

# PARTNERS IN ENERGY

## YOUR LEADERSHIP. OUR ENERGY KNOW HOW. A COLLABORATIVE TEAM.

Today, energy is becoming an expanding focus in community sustainability strategies. Regardless of your starting point, Xcel Energy would like to partner with you to move your energy plan forward. Our Partners in Energy program is designed to help communities like yours develop an energy plan—or identify strategies and resources to successfully augment an existing plan.

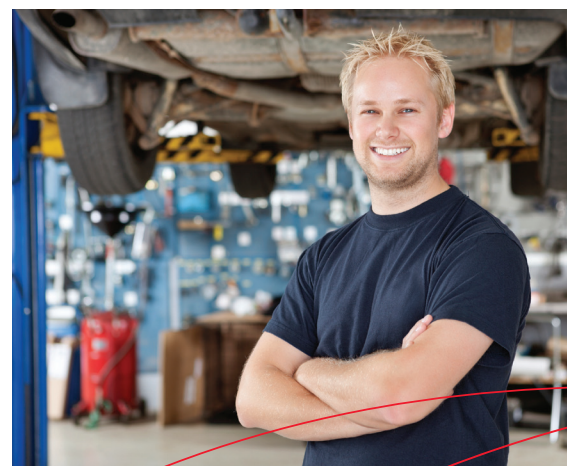
If you would like to leverage our expertise in plan development and navigating the complexities of energy use, conservation, renewables and environmental issues, we invite you to participate in Xcel Energy's Partners in Energy.

Our energy partnership program will empower your community leaders to take your energy management program to the next level. Partners in Energy may be just the vehicle you've been looking for to launch your energy management program and provide your leaders with the framework to develop a custom, strategic energy plan by:

- Developing and documenting your community's long-term energy vision
- Identifying the appropriate goals and strategies to help achieve that vision
- Engaging and motivating your community to take action
- Monitoring and tracking your results
- Celebrating your achievements and promoting your success
- Carrying forward your energy momentum for the long term

### Make an Energy Connection With Your Community

With energy being a topic of interest for your community, Partners in Energy gives you an opportunity to collaborate on goals that benefit everyone. Envision how your engagement could go. You begin by adding a Partners in Energy Web page on your community's website that provides resources, tips, goal status updates and links to money-saving rebates. You could decide to send out an announcement letter to build excitement about your collaboration. Then, on a regular basis, send newsletters to keep your program top of mind. You could also send emails with content we provide about money-saving efficiencies. We'll partner with you to keep awareness high through media buzz, articles in your local paper, ongoing promotions or a calendar of business and resident events. These are just a few examples of how your roll-out could go.



### It Begins With an Energy Action Plan

The partnership begins with identifying a team to lead the development of your community's custom energy action plan. We'll be a part of your planning to help you develop a cohesive plan that identifies a baseline for your community, establishes measurable energy goals with strategies to help you achieve them within 24 months.

### Partners in Energy Motivates Change

Your planning team will be able to leverage a large portfolio of Xcel Energy programs, services and rebate opportunities—from energy efficiency, to renewable choices, to energy education. There are endless formulas for success. The tactics will be unique to your community, and you will have access to communications and promotional templates that will educate your constituents on energy, ways to save, rebates, tips, energy tracking and other outreach approaches. As an incentive to achieve your goals, your community may have the potential to receive a financial bonus to help fund local projects that reward collaboration.

### Platform for Long-Term Sustainability

After you have developed your plan, implemented all the tactics, and celebrated reaching your energy achievements, what then? Xcel Energy will continue to be your energy service provider ... now you and your community will have developed relationships and, more specifically:

- Your residents and businesses will have set up an online account to view their energy usage and trends at a glance, and be empowered to set up their own energy strategies for success.
- With an energy efficiency mindset, your community will know where to find help through the resources we provide every day to save them money and energy.
- With Xcel Energy's resources and guidance, you'll have what is needed to implement solar, wind and other alternatives.

Our partnership doesn't stop there. Your Xcel Energy community account manager will continue to be your resource. You can opt to participate in another two-year Partners in Energy program with a new set of goals as well.



### Ready to Launch?

Want to learn more about how to apply for our Partners in Energy? You and your community stakeholders can learn more by visiting [xcelenergy.com/PartnersInEnergy](http://xcelenergy.com/PartnersInEnergy) for more information.