

Twin Cities Small Business Energy Initiative: Objectives

The Twin Cities Small Business Energy Initiative (TC SBEI) Advisory Committee developed the following objectives for the initiative over the course of two meetings in May and August, 2018. The committee determined that it was the responsibility of project staff to pursue and meet these objectives. The Advisory Committee will advise on how best to achieve the stated objectives and to provide support towards meeting the objectives when possible.

NOTE: Defining “small business,” and whether this work should also apply to medium businesses, was left open during these discussions and may be picked up for discussion at a later date.

Objective 1: Define and refine the energy coaching model

- A. Create a document that defines “energy coaching” and makes a compelling case for it.
- B. Coordinate and clarify tasks, roles, communications, and handoff points between different service providers and energy coaches.
- C. Take advantage of opportunities for long-term relationship building to drive program growth.
- D. Identify opportunities for targeted outreach in order to increase conversion rates from assessment to action (e.g., conditions that make it more likely a business will take action – old equipment, upcoming remodeling projects, etc.).
- E. Incorporate new strategies for enhancing energy coaching approaches, such as Green Leasing, behavior change science, and location-specific activities (e.g., workshops or events).

Objective 2: Demonstrate the impact of the energy coaching model through measurement and evaluation

- A. Identify what key metrics and data are needed to measure the value of the energy coaching model to all key stakeholders.
- B. Work with relevant partners to leverage existing data or collect new data needed to analyze and assess energy coaching programs. Address data collection barriers when possible (e.g., data privacy).
- C. Measure the costs and benefits of energy coaching to all key stakeholders (e.g., city, utility, business owner, local partner) and assess the cost effectiveness of the energy coaching model.
- D. Ensure that energy coaching is adding value to the broader landscape of energy efficiency efforts, without being redundant to existing programs.

Objective 3: Provide continuous feedback and high-level recommendations as appropriate on program and rate designs across the Twin Cities

- A. Clarify known and identify new systemic gaps in how programs are meeting the needs of small businesses, based on the experience of energy coaches and committee members. When possible, develop solutions to address those gaps.
- B. If rate design changes are proposed, determine if the TC SBEI is interested in providing feedback on proposed changes by utilizing feedback from customers.

Objective 4: Plan strategically for the development of the energy coaching program in Minnesota

- A. Develop a sustainable model for the Twin Cities Small Business Energy Initiative beyond 2019. Identify and pursue potential funding and revenue sources.
- B. Grow this effort, either through new partnerships, new locations, or by refining or expanding the program structure.
- C. Work with new local partners to shape the program structure around local needs and the local context. Allow for flexibility and test out new approaches.
- D. Create dialogue between this project and efforts beyond the Twin Cities and Minnesota.