Promote Citywide Energy Efficiency with ENERGY STAR

Mayors Innovation Project
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US Environmental Protection Agency
ENERGY STAR Buildings
Commercial buildings and industrial facilities are responsible for 45% of U.S. greenhouse gas emissions.

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
Benchmarking Activity in Portfolio Manager Continues to Increase
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

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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.

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

(Includes direct links to programs and policies)
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!
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

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/greenyyc

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/greenyyc
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:
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