



Smart Energy in Offices – Year Two and Beyond  
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BECC - October 20, 2016

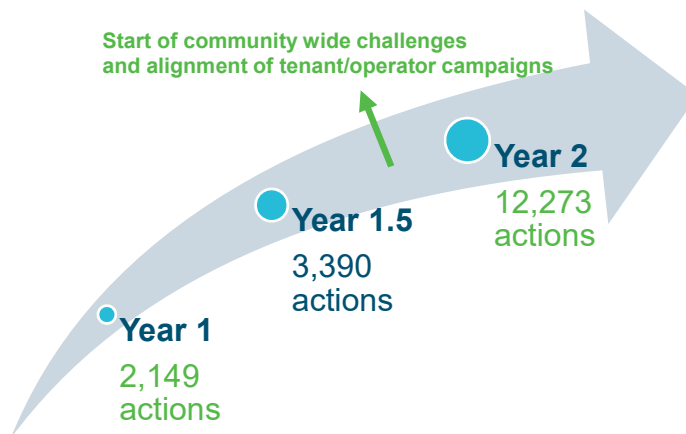


## SEiO is Listening

- Tailored our behavioral program and restructuring campaigns
- Listening and gathering customer feedback

Individual actions = 471% growth

Start of community wide challenges and alignment of tenant/operator campaigns



## What is SEiO?

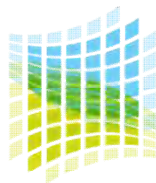
*SEiO helps our customers reduce operating costs, save energy, and meet their sustainability goals.*



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## History and Partnering

- Built on Smart Energy Now pilot program success
  - 98% building participation in uptown Charlotte
- Partners:
  - Envision Charlotte
  - UNC Charlotte



**ENVISION:CHARLOTTE**  
UNITING FOR A SUSTAINABLE CITY



**UNC CHARLOTTE**

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## Year 2 Update



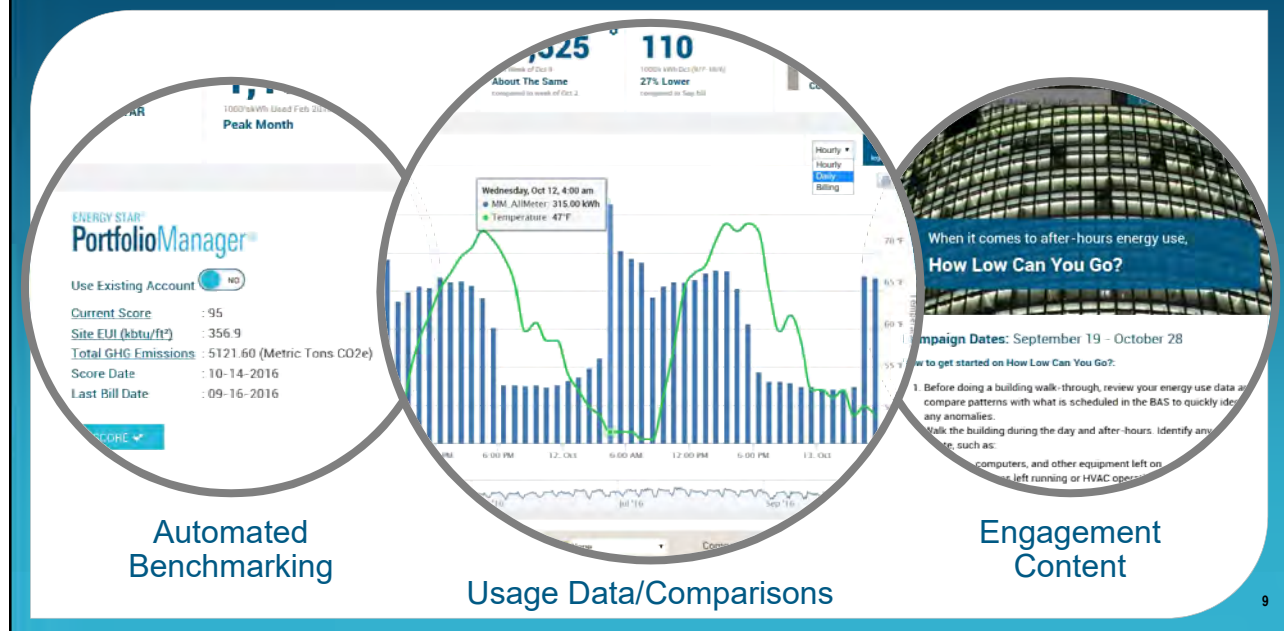
## Building Operator Focus

- Reinforces operation and maintenance best practices
- Designed around PNNL building re-tuning information
- Operators complete same campaigns at the same time
- Creative language and materials
- Posters for employee awareness
- Lending library tools





## Smart Energy HQ



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## Tenant Focus

- Quarterly community challenges
  - Add it Up
  - July 2016 Butterfly Effect
  - October 2016 Fall Off
- Creates awareness, education and energy saving habits
- Relieves property managers
- Helps with corporate sustainability goals



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## Butterfly Effect Community Challenge

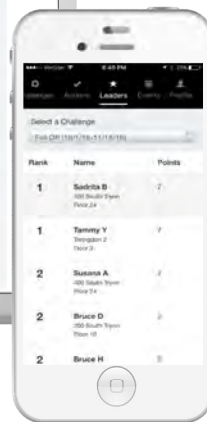
- Work with property managers to push targeted weekly messaging to tenants
- Help launch by hosting tables with giveaways
- Some property managers offer incentives

 **7,865**

Energy Saving Actions taken!



## Where to Engage



[myenergychallenge.com](http://myenergychallenge.com)

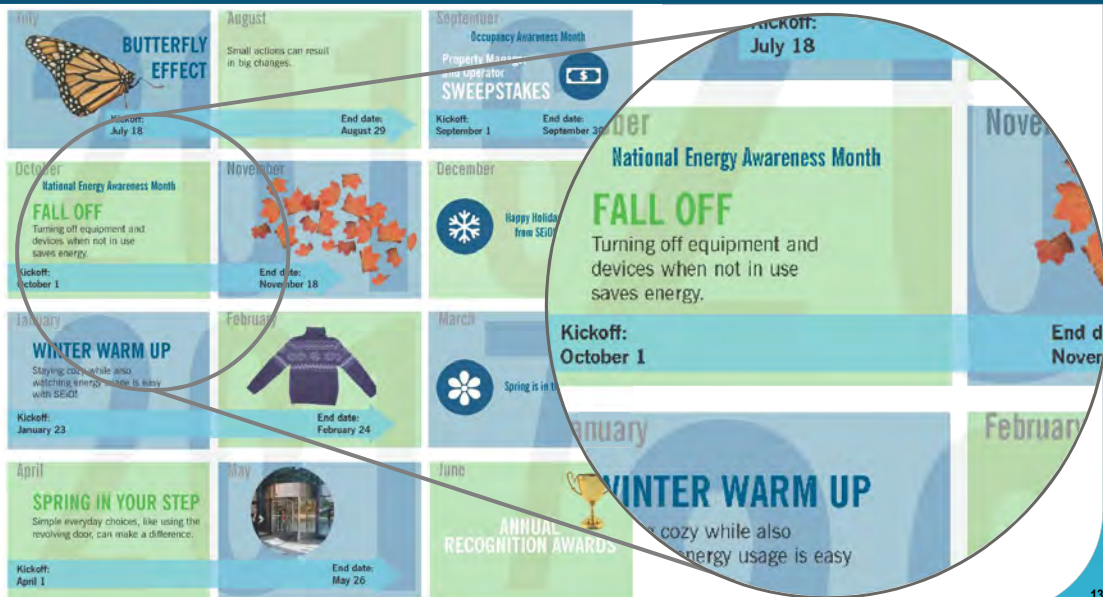
Happen.



App Store  
Google Play

 [@DE\\_SmartEnergy](https://twitter.com/DE_SmartEnergy)

## Tenant Campaign Calendar



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## What's next for SEiO?

- Going beyond offices - SEiB
  - Universities
  - Hotels
  - Retail
  - Industrial
  - (and beyond)
- Hospitals pilot program
- Modeling tool
- Leads
- Strategic energy management (SEM)



