

Public Agency Energy Services

Stakeholder Webinar

May 20, 2026

Northern Rural
Energy Network



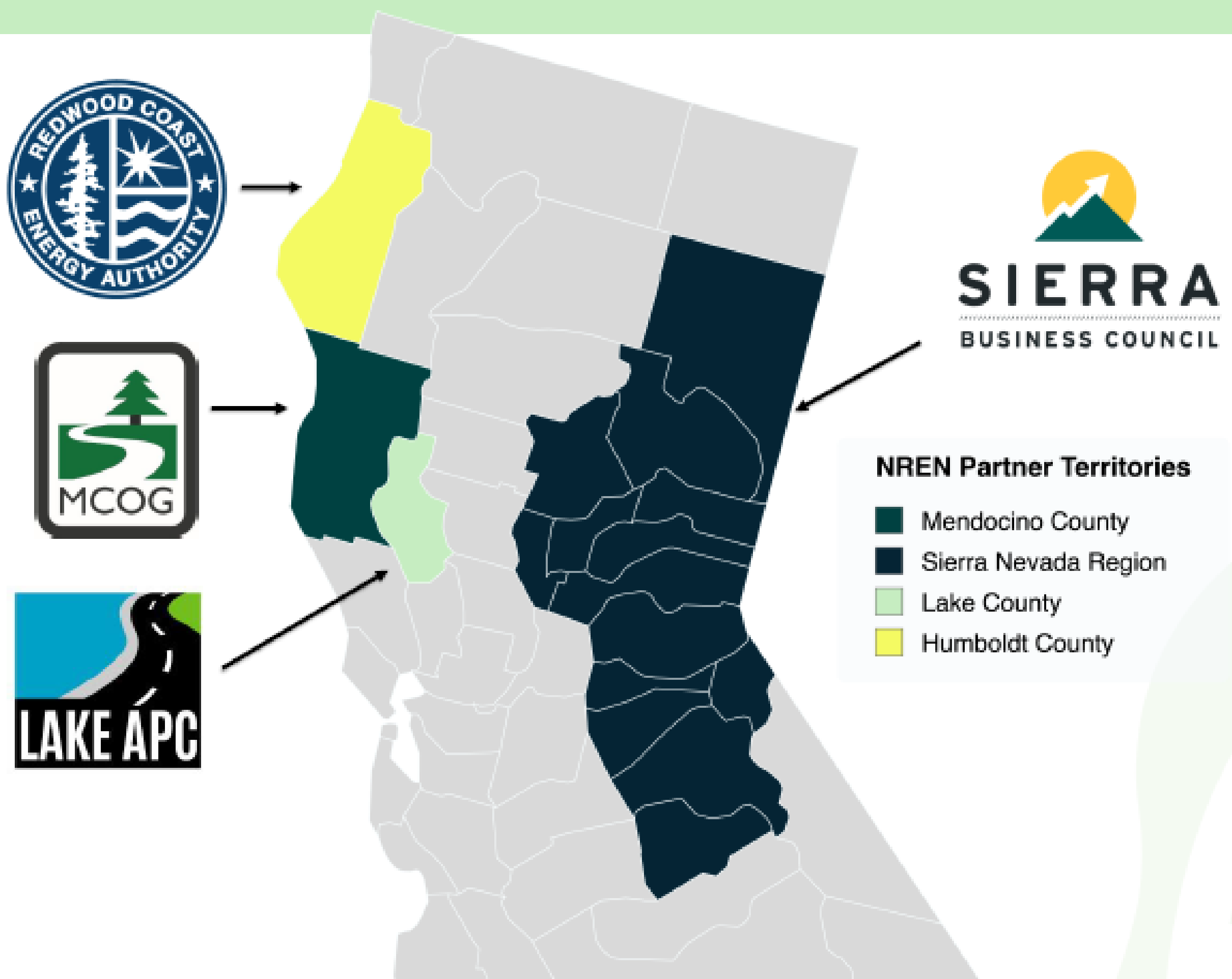
Public Agency Energy Services Program



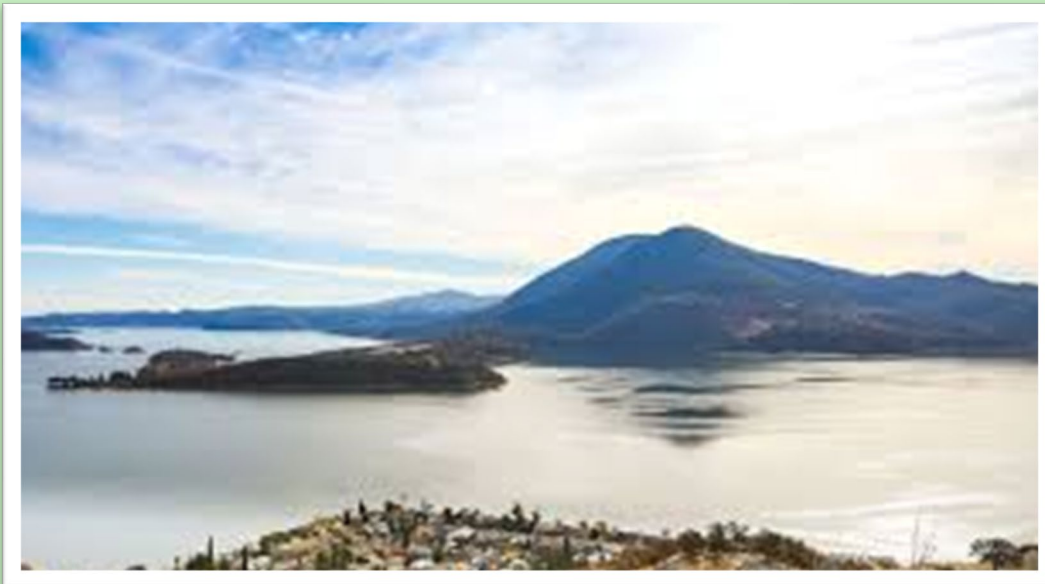
Webinar Agenda

- Who We Are & Who We Serve
- Program Description
- Rationale
- Program Goals and Objectives
- Performance Tracking
- Program Delivery & Customer Services
- Marketing Approach
- Program Activities
- Program Design & Best Practices

NREN Service Area and Partners



Public Agency Energy Services Program



Program Description

- Public agency-focused program that serves hard-to-reach and underserved public agencies.
- Provides awareness, access, & understanding of energy efficiency & electrification opportunities.
- Focuses on building relationships, data collection, assessments, education & technical support.
- Provides referrals to other third-party administered programs, funding opportunities & more!

Program Overview

Program Budget and Savings



Northern Rural Energy Network

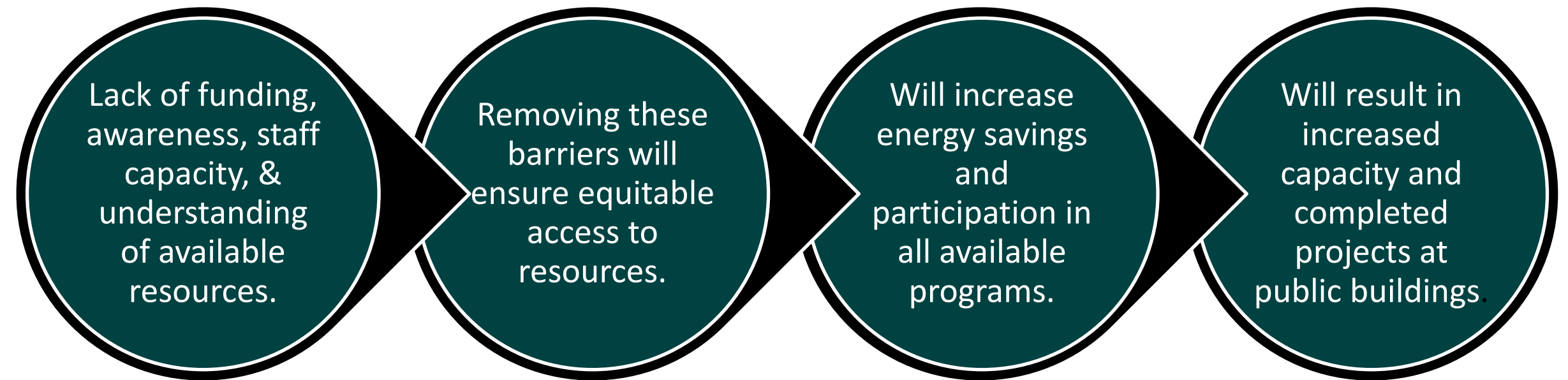
Table 1: Program Budget and Savings

1	Program Name	Public Equity Program
2	Program ID number	RRN005
3	Program Implementer	NREN
4	Portfolio Administrator	NREN
5	Program Implementer Type (IOU Core, Third-Party Solicited, REN/CCA)	REN
6	Portfolio Segment (Resource Acquisition, Equity, Market Support, or Codes and <u>Standards</u>) ¹	Equity
7	Total Program Budget	\$2,346,853
8	Program Budget by Year	2024: \$6,145 2025: \$332,932 2026: \$983,527 2027: \$1,024,239
9	Program Duration (Start Date - End Date)	2025-2027
10	Total System Benefit (TSB) (Total Program TSB and TSB by Program Year)	Not <u>applicable</u> , the <u>RuralREN</u> North Public Equity Program is a non-resource offering and will not claim any savings.
11	CO ₂ (Lifecycle, First Year, Net, Gross)	
12	KW (First Year, Net, Gross)	
12	<u>KWh</u> (Lifecycle, First Year, Net, Gross)	
13	<u>Therms</u> (Lifecycle, First Year, Net, Gross)	
14	Program Cost Effectiveness: Total Resource Cost (TRC): (Total TRC and TRC by Year)	
15	Program Cost Effectiveness: Program Administrator Cost (PAC): (Total PAC and PAC by Year)	
16	Market Sector(s)	Public
17	Program Type	Equity
18	Delivery Type(s)	Downstream
19	Intervention Strategies (e.g., Strategic Energy Management (SEM), Market Access Program (MAP), Direct Install, Incentive, Finance, Audit, Technical Assistance, Advocacy, Training, Marketing and Outreach, etc.)	education and outreach, assessments, benchmarking, and project technical assistance.
20	M&V Methods (e.g., Deemed, Custom, NMEC – Population, NMEC – Site, SEM M&V, Randomized Controlled Trial (RCT), Other (if applicable, describe Other M&V method))	NA

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Rationale



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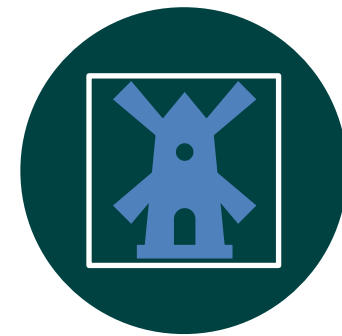
Program Goals and Objectives

- Provide support to public agencies in many important ways on their individual journeys.
- Acknowledge challenges rural agencies face.
- Provide support so agencies can focus on their mission: providing services to their citizens.
- Celebrate success and foster positive change.

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Program Goals and Objectives



GOAL 1: Lower agency GHG emissions, energy use and costs through energy efficiency, demand response, and electrification.



GOAL 2: Build capacity for agencies to access funding for energy projects.



GOAL 3: Provide technical support for energy projects.



GOAL 4: Connect public agencies with programs and services.

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Program Goals and Objectives



OBJECTIVE 1: Support knowledge transfer among public agencies.



OBJECTIVE 2: Facilitate public agency energy efficiency, demand response, and electrification projects with deeper savings and more comprehensive energy efficiency tactics.



OBJECTIVE 3: Create a common understanding of the deep value that energy efficiency can bring to communities among rural public agencies.

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Performance Tracking



Metric 1: Number of equity customers served by type (cities, counties, school districts, special districts and tribal governments)



Metric 2: Number of projects technical assistance was provided on.



Indicator 1: Number of buildings benchmarked.



Indicator 2: Number of assessments and reports provided.



Indicator 3: Number of external funding applications submitted.



Indicator 4: Number of feasibility and planning activities completed,



Indicator 5: Number of referrals that resulted in a public agency enrolling in an energy efficiency program.

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Program Delivery & Customer Service

- Key focus on building long-term relationships based on trust with public officials and staff.
- Trust and acceptance will lead to successful EE and electrification projects.
- Model projects will lead to knowledge transfer to other public agencies and policy maker understanding of the value of the work.
- Focus on serving agencies that face the most burdens first, no matter how small.

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Marketing Approach

- Public agencies will be contacted through low, medium and high touch communications.

MARKETING APPROACH 1: In-person (one-on-one and groups) meetings and presentations.

MARKETING APPROACH 2: Digital engagement (one-on-one and groups) email correspondence, email campaigns, email newsletters.

MARKETING APPROACH 3: Activity (group, may be delivered in person or digitally), includes informational sessions and webinars.

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The Energy
Benchmarking
Process



Program Activities

- Program activities are designed to create data points, technical assistance, capacity, resources and motivation to tap into existing programs.
- **Energy Benchmarking and Maintenance**
- **Energy Assessments and Project Packaging**
- **Technical Support and Project Management**
- Potential IDSM work

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Program Design & Best Practices

- Two barriers we aim to overcome for public agencies:
 - Access
 - Time
- Provide technical analysis of Capital Improvement Projects (CIP) that include energy savings.
- Provide services that address local concerns and meet specific agency needs.

Questions?

Thank You!

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