

**Vermont  
Energy Investment  
Corporation**

# Beyond the 5%: Solutions for Small and Medium Commercial Retrofits

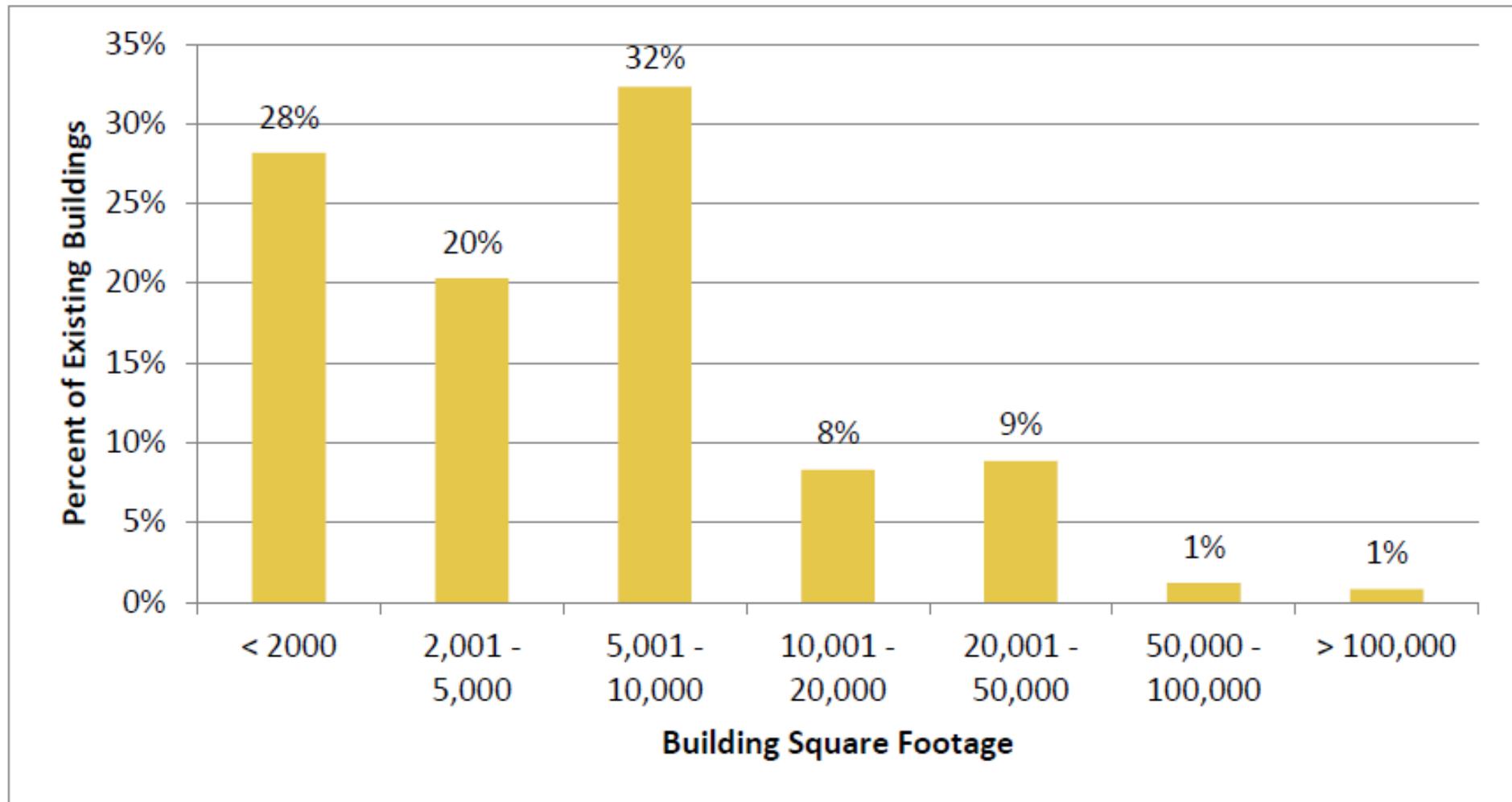
Nicole Carpenter  
Manager, Engineering  
4/22/2015

1. Why SMB market?
2. Challenges?
3. Program delivery approaches

*What we'll cover...*

# 2011 VERMONT MARKET CHARACTERIZATION AND ASSESSMENT STUDY

Figure 3-3. Total Square Footage for All Buildings (N = 120)



Source: On-Site Survey, Question 8

# The challenging truth is...

- SMB are everywhere
- SMB do everything
- SMB owners are busy
- SMB are resource limited
- SMB don't attend trade meetings

What to do?



How increase usage of EE services?  
How make more EE work happen?

# Create some energy champions – Incubate and support relationships



# Build and maintain relationships with service providers

- How assist them sell more efficient work
- Trainings
  - What are more efficient options?
  - What is the efficiency program?
  - How to obtain services?
- Provide them support
  - Internal contact
  - Help hotline

Success with controls professional resulted in 10 - 20% total energy savings at 3 different facilities



# Go big with the interested – Create the stage



- \$10/ft<sup>2</sup> for demonstrated 50% energy savings
  - Performance based
  - Buildings less than 25,000 ft<sup>2</sup>
  - Celebration and recognition opportunities
- Build future partnerships and business references
- Gather real cost information
- Learn about obstacles to inform future paths

# Beyond 5% to 55%



- SMB Approaches

- Develop champions in community
- Partner with trade allies
- Encourage interested customers to do more
- Challenge early adopters to go big and deep
- Keep trying and learning – other?