

Action

Promote existing commercial and industrial energy efficiency audit and upgrade programs. Develop energy efficiency programs for businesses that don't own their building. Use the Minnesota Chamber of Commerce's Energy Smart program as a model. Goal: 15% of commercial/ industrial buildings by 2030 achieving a 20% efficiency increase per location. (BE 1-4)

Introduction

Promoting commercial and industrial energy efficiency audit and upgrade programs is another important Buildings & Energy action for GHG reduction. It also supports the Climate Action Plan's strategy to reduce building energy consumption by 15%.

Goal

15% of commercial and industrial buildings increase energy efficiency by 20%. There are 111 industrial parcels and 2,159 commercial parcels in La Crosse. There may be multiple buildings on each parcel, but 15% would be 341 parcels or about 49 per year.

Cost

[Greenlinerates.com](https://www.greenlinerates.com) estimates the cost of a typical commercial energy audit to be between \$1,000 and \$15,000. To do 49 per year, the annual cost could range from \$49,000 to \$735,000.

Work sequence

- A. Secure funding and help from a program administrator.
- B. Identify potential incentives for projects.
- C. Reach out to businesses directly and through business organizations.
- D. Conduct commercial energy audits to identify cost-effective energy efficiency improvements.
- E. Show how Federal, State, and utility incentives can be combined to reduce the cost of improvements significantly.
- F. Help businesses get assistance with completing forms to qualify for incentives.

Considerations

Not all businesses own their buildings; they may need help in other ways. For example, technical assistance could help property owners and businesses negotiate rents that fairly offset costs and savings without pricing the tenant business out.

Lead

Planning Dept.

Support

Community Risk Management Dept., US DOE, WI OEI, WEDC/WHEDA, Xcel Energy, Focus on Energy, Chamber of Commerce, DMI, NLBA, LADCO, Rewiring America, ACEEE, DMI, CoC

Complementary Actions

- I. Inform businesses of financing opportunities for energy efficiency improvements. Information campaigns may include Focus on Energy programs, energy efficiency performance contracting, Property-Assessed Clean Energy (PACE) financing; Clean Energy Credit Unions; and Federal, State, County, Utility, and City incentive programs. (BE 1-8)
- II. Promote incentives for building electrification. Goal: 5% of commercial/industrial market conversion (an estimated 25 commercial businesses, 10 industrial companies annually) by 2030. (BE 3-4)
- III. Create a heat pump grant to incentivize fuel switching. Incentives could be coordinated or combined with energy efficiency/weatherization incentives. (BE 3-5)
- IV. Identify and engage in opportunities to assist with accessing funding, feasibility assessments, information/educational content, or other technical resources for businesses and organizations to support and promote micro-grid, and district heating and cooling projects, especially where 'waste' energy or geothermal can be utilized. (BE 1-15)