Canvassing Results Report

Prepared By: Public Policy Institute at William Jessup University

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I. Overview

mPOWER Placer is a county wide low-interest financing program for energy and water efficiency improvements available to non-residential property owners to help them save money and conserve energy. The program has nearly $33 million available to provide financing with competitive rates to local businesses for energy saving retrofitting. The program attaches to the property, thus the financing continues with the property even if the business moves and without further financial liability to the business. Property owners or leaseholders may initiate this energy efficiency retrofitting opportunity.

II. Canvassing

mPOWER Placer commissioned the Public Policy Institute at William Jessup University to organize and facilitate a Rocklin business community canvassing project to promote their energy efficiency financing program among local businesses. PPI engaged the assistance of Public Policy Department students participating in the Senior Seminar: Leadership & Service course. These senior students provided background research on energy efficiency programs and the specific opportunities offered by mPOWER Placer. The senior students then partnered with other Public Policy student volunteers in teams of two to fan out to seven business sections within Rocklin as identified by PPI.

PPI organized the Rocklin business districts into these key areas (see map below):

1. West Sunset Blvd. – Lonetree Blvd.
2. Sunset Blvd. – Park Dr.
3. Five Star Blvd. – Stanford Ranch
4. Sunset Blvd. – Pacific St.
5. Pacific St. – Downtown
6. Pacific St. – Granite Dr. North
7. Granite Dr. – Rocklin Rd.
These sites represented concentrations of businesses in a range of locations throughout the Rocklin community.

All of the student volunteers were provided a one hour training prior to canvassing these sites on Friday, February 17. They were presented with an overview of mPOWER Placer by Sosamma Samuel-Burnett, Chair/Public Policy Dept, Exec Dir/Public Policy Institute, as well as Kimberly Hawley and Elizabeth Weil of mPOWER Placer. The students were provided with details and examples of how to approach various businesses and the type of information requested. The students were also provided routing maps, a tip sheet, survey forms, and informational materials to distribute to the businesses.

III. Survey

The Public Policy Institute through the student canvassers administered a survey created by mPOWER Placer. The survey canvassing was conducted from 1:15-3:45 pm on Friday, February 17. The survey requested information from the businesses to determine
their contact information and energy efficiency needs. Although an earlier draft of the survey was prepared by PPI related to a range of specific energy efficiency areas, the final survey from mPOWER Placer focuses on the businesses ownership, contact information, electrical meter, and previous energy efficiency installments. A copy of the survey is attached to this report. In addition to the survey itself, businesses were also provided information and inquired about their interest for free energy audits provided by PG&E.

IV. Survey Results

The survey results are summarized in the attached Survey Results Spreadsheet. In addition, the survey results are highlighted in the charts and graphs below. Key analyses of the results are provided as follows:

A. Business Demographics

Approximately 350 Rocklin businesses are located in the seven businesses districts. Of those, a total of 129 businesses were administered the survey and/or provided the mPOWER Placer informational materials during the 2 ½ hour canvassing period. 84 of those businesses were locally owned, 45 were corporately owned by businesses outside of the Rocklin area. The types of businesses visited are summarized as follows:

<table>
<thead>
<tr>
<th>Results by Type of Business</th>
<th>Retail</th>
<th>Medical/Health</th>
<th>Restaurant/Food</th>
<th>Auto/Manufact.</th>
<th>Real Estate/Ins/Fin</th>
<th>Hotel</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pacific Downtown</td>
<td>1</td>
<td>0</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Five Star-Stanford Ranch</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Granite-Rocklin Rd.</td>
<td>5</td>
<td>4</td>
<td>14</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Pacific-Granite North</td>
<td>9</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Sunset-Pacific</td>
<td>6</td>
<td>0</td>
<td>1</td>
<td>6</td>
<td>1</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Sunset-Park</td>
<td>4</td>
<td>3</td>
<td>5</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>West Sunset-Lonetree</td>
<td>9</td>
<td>2</td>
<td>0</td>
<td>1</td>
<td>4</td>
<td>0</td>
<td>9</td>
</tr>
<tr>
<td>Totals</td>
<td>35</td>
<td>12</td>
<td>26</td>
<td>15</td>
<td>9</td>
<td>2</td>
<td>30</td>
</tr>
</tbody>
</table>
This summary emphasizes the larger range of restaurants and other types of businesses located in Rocklin as contrasted with larger scale businesses and corporate entities.

While most businesses visited were locally owned, a larger concentration of corporately owned businesses are located in the Pacific/Granite/Rocklin, Sunset/Park, W Sunset/Lonetree districts – reflecting the larger number of chain restaurants and other businesses in those areas.

More restaurants are concentrated in the Pacific/Granite/Rocklin district and a larger number of real estate companies in the Pacific/Granite North and W Sunset/Lonetree areas. Auto/manufacturing is concentrated in
Sunset/Pacific.

### Rocklin Businesses: Locally or Corporately Owned?

![Graph showing Rocklin Businesses: Locally or Corporately Owned.](image)

**B. Business Responses**

A summary of the response to the canvassing by business district is noted below:

<table>
<thead>
<tr>
<th>Rocklin Businesses Canvassed</th>
<th>Visited</th>
<th>Given Info</th>
<th>Surveyed</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>West Sunset-Lonetree</td>
<td>35</td>
<td>30</td>
<td>24</td>
<td>Receptive, but no owners</td>
</tr>
<tr>
<td>Sunset-Park</td>
<td>21</td>
<td>20</td>
<td>20</td>
<td>Very little property owner info</td>
</tr>
<tr>
<td>Five Star-Stanford Ranch</td>
<td>27</td>
<td>8</td>
<td>8</td>
<td>Cooperative businesses</td>
</tr>
<tr>
<td>Sunset-Pacific</td>
<td>19</td>
<td>17</td>
<td>17</td>
<td>Businesses interested, need corporate approval</td>
</tr>
<tr>
<td>Pacific Downtown</td>
<td>9</td>
<td>9</td>
<td>0</td>
<td>Handed out info to employees</td>
</tr>
<tr>
<td>Pacific-Granite North</td>
<td>13</td>
<td>13</td>
<td>13</td>
<td>Most businesses were interested</td>
</tr>
<tr>
<td>Granite-Rocklin Rd.</td>
<td>39</td>
<td>39</td>
<td>33</td>
<td>Businesses will forward info to owners</td>
</tr>
</tbody>
</table>

The highest levels of interest and responsiveness were from businesses in the W. Sunset/Lonetree and Granite/Rocklin Road districts. The highest number of surveys completed were from Granite/Rocklin Road. Given the types of businesses in these areas
and the fact that many of the locally owned and older businesses are situated in the Granite/Rocklin Road area, this may be a key focus area for energy retrofitting.

![Bar chart showing the number of businesses canvassed, by business sector.](image)

### V. Recommendations

Based on the survey results and the feedback provided by the student volunteers in a post-canvassing debriefing session, the following are some key recommendations for consideration by mPOWER Placer:

1. **Provide immediate but focused follow-up with businesses**

   Given the potentially short duration of available funds, mPOWER Placer can utilize the present canvassing data to initiate immediate and focused follow-up with these businesses. Specifically addressing the energy efficiency and related decision-making
needs will be helpful to these businesses based on their locations and the types of business they conduct. Distinguishing between businesses located in older properties and those that are locally owned from the newer and/or corporately owned will be assisting in these follow-up efforts. By tailoring the follow-up based on the types of businesses, mPOWER may engage a greater number of businesses into the program.

2. Develop targeted marketing strategy

The canvassing results indicated that most businesses in Rocklin were not familiar with mPOWER Placer and that different types of businesses had some variations in their responsiveness to the mPOWER Placer program. These variations may indicate a need for mPOWER to target specific marketing geared toward specific types of businesses or business districts. In particular, distinguishing between locally owned and corporately owned businesses can be helpful in determining who will make the decisions to pursue this financing opportunity. Direct mailing with PG&E materials/billing, phone bank, and website links through Chambers, City/County, etc. may also be of assistance for this marketing effort. Partnerships with various business organizations and city offices can be a critical part of this marketing as well.

3. Expand on business district database

While the results of this initial survey will provide a base for mPOWER to follow-up with various businesses expressing interest in the program, the limited nature of the survey and limited timeframe for canvassing, also provided limited results. In order to generate more targeted marketing and focused follow-up, mPOWER will also need an expanded database profiling the specific businesses and their retrofitting needs. These expanded profiles can be generated from the follow-up with these businesses but also from further review of the business districts. While PG&E does not presently have separate databases for older businesses requiring retrofitting, perhaps PG&E and/or mPOWER could develop such a database for this purpose as well to support both the follow-up and marketing efforts.

VI. Conclusion

mPOWER Placer can be an effective and cost-saving opportunity for local businesses to finance energy efficiency retrofitting, but must proactively introduce the program with marketing that is targeted for particular types of businesses and locations with tailored follow-up with specific businesses. The program is both timely and important for businesses, but needs to be more broadly introduced to the business community. Key partnerships with area businesses organizations and city offices may be a support in this effort. In partnership, the business and government sector can help ensure energy efficiency and cost savings for green economic development in Placer County.
mPOWER Placer
a PACE financing program

Save Money.
Conserve Energy.
Create Jobs.

Small business owners, now you can reduce costs, add directly to your bottom line, and make your business more energy efficient. mPOWER Placer offers a suite of FREE resources designed to support qualifying small business owners in carrying out energy and water efficiency upgrades, including the following:

- FREE PG&E energy audit of your business
- FREE listing of energy-saving recommendations
- FREE facilitated access to energy rebates

**ELIGIBLE IMPROVEMENTS**
A wide variety of improvements are eligible for mPOWER Placer financing including:
- Envelope Sealing & Insulation
- Lighting
- HVAC Upgrade
- Water Heating
- Water Conservation
- Renewable Energy
- Custom Measures

**NON-RESIDENTIAL PROPERTY SOLUTIONS**
mPOWER Placer is a countywide low-interest financing program for energy and water efficiency improvements available to non-residential property owners to help them save money and conserve energy.

Now, more than ever, commercial and multifamily property owners are looking for ways to save money on their energy bills; reduce their impact on the environment; and stimulate the local economy. With the help of mPOWER Placer (Money for Property Owner Water and Energy efficiency Retrofitting), that goal couldn't be easier.

mPOWER Placer will finance energy efficiency improvements and energy generation systems such as solar photovoltaic to qualified Placer County non-residential property owners, at a low rate of interest and with no upfront costs.

Business Outreach: **Feb 17**
Presented by the Public Policy Institute of William Jessup University on behalf of mPOWER Placer

E L I G I B L E  I M P R O V E M E N T S

N O N - R E S I D E N T I A L  P R O P E R T Y  S O L U T I O N S

S a v i n g  e n e r g y
s a v e s  m o n e y.
Bottom line.
The financing model is called Property Assessed Clean Energy (PACE).

- The financed amount is amortized and the annual amount due is added to the owner’s property tax bill each year until paid in full.
- Loan stays on the property tax bill and the new owner assumes payment of the balance on the property tax bill each year.
- Improvements stay with the property
- Investing in building performance upgrades is a smart business decision!

Advantages of mPOWER Placer

- Low, fixed interest rate
- Longer financing term than traditional programs
- Funding for up to 100% of project costs
- Enables projects to be cash flow positive in the short term
- Equitable sharing of costs and savings with current tenants and future owners
- No upfront costs and fees

Benefits of mPOWER Placer

- The financing model is called Property Assessed Clean Energy (PACE).
- The financed amount is amortized and the annual amount due is added to the owner’s property tax bill each year until paid in full.

Details of mPOWER Placer

All improvements are subject to either a building permit or validation inspection for non-permitted improvements from the city or county building department where the improvements are being installed.

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Saving energy saves money. Bottom line.

WWW.MPOWERPLACER.ORG
Business Survey

Are you the:  Business Owner  Employee  Property Owner  Tenant

To qualify for an energy audit the following information is requested:

Property Address:  

Property owner name:  

Property owner phone number:  

Tenant name:  

Tenant’s Business/Title:  

Type of Business:  

Tenant phone number:  

Does your tenant space have its own electrical meter?  Yes  No

Have energy efficiency improvements been installed within the last year?  Yes  No

Notes:  

____________________________________________________

____________________________________________________

____________________________________________________

____________________________________________________

____________________________________________________
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For more information, please visit [http://www.mpowerplacer.org/](http://www.mpowerplacer.org/)

William Jessup University’s Public Policy Department is dedicated to preparing tomorrow’s leaders today. Established in 2006, this unique, multidisciplinary program integrates Christian education, political science and public administration to equip students for graduate school and careers in the public sector. In Fall 2011, the Public Policy Department launched the Public Policy Institute, a policy think tank and community resource, committed to equipping today’s leaders for greater effectiveness in the public sector. Through cutting edge research, policy consulting, and continuing education seminars and workshops, the Public Policy Institute is a catalyst for intelligence, innovation, and initiative to transform today’s issues into tomorrow’s opportunities.

For more information, please visit [www.jessup.edu/academics/public-policy](http://www.jessup.edu/academics/public-policy).