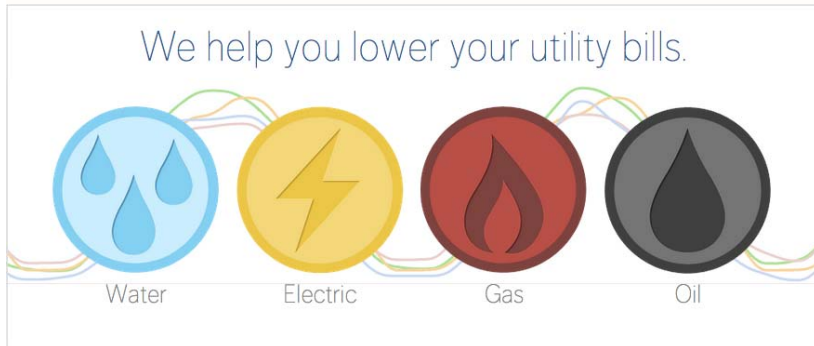




# MULTIFAMILY ENERGY EFFICIENCY RETROFIT PROGRAMS: STRATEGIES FOR ENGAGING BUILDING OWNERS

**wegowise**



Edward Connelly  
President, New Ecology, Inc.  
Founder, Wegowise, Inc.

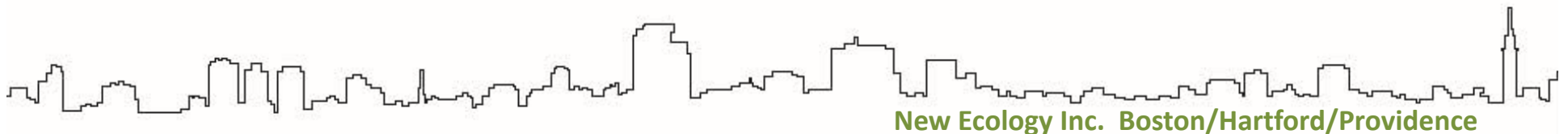


# Who Are New Ecology and Wegowise?



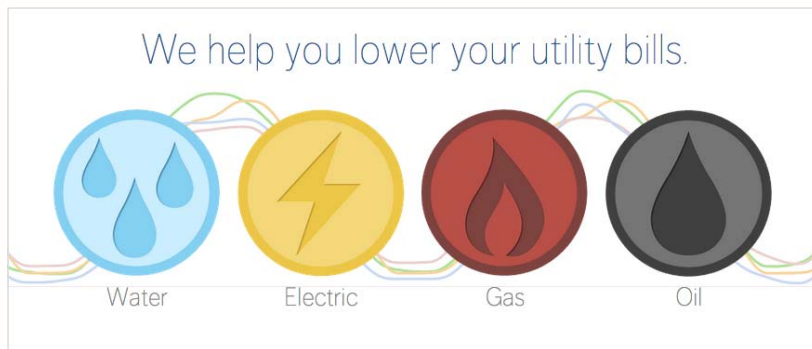
New Ecology is a non-profit organization whose mission is to catalyze sustainable development in low income and underserved communities. We work in the following areas:

- New construction
- Moderate Rehab
- Energy Efficiency
- Efficiency R&D
- Consulting
- Outreach and Education
- Data Analysis



# Who Are New Ecology and Wegowise?

**wegowise**



- Energy Data Company
- Founded by NEI, Boston Community Capital and CTO to solve the data problem in multifamily affordable housing
- Largest database of its kind

# As of April 16, 2015 Tracking:

551,408 units

28,332 buildings

824,000,000 square feet

4,050,186 data points



# What Do Owners Want?

## 1. Results

- Reduced Maintenance
- Compliance
- Lower utility costs
- Improved Tenant Comfort
- Reduced Tenant Costs

## 2. Subsidy

## 3. No hassle

## 4. Not to be surprised by competition



# What Not To Do To Engage Owners in Improving Their Portfolios



1. Pretend that financing is the problem.

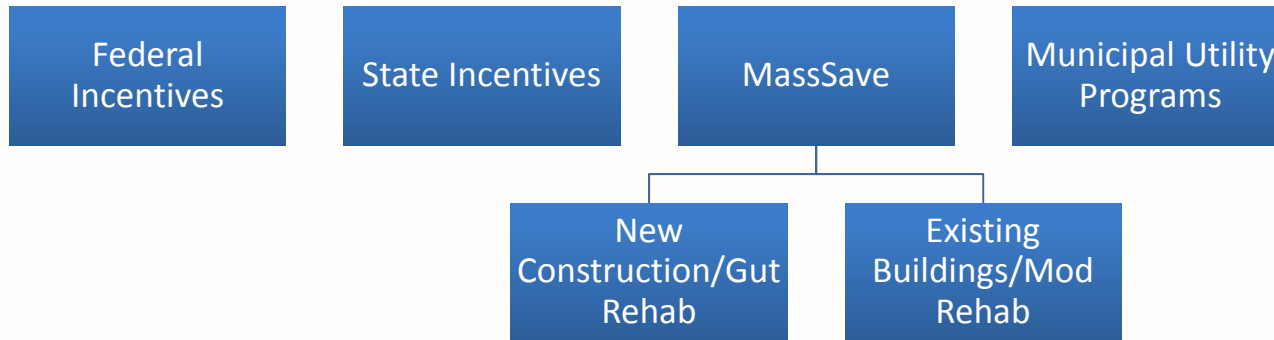


2. Assume that if you build it, they will come.

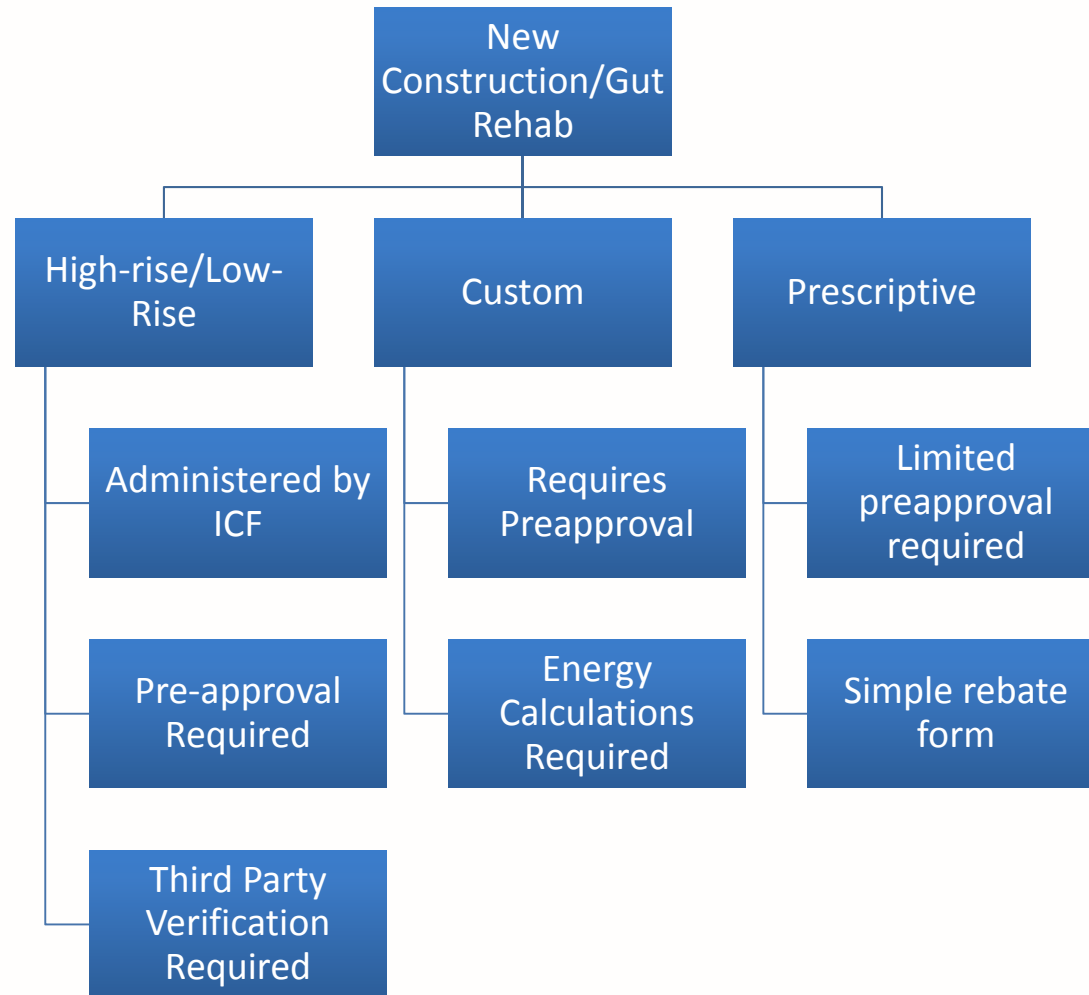




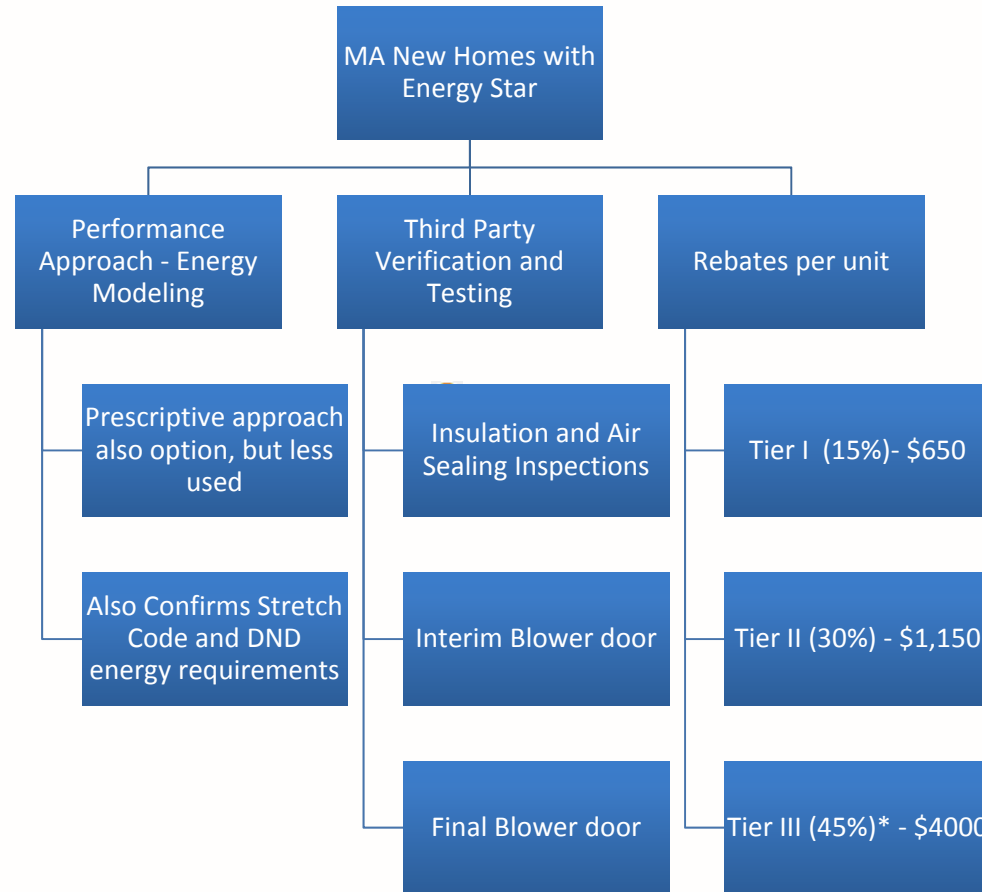
# Some of the MF Greening Programs in MA



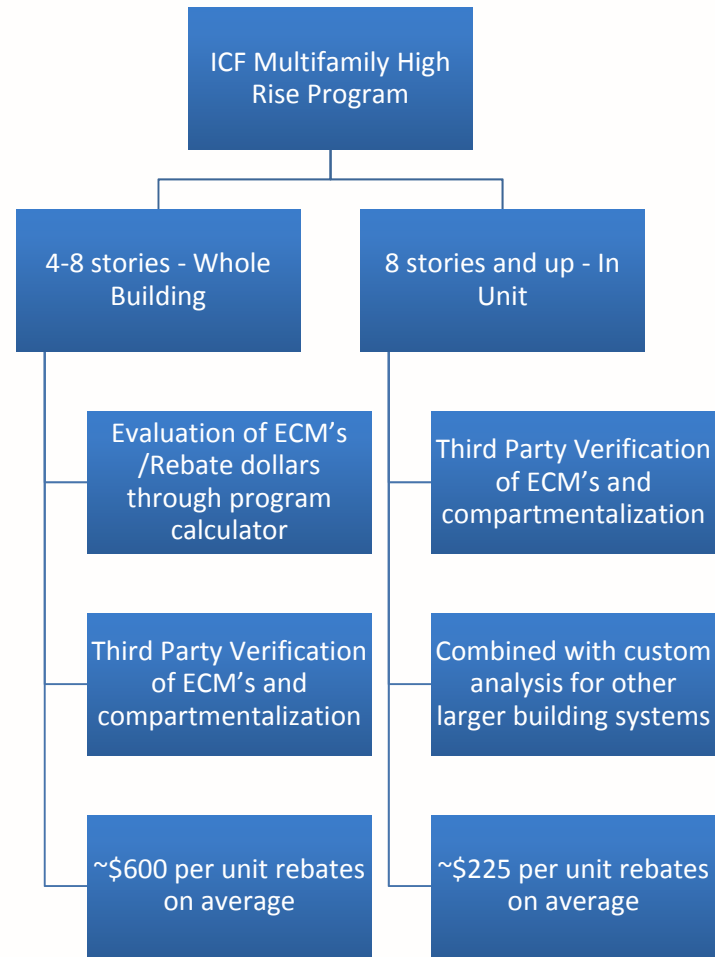
# New Construction/Gut Rehab



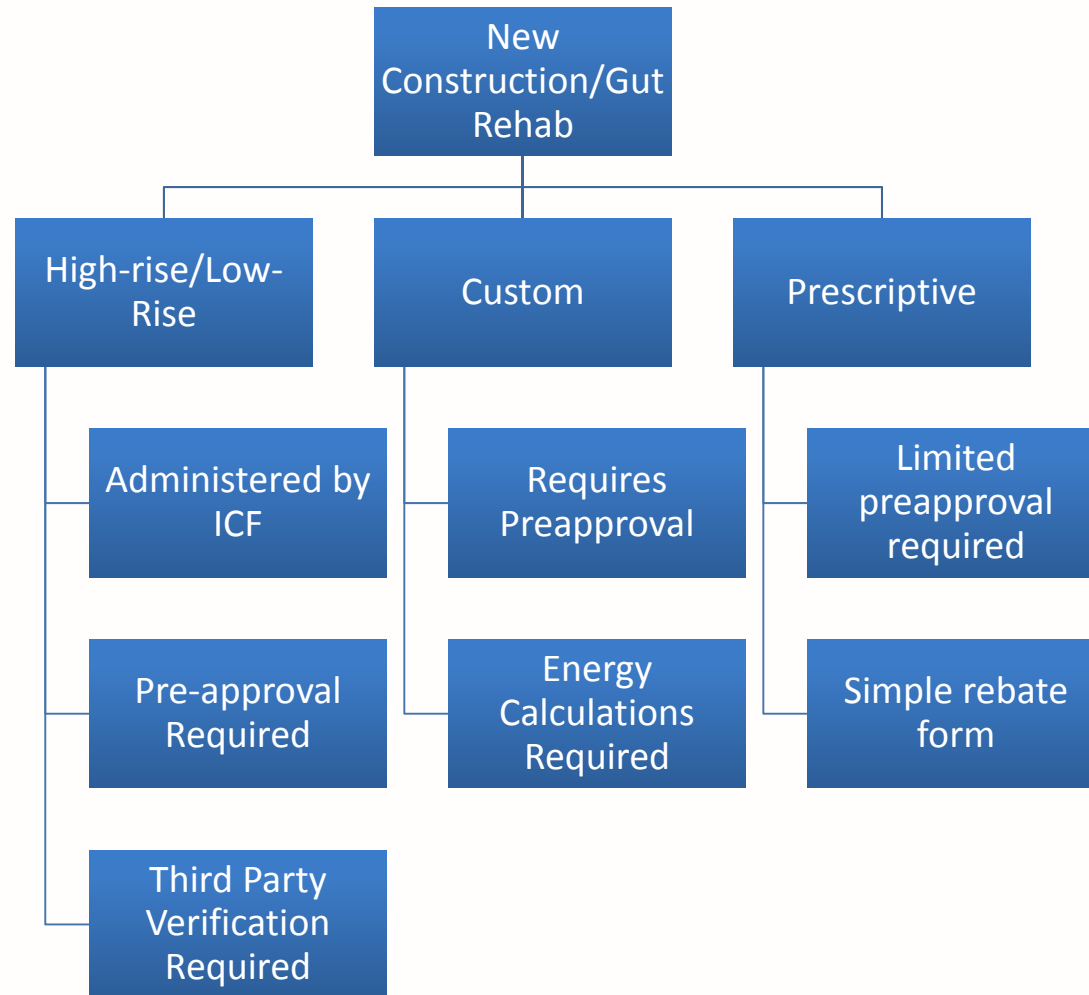
# New Construction-Less than 4 stories



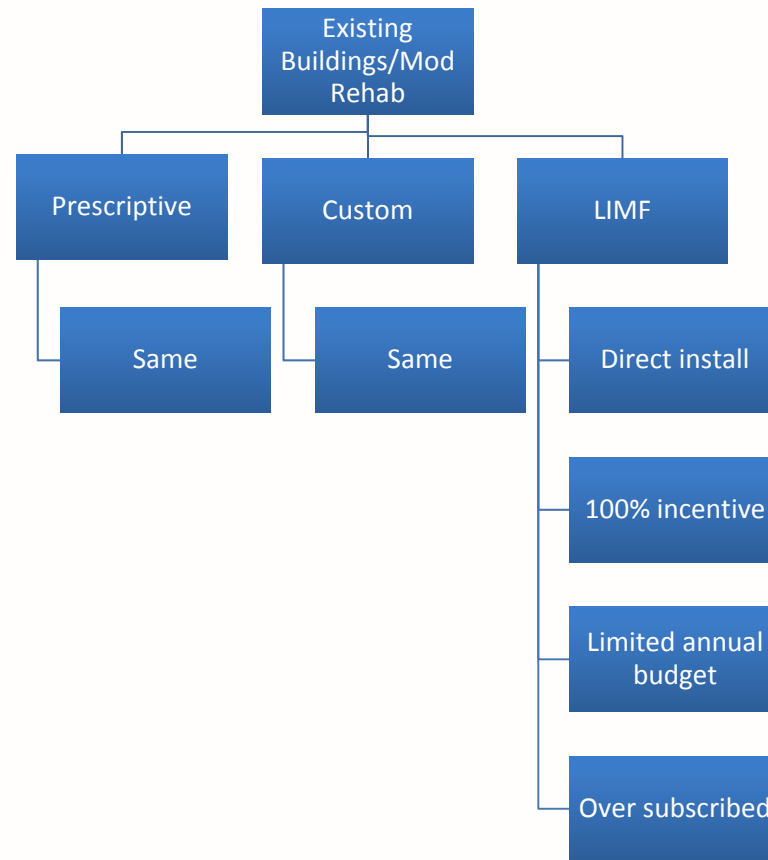
# New Construction-4 stories or above

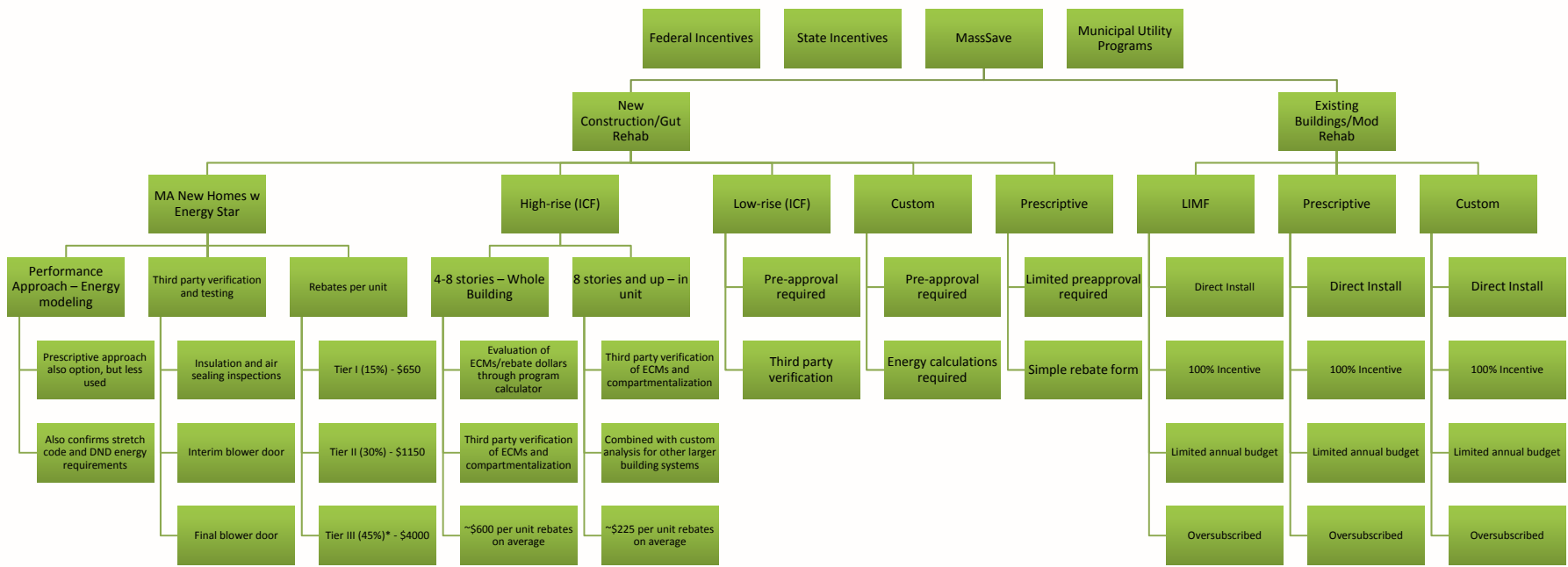


# New Construction/Gut Rehab

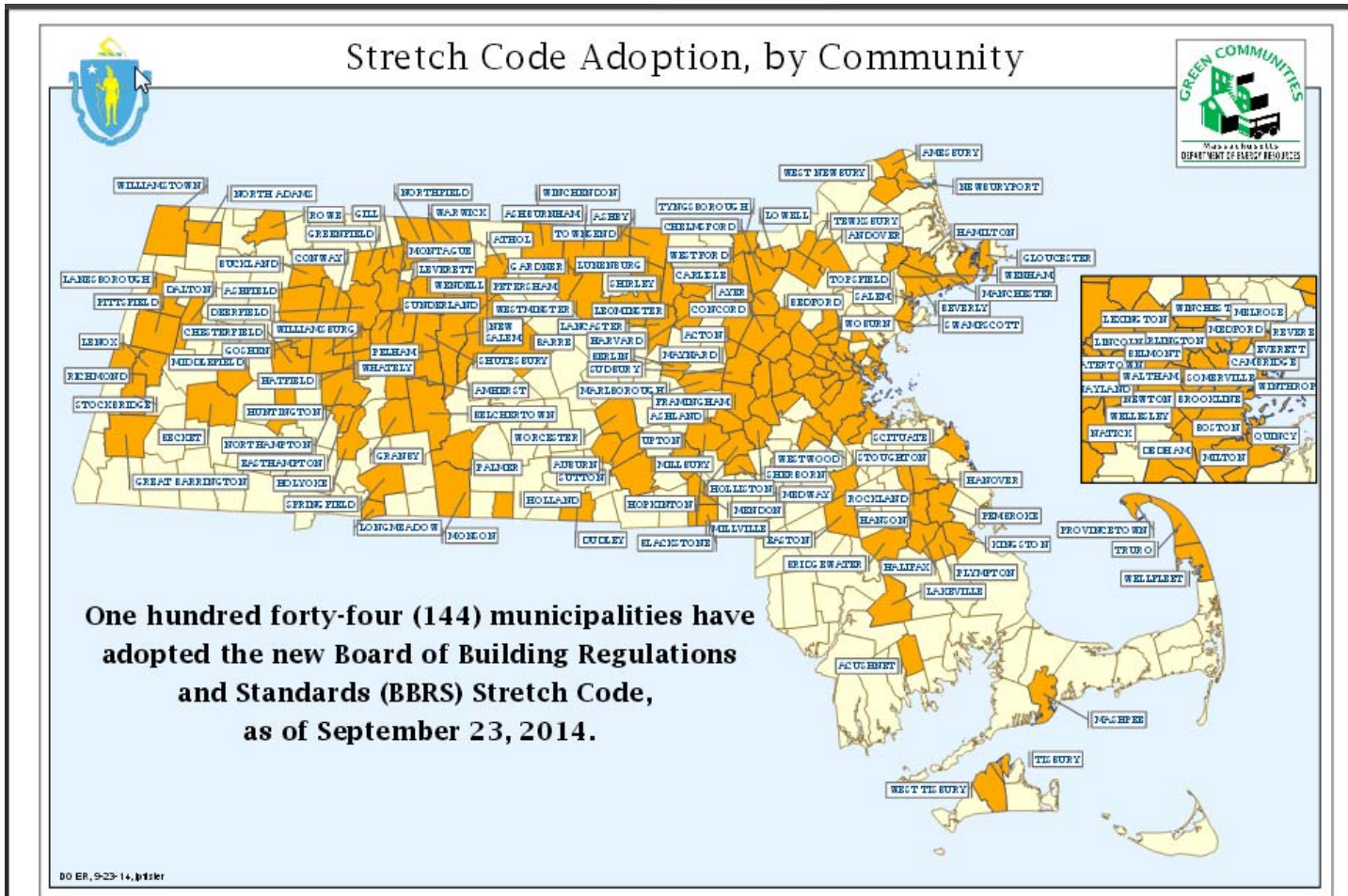


# Existing Buildings





# We Have Not Even Considered:

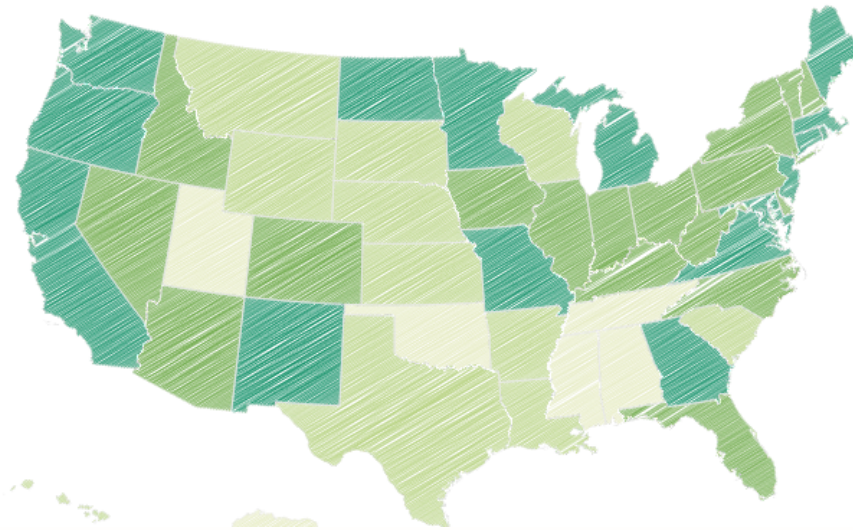




# We Have Not Even Considered:

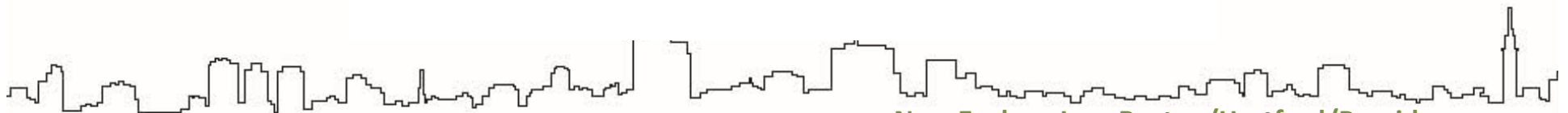
## 2013 QAP ANALYSIS

Green Building Criteria in Low-Income  
Housing Tax Credit Programs



New Ecology Inc. Boston/Hartford/Providence

# We Have Not Even Considered:



# We Have Not Even Considered:



**CLEAN ENERGY**  
FINANCE AND INVESTMENT AUTHORITY

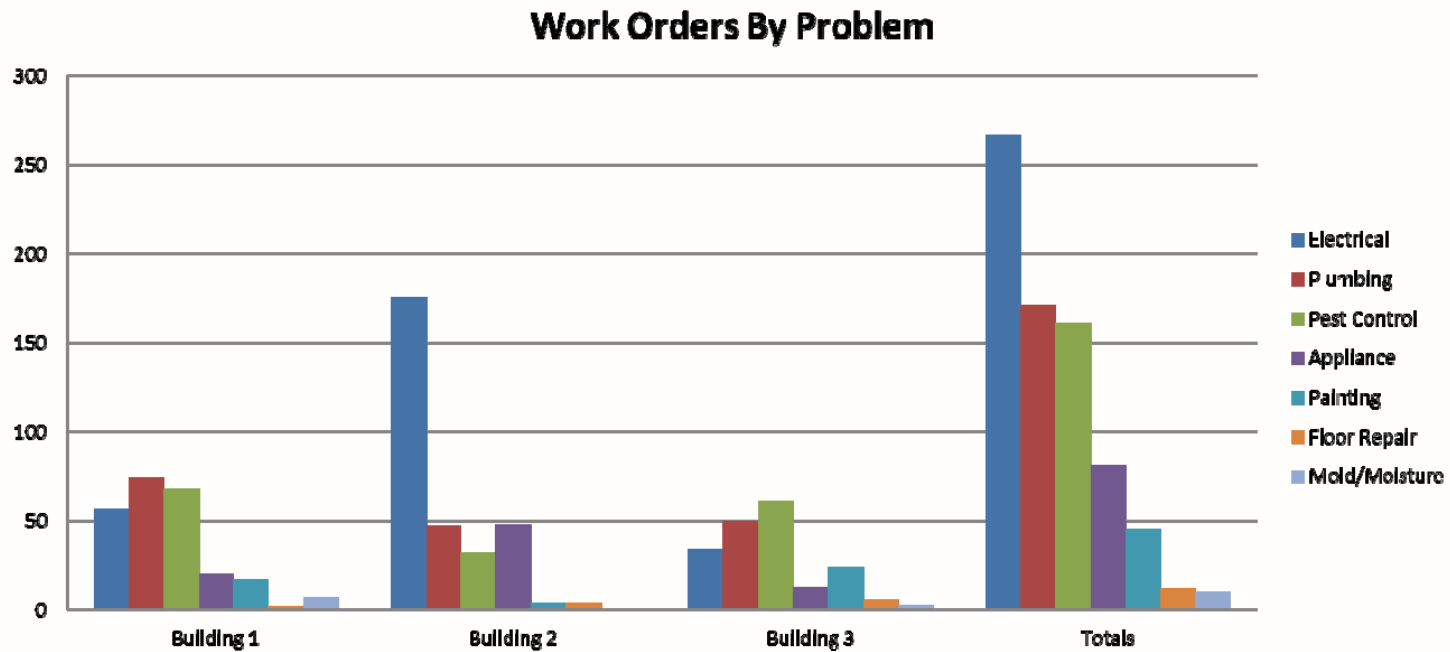


New Ecology Inc. Boston/Hartford/Providence

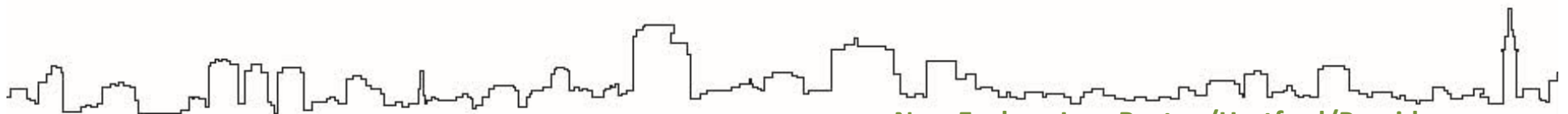
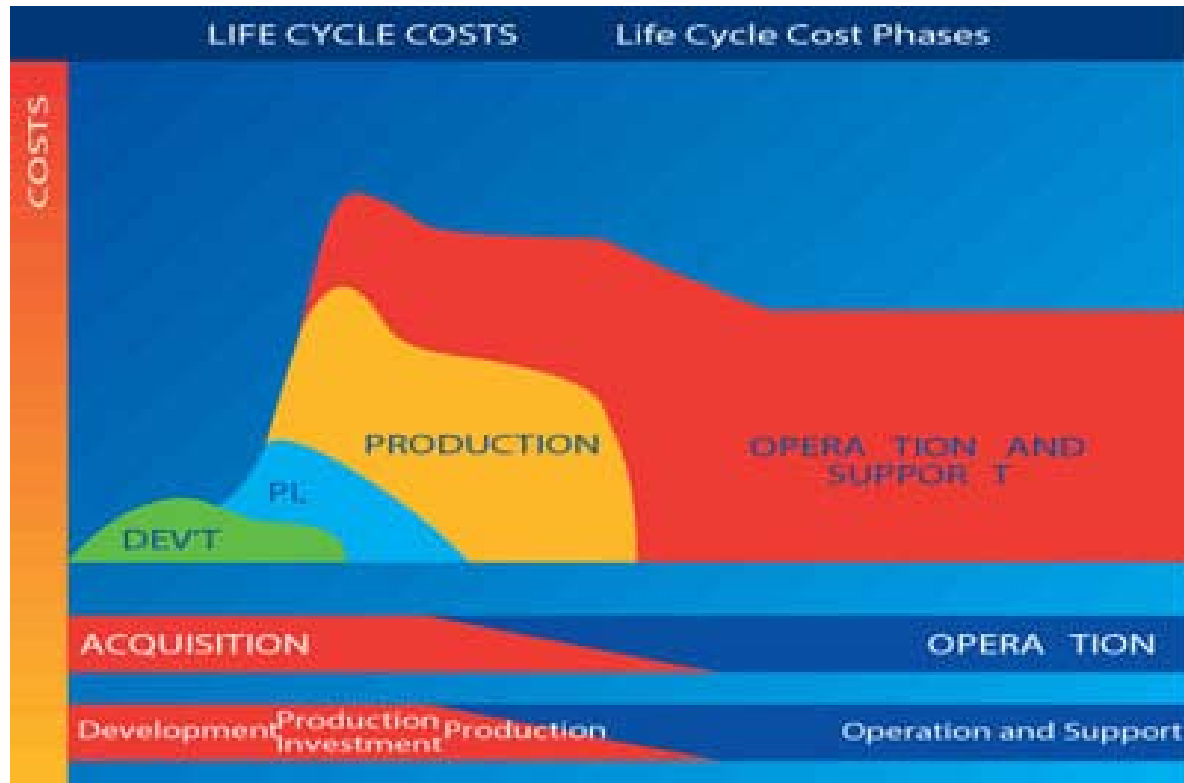
# We Have Not Even Considered:



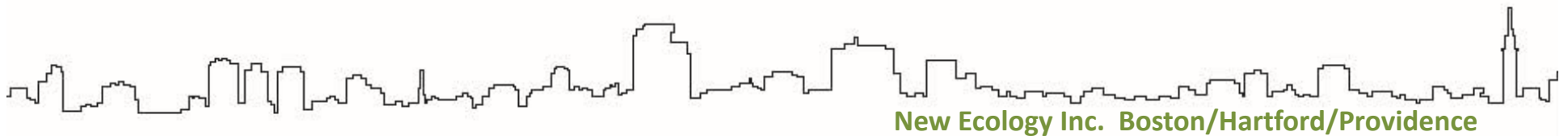
# We Have Not Even Considered:



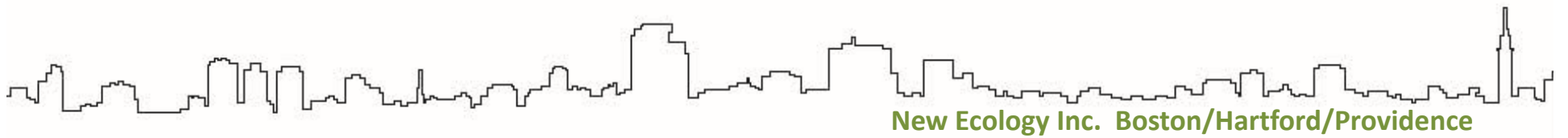
# We Have Not Even Considered:



# What Has Been Most Effective in Motivating Owners to Improve Their Portfolios?

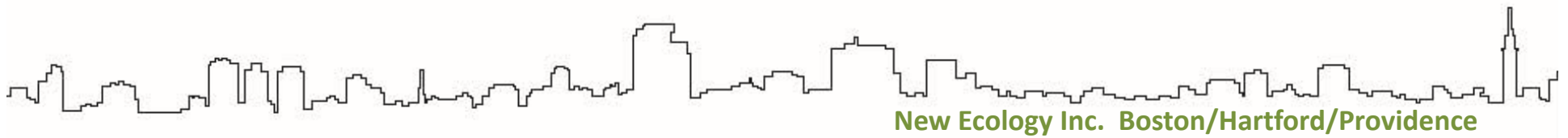


# 1. Regulation

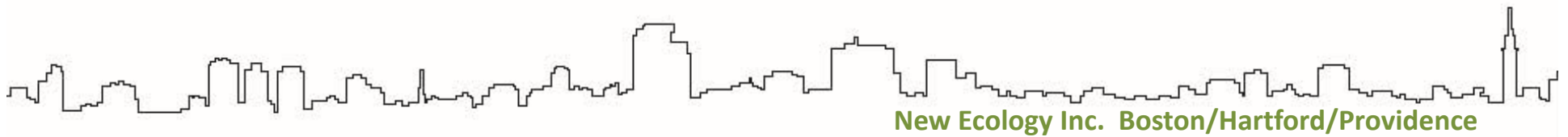




## 2. Competition



### 3. The easy to navigate, owner centric approach



**1. One stop shopping with someone they trust to figure out what they should do**

- Extensions of their staff
- Understand their priorities
- Advice on prioritizing projects
- Effective access to programs-All fuels/all users
- Building science expertise on their terms
- Help with programs (LEED, BBC, etc.)

**2. Cost-effectiveness**

**3. Financing (sometimes)**

**4. Verification of results**

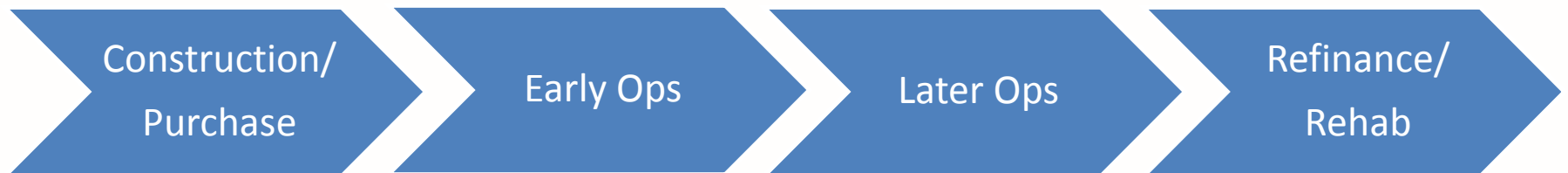
**5. Heads up about new stuff**



# 4. Incentives



# Understanding the MF Housing Ownership Cycle



# Understanding the MF Housing Ownership Cycle

## The Beginning: Construction or Purchase



# Understanding the MF Housing Ownership Cycle

## The Early Years: Operating the New Asset



# Understanding the MF Housing Ownership Cycle

## The Later Years: Operating An Aging Asset





# Understanding the MF Housing Ownership Cycle

## Second Wind: Refinance/Rehab



# How Can We Convince Owners To Embrace Efficiency?

1. Design Programs That Help Owners Better Manage Their Portfolios.
2. Provide Services That Help Owners Better Manage Their Portfolios.



# How NEI Connects the Dots for Owners

- benchmarking and data analysis
- auditing/existing conditions
- coordinating rebates/incentives
- field testing
- bidding/construction management
- forensic analysis
- renewable energy
- financing assistance
- owner's rep: new construction/integrated design
- certifications
- remote monitoring
- M&V
- optimization
- program participation
- resiliency planning

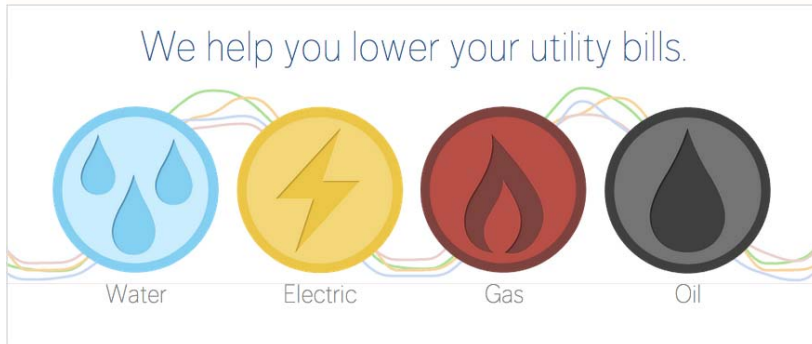




**Thanks!**

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**wegowise**



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