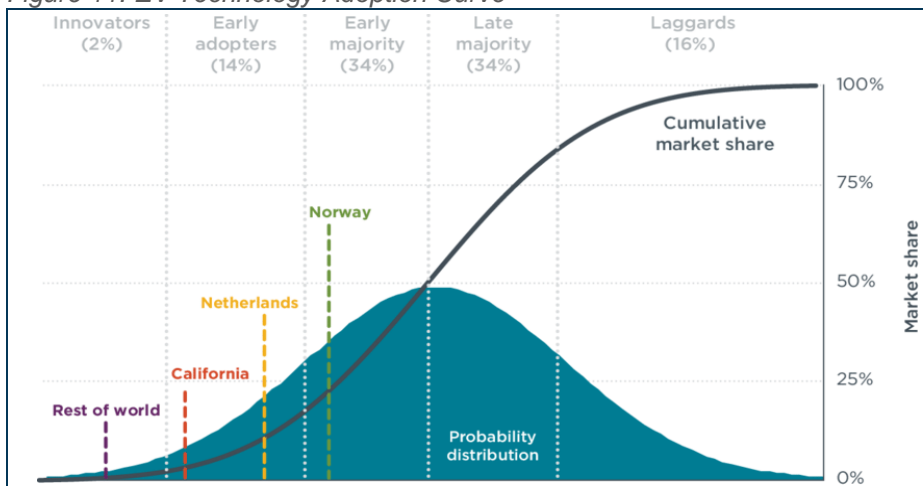
## Vehicle Electrification

As part of its sustainable energy strategies, the City of La Cross is looking to promote vehicle electrification within the community as well as in the City fleet. This includes the purchase of electric vehicles and the installation of vehicle charging infrastructure. Both national and local data and trends were used to inform EV strategy development.

### Electric Vehicle Baseline and Trends

The projected adoption of electric vehicles is expected to follow a similar pattern to many other new technologies as shown in *Figure 11*. As electric vehicles are relatively new to the mainstream vehicle market, most communities, including the state of Wisconsin, is the “Innovators Phase” with only a small percentage of vehicle sales being EVs. In 2018, 0.8% of new vehicle sales in Wisconsin were EVs.

Figure 11: EV Technology Adoption Curve



While EVs are currently a very small portion of vehicles in the state, the technology adoption curve and the data from Norway, California, and other areas with a high percentage of EVs suggests that the number of EVs on the road will likely start to increase rapidly over the next five to ten years. This projection is further supported by a few vehicle manufacturers investing substantially in EV production and setting goals for EV market share. A sample of these goals are shown to the right (White, 2021). This means that now is a good time for La Crosse to start preparing the city systems and infrastructure to accommodate EVs to avoid adjusting reactively.

Figure 12: 2025 Manufacturer Electric Vehicle Goals

- Audi: 20 models
- BMW: 15-25% global sales
- Ford: \$29 billion invested
- GM: \$27 billion invested; 20 North America EV models
- Hyundai: 23 models worldwide
- Jaguar: All-electric
- Land Rover: 6 models
- Toyota: 60 new models, sell 5.5 million EVs per year
- VW: Have built 1.5 million EVs
- Volvo: 50% of global sales

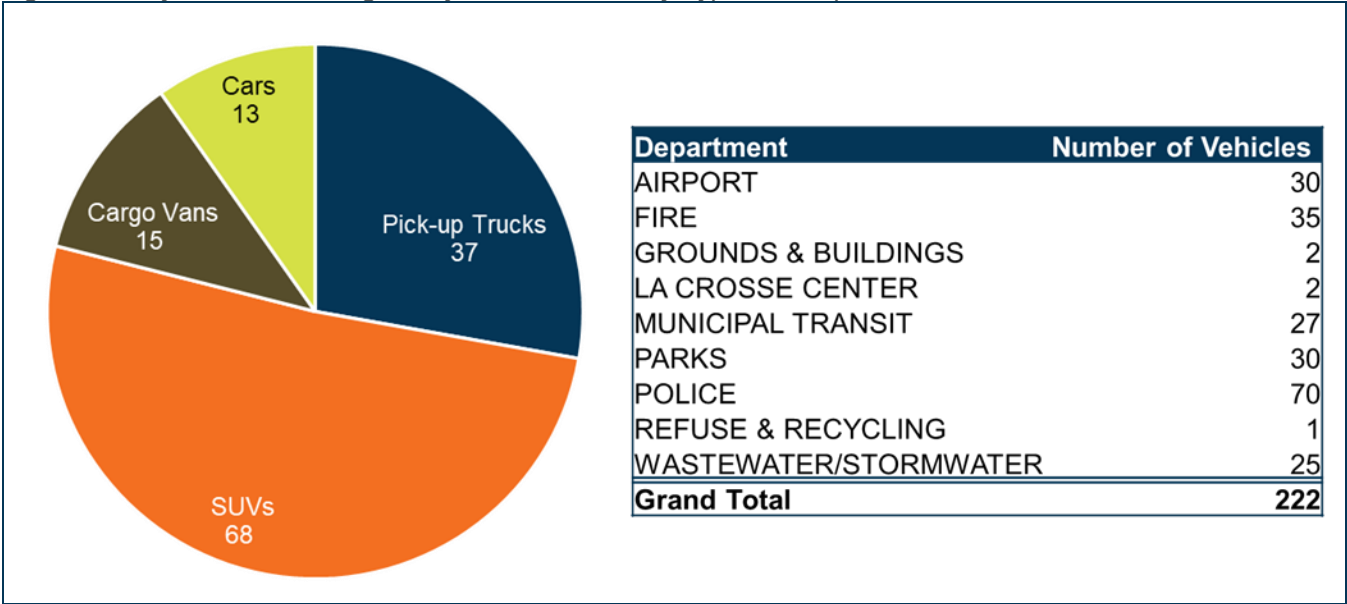


City of La Crosse Fleet Baseline

For the City’s fleet, each department is responsible for procuring the vehicles needed for their operations. The City procures its vehicles as a short-term lease, which means vehicles are replaced about every three years.

As of 2019, there were 222 vehicles in use across all departments and two of these vehicles were hybrid electric vehicles. These hybrid vehicles were police cruisers, and the department has seen significant fuel and cost savings from these pilot vehicles. As a result, the Police Department is incorporating more hybrid vehicles into the police fleet. The breakout by vehicle type and department is shown in *Figure 13***Error! Reference source not found..**

Figure 13: City of La Crosse Light-duty Fleet Breakout by Type and Department



Currently there are the most options in plug-in hybrids or all-electric vehicles to replace the cars, which make up a small percentage of the fleet. There are several new models of all-electric SUVs and pick-up trucks expected to come to market in the next year or two. Now is a good time for the City to prepare for fleet electrification to allow them to take advantage of the new EV SUV and truck models as they become available.

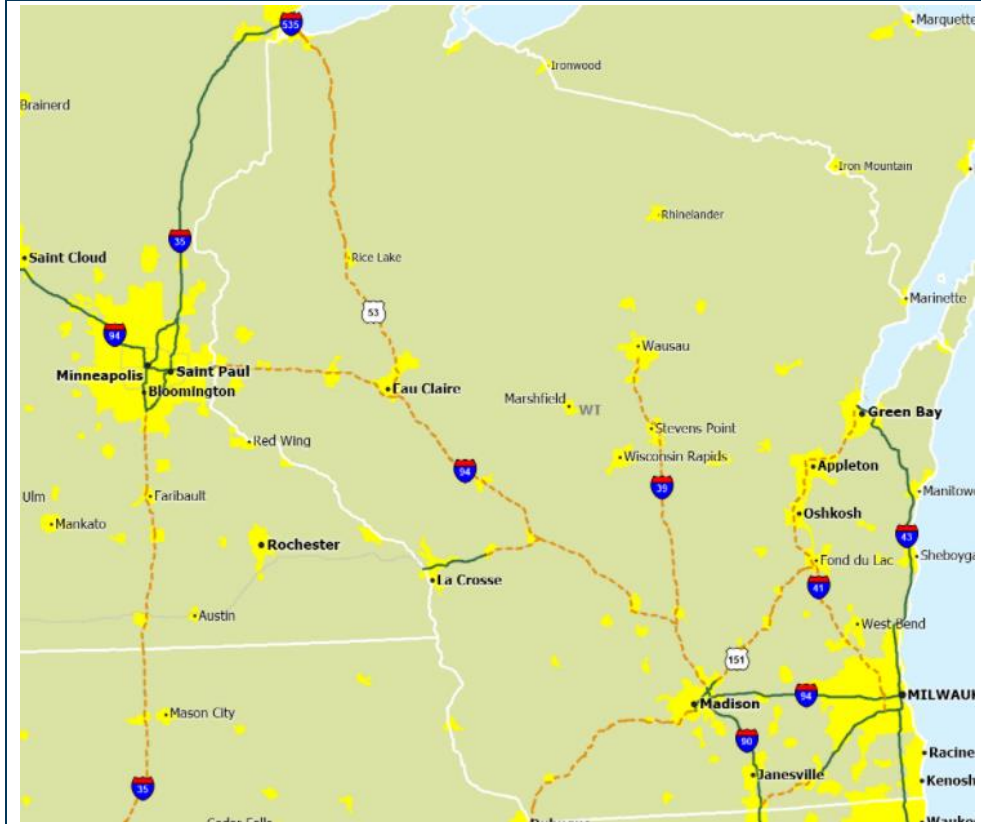
Electric Vehicle Charging Infrastructure

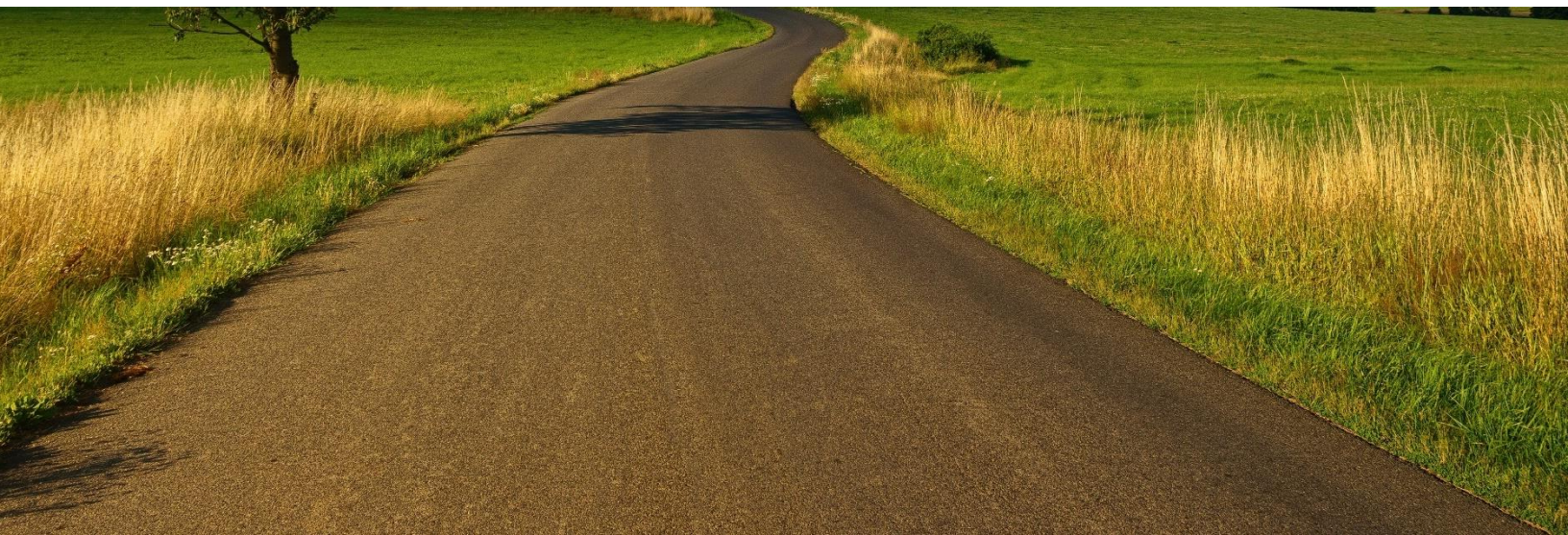
There are 11 publicly available level 2 charging stations within ten miles of La Crosse Center. From residents to employers, to public parking spaces, vehicle charging infrastructure will need to be installed throughout the community to support the growing population of EVs. A study from the Idaho National Laboratory showed that more than 80% of EV charging occurs at home with workplace charging being the second most common (*Idaho National Laboratory, 2013*). Although public charging is not responsible for most vehicle charging, it plays an important role in making EV owners feel comfortable purchasing and EV knowing that charging is available should they need it.

Public charging also plays an important role in longer distance trips allowing EV owners to stop and recharge their vehicle. The Federal Highway Administration’s Alternative Fuel Corridor program is working to develop travel corridors where EV charging infrastructure can be found at least every 50

miles. The stretch of I-90 between La Crosse and Sparta has received this designation and additional EV corridors are planned across the state (*Figure 14*). As with other transportation efforts, local and regional coordination will be important in ensuring high quality charging infrastructure is available to support EVs purchased by La Crosse residents.

*Figure 14: Alternative Fuel Corridors (solid green: complete, yellow dashes: planned)*





## OUR ENERGY FUTURE

### Energy Priorities

To achieve carbon-neutrality by 2050, La Crosse must reduce greenhouse gas emissions across different sources, including grid-energy use. As noted in the *Data Baseline*, La Crosse emits an average of 478,100 MTCO<sub>2</sub>e annually through grid energy use. To reduce greenhouse gas emissions from energy, three priorities were identified: energy efficiency, renewable energy, and electric vehicles.

Figure 15: La Crosse's Average Annual Greenhouse Gas Emission Equivalencies<sup>4</sup>

#### What does La Crosse's energy-related greenhouse gas footprint look like?

*Equivalent to the greenhouse gas emissions from...*



103,974 passenger vehicles driven for one year.

*Equivalent to the CO<sub>2</sub> emissions from...*



57,573 homes' energy use for one year.



53,796,219 gallons of gasoline consumed.

### Energy Efficiency

Energy efficiency is simply using less energy to perform the same task. This can be accomplished through equipment upgrades (e.g., upgrading to a more energy-efficient air conditioner) and through behavior changes (e.g., turning off the lights when you leave a room). Energy efficiency not only reduces energy use, but also has near-term and long-term cost benefits. Near-term benefits are reflected on energy bills and long-term with equipment upgrades that can reduce operation and maintenance costs.

Energy efficiency is an important first step to greenhouse gas reductions because the cleanest energy is the energy you don't use. Additionally, energy efficiency ensures that a future renewable energy generation is right sized to the building's

<sup>4</sup> U.S. Environmental Protection Agency Greenhouse Gas Equivalencies Calculator.  
<https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>



energy use and you don't over build or oversubscribe to renewable energy.

Both Focus on Energy and Xcel Energy offer programs and rebates to La Crosse residents, businesses, nonprofit organizations, and education institutions to increase their energy efficiency. Between 2018-2020, La Crosse saved 29.5 million kWh of electricity and 632,000 therms of natural gas, equivalent to avoiding emitting 13,400 MTCO<sub>2</sub>e over that three-year period.

Energy efficiency strategy recommendations in this report include equipment upgrades, behavior changes, and audit programs to increase annual energy savings.

## **Renewable Energy**

Renewable energy was identified as a priority because it is carbon-free, meaning energy generated from renewable sources do not have a greenhouse gas emission impact. In the La Crosse community energy survey, maximizing renewable energy use was the number one energy priority for survey respondents. Residents, businesses, and nonprofit organizations can support renewable energy through on-site generation (e.g., solar photovoltaic systems, geothermal) and subscription programs (e.g., community solar gardens).

As of 2019, 3.7 million kWh of electricity was generated from renewable subscription programs (Xcel Energy's Renewable\*Connect<sup>®</sup> and Solar\*Connect Community<sup>®</sup>), which avoided emitting 1,265 MTCO<sub>2</sub>e. On-site solar photovoltaic systems are less popular in La Crosse, which could be attributed to the cost to install a system or the suitability of the roof (i.e., tree cover or angle of the roof). Between 2018 and 2020, only nine Focus on Energy incentives were paid for on-site solar installations.

Renewable energy strategy recommendations in this report include education and outreach about installing on-site solar, subscription program opportunities, and benefits of renewable energy.

## **Electric Vehicles**

Electric vehicles are an opportunity to reduce vehicle-related greenhouse gas emissions. Fueling your car with electricity can reduce emissions to about one-third of gas-powered vehicles; and if you power your charging station with renewable energy, you can drive with up to 100% renewable energy.<sup>5</sup> Less than one percent of new vehicle sales in Wisconsin were electric vehicles in 2018, but there are several new all-electric vehicle models coming to the market within the next few years. The City of La Crosse has two hybrid vehicles in their fleet already. For charging, there are 11 publicly available level 2 stations in the community.

The scope of this report excludes emissions from transportation, but electric vehicle strategies were included because of programs and expertise from Xcel Energy, and the opportunity to power your vehicle with renewable electricity.

Strategy recommendations for electric vehicles are focused on municipal operations, including fleet electrification, charging infrastructure, and process updates as well as city policy and charging at city facilities.

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<sup>5</sup> National averages as reported at [www.afdc.energy.gov/afdc/vehicles/electric\\_emissions.php](http://www.afdc.energy.gov/afdc/vehicles/electric_emissions.php)

## Target Audiences

This plan is focused on benefitting all those who live and work in the city of La Crosse. The Energy Action Team identified target audiences during the planning workshops.

### Residents

Residents include both homeowners and renters. Homeowners can make equipment upgrades, change their behavior, and install or subscribe to renewable energy. Renters however are limited in what they can do since they do not own their home. Renters will be encouraged to change their behavior, make small upgrades like switching to LED bulbs, subscribe to renewable energy if the electricity bill is in their name, and engage with their landlord to invest in the building's equipment and envelope. In addition, La Crosse's lowest income residents will be targeted to reduce their energy burden by encouraging participation in free and low-cost programs, including energy and weatherization assistance.

Table 3: Resident Barriers and Benefits to Energy Action

| Benefits                                       | Barriers  |
|--|---|
| Lower utility bills                            | Upfront costs to upgrade equipment              |
| Increased home comfort                         | Split incentive with property owners            |
| Investment in house stock                      | Lack of awareness or knowledge about what to do |
| Reduce energy use and greenhouse gas emissions | Competing priorities for other projects         |
| Growing environmental stewardship              | Disinterest in being green                      |
| Leading by example for neighbors               | Difficulty to quantify impact                   |

### Rental Property Owners and Managers

More than half of all housing units in La Crosse are renter occupied. Property owners and managers will be encouraged to invest in their buildings by making equipment upgrades, such as installing energy efficient heating and cooling equipment and upgrading their insulation. Rental property owners can also invest in on-site renewable energy and if the electric utility bill is in their name, subscribe to renewable energy.

Table 4: Rental Property Owner and Manager Barriers and Benefits to Energy Action

| Benefits  | Barriers  |
|---|---|
| Improved comfort and durability of property and units | Split incentive when renter pays utility bills                                    |
| Lower utility bills for renters                       | Upfront costs to make upgrades difficult  |
| Better for the environment                            | Competitive rental market makes it easy to rent without investing in improvements |
| PR benefits to attract more renters                   | Difficulty to find time with other maintenance and projects                       |

### Businesses, Nonprofit Organizations, and Education Institutions

Businesses include small businesses in La Crosse's historic downtown and large industry, including manufacturing and healthcare. Nonprofit and service organizations include faith-based organizations, service organizations who support La Crosse's vulnerable populations, and mission-driven nonprofits. Education Institutions include the School District of La Crosse, University of Wisconsin–La Crosse, Viterbo University, and Western Technical College. These target audiences were grouped together because the calls to action are similar for each. To increase energy efficiency, these target audiences will be encouraged to get a building energy audit to identify energy-saving opportunities in their

operations and take advantage of rebates for energy efficiency models during equipment upgrades. Both on-site renewable energy and subscription programs will be promoted, depending on the organization's financial capacity to support renewable energy.

*Table 5: Business, Nonprofit, and Education Institution Barriers and Benefits to Energy Action*

| <b>Benefits</b>  | <b>Barriers</b>   |
|--|---|
| Leading by example for peers and positive public perception    | Capital to investment in new equipment and processes                            |
| Long-term energy savings affects bottom line                   | Unfamiliarity with options and where to start                                   |
| Achieve corporate and organizational goals                     | Focus on immediate payback instead of focusing on long-term benefits            |
| Lower utility bills create new cash flow to invest in building | Time to complete an audit, review options and follow through on recommendations |
| Lower maintenance costs with new equipment                     | Disinterest from leadership and decision makers                                 |

## **Public Buildings**

Public buildings include those owned by the City of La Crosse and County buildings located in the city limits. Similar to businesses, nonprofits, and education institutions, public buildings will be encouraged to complete building energy audits and following through on recommended actions. The City of La Crosse will continue to implement energy efficiency and renewable energy recommendations with Johnson Controls through a performance contract. In addition, electric vehicle strategy recommendations in this report will target electrifying the city's fleet, installing public charging, and update city policies to increase private charging infrastructure.

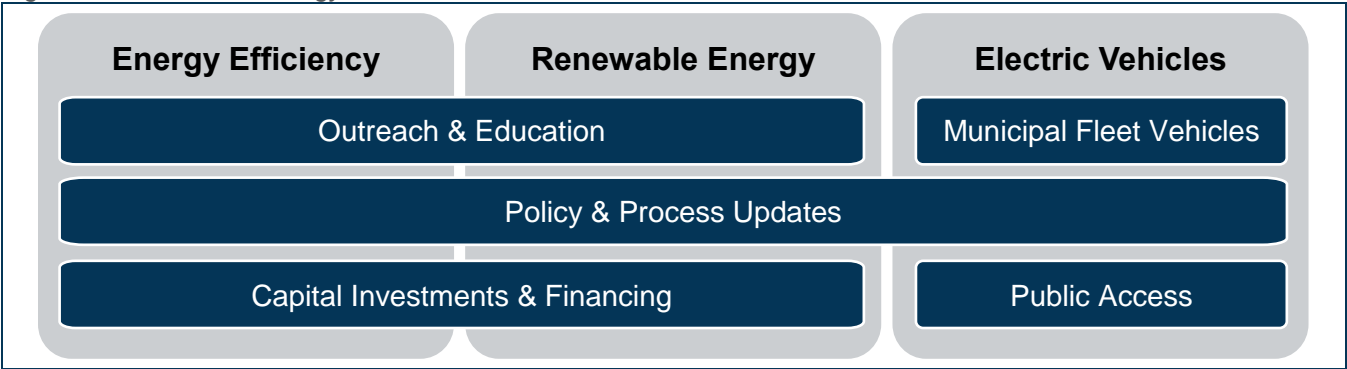




# STRATEGY RECOMMENDATIONS

The following strategies are recommended by the Energy Action Team to put La Crosse on the path toward achieving carbon neutrality by 2050. Strategies are organized by focus area and include near-, medium-, and long-term recommendations. Near-term strategies will be implemented in the next three years and directly supported by Xcel Energy’s Partners in Energy for the first 18 months of implementation. See *Appendix 1: Implementation Work Plan* for additional detail about near-term strategy implementation.

Figure 16: La Crosse Energy Priorities and Focus Areas



## Energy Efficiency Strategies

### Outreach and Education

Near-term Strategies: 2022-2025

- Promote energy efficiency programs, resource, and behavior changes.
- Host an energy challenge.
- Promote free business assessments.
- Convene large energy users to share best practices.
- Connect residents with free and low-cost energy assistance programs.

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

- Facilitate clean energy workforce development opportunities.
- Engage rental property landlords and property managers.

### Process and Policy Updates

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

- Benchmark city-owned building energy consumption.
- Update development review and permitting process with energy efficiency information
- Prioritize 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.
- Update existing loans and grants to include energy efficiency improvements as eligible costs

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

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

## Renewable Energy Strategies

### Outreach and Education

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

- Promote renewable energy options.
- Host renewable energy challenge.

### 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.
- Update development review with renewable energy information.

#### 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

- Power city buildings with 100% renewable electricity.
- Update existing loans and grants to include renewable energy improvements as eligible costs.

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

- Review buildings who subscribe to renewable energy to see if on-site renewable energy is feasible with improved technology.

## Electric Vehicle Strategies

### 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.
- Socialize Hybrid EVs and other models with 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

- Create EV-friendly building codes
- Host EV permitting and installation educational workshops
- Incorporate EV Adoption in the Climate Action Plan
- Collaborate with regional EV 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.

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

- 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.
- 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.





## CONCLUSION

The City of La Crosse has committed to achieving carbon neutrality by 2050 and this report is the first step in La Crosse's climate action planning process to reduce greenhouse gas emissions and mitigate the negative impacts of climate change.

Through education and outreach, policy and process updates, capital investments, and new financing opportunities, the strategy recommendations included in this report will reduce our energy-related greenhouse gas emissions by increasing building energy efficiency and renewable energy generation. These recommendations will also transition the City of La Crosse's fleet to electric and create opportunities to power our vehicles with electricity.

The implementation of the strategies included in this report will require commitment from the City of La Crosse, residents, businesses, education institutions, energy utilities and other community stakeholders. With support from Xcel Energy's Partners in Energy, our community will hit the ground running by implementing near-term strategies simultaneous to the development of the Climate Action Plan.

When La Crosse's Climate Action Plan is complete, the community will have a path forward to achieving our carbon-neutrality goal, creating a more resilient La Crosse.

# APPENDIX 1: IMPLEMENTATION WORK PLAN

This appendix gives additional detail for near-term strategies, including the implementation team and tasks, timeline, and goals. This appendix will serve as a work plan for the Energy Action Team and Partners in Energy over the next 18 months.

## Implementation Support from Partners in Energy

Xcel Energy's Partners in Energy commits to 18 months of implementation support, including marketing and communications support and program expertise. It will also provide a dedicated community facilitator to serve as a primary point of contact. Partners in Energy digital resources, including office hours, community portal, and community events will also be available to the Ashland team.

Figure 17: Xcel Energy's Partners in Energy Implementation Support



When possible, Xcel Energy will leverage its communication channels promote programs and resources as well as leverage staff expertise to connect the City of La Crosse and La Crosse-area Xcel Energy customers with the right resources.

### Data and Reporting

Progress reports with metrics of success, including program participation, energy consumption, and energy-related greenhouse gas emissions will be provided during the first phase of implementation. If available, ad-hoc participation reports for specific programs will be provided to measure success of campaigns and to determine whether we need to change course.

### Project Management and Tracking

Partners in Energy will host regular project management check-in calls with City staff to ensure that La Crosse stays on course. In addition, Partners in Energy facilitators will also support one-on-one outreach to the Energy Action Team and community connectors to facilitate strategy implementation.

## Implementation Support from the City of La Crosse and Community

The City of La Crosse will provide a primary point of contact for implementation and will assign members to attend regular project management check-ins. The City commits to leveraging existing communication channels and community connections for outreach and engagement strategies. In addition, the City of La Crosse will lead strategies specific to City-owned buildings and policies.

The Energy Action Team formed to create this report will support implementation by serving as community connectors to their networks and will help promote our energy vision, encourage participation in programs and outreach campaigns, and share success stories. When available, the Energy Action Team will serve as partners and leaders in strategies, including those targeting small and medium-sized businesses, nonprofit organizations, and education institutions.

### Communication Channels

Several communication channels were identified by the Energy Action Team to leverage during implementation. The team noted that the City of La Crosse and La Crosse County channels are the most appropriate to share information first because they are trusted messengers for this information and that other networks can be leveraged to boost the message.

- City of La Crosse website and social media
- La Crosse County website and social media
- La Crosse Newsletter
- La Crosse Public Library
- University and college networks
- Tenant Association network
- Community events
- Local TV News
- La Crosse Tribune
- Public social media forums
- Neighborhood groups and social media
- Word of mouth
- Talk radio (WIZM)
- Direct mailer to residents
- Water Utility Bill inserts
- Xcel Energy MyAccount and Bill Inserts
- Faith communities
- Chamber of Commerce
- Downtown Mainstreet
- Northside Business Association
- Community bulletin boards and kiosks at gathering places
- Energy Center University
- Nonprofit and civic organization mailing lists

### Community Connectors

Community connectors — individuals and organizations who will champion the Energy Action Plan — are an important resource for implementation success. A community connector uses their network of contacts to share and champion calls to action, advocating for energy strategies. Community connectors include those represented on the Energy Action Team and other community members.

## Near-term Action Plan: Energy Efficiency Strategies (EE)

### EE 1: Increase awareness of energy efficiency rebates and behavior changes

| What is the strategy?   |
|---|
| Leverage community communication channels to increase awareness of available energy efficiency programs and resources from utilities, state, and federal resources and educate the community about simple behavior changes to reduce energy use.  |
| How will the strategy be implemented?   |
| <ul style="list-style-type: none"> <li>• Leverage existing materials from Focus on Energy, Xcel Energy and Department of Energy to create La Crosse-specific collateral.</li> <li>• Update City and Sustainable La Crosse websites with resources to have a central location for the community to go to for energy information.</li> <li>• Use public display kiosks, digital signs, and poster boards to create sustainability kiosks in public places.</li> <li>• Integrate energy resources into existing community events, including the annual Earth Day celebrations.</li> <li>• Host webinars and information sessions featuring energy experts.</li> <li>• Create behavior change videos and tip sheets to share on city communication channels.</li> <li>• Share collateral with community partners to distribute within their own network.</li> </ul> |
| Who is responsible?   |
| <b>Lead/Co-Lead:</b> City of La Crosse Communications, Partners in Energy<br><b>Support:</b> Xcel Energy, Focus on Energy, Wisconsin Office of Energy Innovation, Department of Energy, community connectors  |
| When will we implement it?  |
| <ul style="list-style-type: none"> <li>• Ongoing throughout implementation with alignment of messaging toward seasons:             <ul style="list-style-type: none"> <li>○ Winter: Keep heating costs low</li> <li>○ Spring: Prepare for summer heat and construction season</li> <li>○ Summer: Keep cooling costs low</li> </ul> </li> </ul>  |

|                                     |  |
|-------------------------------------|--|
|                                     | <ul style="list-style-type: none"> <li>○ Fall: Prepare for winter</li> <li>• Q3-Q4 2021: Initial material development</li> <li>• 2022-2025: Promotion on city channels <ul style="list-style-type: none"> <li>○ Q1 of each year: Plan for Earth Day presentations</li> <li>○ Q2 of each year: Refresh outreach materials with current program offerings</li> </ul> </li> </ul> |
| <b>What resources are required?</b> |  |
| Time                                | The strategy requires a moderate amount of existing staff time to implement and maintain.  |
| Cost                                | The strategy can be fully funded through existing municipal funds or grants.   |
| Funding                             | What funding sources could be used to offset the costs of strategy implementation? <ul style="list-style-type: none"> <li>• n/a</li> </ul>   |

## EE 2: Host an energy challenge

|   |   |
|---|---|
| <b>What is the strategy?</b>  |   |
| Challenge residents and businesses to complete energy audits using lessons learned from the 2018 Mayor's Energy Challenge.  |   |
| <b>How will the strategy be implemented?</b>  |   |
| <ul style="list-style-type: none"> <li>• Review lessons learned and best practices from 2018 Mayor's challenge.</li> <li>• Recruit current Mayor and City Council to sponsor challenge.</li> <li>• Plan challenge structure, timeline and eligibility.</li> <li>• Coordinate Focus on Energy and Xcel Energy partners to identify audit options and rebate incentives.</li> <li>• Create outreach and promotional materials.</li> <li>• Leverage City-owned communication channels to promote challenge.</li> </ul> |   |
| <b>Who is responsible?</b>  |   |
| <b>Lead/Co-Lead:</b> City of La Crosse  |   |
| <b>Support:</b> City Council, Xcel Energy, Partners in Energy, Focus on Energy, community connectors  |   |
| <b>When will we implement it?</b>   |   |
| <ul style="list-style-type: none"> <li>• Q3-Q4 2022: Plan challenge</li> <li>• Q1-Q3 2023: Launch challenge in coordination with adoption of Climate Action Plan</li> </ul>   |   |
| <b>What resources are required?</b>   |   |
| Time  | The strategy requires a moderate amount of existing staff time to implement and maintain.   |
| Cost  | The strategy can be fully funded through existing municipal funds or grants.  |
| Funding   | What funding sources could be used to offset the costs of strategy implementation? <ul style="list-style-type: none"> <li>• General funds</li> <li>• PSC Innovation Grants</li> </ul> |

## EE 3: Promote free business assessments

|  |  |
|--|--|
| <b>What is the strategy?</b>   |  |
| Xcel Energy offers small- and medium-sized businesses access to free energy assessments to identify opportunities to save energy in their building. Businesses who follow through on recommendations can access rebates from Focus on Energy and Xcel Energy to keep up front costs low. |  |
| <b>How will the strategy be implemented?</b>   |  |
| <ul style="list-style-type: none"> <li>• Identify a list of small- and medium-sized businesses in La Crosse.</li> <li>• Create outreach materials promoting free assessment options.</li> </ul>  |  |



|  |   |
|--|---|
| <ul style="list-style-type: none"> <li>Partner in Chamber of Commerce, Downtown La Crosse and other business groups to promote assessments.</li> </ul> |   |
| <b>Who is responsible?</b>   |   |
| <b>Lead/Co-Lead:</b> Xcel Energy   |   |
| <b>Support:</b> City of La Crosse, Partners in Energy, Focus on Energy, business organization community connectors                                     |   |
| <b>When will we implement it?</b>  |   |
| <ul style="list-style-type: none"> <li>Q3-Q4 2021: Create materials and identify businesses</li> <li>Q1-Q4 2022: Conduct outreach</li> </ul>           |   |
| <b>What resources are required?</b>  |   |
| Time   | The strategy requires minimal amount of existing staff time and effort to implement and maintain.   |
| Cost   | The strategy can be fully funded through existing municipal funds or grants.  |
| Funding  | <p>What funding sources could be used to offset the costs of strategy implementation?</p> <ul style="list-style-type: none"> <li>General funds</li> <li>PSC Innovation Grants</li> <li>City of La Crosse Economic Development Grants (for businesses to complete projects)</li> <li>PACE (for businesses to complete projects)</li> </ul> |

#### EE 4: Convene large energy users to share best practices

|  |  |
|--|--|
| <b>What is the strategy?</b>   |  |
| <p>Large employers, industry leaders, and education institutions often have facility managers dedicated to maintaining facilities and achieving corporation/organizational sustainability goals. These organizations have similar equipment and can learn from each other on what has and has not worked in their facility when it comes to energy efficiency. From these conversations, we can compile best practices and case studies to share with our community.</p> |  |
| <b>How will the strategy be implemented?</b>   |  |
| <ul style="list-style-type: none"> <li>Identify a list of large industry, education institution, and large energy user facility managers.</li> <li>Create outreach plan for convening, including agenda and host-site.</li> <li>Invite attendees to attend.</li> <li>Partner in Chamber of Commerce and other business groups to share invitation.</li> </ul>  |  |
| <b>Who is responsible?</b>   |  |
| <b>Lead/Co-Lead:</b> Xcel Energy   |  |
| <b>Support:</b> City of La Crosse, Partners in Energy, Focus on Energy, business organization community connectors   |  |
| <b>When will we implement it?</b>  |  |
| <ul style="list-style-type: none"> <li>Q3-Q4 2021: Create materials and outreach plan</li> <li>Q1-Q2 2022: Identify/invite businesses to attend, host event</li> </ul>   |  |
| <b>What resources are required?</b>  |  |
| Time   | The strategy requires minimal amount of existing staff time and effort to implement and maintain.  |
| Cost   | The strategy can be fully funded through existing municipal funds or grants.   |
| Funding  | <p>What funding sources could be used to offset the costs of strategy implementation?</p> <ul style="list-style-type: none"> <li>General funds</li> <li>PSC Innovation Grants</li> <li>PACE (for businesses to complete projects)</li> </ul> |

## EE 5: Connect residents with free and low-cost energy assistance programs

|  |  |
|--|--|
| <b>What is the strategy?</b>   |  |
| There are several programs to support residents to reduce their energy burden, including free energy-saving packs from Focus on Energy and the Energy Assistance and Weather Assistance Programs. In most cases, both homeowners and renters are eligible to apply if the energy utility accounts are in their name and their income qualifies.  |  |
| <b>How will the strategy be implemented?</b>   |  |
| <ul style="list-style-type: none"> <li>• Create a list of local service providers to connect with income-qualified residents.</li> <li>• Leverage existing materials from Focus on Energy, Xcel Energy and Wisconsin Department of Administration to create La Crosse-specific collateral.</li> <li>• Conduct outreach on City-owned channels and boost messaging with service provider networks.</li> </ul> |  |
| <b>Who is responsible?</b>   |  |
| <b>Lead/Co-Lead:</b> City of La Crosse   |  |
| <b>Support:</b> Xcel Energy, Partners in Energy, Focus on Energy, service provider community connectors, La Crosse Public Library,   |  |
| <b>When will we implement it?</b>  |  |
| <ul style="list-style-type: none"> <li>• Q3-Q4 2021: Create materials and identify businesses</li> <li>• Q1-Q4 2022: Conduct outreach</li> </ul>   |  |
| <b>What resources are required?</b>  |  |
| Time   | The strategy requires minimal amount of existing staff time and effort to implement and maintain.  |
| Cost   | The strategy can be fully funded through existing municipal funds or grants.   |
| Funding  | What funding sources could be used to offset the costs of strategy implementation? <ul style="list-style-type: none"> <li>• n/a</li> </ul> |

## EE 6: Benchmark city-owned building energy consumption

|  |   |
|--|---|
| <b>What is the strategy?</b>   |   |
| Benchmarking is an easy way to track energy and water consumption to help identify high energy use buildings and monitor the impact of energy efficiency upgrades. Using benchmarking platforms like EnergyStar Portfolio Manager we can automate our benchmarking entries and create a public dashboard for our community to see our building energy and water use. |   |
| <b>How will the strategy be implemented?</b>   |   |
| <ul style="list-style-type: none"> <li>• Create a list of city energy premises and water meters.</li> <li>• Create EnergyStar Portfolio Manager account.</li> <li>• Connect EnergyStar Portfolio Manager to Xcel Energy accounts to automate energy-use entries.</li> <li>• Update City website to link to EnergyStar dashboard.</li> </ul>                          |   |
| <b>Who is responsible?</b>   |   |
| <b>Lead/Co-Lead:</b> City of La Crosse   |   |
| <b>Support:</b> Xcel Energy, Johnson Controls  |   |
| <b>When will we implement it?</b>  |   |
| <ul style="list-style-type: none"> <li>• Q1-Q2 2022: Set up EnergyStar profiles and accounts</li> <li>• Ongoing: Monitor energy use data and identify projects with Johnson Controls to complete</li> </ul>  |   |
| <b>What resources are required?</b>  |   |
| Time   | The strategy requires minimal amount of existing staff time and effort to implement and maintain. |
| Cost   | The strategy can be fully funded through existing municipal funds or grants.                      |

|         |  |
|---------|--|
| Funding | What funding sources could be used to offset the costs of strategy implementation? <ul style="list-style-type: none"> <li>Johnson Controls performance contract to follow through on projects</li> </ul> |
|---------|--|

## EE 7: Update development review and permitting process with energy efficiency information

|  |  |
|--|--|
| <b>What is the strategy?</b>   |  |
| Developers, architects, and contractors regularly interact with City staff during development review and permitting. By leveraging these existing points of contact, we can share energy program information to encourage integration of energy efficiency into design and equipment upgrades. |  |
| <b>How will the strategy be implemented?</b>   |  |
| <ul style="list-style-type: none"> <li>Leverage existing materials from Focus on Energy, Xcel Energy and Department of Energy to create La Crosse-specific collateral.</li> <li>Review materials with development review and permitting staff.</li> </ul>                                      |  |
| <b>Who is responsible?</b>   |  |
| <b>Lead/Co-Lead:</b> City of La Crosse Planning and Permitting staff   |  |
| <b>Support:</b> Xcel Energy, Partners in Energy, Focus on Energy   |  |
| <b>When will we implement it?</b>  |  |
| <ul style="list-style-type: none"> <li>Q4 2021: Compile materials and review with staff</li> <li>Q1 2022: Update materials</li> </ul>  |  |
| <b>What resources are required?</b>  |  |
| Time   | The strategy requires minimal amount of existing staff time and effort to implement and maintain.  |
| Cost   | The strategy can be fully funded through existing municipal funds or grants.   |
| Funding  | What funding sources could be used to offset the costs of strategy implementation? <ul style="list-style-type: none"> <li>n/a</li> </ul> |

## EE 8: Prioritize sustainability standards in new construction and renovation of city-owned buildings

|   |  |
|---|--|
| <b>What is the strategy?</b>  |  |
| Sustainability standards, such as the Net Zero Energy Building Certification, identify design and building performance standards to increase the building's sustainability. Sustainability standards are often above state building code and energy codes. Prioritizing these standards in city-owned buildings will ensure the city is leading by example for others and we reduce our greenhouse gas footprint. |  |
| <b>How will the strategy be implemented?</b>  |  |
| <ul style="list-style-type: none"> <li>Create a list of preferred sustainability standards.</li> <li>Educate city facility, planning, and other staff about sustainable designs.</li> <li>Review capital improvement plan to identify major renovations and new construction projects.</li> <li>Identify funding sources to cover additional costs of sustainable standard designs.</li> </ul>                    |  |
| <b>Who is responsible?</b>  |  |
| <b>Lead/Co-Lead:</b> City of La Crosse  |  |
| <b>Support:</b> Xcel Energy, Focus on Energy, future buildings/architects for city projects   |  |
| <b>When will we implement it?</b>   |  |
| <ul style="list-style-type: none"> <li>Q3-4 2022: Create list of preferred sustainability standards, identify funding sources to cover additional costs of preferred rating systems</li> <li>Q1 2023: Review capital improvement plan for opportunities to integrate standards into design</li> <li>Q2-Q3 2023: Operationalize sustainability standards</li> </ul>  |  |
| <b>What resources are required?</b>   |  |

|         |  |
|---------|--|
| Time    | The strategy requires new staff to be hired or contracted to implement and maintain.   |
| Cost    | The strategy requires significant new municipal funding resources.   |
| Funding | What funding sources could be used to offset the costs of strategy implementation? <ul style="list-style-type: none"> <li>• PSC Innovation Grants</li> <li>• New levy to cover costs for design</li> </ul> |

## EE 9: Support State initiatives to update building energy codes as recommended by the 2020 Climate Change Task Force Report

|   |  |
|---|--|
| <b>What is the strategy?</b>  |  |
| Wisconsin's 2020 Climate Change Task Force Report identified several strategies to reducing greenhouse gas emissions in the built environment, including updating building energy codes. Cities across Wisconsin can support this work by advocating to the State legislature about the benefits of increasing energy code standards. |  |
| <b>How will the strategy be implemented?</b>  |  |
| <ul style="list-style-type: none"> <li>• Connect with La Crosse State Senator and Representative to advocate for why this is important to La Crosse.</li> </ul>   |  |
| <b>Who is responsible?</b>  |  |
| <b>Lead/Co-Lead:</b> La Crosse City Council   |  |
| <b>Support:</b> City of La Crosse   |  |
| <b>When will we implement it?</b>   |  |
| <ul style="list-style-type: none"> <li>• Ongoing to align with State Legislature session.</li> </ul>  |  |
| <b>What resources are required?</b>   |  |
| Time  | The strategy requires a minimal amount of existing staff time and effort to implement and maintain.  |
| Cost  | n/a  |
| Funding   | What funding sources could be used to offset the costs of strategy implementation? <ul style="list-style-type: none"> <li>• n/a</li> </ul> |

## EE 10: Create energy audit and recommissioning schedule for city-owned buildings

|  |   |
|--|---|
| <b>What is the strategy?</b>   |   |
| Partnering with Johnson Controls, the City of La Crosse can prioritize energy efficiency upgrades in city buildings that reduce our energy use, lower energy bills, and reduce our greenhouse gas emissions. Using benchmarking data (strategy EE 6) we can identify our highest energy users that would benefit from an energy assessment and equipment upgrades. |   |
| <b>How will the strategy be implemented?</b>   |   |
| <ul style="list-style-type: none"> <li>• Review benchmarking data to identify low-hanging fruit project opportunities and high-energy use buildings.</li> <li>• Create recommissioning schedule and project list with Johnson Controls.</li> <li>• Complete projects.</li> </ul>   |   |
| <b>Who is responsible?</b>   |   |
| <b>Lead/Co-Lead:</b> City of La Crosse   |   |
| <b>Support:</b> Johnson Controls, Xcel Energy, Focus on Energy   |   |
| <b>When will we implement it?</b>  |   |
| <ul style="list-style-type: none"> <li>• Kick off after benchmarking data is complete (Q1 2023)</li> </ul>   |   |
| <b>What resources are required?</b>  |   |
| Time   | The strategy requires a moderate amount of existing staff time to implement and maintain. |



|         |   |
|---------|---|
| Cost    | The strategy requires a moderate amount of new municipal funds, due to low- cost or external funding options like grants or private investment.     |
| Funding | What funding sources could be used to offset the costs of strategy implementation? <ul style="list-style-type: none"> <li>• General fund</li> </ul> |

## EE 11: Update existing loans and grants to include energy efficiency improvements as eligible costs

|  |   |
|--|---|
| <b>What is the strategy?</b>   |   |
| Upfront costs to complete projects are a common barrier in La Crosse for following through on energy project recommendations. By updating existing City loans and grants to include energy efficiency upgrades as eligible costs, residents and businesses can leverage city funding to complete projects. |   |
| <b>How will the strategy be implemented?</b>   |   |
| <ul style="list-style-type: none"> <li>• Review existing loan and grant programs for home and building improvements.</li> <li>• Update eligible costs to include energy efficiency projects (if not prohibited by originating funding source).</li> </ul>  |   |
| <b>Who is responsible?</b>   |   |
| <b>Lead/Co-Lead:</b> City of La Crosse   |   |
| <b>Support:</b>  |   |
| <b>When will we implement it?</b>  |   |
| <ul style="list-style-type: none"> <li>• Q4 2021: Compile list of funding programs and update eligibility criteria for 2022 funding cycle</li> </ul>   |   |
| <b>What resources are required?</b>  |   |
| Time   | The strategy requires a moderate amount of existing staff time to implement and maintain.   |
| Cost   | The strategy requires a moderate amount of new municipal funds, due to low- cost or external funding options like grants or private investment. |
| Funding  | What funding sources could be used to offset the costs of strategy implementation? <ul style="list-style-type: none"> <li>• n/a</li> </ul>      |

## Near-term Action Plan: Renewable Energy Strategies (RE)

### RE 1: Increase awareness of renewable energy options

|  |  |
|--|--|
| <b>What is the strategy?</b>   |  |
| Leverage community communication channels to increase awareness of available renewable energy programs, including both on-site and off-site opportunities from utilities, state, and federal resources.  |  |
| <b>How will the strategy be implemented?</b>   |  |
| <ul style="list-style-type: none"> <li>• Leverage existing materials from Focus on Energy, Xcel Energy and Department of Energy to create La Crosse-specific collateral.</li> <li>• Update City and Sustainable La Crosse websites with resources to have a central location for the community to go to for renewable energy information.</li> <li>• Update on-site solar checklist to provide alternative options when buildings aren't suitable for on-site solar energy.</li> <li>• Use public display kiosks, digital signs, and poster boards to create sustainability kiosks in public places.</li> <li>• Integrate renewable energy options into existing community events, including the annual Earth Day celebrations.</li> <li>• Host webinars and information sessions featuring renewable energy experts.</li> <li>• Share collateral with community partners to distribute within their own network.</li> </ul> |  |
| <b>Who is responsible?</b>   |  |
| <b>Lead/Co-Lead:</b> City of La Crosse Communications, Partners in Energy  |  |

|  |  |
|--|--|
| <b>Support:</b> Xcel Energy, Focus on Energy, Wisconsin Office of Energy Innovation, Department of Energy, community connectors  |  |
| <b>When will we implement it?</b>  |  |
| <ul style="list-style-type: none"> <li>• Ongoing throughout implementation with alignment of messaging toward seasons: <ul style="list-style-type: none"> <li>○ Winter-Spring: Plan for construction season</li> <li>○ Summer-Fall: Take advantage of sun</li> </ul> </li> <li>• Q3-Q4 2021: Initial material development</li> <li>• 2022-2025: Promotion on city channels <ul style="list-style-type: none"> <li>○ Q1 of each year: Plan for Earth Day presentations</li> <li>○ Q2 of each year: Refresh outreach materials with current program offerings</li> </ul> </li> </ul> |  |
| <b>What resources are required?</b>  |  |
| Time   | The strategy requires a moderate amount of existing staff time to implement and maintain.  |
| Cost   | The strategy can be fully funded through existing municipal funds or grants.   |
| Funding  | What funding sources could be used to offset the costs of strategy implementation? <ul style="list-style-type: none"> <li>• n/a</li> </ul> |

## RE 2: Host renewable energy challenge

|  |   |
|--|---|
| <b>What is the strategy?</b>   |   |
| Like the energy challenge (strategy EE 2), La Crosse can challenge residents and businesses to power their home and buildings with 100% renewable energy. Development of this strategy will use lessons learned from the 2018 Mayor's Energy Challenge and be timed to occur after the energy audit challenge so residents aren't over building or over subscribing to renewable energy (i.e., following the best practice of energy efficiency as the first step to renewable energy).  |   |
| <b>How will the strategy be implemented?</b>   |   |
| <ul style="list-style-type: none"> <li>• Review lessons learned and best practices from 2018 Mayor's challenge.</li> <li>• Recruit current Mayor and City Council to sponsor challenge.</li> <li>• Plan challenge structure, timeline and eligibility.</li> <li>• Coordinate Focus on Energy and Xcel Energy partners to identify renewable energy options and rebate incentives.</li> <li>• Create outreach and promotional materials.</li> <li>• Leverage City-owned communication channels to promote challenge.</li> </ul> |   |
| <b>Who is responsible?</b>   |   |
| <b>Lead/Co-Lead:</b> City of La Crosse   |   |
| <b>Support:</b> City Council, Xcel Energy, Partners in Energy, Focus on Energy, community connectors   |   |
| <b>When will we implement it?</b>  |   |
| <ul style="list-style-type: none"> <li>• Q3-Q4 2023: Plan challenge</li> <li>• Q1-Q3 2024: Launch challenge after Energy Challenge and after Climate Action Plan adoption</li> </ul>   |   |
| <b>What resources are required?</b>  |   |
| Time   | The strategy requires a moderate amount of existing staff time to implement and maintain.   |
| Cost   | The strategy can be fully funded through existing municipal funds or grants.  |
| Funding  | What funding sources could be used to offset the costs of strategy implementation? <ul style="list-style-type: none"> <li>• General funds</li> <li>• PSC Innovation Grants</li> </ul> |

## RE 3: Maintain SolSmart designation and pursue additional recommended actions

|                              |
|------------------------------|
| <b>What is the strategy?</b> |
|------------------------------|

|   |  |
|---|--|
| The City of La Crosse achieved SolSmart Gold, currently the highest designation. SolSmart has additional recommended actions to remove barriers to on-site solar installation. The City of La Crosse should maintain their Gold designation and pursue additional no- and low-cost process improvements to continue to make on-site renewable energy more accessible. |  |
| <b>How will the strategy be implemented?</b>  |  |
| <ul style="list-style-type: none"> <li>Review new SolSmart recommendations.</li> <li>Pursue additional recommendations with SolSmart guidance.</li> </ul>   |  |
| <b>Who is responsible?</b>  |  |
| <b>Lead/Co-Lead:</b> City of La Crosse  |  |
| <b>Support:</b> SolSmart  |  |
| <b>When will we implement it?</b>   |  |
| <ul style="list-style-type: none"> <li>Q1 2023: Review SolSmart recommendation actions.</li> <li>Q2-Q4 2023: Pursue recommended actions.</li> </ul>   |  |
| <b>What resources are required?</b>   |  |
| Time  | The strategy requires a moderate amount of existing staff time to implement and maintain.  |
| Cost  | The strategy can be fully funded through existing municipal funds or grants.   |
| Funding   | What funding sources could be used to offset the costs of strategy implementation? <ul style="list-style-type: none"> <li>n/a</li> </ul> |

#### RE 4: Update development review with renewable energy information

|  |  |
|--|--|
| <b>What is the strategy?</b>   |  |
| Developers, architects, and contractors regularly interact with City staff during development review and permitting. By leveraging these existing points of contact, we can share renewable energy information (e.g., solar-ready) to encourage integration of renewable energy into design. This strategy and timeline will be the same as strategy EE 7. |  |
| <b>How will the strategy be implemented?</b>   |  |
| <ul style="list-style-type: none"> <li>Leverage existing materials from Focus on Energy, Xcel Energy and Department of Energy to create La Crosse-specific collateral.</li> <li>Review materials with development review and permitting staff.</li> </ul>  |  |
| <b>Who is responsible?</b>   |  |
| <b>Lead/Co-Lead:</b> City of La Crosse Planning and Permitting staff   |  |
| <b>Support:</b> Xcel Energy, Partners in Energy, Focus on Energy   |  |
| <b>When will we implement it?</b>  |  |
| <ul style="list-style-type: none"> <li>Q4 2021: Compile materials and review with staff</li> <li>Q1 2022: Update materials</li> </ul>  |  |
| <b>What resources are required?</b>  |  |
| Time   | The strategy requires minimal amount of existing staff time and effort to implement and maintain.  |
| Cost   | The strategy can be fully funded through existing municipal funds or grants.   |
| Funding  | What funding sources could be used to offset the costs of strategy implementation? <ul style="list-style-type: none"> <li>n/a</li> </ul> |

#### RE 5: Power city buildings with 100% renewable electricity

|  |  |
|--|--|
| <b>What is the strategy?</b>   |  |
| The City can power its buildings with 100% renewable electricity through a combination of on-site solar and off-site subscription programs. The strategy will review the solar analyses from Johnson |  |

|   |  |
|---|--|
| Controls to include on-site solar in the capital improvement plan for suitable sites and pursue subscription programs for unsuitable sites.   |  |
| <b>How will the strategy be implemented?</b>  |  |
| <ul style="list-style-type: none"> <li>Review solar suitability analysis for suitable and unsuitable site list.</li> <li>Identify funding sources to cover both on-site and subscription program costs.</li> <li>Update capital improvement plan to include on-site solar funding for suitable sites.</li> <li>Explore subscription program options for unsuitable sites, including costs to subscribe to renewable energy programs.</li> <li>Subscribe buildings to renewable energy.</li> </ul> |  |
| <b>Who is responsible?</b>  |  |
| <b>Lead/Co-Lead:</b> City of La Crosse  |  |
| <b>Support:</b> Xcel Energy, Focus on Energy, Johnson Controls, City Council  |  |
| <b>When will we implement it?</b>   |  |
| <ul style="list-style-type: none"> <li>Q1-Q2 2023: Research subscription program options and costs</li> <li>Q3-Q4 2023: Identify funding sources to cover on-site and subscription program costs.</li> <li>Q1 2024: Submit capital improvement plan requests</li> <li>Q2 2024: Present subscription program proposal to City Council</li> <li>Q3-Q4 2024: Subscribe to renewable energy</li> </ul>  |  |
| <b>What resources are required?</b>   |  |
| Time  | The strategy requires a moderate amount of existing staff time to implement and maintain.  |
| Cost  | The strategy requires significant new municipal funding resources.   |
| Funding   | What funding sources could be used to offset the costs of strategy implementation? <ul style="list-style-type: none"> <li>Levy</li> <li>Bonding</li> <li>State or federal tax credits</li> </ul> |

## EE 6: Update existing loans and grants to include on-site renewable energy as eligible costs

|   |   |
|---|---|
| <b>What is the strategy?</b>  |   |
| Upfront costs to install on-site renewable energy are a common barrier in La Crosse homes and buildings. By updating existing City loans and grants to include on-site renewable energy as an eligible cost, residents and businesses can leverage city funding to complete projects. This strategy will align with strategy EE 11. |   |
| <b>How will the strategy be implemented?</b>  |   |
| <ul style="list-style-type: none"> <li>Review existing loan and grant programs for home and building improvements.</li> <li>Update eligible costs to include renewable energy projects (if not prohibited by originating funding source).</li> </ul>  |   |
| <b>Who is responsible?</b>  |   |
| <b>Lead/Co-Lead:</b> City of La Crosse  |   |
| <b>Support:</b>   |   |
| <b>When will we implement it?</b>   |   |
| <ul style="list-style-type: none"> <li>Q4 2021: Compile list of funding programs and update eligibility criteria for 2022 funding cycle</li> </ul>  |   |
| <b>What resources are required?</b>   |   |
| Time  | The strategy requires a moderate amount of existing staff time to implement and maintain.   |
| Cost  | The strategy requires a moderate amount of new municipal funds, due to low- cost or external funding options like grants or private investment. |
| Funding   | What funding sources could be used to offset the costs of strategy implementation? <ul style="list-style-type: none"> <li>n/a</li> </ul>        |



## Near-term Action Plan: Electric Vehicle Strategies (EV)

### EV 1: Continue to Leverage Peer Learning Opportunities Especially in Similar Climates

|  |  |
|--|--|
| <b>What is the strategy?</b>   |  |
| Talk with other local transit and fleet managers about their experience with new EVs.  |  |
| <b>How will the strategy be implemented?</b>   |  |
| Continue to build connections with local agencies<br>Leverage local organizations such as Wisconsin Clean Cities Wisconsin Public Transportation Association to learn more about EV options and cold weather performance |  |
| <b>When will we implement it?</b>  |  |
| <ul style="list-style-type: none"> <li>Ongoing for both transit bus fleet and light-duty fleet</li> </ul>  |  |
| <b>Who is Responsible?</b>   |  |
| <b>Lead/Co-Lead:</b> Department fleet managers   |  |
| <b>Support:</b> Darin Streek   |  |
| <b>What resources are required?</b>  |  |
| <b>Time</b>  | The strategy requires a minimal amount of existing staff time and effort to implement and maintain.  |
| <b>Cost</b>  | The strategy can be fully funded through existing municipal funds or grants.   |
| <b>Funding</b>   | What potential funding sources could be used to offset the costs of strategy implementation? <ul style="list-style-type: none"> <li>N/A</li> </ul> |

### EV 2: Work with Enterprise on Presenting EV or Hybrid Options

|  |  |
|--|--|
| <b>What is the strategy?</b>   |  |
| Communicate the desire to move to hybrid or electric vehicle options when they are available and have leasing agent present appropriate options when determining fleet replacements each year. Be sure comparison in total cost of ownership is included in discussion.  |  |
| <b>How will the strategy be implemented?</b>   |  |
| Talk to account manager to present options when they are available<br>Use fuel study data to support decisions (department managers)<br>Share between departments success stories and tips/tricks<br>Watch durability of early and share experiences among department<br>Sharing with neighbor communities too |  |
| <b>When will we implement it?</b>  |  |
| <ul style="list-style-type: none"> <li>Starting in Q4 2021 and ongoing as vehicles are replaced</li> </ul>   |  |
| <b>Who is Responsible?</b>   |  |
| <b>Lead/Co-Lead:</b> Darin Streek; Enterprise leasing agent  |  |
| <b>Support:</b> Department fleet managers  |  |
| <b>What resources are required?</b>  |  |
| <b>Time</b>  | The strategy requires a minimal amount of existing staff time and effort to implement and maintain.  |
| <b>Cost</b>  | The strategy can be fully funded through existing municipal funds or grants.   |
| <b>Funding</b>   | What potential funding sources could be used to offset the costs of strategy implementation? <ul style="list-style-type: none"> <li>N/A</li> </ul> |

### EV 3: Socialize HEVs with Managers

|   |  |
|---|--|
| <b>What is the strategy?</b>  |  |
| Share success stories and lessons learned of early HEVs (police and other) with other department managers to encourage more wide-spread adoption.   |  |
| <b>How will the strategy be implemented?</b>  |  |
| <ul style="list-style-type: none"> <li>Create a case study that includes               <ul style="list-style-type: none"> <li>Vehicle type</li> <li>Vehicle use</li> <li>Fuel savings</li> <li>Testimonial from users on experience</li> <li>Any tips or lessons learned.</li> </ul> </li> <li>Share case study among fleet managers</li> <li>Share case study with community as appropriate</li> </ul> |  |
| <b>When will we implement it?</b>   |  |
| <ul style="list-style-type: none"> <li>Starting Q4 2021 with police fleet pilot outcomes and ongoing as more departments choose HEVs</li> </ul>   |  |
| <b>Who is Responsible?</b>  |  |
| <b>Lead/Co-Lead:</b> Brad Stoner; Darin Streek  |  |
| <b>Support:</b> City communications   |  |
| <b>What resources are required?</b>   |  |
| <b>Time</b>   | The strategy requires a minimal amount of existing staff time and effort to implement and maintain.  |
| <b>Cost</b>   | The strategy can be fully funded through existing municipal funds or grants.   |
| <b>Funding</b>  | What potential funding sources could be used to offset the costs of strategy implementation? <ul style="list-style-type: none"> <li>N/A</li> </ul> |

### EV 4: Create a EV Friendly Building Codes

|   |  |
|---|--|
| <b>What is the strategy?</b>  |  |
| Consider adopting building codes that provide guidance for installing EV charging stations.   |  |
| <b>How will the strategy be implemented?</b>  |  |
| <ul style="list-style-type: none"> <li>Review existing building codes to see if any updates need to be made to provide guidance for installing all levels of EV charging stations and associated infrastructure.</li> <li>Identify model code language that address identified updates.</li> <li>Work with building inspectors and other code enforcers to revise model code language to meet local needs/experiences.</li> <li>Submit revised code language to Code Council for public review and adoption.</li> </ul> |  |
| <b>When will we implement it?</b>   |  |
| <ul style="list-style-type: none"> <li>2022</li> </ul>  |  |
| <b>Who is Responsible?</b>  |  |
| <b>Lead/Co-Lead:</b> Planning & Development - Lewis Kuhlman   |  |
| <b>Support:</b> Community Risk Management - Dave Reinhart/Craig Snyder  |  |
| <b>What resources are required?</b>   |  |
| <b>Time</b>   | The strategy requires a moderate amount of existing staff time to implement and maintain.    |
| <b>Cost</b>   | The strategy can be fully funded through existing municipal funds or grants.                 |
| <b>Funding</b>  | What potential funding sources could be used to offset the costs of strategy implementation? |

- Technical Support: MREA, Renew Wisconsin, Wisconsin Clean Cities, Focus on Energy

## EV 5: Host EV Permitting and Installation Educational Workshops

### What is the strategy?

Host educational workshops on EV charging station permitting and installation processes for staff, contractors, and other members of the development community.

### How will the strategy be implemented?

- Reference Sol Smart experience to design workshops.
- Identify resources to share and partners to present at workshops.
- Determine desired outcomes (e.g., number of participants).
- Identify potential participants (e.g., contractors, developers).
- Promote workshops on social media and other communication outlets.
- Host the workshops.
- Follow up with participants to evaluate efficacy of workshops.

### When will we implement it?

- Develop materials: Q1/Q2 2022
- Host workshops periodically starting Q3 2022

### Who is Responsible?

**Lead/Co-Lead:** Environmental Planning - Lewis Kuhlman

#### Support:

- Community Risk Management - Dave Reinhart/Craig Snyder/Pat (identifying participants and outreach)
- County (hosting workshops)
- Xcel Energy (facilitation and technical expertise)

### What resources are required?

**Time** The strategy requires a moderate amount of existing staff time to implement and maintain.

**Cost** The strategy can be fully funded through existing municipal funds or grants.

**Funding**

- What potential funding sources could be used to offset the costs of strategy implementation?
  - Potential Partners: MREA, Renew Wisconsin, Wisconsin Clean Cities, Focus on Energy, State DOT, Xcel Energy, Western Technical College, Kwik Trip, County

## EV 6: Incorporate EV Adoption in the Climate Action Plan

### What is the strategy?

Consider EVs within the City's Climate Action Plan process.

### How will the strategy be implemented?

- Determine GHG savings and costs associated with EVs to understand how EVs impact GHG emission reduction goals.
- Provide Council with EV information and ask for Council's direction on EVs.
- Reviewing existing plans for how they conflict/support EV adoption, and address those findings within the plan.
- Understand community sentiment/understanding around EVs.
- Incorporate EVs with other multimodal efforts addressed in the plan.

### When will we implement it?

- Q3 2021

### Who is Responsible?

|  |   |
|--|---|
| <b>Lead/Co-Lead:</b> Planning & Development - Lewis Kuhlman  |   |
| <b>Support:</b>  |   |
| <ul style="list-style-type: none"> <li>• Climate Action Plan consultant</li> <li>• Climate Action Plan Steering Committee</li> </ul> |   |
| <b>What resources are required?</b>  |   |
| <b>Time</b>  | The strategy requires a minimal amount of existing staff time and effort to implement and maintain.   |
| <b>Cost</b>  | The strategy can be fully funded through existing municipal funds or grants.  |
| <b>Funding</b>   | What potential funding sources could be used to offset the costs of strategy implementation? <ul style="list-style-type: none"> <li>• Climate Action Plan budget</li> </ul> |

## EV 7: Collaborate with Regional EV Partners

|  |  |
|--|--|
| <b>What is the strategy?</b>   |  |
| Continue to coordinate and advocate with regional partners to further EV adoption.   |  |
| <b>How will the strategy be implemented?</b>   |  |
| <ul style="list-style-type: none"> <li>• Invite regional partners to be a part of the EV Permitting and Installation Educational Workshops</li> <li>• Start coordination with La Crosse Area Planning Committee (LAPC), including Onalaska, West Salem, and La Crosse County</li> <li>• Identify key State Department of Transportation (DOT) staff and track implementation of I-90 electrification</li> <li>• Coordinate with fueling stations to adopt EV charging (e.g., Kwik Trip)</li> <li>• Work with large employers to provide workplace and public EV charging (e.g., health systems, universities, LHI, hotels).</li> </ul> |  |
| <b>When will we implement it?</b>  |  |
| <ul style="list-style-type: none"> <li>• Ongoing starting Q4 2021</li> </ul>   |  |
| <b>Who is Responsible?</b>   |  |
| <b>Lead/Co-Lead:</b> Planning & Development - Lewis Kuhlman  |  |
| <b>Support:</b>  |  |
| <ul style="list-style-type: none"> <li>• LAPC - Jackie Eastwood</li> <li>• State staff</li> <li>• Kwik Trip</li> </ul>   |  |
| <b>What resources are required?</b>  |  |
| <b>Time</b>  | The strategy requires a moderate amount of existing staff time to implement and maintain.  |
| <b>Cost</b>  | The strategy can be fully funded through existing municipal funds or grants.   |
| <b>Funding</b>   | <ul style="list-style-type: none"> <li>• What potential funding sources could be used to offset the costs of strategy implementation? <ul style="list-style-type: none"> <li>○ State grants</li> <li>○ Private investment</li> </ul> </li> </ul> |

## EV 8: Create an EV charger siting guide that includes ADA compliance

|  |  |
|--|--|
| <b>What is the strategy?</b>   |  |
| Develop guidance for the installation of public charging infrastructure throughout the city on public or private land to help ensure EV owners will have a consistent experience using charging infrastructure. This should include ADA compliance to ensure access for all drivers. |  |
| <b>How will the strategy be implemented?</b>   |  |

|  |  |
|--|--|
| <b>Action Steps</b>  |  |
| <ul style="list-style-type: none"> <li>• Complete space needs and availability assessment, including identifying public sites that would eligible or good candidates for EV charging.</li> <li>• Identify resources and capacity for internal needs, based on vehicle and departments.</li> <li>• Align siting guide with existing design guidelines and zoning overlays.</li> </ul> |  |
| <b>When will we implement it?</b>  |  |
| <ul style="list-style-type: none"> <li>• Develop guide Q3 2022</li> </ul>  |  |
| <b>Who is Responsible?</b>   |  |
| <b>Department Lead/Co-Lead:</b>  |  |
| <ul style="list-style-type: none"> <li>• Planning Department to determine how they are set up, space/needs assessment</li> <li>•</li> </ul>  |  |
| <b>Support:</b>  |  |
| <ul style="list-style-type: none"> <li>• Parking utility for enforcement (Under Police Department)</li> <li>• Design</li> <li>• Engineering</li> </ul>   |  |
| <b>What resources are required?</b>  |  |
| <b>Time</b>  | The strategy requires new staff to be hired or contracted to implement and maintain.                             |
| <b>Cost</b>  | The strategy requires a moderate to high amount of new municipal funds to maintain compliance with requirements. |
| <b>Funding</b>   | What potential funding sources could be used to offset the costs of strategy implementation?                     |
| <ul style="list-style-type: none"> <li>• N/A</li> </ul>  |  |

## EV 9: Develop a utility notification protocol for new charging station projects

|  |   |
|--|---|
| <b>What is the strategy?</b>   |   |
| Develop guidelines for contacting Xcel Energy during planning for any EV charging station infrastructure projects with significant electric load.  |   |
| <b>How will the strategy be implemented?</b>   |   |
| <b>Action Steps</b>  |   |
| <ul style="list-style-type: none"> <li>• Consider how to determine when a station is part of a project and incorporate process/communication points</li> <li>• Assign someone to contact Xcel Energy. <ul style="list-style-type: none"> <li>○ Serve as liaison between City and Xcel Energy</li> <li>○ Streamlined point of contact for all parties</li> <li>○ Have back up contact to have redundancy in notification</li> </ul> </li> <li>• Follow up for the sites about needs from utility</li> </ul> |   |
| <b>When will we implement it?</b>  |   |
| <ul style="list-style-type: none"> <li>• Q4 2021</li> </ul>  |   |
| <b>Who is Responsible?</b>   |   |
| <b>Department Lead/Co-Lead:</b>  |   |
| <ul style="list-style-type: none"> <li>• Lewis, Planning Department</li> </ul>   |   |
| <b>Support:</b> Xcel Energy, other departments included in development process   |   |
| <b>What resources are required?</b>  |   |
| <b>Time</b>  | The strategy requires a minimal amount of existing staff time and effort to implement and maintain. |
| <b>Cost</b>  | The strategy can be fully funded through existing municipal funds or grants.                        |



|                |  |
|----------------|--|
| <b>Funding</b> | What potential funding sources could be used to offset the costs of strategy implementation? <ul style="list-style-type: none"> <li>• N/A</li> </ul> |
|----------------|--|

## EV 10: Establish and enforce parking rules for EV charging locations

|  |   |
|--|---|
| <b>What is the strategy?</b>   |   |
| Create and rules for parking in spaces with public EV chargers to help ensure charging stations are available when needed.   |   |
| <b>How will the strategy be implemented?</b>   |   |
| Action Steps <ul style="list-style-type: none"> <li>• Identify staff to be involved in rules development</li> <li>• Identify timing, charging requirements for spot based on station location(s) <ul style="list-style-type: none"> <li>◦ Review traffic impacts, access points for EVs</li> </ul> </li> <li>• Create signage for enforcement, install signage</li> <li>• Create training plan for Police (parking enforcement) and train staff</li> </ul> |   |
| <b>When will we implement it?</b>  |   |
| <ul style="list-style-type: none"> <li>• Q3 2022</li> </ul>  |   |
| <b>Who is Responsible?</b>   |   |
| <b>Department Lead/Co-Lead:</b> <ul style="list-style-type: none"> <li>• Police Dept to create, enforce</li> </ul> <b>Support:</b> <ul style="list-style-type: none"> <li>• Planning department</li> <li>• Engineering department</li> </ul>   |   |
| <b>What resources are required?</b>  |   |
| <b>Time</b>  | The strategy requires a moderate amount of existing staff time to implement and maintain.   |
| <b>Cost</b>  | The strategy may be able to be fully funded through existing municipal funds or grants, but a moderate amount of new municipal funds may be required for enforcement.   |
| <b>Funding</b>   | <ul style="list-style-type: none"> <li>• What potential funding sources could be used to offset the costs of strategy implementation? <ul style="list-style-type: none"> <li>◦ If additional officers are needed for enforcement, there is a budget impact</li> </ul> </li> </ul> |

## EV 11: Establish a budget for EV charging station installation and upkeep

|   |  |
|---|--|
| <b>What is the strategy?</b>  |  |
| Develop a budget for charging station installation and maintenance for stations installed on City properties.   |  |
| <b>How will the strategy be implemented?</b>  |  |
| Action Steps <ul style="list-style-type: none"> <li>• Determine maintenance costs of stations, maintenance schedules for stations</li> <li>• Determine revenue from charging stations and how those funds will be used <ul style="list-style-type: none"> <li>◦ Should coincide with rate study strategy</li> </ul> </li> <li>• Determine department whose budget will be used and managing</li> <li>• Align with <b>annual</b> budget cycle, Capital Improvement Plan Process (5 year plan each year, <b>annual</b> process)</li> <li>• Find existing funding source to divert funds; or create new revenue line <ul style="list-style-type: none"> <li>◦ What revenue from charging will exist? How will that be used?</li> </ul> </li> <li>• Initiative City Council approval of budget as part of budget and CIP processes</li> </ul> |  |
| <b>Who is Responsible?</b>  |  |

**Department Lead/Co-Lead:**

- Finance Department

**Support:**

- City Council for approval
- Clerk for fees
- All departments part of this budgeting and Capital Improvement Plan process; Will need support from other departments who are using the stations for city fleet vehicles

**What resources are required?**

**Time** The strategy requires a moderate amount of existing staff time to implement and maintain.

**Cost** The strategy requires a moderate amount of new municipal funds.

**Funding**

- What potential funding sources could be used to offset the costs of strategy implementation?
  - Revenue from parking violations or stations

## Strategy Implementation Timeline

| Strategy  | Support from Partners in Energy |    |      |    |    |    |      |      |      |
|---|---------------------------------|----|------|----|----|----|------|------|------|
|   | 2021                            |    | 2022 |    |    |    | 2023 | 2024 | 2025 |
|   | Q3                              | Q4 | Q1   | Q2 | Q3 | Q4 |      |      |      |
| EE 1: Increase awareness of energy efficiency rebates and behavior changes  | x                               | x  | x    | x  | x  | x  | x    | x    | x    |
| EE 2: Host an energy challenge  |                                 |    |      |    | x  | x  | x    |      |      |
| EE 3: Promote free business assessments   | x                               | x  | x    | x  | x  | x  |      |      |      |
| EE 4: Convene large energy users to share best practices  | x                               | x  | x    | x  |    |    |      |      |      |
| EE 5: Connect residents with free and low-cost energy assistance programs   | x                               | x  | x    | x  | x  | x  |      |      |      |
| EE 6: Benchmark city-owned building energy consumption  |                                 |    | x    | x  | x  | x  | x    | x    | x    |
| EE 7: Update development review and permitting process with energy efficiency information                                   |                                 | x  | x    |    |    |    |      |      |      |
| EE 8: Prioritize sustainability standards in new construction and renovation of city-owned buildings                        |                                 |    |      |    | x  | x  | x    |      |      |
| EE 9: Support State initiatives to update building energy codes as recommended by the 2020 Climate Change Task Force Report |                                 |    | x    | x  | x  | x  | x    | x    | x    |
| EE 10: Create energy audit and recommissioning schedule for city-owned buildings  |                                 |    |      |    |    |    | x    |      |      |
| EE 11: Update existing loans and grants to include energy efficiency improvements as eligible costs                         |                                 | x  | x    |    |    |    |      |      |      |
| RE 1: Increase awareness of renewable energy options  | x                               | x  | x    | x  | x  | x  | x    | x    | x    |
| RE 2: Host renewable energy challenge   |                                 |    |      |    |    |    | x    | x    |      |
| RE 3: Maintain SolSmart designation and pursue additional recommended actions   |                                 |    |      |    |    |    | x    |      |      |
| RE 4: Update development review with renewable energy information   |                                 | x  | x    |    |    |    |      |      |      |
| RE 5: Power city buildings with 100% renewable electricity  |                                 |    |      |    |    |    | x    | x    |      |
| EE 6: Update existing loans and grants to include on-site renewable energy as eligible costs                                |                                 | x  | x    |    |    |    |      |      |      |
| EV 1: Continue to Leverage Peer Learning Opportunities Especially in Similar Climates                                       | x                               | x  | x    | x  | x  | x  | x    | x    | x    |
| EV 2: Work with Enterprise on Presenting EV or Hybrid Options   |                                 | x  | x    | x  | x  | x  | x    | x    | x    |
| EV 3: Socialize HEVs with Managers  |                                 | x  |      | x  |    | x  | x    | x    | x    |
| EV 4: Create a EV Friendly Building Codes   |                                 |    | x    | x  | x  | x  |      |      |      |
| EV 5: Host EV Permitting and Installation Educational Workshops   |                                 |    | x    | x  | x  | x  |      |      |      |
| EV 6: Incorporate EV Adoption in the Climate Action Plan  | x                               |    |      |    |    |    |      |      |      |
| EV 7: Collaborate with Regional EV Partners   |                                 | x  |      | x  |    | x  | x    | x    | x    |
| EV 8: Create an EV charger siting guide that includes ADA compliance  |                                 |    |      |    | x  |    |      |      |      |
| EV 9: Develop a utility notification protocol for new charging station projects   |                                 | x  |      |    |    |    |      |      |      |
| EV 10: Establish and enforce parking rules for EV charging locations  |                                 |    |      |    | x  |    |      |      |      |
| EV 11: Establish a budget for EV charging station installation and upkeep   |                                 | x  | x    |    |    | x  | x    |      |      |

## APPENDIX 2: BASELINE ANALYSIS

This appendix includes data from a variety of sources to establish a community baseline against which progress toward goals will be compared in the future.

### Demographic Baseline

Demographic data was sourced from the U.S. Census Bureau 2019 American Community Survey five-year estimates. Two databases — DP04 Housing Characteristics and DP05 Population Characteristics — were the primary sources for La Crosse’s demographic baseline.

### Housing Characteristics

About 55% of La Crosse residences are single-family homes (single unit, detached and attached); the next largest category of units are large multi-family buildings with 20 or more units, representing 16% of total units. The remaining units include duplex, triplex, and fourplex homes (2-4 units) and other multi-family buildings (5+ units). A small percentage of units are mobile homes (1.4%).

Table 6: Units in structure

| Total housing units   | 22,756 |
|-----------------------|--------|
| Single unit, detached | 11,204 |
| Single unit, attached | 1,247  |
| 2 units               | 1,846  |
| 3 or 4 units          | 1,569  |
| 5 to 9 units          | 1,414  |
| 10 to 19 units        | 1,496  |
| 20 or more units      | 3,654  |
| Mobile home           | 326    |
| Boat, RV, van, etc.   | -      |

Most of the housing stock in La Crosse is older, with 89% of units being built before 2000. Homes built before 2000 often need new equipment such as furnaces and air conditioners; these homes may also need energy efficiency improvements like new insulation and air sealing.

Table 7: Age of housing units

| Total housing units   | 22,756 |
|-----------------------|--------|
| Built 2014 or later   | 340    |
| Built 2010 to 2013    | 444    |
| Built 2000 to 2009    | 1,676  |
| Built 1990 to 1999    | 2,444  |
| Built 1980 to 1989    | 2,005  |
| Built 1970 to 1979    | 2,673  |
| Built 1960 to 1969    | 2,148  |
| Built 1950 to 1959    | 3,015  |
| Built 1940 to 1949    | 2,092  |
| Built 1939 or earlier | 5,919  |

The majority of occupied housing units in La Crosse are rental units (54%). Renting may make it challenging for occupants to make energy-efficiency improvements, even if they pay the energy bills.

Table 8: Housing tenure

|                               |               |
|-------------------------------|---------------|
| <b>Occupied housing units</b> | <b>21,314</b> |
| <b>Owner-occupied</b>         | 9,806         |
| <b>Renter-occupied</b>        | 11,508        |

## Population Characteristics

To better understand the demographics of La Crosse's population, we examined age, race, and language spoken at home.

Most La Crosse residents are White (90%), followed by Asian (4%) and Black (2.5%).

Table 9: Race

|   |               |
|---|---------------|
| <b>Total Population</b>                           | <b>51,866</b> |
| <b>White</b>                                      | 46,729        |
| <b>Black or African American</b>                  | 1,275         |
| <b>American Indian and Alaska Native</b>          | 216           |
| <b>Asian</b>                                      | 2,023         |
| <b>Native Hawaiian and Other Pacific Islander</b> | 1             |
| <b>Some other race</b>                            | 363           |

La Crosse residents primarily speak English (92%), but 8% of residents speak a language other than English, including Spanish, Asian and Pacific Island languages, and other Indo-European languages. As such, community outreach work in La Crosse may reach a broader audience when materials and resources are made available in languages in addition to English.

Table 10: Language spoken by residents 5 years and older

|  |               |
|--|---------------|
| <b>Total Residents</b>                             | <b>49,352</b> |
| <b>Speak only English</b>                          | 45,387        |
| <b>Speak a language other than English</b>         | 3,965         |
| <b>Languages Other Than English Spoken at Home</b> |               |
| <b>Spanish</b>                                     | 1,602         |
| <b>Other Indo-European languages</b>               | 788           |
| <b>Asian and Pacific Island languages</b>          | 1,397         |
| <b>Other languages</b>                             | 178           |

The median age in La Crosse is 28.8 years, which is just over 10 years younger than the statewide median of 39.5 years. The table below shows age bracket totals and proportion relative to the overall population.

Table 11: Age

|                         | <b>Residents</b> | <b>Percentage of Total</b> |
|-------------------------|------------------|----------------------------|
| <b>Total population</b> | 51,666           | -                          |
| <b>Under 5 years</b>    | 2,514            | 4.8%                       |
| <b>5 to 9 years</b>     | 1,821            | 3.5%                       |
| <b>10 to 14 years</b>   | 2,171            | 4.2%                       |
| <b>15 to 19 years</b>   | 5,204            | 10%                        |



|                          | Residents | Percentage of Total |
|--------------------------|-----------|---------------------|
| <b>20 to 24 years</b>    | 10,834    | 20.9%               |
| <b>25 to 29 years</b>    | 4,107     | 7.9%                |
| <b>30 to 34 years</b>    | 3,403     | 6.6%                |
| <b>35 to 39 years</b>    | 2,662     | 5.1%                |
| <b>40 to 44 years</b>    | 2,031     | 3.9%                |
| <b>45 to 49 years</b>    | 1,997     | 3.9%                |
| <b>50 to 54 years</b>    | 2,410     | 4.6%                |
| <b>55 to 59 years</b>    | 2,995     | 5.8%                |
| <b>60 to 64 years</b>    | 2,689     | 5.2%                |
| <b>65 to 69 years</b>    | 2,129     | 4.1%                |
| <b>70 to 74 years</b>    | 1,320     | 2.5%                |
| <b>75 to 79 years</b>    | 1,465     | 2.8%                |
| <b>80 to 84 years</b>    | 840       | 1.6%                |
| <b>85 years and over</b> | 1,274     | 2.5%                |

### Income Comparisons

The median income in La Crosse is \$43,516, which is lower than statewide average of \$59,209. The following table shows the percentage of households falling within a given household income range in La Crosse.

Table 12: Household income

| Household Income              | Percent of Total Households |
|-------------------------------|-----------------------------|
| <b>Less than \$10,000</b>     | 6.5%                        |
| <b>\$10,000 to \$14,999</b>   | 6.9%                        |
| <b>\$15,000 to \$24,999</b>   | 13.6%                       |
| <b>\$25,000 to \$34,999</b>   | 13.4%                       |
| <b>\$35,000 to \$49,999</b>   | 17.7%                       |
| <b>\$50,000 to \$74,999</b>   | 18.1%                       |
| <b>\$75,000 to \$99,999</b>   | 10.8%                       |
| <b>\$100,000 to \$149,999</b> | 8.3%                        |
| <b>\$150,000 to \$199,999</b> | 2.4%                        |
| <b>\$200,000 or more</b>      | 2.3%                        |

La Crosse's poverty rate is 23.4%, but poverty among the population when excluding college students is lower, at 16.2%. Both figures are higher than the statewide poverty rate of 10.4%.

Table 13: Poverty rate

|                         | Residents | Residents Below Poverty Level | Percent of Residents |
|-------------------------|-----------|-------------------------------|----------------------|
| <b>Total Population</b> | 47,292    | 11,088                        | 23.4%                |
| <b>Under 18 years</b>   | 7,301     | 1,085                         | 14.9%                |

|                          | Residents | Residents<br>Below Poverty<br>Level | Percent of<br>Residents |
|--------------------------|-----------|-------------------------------------|-------------------------|
| <b>18 to 64 years</b>    | 33,415    | 9,416                               | 28.2%                   |
| <b>60 years and over</b> | 9,228     | 812                                 | 8.8%                    |
| <b>65 years and over</b> | 6,576     | 587                                 | 8.9%                    |

## Energy Baseline

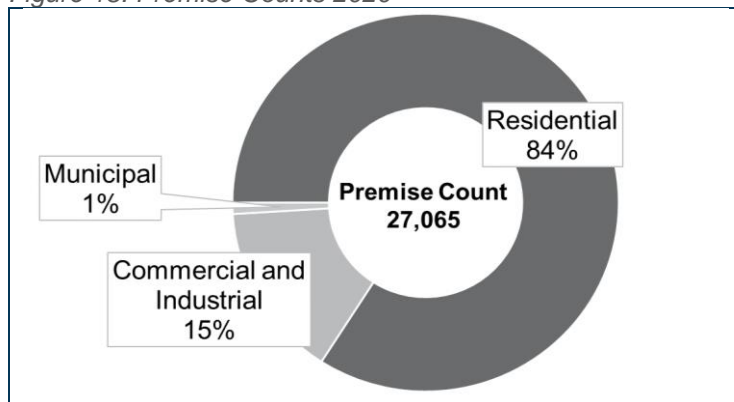
All data was provided by Xcel Energy and Focus on Energy as part of La Crosse's participation in Xcel Energy's Partners in Energy.

Xcel Energy, La Crosse's electric and natural gas service provider, provided 2018-2020 consumption and program participation data for all customers in La Crosse. Focus on Energy, the statewide provider of energy efficiency programs in Wisconsin, provided 2018-2020 program participation, energy savings, and incentives data.

## Electricity and Natural Gas Premises

In 2020, there were 27,065 total premises in the La Crosse. Approximately 84% percent of premises serve residents, while 15% serve commercial and industrial customers, which also includes education institutions and nonprofits. The remaining 1% of premises within the community are municipal, owned by The City of La Crosse.

Figure 18: Premise Counts 2020

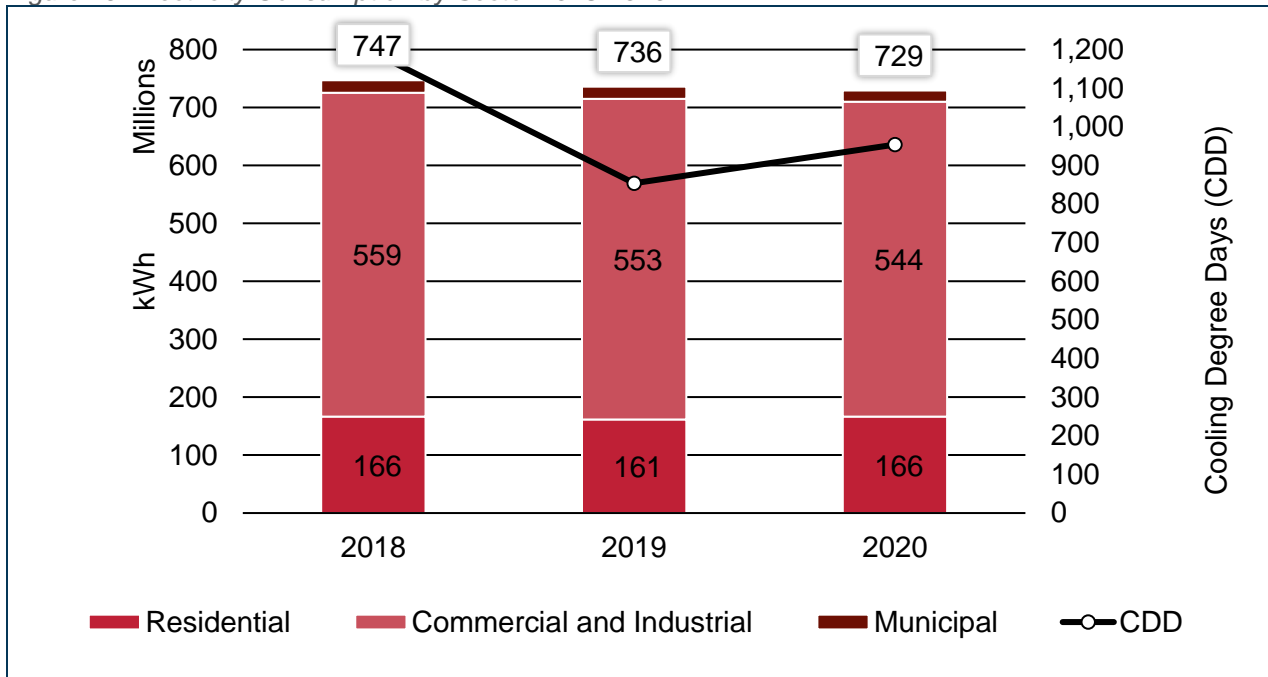


## Electricity and Natural Gas Consumption and Trends by Sector

Although commercial and industrial customers represent only 15% of premises in La Crosse, these customers consume about 75% of total electricity and 74% of total natural gas in the community. Residents consume 22% of electricity and 25% of natural gas, by comparison.

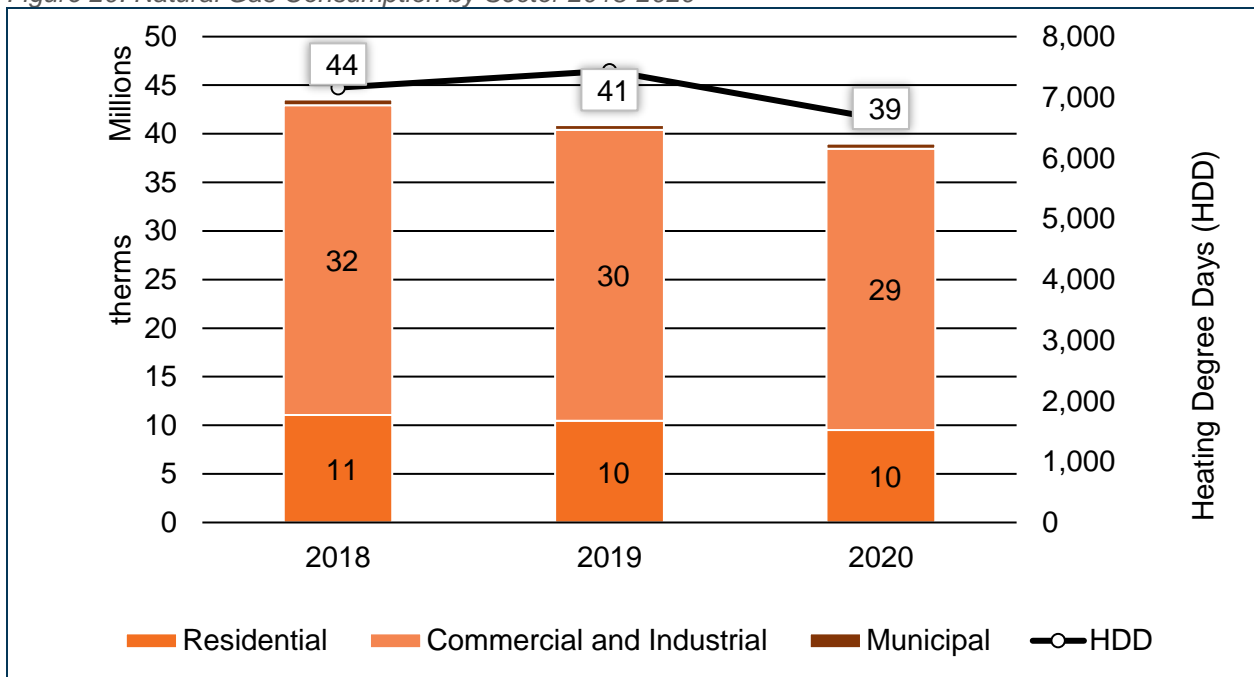
Over the baseline period of 2018-2020, electricity consumption remained relatively stable, but decreased by about 2.4% between 2018 and 2020. One factor in electricity consumption is cooling degree days, which correspond with hotter summers and a greater air conditioning load for electric customers. The lower level of electricity consumption in 2020 compared to 2018 correlate to fewer cooling degree days.

Figure 19: Electricity Consumption by Sector 2018-2020



Similarly, natural gas use may be impacted by weather trends, including heating degree days, when the use of natural gas for heating may increase. Natural gas consumption in La Crosse fell by 10.4% between 2018 and 2020, in correlation with the decrease in heating degree days in 2020 as compared to 2018.

Figure 20: Natural Gas Consumption by Sector 2018-2020



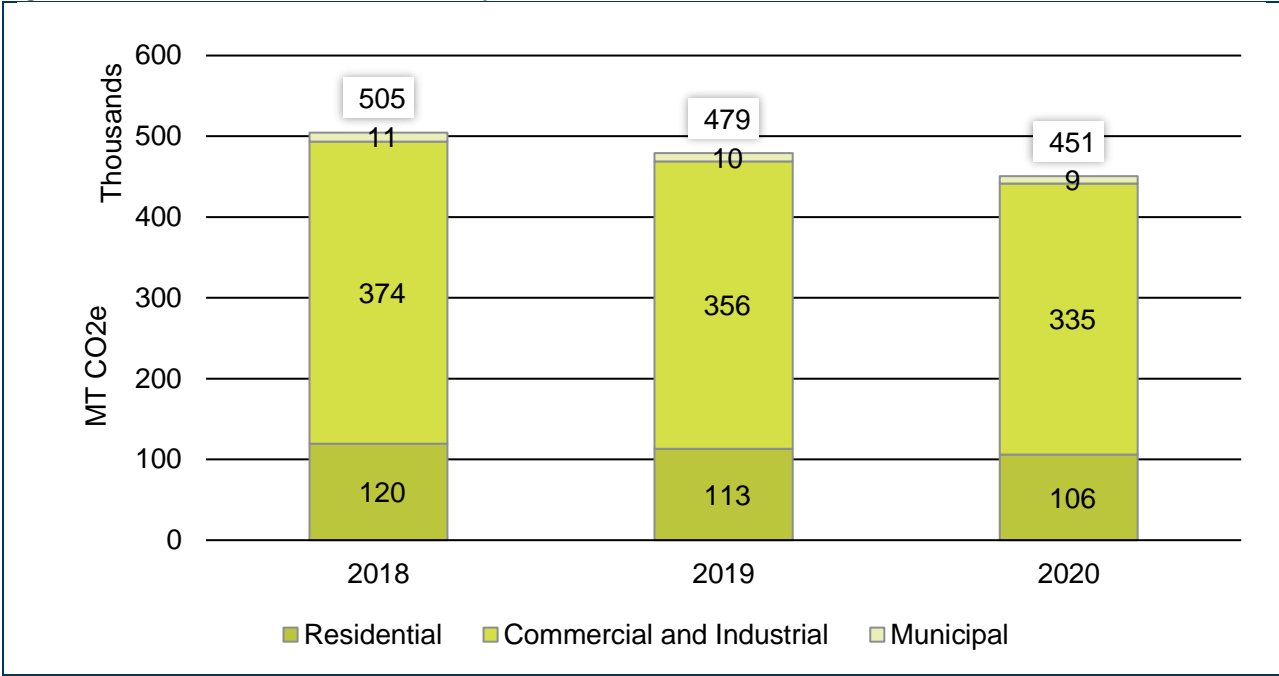
Decreases in both electricity and natural gas consumption may be largely attributed to the commercial and industrial sector specifically, while the residential and municipal sectors remained relatively stable over the baseline period.

**Greenhouse Gas Emissions and Trends**

Annual greenhouse gas emissions in La Crosse steadily decreased over the baseline period. Between 2018 and 2020, total annual emissions in the community decreased by about 10.7%. While emissions decreased in all sectors, the municipal and residential sectors saw the greatest percentage reductions in emissions, at 22.2% and 13.2% annually. By comparison, the commercial and industrial sector’s annual emissions decreased by about 11.6% over the baseline period. The decrease in emissions may be attributed both to the reduction of energy consumption in the community, as well as a decrease in the carbon emission intensity of the electricity grid as Xcel Energy’s Upper Midwest electricity generation decarbonizes.<sup>6</sup>

Overall, the commercial and industrial sector is responsible for the greatest portion of La Crosse’s greenhouse gas emissions (74%), as the sector consumes the most electricity and natural gas. During the baseline period, annual community-wide emissions were on average 478,087 metric tons of carbon dioxide equivalent (MTCO<sub>2</sub>e). This is equivalent to the greenhouse gas emissions from 103,974 passenger vehicles driven for one year.<sup>7</sup>

Figure 21: Greenhouse Gas Emissions by Sector 2018-2020



<sup>6</sup> Emissions factors used for the baseline are from Xcel Energy’s 2016 carbon reporting and projections of emissions based on the utility’s integrated resource plans. Emission factors for 2018–2020 have not yet been third-party verified at the time this plan was written and are subject to change slightly based on the actual emissions factors for Xcel Energy’s Upper Midwest electricity mix over these years.

<sup>7</sup> U.S. Environmental Protection Agency Greenhouse Gas Equivalencies Calculator.  
<https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>

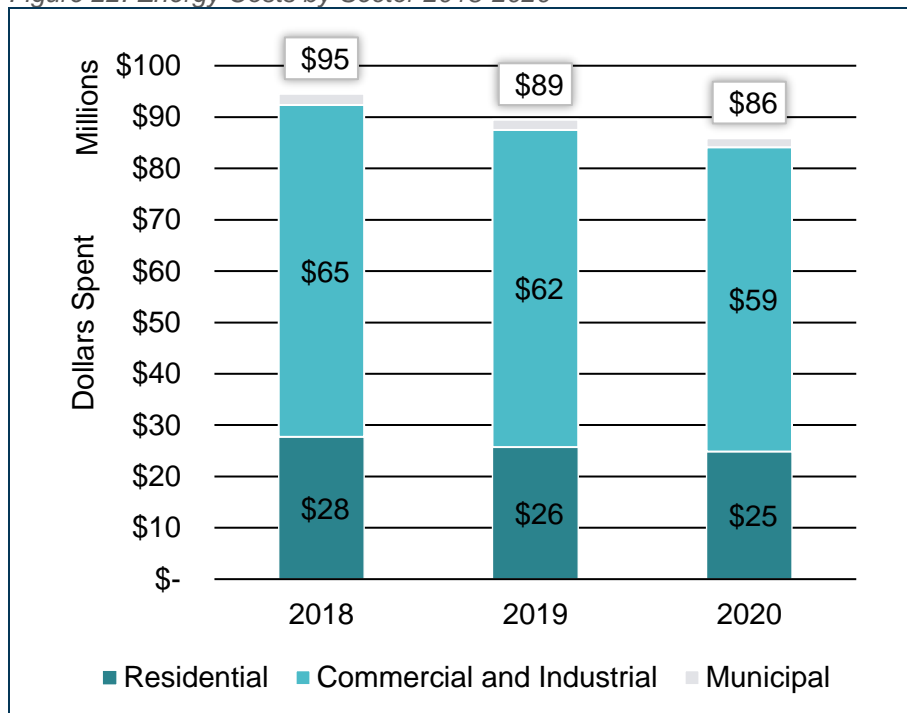
## Energy Costs

Over the baseline period, an average of nearly \$90 million was spent on energy costs each year across all sectors. Electricity accounts for the majority of energy costs in La Crosse. The average residential premise spent \$1,151 annually on energy during the baseline, about 71% of which was spent on electricity. Commercial and industrial customers spent nearly \$62 million on energy annually over the baseline period; costs per commercial and industrial premises averaged \$15,340 annually but vary greatly depending on energy use.

Table 14: Average Annual Energy Costs by Sector and Fuel Type 2018-2020

| Sector                             | Electricity Costs | Natural Gas Costs | Costs per premise |
|------------------------------------|-------------------|-------------------|-------------------|
| <b>Municipal</b>                   | \$1.7 million     | \$284,400         | \$7,670           |
| <b>Commercial &amp; Industrial</b> | \$51.5 million    | \$10.4 million    | \$15,340          |
| <b>Residential</b>                 | \$18.6 million    | \$7.5 million     | \$1,151           |

Figure 22: Energy Costs by Sector 2018-2020



## Program Participation and Savings

Xcel Energy and Focus on Energy offers programs to La Crosse residents and businesses to increase their home or buildings' energy efficiency. Rebates for new equipment, audit programs, and discounted and no-cost energy measures are available in addition to load management programs.

La Crosse residents and businesses saved more than 29.4 million kWh, and about 632,500 therms, through program participation during the baseline period. Program participation varied each year, depending on program availability, outreach campaigns, and utility outreach. While participation for residents and businesses was highest in 2018, incentives paid by Focus on Energy and Xcel Energy was greatest in 2019 due to the specific programs residents and businesses engaged in. Popular programs included lighting, energy saving packs, insulation, and heating and cooling equipment upgrades.



Between 2018 and 2020, customers in La Crosse received almost \$2.4 million in incentives from Focus on Energy. In addition to the incentives paid by Focus on Energy, Xcel Energy offers additional bonus incentives for certain Focus on Energy rebates and programs. Over the baseline period, La Crosse customers received over \$371,000 in bonus incentives from Xcel Energy.

Table 15: Focus on Energy and Xcel Energy Program Participation and Savings 2018-2020

|  | 2018      | 2019        | 2020      | 3-year total | 3-year average |
|--|-----------|-------------|-----------|--------------|----------------|
| <b>Program Participants</b>              | 15,486    | 4,065       | 6,319     | 25,870       | 8,623          |
| <b>Electricity Savings (kWh)</b>         | 5,159,619 | 14,656,081  | 9,638,534 | 29,454,234   | 9,818,078      |
| <b>Natural Gas Savings (therm)</b>       | 138,040   | 242,783     | 251,683   | 632,506      | 210,835        |
| <b>Focus on Energy Incentives Paid</b>   | \$512,863 | \$1,052,752 | \$831,610 | \$2,397,226  | \$799,075      |
| <b>Xcel Energy Bonus Incentives Paid</b> | \$101,681 | \$154,141   | \$116,041 | \$371,863    | \$123,954      |

Table 16: Focus on Energy Incentives Paid by Sector 2018-2020

|                              | 2018      | 2019      | 2020      |
|------------------------------|-----------|-----------|-----------|
| <b>Residential Customers</b> | \$247,916 | \$313,077 | \$161,393 |
| <b>Business Customers</b>    | \$264,947 | \$739,675 | \$670,217 |

## Renewable Energy Support

About 9.7% of residential premises and 0.8% of commercial and industrial premises are subscribed to either a renewable energy subscription program or a community solar garden. Top renewable energy programs in the community were Xcel Energy's Windsource and Xcel Energy's Renewable\*Connect for both residents and commercial and industrial customers. Between 2018 and 2020, Focus on Energy paid nine Renewables Rewards incentives for customers who installed solar panels on their home or business.

Table 17: Renewable Energy Program Participation by Program and Sector 2019

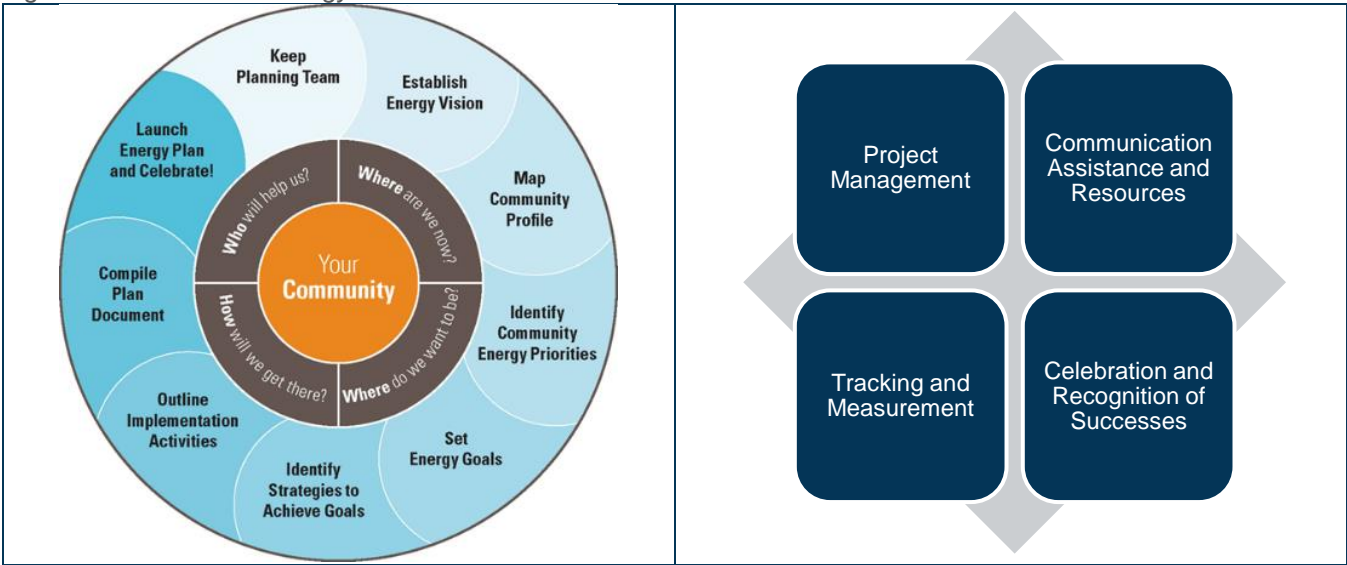
|  | Residential | Commercial & Industrial |
|--|-------------|-------------------------|
| <b>Xcel Energy Subscription Programs</b>         |             |                         |
| <b>Subscriber Count</b>                          | 2,180       | 23                      |
| <b>Total Annual Electricity Subscribed (kWh)</b> | 2,350,913   | 376,916                 |
| <b>Community Solar Gardens</b>                   |             |                         |
| <b>Participant Count</b>                         | 22          | 8                       |
| <b>Total Annual Electricity Subscribed (kWh)</b> | 54,281      | 892,043                 |
| <b>On-site Solar Installations</b>               |             |                         |
| <b>Focus on Energy Incentives Paid</b>           | 8           | 1                       |

# APPENDIX 3: XCEL ENERGY'S PARTNERS IN ENERGY

Xcel Energy is an electric and natural gas utility that provides the energy that powers millions of homes and businesses across eight Western and Midwestern states. Each community Xcel Energy serves has its own unique priorities and vision for its energy future. The energy landscape is dynamically changing with communities leading the way in setting energy and sustainability goals. To continue to innovatively support their communities, Xcel Energy launched Partners in Energy in the summer of 2014 as a collaborative resource with tailored services to complement each community's vision. The program offerings include support to develop an energy action plan or electric vehicle plan, tools to help implement the plan and deliver results, and resources designed to help each community stay informed and achieve their outlined goals.

City of La Crosse is the third Wisconsin community to participate in the program, joining the cities of Eau Claire and Menomonie to create an energy action plan.

Figure 23: Partners in Energy Process for Success



## **APPENDIX 4: IMPLEMENTATION MEMORANDUM OF UNDERSTANDING**

To be inserted once signed.