

How To Guide: Quantify the impacts of the energy/environmental businesses in the State

This activity involves gathering data on the energy and environmental businesses in the State, including the revenue generated. This activity is relatively low-cost and can be used to inform various audiences on the impacts of these businesses. This information is instrumental for long-range economic planning and will enable the State to provide effective information, resources, and other support for these businesses. This will boost local economic activity.

Desired Outcome:

A report which describes the nature, number, and impacts of the energy and environmental businesses in the State. This information will be integrated in the State's planning process to facilitate growth of energy/environmental businesses.



Program Design

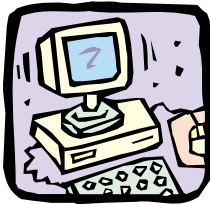
Steps

1. Select contractor to collect data and write report.
2. Design study/survey structure.
3. Collect required data (product(s) sold, number of employees, growth over time, needs) through a combination of mailed survey forms and meetings with individual businesses or data from State revenue office.
4. Organize data and conduct analysis; write report.
5. Disseminate report to energy and environmental interest groups, local Chambers of Commerce, State planning office, State economic development agency, legislators, Governor's office.
6. Design programs to provide needed assistance to these businesses.



Partners and Possible Incentives

- **State economic development agency, State trade office, State legislators:** Will gain greater understanding of State's economic base and how to promote business growth.
- **Energy/environmental businesses, trade associations, interest groups:** Accurate information on economic impacts can be used to promote growth, raise public awareness, support business development.
- **ESCOs:** Economic opportunity.
- **State energy/environmental office:** Comprehensive data will assist program development and help to promote energy efficiency and environmental efforts.
- **Utility companies:** Boost public relations.



Resources Available

- State-specific business data from State revenue office
- Membership data from trade associations
- General information from Energy Information Administration (www.eia.doe.gov)



Resources Needed

- Expertise in data collection and analysis, either contract or in-house
- Funds for staff time or contractor (estimated at \$20,000)
- Cooperation from energy efficiency and renewable energy businesses
- Cooperation from State revenue office



Key Conditions/ Factors

- Availability of business data
- Interest among industry



Special Opportunities for Success

- Other highly visible energy/environmental events, such as Earth Day
- Start of Statewide economic development initiatives
- Start of Statewide long-range energy supply planning



Success Boosters

- Cooperative spirit among State government agencies
- Large percentage of on-site information gathering
- Support/publicity from trade associations



Barriers and Potential Solutions

- **Confidentiality of business data:** Obtain endorsement of key business and industry associations; ensure privacy of data.
- **Response rate to survey:** Follow-up with phone calls, personal visits.



Technology Transfer Plan

- Publish report, present results at conferences, post information on web site
- Inform legislators and Governor
- Provide specific feedback to industry associations
- Develop detailed database on energy/environmental industries, and make information available during planning processes



Metrics

Primary:

- Number of businesses assisted

Additional Indicators:

- Number of web site hits (information requests)
- Interest from legislature, requests for reports
- Demand for additional information or survey update



Case Studies/Examples

Washington

The Energy Division of Washington State Trade and Economic Development created a report on the renewable energy and energy efficiency industries in the State. The findings concluded that Washington's energy efficiency and renewable energy industries generate yearly sales of \$1 billion and employ nearly 4,000 people. The information contained in the report has played an important role in long-range economic planning and developing supportive policies for the businesses. Copies of the report can be obtained on-line at: www.energy.cted.gov/econreport or by calling 360/956-2096.