



# Deciding on the Information

Maura Beard

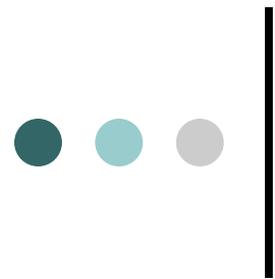
Jean Lupinacci

U.S. EPA



# Lessons Learned

- Be thoughtful about the audience
- Keep it simple, but...
- Convey the important information
- Graphic display helpful
- Provide website for more details
- Limit the burden
- Clearly identify source of information



# Know the Audience

- General Public?
- Company/Government Executives?
- Prospective Tenants?
- Prospective Buyers?
- Building Managers?
- Others?

**Key Information must be easy for audience to grasp**

# Examples

## EPA Fuel Economy Estimates

These estimates reflect new EPA methods beginning with 2008 models.

CITY MPG

**18**

Expected range for most drivers  
**15 to 21** MPG

**Estimated Annual Fuel Cost**

**\$2,100**

based on 15,000 miles at \$2.80 per gallon

HIGHWAY MPG

**25**

Expected range for most drivers  
**21 to 29** MPG

**Combined Fuel Economy**

This Vehicle

**21**

10 ——— 31

All SUVs

**Your actual mileage will vary** depending on how you drive and maintain your vehicle.

See the **FREE Fuel Economy Guide** at dealers or [www.fueleconomy.gov](http://www.fueleconomy.gov)

U.S. Government Federal law prohibits removal of this label before consumer purchase.

# ENERGYGUIDE

Refrigerator-Freezer  
 • Automatic Defrost  
 • Side-Mounted Freezer  
 • Through-the-Door Ice

XYZ Corporation  
 Model ABC-L  
 Capacity: 23 Cubic Feet

**Estimated Yearly Operating Cost**

**\$67**

\$57 ————— \$74

Cost Range of Similar Models

**630 kWh**

Estimated Yearly Electricity Use

Your cost will depend on your utility rates and use.

- Cost range based only on models of similar capacity with automatic defrost, side-mounted freezer, and through-the-door ice.
- Estimated operating cost based on a 2007 national average electricity cost of 10.65 cents per kWh.
- For more information, visit [www.ftc.gov/appliances](http://www.ftc.gov/appliances).

# European Examples

Energy		Washing machine
Manufacturer Model		
More efficient		
A		
B		<b>B</b>
C		
D		
E		
F		
G		
Less efficient		
Energy consumption kWh/cycle <small>(based on standard test results for 80°C cotton cycle) Actual energy consumption will depend on how the appliance is used</small>		<b>1.75</b>
Washing performance <small>A: higher G: lower</small>		<b>A</b> BCDEFG
Spin drying performance <small>A: higher G: lower Spin speed (rpm)</small>		<b>A</b> BCDEFG 1400
Capacity (cotton) kg		5.0
Water consumption		5.5
Noise (dB(A) re 1 pW)	Washing Spinning	5.2 7.6
<small>Further information contained in product brochure</small>		

## Appliances

**Energy Performance Certificate** 

Non-Domestic Building

**Jubilee House**  
 High Street  
 Anytown  
 A1 2CD

**Certificate Reference Number:**  
 1234-1234-1234-1234

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This certificate shows the energy rating of this building. It indicates the energy efficiency of the building fabric and the heating, ventilation, cooling and lighting systems. The rating is compared to two benchmarks for this type of building: one that is newly constructed and one that is indicative of the existing stock. There is more advice on how to interpret this information on the Government's website [www.communities.gov.uk/epbd](http://www.communities.gov.uk/epbd).

**Energy Performance Asset Rating**

More energy efficient

A+

Net zero CO<sub>2</sub> emissions

A 0-25

B 26-50

C 51-75

D 76-100

E 101-125

F 126-150

G Over 150

◀

92

This is how energy efficient the building is.

Less energy efficient

**Technical information**

**Benchmarks**

**Main heating fuel:** Gas

**Building environment:** Air Conditioned

**Total useful floor area (m<sup>2</sup>):** 2927

**Building Level:** 4

**Buildings similar to this one could have ratings as follows:**

58

if newly built

94

if typical of the existing stock

## Buildings

# ASHRAE Draft Certificate

## Side 1

Building Energy Certificate	Building Information Building Type: _____ Size: _____ Year of Construction: _____ Address: _____ Owner Contact Information: _____	
	<b>Asset Rating for Design Specifications</b>  <b>50</b> (on a scale of 1-100) This building is <b>Asset Rated</b> as: <b>AVERAGE</b> For the Year of <b>2003</b>	<b>Operational Performance Rating for Building as Used</b>  <b>50</b> (on a scale of 1-100) This building is <b>Performance Rated</b> as: <b>AVERAGE</b> For the Year of <b>2007</b>
	Method Used: <b>EPA Energy Star Target Finder</b>	Method Used: <b>EPA Energy Star Portfolio Manager</b>
	Estimated Annual Site Energy Usage: _____ (kBtu)	Actual Annual Site Energy Usage: _____ (kBtu)
	Estimated Annual Energy Cost: _____ (\$)	Actual Annual Energy Cost: _____ (\$)
	Estimated Annual Carbon Emissions: _____ (tons CO <sub>2</sub> )	Approximate Annual Carbon Emissions: _____ (tons CO <sub>2</sub> )
	<b>Energy Design Features</b>	<b>Operational Features</b>
	Check all that apply: <input type="checkbox"/> Designed to meet minimum state energy code: <input type="checkbox"/> Designed to meet ASHRAE AEDG for building type: <input type="checkbox"/> Designed for USGBC LEED rating Rating _____ EA Points _____ <input type="checkbox"/> Designed for Green Globes Rating: <input type="checkbox"/> Designed to Earn the Energy Star <input type="checkbox"/> Designed to meet a new construction program (specify) _____  List Top Five Energy Efficiency Design Features: 1. _____ 2. _____ 3. _____ 4. _____ 5. _____  <input type="checkbox"/> This building design has been benchmarked to ASHRAE Standard 90.1-2007 following the procedures in Informative Appendix G. This building design achieves a _____% improvement over the baseline.	Check all that apply: <input type="checkbox"/> This building earned the Energy Star Label for these years (list): _____ <input type="checkbox"/> Building systems that were commissioned or re-commissioned: Specify system and year _____  <input type="checkbox"/> This building meets EPA's Energy Star indoor environmental quality assessment requirements including temperature and humidity, illumination, outside air ventilation, and control of indoor air pollutants <input type="checkbox"/> This building has had the following energy efficiency improvements since construction:  Item: _____ Date: _____  Item: _____ Date: _____  <input type="checkbox"/> Recommendations for Energy Efficiency Improvements attached



# ASHRAE Draft Certificate

## Side 2

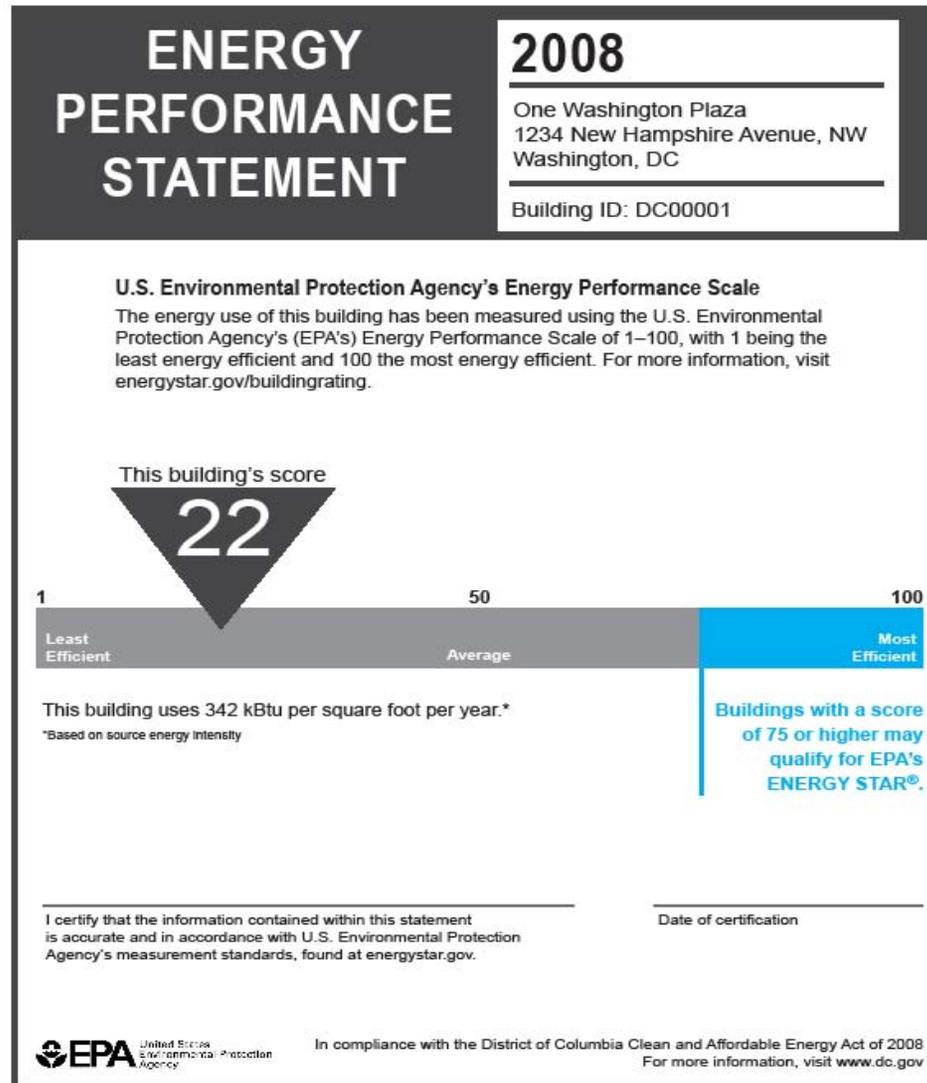
<b>Building Energy Certificate Input Data &amp; Performance Details</b>	PAGE 2																						
	Building Information: Building type: _____ Size: _____ Year of Construction: _____ Address: _____ Owner Contact Information: _____																						
	<b>Professional Engineer</b>																						
	Name: _____ State License No.: _____ _____ Signature	Stamp of Licensed Professional Engineer																					
	Energy Modeling Software Used to Calculate Design Energy Usage: _____	Date of Energy Star Statement of Energy Performance: _____																					
	Name of Qualified Energy Modeler: Name: _____ Signature	Building Owner Acceptance: Name: _____ Signature																					
Estimated Building Design Energy Use, by End Use:																							
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;"></th> <th style="width: 20%; text-align: center;">kBtu/sf/yr</th> </tr> </thead> <tbody> <tr> <td>Heating</td> <td></td> </tr> <tr> <td>A/C Conditioning</td> <td></td> </tr> <tr> <td>Ventilation</td> <td></td> </tr> <tr> <td>Lighting</td> <td></td> </tr> <tr> <td>Domestic Water</td> <td></td> </tr> <tr> <td>Misc. Equipment</td> <td></td> </tr> <tr> <td>(Other)</td> <td></td> </tr> <tr> <td>(Other)</td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td style="text-align: right;">Total:</td> <td></td> </tr> </tbody> </table>			kBtu/sf/yr	Heating		A/C Conditioning		Ventilation		Lighting		Domestic Water		Misc. Equipment		(Other)		(Other)				Total:	
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<i>(this space available for details of additional information)</i>																							



# EPA Mock Up

- Starting point for discussion
- Generic report to print from Portfolio Manager
- Available for any to use
- Doesn't limit organizations from customizing reports
- Incorporated lessons learned from other examples

# Proposed Portfolio Manager Report





# Key Questions

- Who is the audience?
- What are the critical pieces of information?
- How much is too much?
- Should additional information be provided?
- How can the burden be kept as low as possible
  - For constituents?
  - For government administrators?
- How or where would it be displayed?
- How can the energy statement be associated with an effective marketing campaign?
- How can the impact be measured?