



The Value of Benchmarking to NEEA and its Utility Partners

CEE Program Meeting

June 2, 2009

OVERVIEW

- About NEEA's BetterBricks Initiative
- Why is Benchmarking Valuable?
- Why Portfolio Manager?
- Where does it Fit? Results To-Date
- Future Directions

The Northwest Energy Efficiency Alliance



Vision: Energy efficiency is a cornerstone of a vibrant sustainable Northwest.

Mission: Mobilize the Northwest to become increasingly energy efficient for a sustainable future.

The Northwest Energy Efficiency Alliance




- **Owners:**
- Bonneville Power Administration
- Energy Trust of Oregon
- More than 130 electric utilities across Wash, Ore., Mont. and Idaho
- **Supported by:**
- State governments
- Energy industry representatives
- Public interest groups
- **Team:**
- ~30+ full-time staff
- ~ wide range of contractors
- **Brands:**
- Northwest ENERGY STAR
- BetterBricks
- Continuous Energy Improvement

Commercial Sector Overview – BetterBricks

MARKETS

	INSTITUTIONAL		REAL ESTATE		RETAIL	
DESIGN & CONSTRUCTION	HOSPITALS & HEALTHCARE	OTHER INSTITUTIONAL	OFFICE	OTHER REAL ESTATE	GROCERY	OTHER RETAIL
BUILDING OPERATIONS	HOSPITALS & HEALTHCARE	OTHER INSTITUTIONAL	OFFICE	OTHER REAL ESTATE	GROCERY	OTHER RETAIL

BetterBricks builds the *demand* for and *supply* of energy efficiency products and services in commercial markets.

CURRENT FOCUS 

PAST FOCUS 

FUTURE FOCUS 

Why is Benchmarking Valuable to NEEA?

- Benchmarking is a catalyst for action (you can't manage what you don't measure).
- Often the benchmarking results are surprising to property owners and managers.
- This leads to questions about energy use, opportunities to improve, and the costs and benefits involved.
- Low cost/no cost energy management opportunities are often quickly capitalized on.
- Leads to greater participation in utility programs, greater demand for trade ally services, and a more strategic approach to energy management.

Why ENERGY STAR Portfolio Manager?

- ENERGY STAR Portfolio Manager has broad market recognition and acceptance (BOMA, Hospitals, etc.)
- The tool is easy to use and takes into account major variables associated with energy use for most building types.
- The tool is well maintained, accessible, and free to users. Robust database allows for meaningful comparisons.
- The ENERGY STAR Brand (Label) has currency with property owners, managers, tenants and the public at large, symbolizing an efficient building.

Where Does Benchmarking Fit?

Building Owners: Creating Demand

- Strategic Energy Management
- Best Business Practices

Trade Allies: Capacity to Supply Services

- Building Operations
- Design & Construction

Education and Training

- Association Relationships
- Workforce Training

Creating Demand from Owners - SEM

Why Strategic Energy Management?

“It is so much more valuable to have a system approach than approaching energy efficiency with this or that project. SEM looks much more deeply, including things we didn’t even think of, like purchasing and training. We didn’t know what we didn’t know!”

Medrice Coluccio, PeaceHealth, CEO Lower Columbia Region



“For me, the turning point was discovering a strategic approach to energy management... I learned how to make a well-planned financial case, one that contributes directly to the hospital’s bottom line.”

Bill Morgan, Engineering Manager St. Alphonsus Regional Medical Center, Boise, ID



Creating Demand from Owners – SEM

- **Some Best Business Practices**
 - Integrated design for new construction
 - Benchmark energy use/track performance
 - Total cost of ownership/life cycle costing
 - Purchasing guidelines/equipment standards
 - Staff training/enhanced service contracts



GUIDE TO THE DESIGN AND CONSTRUCTION OF HIGH PERFORMANCE HOSPITALS



WINNING ENERGY USE 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 compare 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 (one per tracking region), but we'll do this by participating.

WHAT YOU'LL GET

- 1. FREE advertising and recognition of your participation in the contest.
- 2. FREE energy benchmarking verification for properties that qualify for the ENERGY STAR label.
- 3. A B2B Services Award Certificate (B2B) awarded to the property and team that leads the contest.
- 4. An online marketing guide to help you leverage performance improvements.
- 5. Satisfaction from being a leader in the Puget Sound market.

Sponsored by:



THE RHYTHM OF THE STORE
YOU CAN SIGNIFICANTLY REDUCE ENERGY CONSUMPTION
AND YOUR STORE'S ENVIRONMENTAL FOOTPRINT.



Results To-Date: Strategic Energy Management

■ Hospitals & Healthcare

- Ten hospital systems have adopted and are implementing Strategic Energy Management Plans (one third of NW market)
- Goals range from 10-30% reduction in energy use over three to five years, most making good progress towards goals
- All participating hospitals have or are benchmarking energy use, with some achieving Energy Star certification

■ Office Real Estate

- Five real estate companies are adopting plans and energy savings targets (approx. 15% of NW market)
- Goals average 15% energy savings over three years
- All participants have or are benchmarking energy use, with some buildings achieving Energy Star certification

Creating Demand from Owners - Competitions

Real Estate Benchmarking Competitions

- BOMA sponsored contest - NEEA provides administration, funding, and technical support
- 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

Benchmarking Competitions

BOMA Portland Office Energy Showdown

Who is the champion?

Who is the best energy efficiency rating in Portland?
 Downtown?
 100+ years old?
 Single- or multi-tenant?

Take the challenge!

Test your building's performance! Find out...
 if you're leading the Portland average
 and how you can reduce your energy cost per square foot
 and qualify for the marketing benefits of the ENERGY STAR® label.

Win prizes and recognition for your building manager!

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: \$2000)
FREE Advertising and Recognition in local newspapers, congratulating all winners and ENERGY STAR participants.

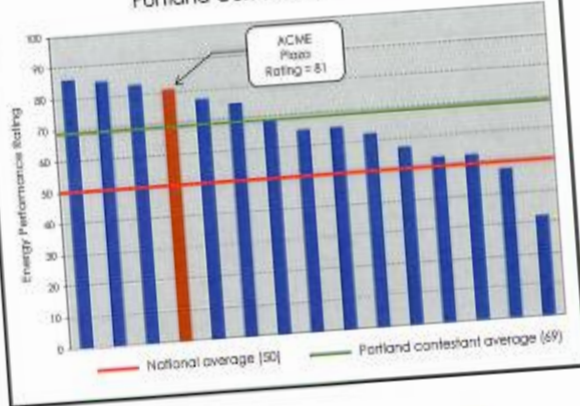
BOMA Portland OFFICE ENERGY SHOWDOWN Individual Building Summary

ACME Plaza
 Smith Management Company
 350,750 square feet
 Built in 1991

CONTESTANT FACTS:

Total participating buildings:	15
Total gross floor area participating (ft ²):	5,208,806
Average building gross floor area (ft ²):	347,264
Average year built:	1984

Portland Contestant Rankings



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Win the Kilowatt Cup Trophy and other PRIZES!

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WHAT YOU'LL GET

- 1. FREE advertising and recognition of your participation in the contest.
- 2. FREE energy engineering certification for properties that qualify for the ENERGY STAR label.
- 3. An unbiased ranking of your building's energy performance.
- 4. A 250 Seattle Best-Git Card for each property manager and engineer who benchmarks their property and input data over the course of the competition.
- 5. A photo report detailing your building's energy performance, in comparison to the general market.
- 6. A valuable marketing point to gauge future performance improvements.
- 7. A FREE online review of benchmarking data to look for common "bad" areas.
- 8. Satisfaction from being a leader in the Puget Sound market.

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BETTERBRICKS
 Bottom line thinking on energy.

Benchmarking Competitions

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
Crubb & Ellis
KE Investment Management
Melvin Mark
Russell Development Company
StarCorp Real Estate
Unico Properties, LLC

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

Columbia Square, Melvin Mark
Clown 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, StarCorp Real Estate
US Bancorp Tower, Unico Properties, LLC

WINNERS

Greatest Improvement in Efficiency
1st Place: McGillivray 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 Ambarglen

Most Efficient Building (under 60,000 square feet)
Oregon Square 729

Grand Prize and winner of "The Power Broker" trophy
200 Market Building

BOMA **BETTERBRICKS** **EnergyTrust**
Portland Bottom line thinking on energy of Oregon, Inc.

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

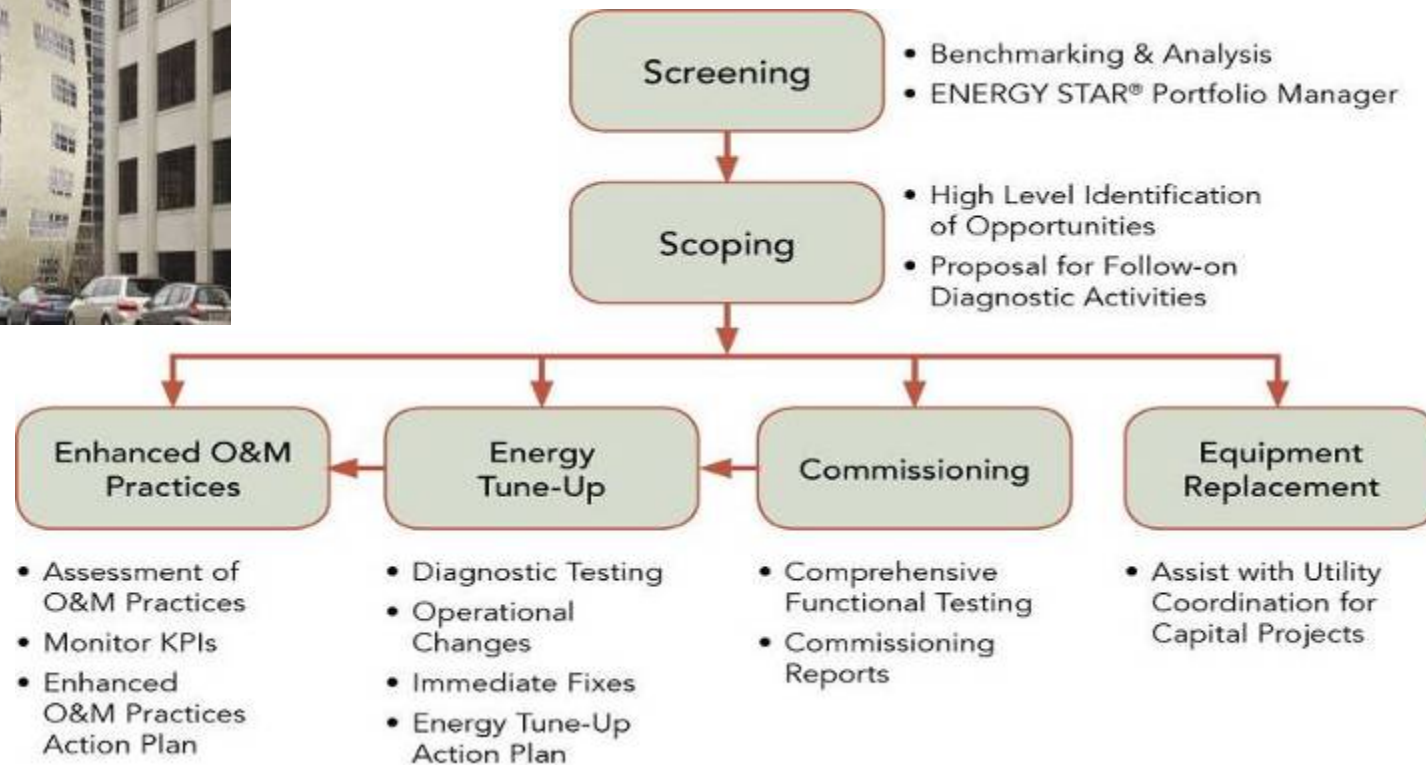
Results To-Date: Benchmarking Competitions

- 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
- Sets the stage for energy savings:
 - Energy savings through initial behavior change, over 1 aMW savings achieved *despite*:
 - No specific requirements to change operations
 - Only 8 out of 12 months of data reported
 - Utilities registered increased interest in programs by participating real estate firms

Capacity to Supply: Building Operations



Building Performance Services



BetterBricks Education and Training

- 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

BetterBricks Education & Training

Strengthening the Capabilities of Others



“It’s a terrific opportunity. I hope that we continue the partnership for years. Energy efficiency is the number one interest of our members.”

Susan Steward, Executive Director, BOMA Portland

BetterBricks - Future Directions

- **Building Owners: Creating Demand**
 - Strategic energy management
 - Continue benchmarking contests
 - Other catalytic market activities
 - Increase utility program participation
- **Trade Allies: Capacity to Supply Services**
 - Building operations (building performance services)
 - Design & construction (integrated design)
- **BetterBricks Education and Training**
 - Developing “BEEP-Lite” curriculum
 - Benchmarking workshops and “interns”
 - Joint BOMA, Builder Operator Certification (BOC) offering



Thank you!

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