



**NORTHWEST
ENERGY EFFICIENCY
ALLIANCE**

New Visions of Engaging Commercial Customers

CEE Program Meeting
January 15, 2009

OVERVIEW

- About NEEA's BetterBricks Initiative
- Market Based Approaches
- Case study: Commercial Real Estate
 - About the effort
 - Strategic relationships
 - Training and professional development
 - Catalytic activities
 - Advice and influence
 - Future direction

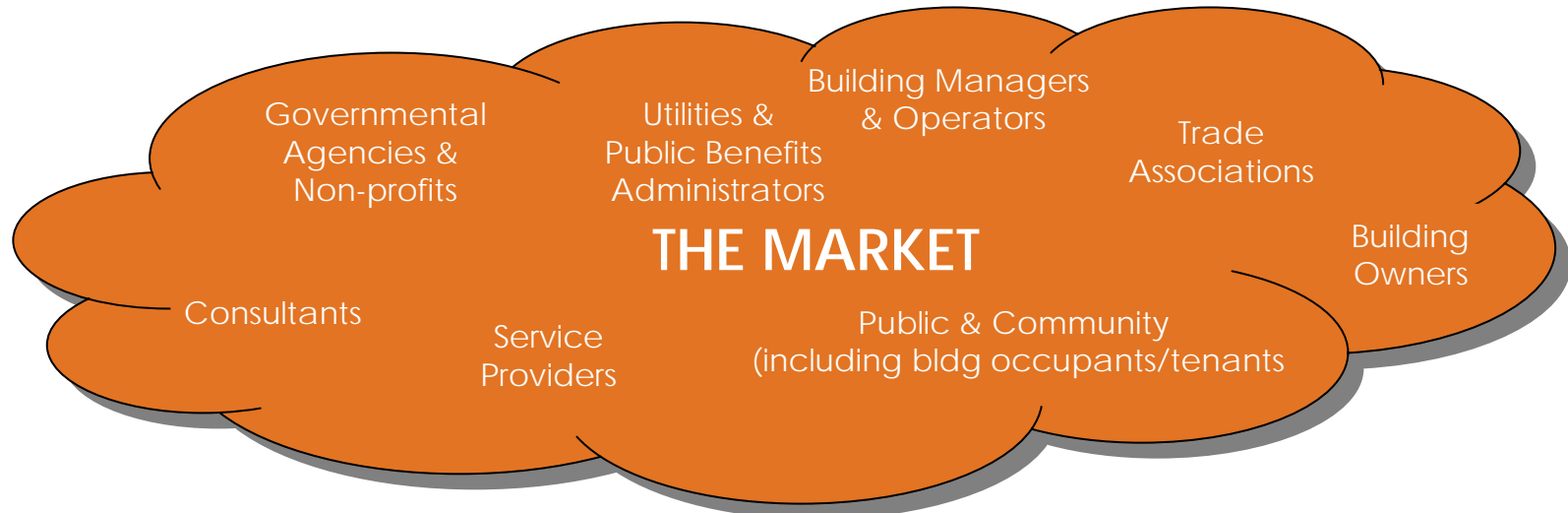
About BetterBricks

- The commercial initiative of NEEA
- Focus on business practices and trade-ally offerings
 - Stimulates the *demand for and availability of energy efficient practices, products, and services in select markets:*



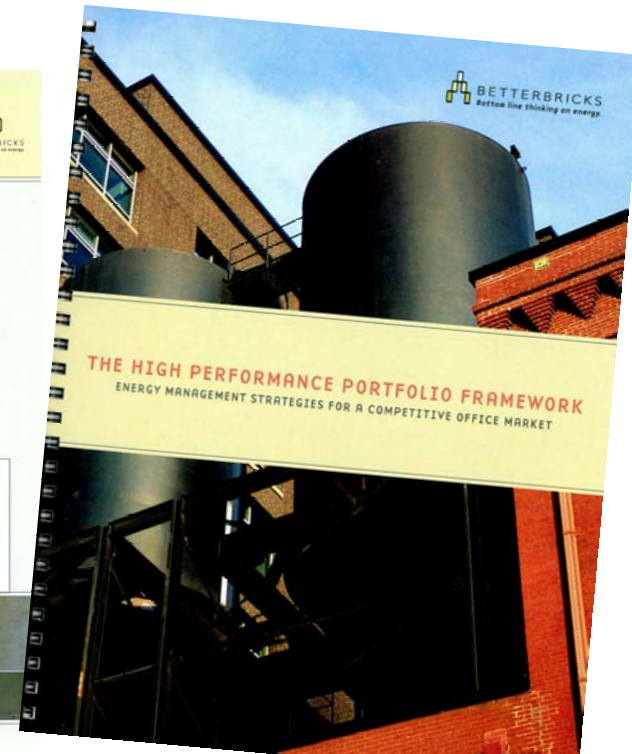
Market Based Approaches

- NEEA is a market transformation entity:
 - Assess, understand, and *partner* with existing market actors
 - Leverage those partnerships
 - Build the infrastructure necessary for energy savings
- Requires holistic engagement with numerous groups:



Case Study: Commercial Real Estate

- Research and design began in 2006:
 - Assessment of market characteristics and NW real estate firms
 - Objectives: companies representing 15% of NW office space executing energy management plans saving 10-30% by 2010 (companies representing 50% of NW office space by 2015)
 - Identified and defined “best practices” in energy management specific to commercial real estate:



Case Study: Commercial Real Estate

- Began cultivation of strategic partnerships:



SOME LEADING NW REAL ESTATE FIRMS

Wright Runstad	Ashforth Pacific
Kennedy Associates	Thorton Oliver Keller

- Partnerships have evolved in multiple ways:
 - Training and professional development
 - Catalytic activities
 - Advice and influence

Training & Professional Development

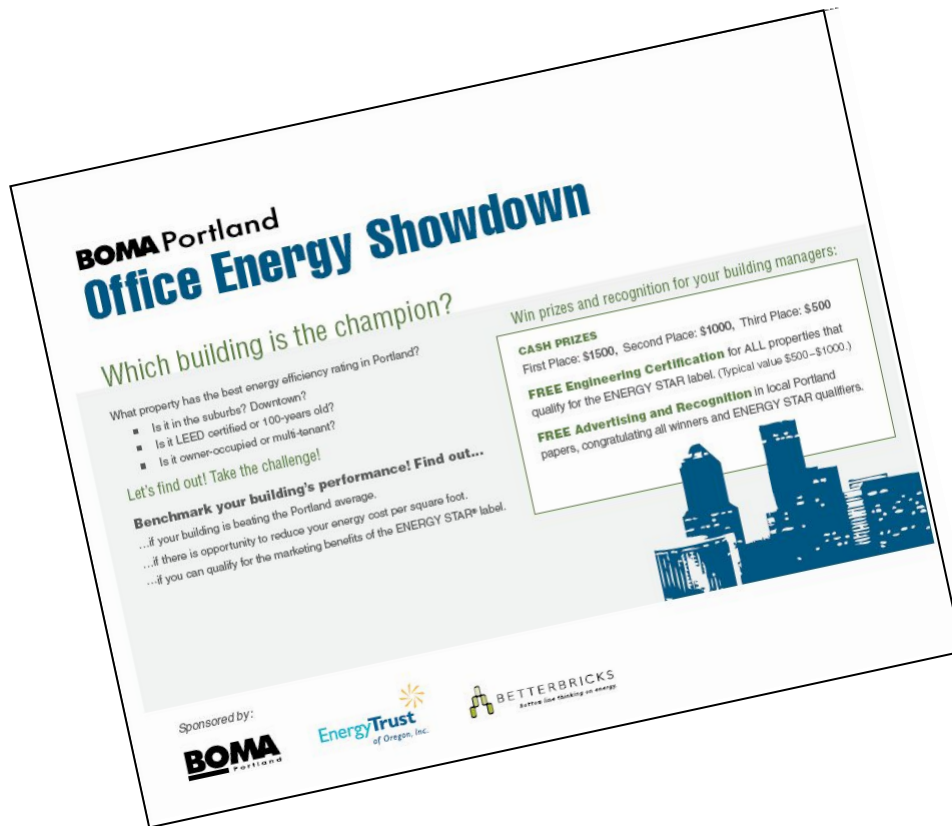
- In 2007 began licensing the BOMA Energy Efficiency Program (BEEP):
 - Partnering with local NW BOMA chapters
 - Live presentations in Seattle, Portland, Boise, and Spokane
 - Over 900 individuals have since attended the program
- Have since expanded educational offerings for BOMA:
 - ENERGY STAR Portfolio Manager computer workshops
 - Building operations and energy management
 - Leasing best practices

Catalytic Activities

- How to stimulate specific actions across large portfolios?
- Benchmarking competitions:
 - Contests to identify the most efficient office buildings in a market
 - Utilize ENERGY STAR Portfolio Manager tool
 - Taps into the competitive nature of the real estate audience
 - BOMA sponsored contest - NEEA provides administration, funding, and technical support

Catalytic Activities

- Benchmarking contests (cont'd):



BOMA Portland Office Energy Showdown

Which building is the champion?

What property has the best energy efficiency rating in Portland?

- Is it in the suburbs? Downtown?
- Is it LEED certified or 100-years old?
- Is it owner-occupied or multi-tenant?

Let's find out! Take the challenge!

Benchmark your building's performance! Find out...

- ...if your building is beating the Portland average.
- ...if there is opportunity to reduce your energy cost per square foot.
- ...if you can qualify for the marketing benefits of the ENERGY STAR® label.

Win prizes and recognition for your building managers:

CASH PRIZES
First Place: \$1500, Second Place: \$1000, Third Place: \$500

FREE Engineering Certification for ALL properties that qualify for the ENERGY STAR label. (Typical value \$500-\$1000.)

FREE Advertising and Recognition in local Portland papers, congratulating all winners and ENERGY STAR qualifiers.

Sponsored by: **BOMA PORTLAND**, **EnergyTrust of Oregon, Inc.**, **BETTERBRICKS** Bottom line thinking on energy.



BOMA SEATTLE & KING COUNTY

Win the Kilowatt Cup Trophy and other **PRIZES!**

KILOWATT CRACKDOWN

Which buildings lead the market in energy efficiency?
Who can take energy management to the next level?

TAKE THE CHALLENGE AND FIND OUT

- Is your building beating the Seattle average?
- Can you qualify for the marketing benefits of the ENERGY STAR® label?
- Can a historic property be more efficient than a LEED certified development?

About the Kilowatt Crackdown

BOMA Seattle & King County challenges its members to assess their building's energy performance, calculate their ENERGY STAR rating, and improve that score within one year. We're looking to identify the most energy efficient buildings in the market, as well as the properties making the greatest gains in performance. The highest scoring buildings may win bragging rights, but we'll all win by participating.

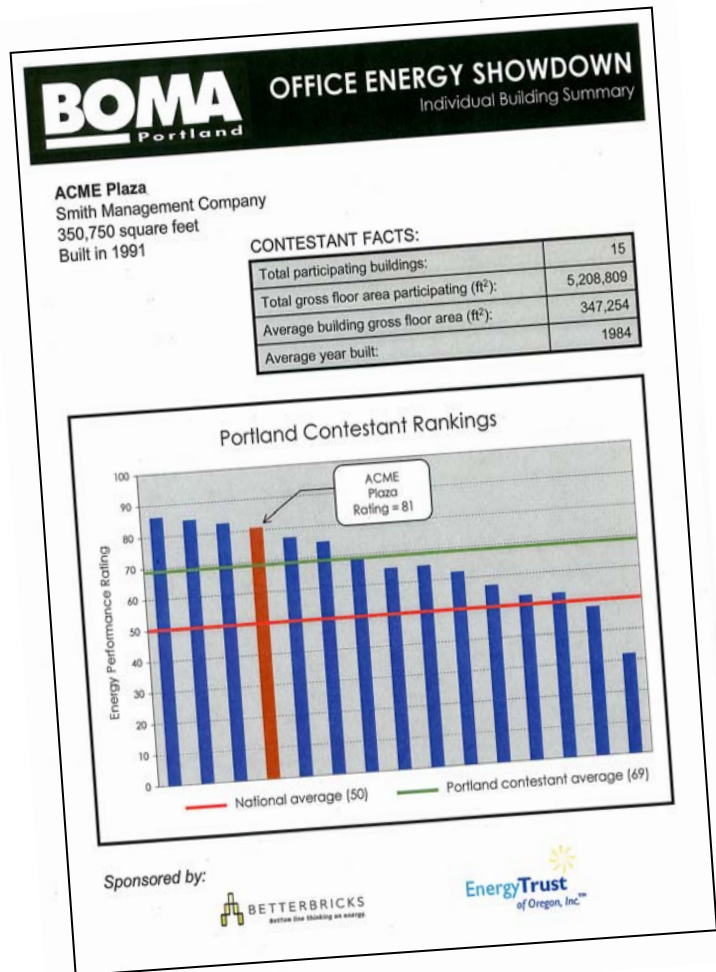
WHAT YOU'LL GET

1. FREE advertising and recognition of your participation in the contest.
2. An unbiased ranking of your building's energy performance.
3. A private report detailing your building's ranking in comparison to the overall market.
4. A FREE online review of benchmarking data to check for common input errors.
5. FREE energy engineering certification for properties that qualify for the ENERGY STAR label.
6. A \$25 Seattle's Best Gift Card for EACH property manager and engineer who benchmark their property and input data over the course of the competition.
7. A valuable measuring point to gauge future performance improvements.
8. Satisfaction from being a leader in the Puget Sound market.

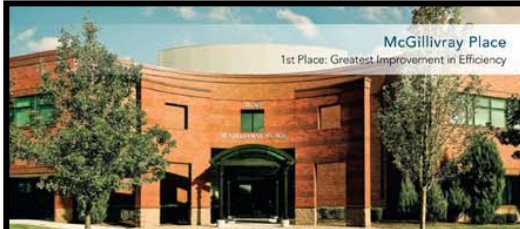
Sponsored by: **Seattle City Light**, **PUGET SOUND ENERGY**, **TACOMA POWER**, **PUD**, **THE JOURNAL OF COMMERCE**, **BETTERBRICKS** Bottom line thinking on energy.

Catalytic Activities

- Benchmarking contests (cont'd):



Catalytic Activities



McGilivray Place
1st Place: Greatest Improvement in Efficiency



1915 Amberglen
3rd Place: Most Efficient Building



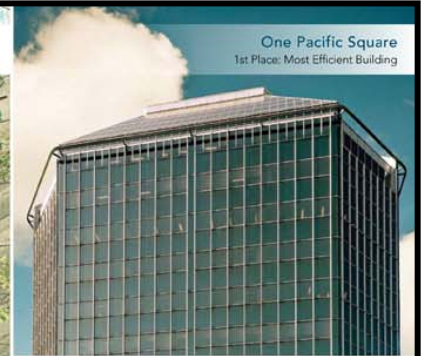
Oregon Square 830
1st Place: Greatest Improvement in Efficiency
(under 60,000 sq ft)



Robert Duncan Plaza
2nd Place: Most Efficient Building
2nd Place: Greatest Improvement in Efficiency



Oregon Square 729
Most Efficient Building (under 60,000 sq ft)



One Pacific Square
1st Place: Most Efficient Building



Lloyd 700
3rd Place: Greatest Improvement in Efficiency

We Salute You

Congratulations to the participants of the BOMA Office Energy Showdown.

For a second year, BOMA Portland challenged our members to assess their building energy use and to calculate their ENERGY STAR® performance rating. Participants examined utility data, occupancy levels, and office space usage to generate an objective ranking of operating efficiency. By participating and comparing their results, these firms are leading the way in managing expenses, exploring ways to reduce energy consumption, and better serving their tenants and the community.

Participating Companies:

- Ashforth Pacific, Inc.
- CBRE
- Doug Bean & Associates
- Grubb & Ellis
- KG Investment Management
- Melvin Mark
- Russell Development Company
- StanCorp Real Estate
- Unico Properties, LLC

In addition to the winners, the following buildings qualified for the ENERGY STAR label:

- Columbia Square, Melvin Mark
- Crown Plaza, Ashforth Pacific, Inc.
- Liberty Center, Ashforth Pacific, Inc.
- ODS Tower, Ashforth Pacific, Inc.
- OSHU Center for Health & Healing, CBRE
- PacWest Center, Ashforth Pacific, Inc.
- Standard Plaza Building, StanCorp Real Estate
- US Bancorp Tower, Unico Properties, LLC

WINNERS

Greatest Improvement in Efficiency

- 1st Place: McGilivray Place
- 2nd Place: Robert Duncan Plaza
- 3rd Place: Lloyd 700

**Greatest Improvement in Efficiency
(under 60,000 square feet)**

- Oregon Square 830

Most Efficient Building

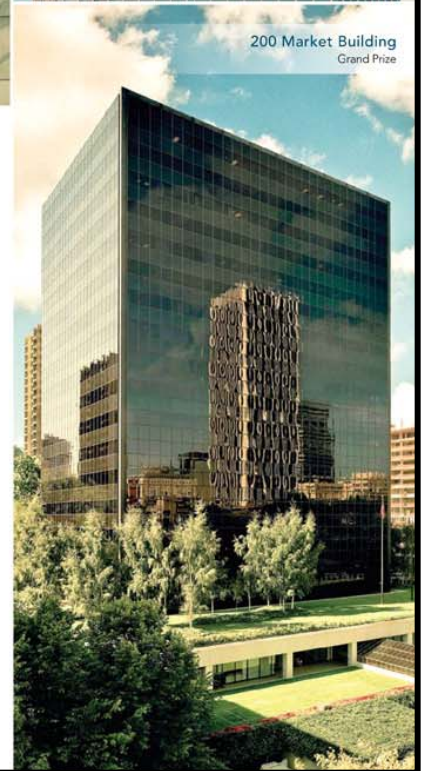
- 1st Place: One Pacific Square
- 2nd Place: Robert Duncan Plaza
- 3rd Place: 1915 Amberglen

**Most Efficient Building
(under 60,000 square feet)**

- Oregon Square 729

**Grand Prize and winner of
"The Power Broker" trophy**

- 200 Market Building



200 Market Building
Grand Prize



Learn more ways to improve your energy performance:
bomaportland.org, betterbricks.com and energytrust.org

Catalytic Activities

- Contest structure differs by market:
 - BOMA Seattle “Kilowatt Crackdown”
 - Year-long competition, begun in the fall of 2007, ends April 2009
 - BOMA Portland “Office Energy Showdown”
 - Begins its third year in 2009
- Contests continue to engage real estate professionals:
 - 43 real estate firms participating, over 100 individuals
 - 95 buildings have benchmarked their energy performance
 - Represents over 28 million sq. ft. and over 20% of the Seattle and Portland office markets

Catalytic Activities

- Contests have generated many benefits:
 - Natural marketing channel for utility program offerings
 - Windows of opportunity to get an engineer “in the building”
 - A robust data set to compare energy performance
 - Give BOMA chapters a positive PR message
- Sets the stage for energy savings:
 - Minor energy savings through initial behavior change, .25 aMW savings achieved *despite*:
 - No specific requirements to change operations
 - Only 8 out of 12 months of data reported
 - Generates interest in energy management planning and utility program participation

Advice and Influence

- The real estate community finds themselves reacting to numerous policy, regulatory, and business challenges:
 - City green building policies
 - Tenant RFPs for green office space
 - Carbon issues – regional, state, federal
 - Navigating LEED
 - Finding qualified service providers
- Multiple examples where the real estate industry has come to us for advice and assistance:
 - Provide insight into using ENERGY STAR in codes
 - Running a carbon footprint test study for a commercial building
 - Chair the BOMA Seattle Energy Sub-Committee
 - Participate in multiple code committees and workgroups
 - Vetting and advice on technologies and vendors
 - Consistently asked about LEED

Advice and Influence

- **Wright Runstad & Company (Puget Sound)**
 - Assessment of energy management practices completed
 - Scoping studies conducted on 4 properties
 - Presented finding/recommendations (15% savings target)
- **Ashforth Pacific (Portland/Seattle)**
 - Completing assessment of energy management practices
 - Conducting scoping studies on 3 properties
 - Will be drafting findings/recommendations soon
- **Thorton Oliver Keller (Boise)**
 - Assessment of energy management practices completed
 - Conducting scoping studies on 3 properties
 - Will be drafting findings/recommendations soon

Future Directions

- Training and professional development
 - Developing “BEEP-Lite” curriculum
 - Benchmarking workshops and “interns”
 - Joint BOMA, Builder Operator Certification (BOC) offering
 - Project Manager program with ULI
- Catalytic activities
 - Green lease demonstration project
 - Continue benchmarking contests
- Advice and influence
 - Strategic energy management planning
 - Increase utility program participation



Thank you!

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