



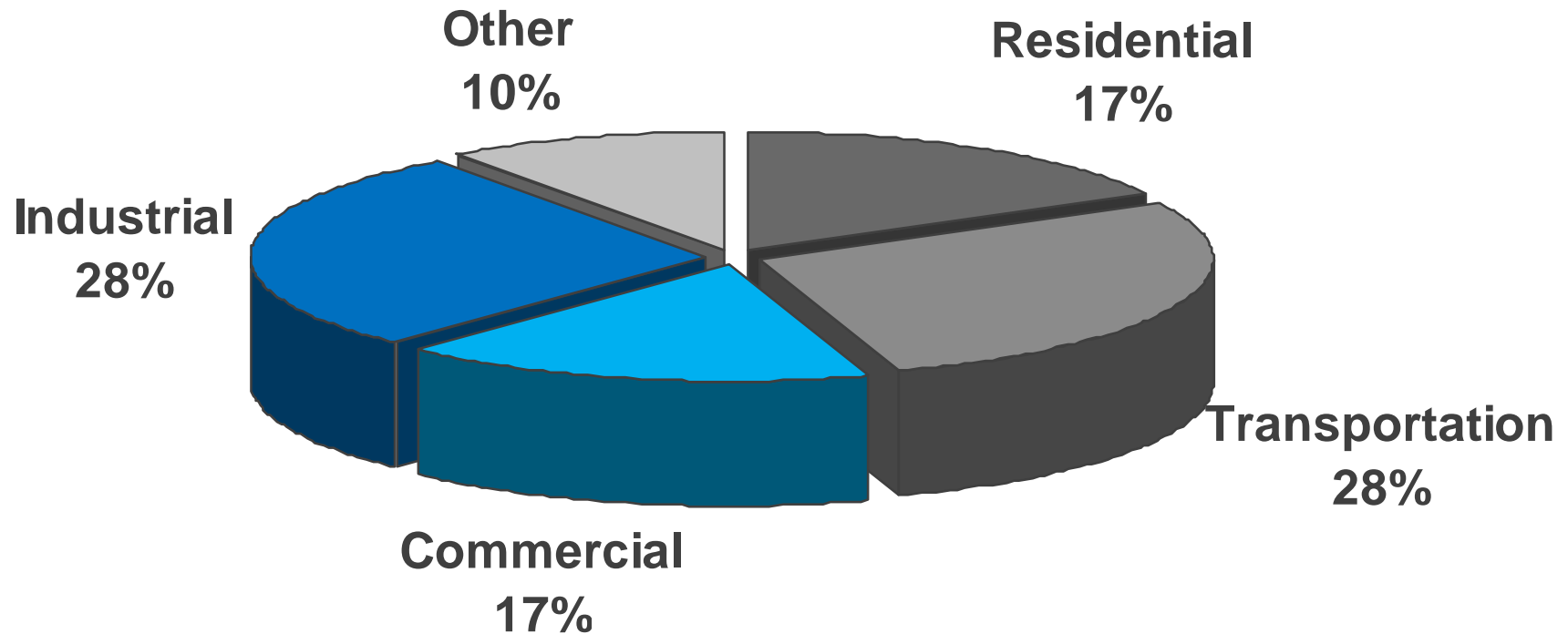
Promote Citywide Energy Efficiency with ENERGY STAR

*Mayors Innovation Project
January 2011*

*Leslie Cook
US Environmental Protection Agency
ENERGY STAR Buildings*



The Big Picture: Greenhouse Gas Emissions in the United States



Commercial buildings and industrial facilities are responsible for 45% of U.S. greenhouse gas emissions.

Inventory of U.S. Greenhouse Gas and Sinks: 1990-2005, US EPA





Opportunities in Buildings

- Commercial buildings and industrial facilities generate about **50 percent** of U.S. carbon dioxide emissions.
- **30 percent** of energy consumed in commercial and industrial buildings is wasted.
- Reductions of **10 percent** in energy use can be possible with little or no cost.

What is ENERGY STAR for Buildings?



- U.S. Environmental Protection Agency energy management program.
- Offers proven solutions to help building owners and managers reduce energy consumption.
- Program for new construction and existing buildings.
- Works in markets with a focus on:
 - Commercial property (offices, retail, hotels)
 - Public sector (government, K-12, higher ed)
 - Healthcare
 - Small business and congregations

Who's Improving Performance with ENERGY STAR?



- **State and Local Governments** (California, Pennsylvania, Washington, DC, Austin, Louisville, Montgomery County (MD), Arlington County (VA), Seattle (WA), Salt Lake (UT), Los Angeles (CA), Philadelphia (PA))
- **K-12 Schools** (New York City Schools, San Diego Schools, nearly 100 Wisconsin school districts, Boston Public Schools)
- **Commercial Real Estate** (CB Richard Ellis, Hines, Jones Lang LaSalle, USAA Realty, Transwestern)
- **Retail** (JCPenney, Kohl's, Target, Dick's Sporting Goods, Food Lion, Stop & Shop)
- **Hospitality** (Marriott, Best Western, Wyndham)
- **Healthcare** (Sunrise Assisted Living, Providence Health, Inova Health System)
- **Higher Education** (University of New Hampshire, City University of New York, University of Michigan)
- **Associations** (ICLEI, NACo, USCM, NASEO, BOMA, IFMA, American Association of Community Colleges, Green Hotels Association, National Automobile Dealers Association)

Join as an ENERGY STAR Partner



- ✓ Announce your partnership and show commitment
- ✓ Gain access to the ENERGY STAR Partner graphic for PR materials
- ✓ Add your story to EPA's directory of ENERGY STAR Partners

Join as a Partner at www.energystar.gov/join

It's voluntary and free!

National Recognition



➤ ENERGY STAR Partner



➤ Designed to Earn the ENERGY STAR



➤ The ENERGY STAR for Existing Buildings



➤ ENERGY STAR Leaders

➤ ENERGY STAR Partner of the Year

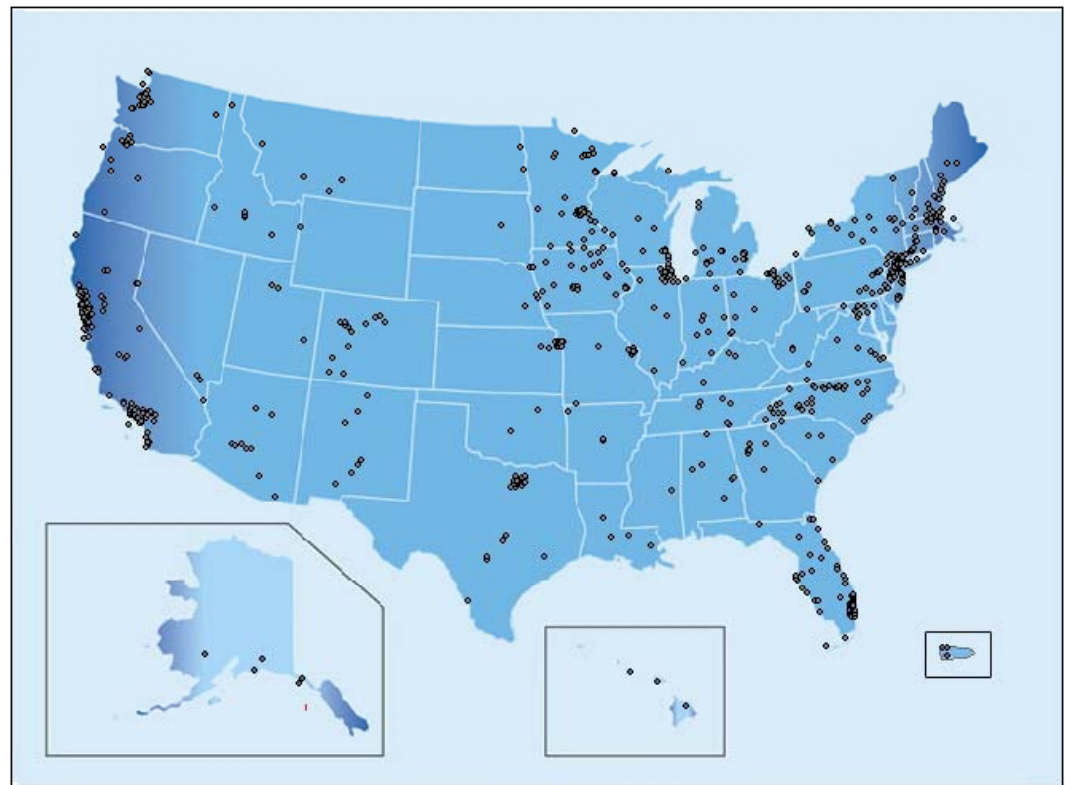


U.S. Conference of Mayors Climate Protection Agreement



- A commitment to reduce carbon emissions in their cities below 1990 levels, in line with the Kyoto Protocol
- Over 1000 US mayors have signed the commitment.
- Partner with ENERGY STAR to take action and measure real results.

Map of Signatory Cities



Leveraging ENERGY STAR in EECBG Projects



- As you are launching EECBG programs, ENERGY STAR resources can be integrated into existing programs or used to launch stand alone programs.



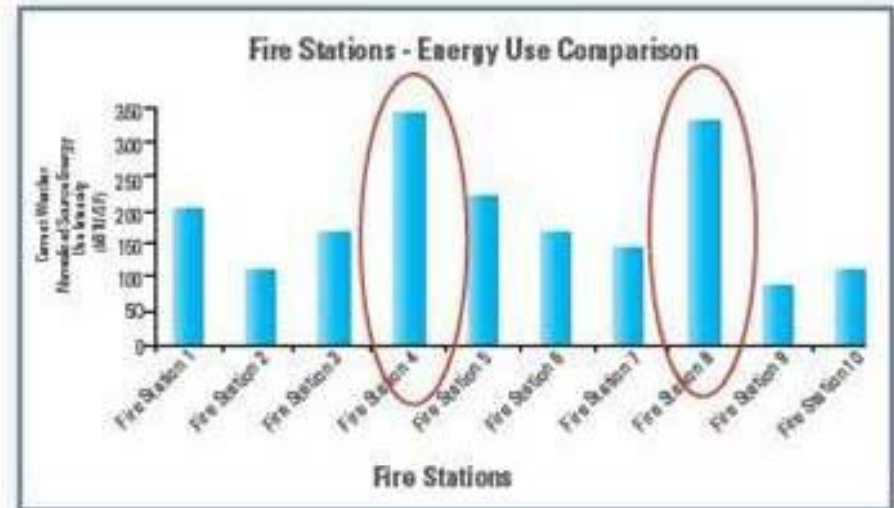
Leverage ENERGY STAR in Commercial Building Policy

Benefits of Benchmarking with EPA's Portfolio Manager Tool



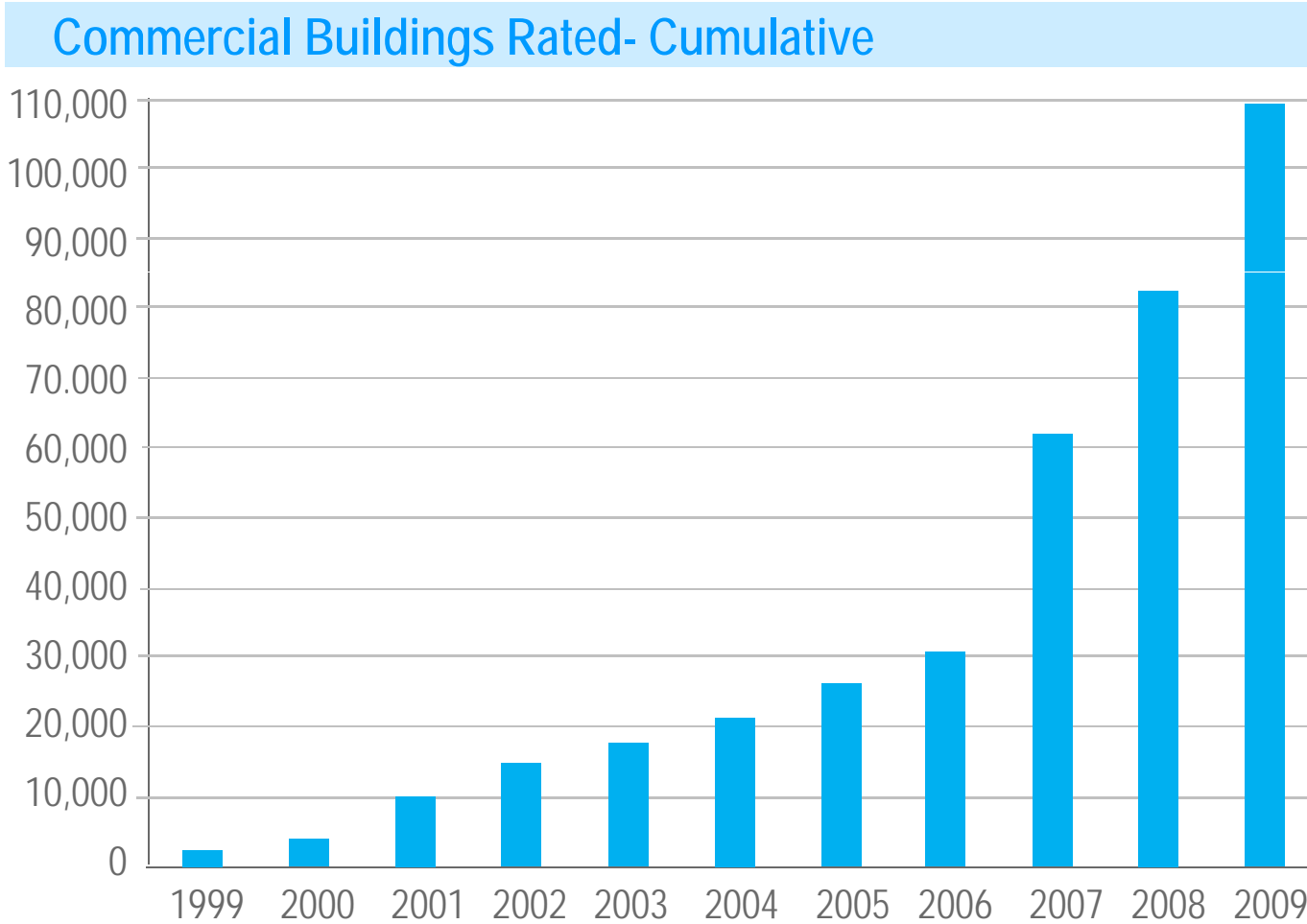
Make More Informed Decisions:

- Assess whole building performance based on utility data
- Identify under-performing facilities and prioritize resources
- Set improvement goals, targets, and timelines
- Verify pre- and post-project energy use, GHG emissions, and energy costs



Prioritize efforts by identifying under-performing buildings.

Benchmarking Activity in Portfolio Manager Continues to Increase



www.energystar.gov/decade

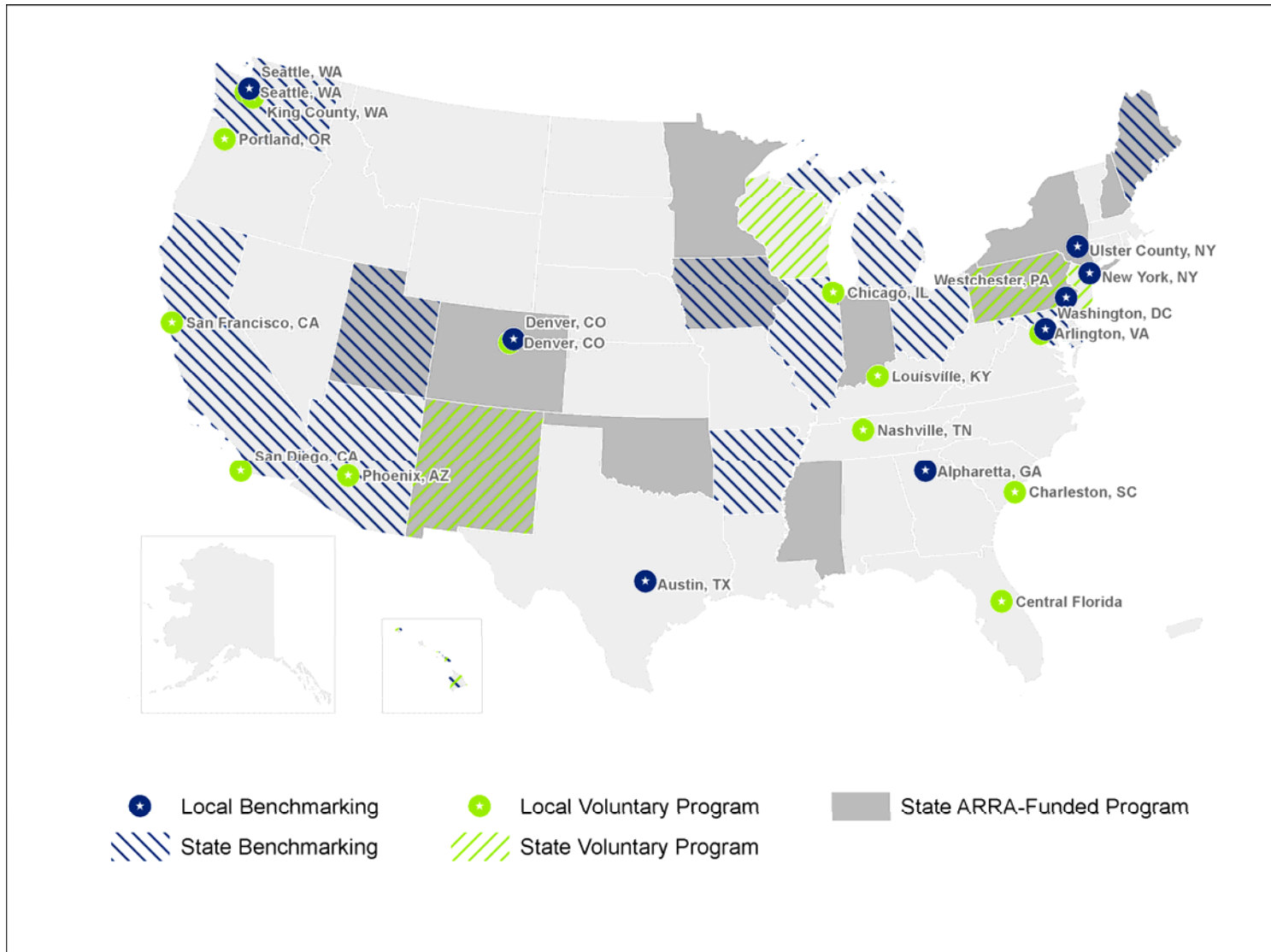
Federal Policies



- Per the *Energy Independence and Security Act of 2007* ,
 - All buildings that are owned or leased by Federal agencies are to be benchmarked with Portfolio Manager
 - Federal agencies are required to lease space in buildings that have earned the ENERGY STAR. The rule applies to any new leases entered into on or after December 19, 2010.



State and Local Programs Leveraging Portfolio Manager



State and Local Legislation Summary



Jurisdiction	Public Buildings	Private Buildings	Disclosure	Utility Data Requirement
California	√	√	Transactional	√
Washington	√	√	Transactional	√
Michigan	√			
Ohio	√			
Hawaii	√			
D.C.	√	√	Annual	
Austin, TX	√	√	Transactional	
Denver, CO	√			
West Chester, PA	√	√		
Seattle, WA	√	√	Transactional	√
City of New York	√	√	Annual	

New York City Local Law 0476: A Closer Look



- Adopted December 2009
- Local Law 0476, part of the Greener, Greater Buildings Plan requires public and private buildings in New York City to track energy and water consumption using EPA's **Portfolio Manager**.
 - City buildings more than 10,000 square feet will be required to benchmark energy and water use starting in 2010, and private buildings more than 50,000 square feet will be required to do so starting in 2011.
 - Performance metrics for eligible buildings will be published by the City on a publicly available online database.
- Full text at <http://legistar.council.nyc.gov/LegislationDetail.aspx?ID=451082&GUID=52AA7997-4F22-49E9-BDE2-A19FAA29E1C6>

More at www.energystar.gov/government



Learn about governments leveraging ENERGY STAR in legislation *and* voluntary campaigns.

(Includes direct links to programs and policies)

POLICIES LEVERAGING ENERGY STAR TOOLS		
State/Municipality	Policy	Summary
Borough of West Chester, PA	Borough Ordinance	This Ordinance requires new commercial construction to be Designed to Earn the ENERGY STAR and benchmarked annually in EPA's Portfolio Manager .
City of Denver, CO	Executive Order 123	Executive Order 123 requires new construction and major renovations of existing and future city-owned and operated buildings to be Designed to Earn the ENERGY STAR and benchmarked in EPA's Portfolio Manager .
District of Columbia	Green Building Act of 2006	The Green "Designed to Earn the ENERGY STAR" system as annually in
District of Columbia	Clean and Affordable Energy Act of 2008	The Clean and Affordable Energy Act of 2008 requires publicly owned buildings to be Designed to Earn the ENERGY STAR and benchmarked annually in EPA's Portfolio Manager .
State of CA	AB 1103, 2007	Assembly Bill 1103 requires public utility companies to maintain an annual energy efficiency program for nonresidential buildings. It also requires utility companies to maintain an annual energy efficiency program for operator prospective.
State of MI	EO 2005-4, 2005	Executive Order 2005-4 requires the Department of Energy to establish a benchmarking program for publicly owned buildings.
State of OH	EO 2007-02	Executive Order 2007-02 requires the Department of Public Safety to establish baselines and benchmarking for publicly owned buildings.

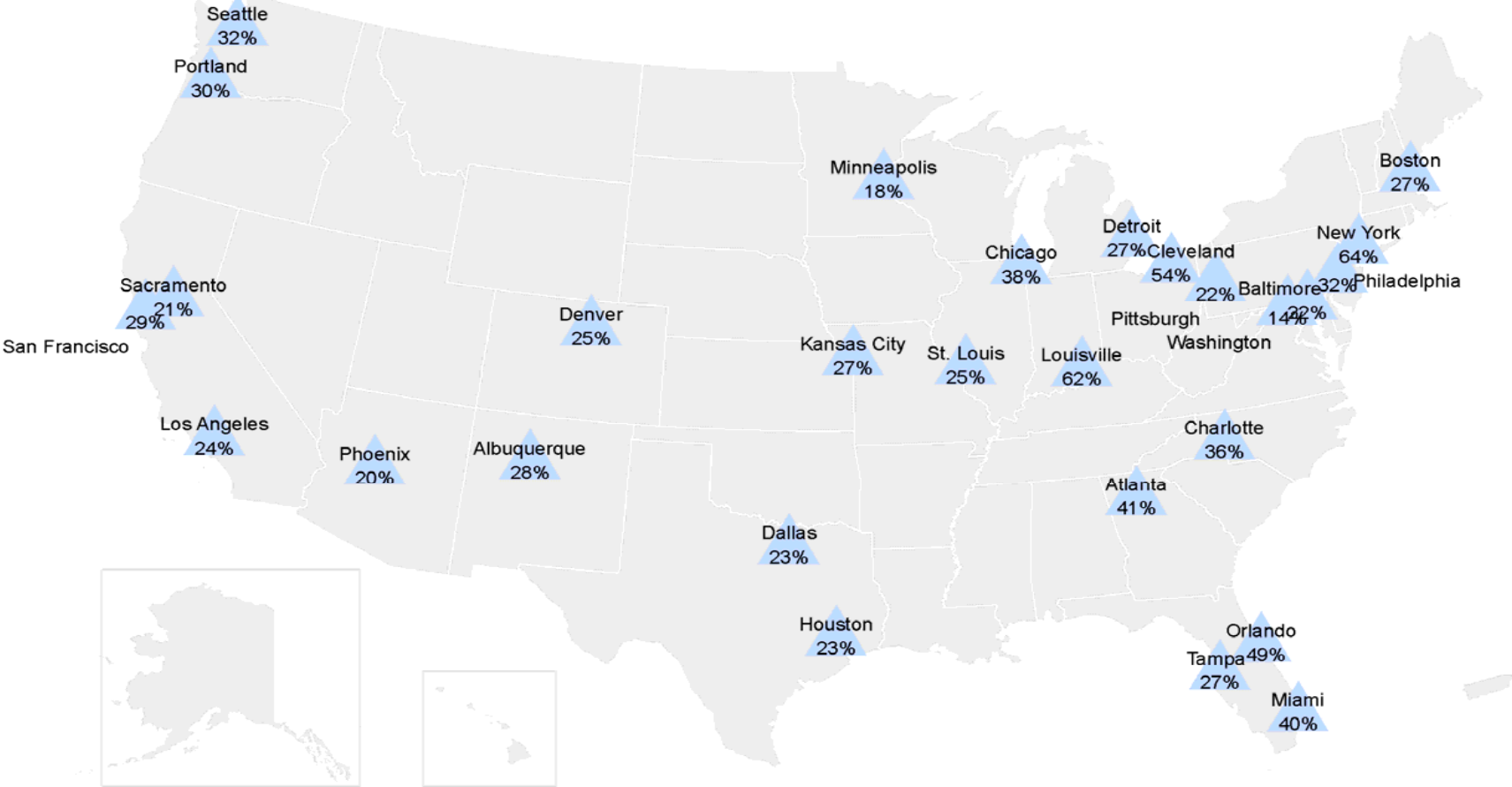
CAMPAIGNS AND INCENTIVE PROGRAMS LEVERAGING ENERGY STAR TOOLS		
State/Municipality	Policy	Summary
City of Albuquerque, NM	Green Path Program	This program encourages and facilitates the voluntary design and construction of energy-efficient buildings that meet measurable criteria, which includes earning Designed to Earn the ENERGY STAR through EPA's Target Finder .
City of Chicago, IL	Chicago Green Office Challenge	Participants in the Chicago Green Office Challenge will use EPA's Portfolio Manager to track energy and water use and compile results at the end of the contest period.
City of Louisville, KY	Louisville Kilowatt Crackdown	Participants in the Louisville Kilowatt Crackdown will track their building's energy performance using EPA's Portfolio Manager and work to improve performance during the campaign period. The competition is open to owners and managers of all commercial buildings in the city.
City of Portland, OR	BOMA Energy Showdown	Participants in the BOMA Portland Office Energy Showdown will track their building's energy performance using EPA's Portfolio Manager and work to improve performance during the campaign period. The competition is open to owners and managers of commercial offices.
City of San Francisco, CA	Earth Hour 24x7 Energy Challenge	Participants in the San Francisco Earth Hour 24x7 Energy Challenge will track their building's energy performance using EPA's Portfolio Manager and work to improve performance during the campaign period. The competition is open to owners and managers of office buildings, hotels, retail stores, hospitals, medical office buildings, supermarkets, and schools.
City of Seattle and King County, WA	BOMA Kilowatt Crackdown	Participants in the BOMA Seattle/King County Kilowatt Crackdown will track their building's energy performance using EPA's Portfolio Manager and work to improve performance during the campaign period. The competition is open to owners and managers of commercial offices.
State of NM	HB 534: Sustainable Building Tax Credits	To qualify for income tax credits, applicants must demonstrate that the commercial building is 50 percent more efficient than an average building of the same type using EPA's Target Finder .
State of NJ	NJ Pay for Performance Program	Under the Pay for Performance program, commercial building owners are given technical assistance with developing and implementing an Energy Reduction Plan to reduce energy use by 15 percent or more. Participants benchmark energy use in EPA's Portfolio Manager to verify the required 15 percent threshold savings.





Leverage ENERGY STAR in Your Community Outreach

ENERGY STAR Portfolio Manager Activity by DMA: Percent Increase in Number of Buildings Benchmarked (Cumulative from 2008 to 2009)



Local Campaigns Engage Building Owners



- Louisville Kilowatt Crackdown
- Chicago Green Office Challenge
- San Francisco Earth Hour 24x7 Energy Challenge
- Portland Office Energy Showdown
- Seattle/King County Kilowatt Crackdown
- Denver Watts to Water Program
- Central Florida Kilowatt Crackdown
- Arlington County Green Games



The Savings are Adding Up!



- **Louisville Kilowatt Crackdown**
 - Over 100 Louisville buildings completed in the first contest year (schools, CRE, healthcare, hospitality, and others) and saved 4,766,977 KWh in energy use - **equal to electricity use of 415 homes for one year!**
- **Chicago Green Office Challenge**
 - First campaign year resulted in savings of 70 million KWh of electricity and 54,000 metric tons of carbon dioxide – **equal to removing more than 10,000 cars off Chicago streets!**

Local Recognition Goes a Long Way



Mayor Abramson and the Kentucky Office of Energy Policy recognize buildings that earn the ENERGY STAR in Louisville, Kentucky .



Reach out to Small Business Owners





Putting Energy into Profits Small Business Guide

Guide for Small Business

This guide is designed to help you take advantage of the benefits of energy efficiency. Whether you own your building or are a tenant, you typically need lighting, heating, air conditioning, power for office equipment, and other services to stay in business. This guide can help you identify building equipment and systems that can be updated and maintained to save energy.

We call this energy optimization; you will just call it smart business.



Download the Guide

Putting Energy into Profits: The ENERGY STAR Guide for Small Business  (2MB)

- Get Started  (258KB)
- Sure Energy Savers  (270KB)
- Larger Opportunities  (732KB)
- Leading Facility Types  (1MB)
- Calculate Savings  (1MB)
- Green Your Business  (1.2MB)

Email This Page

[Products](#) • [Home Improvement](#) • [New Homes](#) • [Buildings & Plants](#) • [Partner Resources](#) • [Kids Publications](#) • [News Room](#) • [FAQs](#) • [Contact Us](#) • [Privacy](#) • [Site Index](#) • [Recursos en Español](#)

[PDF Viewer](#) • [Flash Viewer](#) • [PowerPoint Viewer](#) • [Excel Viewer](#)

 [DOE Home](#)  [DOE Search](#)  [EPA Home](#)  [EPA Search](#)



Available at www.energystar.gov/smallbiz

Promote Residential Energy Savings



- Home Energy Advisor
Make a plan
www.energystar.gov/homeadvisor
- ENERGY STAR @ Home
Go room-by-room
www.energystar.gov/home
Can be hosted on your site
- Home Energy Yardstick
Track your progress
www.energystar.gov/yardstick
Can be hosted on your site



Example: GreeNYC “Be Cool & Smart” ad campaign



SAVE MONEY
DON'T COOL AN EMPTY HOME

If you're away for 8 hours a day, turning off your A/C can save you at least a third on cooling costs.

Want to save even more? When you are home, don't air condition an empty room.



BE COOL & SMART 

For more information visit: nyc.gov/greenyc



SAVE MONEY
CLOSE DRAPES & DRAW BLINDS

The sun's rays heat your home even when the A/C is on, making your unit work harder and increasing your energy costs.

Want to save even more? On breezy days, open your windows.



BE COOL & SMART 

For more information visit: nyc.gov/greenyc

Wrap up



- Partner with ENERGY STAR and leverage EPA's off-the-shelf resources
- Lead by example, meet your energy efficiency goals, and earn EPA recognition
- Help building owners throughout your community save energy, money, and reduce greenhouse gas emissions

For More Information



Visit www.energystar.gov/government

If you have any questions, need assistance getting started, please contact:

Leslie Cook, US EPA
cook.leslie@epa.gov
(202) 343-9174
