

FREE BUSINESS ENERGY ASSESSMENTS AND BONUS REBATES

TALKING POINTS TO PARTNER ORGANIZATIONS

Use these talking points when speaking to partner organizations that have communication channels that reach businesses in the community. When talking with community partners, make sure to introduce yourself, why you are reaching out, and how their collaboration will help the business community.

Audience: Partners that will communicate with business owners

The Ask: Share information on your communication channels

1. How can you help?

- Share sample content through your organization's communication channels.
- Our outreach kit has content to share in print and digital newsletters, in an email using your contact list, and on your social media networks.
- Where needed, make changes to messages or put language in your own words to reach your network of business owners in a way that resonates with them.

2. Why does this matter?

- Increasing business energy efficiency has been identified as an important strategy to reduce La Crosse's carbon emissions as part of the city's Energy Action Report, which will be part of the Climate Action Plan.
- Energy assessments are the first step in helping businesses find ways to save money by reducing energy use, helping their bottom line and the environment.
- Energy efficiency upgrades can help boost a business' bottom line.

3. Why are we asking you to do this?

- a. Your connections in the business community will help us reach business owners who might not hear about this opportunity otherwise.
- b. Hearing about the free energy assessments from you, a known member of the business community, will help build trust in the program.

4. What are we asking businesses to do?

- a. Sign up for a free energy assessment with Xcel Energy.
 - b. During an assessment, an Energy Expert from Xcel Energy will assess the systems in a business that use energy, such as lighting and HVAC equipment, to identify the most cost effective projects that will save money and reduce energy waste.
- A comprehensive report and recommended next steps will be provided.
 - Business owners who complete an energy assessment, Xcel Energy will offer an additional incentive equal to 75% of the Focus on Energy incentive, up to \$4,000, for any projects you complete within six months of the assessment.

5. Follow up questions for the partner organization.

- What is important to you in this area?
- How can we work together in the future?