



# Encouraging Better Building Operating Performance in the Market

CEE Workshop Presentation  
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NORTHWEST ENERGY EFFICIENCY ALLIANCE  
[www.nweea.org](http://www.nweea.org)

## AGENDA



1. The Northwest Energy Efficiency Alliance (NEEA)
2. Building Operations Market – Strategies & Tactics
3. Building Performance Services Description
4. Current Activities
  - Working with Service Providers
  - Building Market Awareness
  - Education and Training Activities
  - Building Operations On-Line Toolkit



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## Introduction to the 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



Commercial Sector Initiative		Vertical Target Markets			Other Buildings
		Hospitals & Health Care	Grocery	Real Estate	
Cross-Cutting Markets	Design & Construction				Other Buildings
	Building Operations				Other Buildings



## Building Operations Market



### Market Strategies

- Partner with energy industry, trade associations and national organizations to promote building operating performance.
- Build owner/operator capabilities to ask for building performance services. Provide information, tools, training and support.
- Present the business case for service provider investment in service options that deliver improved building operating performance.
- Provide business planning, marketing, technical assistance, educational and product/service development support to committed service providers.



## Building Operations Market



### Tactics

**Business Advisory Resources** – Business advisors collaborate with technical advisory expertise to address service provider business planning and marketing needs

**Technical Advisory Resources** – Technical advisors work with service providers and select customers, and coordinate with local utilities to tap into utility programs if applicable

**Education and Training** – Professional development opportunities, primarily for service provider and facilities staff. Developed and conducted in partnership with others, such as ASHRAE or hospital engineering associations

**Marketing** – Often in partnership with others, to build awareness within and across markets, including events, public relations, advertising, and collateral



## Building Performance Services

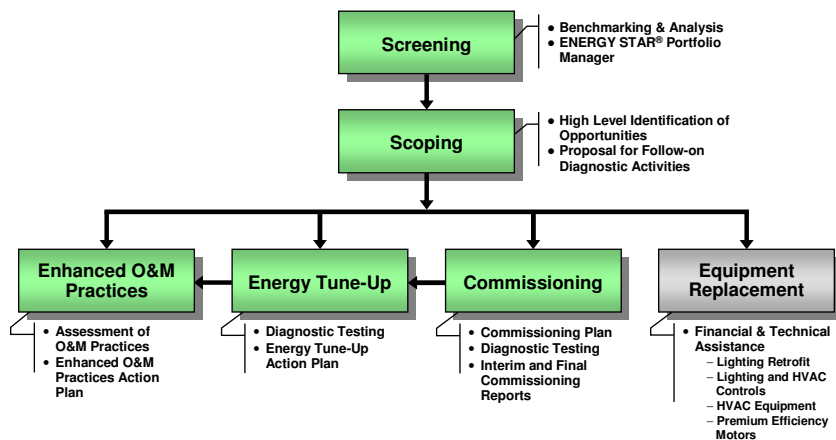


### Our Definition:

Building performance services **improve the operating performance of building systems and equipment**, resulting in a more comfortable and productive interior environment and a building that is more energy-efficient.



## Building Performance Services



## Building Performance Services



### Service Provider Benefits

- **Strengthen Customer Relationships**
  - Meet full range of customer needs
  - Address immediate customer issues/concerns
  - Uncover value through continuous improvement
- **Grow Market Share & Revenue Potential**
  - Tune-ups of existing systems and equipment
  - Enhanced O&M service contracts
  - Equipment replacement/upgrade opportunities
- **Company Image/Business Leadership**
  - Aggressive stance on energy management
  - Active role in energy/environmental solutions
  - Commitment to lead locally and nationally



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## Building Performance Services



### Customer Benefits

- **Reduced Operating Expense/Contribution to Margin**
  - Decreased energy use and maintenance costs
  - Reduced energy price volatility budget impact
  - Savings can be reinvested in core business activities
- **Increased Staff Productivity, Retention, and Morale**
  - Operations staff spend less time reacting to problems and “firefighting”
  - Employees and tenants enjoy a more comfortable working environment
- **Positive Community Image**

Environmental stewardship, in the form of pollution reduction from reduced energy production, contributes to improved community health and well being



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## Working with Service Providers



### **A Change in Strategy as of 2006: Firm Focus**

More intensive focus on influencing service offerings through deeper relationships with select service providers. Activity can include:

- business planning and marketing assistance
- professional development opportunities
- project specific technical and financial assistance
- product and service development support

### **The Value to Service Providers in Working with BetterBricks**

- Access to extensive and broad expertise
- Credible third party endorsement
- Assistance with access to financial incentives
- Marketing assistance in gaining recognition for your work with clients and in the community at large



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## Building Market Awareness



### **Events and Public Relations**

- BetterBricks Awards (Seattle, Portland, Boise)
- Conferences (Executive Summit, Powerful Business)
- BOMA Portland Office Energy Showdown
- Articles in newspapers, trade publications

### **Collateral and Advertising**

- Web-site and Toolkit
- Presentation materials and brochures
- Customer profiles and case studies

### **Firm Focus Participants**

- Marketing plans
- Tactical support



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## Education and Training Activities



### Service Providers

- Building Performance Services Series: *Overall market opportunities, business models, delivery options*
- Firm Focus: *Professional development plans*

### Facilities Staff

- Trade Associations (IFMA, ASHRAE, Healthcare Engineering, etc.)
- Established programs (BOC, NEEI, etc.)

### Building Owners/Managers

- BOMA BEEP Series
- Healthcare Associations



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## Building Operations On-Line Toolkit



### Purpose

Provide easily accessible, actionable information on a range of O&M topics

### Structure

- Two Tracks
  - Owner/Operator Track
  - Service Provider Track
- Contents
  - The case for better building operating performance
  - How to get started
  - Technical information
  - Best practices
  - Case studies and examples



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