Rural Small Business
Energy Efficiency Program Outreach
Outline

• Setting & Challenges
• Program Design
• Implementation & Outcomes
Setting

Humboldt County

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: $1.35 Million / 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

• ~$1 million/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