



Green Business Challenge Programs

Energy Efficiency Strategy Webinar Series

MIT CoLab

Green Economic Development Initiative

June 10 2013

The webinar will begin shortly. Please remain on the line.



Green Business Challenge Programs

Energy Efficiency Strategy Webinar Series

MIT CoLab
Green Economic Development Initiative
June 10 2013

Next Webinar...

Local Development Finance Tools to Stimulate Energy Efficiency

Monday June 24, 3:30-5pm EST

- **Toby Rittner** – President & CEO, Council of Development Finance Agencies
- **David Gabrielson**– Executive Director, PACENow
- **TBD**

Register: <http://bit.ly/13xxjM8>

Agenda

- **Megan Ramey** – A Better City – Boston.
- **Sarah Zaleski** – US DOE EERE – Weatherization & Intergovernmental Programs.
- **Scott Wood** – EDF Climate Corps.
- **Sheila Miller** – BOMA Greater Minneapolis;
Sue Goldstein – Xcel Energy
- **Questions.**

GREEN BUSINESS PROGRAMS

NETWORK BASED MARKETING AROUND ENERGY AND SUSTAINABILITY

Megan Ramey
Sustainability Programs Coordinator



ABOUT ABC

- Business membership non-profit
- 3 organizational focuses:
land development,
environment and
transportation
- Mission to improve Boston's
city vitality, economy and
quality of life



CHALLENGE FOR SUSTAINABILITY

- Business and commercial real estate engagement program
- Holistic sustainability
- “Weight watchers for business”
- Network best practice sharing
- Online scorecard for benchmarking
- 100 facility members in 4th year of program



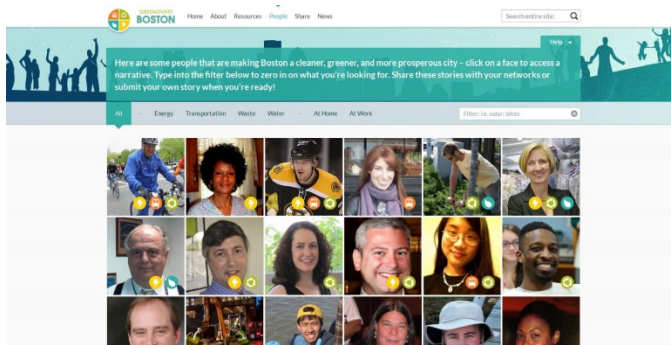
A BETTER CITY

CHALLENGE for
SUSTAINABILITY

*Business and Institutional Leaders
Working Toward a Sustainable City*

CHALLENGE STORIES

GREENOVATE BOSTON -
STORIES FROM MEMBERS



CHALLENGE FOR SUSTAINABILITY -
MICRO DOCUMENTARIES



SUMMIT FOR GREEN BUSINESS ENGAGEMENT PROGRAMS

- First ever in person best practice sharing between programs
- 38 attendees representing 14 regions and 18 programs
- Topics discussed included evaluation, data analysis, communications, recognition, scorecards, utility partnerships, behavior strategy, funding and programming
- Group wants to establish formal association



TASK FORCE FOR NATIONAL ASSOCIATION

- Preliminary task force to establish a formal association
- Potential work plan includes quarterly best practice sharing calls and standardizing reporting data across programs



PROGRAM DIRECTORY

- A-Z directory of 33 programs
- Contact & website info
- Staff, funding and reductions
- Summary of funding approaches & utility partnerships



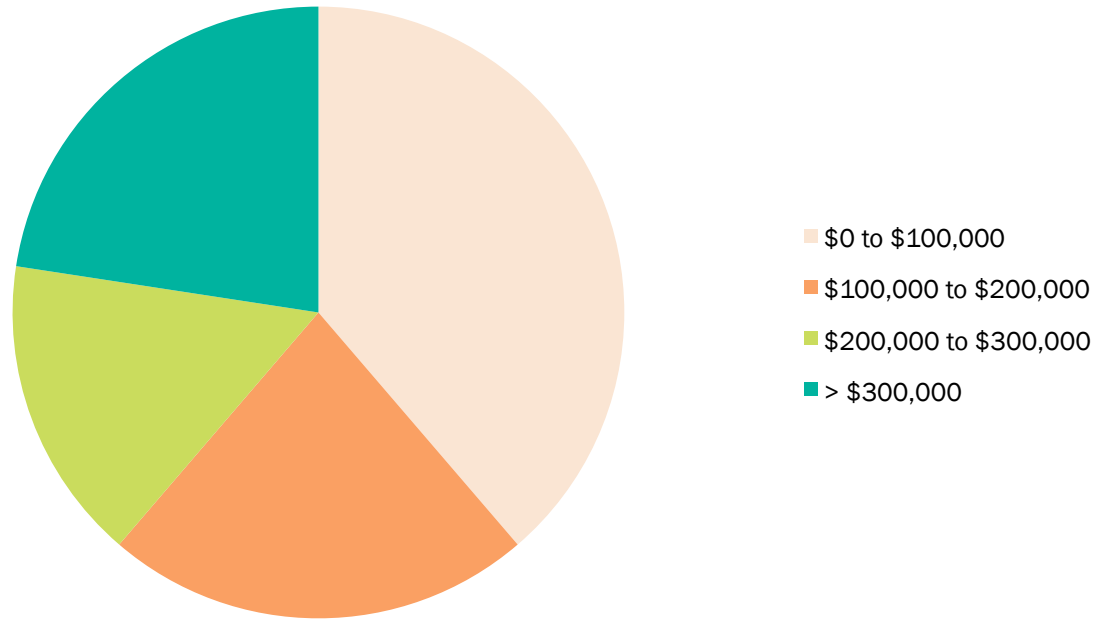
TYPES OF PROGRAMS

- **Green Business Certification**
 - Smaller, locally owned businesses
 - Marketing value proposition
- **Green Business Recognition**
 - Large business and commercial real estate
 - Efficiency, employee retention and peer recognition value proposition
- **Competition**
 - Buildings compete over energy, water or waste reduction
 - Cost reduction and recognition
- **Business Improvement District**
 - Commercial Buildings
 - Efficiency, economic development and tenant retention



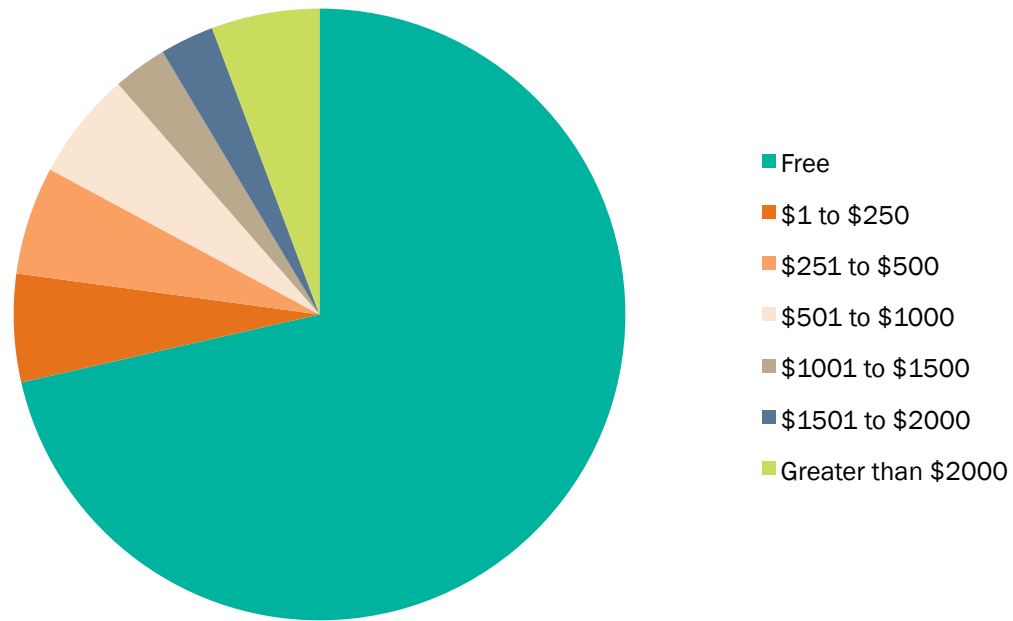
PROGRAM CHARACTERISTICS

Program Budgets



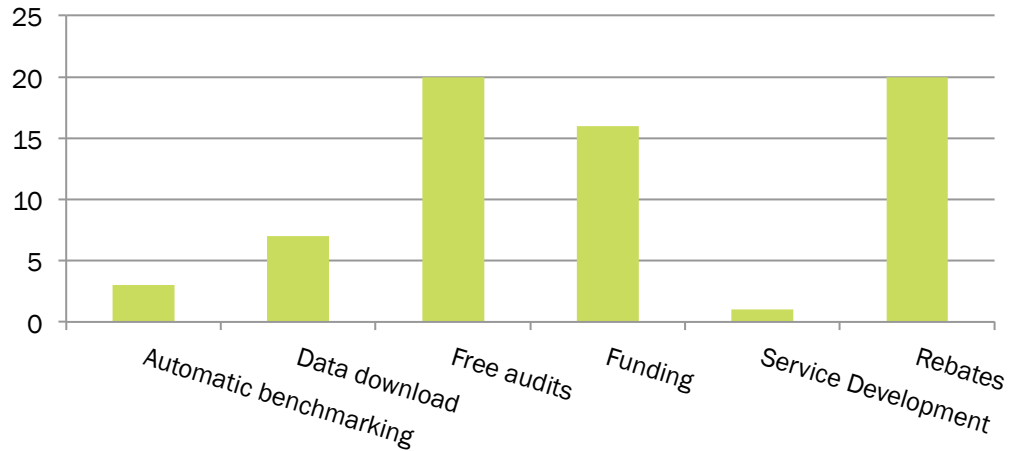
PROGRAM CHARACTERISTICS

Program Fees for Participation



PROGRAM CHARACTERISTICS

Services Provided by Utilities



How satisfied are you with your Utility Partnership?



KEY FINDINGS & LESSONS LEARNED

A Better City currently developing a white paper due out by end of summer

Early Findings

- **Staff Requirements:**
 - 2 or greater
 - Time spent on community engagement, marketing, technical knowledge, research, programming and events
- 2,200 member businesses of programs
- 80% of all programs are free for businesses
- Two-Fifths of the programs operate on annual budgets of less than \$100,000
- Utilities are the largest single source of funding, providing support to just over 41% of programs
- Only 14% of the programs receive state or federal funding
- 13 programs that reported reductions have helped businesses cut 644 gWh of electricity usage



100,000



70,000

OTHER TURN KEY RESOURCES

- Toolkit for Sustainable Business, Challenge for Sustainability
- Better Bricks, Northwest Energy Efficiency Alliance
- Local utility energy efficiency or water efficiency incentives for businesses
- Financial Resources – local foundations , utility or business improvement district
- Existing multi-city networks:
 - ICLEI – Green Business Challenge
 - 2030
 - Eco District
 - California Green Business Challenge
 - Kilowatt Crackdown (BOMA)



CONTACT INFORMATION

Megan Ramey  Sustainability Programs Coordinator

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Challenge for Sustainability

www.challengeforsustainability.org



Better Buildings Challenge and Local Business Engagement

June 2013



Better Buildings Initiative

Make municipal, commercial, and industrial buildings 20% more efficient by 2020; save more than \$40 billion annually for US organizations; create American jobs

- ▶ Demonstrate market leadership through high level partnership with DOE
- ▶ Overcome persistent obstacles with replicable solutions
- ▶ Showcase real solutions; provide models for others to follow
- ▶ Celebrate leadership with recognition
- ▶ Better understand policy and technical opportunities
- ▶ Measure success



Better Buildings Challenge

National leadership program that leverages transparency, solutions, and real results to demonstrate what is possible in commercial and industrial energy efficiency.

Partner Agrees to:

Commit

- Entire public building portfolio
- Engage private sector in energy saving

Take Action

- Outreach to commercial sector
- Showcase retrofit project

Report Results

- Share portfolio-wide energy data
- Share playbooks and solutions
- Quarterly updates on progress

DOE Agrees to:

Assist

- Technical assistance
- Development of playbooks

Connect

- Opportunities through Financial Allies
- Peer exchange forums

Recognize

- National and local recognition
- Showcase and highlight Partners who develop and share innovative and cost effective marketplace solutions

Current Public Better Buildings Challenge Partners



Performance Data

Partners share facility-level energy performance data to document and recognize sustained energy savings

- ▶ Energy consumption tracked in Portfolio Manager easily shared with DOE
- ▶ Metrics averaged over last 12 months for:
 - Current site energy use/ sq.ft.
 - Change from baseline
 - Weather normalized energy intensity
 - Energy intensity adjusted for space attributes/operating characteristics

CITY OF MEDFORD, MA Energy Performance

GOAL
20% Reduction in Energy Intensity by 2020 from a 2009 Baseline

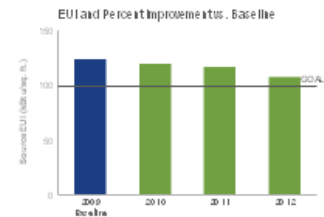
CHALLENGE COMMITMENT
1.37 Million Square Feet

PROGRESS TO DATE
Cumulative (vs. Baseline) 19%
Annual (2012) 8%



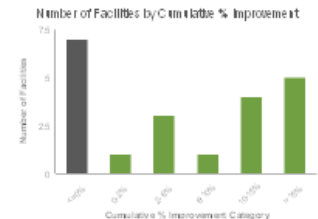
PORTFOLIO ENERGY PERFORMANCE

Better Buildings Challenge Partners strive to decrease portfolio-wide source energy use intensity (EUI) and to increase the percent improvement compared to a set baseline. Medford's portfolio consists of approximately 20 buildings and 1.37 million square feet. Since 2009, Medford has improved energy performance by 19 percent. Energy savings have been achieved through both energy savings upgrades and raising awareness of building managers. Through proper use of building energy management systems, the School's Facility Manager was able to reduce energy use significantly, in addition to portfolio-wide lighting upgrades.



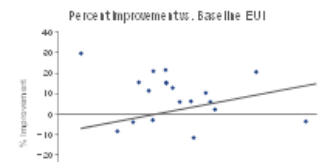
ENERGY PERFORMANCE BY FACILITY

Looking at the percent improvement in energy performance across all facilities can provide insight into how an organization is saving energy. Medford has achieved energy performance improvement of greater than 10% at nearly half of its facilities through lighting upgrades and raising the awareness of occupants to energy usage. There are seven facilities that have experienced an increase in Source EUI. Some of these are recreational facilities that have experienced a change in usage during this period and all of these facilities have been targeted for future energy efficiency improvements, including the Logan Ice Rink, Medford's Showcase Project.



IDENTIFYING OPPORTUNITIES FOR IMPROVEMENT

Facility-level energy performance metrics, including EUI and percent improvement to date, are critical to track progress over time and identify opportunities for additional energy savings. The majority of facilities in Medford's portfolio have a baseline EUI between 100 and 200 kBtu/sq.ft. and show improvement between 0 and 20%. Facilities with high baseline EUI values and low energy improvement present good opportunities for savings. One facility is not included in this chart due to a large change in activity and usage since the baseline time period.



Showcase Project

Discrete retrofit project that addresses a specific building in your portfolio and produces measurable results.


- ▶ Highlights Partners' commitments
- ▶ Demonstrates action and leadership and prove what is possible
- ▶ Inspirational stories that are opportunities for amplification of BBC messages and recognition

BETTER BUILDINGS CHALLENGE
Organizations Leading the Way to Greater Energy Efficiency

U.S. DEPARTMENT OF
ENERGY | Energy Efficiency & Renewable Energy

[Home](#) [Partners](#) [Allies](#) [Media](#) [About](#) [Contact](#)

[Home](#) [Partners](#) [Showcase Projects](#) [City of Atlanta](#) [Boisfeuillet Jones](#) [Atlanta Civic Center](#)




Outside view of the Atlanta Civic Center

BOISFEUILLET JONES - ATLANTA CIVIC CENTER

Showcase Project: City of Atlanta

LOCATION Atlanta, GA	PROJECT SIZE 231,000 Square Feet	FINANCIAL OVERVIEW Project Cost \$2.1 Million
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Annual Energy Use (Source: CUE)	Annual Energy Cost
Baseline (2009) 433 kWh/sq. ft.	Baseline (2009) \$508,000
Expected (2012) 324 kWh/sq. ft.	Expected (2012) \$300,000
Actual (2012) COMING SOON	Actual (2012) COMING SOON
Expected Energy Savings: 25%	Expected Savings: \$200,000



Auditorium with LED lighting

BACKGROUND

By revitalizing the Boisfeuillet Jones - Atlanta Civic Center, the City of Atlanta had the opportunity to turn one of its biggest electricity consumers into an energy-efficient showcase facility. The city is expected to save \$200,000 per year, or a total of \$3.57 million over the 18-year life of the Georgia Sustainable Environmental and Economic Development (SEED) contract.

[Learn more](#)

SOLUTIONS

Prior to a complete energy overhaul, the Atlanta Civic Center was an all-electric building with electric-resistance heating and domestic hot water. The equipment was unreliable, prone to frequent repairs, and inefficient. While services and equipment upgrades were overdue for the Civic Center, the city also faced capital budget constraints.

[Learn more](#)

OTHER BENEFITS

Atlanta's flagship energy efficiency project created 89 construction jobs. The energy efficiency upgrades at the Atlanta Civic Center will also decrease the city's carbon footprint by reducing annual CO₂ emissions by approximately 2.9 million pounds.

[Learn more](#)

Implementation Models (Playbook)

Replicable process used to achieve its energy reduction goals

- ▶ Replicable solutions from leaders in the marketplace
- ▶ Provides specific strategies and actionable tools that other organizations can adopt
- ▶ Can feature process, policy, program, financing strategy, etc.

Pittsburgh's Playbook

Download the Playbook 



Policies

In 2008, the City of Pittsburgh created the *Pittsburgh Climate Action Plan, Version 1.0*, which recommended actions the municipal, community, business, and education sectors could take to help achieve the City's goal of reducing greenhouse gas emissions by 20% from 2003 levels by 2023. One of the recommendations of the Plan was to create a Sustainability Office within City government to be funded by the Mayor's Office.

[Learn More](#) 



Process

Suggestions for potential projects to be funded by the GITF stem from recommendations of the Climate Action Plan and suggestions made by the Energy & Utilities Manager and other members of the Sustainability Commission.

[Learn More](#) 



Tools & Resources

The success of GITF is largely dependent on the varied funding mechanisms and streams that continue to build on the initial source of funding. The City seeded the GITF with an initial deposit of \$100,000. Additional deposits are made based on the energy cost savings compared to City-wide costs in the baseline year, 2007, as realized through reduced utility rates, audits of energy accounts, and energy efficiency projects.

[Learn More](#) 



Measuring Success

Pittsburgh's Climate Action Plan Version 2.0 provided an opportunity for the City to report on progress made on Version 1.0's recommendations. Version 2.0 addressed each of the recommended measures the previous version offered throughout four sectors - government, business, community, and higher education. Updates included status reports (complete, in progress, or not yet addressed) and details of the measures taken.



Outcomes

As of November, 2012 the GITF has funded the following projects:

Toolbox

Policies:

- [Pittsburgh Climate Action Plan Version 1.0](#) 
- [Pittsburgh Climate Action Plan Version 2.0](#) 
- [Pittsburgh City Council Resolution 2008-0540 to Create the Green Initiative Trust Fund](#) 
- [Pittsburgh City Council Resolution 2009-1908 to Create the Sustainability Commission](#) 
- [Press Release: Mayor Creates Green Trust Fund](#) 
- [Announcement Event Coverage](#) 

Tools & Resources:

- [Presentation on the Western Pennsylvania Energy Consortium](#) 

Example: Atlanta

- ▶ **Currently engaging:** 70 Buildings or 50 million sq.ft.
- ▶ **Goal:** To engage the local community in reducing energy and water consumption in more than 40 million square feet of buildings by at least 20% by 2020 and become one of the country's 10 most sustainable cities
- ▶ **Approach:** Leveraged a public-private partnership to create a new initiative that provides access to project financing, free building assessments, education and training, and public recognition.
- ▶ **Initiative Launched:** November 2011



**ATLANTA
BETTER BUILDINGS
CHALLENGE**

Example: Los Angeles

- ▶ **Engagement Goal:** 30 million sq.ft.
- ▶ **Goal:** To achieve 20% energy savings across 30 million square feet of existing buildings by 2020 and become the greenest most economically-competitive large city in America
- ▶ **Approach:** Built a network of partners that bring complementary resources and programs to augment the Los Angeles Better Buildings Challenge's City-funded offerings and become a "one-stop-shop" for energy efficiency in Los Angeles
- ▶ **Initiative Launched:** July 2012



As of 6/19/12



Thank you!

For more information on the Better Buildings Challenge,
please send questions to:

BetterBuildingsChallenge@ee.doe.gov

Sarah Zaleski

Sarah.Zaleski@ee.doe.gov

Better Buildings Alliance

- ▶ Opportunity for local governments to work collaboratively with DOE to access technical assistance and advance their clean energy goals
- ▶ Helps members sustain success of ARRA funded work
- ▶ Leverages DOE expertise and provides forum to engage with peers around actionable steps
- ▶ Project Teams focus on strategic target areas:
 - Community energy strategic planning
 - Data collection, analysis, communication
 - Financing
 - ESPC implementation
 - Technical areas (lighting, HVAC, plug loads, data centers, etc.)

Alliance Members Agree to:

▶ Commit

- Assign a company representative
- Share organization-wide energy savings goals, encouraged to be a multi-year goal saving 2% of energy annually

▶ Act

- Work to achieve goals and monitor progress through publicly available tools
- Participate in at least one BBA Project Team or activity

▶ Share

- Share your successes and help other BBA members replicate your results
- Provide annual updates on energy savings and progress toward meeting goals

DOE Agrees To:

▶ Assist

- Provide information and energy efficiency implementation models to help BBA members improve the energy performance of their building portfolios
- Work with BBA members to create new resources to help them overcome efficiency challenges and increase the availability of highly efficient products and technologies

▶ Connect

- Provide a neutral, third-party platform for sector peers to address common challenges
- Connect members with financial allies for financing solutions

▶ Inform

- Keep members informed through regular BBA communications and webinar series
- Provide access to DOE and trusted third-party information and technical resources

EDF Climate Corps

Scott Wood, Project Manager
Environmental Defense Fund

June 10, 2013



More than **450** dedicated staff carry out the work of **Environmental Defense Fund** across the world.



Science



Economics



Engineering



Policy



Business



Organizational Barriers

...prevent good decision-making.

I FOUND A WAY TO
SAVE A MILLION
DOLLARS BY SPENDING
ONLY \$10,000.



THE \$10,000 WOULD
COME OUT OF MY
BUDGET BUT THE
SAVINGS WOULD GO
INTO SOMEONE ELSE'S
BUDGET. IT'S NOT
FEASIBLE.



OUR
STOCK—
HOLDERS
MIGHT
DISAGREE.



THAT'S WHY
THEY AREN'T
INVITED TO
MEETINGS.



www.dilbert.com scottadams@aol.com

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EDF CLIMATE CORPS





EDF CLIMATE CORPS

400 Fellows since 2008

\$1.2 Billion in NPV identified

- On average, **\$1 Million** identified per organization

Enough to avoid **1.1 Million Metric Tons** of CO₂/yr

Equivalent of taking **200,000 cars** off the road



EDF CLIMATE CORPS



Host Requirements:

- Pay fellow salary and travel ~\$15,000 total
- Provide high-level sponsor and day-to-day supervisor
- Access to relevant data
- Implement fellow's recommendations where feasible
- Report progress to EDF

Details and Application at
www.edfclimatecorps.org

THANK YOU

Scott Wood

swood@edf.org

www.edfclimatecorps.org



KILOWATT CRACKDOWN



BOMA

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FOR COMMERCIAL REAL ESTATE



Sheila Miller

**Member Services Director
BOMA**



Sue Goldstein

**Key Account Manager
Xcel Energy**

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FOR COMMERCIAL REAL ESTATE**

2000

BOMA International Board of Governors endorsed
EPA's Energy Star Buildings program,
a voluntary energy efficiency initiative for U.S. commercial and industrial buildings that seeks to highlight building areas where owners and managers can utilize proven conservation technology to increase building profitability.

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2001

BOMA International awarded its first **Earth Award** to honor and recognize the positive environmental operations building management teams achieve in preserving the internal and external environments of their properties.


The BOMA logo is rendered in large, bold, green 3D block letters with a slight shadow effect.The text "Greater Minneapolis" is written in a white, elegant script font, positioned below the BOMA logo.A dark silhouette of a city skyline with several skyscrapers is positioned in the background of the bottom right section.

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2005

BOMA International launches BEEP BOMA Energy Efficiency Program

Six 90-minute online classes to teach property owners, managers, and operators strategies for improving energy performance.

The BOMA logo is rendered in large, bold, green 3D block letters with a white outline and a slight shadow effect.The text "Greater Minneapolis" is written in a white, elegant script font, positioned below the BOMA logo.A dark blue silhouette of a city skyline with several skyscrapers is positioned in the background of the bottom right section.


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2007

BOMA International launches BEEP

BOMA Energy Efficiency Program

BOMA International was named a 2007 ENERGY STAR Partner of the Year by the U.S. Environmental Protection Agency (EPA) for BEEP.

The logo for BOMA Greater Minneapolis, featuring the word "BOMA" in large, bold, green 3D block letters with a white outline and a slight shadow effect.The logo for Greater Minneapolis, featuring the words "Greater Minneapolis" in a white, elegant script font with a blue shadow effect, set against a dark blue background.A dark blue silhouette of a city skyline with several skyscrapers, positioned in the upper right background of the footer.

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2008

BOMA International launches




Participating companies were challenged to:

- decrease energy consumption by 30 percent across portfolios;
- benchmark energy performance and water usage through ENERGY STAR®;
- provide sustainability education to engineers, owners and operators;
- perform energy audits to implement low-risk and low-cost strategies.

BOMA

Greater Minneapolis

A dark blue silhouette of a city skyline with several buildings of varying heights. A bright light source, possibly the sun or moon, is positioned behind one of the buildings, creating a lens flare effect.

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FOR COMMERCIAL REAL ESTATE

2008

BOMA International published a commercial lease guide:
Guide to Sustainable and Energy Efficient Leasing

- Model lease terms to maintain energy efficient and sustainable building operations.

The logo for BOMA (Building Owners and Managers Association) is displayed in large, bold, green 3D block letters. The letters have a slight shadow and a metallic-like texture.The text "Greater Minneapolis" is written in a white, cursive script font, positioned below the BOMA logo. The background of the slide features a dark blue silhouette of a city skyline with a bright light source behind one of the buildings, creating a lens flare effect.

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2010

BOMA International launches BOMA 360.



Mark of excellence evaluating building practices including:

- Energy Star benchmarking
- Energy Star products for building and tenants
- Building energy management
- Energy Audit/Re-commissioning
- Waste management/recycling
- Indoor Air Quality
- Green Cleaning
- Exterior maintenance mgmt.
- Water management
- Traffic reduction strategies

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2009



BOMA Seattle-King County in association with the Northwest Energy Efficiency Alliance kicked off the first Kilowatt Crackdown.

“Energy consumption is the number one operating expense of a commercial building. The value of commercial real estate is down, the occupancy is down, rates are down. And about the only way you can bring value to that building right now is to reduce operating expenses.”

— Rod Kauffman, BOMA Seattle King County

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[http://climatesolutions.org/
solution-stories/kilowatt-
crackdown](http://climatesolutions.org/solution-stories/kilowatt-crackdown)

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2010


Sue brought Kilowatt Crackdown to BOMA Minneapolis.

Goals:

- Raise **awareness** of energy efficiency
- **Educate** BOMA members on energy efficiency and available resources
- Call to **action** — implementing energy efficiency improvements
 - Xcel Energy conservation programs
 - St. Paul Port Authority Trillion BTU Program
 - City of Minneapolis incentives

BOMA

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Kilowatt Crackdown Twin Cities

- Contest involves three tiers of participation:
Small Buildings, Medium Buildings and Large Buildings
(defined by square footage).
- Plus Most Valuable Tenant Award
- Initially had 1st, 2nd, and 3rd prizes in each category.
(LESSON LEARNED)

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Kilowatt Crackdown Twin Cities

- Xcel Energy provides assistance by helping building managers determine a list of suggested improvements and locating stimulus funding and rebates to help offset the cost of improvements.

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Kilowatt Crackdown Twin Cities

- 87 buildings participated in 2011.
- 74 buildings participated in 2012.
(LESSON LEARNED)
- 115 buildings participating in 2013.

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Kilowatt Crackdown Twin Cities

- We don't release list of participants to the public.
(LESSON LEARNED)

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Kilowatt Crackdown Twin Cities

- First year, winners were measured by scores in the E.P.A. Energy Star Benchmarking Program.
(LESSON LEARNED)

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Kilowatt Crackdown Twin Cities

- Participants implemented changes such as retrofitting lighting, upgrading motors and variable frequency drives, buying higher efficiency heating or cooling equipment and conducting building tune-ups.
- Xcel Energy distributed roughly \$1 million in rebates.

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Kilowatt Crackdown Twin Cities

- In 2012... Savings of more than 9 million kilowatt-hours of electricity. Using the EPA's equivalency tool, the savings equate to a reduction of 6,350 metric tons of carbon dioxide, or taking 1,325 vehicles off the road. It's also enough electricity to power more than 715 homes for a year.

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Kilowatt Crackdown Twin Cities

- Awards are presented at a special breakfast gathering to which city leaders are invited . . . and some are asked to emcee. Last year Senator Franken sent a video congratulations.

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FOR COMMERCIAL REAL ESTATE

Kilowatt Crackdown Twin Cities

Keeping Buildings Engaged

- BOMA newsletter articles and email reminders
- Prompting from Xcel Energy account reps
- 2013 — They're automatically signed up unless they opt out.
- Looking forward to implementing some ideas learned from A Better City conference in Boston in May.


The BOMA logo is rendered in large, bold, green 3D block letters with a slight shadow effect.The text "Greater Minneapolis" is written in a white, elegant script font, positioned below the BOMA logo.A dark blue silhouette of a city skyline with several skyscrapers is located in the upper right background.

PROVIDING ADVOCACY AND EDUCATION
FOR COMMERCIAL REAL ESTATE

Kilowatt Crackdown Twin Cities

Value to Participants . . .

- Free advertising/recognition for winners through media releases.
- Free consultation from Xcel to increase energy efficiency.
- Knowledge about how to find and utilize stimulus dollars, city funding, and Xcel Energy rebates to get projects completed.


The BOMA logo is rendered in large, bold, green 3D block letters with a slight shadow effect.The text "Greater Minneapolis" is written in a white, elegant script font, positioned below the BOMA logo.A dark blue silhouette of a city skyline with several skyscrapers is positioned in the background on the right side of the slide.

PROVIDING ADVOCACY AND EDUCATION
FOR COMMERCIAL REAL ESTATE

Kilowatt Crackdown Twin Cities

Resources required to maintain the program are minimal.

- BOMA staff to make sure it's frequently in announcements.
- Xcel Energy staff to promote and track projects/rebates.
- Media consultant to provide and shepherd media releases.

The logo for BOMA (Building Owners and Managers Association) is displayed in large, bold, green capital letters with a 3D effect and a white outline.The text "Greater Minneapolis" is written in a white, cursive script font, positioned below the BOMA logo.A dark blue silhouette of a city skyline, including several skyscrapers, is positioned in the background on the right side of the slide.

PROVIDING ADVOCACY AND EDUCATION
FOR COMMERCIAL REAL ESTATE