

# THE SUSTAINABLE ENERGY UTILITY: BEYOND BENCHMARKING

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DC Sustainable Energy Utility (DCSEU)



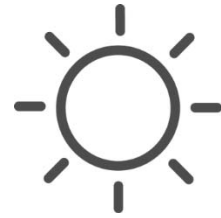
# Objectives

- ▶ Overview of the SEU model
- ▶ Outline efforts before and after public release of Benchmarking data
- ▶ Transforming required compliance from Benchmarking into Energy savings interactions



# Beyond Energy Efficiency

▶ Renewable energy



▶ Jobs and economic development



▶ Social equity



▶ Transportation



# The Sustainable Energy Partnership



*L. S. Caldwell & Associates, Inc.*  
www.lscaldwell.com



The DC Sustainable Energy Utility is a project of the Sustainable Energy Partnership under contract to the District Department of the Environment (DDOE).



Government of the District of Columbia  
Vincent C. Gray, Mayor



# DCSEU Goals

Electricity Savings



Gas Savings

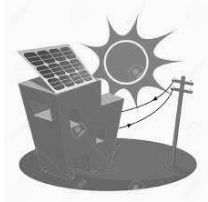
Green Jobs



Local Economic Development



Investing in the Low Income Community



Renewable Energy



# Performance

- ▶ In order to achieve the broad goals, we just have to reach out to the right customers with the right service offerings.
- ▶ Wait. DCSEU does not have direct access to customer utility data.
  - WHAT DO WE DO?

# Prior to Public Benchmarking Data

- ▶ Who are the energy users?
  - Research
    - X% of New York commercial real estate relies upon natural gas, so DC could be similar
  - Personal knowledge of local area
    - MUSH, CRE, DC Water, WMATA, Fed Govt
  - Proxies
    - Square Footage

**This could get us averages, approximations, or clusters, but never precise customer info**



# Action to Interaction

## ► Action:

–law requires Benchmarking therefore they must.

- IF that is all we do with these customers, that is a missed opportunity!





# Enter Benchmarking

Property Name	Property Floor Area (ft <sup>2</sup> )	ENERGY STAR Score	Site EUI	Property Type	Electricity Use (kWh)	Natural Gas Use (therms)	Organization	Phone	Email
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Who is this?

How big is this?

How does this compare nationally?

How does this compare with local peers?

What do they do here?

How much electricity is used?

Do they have gas service Y/N?

Is this part of a portfolio?

How do we reach them?



# Real DC data

Year Built	Building Gross Floor Area (ft <sup>2</sup> )	Site EUI (kBtu/ft <sup>2</sup> )	Weather Normalized EUI (kBtu/ft <sup>2</sup> )	ENERGY STAR Score	Electricity Use - (kWh)	Natural Gas Use (therms)	District Steam Use (kBtu)
1978	1,177,174	54.2	170.3	85	18711760		
1928	209,093	103.7	199.7	33	2348233		13677270
1986	210,032	70.6	138.8	71	1688171		9057684
2005	1,578,431	73.1	191.1	91	25219860	293417	
1970	1,445,557	58.9	157.4	90	19330220	192199	
1978	1,296,795	142.4	280.6	17	23772610	1026748	

Electric Programs

Gas & Electric Programs

Bring a Senior Engineer



# Integration with business practice

- Incorporated some Benchmarking data directly into our CRM to enhance customer engagements.

Core Site Information

**Site ID:** 6331      **Status:** Active

**Description:** 1800 K Street

**Meter:**

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Site Address      [Copy](#) [Map](#)

1800 K ST NW  
Washington DC 20006  
County: District Of Columbia  
Ward: 2

Building Information

**Type:** Commercial, unspecified

**Const:**

**Total Units:** 1

**Sqft:** 224865

**ESPM Score:** 75

**Site EUI:** 70

# Portfolio Performers

Portfolio    # of Bldgs    Energy Star Score per building

<b>Gates Hudson</b>	<b>13</b>	<b>70</b>	<b>32</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>JBG</b>	<b>13</b>	<b>92</b>	<b>91</b>	<b>90</b>	<b>85</b>	<b>77</b>	<b>76</b>	<b>75</b>	<b>75</b>	<b>70</b>	<b>68</b>	<b>67</b>	<b>66</b>	N/A
<b>Tishman Speyer</b>	<b>13</b>	<b>85</b>	<b>77</b>	<b>77</b>	<b>76</b>	<b>73</b>	<b>60</b>	<b>53</b>	<b>42</b>	N/A	N/A	N/A	N/A	N/A
<b>Transwestern</b>	<b>13</b>	<b>100*</b>	<b>84</b>	<b>83</b>	<b>82</b>	<b>77</b>	<b>72</b>	<b>71</b>	<b>66</b>	<b>59</b>	<b>55</b>	<b>38</b>	<b>26</b>	N/A



# Interaction

## ► Interaction:

- Projecting improvements necessary for score improvement
- Leveraging Energy Star certification
- Campaigns designed around fuels sources etc.
- Engagement about how to improve energy consumption
- Discuss what is happening with the portfolio
- Strategic Fuel Switching



# Contact Us

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