

Attachment 1

ClimateSmart at Work - Focus on Market Segmentation

ClimateSmart Tenants	ClimateSmart Landlords	ClimateSmart Owner Occupied
<p align="center"><u>Target Audience</u></p> <p>Single Tenant in Building Tenant in a multi-tenant buildings</p>	<p align="center"><u>Target Audience</u></p> <p>Local commerical landlords</p>	<p align="center"><u>Target Audience</u></p> <p>Businesses operating in a building they own</p>
<p align="center"><u>Examples</u></p> <p>Esource Becoming Mothers Pasta Jays</p>	<p align="center"><u>Examples</u></p> <p>WW Reynolds Tebo Macerich</p>	<p align="center"><u>Examples</u></p> <p>Vermillion Boulder Beer Company IBM</p>
<p align="center"><u>Offerings</u></p> <p>Green Lease Program Financial Incentives: 1 Xcel rebates 2 City rebates 3 Negotiated contractor pricing 4 GEO rebates 5 Low/no interest loan program Connection to Xcel and GEO programs 10 for Change Recognition Case Studies</p>	<p align="center"><u>Offerings</u></p> <p>Green Lease Program Financial Incentives: 1 Xcel rebates 2 City rebates 3 ClimateSmart Loan 4 Negotiated contractor pricing 5 GEO rebates 6 Low/no interest loan program Connection to Xcel and GEO programs 10 for Change Recognition Case Studies Building Tune-Up ClimateSmart Loan</p>	<p align="center"><u>Offerings</u></p> <p>Financial Incentives: 1 Xcel rebates 2 City rebates 3 ClimateSmart Loan 4 Negotiated contractor pricing 5 GEO rebates 6 Low/no interest loan program 10 for Change Recongnition Case Studies Building Tune-Up</p>
<p align="center"><u>Program Delivery</u></p> <p>Techs in a Truck Trade Ally Network</p>	<p align="center"><u>Program Delivery</u></p> <p>Meet with City Council members Meet with City Manager Outreach to business associations Trade Ally Network</p>	<p align="center"><u>Program Delivery</u></p> <p>Techs in a Truck 10 for Change contacts Outreach to business associations Trade Ally Network</p>

Notes:

Could subdivide each grouping by sector ie retail, restaurant, office etc

Financial Incentives could include: revolving loan program, low interest loans, rebates, negotiated discounted pricing from contractors