



## The Challenge

Many businesses are too small and lack the staff to take on energy management opportunities, and when they do, only narrow energy efficiency or low cost projects are addressed. Energy efficiency is now big business, although is unevenly spread in the market. How can we drive multiple retrofits, with deeper energy savings and operational improvements in small businesses?

## The Opportunity

A Shared Energy Manager. The Program provides at no-cost to participating businesses, an experienced, Certified Energy Manager to focus on energy and water conservation opportunities. Working with 10 businesses in the 2015 Program Year, Program staff regularly meets with the business management to understand their strategic priorities and improve their business performance. The Program provides consultation for on-site energy assessments, utility bill analysis, identifying operational and capital improvement opportunities, researching incentives and financing, and bringing in contractors to do the work. The Program uses the businesses own strategic priorities to create a loading order of projects, with associated costs and benefits. To encourage more efficient operations, Program staff train on-site 'Energy Champions' to drive operational efficiencies as well as to monitor and track energy use. Through our partnership with the Green Business Program, Program Staff will help interested businesses become **Certified Green Businesses**.

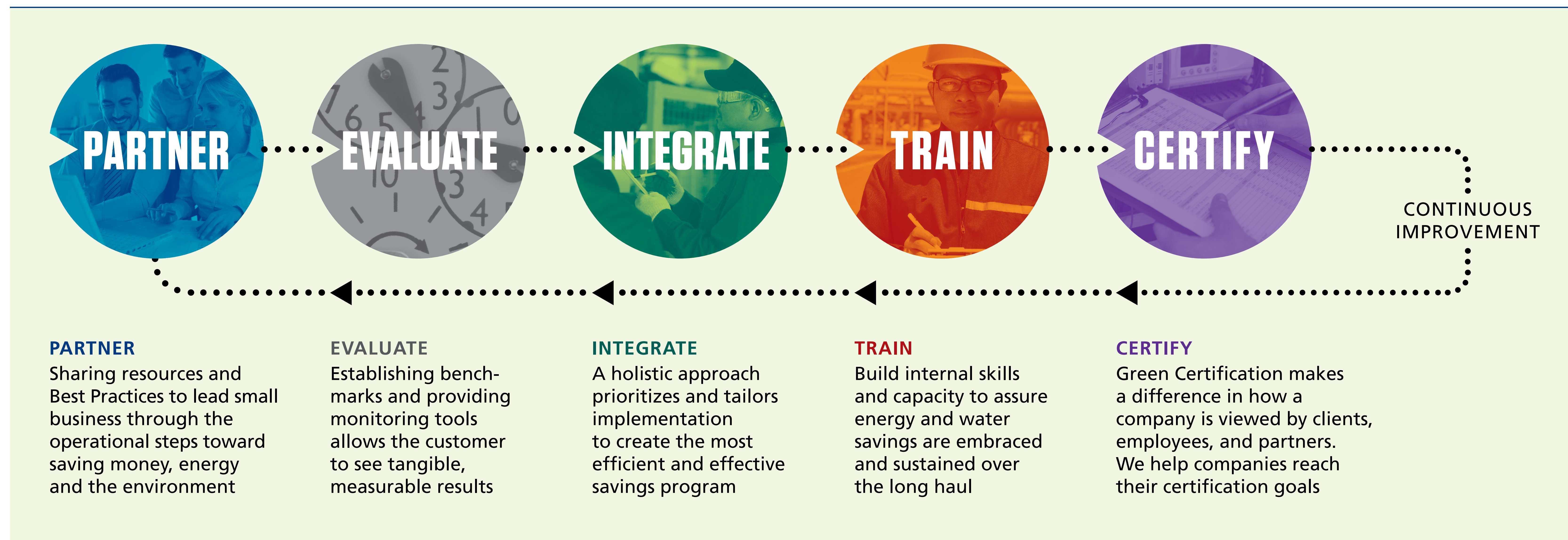
### Your Energy Manager Program Provides

- Preliminary Energy Use Assessment (PEUA)
- Benchmarking Energy
- Data analytics
- Identify operational changes
- Product Purchasing best practices
- Train internal 'Energy Champions'
- Loading order of projects based on financial metrics, including incentives
- Green Business Program certification

# The single-source for comprehensive energy savings for small businesses.

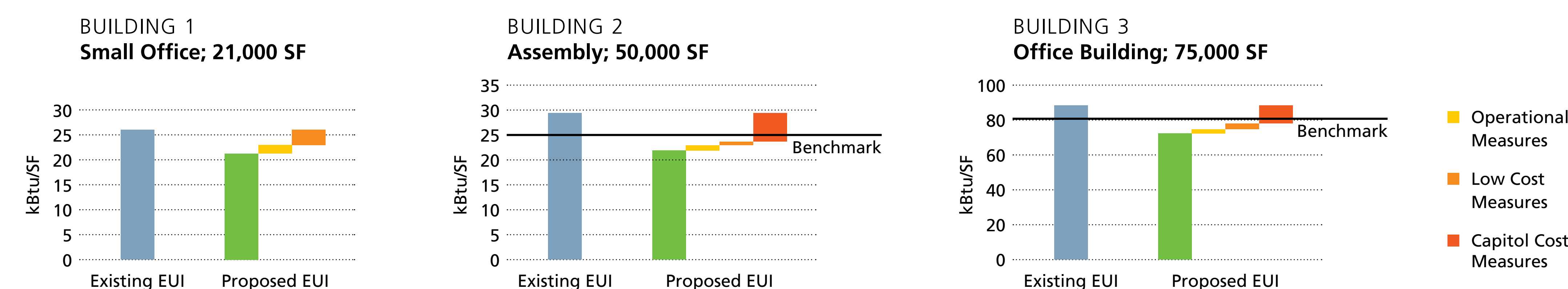


Including: **Offices** **Food Service** **Sports/Fitness** **Assembly/Distribution**



“Working with Henry (Program Manager) was easy. He gave me the information and helped me understand what the technical terms meant. It was effortless on our end.”

– Ms. Malone, Business Energy Champion



The Program uses the Energy Use Intensity (EUI) metric of British Thermal Units per Square Foot (kBtu/SF) capturing electric and natural gas energy use. kBtu is used in most benchmarking standards, including the ENERGY STAR Portfolio Manager. For each property the existing EUI is compared to the California Commercial End-Use Survey (CEUS), benchmark EUI, and to identified opportunities in 3 areas:

- Operational measures: energy savings from **no-cost** operational changes, i.e. schedule changes
- Low Cost Measures: energy savings from **low-cost** projects (2 year payback or less)
- Capitol Cost Measures: energy savings from deep energy saving projects (2-10 year payback)

## Continuous Energy Improvement

Most businesses relate to energy management through audits and technical projects to address narrow energy efficiency or cost-savings goals. However, these tactics, while important and useful, will not allow an organization to reach its most ambitious goals for effectively managing energy use. To achieve significant long term results from an energy management plan, businesses should approach it in the same way the business handles safety, supply chain management and financial controls—as an integrated part of the operating culture.

<http://ebenergy.org/commercial-services/your-energy-manager/>