

WHAT INSPIRES ACTION?

UNDERSTANDING ENERGY PERFORMANCE FEEDBACK COMMERCIAL & MULTIFAMILY

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Nicole Ballinger



Non-Residential and Multifamily Buildings 20,000 SF +

- ☐ **Benchmark** Energy Use with EPA's Portfolio Manager
- ☐ **Annually Report** Building Energy Performance to City
(**EUI** and/or **ENERGY STAR** score)
- ☐ **Disclose** Upon Request

ENERGY STAR®
PortfolioManager®



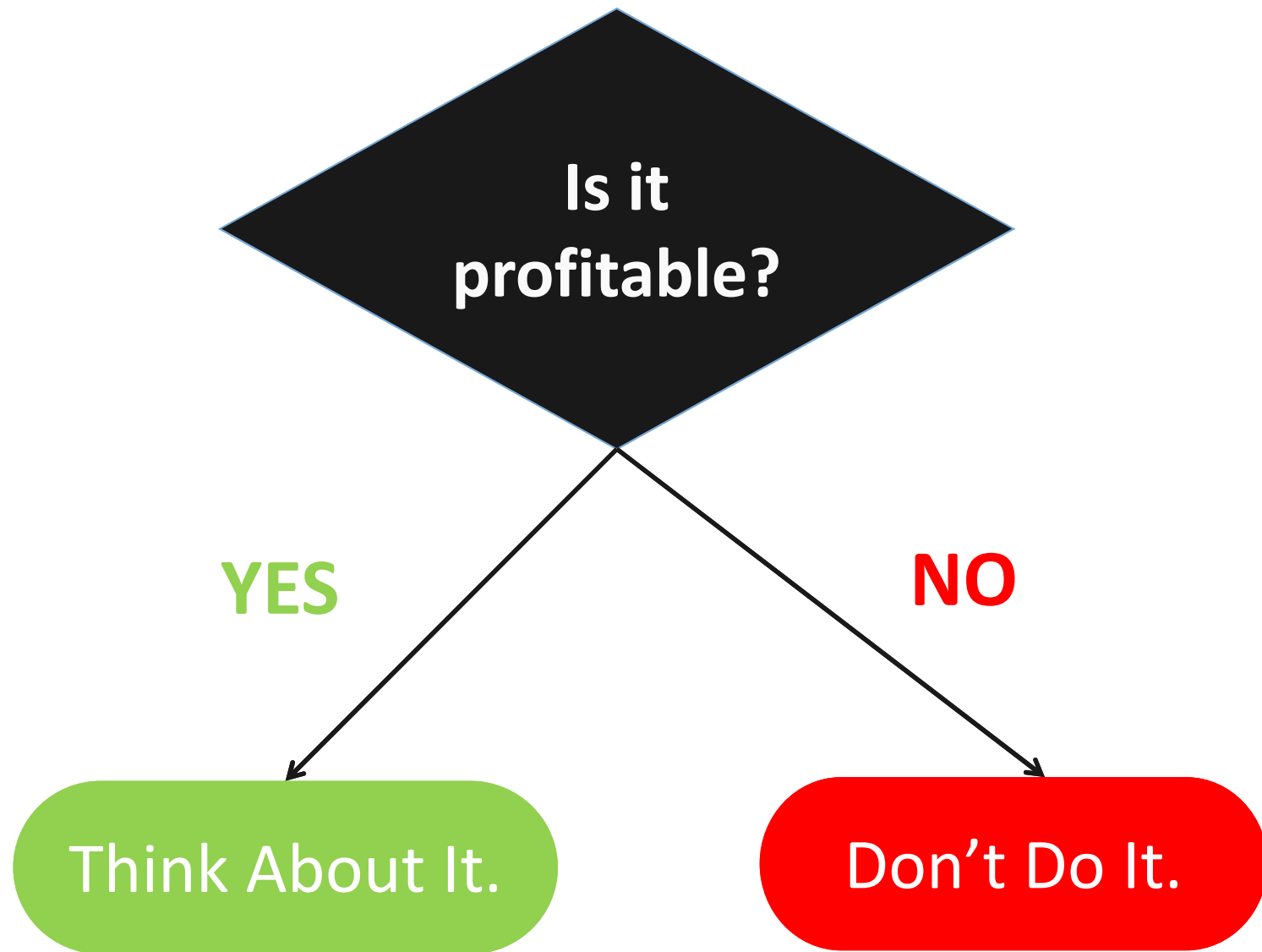
**99% Compliance!
3,200 Buildings!**

So what's next?

FOCUS GROUPS & INTERVIEWS

SEATTLE ENERGY
**BENCHMARKING
& REPORTING**



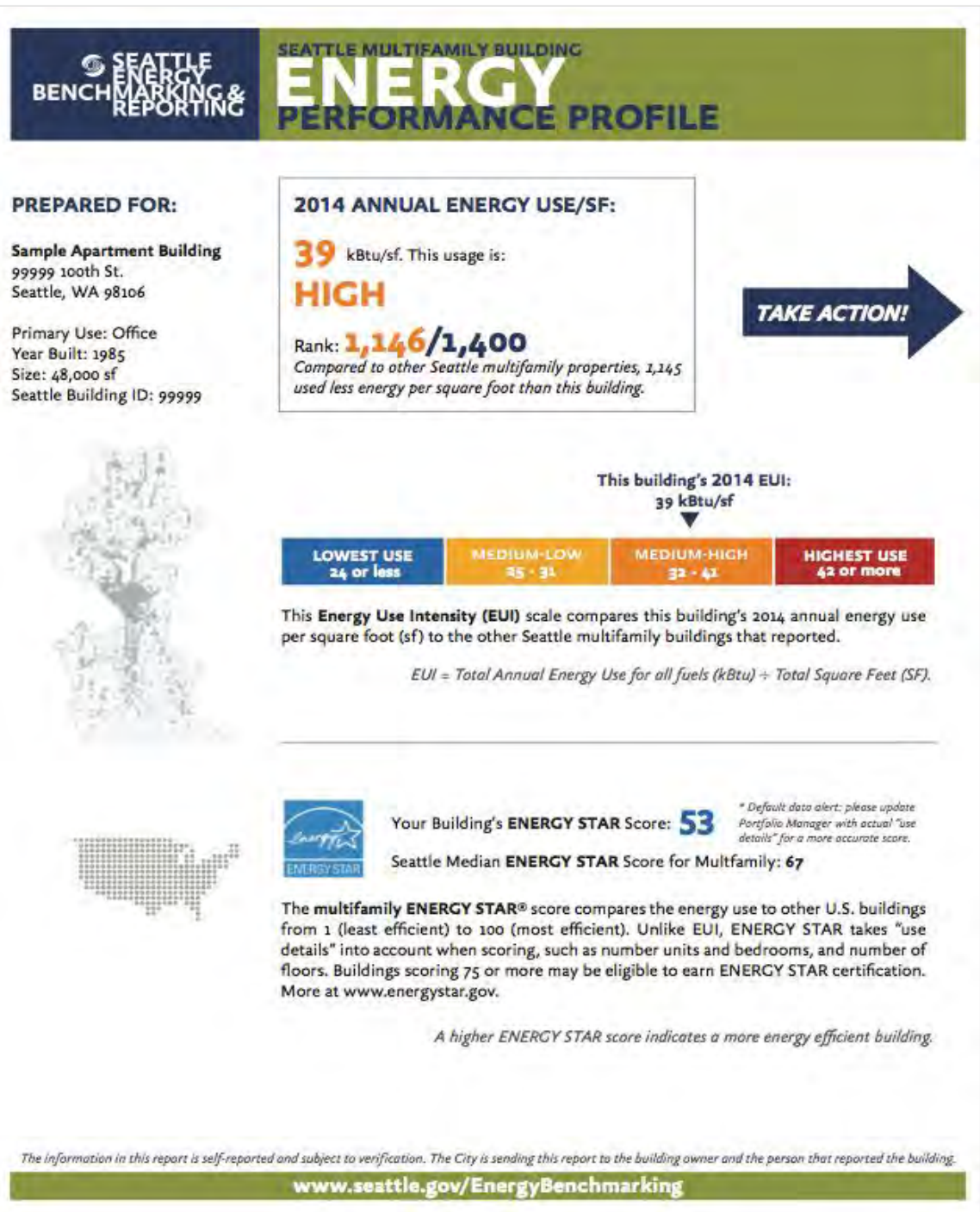


In Seattle:

GREEN = \$GREEN



PERSONALIZE BUILDING ENERGY PROFILES



STRATEGIES TO PERSONALIZE BUILDING ENERGY PROFILES

1. Provide energy use trends

“We want trend numbers. What direction are we moving? That’s what we want to see.”

“I want to know how I’m doing now compared to last year. Am I improving, staying the same or going down hill?”

STRATEGIES TO PERSONALIZE BUILDING ENERGY PROFILES

2. Personalize Potential Savings

“I don’t know what to do with \$55 million, but I know what to do with \$2,600.”

“For a building your size, a 1 percent improvement could equal \$x per year. It's a smaller number but it’s relevant to me.”

STRATEGIES TO PERSONALIZE BUILDING ENERGY PROFILES

3. Customize Call to Action

“If we get these (profiles), let’s get 3-4 specific things we can work on: ‘Hey we have new toilets and LEDs, let’s talk.’”

“I want specific actions, not just ‘Call Seattle City Light.’”

STRATEGIES TO PERSONALIZE BUILDING ENERGY PROFILES

4. Provide Peer Group Examples

“Tell me – this is how this group saved \$400 per unit, then yes I’d call.”

BENCHMARKING: GREENING A COMMUNITY & SAVING ENERGY

The Horizon House retirement community takes conservation seriously. Many of the 595 residents grew up in the depression era and know a thing or two about making every penny count. That ethic helped guide the community to become the greenest retirement home in the state. Working together, residents, building managers, energy efficiency experts and Seattle City Light have instituted energy, water and waste conservation actions at the one million square foot complex that are saving tens of thousands of dollars on energy bills each year and avoiding tons of waste that could have ended up in landfills.

A key part of the community's conservation practice is keeping a close eye on its energy consumption using the U.S. EPA's free energy benchmarking tool — [ENERGY STAR Portfolio Manager](#). Benchmarking helps building managers pinpoint energy-saving opportunities and compare Horizon House's energy use with other retirement communities to make sure it continues to perform efficiently. Horizon House is on track to become an ENERGY STAR-certified residential complex in 2013, after working to improve its score more than five points in two years. This places the community in the top 25th percentile for energy performance among U.S. senior living facilities.

SAVINGS SPOTLIGHT:

In 2012, energy, water and waste conservation efforts at Horizon House saved the community more than \$50,000 on utility bills, exceeding projected savings by more than \$18,000.


The community is also a member of the Seattle 2030 District and a 2012 Seattle Business Times Green 50 Award Winner.

Horizon House Stats:


Address	900 University Street, Seattle
Year Built	Original structure (Baldwin Apartments) 1954, Horizon House established 1961, North Tower completed 2007
Size	1,024,950 Sq. Ft. (475 units plus on-site clinic, fitness and recreation amenities)
Type of Use	Continuing Care Retirement Community
Building Ownership	Facilities are owned by Horizon House, a 501 c (3) non-profit
Building Management	Horizon House Executive Team and Board of Trustees

Energy savings continued on back »

Horizon House
Seattle, WA




We are proud of the work we have done at Horizon House to reduce our energy use. When we see our ENERGY STAR score rise, we know we're on the right path for our residents, our society and our bottom line.



BOB ANDERSON
Horizon House CEO

The residents of Horizon House are committed to living a more environmentally sustainable lifestyle for the sake of our grandchildren and the planet they will inherit.



JEANNETTE KAHLENBERG
Horizon House Resident Council President



Energy Use Intensity (EUI) is your building's total annual energy use (all fuel types) divided by total square feet (sf).

SAMPLE OFFICE ENERGY PERFORMANCE PROFILE

999 100TH AVE, SEATTLE, WA 98100 | Benchmarking ID: 12345 | EPA Building ID: 7654321 | Square Feet: 85,340

Thank you for benchmarking your **office building's** energy use with the City! This energy performance profile shows how your building is doing **year over year** and how it compares to **similar type buildings** in Seattle. Our goal is to help you identify clear opportunities to reduce operating costs, attract tenants and increase your building's energy performance.

YOU CURRENTLY SPEND

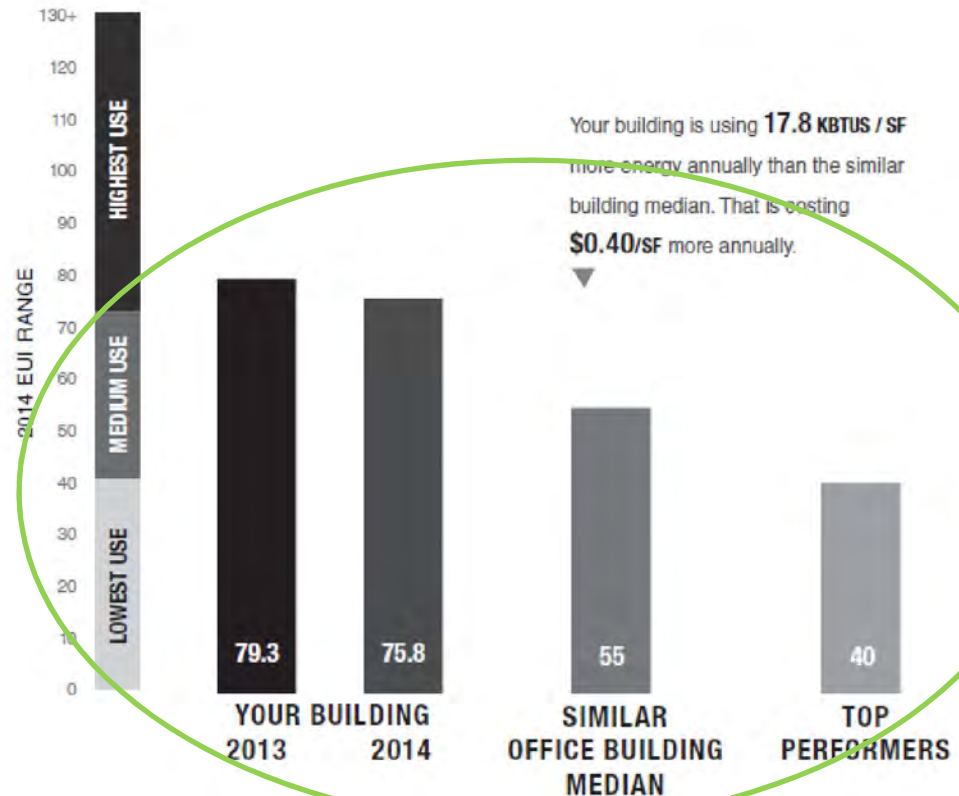
\$1.30 / SF

ANNUALLY ON ENERGY*



Last year your building's
EUI decreased by **3.5**

* The information in this report is self-reported and subject to actual verification. Energy costs and potential savings are estimated at \$0.017 per kBtu using the average fuel type for office buildings.



PUT THE MONEY YOU SAVE IN ENERGY COSTS BACK INTO YOUR BUILDING.

Reduce your building's EUI by **23.50%** and meet the median for your building type. It can help you **save up to \$26,085** each year. That's real money you can put back into your building each year to improve your property, attract new tenants, and continue reducing your energy bills.

GET
STARTED

**10%
IMPROVEMENT**
CAN YIELD UP TO
\$11,108
In annual energy savings
(EUI of 68)

**20%
IMPROVEMENT**
CAN YIELD UP TO
\$22,216
In annual energy savings
(EUI of 61)

YOUR BUILDING'S PATH TO IMPROVEMENT

Investing in the right upgrades will help you improve your building's EUI score and reduce energy-related operating costs. **Rebates and incentives are available now** to help make these upgrades affordable and effective.

1.

GET A FREE ENERGY SAVINGS ASSESSMENT

from an energy expert to identify energy saving opportunities and qualify you for money-saving rebates to help cover up to 70% of the cost of upgrades.

Seattle City Light
seattle.gov/light/assessment

2.

UPGRADE TO ENERGY EFFICIENT LIGHTING

in common areas, parking garages and tenant spaces for significant cost savings. Qualifying businesses can save 70% on project costs through rebates.

Seattle City Light
seattle.gov/light/theworks

3.

ATTEND A FREE PORTFOLIO MANAGER WORKSHOP

where you'll learn how to fine-tune your account for accuracy, develop energy use reports, and take steps towards better management of your energy use.

Seattle Office of Sustainability
& Environment
seattle.gov/energybenchmarking

NEXT STEPS

- Good feedback from market on draft
- Finalizing design
- Sending next week
- Including link to collect more feedback



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www.seattle.gov/energybenchmarking



SEATTLE OFFICE OF

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