



Building Performance with ENERGY STAR®: Early Experience

April 3, 2012



Moderator
Andrew Schulte, ICF International



Panelists
Tom Rooney, TRC Energy Services



Matthew Matenaer, Franklin Energy



Learn more at energystar.gov



Agenda

- Introduction and Overview of Building Performance with ENERGY STAR (Andrew Schulte)
- Program Description: New Jersey's Clean Energy Program (Tom Rooney)
- Program Description: Focus on Energy (Matthew Matenaer)
- Panelist Discussion and Q&A (Andrew Schulte)
- Wrap-Up and Adjourn

Building Performance with ENERGY STAR Pilot Participants



What is Building Performance with ENERGY STAR?



- Opportunity for energy efficiency program sponsors (EEPS) to leverage the full power of the ENERGY STAR program for commercial buildings using a single program model
- Platform for EEPS to:
 - Penetrate commercial building sectors
 - Deliver greater savings through a whole building approach
 - Reach senior decision makers to expedite project investment decisions
 - Expand from individual projects to building portfolio commitments
 - Tap into the broader power of the ENERGY STAR brand with customers

Building Performance with ENERGY STAR Program Elements

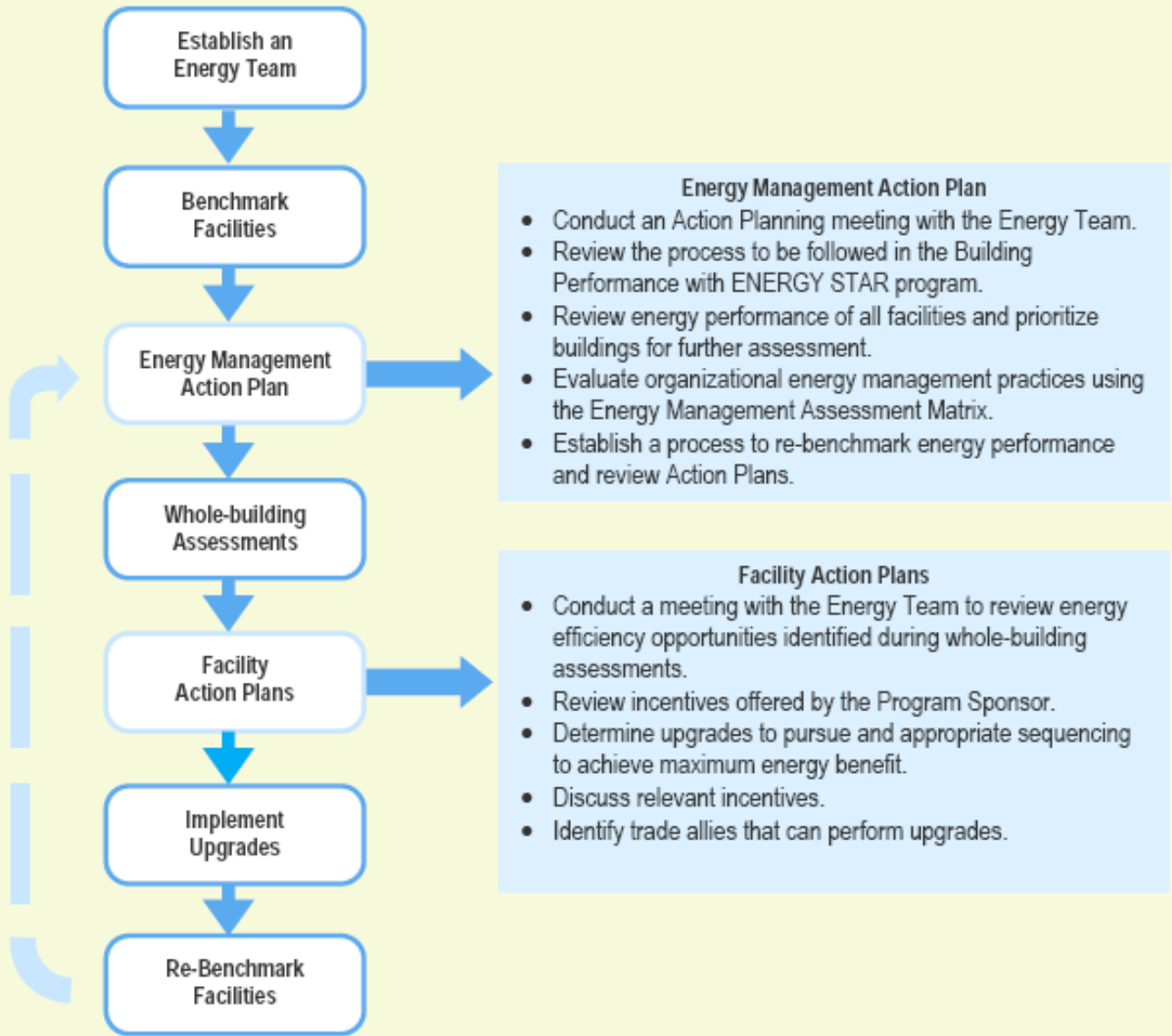


- **Target Marketing/Recruiting:** Focus on one or more specific commercial building markets (e.g., retail, grocery, K-12 schools)
- **Benchmarking:** Use EPA's Portfolio Manager tool to prioritize buildings for assessment and upgrade
- **Strategic Energy Management/Action Plan Development:** Help customers to develop strategic action plans that engage high-level decision makers
- **Whole-Building Performance Assessment:** Identify opportunities for improvements across all building systems
- **Whole-Building Upgrades:** Structure incentives to encourage customers to undertake whole-building improvements
- **Performance Monitoring and Verification:** Validate program impacts, support re-benchmarking, and assess customer satisfaction

Market Barriers Addressed

Barrier	Strategy to Overcome
Lack of understanding of building performance	Benchmarking helps facility managers understand building energy performance and gives them an easy way to communicate performance to others in their organization.
Lack of management commitment and strategic energy planning	Creating action plans with customers as part of their energy management strategy is an effective way to engage senior management, and secure capital for improvements. Benchmarking results can be used to direct resources toward facilities with large energy savings potential.
Lack of up-front capital	Focusing on long-term action planning helps customers see past the initial hurdle of up-front capital requirements. Savings from low and no cost improvements can be viewed as a revenue stream to fund future capital improvements.
Trade ally business model driven primarily by equipment sales	Building demand in the marketplace for whole building services helps develop a local network of service providers that understand and can deliver whole-building assessments and upgrades.

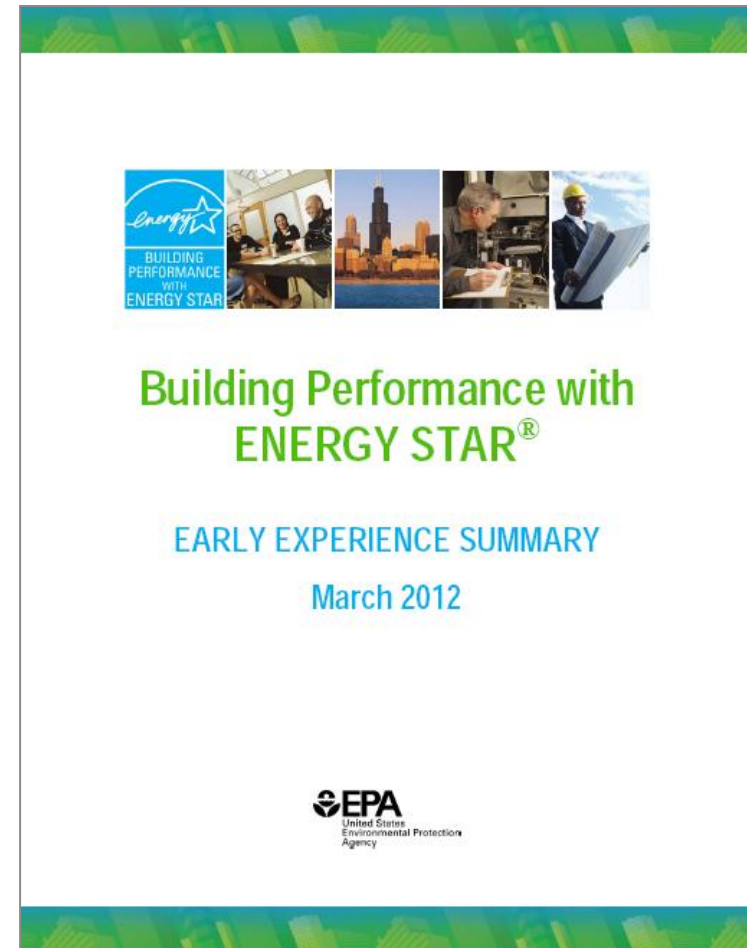
Differentiate Your Program: Strategic Action Planning



Early Experience Summary



- Spotlight on Successful strategies
 - Moving from **buildings** to **portfolios**
 - Using benchmarking as a **mechanism for discovery**
 - Serving as a **trusted advisor**
 - Helping **all** customers realize that they can do more
 - Reaching higher to **engage with senior decision-makers**
 - **Coordinating efforts** between electric and gas utilities
 - **Engaging trade allies** to provide whole-building expertise



Questions?



<http://www.energystar.gov/buildingperformance>

Tracy Narel

narel.tracy@epa.gov

(202) 343-9145

Andrew Schulte

aschulte@icfi.com

(703) 934-3201