

BOMA Energy Efficiency Program in the NW

CEE Workshop
1/16/2007



About NEEA



A Non-profit Corporation Supported By:

- Electric utilities
- Public benefits administrators
- State governments
- Public interest groups
- Energy efficiency industry representatives



NEEA Mission: Catalyze the Northwest marketplace to embrace energy efficient products and services



NEEA Commercial Markets Focus - BETTERBRICKS



Why BOMA?



Partnering with BOMA assists market transformation in multiple ways:

- BOMA locals offer connection to industry leaders
 - Membership base is aligned with target audience
 - Established marketing channel for office building service providers
- Credibility
 - Participation demonstrates shared goals
- Educational platform
 - Existing venues for trainings, meetings, seminars
 - Professional certification and continuing education credits drive demand



BetterBricks - Office Real Estate Approach



Focus on energy business practices as a competitive advantage:

- Elevating energy management to the portfolio level
 - Existing buildings
 - New developments
 - Building sales and acquisitions
- Emphasizing energy in all financial transactions
 - Leases
 - Capital investments
 - Banker, appraiser, underwriter analyses
 - Employee and subcontractor compensation
 - Procurement policies



Office Real Estate Approach



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 - ***BOMA Energy Efficiency Program***
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Bringing BEEP to the Pacific NW



Desire to use BEEP as a launching point:

- Live sessions
 - “Box lunch” sessions are standard practice for NW BOMA locals
 - A more Interactive, personal approach
 - Allows for industry networking, social dynamics
- Present supplemental content
 - State and local incentives
 - Utility energy audit programs
 - Tax credits
 - BetterBricks Building Performance Services
 - Etc.



Bringing BEEP to the Pacific NW



Licensing arrangement:

- BOMA Foundation licenses BEEP content to BOMA locals
 - Unlimited presentation rights for two years
 - Content and ownership remain within BOMA community
 - BEEP core curriculum can not be modified, but “bookend” content can be added
- BetterBricks provides financing, logistical support
 - Reimburse licensing fee to local
 - Providing marketing, PR, speakers, and other services
 - Acts as program “sponsor”
- Locals reap tangible benefits
 - Locals keep registration fees as revenue generation
 - Valuable service to members and recruitment tool



BEEP in the Pacific NW – 2007



Signed licensing agreements, and planning underway:

- Seattle
 - Signed agreement and paid licensing fee
 - 3 half-day seminars, 2 BEEP sessions per day
 - Associate member activities, sponsorship opportunities
 - March, April, & May

- Portland
 - Signed agreement and paid licensing fee
 - 6 box-lunch presentations throughout the year, 1 BEEP session at each
 - 1st presentation on January 31st

- Other markets
 - Meetings scheduled with BOMA Boise staff to discuss options
 - Some interest in Spokane



BEEP – Lessons already learned



- It's a BOMA program, we take the backseat
 - The locals benefit from bringing this to their members
 - Make the local organization the "hero"

- Each local has a unique personality
 - Different approaches to presentation
 - Different communication and marketing streams
 - Different hot-button issues and goals
 - Different financial situation

- Active membership and participation helps
 - Join the chapter, show up at meetings
 - Get to know the key players
 - Establishing credibility key



Sample Marketing – BOMA Portland



BOMA Portland proudly announces the presentation of the

BOMA Energy Efficiency Program

LIVE and in person!

Did you know...

- Utility costs for a Portland office building run about \$1.50 per square foot?
- Energy is the largest controllable operating expense for an office building, typically one third of variable expenses?
- The average commercial office building could reduce its energy use by 20%?
- Well managed older properties can often outperform newer buildings?
- There are proven low- and no-cost strategies that can reduce energy consumption?

Find out how energy management and high performance buildings can...

- Reduce energy costs
- Improve tenant satisfaction
- Increase building competitiveness
- Reduce O&M costs
- Extend equipment life
- Increase asset value

Plus, learn about local resources and programs such as:

- State and local financial assistance
- The BOMA Portland Office Energy Showdown
- FREE energy audits
- Tax credits
- Business templates, information, and tools
- Special guests

Information:

Sessions are held from 11am–1pm at the World Trade Center in downtown Portland. Complimentary box lunch is provided.

Cost per session:
 \$20—in advance for BOMA members (or \$100 for all 6)
 \$30—in advance for non-members
 \$35—at the door

Register at www.bomaportland.org

REGISTER TODAY at www.bomaportland.org

Sponsored by:



Sample Marketing – BOMA Portland



Course Content & Schedule:

Date	Course	Description	Location
January 31	Introduction to Energy Performance	Fundamentals of energy, financial benefits, energy management plans.	All sessions will be held at the World Trade Center Conference Center in downtown Portland. 121 SW Salmon Street Underground parking available on SW Taylor Street (fee required).
March 7	How to Benchmark Energy Performance	Reasons for benchmarking, how it works, data required, tips and best practices.	
April 25	Energy Efficient Audit Concepts and Economic Benefits	Benefits of energy audits, data analysis, audit techniques and findings, converting findings into improvements.	
June 6	Low-Cost Operational Adjustments to Improve Energy Performance	Specific tactics including O&M, tenant behavior, lighting controls, equipment—goal setting and action plans.	
August 22	Valuing Energy Enhancement Projects and Financial Returns	Financial concepts and metrics, calculating investment value, making the business case, financing options.	
September 19	Building an Energy Awareness Program	Importance of tenant participation, recognition opportunities, communications plans, and case studies.	

What is the BOMA Energy Efficiency Program (BEEP)?

Developed by the BOMA Foundation in partnership with the US Environmental Protection Agency ENERGY STAR® program, BEEP is an innovative operational excellence program designed for property owners, managers, and operators. Previously only available in national web casts—live, interactive sessions held in Portland will focus on low- and no-cost techniques for optimizing equipment, people, and practices.

REGISTER TODAY at www.bomaportland.org

