

# **CONSERVE TO** **SAVE**

## **COUNTY BUSINESS PLAN**

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## **EXECUTIVE SUMMARY**

This Business will hold government offices accountable for their individual energy use. It will provide simple, effective ways to save energy without any expensive equipment or huge changes. It will then provide rewards through bonuses to the office that lowers its usage the most at the end of each year.

It will be a county government office, and each county will regulate its own execution of the program. Besides a district overseer (someone managing multiple counties), each county will only need one employee to accomplish this!

Financially, the business will be destined to profit. The only expense is hiring one employee to track the numbers, and the employee can work in an existing government office. The start-up cost will only be that employee's salary, plus printed booklets to inform the office workers on how to conserve energy.

The profit that this business will produce will be from all of the tax dollars saved in energy costs. When the savings is tallied, half will go to the program (for business expenses and bonus incentives) and the other half will be a direct profit for each county!

## **BUSINESS DESCRIPTION**

### **MARKET**

This business is focused directly on environmental issues. This has been a growing subject, and according to an ABC poll, 86% of people recognize Global Warming will be a problem in years to come. The majority of the people in this country see the problem, and because of this the market for the “green movement” continues to expand.

Not only are people very concerned, but they are also willing to make changes in order to sustain the environment. In fact, according to a Gallup Poll conducted recently, 71% of those polled said they were doing something to reduce their Carbon Footprint. A Carbon Footprint is the amount of greenhouse gas put into the atmosphere due to someone’s energy use. That means that 7 out of 10 people are actively trying to do something to help the environment on a personal, every day level. The market for this kind of program can be estimated then at approximately 156.93 million adults, and growing daily!

(Sources- <http://www.PollingReport.com>)  
(<http://www.census.gov>)

### **STRUCTURE**

The business’ structure will be composed of two parts; regional supervisors and county employees. The county employee will be responsible for obtaining the original electricity bill for each office, and then tracking their current usage. They will produce initial and final reports to the offices, as well as quarterly reports to give to both the regional supervisor and the office. As suggested by the Mayor of Radcliff, we could put this responsibility into one of the existing workers work descriptions. This way, we would not even have to hire a new employee! The more populated counties may need additional employees to complete these tasks, but the initial plan calls for an area centralized around Hardin County (Hardin, Meade, LaRue, Nelson, Breckenridge, Grayson, Washington, and Marion counties). These counties are relatively less populated, and would not require multiple employees. The regional supervisor will oversee these few counties the program starts out with. This supervisor will meet with the leaders of local offices in each county in a meeting outlining the objectives and benefits at the start of the program, and also be available for meetings with individual offices upon request. They will also ensure that each county employee mentioned above is completing the work to which they were

assigned. As the program grows, more supervisors will be added and will spread out to the other regions in the state.

### **PROFIT POTENTIAL/FINANCIAL RISK**

This business poses little financial risk. As long as the money saved in utility bills of these businesses outweighs the cost of the few employees in the program, it will be successful. Since the employees needed on a local level do not have to be skilled workers, needing no degree or certification, they will not be very costly. This employee, an existing worker in the County Attorney's Office, would only have to be paid for a few extra hours worked in this program. The one supervisor that the program starts out with will be paid more, but will also only be part time. Assuming these employees work 60 hours in the initial month of this program to set it up and 5 hours a month afterward to keep it updated, the cost of the program would only be \$1,050 a county, plus printing expenses. With the first three offices audited in Hardin County alone this money could be saved in energy expenses, plus extra money left over!

Since the initial counties chosen for this plan are the same as the ones participating in the GEL-In program, we are confident that the county leaders would be highly receptive to a green business idea. Not only that, but they also are more likely to be active participants in this project. That increases the chances of success, and lowers any risk involved.

### **MARKET POSITIONING**

In catering to the government sector of this "green" market, competition is all but eliminated. Although in the private sector there may be imitators or similar projects, they would be encouraged! Since this business does not need a customer base, only participants, the only thing a similar business does is spread the word about green initiatives. As the word spreads, the success of the program will increase!

### **GROWTH POTENTIAL**

As this business develops and succeeds in the few counties it will start in, other counties would be encouraged and invited to join. As it grows, regional managers would be needed to oversee the different areas. In time, the project could grow statewide, and then across the country! Since it doesn't require a building, has no item to manufacture, and the employees that would work on a county level need very little training, this business is very sustainable.

## **MARKETING/PUBLICITY**

This program idea has been introduced to both the Mayor of Radcliff as well as the News Enterprise. We have met with Mayor Einyart to share this idea and generate support for it. We also have contacted the News Enterprise in hopes that they will report on this unique idea. As the word spreads about this, taxpayers should respond well.

## **APPENDIX**

Google searches for *Government energy conservation*, *Government energy accountability*, and *Government energy program* brought up nothing but an energy audit program in New Jersey. This program did not include follow up visits, and had very little to do with practical and individual employees changing their impact on the energy bill. There is no accountability structure anywhere similar to this according to our research. It can be classified as a **unique** idea.

### ***Link to New Jersey Audit program:***

*<http://www.njcleanenergy.com/commercial-industrial/programs/local-government-energy-audit/local-government-energy-audit>*

### ***Additional resources used in research:***

*<http://www.google.com>*

*<http://www.blackle.com>*

*<http://www1.eere.energy.gov/consumer/tips>*

*<http://www.energy.gov/energysavingtips.htm>*

*<http://www.pge.com/myhome/saveenergymoney/savingstips/>*

*<http://www.mid.org/services/save/bs-ofceq.htm>*

*<http://www.business.gov/expand/green-business/>*

*<http://www.thegreenguide.com/>*