START WITH LOW-HANGING FRUIT
• Utilities, cities, and community organizations should work together to make it easy and accessible for small building and business owners to take actions to support energy savings. Leverage the power of people to help build necessary bridges and share information about simple, well-defined actions to increase small commercial energy efficiency program participation. Emphasize the easy-to-access, good/better/best, and no-cost options, from more efficient lighting to better controls. Raise awareness about rate-payer-funded incentive programs, where a small fee is paid by each rate-payer, monthly, to subsidize the availability of “no cost” energy assessments.

WORK WITH YOUR UTILITIES
• Nearly all utilities have energy reduction goals, to be met in part through improved energy efficiency among their customer base. Local leaders, such as Main Street managers, can foster stronger relationships between utilities and small business customers to support energy reduction goals. Increased small business participation in energy efficiency programs is a win-win for both utilities and small business owners.

TRACK YOUR PROGRESS
• Increase national participation in energy benchmarking among small commercial building owners. Use free programs such as Energy Star’s Portfolio Manager to get out ahead of future (or current) mandatory energy use disclosure programs, increase awareness of building energy use patterns, and encourage energy savings. Provide easy access to Portfolio Manager trainings and webinars.

SET GOALS AT A DISTRICT SCALE
• Give smaller buildings a role to play in the fight against climate change by developing mitigation targets for energy reduction across a district-wide portfolio of building types and sizes. Today, many cities have set goals to reduce energy use of their building stock. However, most goals leave small buildings out of the energy efficiency and climate change mitigation equation. Develop small buildings-focused programs (under 50,000 square feet) that support energy disclosure and reporting and provide incentives for reducing energy use.