



Power of Ten IMPACT

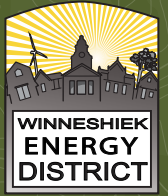


Winneshiek Energy District is celebrating 10 years of inclusive, locally-owned clean energy prosperity and climate stewardship.

Here we present key accomplishments in ten impact areas.

IMPACT

Table of Contents



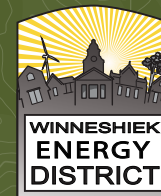
- 1 Energy Efficiency
- 2 Solar Power
- 3 A Just Transition
- 4 Climate Stewardship
- 5 Clean Energy Prosperity
- 6 Public Engagement
- 7 Community Partnerships
- 8 Decorah Municipal Electric Utility
- 9 Policy Advocacy
- 10 The Energy District Model





ONE

Energy Efficiency



The heart of a locally-owned clean energy transition is “green meets green:” the prosperity of clean energy jobs and wealth creation and retention, plus the climate stewardship of reduced fossil fuel emissions. Energy Efficiency is a foundational strategy. A penny saved is a penny earned, and a million saved is a million earned!

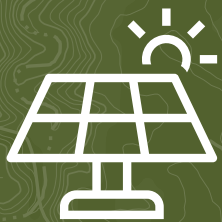
- Provided technical assistance, energy planning, and/or the direct installation of energy efficiency measures to more than 1,300 households, saving \$1.7 million over 10 years*
- Provided technical assistance and energy planning to hundreds of farms and businesses, saving owners \$2.5 million over practice lifespans*
- Achieved a conversion rate (from energy planning to project implementation) of 50-85%, depending on customer group, far exceeding the industry standard
- Provided or facilitated technical assistance and energy planning with dozens of nonprofits, local governments, and other institutions

** Note, the economic figures on energy efficiency savings above represent the direct impact from WED's technical assistance and energy planning. The impact from WED's market transformation and public engagement work is much, much larger.*

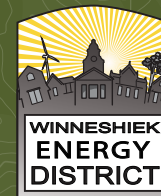


Working with the WED was an amazing experience. Their knowledge and dedication to energy savings was incredibly useful as we tried to make some improvements to our building. The WED staff was helpful, offered great advice and was a wonderful motivating factor in helping us to get the work done!

Dominique & Mike Bockman, T-Bock's Sports Bar and Grill



TWO Solar Power



Another foundational strategy of “green meets green” is local ownership of and investment in the next generation of clean energy generation assets, especially solar. Solar market transformation and acceleration creates jobs across many sectors and builds and retains wealth. It is the best of “buy local,” and local self-reliance.

- Kickstarted the local market transformation by working with Northeast Iowa Community College on green trainings, building contractor partnerships, and working with banks on finance
- Provided hundreds of solar site assessments and consults, always referring customers to local contractors
- Engaged thousands through events such as solar fairs, tours, talks, and workshops, creating extensive public awareness and acceptance
- Over 350 locally-owned solar systems in Winneshiek County, representing more than \$18 million invested, and roughly \$31 million in utility savings over 25 years
- Over 10x the Iowa per capita solar average, and one of the highest adoption rates in the nation, but... we consider it just the tip of the iceberg!



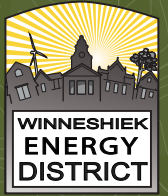
“

I didn't know anything about it—the LED lighting or solar PV—they helped me through the whole process.

Ryan Oberbroeckling, Northeast Iowa Hog Producer



THREE A Just Transition



A just clean energy transition actively counters environmental injustices faced by disadvantaged communities and the growing energy burden facing lower-income American households.

In partnership with Green Iowa AmeriCorps, we have served more than 1,000 households where low-income residents, seniors, veterans, and people with disabilities live. We have provided combustion safety and air leakage diagnostics, basic weatherization, and efficient lighting and water measures. These services have saved lives, improved health and comfort, and will save more than \$1.35 million in energy costs over the lifespan of the installed products.

We have also engaged intensely in policy advocacy towards a just transition including:

- Extensive testimony advocating for lower fixed charges in two Alliant Energy rate cases (successful in 2017, together with the Office of Consumer Advocate, saving Iowa households roughly \$10 million per year)
- Continued advocacy for Iowa's energy efficiency programs—especially the restoration of full funding for the Weatherization Assistance Program
- Making the case against utility disconnections, both during the pandemic and beyond, and for innovative approaches to reversing the growing energy burden gap and its impacts on families and communities

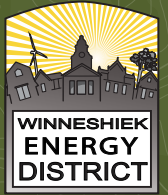
Major sponsorship from Decorah Bank & Trust has supported our Green Iowa AmeriCorps team for ten years running—thank you!



Our 2020-21 Green Iowa AmeriCorps team,
clockwise from top left: Collin Kern, Matt Stavers,
Mara Mergens, Martin Donovan, and Maggie Andersen



FOUR Climate Stewardship



Climate stewardship is built into everything we do at the Winneshiek Energy District. Together with shared Clean Energy Prosperity, it is a pillar of our “green meets green” approach. All our strategies, from energy planning to market transformation, public engagement, and policy advocacy, reduce emissions and achieve local leadership on climate stewardship.

- Roughly 118,000 tonnes of carbon reduced through locally-owned energy efficiency and renewable energy over practice lifetimes
- Provide carbon footprint calculation and reduction assistance through energy planning with customers, as well as via numerous public workshops
- Created first-in-the Midwest local carbon offset program, Oneota Tags, allowing local investment in a just and locally-owned clean energy transition
- The “universal local” Energy District model was included in Washington Governor Inslee’s national climate plan, and must be central to any national climate program or “Green New Deal”



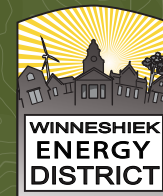
With their support we reduced our energy use, reduced our carbon footprint, and saved some money. We helped create a better place for future generations. That’s one of the most important issues to us, doing what we can to make our planet a place where future generations can enjoy living in a sustainable and supportive community.

Lee Zook & Jan Heikes, Community Leaders



FIVE

Clean Energy Prosperity



Shared clean energy prosperity is the other pillar of “green meets green.” Local investment, wealth creation and retention, and job creation matter. In the past decade, the local clean energy transition has resulted in:

- More than \$20 million invested in Winneshiek County
- Roughly \$35 million in lifetime savings or value generated
- About 260 jobs created, retained, or supported by these lifetime figures, based on a conservative, widely accepted methodology for “net” (not gross) job creation
- A county and community that are stronger, more resilient, and more united than ever in a shared commitment to an inclusive, locally-owned clean energy transition.



Winneshiek Energy District is a sound investment. It is seed money multiplying its impact throughout Decorah and Winneshiek County in ways both measurable and immeasurable. It is putting us on the map. It is the right thing to do.”

Larry Grimstad, Decorah Bank and Trust

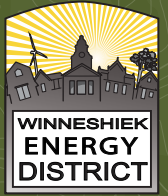


Winneshiek Energy District’s work within our county has been incredibly impactful. Economic development is about creating an environment for collaborative success in support of new and existing businesses. WED provides a service to our community that supports long term resiliency and community vitality and we are very fortunate to have them.

Stephanie Fromm, Winneshiek County Development, Inc.



SIX Public Engagement



Public Engagement is critical to creating the flywheel of momentum that crosses tipping points of acceptance and adoption of clean energy technology, and support for policy.

To date, WED has hosted:

- Dozens of public events such as solar fairs, home tours, and electric vehicle exhibitions, involving and engaging thousands of residents
- Countless educational events and activities involving area youth, led by Green Iowa AmeriCorps teams
- Over 100 monthly “Energy Breakfast” presentation-discussions in the basement of the local sports bar, on a wide variety of energy topics and with participation from a broad spectrum of the community (currently, in the format of virtual lunches!)
- An e-newsletter that reaches more than 800 subscribers, with articles viewed hundreds of times, and often influencing media even beyond northeast Iowa

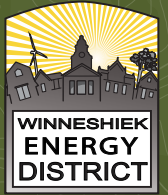


Investing in the local work of the Winneshiek Energy District is an opportunity to be a part of the rebirth of rural communities transitioning to renewable energy practices. This community-based organization has provided education, thorough assessments, advice and energy-saving infrastructure improvements in a way that is accessible to many residents and business owners in our community. Supporting this important work is a chance for our community to invest long term in community revitalization.

Ann Mansfield, Northeast Iowa Food and Fitness Initiative



SEVEN Community Partnerships



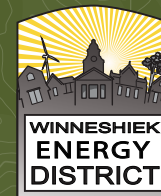
Energy Districts don't exist in a vacuum. As the “universal local” clean energy implementer, they are great at partnerships and convening. From local governments to economic development to farm groups, Energy Districts partner to leverage both local and outside resources.

We have worked with countless local, state, and even regional and national partners over the years, and we thank and appreciate them all. Specific local partnership projects have included:

- Winneshiek Shared Solar (City, County, Luther, WMC, NICC)
- Decorah Sustainability Planning, 2010 and 2019-20 (City, Luther, others)
- First Step Home Efficiency with Green Iowa AmeriCorps (UNI-CEEE, DBT, UERPC, NEICAC, RHTF, RECs)
- Oneota Tags Carbon Offset (DBT)
- Decorah Power and electric municipalization (City, Luther, others)
- Decorah Area Group (Alliant rate case: City, Luther, WMC, Aase Haugen)
- Serving Our Neighbors, Kickstarting Energy District Regionalization with the Community Foundation of Greater Dubuque
- Regional electric vehicle (EV) study and education efforts (UERPC, Farmers Market, RECs)
- And of course, our partnership with Green Iowa AmeriCorps has been strong and impactful from year one



EIGHT Decorah Municipal Electric Utility



The creation of a Decorah Municipal Electric Utility would represent an unprecedented opportunity for the Decorah area to own and accelerate the clean energy future. WED assisted in the formation of, and partnered closely with, Decorah Power to lead the effort in 2017 and 2018, including:

- Organized an 8-month learning series featuring expert presentations on clean energy and municipal utilities, and created the report, “A Vision Shared.”
- Assisted Decorah Power with fundraising and grant writing in support of community education efforts
- Supported the City Council action to place the issue before voters, and supported the YES campaign in informational and myth-busting efforts (just three votes short!)
- Detailed Alliant’s misinformation campaign in Iowa Utilities Board testimony, laid groundwork for further community effort, and continue to field inquiries from other communities and to encourage collaboration

5 ELEMENTS OF PUBLIC
POWER BUSINESS MODEL



PUBLIC OWNERSHIP



LOCAL CONTROL



NONPROFIT OPERATIONS



LOW-COST STRUCTURE

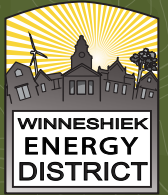


CUSTOMER FOCUSED





NINE Policy Advocacy



Policy was not originally intended as a core part of WED's mission. The need to engage—especially at the state and local levels—became obvious early on through our work and from our membership. WED has:

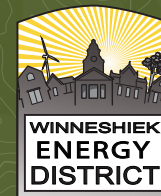
- Provided extensive testimony at the Iowa Utilities Board in three energy efficiency dockets in 2013-14, including leading the successful effort to acquire energy efficiency funding for Green Iowa AmeriCorps
- Been a key partner and leader in the successful statewide effort to protect net energy metering (NEM), including
 - » Intervened in the “distributed generation docket” 2014-2017
 - » Opposed legislative efforts by MidAmerican Energy to kill NEM in 2019
 - » Led testimony against Alliant Energy efforts to weaken NEM in the 2019 rate case
 - » Supported legislative codification of NEM in 2020
 - » Objected to Alliant’s proposed NEM tariff in 2020, which the Utilities Board has placed on hold
- Intervened extensively in two Alliant Energy rate cases, focused on reducing the energy burden on struggling households and businesses, protecting and enabling local ownership of solar energy, and accelerating the transition away from fossil fuels
- Worked closely with over a dozen local units of government on sound policies supporting clean energy development and job creation





TEN

The Energy District Model



The Energy District “universal local” model is a critical missing link in clean energy implementation throughout the country. While the idea of Energy Districts becoming a “universal local” implementer in state and national clean energy transition efforts was a dream in our early days, it is now slowly moving towards reality.

- WED pioneered the first in the nation Energy District created on the Soil and Water Conservation District model, which brings technical expertise, leadership, and resources to every county in the country
- We supported and assisted in the formation of neighboring districts, first in Clayton County (2015), then Howard County (2016), and Dubuque County (2017)
- In 2019, we were instrumental in forming the Clean Energy Districts of Iowa, the first ever association of Clean Energy Districts
- Now there are ten incorporated Energy Districts in Iowa, two in Wisconsin, and a growing movement
- We wrote and published *Geography of Change*, the Energy District concept document
- Energy Districts were featured in Washington Governor Jay Inslee’s premier national clean energy plan in 2019, and we are building a coalition to ensure the model is part of any national climate and clean energy plan or “Green New Deal” in 2021 and beyond

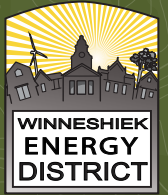


“Universal local” is a concept that can be applied to achieving a public purpose by making use of a geographical/political area that is human society friendly. It is particularly applicable to problems that require a degree of technical expertise to implement most effectively. We are just applying it to energy, as has been done with Soil and Water Conservation Districts (SWCDs).

Lyle Luzum, Current Chair, Winneshiek Energy District

IMPACT

Where We're Heading



Thanks to all our supporters and partners, our first decade has been a powerful story of accelerating impact and a replicating model.

Our next ten, with your help, will see the dramatic scaling of a locally-owned clean energy transition, and maturation of a universal-local Energy District movement far beyond Iowa.

We'll continue our successful strategies—from boots on the ground energy planning to market transformation and policy advocacy—and engage in many new and exciting opportunities.

A sampling of priorities going forward:



Strengthen the Clean Energy Districts of Iowa and grow the Energy District movement throughout Iowa and beyond



Economy-wide electrification, including electric vehicles (EVs) and heat pumps in buildings



Carbon farming: putting agricultural landscapes to work on permanent and prosperous carbon sequestration



Creation of a Decorah Municipal Electric Utility, and strengthening partnerships with other regional consumer-owned utilities, especially rural electric cooperatives



Community solar!



Reducing energy burdens and inequity while increasing shared ownership of and benefit from the new clean energy economy

Thank You, Member Donors!



GIGAWATT ⚡⚡⚡⚡

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David and Brenda Carlson*
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Lee Zook and Jan Heikes*

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KEY

* Indicates current members; we welcome back everyone else!

Businesses in bold

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Membership Matters



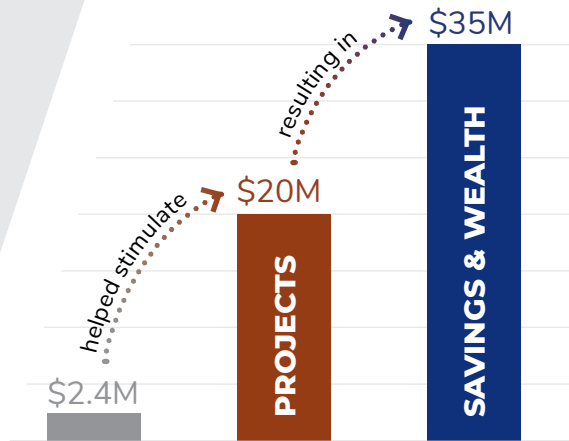
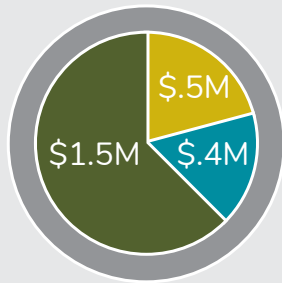
10 YEARS OF INVESTMENTS

\$500,000
in membership
contributions &

\$400,000
in income from
products & services
leverages

\$1.5 million
in grant income &

\$2.4 million
in total budgets
to serve our
mission



10 YEARS OF IMPACTS

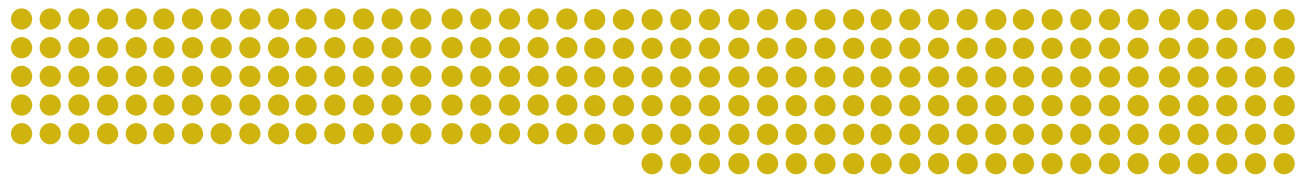
\$20 million
invested in local energy
efficiency & renewable
energy projects



\$35 million
in energy savings
& wealth creation



250+ jobs
created or retained



118,000 tonnes
of greenhouse gas
emissions reductions

