Small Business Energy Coaching in Minneapolis

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Bring the Savings to Their Doorstep: Small Business Energy Coaching in Minneapolis

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Of 40 Minneapolis businesses:

• 45% - Unaware of opportunity
• 85% - Unaware of programs
• 76% - Very interested
• 59% - Language is a barrier
Why Target Small Commercial?

On average, $23,000 is spent on utilities every year in a small commercial building.

Cost-effective energy upgrades could reduce that by 30%.

We’re targeting 3-5% savings
Why Target Small Commercial?

Buildings less than 50,000 sf consume **44%** of total commercial building energy.

95% of commercial buildings are less than 50,000 sf.
PART 4.1 - Contractor Selection

On which project(s) would you like to focus?

- Energy Efficiency
  - HVAC
    - Lighting
    - Refrigeration
    - Water
    - Other capital projects

Do you have a contractor?

- Yes
  - Does he/she know about energy efficiency when it comes to your equipment?
    - Yes
      - For what kind of contractor are you looking? (Choose from all 3 categories.)
        - English-speaking
        - Other
        - Independent
        - Company
    - No
      - Is he/she licensed?
        - Yes
          - Would you like help finding someone that’s knowledgeable in energy efficiency?
            - Yes
              - large-scale
              - small-scale (local)
            - No
              - Company
        - No
          - Would you like help finding someone that’s knowledgeable in energy efficiency?
            - Yes
              - Who do you have in mind? (Get contact info of contractor.)
            - No
              - Will you need financing?
                - Yes
                  - Proceed to Part 3.
                - No
                  - Proceed to Part 5.

- No
  - Would you like help finding someone that’s knowledgeable in energy efficiency?
    - Yes
      - wind
      - geothermal
      - other (e.g. passive)
    - No
      - community solar
      - electricity
      - water

(Explain ramifications of unlicensed contractor services.) If possible, would you like to proceed with this contractor?

- Yes
  - Proceed to Part 3.
- No
  - Proceed to Part 5.
Two successes:

1. We’ve created partnerships with shared value
2. We’ve had a high success rate
Two challenges:
1. It’s hard to push beyond the low-hanging fruit
2. Continuous funding streams
Two lessons:

1. Build on existing networks
2. Take advantage of collaborative spaces like this
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