

Small Business Market Engagement for Utility Programs

Efficiency, Economy and Equitability

We change the way
people use energy™

**Presented at the 2015 ACEEE National Conference on
Energy Efficiency as a Resource**

Track: Energy Efficiency Programs – Small Business

Presented By: Jake Felton

Agenda

- Small Business Market Engagement
 - The Opportunity
 - Customer Profile
 - Approach
 - Results
 - **Efficiency**
 - **Economy**
 - **Equitability**
 - Tips for Getting Started
-

Small Business Opportunity

According to a 2011 J.D. Power and Associates report, **fostering** energy efficiency program **awareness** and providing **numerous** customer **touchpoints** are among the greatest factors in achieving **customer satisfaction** for small and mid-sized businesses.



Small Business Opportunity

- Engage an underserved market
- Deliver in an unsaturated market
- Enhance program and portfolio satisfaction
- Increase local presence and visibility



Small Business Customer Profile

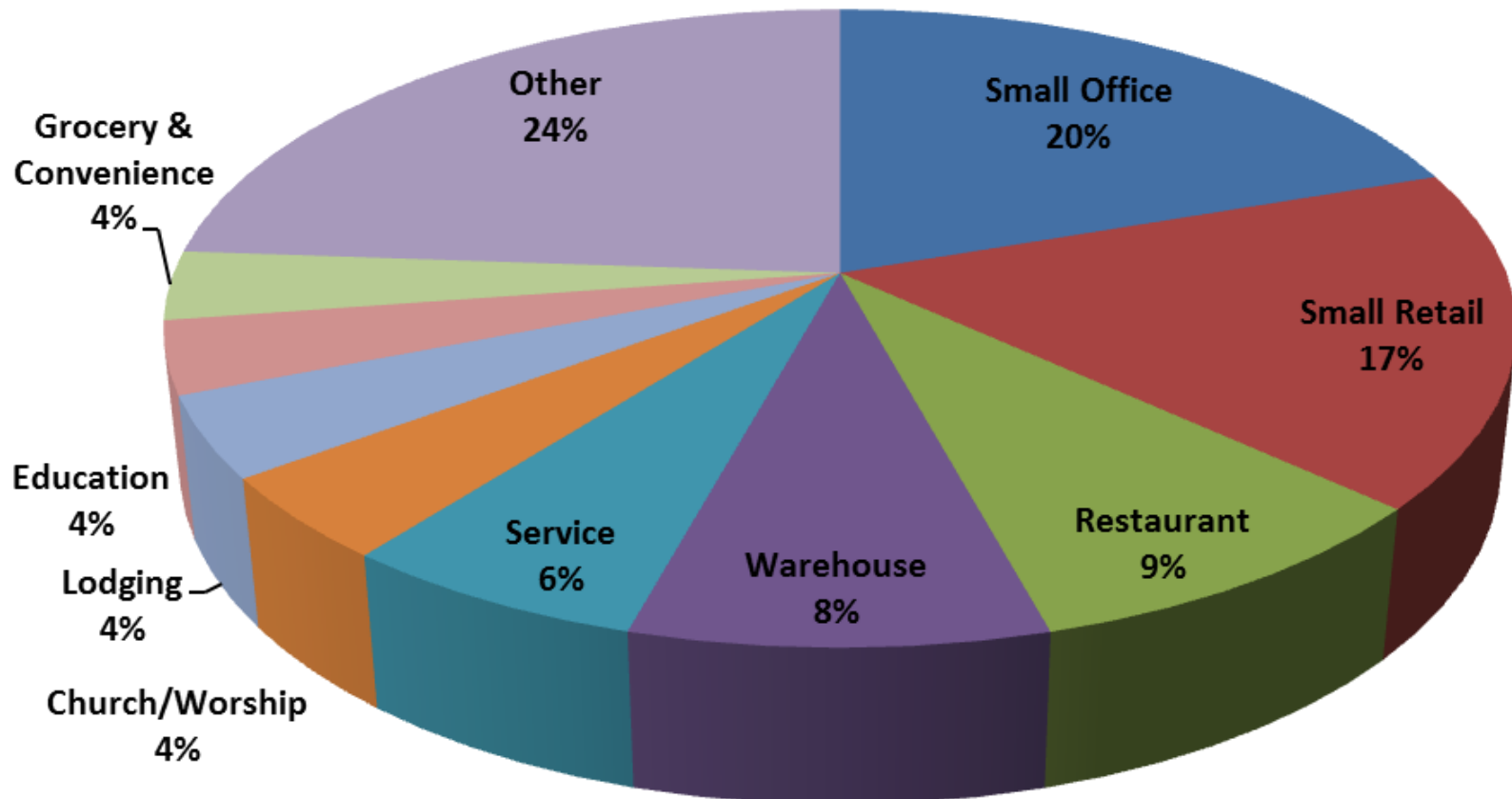
Typical Utility Load Profile

Customer Size	% of Load	% of Customers
Greater than 100 kW	59%	7 %
Over 10 kW Less than 100 kW	36 %	47 %
Less than or Equal to 10 kW	5 %	46%
Total Under 100 kW	41 %	93 %



Source: U.S. EIA CBECS Data

Diverse Market Segments



Source: Actual Participation Data from 2014-2015 Iowa based small business programs

Common Participation Barriers



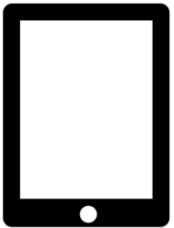
Approach to Small Business Programs



- Recruit, train and support a network of trade allies



- Engage local small businesses, trusted partners and identify opportunities for energy efficiency



- Provide technology solutions to streamline participation processes and improve delivery services



- Design higher incentives to motivate customers and contractors for continued participation

Delivery Model Examples

Program Team Driven

- Energy assessors provide:
 - Free energy assessments
 - Installation of free instant savings measures
 - Information on rebates

Contractor Driven

- Qualified contractors provide:
 - Site surveys and program proposals with software
 - Installation of selected scope
 - Instant discount on project cost

Comprehensive Hybrid

- Program team and contractor driven combine to provide:
 - Multiple points of entry
 - Encourage and increase project conversion
 - Enhanced customer and contractor satisfaction

Create a Foundation with Assessments

Integrated, Comprehensive Assessment Approach

Explain the Process, Ask Questions & Listen

Recognize EE & Non-EE Benefits

Provide & Explain Energy Usage

Benchmark Against Like Facilities

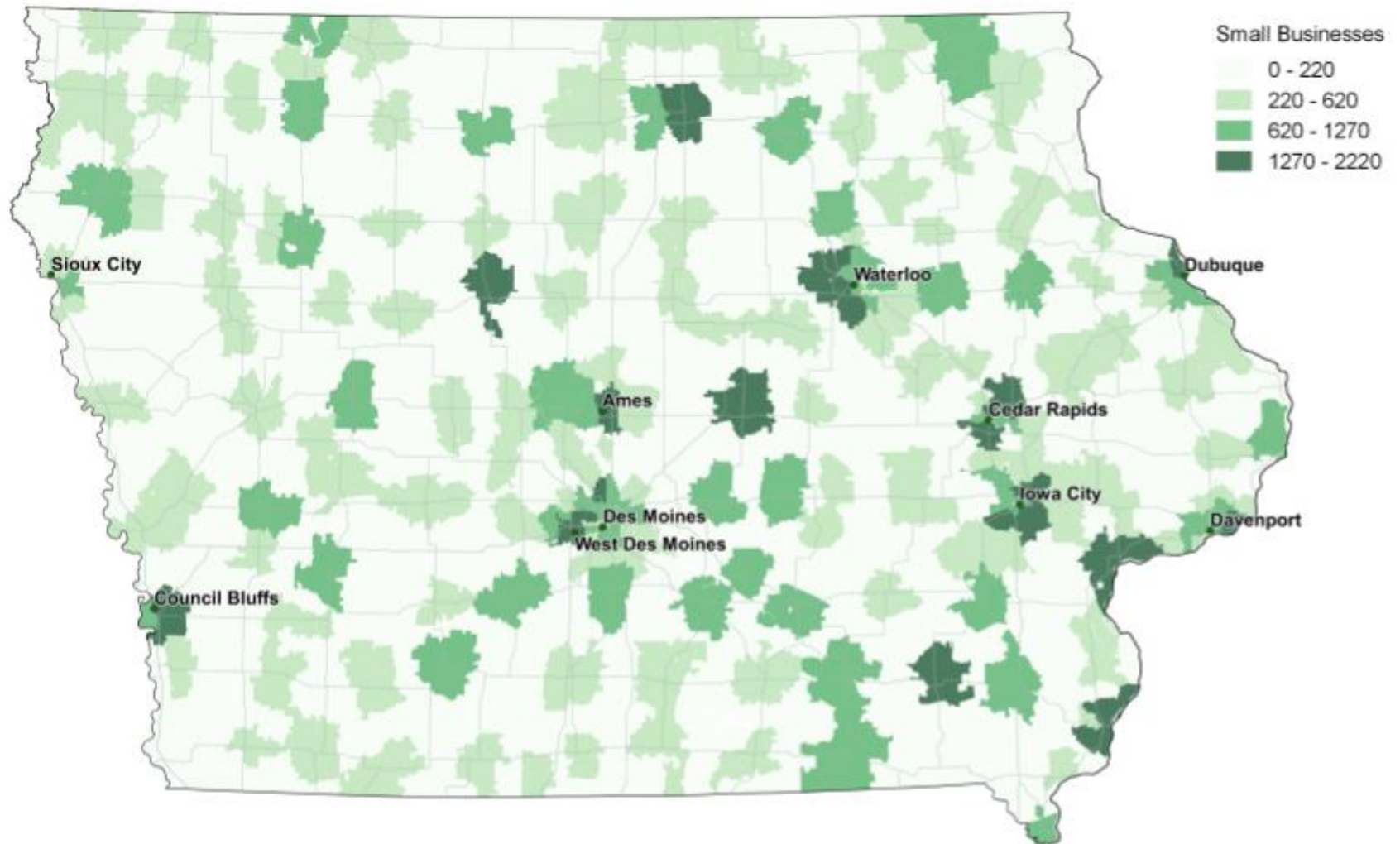
Provide Project Financials

Highlight No to Low Cost Opportunities

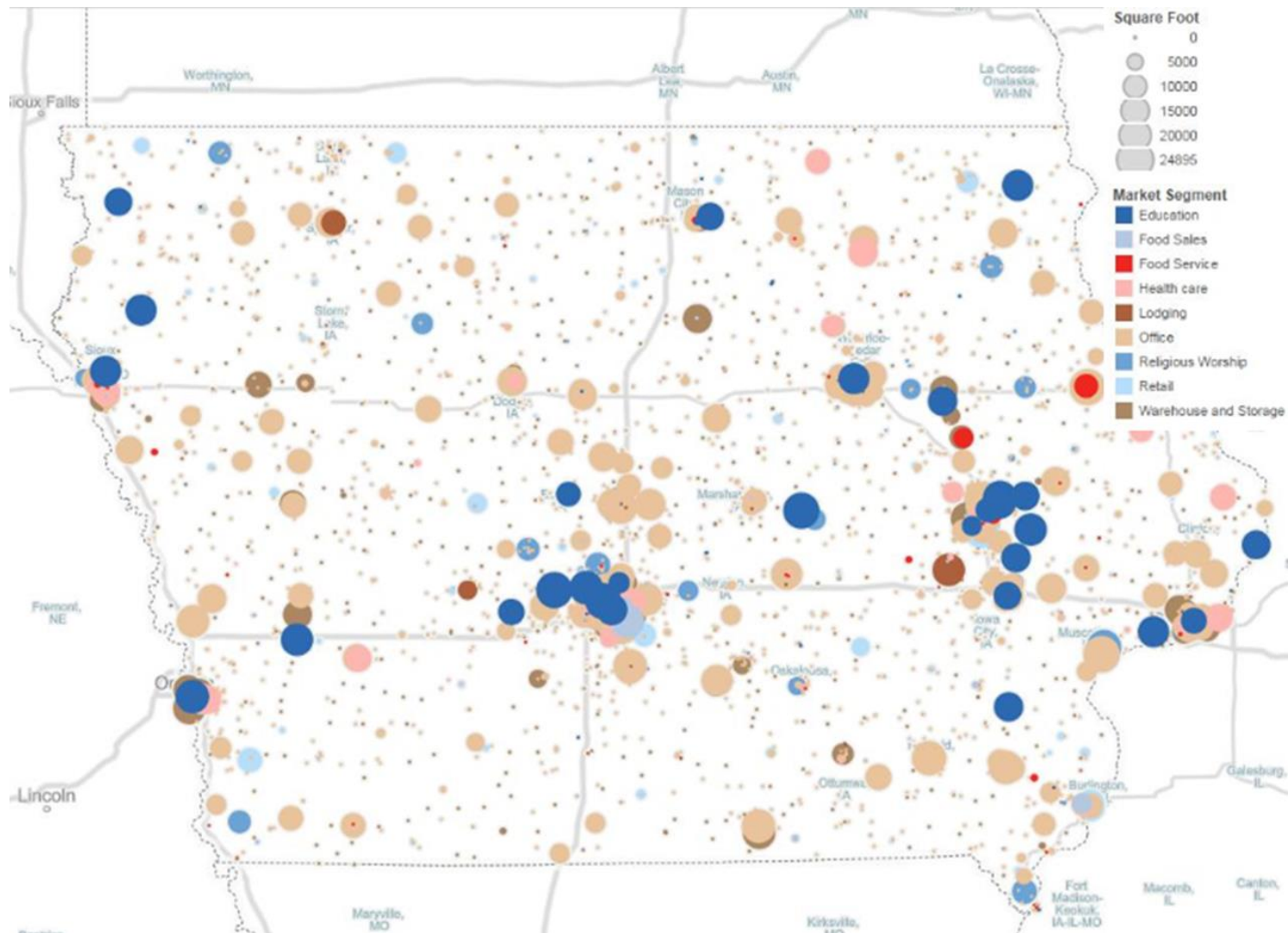
Provide Ongoing Support for Project Conversion

Focus on what's working, not only finding problems.

Leverage Analytics



Leverage Analytics



Building Awareness: Marketing Strategy

- Develop consistent program messages and visual identity
- Leverage corporate communication assets and utility brand credibility
- Expand web resources to create a one stop shop
- Execute scalable, targeted direct marketing campaigns and create a sense of urgency

Savings made simple

You have the power to lower energy costs and boost your bottom line. Alliant Energy's small business programs help you identify important energy-saving improvements. Plus, you can receive rebates to make them affordable. Two standout programs help you get started—*Small Business Energy Assessment* and *Small Business Energy Solutions*.

>> BEGIN HERE

Small Business Energy Assessment

It can be hard to know where your business is wasting energy and money. A **FREE energy assessment** (\$500 value) from Alliant Energy gives you the answers you need.

WHAT'S IN IT FOR YOU?

- A simple process that works with your busy schedule
- FREE installation of efficient products for instant savings
- A customized plan for energy- and money-saving improvements
- Connects you to rebates from Alliant Energy



Don't miss out

Schedule your FREE Small Business Energy Assessment today!



Strand's Decorating Store - Marshalltown, IA

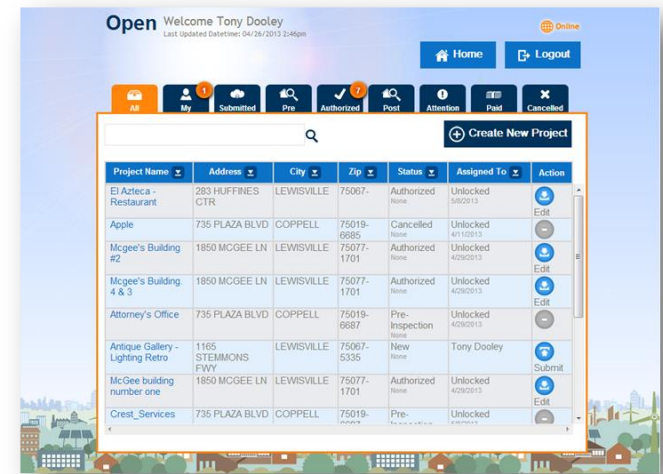
Steve Strand of Strand's Decorating Store in Marshalltown turned to a *Small Business Energy Assessment* to learn where his business was losing energy and money. The assessor pointed out where his building was doing well and educated him on opportunities for improvement. Many projects on Steve's list qualify for money-saving rebates.

[Read more](#)

[View the video "Small Business Energy Assessments in Action"](#)

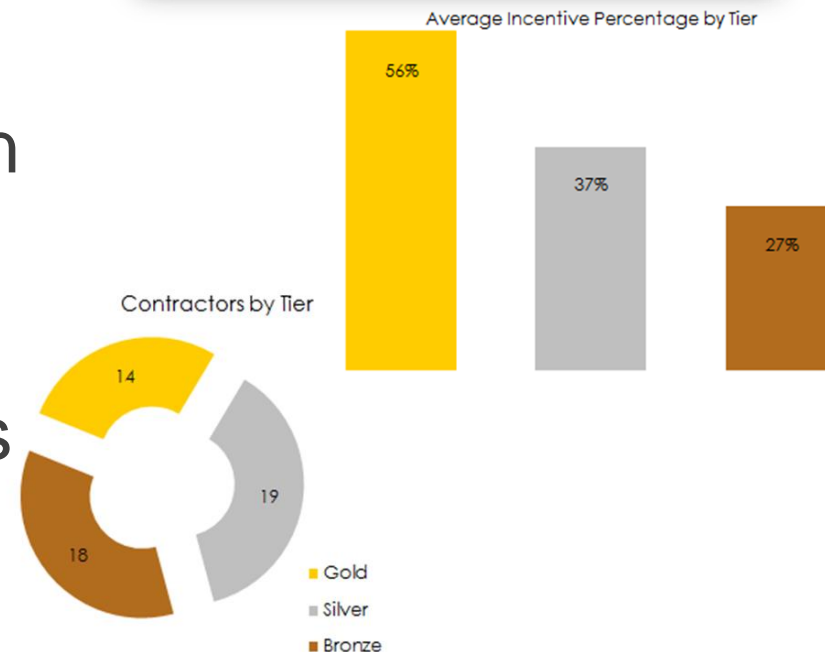
Establishing Presence: Outreach Strategy

- Establish trade ally relationships throughout the supply chain
- Provide technical support and tools to alleviate participation barriers
- Streamline the participation process with technology
- Provide trade allies with regular participation results



The screenshot shows a web application interface with a header "Open Welcome Tony Dooley" and a navigation bar. Below the navigation bar is a search bar and a "Create New Project" button. The main content is a table with the following data:

Project Name	Address	City	Zip	Status	Assigned To	Action
El Arteca - Restaurant	263 HUFFINES CTR	LEWISVILLE	75067	Authorized None	Unlocked 5/5/2013	+
Apple	735 PLAZA BLVD	COPPELL	75019-6985	Cancelled None	Unlocked 4/11/2013	-
Mcgee's Building #2	1850 MCGEE LN	LEWISVILLE	75077-1701	Authorized None	Unlocked 4/29/2013	+
Mcgee's Building 4 & 3	1850 MCGEE LN	LEWISVILLE	75077-1701	Authorized None	Unlocked 4/29/2013	+
Attorney's Office	735 PLAZA BLVD	COPPELL	75019-6687	Pre-Inspection None	Unlocked 4/29/2013	-
Antique Gallery - Lighting Retro	1165 STEMMONS FWY	LEWISVILLE	75067-5335	New None	Tony Dooley	+
McGee building number one	1850 MCGEE LN	LEWISVILLE	75077-1701	Authorized None	Unlocked 4/29/2013	+
Crest_Services	735 PLAZA BLVD	COPPELL	75019-6687	Pre-Inspection None	Unlocked 4/29/2013	-



People First, Buildings Second™

1. Define the path for customers.
2. Support the customer journey.
3. Accelerate adoption with behavioral science best practices.
4. Integrate the customer experience and lower acquisition costs.
5. Elevate the voice of the customer.
6. High touch, high tech.

Customer-centric: “What do other smart people in my situation typically do?”

Provide Support and Tangibility

1) Simplify the process and assist in prioritization

Next steps to savings

Congratulations on taking the first step toward energy and cost savings for your business!

The top three opportunities identified during your assessment include:

- 1 _____ Alliant Energy Rebate: \$ _____
- 2 _____ Alliant Energy Rebate: \$ _____
- 3 _____ Alliant Energy Rebate: \$ _____

2) Create an endowed progress effect by recognizing accomplishments

- Complete your energy assessment.
- Consider your top recommendations. Then complete the projects yourself or use our dealer network to find an energy-smart contractor near you. Visit alliantenergy.com/dealerlocator. Make sure the equipment you select meets rebate qualifications.
- Once your project is complete, fill out the rebate claim form and submit to Alliant Energy. Visit alliantenergy.com/rebates to download your rebate claim form. Claim forms must be submitted by December 31 of the year equipment is purchased/installed.

3) Offer ongoing support



Joel Zook, Business Energy Assessor

Have questions along the way? I'm here to help. Call me at **1-319-640-9006** or email joel.zook@cleareresult.com.

When I'm not helping small businesses uncover energy savings, I enjoy spending time with my kids in Decorah's beautiful parks and trails.

4) Highlight relevant success stories on similar facilities



Project Snapshot

Interior, exterior and refrigeration lighting renovations

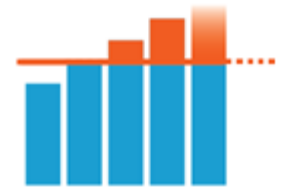
\$6,460 Total project cost	-	\$3,667 Alliant Energy incentive	=	\$2,793 Customer balance		\$3,144 Estimated annual electric savings		11 months Project payback period
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Lighting the way to happier customers and higher margins

Guppy's on the Go prides itself on providing a top-notch customer experience. They decided it was time to brighten up their Cedar Rapids convenience store and cut energy costs. With support from Alliant Energy's *Small Business Energy Solutions* turnkey lighting program, Guppy's on the Go completed an interior and exterior lighting renovation in less than two months, with no business down time and a quick return on investment.

Ready to capture your savings?

Results – Efficiency



Iowa Small Business Program Impacts (<2 years)

4,000
participants

21 million kWh
saved*

350,000 therms
saved*

\$4.5 million
project and DI
incentives paid

95% customer
and contractor
satisfaction
rate**

16,000 Metric
Tons of CO2
reduced*

*Savings are based on first year estimates

**Weighted results based upon aggregated survey responses for administered offerings

Results – Economy



Effective Program Models

- Create dedicated job opportunities
- Increase project conversion, boosting contractor and supply chain sales
- Impact future behavior resulting in sustained customer participation and cost savings

Iowa Small Business Program Impacts (<2 years)

35 customer FTEs* from annual cost savings**

69 contractor FTEs* from sales revenues***

14 program based FTEs to support delivery

1.5 - 3.0 SCT and TRC test results

*Based on BLS Private Industry Rate

**Based on an estimated average utility unit rate for energy

***Based on 50% adjustment to project costs for attribution and business operations

Results – Equitability



In the US small businesses account for*

- 54% of all US sales
- 55% of all jobs
- \$60b in annual energy costs

and the market growth trend is continuing.

Iowa Small Business Program Impacts (<2 years)

300 community
participants
represented

20 distinct
business type
participants

100+ qualified
contractors

*Source: U.S. Small Business Administration

“The whole experience was **very easy**. I made one phone to schedule the assessment and received a through walk-through from the front of the restaurant to the back of the kitchen. It **helped us prioritize** what we needed to do to chip away at operating costs.”

- *Family Restaurant Owner*



“The program has helped **me build stronger relationships** in the community. Offering the program has been of great service to my existing customers while also allowing me to make connections with new customers.”

- *Lighting Contractor*



“The program process was so **simple**. Our contractor did all of the leg work to ensure I’d get the greatest energy and money savings.”

“For the last three years we’ve known we needed to upgrade our lighting. When we learned about the program and discovered it would cover 69% of the project cost, it was a **no-brainer** to take action.”

- *Hardware Store Owner*

Tips for Getting Started



- Analyze historical participation data from core offerings and perform a quick market analysis
- Engage industry stakeholders for insights
- Design and initiate a short term pilot approach that is active, not passive
- Use early pilot insights to inform a full program design, ease of portfolio integration and establish a base of participation

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Thank you!

Please visit us at www.clearesult.com to learn more.