

How to Conduct a SMALL BUSINESS ENERGY AND WATER MAKEOVER

Role	Step 1- Create Partnership (typically one party starts the makeover process)	Step 2 – Determine Scope	Step 3 – Sign-up Businesses	Step 4 – Audits and Installation	Step 5 – Follow Through
Local Business Leadership - Business Improvement District (BID) - Business Owner’s Association - Neighborhood Association	- Ask utility community relations and energy efficiency staff serving your members to meet. Introduce the makeover program partnership idea and ask for their commitment with: <ul style="list-style-type: none"> • Outreach materials describing offerings • Focused audit and installation labor support • Tracking near and long-term benefits 	- Estimate district-wide dollar savings based upon expected energy and water savings from full participation. - Identify businesses already saving on utilities to present as models. - Develop program plan that presents enhanced value to each business from strong district wide participation.	- Meet with each member face-to-face to present cost value of participation, leaving utility outreach materials to define program options. - Develop list of members wanting audits and predisposed to efficiency upgrades offered by the area utilities.	- Escort auditors and installation contractors as needed to maintain trust of members and continue their association of the benefits received with the business leadership supporting the program. - Photograph and videotape as feasible and share images via websites and at district functions, e.g., farmer’s market.	- Quantify dollars retained in your local economy based on actual energy and water savings provided by the utilities. - Check back with members in 1 – 3 months to ensure they are satisfied, are following through and to resolve issues. - Check back annually on status and to provide updated information on any new offerings. - Provide regular updates of makeover savings to all members, and offer to connect more businesses with utility programs.
City/County - Elected Officials - Economic Development - Environmental Planning	- Distribute makeover program idea to BID and other leaders with established small business rapport. - Initiate partnership meetings with business leadership and utilities serving the area.	- Assess overall interest and consider becoming local catalyst between region’s utilities and multiple business districts. - Provide political and financial support to interested business districts. - Look for opportunities to link in other local programs serving small business and picky-back on outreach.	- Provide city/county economic development or other resources to promote makeover in each BID launching a makeover program, e.g., city/BID/utility program logo, window signs and street banners, to promote participation.	- Arrange to photograph and videotape a sampling of district outreach, audits, installations and clips of supportive leaders.	- Produce webpage and handout materials to promote additional small business energy and water makeovers throughout the city/county.
Utility - Electric - Natural Gas - Water	- Assess data describing small business participation in efficiency programs throughout the service territory. Locate areas expected to offer opportunity if local action improves access. - Coordinate with city/county economic development staff and solicit business leadership participation.	- Assess available resources and estimate the feasible number and timing of audits and retrofits. - Provide BID with list of the types and numbers improvements that can be offered and any limits for accomplishing the needed audit work. - Estimate expected energy and water savings feasible with full participation of qualified businesses.	- As soon as possible, conduct a few detailed energy and water audits in prominent businesses in the district and provide summary of economic benefits, rebates, incentives and financing options. - Provide district with case study summary of findings to hand to members at sign-up.	- Use the business district’s listing of businesses expecting audits and perform the audits in an orderly and time efficient manner. - Follow up on audits with a cost-saving installation process aimed at deep efficiency improvements.	- Quantify energy and water savings as data become available and at regular intervals. - Consider developing official business leader partnership outreach for deploying programs more effectively to small businesses in the future.