



Moving the Market through Benchmarking and Disclosure Policy

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Leslie Cook

US EPA

ENERGY STAR Commercial Buildings



Learn more at energystar.gov

State and Local Energy Benchmarking Policies on the Rise

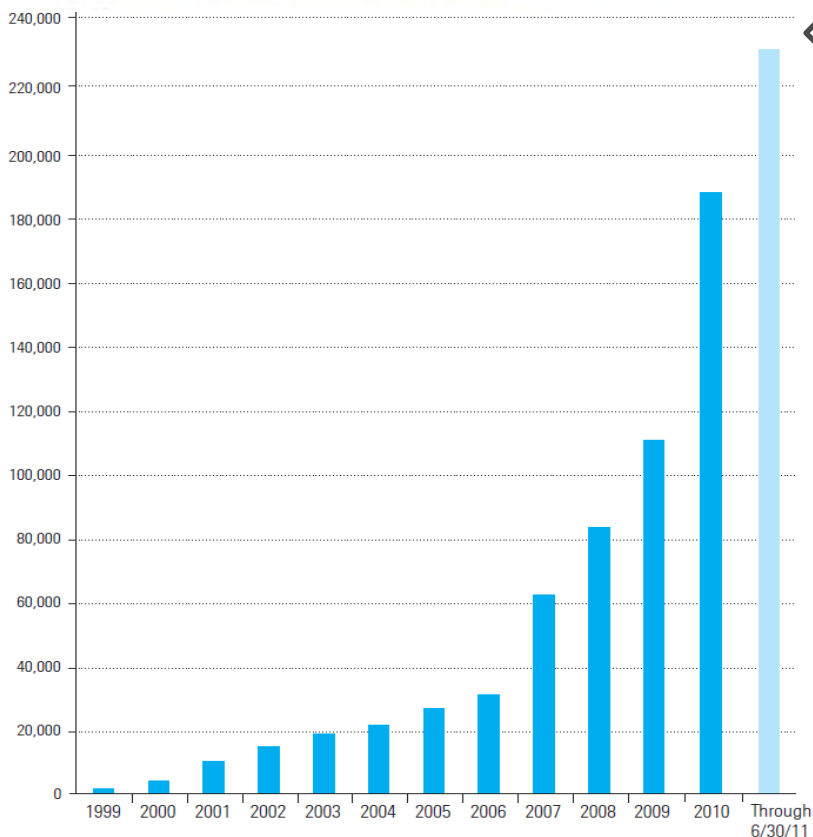


- State and local energy benchmarking and disclosure policies on the rise.
- Purpose of these laws:
 - Increase transparency of building performance data for a better informed market (energy and water)
 - Incentivize improvements in public and private building
 - Grow clean energy job market
- All of the jurisdictions with benchmarking laws have specified the use of the U.S. Environmental Protection Agency's ENERGY STAR Portfolio Manager tool

Benchmarking Activity in Portfolio Manager Continues to Increase

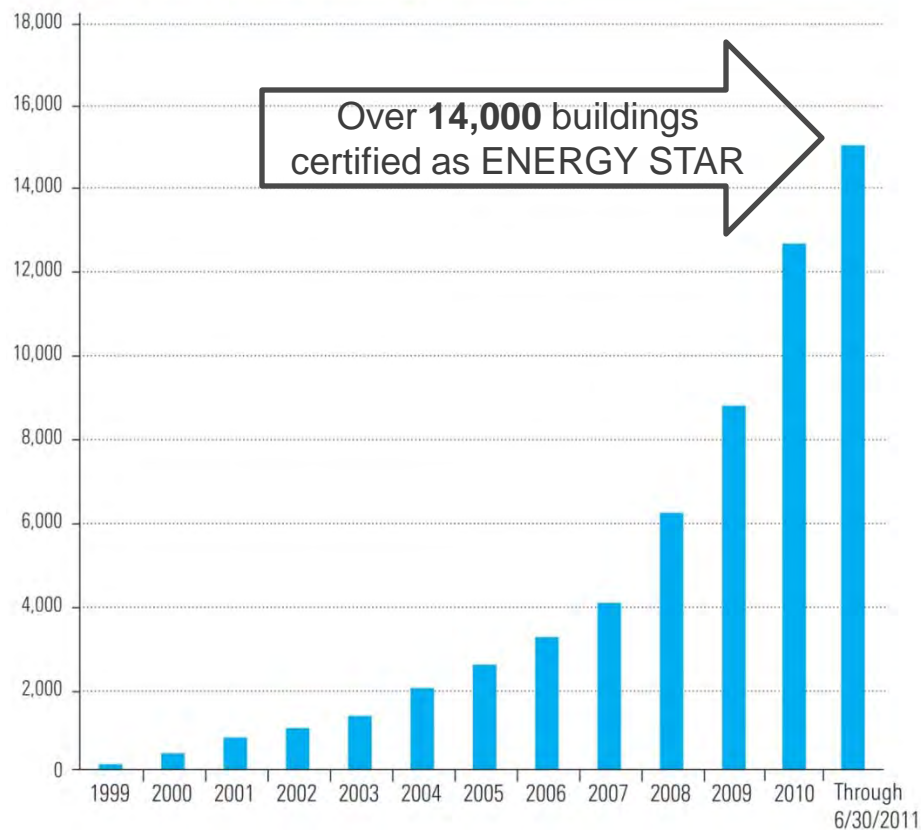


Commercial Buildings Benchmarked (cumulative)



Over **230,000** buildings benchmarked

ENERGY STAR Certified Buildings (cumulative)



Over **14,000** buildings certified as ENERGY STAR

Portfolio Manager



- Energy and water management for all commercial and multi family buildings
- Receive an energy use intensity (EUI). Many buildings, including office buildings can receive energy performance scores on a 1-100 scale.
- Track changes in energy and water use over time in single buildings, groups of buildings, or entire portfolios.
- Track and report cost savings and CO₂ emissions.
- Measure water indoor/outdoor water consumption.
- Apply for the ENERGY STAR.

www.energystar.gov/benchmark



Portfolio Manager in State and Local Building Energy Policy



Jurisdiction	Enacted	Public Buildings	Private Buildings	Disclosure	Utility Requirement
Michigan	April 05	√			
Ohio	Jan 07	√			
Hawaii	July 09	√			
Denver, CO	Oct 07	√			
California	Oct 07	√	√	Transactional	√
Washington	May 09	√	√	Transactional	√
D.C.	July 08	√	√	Annual	
New York, NY	Dec 09	√	√	Annual	
Seattle, WA	Jan 10	√	√	Transactional	√
Austin, TX	June 11	√	√	Transactional	
San Francisco, CA	Feb 11	√	√	Annual	
MD (pending)		√	√	Transactional	
CO (pending)			√	Transactional	√

Why Policy Makers are Choosing Portfolio Manager



- One consistent tool provides an accessible, consistent measurement platform for EE programs (internal, external, local, national)
- Delivers key whole building energy performance based on utility data
- Many data sharing options available:
 - External Reporting with Customized Data Requests built into PM to facilitate large exchanges of benchmarking results.

EPA's Automated Benchmarking System Improves Energy Data Availability



- Utilities use EPA's ABS to provide energy performance benchmarks to their customers – benchmarks delivered were up 81% in 2010.
- Current ABS utilities
 - CA IOUs and SMUD, and WA state utilities
 - ComEd, WPPI Energy, Seattle City Light
- Several utilities evaluating ABS
- Stakeholders' supportive policy efforts
 - Data Acquisition Coalition (BOMA, RER, IMT, others)
 - NARUC ERE resolution passed July 2011

Service Providers Offer Automated Benchmarking

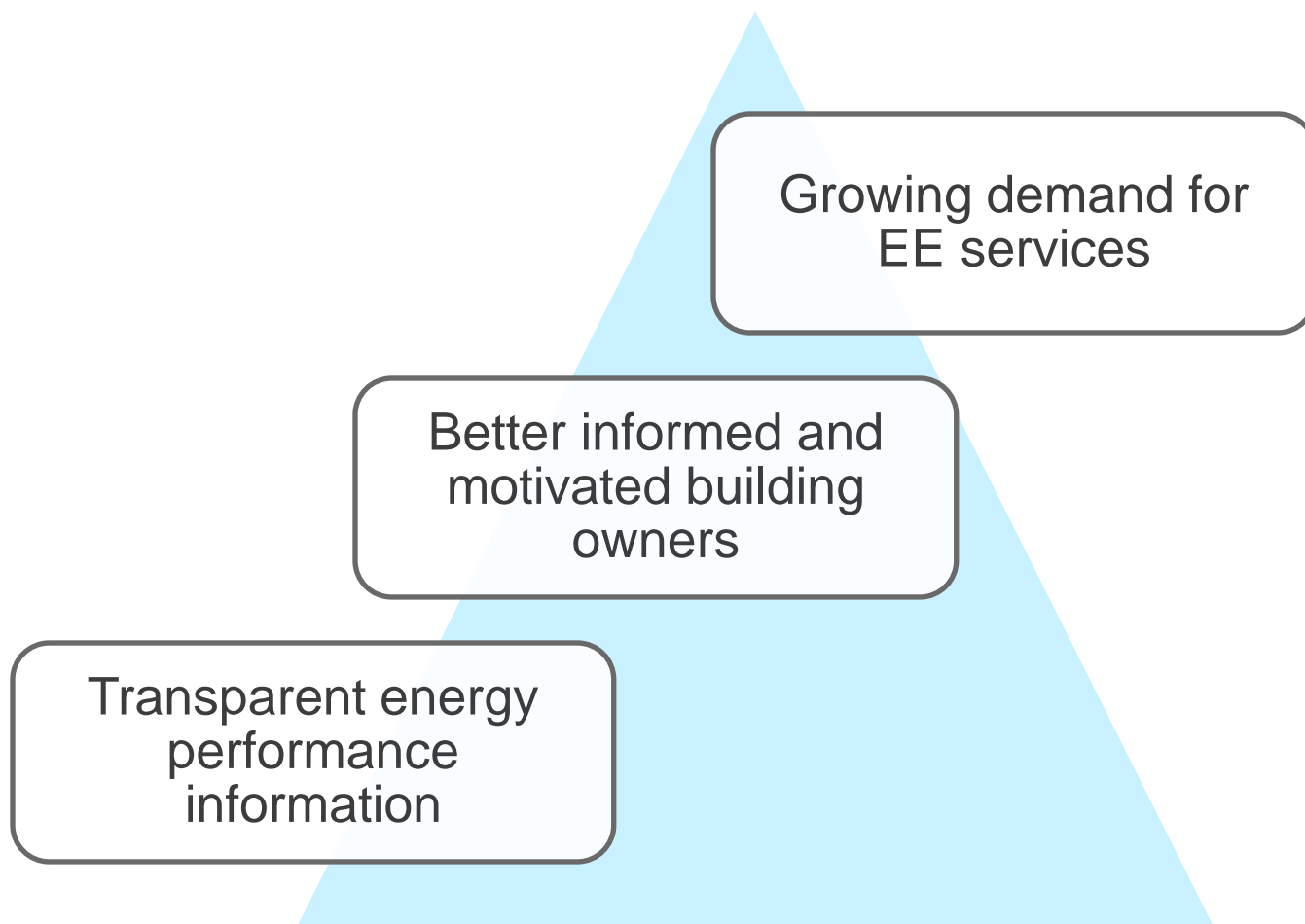


- Advantage IQ
- American Energy Assets
- Angus Systems
- CA Technologies
- eComponents Technology
- EduCon
- ei3
- Energard Technologies
- Energy Print
- Energy Watchdog
- EnergyCAP, Inc.
- EnergySolve
- IBS, Inc.
- Johnson Controls
- LPB Energy Management
- New Energy Technology
- NISC
- NorthWrite
- Performance Systems Development
- Planet Footprint
- Rapid Improvement Associates
- Siemens
- Summit Energy
- Sustainable Real Estate Manager
- The E Group
- TRC Energy Services
- UtilityAccounts.com

Posted at www.energystar.gov/abs



Benchmarking Policy Drives Job Growth



Cities Host Forums for Energy Efficiency Service Providers



Example: Two forums hosted by the Seattle Department of Planning and Development and the Northwest Energy Efficiency Council

Service Providers Represented:

- ESCOs
- Energy efficiency consultants
- Energy auditors
- Mechanical/electrical contractors
- Individuals looking to enter the energy efficiency field



City of Seattle

Information Shared:

- Why is Seattle requiring building energy benchmarking and reporting?
- Who does this requirement apply to?
- When do building owners need to comply?
- What services are building owners likely to need?

Professionals Market Services and Products with ENERGY STAR



- A platform that can be used to grow skills and increase demand in your state.
- Empowers SPPs to:
 - Gain a market advantage
 - Expand customer base
 - Help clients benchmark, improve performance
 - Share success stories
 - Recognize achievements



The screenshot shows the cover of the "Users Guide to Marketing Services and Products with ENERGY STAR" published by the U.S. Environmental Protection Agency. The cover features the ENERGY STAR logo, a photo of two people discussing a project, and a list of six key benefits. Below the cover, a breadcrumb trail reads: Home > Partner Resources > Service & Product Providers > SPP Users Guide.

Marketing Your Services and Products with ENERGY STAR

Leverage ENERGY STAR tools and marketing resources at each step of the business relationship with energy users!

Expanding on the ENERGY STAR [Guidelines for Energy Management](#), EPA has created a [Users Guide](#) for Service and Product Providers which empowers SPPs with tools and resources to:

- Enhance credibility and visibility
- Create market demand for energy services and products
- Satisfy that market demand by linking the ENERGY STAR network of SPPs with energy users

1 Gain a Market Advantage

2 Expand Your Customer Base

3 Help Clients Measure and Track Energy Use

4 Create and Implement an Action Plan

5 Evaluate Progress

6 Recognize Achievements, Build on Success

www.energystar.gov/spp

Expert Help Directories Help Professional Market Services



- ENERGY STAR Partners provide:

- ✓ Benchmarking support
- ✓ Automated benchmarking providers
- ✓ Energy efficiency financing
- ✓ ENERGY STAR Certification

A screenshot of the ENERGY STAR website. The top navigation bar includes the ENERGY STAR logo, a banner for "BATTLE OF THE BUILDINGS" (EPA's National Building Competition), and links for "About ENERGY STAR", "News", "Room FAQs", "RSDT", and "Sea". Below this is a secondary navigation bar with "Products", "Home Improvement", "New Homes", and "Buildings & Plants". The left sidebar contains a "Buildings & Plants" section with links to "Guidelines for Energy Management", "Tools & Resources Library", "Expert Help", "Most Active Service & Product Providers", "Directory of Energy Efficiency Programs", "Find a Licensed Professional (PE or RA)", "Commercial Building Design", and "Green Buildings". The main content area is titled "Find Expert Help" and includes a paragraph about improving energy performance, a section for "Service & Product Providers (SPPs)" with a list of links, a "Find a Licensed Professional (PE or RA)" section, a "Directory of Energy Efficiency Programs" section, and a "Financial Resources for Energy Efficiency Projects" section. The bottom of the page features the EPA logo and the URL "www.energystar.gov/spp".

www.energystar.gov/spp



New Resource: ENERGY STAR College and Professional Development Course



- Developed for higher education and professional development
- Gives students practical, hands-on experience with commercial building energy efficiency
- Free-of-charge, off-the-shelf package from EPA
- Includes everything you need:
 - Course Syllabus, outline, and reading list
 - Student project
 - Course lecture plans and presentations
 - ...And more!
- Customize or expand it to your needs



www.energystar.gov/course

ENERGY STAR Portfolio Manager Upgrade Underway to Meet Demand



- Overall Look/Feel
 - Make it simple
 - Modernize the interface

→ “Make it more like Turbo Tax!”
- Reporting
 - Incorporate more graphics
 - Easy export for reporting outside of the tool

→ “Make it more like Mint/my banking!”
- Sharing
 - Facilitate sharing among users
 - Support competitions/campaigns
 - Enable easy to use customizable sharing controls

→ “Make it more like Facebook/LinkedIn!”

2011 and Beyond



- Many laws getting enacted in 2011, 2012 with more jurisdictions pending
- Professionals in these jurisdictions are seeing job growth, more expected.
- ENERGY STAR Service and Product Provider offerings can help develop marketable expertise in your state.
- EPA to provide continued support to ENERGY STAR partners that are implementing or pursuing benchmarking policy



For More Information

Visit www.energystar.gov/government

E-mail buildings@energystar.gov

If you have any questions, please contact:

Leslie Cook, US EPA
cook.leslie@epa.gov
(202) 343-9174

The Cadmus Group, Inc. (EPA contractor)

Colin Dunn
Colin.Dunn@cadmusgroup.com
(703) 247-6121

Phil Zapfel
Philip.zapfel@cadmusgroup.com
(703) 247-6166

