Running Your Own Efficiency Competition

Brendan Hall, Public Sector Program Manager, ENERGY STAR Commercial & Industrial Branch at U.S. EPA
Voluntary competitions can be a great way to get efficiency nearer front-of-mind, stimulate relationship building, and kick start improvements and lay a base for more.

ENERGY STAR believes there’s added value when competitions are more localized, so is focused on fostering competition-hosting, through tools, resources, and strategic support.

Competitions can be co-branded with ENERGY STAR provided some basic criteria are met.
Interactive policy and program map

www.energystar.gov/policiesandprograms
Competition guide

• Step-by-step guidance for developing and running a competition:
  • Setting goals
  • Defining the playing field
  • Dedicating resources
  • Recognizing participants
  • Keeping score
  • Planning the launch
  • Getting the word out
  • Competition resources

www.energystar.gov/competitionguide
Why to use Portfolio Manager for your competition

- Many competitors may already be using the tool
- Designate start/end dates
- Provides consistent measurement
- Easy for competitors to report energy use and building information
Data management guide

• Support for the work that data managers need to do before, during, and after the competition:
  • Design the rules
  • Registration and data collection process
  • Data check ins (as needed)
  • Contact competitors about data issues
  • Identify and verify potential winners using the Competitor Data Tracker spreadsheet
  • Prepare a spreadsheet to share out the results
  • Includes competitor data tracker spreadsheet!

www.energystar.gov/BattleoftheBuildings
Competitor Data Tracker

• Streamline and automate the data analysis process:
  • **Competition Setup:** Select the Baseline and Final period ending dates, and winning evaluation metrics.
  • **Paste in the data request:** Download building data from Portfolio Manager, and copy & paste into the spreadsheet.
  • **Error alerts and metrics:** Flag potential errors and determine which buildings might be eligible for recognition.
  • **Winners:** Pull the best performing buildings in each building-type category.

www.energystar.gov/buildings/tools-and-resources/competitor_data_tracker_template
Activity communications kits

- EPA created these communications kits, focused on different efficiency behaviors, so that you wouldn’t have to
- Can be customized with your logo and/or edited
- Large variety of materials
- All feature our competition mascot, Bob!

www.energystar.gov/BattleoftheBuildings
Some guiding points

• It’s okay to start small
• There will be some workload, on data management and communications in particular
• Recognition should convey the value in competing, not just winning
• Will need at least 12 months for baseline metrics
• Remember to build in lag time
Panelist intros

- **Chris Yeazel**, Sustainability Associate, Bozzuto Management Company
- **Cheri Holman**, Executive Director, U.S. Green Building Council West Michigan Chapter
- **Kara Brooks**, Sustainability Program Manager, American Society for Healthcare Engineering (ASHE)
Hosting Multifamily Sector Building Energy Competitions

Chris Yeazel
Sustainability Associate, Bozzuto Management Company
67,000 units

2,000 employees

235 communities

3 million SF of retail across 110 properties

Currently managing 44 lease-ups

#1 Property Management Company for Online Reputation
ORA Power Rankings, J Turner Research

Third-party Owned 85%
Mixed-use 77%
High-rise & Mid-rise 65%

CEO ACTION FOR DIVERSITY & INCLUSION

ENERGY STAR AWARD 2017 PARTNER OF THE YEAR
MID-ATLANTIC
VA, DC, MD, PA
159 communities, 44,300 units
1,680,000 SF retail

TRI-STATE
NJ, NY, CT
43 communities, 12,200 units
390,000 SF retail

NEW ENGLAND
Boston Metro
22 communities, 6,170 units
59,600 SF retail

MIDWEST
Chicago
7 communities, 2,500 units
43,000 SF retail

SOUTHEAST
Atlanta, Charlotte, Florida
7 communities, 1,970 units

GEOGRAPHIC FOOTPRINT
Sustainability a touchstone of Bozzuto’s business philosophy
Recognized by ENERGY STAR for our efforts to measure and reduce energy and water consumption at our communities by emphasizing engagement with residents in addition to site operations

Bright Power partnership allows Bozzuto to benchmark energy & water usage.
**Essential to hosting building energy competitions, especially management companies with large & diverse portfolios**

Waste Reduction a continued focus
2017 goal of increasing recycling at every community by a minimum of 5% year over year
Based on client feedback and interest, we designed and branded our own competitions in the spirit of the National Building Challenge: “War of the Watts.”
Mount Holyoke College Shout-Out!

ECO-REPs brings you:

THE WAR
of the
WATTS

Charge up and unplug! Lights, computers, and refrigerators...power them down to win big.

Great minds think alike! P.S. - Your logo is much cooler than ours...
Resident Engagement
Resident Competitions

Prizes:

Gift Certificate

Paid in Full
Top in Category: Multifamily Housing

**THE FENESTRA AT ROCKVILLE TOWN SQUARE**
Bozzuto Management Company

“We notified our residents of our participation, sharing our goals and what we’d be doing. We held an energy contest to encourage our residents to participate with us, which included a grand prize. An LED retrofit and focused preventative maintenance were major energy savers, but we know resident engagement was key.”

Energy Savings:
- 4% energy savings
- $38,900 estimated cost savings
- 154,965 kWh
- greenhouse gas emissions prevented

**Key Actions Taken:**
- Comprehensive LED retrofit
- Completing preventative maintenance & eye
- self cleaning
- Advised the contest to residents, had LED light giveaways and prizes

**Pepper Building:**
Bozzuto Management Company

“Resident engagement was key! Flyers were placed throughout our building with water-saving techniques, and more were shared on social media. We hosted a resident contest on energy and water, and had more than 70 people attend the kick-off. Management focused on identifying water leaks during preventative maintenance, and we upgraded to WaterSense plumbing fixtures at apartment turns.”

Water Savings:
- 14% water savings
- $6,500 estimated cost savings
- 10,695 gal.
- Low flow faucets
- Installed water-saving showerheads and faucets onautos
- Informed residents of water-saving tips through posters and social media

**Fenestra:**
4% energy savings
$38,900 estimated cost savings

**Pepper Building:**
14% water savings
$6,500 estimated cost savings
Results 2/2

Note: controlled for seasonality and rate changes. Savings NOT actual.
Challenges

Obtaining accurate data from utilities in a timely manner.

- Budget for resident engagement events and prizes
- Growth from EPA National Building Challenge >>> War of the Watts I >>> War of the Watts II
- Resident engagement
Questions

Thank you!

Chris Yeazel  cyeazel@bozzuto.com  (301)623-1509
Michigan’s Statewide Energy Competition

Cheri Holman, U.S. Green Building Council
West Michigan
Michigan Battle of the Buildings
COMPETITION GROWTH

Square Footage Competing

- 2014: 11,409,753
- 2015: 28,637,758
- 2016: 64,798,252
- 2017: 93,000,951
2016 ENERGY SAVINGS

Competitors’ Combined Total = 22,141 Metric Tons of CO$_2$e

THIS IS EQUIVALENT TO:

- Carbon sequestered from 20,959 ACRES of U.S. forests in one year
- Greenhouse gas emissions from 53,064,352 MILES driven by an average passenger vehicle
- More than $2.4 MILLION in utility costs avoided

Source: www.michiganbattleofthebuildings.org
Tools & Resources

Build your competition
Partnerships

You’ll need funding

• Utility Companies
• State Energy Office
• Local Philanthropic Foundations
• Energy Consultants
• Private Sector Leaders
Partnerships

*Spreading the word*

- Non-Profit Organizations
- Media
- Sponsors
- Contractors
NO BARRIERS

• EASY to understand
• EASY to join
• EASY to participate
• FREE
Motivation

Recognition
Motivation

Leadership

Comerica Banking Center Two Time Biggest Loser in Financial Institution Category

May 5, 2017  USGBC West MI Chapter  Press Release

Comerica Incorporated is a financial services company strategically aligned by three business segments: The Business Bank, The Retail Bank, and Wealth Management. Comerica focuses on relationships, helping people and businesses achieve success.
Thank you!

Cheri Holman
Director
cholman@usgbcwcm.org
Chapter Challenge Competition
Background

- **American Society for Healthcare Engineering**
  - Personal membership group of the American Hospital Association

- **Programs:**
  - Energy to Care
  - Sustainability Roadmap
ASHE Energy to Care Awards Programs

• **Energy to Care Awards**
  - Honor health care facilities that reduce energy consumption
    - 10% in a single year or by 15% over two years.
    - 5% single year for previous award winners

• **Chapter Challenge**
  - Friendly Competition between ASHE affiliated chapters in an effort to reduce energy consumption
ASHE Energy to Care Dashboard
ASHE Energy to Care Dashboard

energy to care+

Hospital A
- Total Natural Gas
- Total Electricity
- Outdoor Temperature

- 91,379 kWh
- $916.58

3,273,900 kWh
$229,085.50
Energy to Care Chapter Challenge - History

• Challenge launched by 2 chapters in 2015 – 2016 recognition

• Challenge launched by ASHE in 2016 – recognized at 2017 Annual Conference

• 2018 Challenge launched in April, 2017 – to be recognized at 2018 Annual Conference in Seattle
Energy to Care Chapter Challenge - Participation

2016 - 232 Facilities, 12 Chapters Participated

• Large Category Winner:
  • California Society for Healthcare Engineering

• Small Category Winner:
  • Kansas Healthcare Engineers’ Association

2017 – 830 Facilities, 18 Chapters Participating!
Energy to Care Chapter Challenge
Participating States - 2018
Energy to Care Chapter Challenge

What is the Challenge?

- Team competition between ASHE Chapters
- Compares data between:
  - Baseline year (Calendar year 2016)
  - Competition year (January 1, 2017 - December 31, 2017)
- Energy use is tracked and weather normalized in ENERGY STAR’s Portfolio Manager benchmarking tool.
- Energy reduction is verified by PE
- Two categories of competition
  - Small category (5-15 hospitals)
  - Large category (16 + hospitals)
Challenge Milestones

**Step 1** – Enroll in Energy to Care Program

**Step 2** - Contact Energy to Care to receive a list of facilities participating in the program

**Step 3** – Create Chapter Challenge Team
  - Submit participants to ASHE via link on website

**Step 4** – Submit midpoint data release to ASHE

**Step 5** – Submit final Application
Energy to Care Chapter Challenge - Timeline

- Competition Year Begins: 1/1/2017
- Team Submission Due to ASHE: 7/15/2017
- Mid Point Data Release Due to ASHE: 9/30/2017
- Mid Point Data Webinar Update: 10/17/2017
- Competition Year Ends: 12/31/2017
- Final Applications Due to ASHE: 4/1/2018
- Presentation of Awards: 7/15/2018
Getting the Word Out!

- Webinars
- Annual Conference
- Chapter Presentations
- *Friendly Competition*
Recognition – Awards!

• ASHE Energy to Care Energy Cup

• Revolving Trophy Recognizing Yearly Winners!
  • Chapter Award at Annual Conference
  • Award Presentation at Chapter Event
Closing Q&A and discussion