



REDWOOD COAST  
**EnergyAuthority**

# Rural Small Business Energy Efficiency Program Outreach





# Outline

- Setting & Challenges
- Program Design
- Implementation & Outcomes





# Setting

Population: 135,000





# Setting: Challenges

- Program scale & implementation capacity
- Small business capacity limitations:
  - time, money, information
- Skepticism & world view
- Limited access to providers & equipment



# Program scale & local implementation capacity

- Regional Joint Powers Agency
  - 9 local governments
- 2003 CPUC pilot
- Economies of scale
- Builds local capacity for sustainability





# Skepticism & world view

- Trust-building with repeated contacts
- Community engagement, word of mouth
- Independent and impartial advice
- Customized, face-to-face outreach
- Politically diverse leadership



# Small business capacity limitations

- Face-to-face outreach
- Foot-in-the-door measures
- Turn-key program
- Implementation flexibility
- Payback period





# Limited access to service providers & equipment

- Local small-contractor pool
- Local training
- Work with local distributors





# Implementation



- 2003-2005:  
information only
- 2006-2009:  
lighting
- 2010-present:  
expanding  
comprehensiveness

# Implementation



- Program current budget: \$1.35Million / year
  - \$980K time and materials, \$460K incentives
- Includes muni, business, residential, and strategic initiatives
- Non-residential budget
  - ~50-60% T&M, ~75% incentives



# Implementation

- **20 Staff; Non-residential team:**
  - **2 Energy Specialists**
  - **2 Energy Technicians**
  - **1-2 Interns**
  - **~50% Program Assistant**
  - **% Management/Admin**
- **6-10 participating contractors**





# Outcomes – 2010-12

## 519 Businesses Served





# Outcomes – 2010-12

- **~\$1million/year in energy savings**
  - 9.4 million kWh (119% of target)
  - 2,433 kW (189% of target)
- 502 commercial direct installs
- 306 projects referred to contractors
- Economic development



# Future steps

- Diversify offerings
- Move beyond the low-hanging fruit
- Continue local capacity building
- Replicate in residential market sector







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