

CITY OF MINNEAPOLIS

# Cooperative Agreement for Community Engagement Energy Efficiency Pilot Projects

Health, Energy & Community  
Engagement Committee

9/26/16

# Minneapolis Clean Energy Partnership

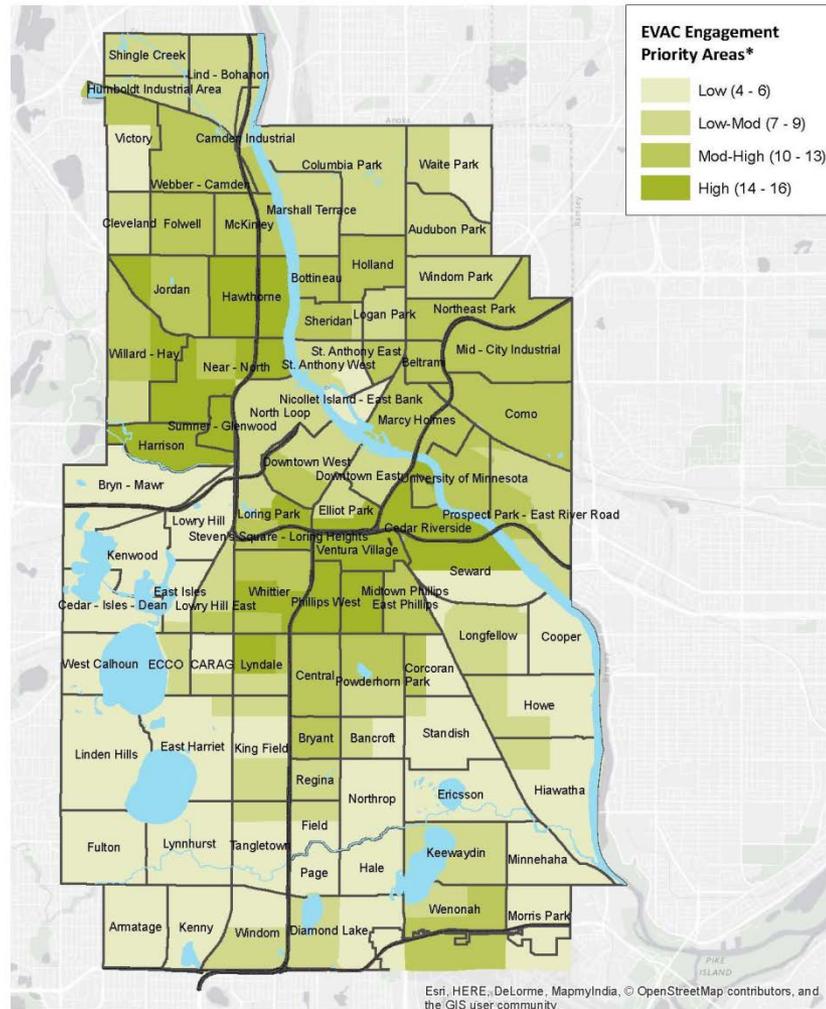


# Goals of the project

- Better understand how to engage underrepresented communities in Minneapolis in energy efficiency programs, including what motivates them to take action.
- Increase equitable up take of energy saving opportunities offered by Xcel Energy and CenterPoint Energy, and
- Assist in achieving engagement targets and greenhouse gas emission reductions as outlined in the Minneapolis Climate Action Plan.

# Targeted communities

Engagement Priority Areas (income version: 80% AMI)



Data Source: U.S. Census Bureau, 2014 ACS 5-Year Estimates

\* Engagement Priority Areas calculated using a summation of four variables (people of color, renter occupied households, English proficiency, and household income below 80% of Area Median Income). Each characteristic was broken into quartiles, given a value of 1-4 (1 being low priority and 4 being high). Then the values were summed to create the EVAC Engagement Priority Areas.

# Next Steps

October 12

- Applications Due

Mid-  
November

- Organizations notified of funding

2017

- Work of the organization(s)