

2006 BOMA BEEP Training

- NYSERDA sponsored venue for last 3 courses
- Outreach through BOMA-NYC newsletter and email invitations
- Not well attended
- Modified invitation to include networking with building performance providers
- Added speakers/ case-studies in NYC

BEEP-NY Challenges/Barriers

- Competing responsibilities of property managers
- High awareness of building performance strategies
- NYC must balance demand reduction (kW) with energy savings (kWh)
- Messaging for brokers and “C”-level executives must address competitiveness, valuation, environmental stewardship

2007 “Focus on CRE” Strategy

- Continued partnership w/BOMA-NYC
- NYC ENERGY STAR Challenge – campaign to reach owners, asset managers, brokers and property managers
- BEEP will fit into comprehensive training plan
 - “C”-level presentation for key CRE market actors
 - NYC case-studies to augment sessions for Portfolio Managers
 - Contractor Network Training
 - Building Operator Training
- CRE Portal on NYSERDA website