

Campaigns to Improve Efficiency

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BOMA
International

About BOMA

- 100+ local associations and affiliated organizations
- 17,000 individuals; 9 billion square feet represented
- \$100 billion marketplace
- Key goal areas: advocacy, education, research, standards
- 36 staff members in D.C. and a combined 200+ staff across the U.S. and Canada
- www.boma.org

Campaigns to Improve Efficiency

- > 7-Point Challenge
- > KiloWatt Crackdown
- > BOMA/CCI Energy Performance Contract
- > BEEP
- > Green Lease
- > Advocacy

7-Point Challenge

1. Decrease energy consumption by 30% across your portfolios by 2012
2. Benchmark
3. Ensure that equipment is properly maintained
4. Perform an energy audit and/or retro-commissioning and implement low-risk, low-cost strategies
5. Extend equipment life by improving the operations and maintenance of building systems
6. Positively impact your community and your planet by helping to reduce your industry's role in global warming
7. Be a leader and solution provider

7-Point Challenge

- > Launched Fall 2008
- > More than 100 companies and local BOMA associations – including several large national companies
 - *CB Richard Ellis*
 - *Transwestern*
 - *Cushman & Wakefield*
 - *Hines*
 - *RREEF*
 - *Etc, etc.*

BOMA's "Kilowatt Crackdown"

- > First developed by BOMA Seattle-King County
- > Goal: to demonstrate leadership in energy efficient building operations in order to identify the most efficient buildings in the market and the properties making the greatest gains in performance
- > Participants assess their building's performance through Energy Star Portfolio Manager
- > 3 ways to win:
 - *Greatest Improvement in Efficiency*
 - *Most Efficient Building*
 - *Kilowatt Cup*

Kilowatt Crackdown

- > Campaigns now in Seattle, Portland, Louisville
- > Coming soon to BOMA Phoenix
- > Partners:
 - BOMA Seattle-King County - Seattle City Light, Puget Sound Energy, Tacoma Power, Snohomish PUD, BetterBricks, and the Seattle Daily Journal of Commerce.
 - BOMA Portland – BetterBricks, Energy Trust of Oregon, Inc.
 - BOMA Louisville - Louisville Energy Alliance – a public-private partnership including the Louisville Metro Government, BOMA Louisville, IFMA, IREM, CCIM and ICSC.

Clinton Climate Initiative

- > BOMA and CCI signed partnership MOU
- > Goal: to eliminate the barriers to performance contracting
- > Result: BOMA/CCI Energy Performance Contract

Market Transformation Efforts

- > Advocacy

Incentives, not mandates

- > BEEP

Benchmark, Benchmark, Benchmark

- > Green Lease

Landlord/Tenant enforceable model lease language

- > EPA and DOE partnerships

Energy Star, CREEA

Questions?

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