Small Business Energy Makeover
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California Air Resources Board
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Why focus on small business?

• 20MMT CO$_2$e from improved energy efficiency to existing buildings – aka energy upgrades
• Most difficult segment of commercial sector to reach
• Energy cost are large and can be reduced
• Great need and high value outcomes for all
Why “Energy Makeover”?

- Draw on luster of “Extreme Makeover” reality TV to generate participation in energy upgrades
- Make a fun and beneficial event for utilities, elected officials, and small business owners to attract greater participation


Michelle Obama heads to reality TV

[http://www.coolcalifornia.org/article/energy-makeover](http://www.coolcalifornia.org/article/energy-makeover)
Small Business Energy Makeover

• Four Makeovers in 2010 – SCE, SMUD, PG&E, and SDG&E
• All successful outcomes
• Each a slightly different approach
• Adds up to solid proof-of-concept
• Highly repeatable

Sacramento Municipal Utility District, Oak Park

• Partnership:
  - Oak Park BID and Stockton Blvd Partners
  - City Greenwise Pgm and Water Utility
  - SMUD and CoolCalifornia
• 150 businesses contacted with 20 SMUD and city staff walking
• 60 energy & 29 water upgrades
Pacific Gas and Electric, Downtown Fresno

- Partnership:
  - Fresno Energy Watch/RHA
  - Mayor’s Office
  - SJV Clean Energy Organization
  - CoolCalifornia
  - No BID
- Downtown mall redevelopment
- ~10 businesses received energy services
- Television coverage

San Diego Gas & Electric, North Park Main St.

- Partnership:
  - North Park BID
  - Mayor & Council offices
  - Center for Sustainable Energy
- Over 200 contacts, over 100 audits/upgrades
- Good press and web coverage
- SDG&E commitment to use Makeover approach in city and county areas
Key Components of Success

Use the rapport of local business associations with their member small businesses to:

• boost participation
• streamline outreach

Key Components of Success

Use BID’s knowledge to tune utility program offering to neighborhood needs and culture
Key Components of Success

Actively involve elected officials

Next steps?

ARB and the PUC will share information and work to ensure there are more Small Business Energy Makeovers

Look for updates on CoolCalifornia.org
How to Conduct a SMALL BUSINESS ENERGY AND WATER MAKEOVER

Simple step-by-step partnership guide on website

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