# How to Conduct a SMALL BUSINESS ENERGY AND WATER MAKEOVER

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<th>Role</th>
<th>Step 1 – Create Partnership (typically one party starts the makeover process)</th>
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| 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:  
  - Outreach materials describing offerings  
  - Focused audit and installation labor support  
  - Tracking near and long-term benefits | - Estimate district-wide dollar savings based on 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. |