



Leading the Way to an Energy-Efficient Community with ENERGY STAR

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*U.S. Environmental Protection Agency (EPA)
ENERGY STAR for Commercial Buildings
2008*

Why launch an EE campaign?



- Because many of you are paying 30-40% more than necessary for your utilities.
- Because you have a chance to improve the quality of life for the citizens in your communities.
- To demonstrate to the nation that commercial real estate operators in your community are leaders in energy efficiency.
- Because local governments must partner with community members and business leaders to reach energy and carbon reduction goals.

Why now?



- U.S. Mayors Climate Protection Agreement - “We will strive to meet or exceed Kyoto Protocol targets for reducing global warming pollution by taking actions in our own operations and communities”
- Nearly 800 other mayors have committed to reduce greenhouse gas (GHG) emissions by at least 7 percent below 1990 levels by 2012.
- Private sector buildings are essential to success.

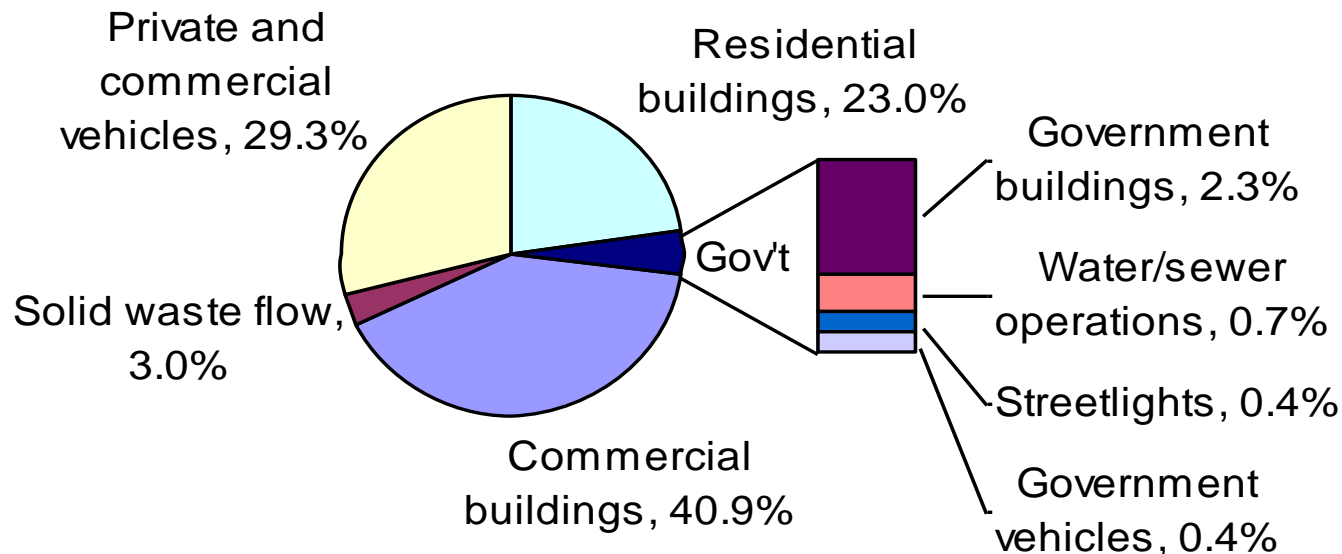
Government Emissions – A Small Piece of the Pie



Total Arlington County Greenhouse Gas Emissions by Sector, 2000

Total community emissions: 2.9 million tons CO₂-equivalent

Government < 4% of total, so community outreach critical



A Win-Win-Win Proposition



Public-private partnership to promote energy efficiency in buildings benefits everyone:

- ✓ Private Organizations – Save \$, recognition as good corporate citizen, develop positive relationship with city government.
- ✓ City Government – Save \$, makes progress toward meeting GHG emission goals.
- ✓ Citizens– Improved environmental quality, healthier learning, work, and play environment.

Who is ENERGY STAR for Buildings?



- Over 2,400 Partners operating more than 14 billion square feet of space (nearly 20% of space in the U.S.).
- Over 5,000 small business and congregation network participants.
- Nearly 120 utility and energy efficiency program sponsors.
- Over 2,000 service/product providers.
- Over 83,000 buildings, representing more than 11.5 billion square feet of space, measure and track their energy performance with ENERGY STAR.

Who's Improving Performance with ENERGY STAR



- **Commercial Real Estate** (CB Richard Ellis, Hines, Jones Lang LaSalle, USAA Realty, Transwestern)
- **Retail** (JCPenney, Kohl's, Target, Verizon Wireless, Food Lion, Stop & Shop)
- **Hospitality** (Marriott, Best Western, Wyndham)
- **Healthcare** (Sunrise Assisted Living, Providence Health, Inova Health System, NY Presbyterian)
- **State and Local Government** (California, New York City, Washington, DC, Louisville, Arlington County (VA))
- **K-12 Schools** (New York City Schools, San Diego Schools, over 75 Wisconsin school districts)
- **Higher Education** (University of New Hampshire, City University of New York, University of Michigan)

ENERGY STAR Partner Organizations



- Building Owners and Managers Association (BOMA)
- CoStar (Commercial Building Multiple Listing Service)
- American Hotel and Lodging Association (AH&LA)
- Professional Retail Store Maintenance Association (PRSM)
- US Conference of Mayors & National Association of Counties (NACo)
- Stadium Managers Association (SMA)
- National Small Business Association (NSBA)
- National Automobile Dealers Association (NADA)
- American Society of Healthcare Engineers (ASHE)
- International Community Bankers Association (ICBA)
- National Association of Evangelicals (NAE)

... and many more.



ENERGY STAR Partnership Expanding Rapidly



	New Commercial & Industrial Partners	Square Feet Added* (in millions)
2006	94	277
2007	169	658
2008	600+	2,000+

**Does not include Industrial.*

Success Stories

Commercial and Industrial (C&I) Partners



- PepsiCo has saved more than \$250 million since the inception of its corporate energy management program in 2000
- Transwestern has invested \$68 million in energy efficiency upgrades while increasing the asset value of its building portfolio by nearly \$750 million
- Food Lion's energy savings since 2000 are equal to the energy needed to power 450 virtual stores, as if 37% of its chain uses no energy at all
- Davenport Community School District reduced the annual energy cost per student to \$88 compared to the national average of \$181 per student



Community Energy Efficiency Campaigns

Portland Office Energy Showdown



Recognized office buildings that have achieved a high level of energy efficiency

- Launched in early 2007 in conjunction with the BOMA Energy Efficiency Program, or BEEP
- Participants benchmarked with Portfolio Manager using energy data from April 2006 through March 2007.
- Those who placed first, second and third in the Showdown received cash prizes and all properties qualifying for the ENERGY STAR label received free engineering certification, provided by Energy Trust of Oregon.



The 200 Market building, managed by Russell Development Company, won first place

BOMA Seattle/King County Kilowatt Crackdown



- Partnership of BOMA, utilities, and nonprofit organizations.
- Participants benchmark buildings in Portfolio Manager in Jan 2008 using 2007 utility data.
- Buildings re-benchmarked throughout 2008 and in Jan 2009.
- Winners in multiple categories for top performance, best improvement, etc.
- Free PE certification for the ENERGY STAR label.
- Prizes include cash, private suite parties at Seattle Mariners games, tickets to the BOMA golf tournament

BOMA SEATTLE & KING COUNTY

Win the Kilowatt Cup Trophy and other PRIZES!

KILOWATT CRACKDOWN

Which buildings lead the market in energy efficiency?
Who can take energy management to the next level?

TAKE THE CHALLENGE AND FIND OUT

- Is your building beating the Seattle average?
- Can you qualify for the marketing benefits of the ENERGY STAR® label?
- Can a historic property can be more efficient than a LEED certified development?

About the Kilowatt Crackdown

BOMA Seattle & King County challenges its members to assess their building's energy performance, calculate their ENERGY STAR rating, and improve that score within one year. We're looking to identify the most energy efficient buildings in the market, as well as the properties making the greatest gains in performance. The highest scoring buildings may win bragging rights, but we'll all win by participating.

WHAT YOU'LL GET

1. FREE advertising and recognition of your participation in the contest.
2. An unbiased ranking of your building's energy performance.
3. A private report detailing your building's ranking in comparison to the overall market.
4. A FREE online review of benchmarking data to check for common input errors.
5. FREE energy engineering certification for properties that qualify for the ENERGY STAR label.
6. A \$25 Seattle's Best Gift Card for EACH property manager and engineer who benchmark their property and input data over the course of the competition.
7. A valuable measuring point to gauge future performance improvements.
8. Satisfaction from being a leader in the Puget Sound market.



Louisville Kilowatt Crackdown



- “Louisville Energy Alliance” formed in response to Mayor Abramson’s launch of the ENERGY STAR Challenge to the community
- The first joint EE campaign led by major commercial real estate organizations in Louisville
 - BOMA (Building Owners and Managers Assoc.)
 - CCIM (Certified Commercial Investment Member)
 - ICSC (International Council of Shopping Centers)
 - IFMA (International Facility Management Assoc.)
 - IREM (Institute for Real Estate Management)





Louisville Kilowatt Crackdown

- Developed in coordination with organizers of the BOMA Seattle/King County Kilowatt Crackdown
- An energy management contest open to ALL Louisville commercial buildings (including commercial real estate, health care, K-12, hospitality, etc.)
- Participants to benchmark in Portfolio Manager
 - Training sessions available to participants = increased collective awareness / skills
- E.ON (local utility provider) will support through electronic energy data sharing
- Awards based on Portfolio Manager benchmarking results from January–December 2009
 - Greatest Improvement in Efficiency
 - For buildings making the greatest leap in efficiency in 2008
 - Most Efficient Building
 - For properties with the highest overall efficiency ratings
 - The Kilowatt Cup
 - Jury awarded trophy recognizing superior achievements in energy management

ENERGY STAR Taking Off in Louisville



- Louisville's first year as an ENERGY STAR Partner and a model city showed big results:
 - By the close of 2008, the number of ENERGY STAR Partners in Louisville had **doubled** from 7 to 14, and the number of labeled buildings had also **doubled**, from 5 to 10
 - As of December 2008, **232** buildings were registered to participate in the 2009 Louisville Kilowatt Crackdown
 - In the first three quarters of 2008, the number of ratable buildings benchmarked in PM increased **120%**, from 92 to 212.

New Web Site: Bring the Challenge to Your Community



ENERGY STAR

Buildings & Plants

The ENERGY STAR Challenge

Build a Better World

The ENERGY STAR Challenge is a national call-to-action to improve the energy efficiency of America's commercial and industrial buildings by 10 percent or more.

We can all do our part — Take the ENERGY STAR Challenge and use the free Challenge Toolkit to help build a better world.

Learn About the Challenge

Take the ENERGY STAR Challenge

Bring the Challenge to Your Community

Use the Challenge Toolkit

Challenge Participant Organizations

Five Most Recent

- Town of Chelmsford, MA
- Town of Carrboro, NC
- Ferrous Investment Company
- Moduslink
- Alta Mira Specialized Family Services

Challenge Happenings

- Colorado Hotel & Lodging Association (CH&LA) endorses ENERGY STAR Challenge EXIT
- Fresham-Barlow School District's student "Watt Watchers" keep an eye on energy use EXIT
- EPA Celebrates Award Winning Green Building Designs in Boston EXIT

ADD

www.energystar.gov/challenge

New section launches from here



New Web Site: Bring the Challenge to Your Community



BRING THE ENERGY STAR CHALLENGE TO YOUR COMMUNITY

U.S. Environmental Protection Agency



Introduction

Show Leadership

Lead by Example

Plan an ENERGY STAR Challenge in Your Community

Support Community Energy Efficiency Initiatives

Recognize Success Along the Way

Introduction

As communities strive to save energy, save money, and fight global warming, efforts to increase the energy efficiency of our nation's commercial buildings are spreading rapidly. Governments, companies, and other organizations are leading by example in their own buildings, while also engaging their communities to meet climate protection goals.

Through ENERGY STAR, EPA provides a platform that can be leveraged to promote energy efficiency throughout any community. Local governments, membership organizations, and others can use the process below to employ ENERGY STAR tools and resources in your energy improvement efforts, and follow along with Louisville, KY and others at each step for real-world examples of a community active in the fight against global warming.

Steps To Success:

Show Leadership

Lead By Example

Louisville, Kentucky



Follow Along With Louisville

Show Leadership

As an early signatory of the U.S. Mayors Climate Protection Agreement, Mayor Jerry E. Abramson and the City of Louisville, KY, have committed to the fight against global warming. In 2007, Mayor Abramson signed on as an [ENERGY STAR partner](#) and took the [ENERGY STAR Challenge](#), setting a goal to reduce energy use in Louisville by 10 percent or more by the year 2010. The city has also



www.energystar.gov

ENERGY STAR Challenge:

www.energystar.gov/challenge

Portfolio Manager: www.energystar.gov/benchmark

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