

## **DRAFT Community CAP Commercial Sector Strategy**

The CAP Commercial sector strategy must be streamlined, simple and focused on implementation. Achieving the goals of the Kyoto Protocol is a challenge and the City's efforts must catalyze action.

### **Challenge**

Improving the energy efficiency of existing commercial building spaces and affecting employees' behavior at work to meet CAP challenges.

### **Mission**

The "ClimateSmart at Work" [or other branded CAP commercial sector strategy] programs focus on providing services that include incentives and education to motivate businesses in Boulder to implement energy efficiency and renewable energy projects, and to inspire employees to change behavior to conserve energy.

### **Program Goals**

Achieve energy efficiency implementation by eliminating barriers to action and engaging business networks and technical teams

### **Program Objectives**

- Reach 3,000 businesses by 2012
- Develop suite of financing options
- Achieve 104,000 mtCO<sub>2</sub> reductions
- Coordinate with Financing and Social Mobilization Tech Teams
- Lay the groundwork to move beyond Kyoto

### **Program Vision**

Program offerings will be tailored towards businesses depending on whether the business represents a tenant, a landlord or is operating in a building it owns. These segments of the business market have similarities and differences regarding needs, motivations and opportunities and the CAP programs will work to achieve implementation for each market segment. See Attachment 1: *ClimateSmart at Work Model A-Focus on Business Situation* for an outline of this market segmentation.

### **Program Summary**

The CAP programs need to make it easy for businesses to implement energy efficiency improvements and for employees to understand how their behavior affects energy use. To ease implementation, CAP programs will focus on three key steps:

1. Educate the business on efficiency opportunities.
2. Clearly show the financial profile for product implementation (cost and payback for measures incorporating rebates, incentives, etc.)
3. Provide easy access and technical assistance for CAP and other programs.

In order to execute these steps, the focus should include:

- Tailored programs for market segments and business types
- Proactive business outreach relying on existing business networks
- "One stop shop" packaging
- Clear branding strategy ("ClimateSmart at Work"?)
- Simplified program offerings

### **Program Budget (estimated)**

Program will have both CAP and American Recovery and Reinvestment Act (ARRA-stimulus bill) funding.

\$150,000 for direct incentives (from ARRA funds)

\$795,000 for program/admin/education (from CAP Tax)

### **Identification of Barriers**

It is important for CAP programs recognize barriers to implementation and offer solutions to overcome these barriers. See Attachment 2: *Business Program Implementation Barriers and Solutions*

### **Program Implementation Strategy**

Staff recognizes that the city is well positioned to implement certain areas of the CAP programs, but also must utilize outside contractors and existing business networks in order to reach its ambitious goals. In order to determine a strategy, there must be a clear division between staff tasks and contractor tasks. Here are the proposed tasks/responsibilities for the city:

- Program promotion
- Data management
- Recognition
- Activating existing business networks
- Program evaluation
- Coordination of outside contractors including Boulder County PACE program staff
- Work with Xcel Energy's DSM programs and rebates

Outside contractor or contractors can then focus on delivery of the program offerings through:

- Business recruitment
- Trade ally network coordination
- Connection to building tune-up program
- Identification and delivery of financial packages

### Coordinating with Xcel Energy

The city should continue to capitalize on Xcel Energy's programs and rebates but may also need to supplement these programs to provide flexibility and value to the Boulder community.

#### *Energy Assessments*

Xcel provides commercial energy assessments for \$200-\$300. However, there is a time lag between approval of the application, completion of the audit, and the audit follow up. The goals of the new CAP commercial programs are speed and implementation.

- The CAP programs could identify ways to speed this up, manage implementation or provide an alternate program.

#### *Small Business Commercial Lighting program*

This program is designed for businesses that use under 400 kW of electricity per month, which is a common sized building in Boulder. The program provides a free lighting audit and then offers implementation assistance.

- Is there a way for the city to work this program into the CAP? Would this program be well suited for working with landlords?

#### *Lighting Design Assistance program*

This Xcel program provides a 75% rebate for a lighting design study for a business. This helps ensure that businesses are effectively lighting and not just changing lights.

Can the city roll this into the CAP programs for landlords? Would a greater financial subsidy help more businesses take advantage of this program?