



Commercial Work Group Agenda
February 10, 2012, 1:30 p.m. – 2:30 p.m. EST

Participants were asked to:

- *Review a small set of reference materials and be prepared to discuss whether the concepts addressed may apply to Kentucky.*
- *Join in a telephone call to discuss these issues in more depth.*
- *Think about topics/issues they would like to see addressed in Meetings 2 and 3.*

I. Welcome, Introductions – 10 Minutes (1:30-1:40 p.m.)

1. Welcome, introductions
2. Review of Dec. 2 breakout discussions
3. Opportunities to provide feedback outside group forum, contact Scott and/or Samantha by email, phone
4. Designation of group leader/reporter

II. Initial Group Discussion – 20 Minutes (1:40-2:00 p.m.)

1. Opportunity for roundtable comments re commercial EE
***Please limit individual comments to 2 minutes per person*
2. Effectiveness of Current Programs:
 - Commercial
 - a. From an EE standpoint, where could you use the most help?
 - b. Are there different categories of energy users within the commercial sector that programs should be directed to?
 - c. Is the size of the commercial user an indicator of receptiveness to EE programs/services?
 - Utilities
 - a. What programs do you currently offer to the commercial sector?
 - b. Do your commercial customers find those programs valuable?
 - c. Is there a commercial sub-sector that you find hard to reach?

- Advocates
 - a. What areas do you think we should focus on in addressing commercial EE?
 - b. How do we design programs that are valuable to this sector, and get the word out that programs exist?

3. Education/Messaging

- Stakeholders across the State tell us that, while utility-run commercial DSM/EE programs currently exist, the commercial sector is a large untapped market for efficiency.
- We are told that many small/medium commercial users are not aware of current programs, and just don't have the time to find out about them.
- Questions:
 - a. So, how do we reach out to the commercial sector?
 - b. How do we educate this sector about existing programs, and garner feedback on new programs?
 - c. All customers in the "commercial rate class" pay for DSM/EE programs run by their utility – how do we demonstrate the value of taking advantage of programs that this sector already pays for?
 - d. Are there existing networks in Kentucky that would be appropriate to leverage EE programs with the commercial community, ensure sound program design, etc.?

III. Case Study – Ann Arbor Downtown Development Authority's "Downtown Energy Saving Grant Program" (*document attached to email*) – 25 Minutes (2:00-2:25 p.m.)

1. What are your thoughts on this program, the way it is funded and designed?
2. Would this kind of a DDA approach be workable in Kentucky's communities?
3. How could we involve the utilities in this kind of a program?
4. How would it be marketed?
5. Where would the funding come from?

IV. Next Steps – 5 Minutes (2:25-2:30 p.m.)

1. Other reference materials
 - Kentucky's Existing Commercial Incentives
 - Texas LoanSTAR Program-Revolving Loan Fund
 - Building Owners and Managers Association International's "Green Lease Guide for Commercial Office Tenants"
2. Topics to address in Meeting 2, March 22