

Running Your Own Efficiency Competition

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STAR Commercial & Industrial Branch at U.S. EPA



Topic intro

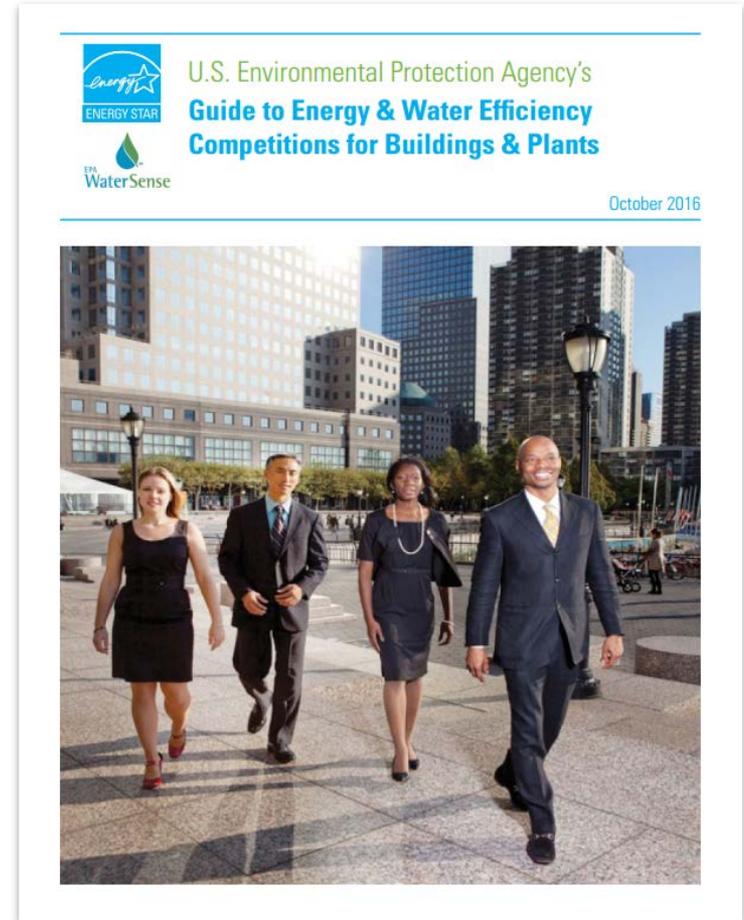


- Voluntary competitions can be a great way to get efficiency nearer front-of-mind, stimulate relationship building, and kick start improvements and lay a base for more
- ENERGY STAR believes there's added value when competitions are more localized, so is focused on fostering competition-hosting, through tools, resources, and strategic support
- Competitions can be co-branded with ENERGY STAR provided some basic criteria are met



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

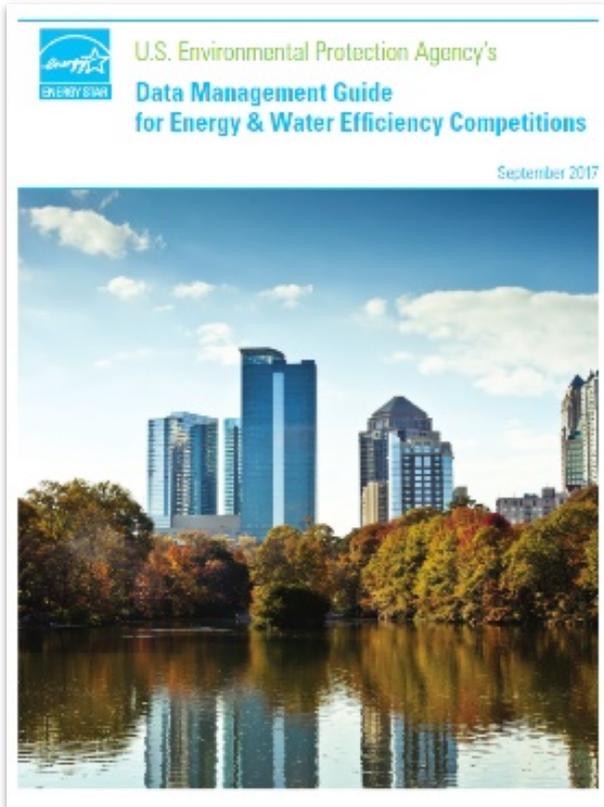


Why to use Portfolio Manager for your competition

- 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.

Primary Property Type - EPA Calculated	BASIC INFO	Alerts				
		Water Competitor?	Floor Area Issue?	Ending Date Issue?	Energy Metric Calculation Issue?	Water Metric Calculation Issue?
Office		Yes	x		x	x
Office		Yes	x		x	

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



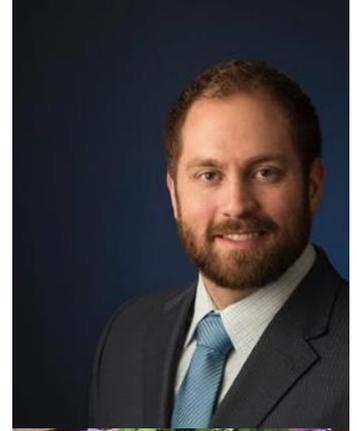
Some guiding points

- 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

235 COMMUNITIES



2,000 employees

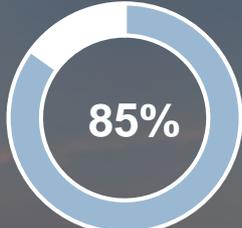
The Washington Post

Property Management Company for #1 Online Reputation

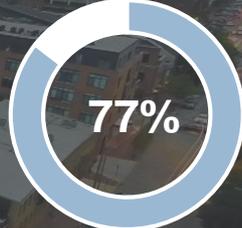
ORA Power Rankings, J Turner Research

3X

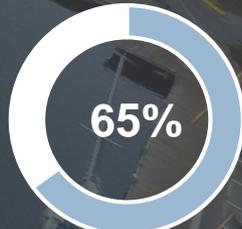
Property Management Company of the Year ▲▲▲



85%
Third-party Owned



77%
Mixed-use



65%
High-rise & Mid-rise



CEO ACTION FOR DIVERSITY & INCLUSION



ENERGY STAR AWARD 2017

PARTNER OF THE YEAR

3 million SF of retail across 110 properties

Currently managing 44 lease-ups





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

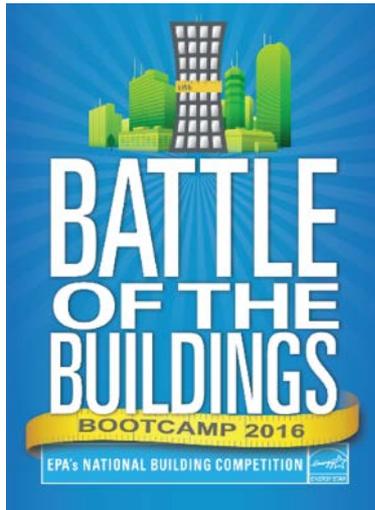
Bright Power partnership allows Bozzuto to benchmark energy & water usage. ****Essential to hosting building energy competitions, especially management companies with large & diverse portfolios****

Waste Reduction a continued focus 2017 goal of increasing recycling at every community by a minimum of 5% year over year



Building Energy Competitions

2016:



September - November
5 sites, 5 clients

2017:



January - June
9 sites, 1 client



October - December
16 sites, 16 clients

2018 and beyond:



III, IV, V >>> XVIII



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 Competitions

DISTRICT - Studios




CONTESTANT ENTRY FORM														
				Feb Invoice		March		April		May		June		AVERAGE
Resident (Leaseholder)		Apt #	Apt SF	Month 1 kWh	Month 1 EUI	Month 2 kWh	Month 2 EUI	Month 3 kWh	Month 3 EUI	Month 4 kWh	Month 4 EUI	Month 5 kWh	Month 5 EUI	
Name				kWh	EUI	EUI								
ex. Jane Doe		103	564	785	1.39	895	1.59	713	1.26	690	1.22	690	1.22	1.34
1														
2														
3														
4														
5														
6														



Prizes:



Results 1/2

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
156.9 MtCO₂e
greenhouse gas
emissions prevented

Key Actions Taken:

Comprehensive LED retrofit
Completing preventative maintenance & dryer
vent cleaning
Advertised the contest to residents, had LED light
giveaways and prizes



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

Pepper Building:
14% water savings
\$6,500 estimated cost savings

Top in Category: Multifamily Housing



THE PEPPER BUILDING Bozzuto Management Company

"Resident engagement was key! Fliers 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

Key Actions Taken:

Upgraded the cooling tower
Installed water-saving showerheads and aerators on faucets
Informed residents of water-saving tips through posters and
social media



Results 2/2



Comparison Report		Whole Building EUI (kBTU/sqft)				Ownership EUI (kBTU/sqft)				Resident/Commercial EUI (kBTU/sqft)				Whole Building Water (Kgal)			
Property Name	Payment Code	2016 Baseline	Jul-17	Difference	Percent Change	2016 Baseline	Jul-17	Difference	Percent Change	2016 Baseline	Jul-17	Difference	Percent Change	2016 Baseline	Jul-17	Difference	Percent Change
(T)TTT		35.01	35.43	-0.18	-1%	13.24	12.74	-0.49	-4%	22.38	22.59	0.31	1%	7.716	7.859	144	2%
(T)TTT		40.36	41.00	0.64	2%	7.77	7.74	-0.03	0%	32.59	33.26	0.67	2%	12.910	12.917	7	0%
(T)TTT		38.89	40.44	1.55	4%	14.15	14.87	0.72	5%	24.74	25.57	0.83	3%	6.957	7.375	418	6%
(T)TTT		37.03	37.10	0.07	0%	9.51	10.87	1.36	14%	27.52	26.23	-1.30	-5%	10.780	10.599	(181)	-2%
(O)OOO		61.03	55.95	-5.08	-8%	-	-	-	-	-	-	-	-	7.611	3.751	(3,860)	-51%
(T)TOO		123.84	-	-	-	76.43	64.74	-11.69	-15%	47.41	-	-	-	18.078	16.625	(1,453)	-8%
(T)TTT		57.36	61.09	3.73	7%	33.01	37.67	4.65	14%	24.35	23.43	-0.92	-4%	5.497	5.403	(94)	-2%
(T)TTT		17.63	17.77	0.14	1%	7.64	8.00	0.35	5%	9.99	9.77	-0.22	-2%	0	821	821	-
(T)TTT		32.84	-	-	-	5.01	4.79	-0.22	-4%	27.83	-	-	-	49	53	5	9%

Annual Change in Owner Energy Spend for Portfolio	
Total Cost Difference	Total % Change
-\$220,989	-9.22%

Annual Change in Owner Water Spend for Portfolio	
Total Cost Difference	Total % Change
\$19,089	2.00%

Comparison Report		Ownership Energy Spend				Ownership Water Spend			
Property Name	Payment Code	2016 Baseline	Jul-17	Difference	Percent Change	2016 Baseline	Jul-17	Difference	Percent Change
(T)TTT		\$ 148,819	\$ 138,907	\$ (9,912)	-7%	\$ 117,091	\$ 126,136	\$ 9,045	8%
(T)TTT		\$ 138,505	\$ 132,950	\$ (5,555)	-4%	\$ 196,275	\$ 210,274	\$ 14,000	7%
(T)TTT		\$ 110,667	\$ 114,296	\$ 3,629	3%	\$ 120,489	\$ 129,865	\$ 9,376	8%
(T)TTT		\$ 88,011	\$ 77,057	\$ (10,954)	-12%	\$ 98,863	\$ 102,114	\$ 3,251	3%
(O)OOO		\$ 985,394	\$ 892,401	\$ (92,993)	-9%	\$ 64,891	\$ 33,580	\$ (31,311)	-48%
(T)TOO		\$ 720,741	\$ 598,583	\$ (122,158)	-17%	\$ 339,234	\$ 315,743	\$ (23,491)	-7%
(T)TTT		\$ 119,180	\$ 135,151	\$ 15,971	13%	\$ 83,084	\$ 83,646	\$ 562	1%
(T)TTT		\$ 45,934	\$ 49,039	\$ 3,105	7%	\$ -	\$ 6,243	\$ 6,243	-
(T)TTT		\$ 38,704	\$ 36,581	\$ (2,122)	-5%	\$ 1,209	\$ 1,313	\$ 104	9%

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

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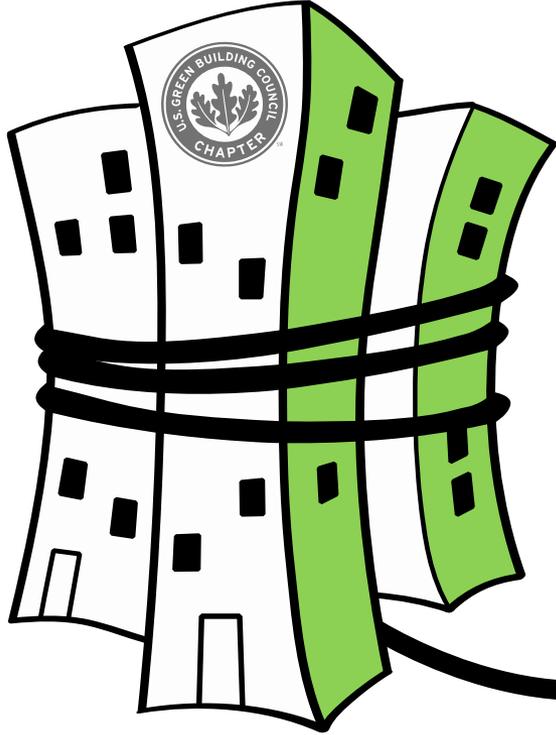


Michigan's Statewide Energy Competition

Cheri Holman, U.S. Green Building Council
West Michigan



2017 ENERGY STAR Commercial Buildings Partner Meeting | Oct. 24 – 25, 2017



Michigan Battle *of the* Buildings



DTE Energy

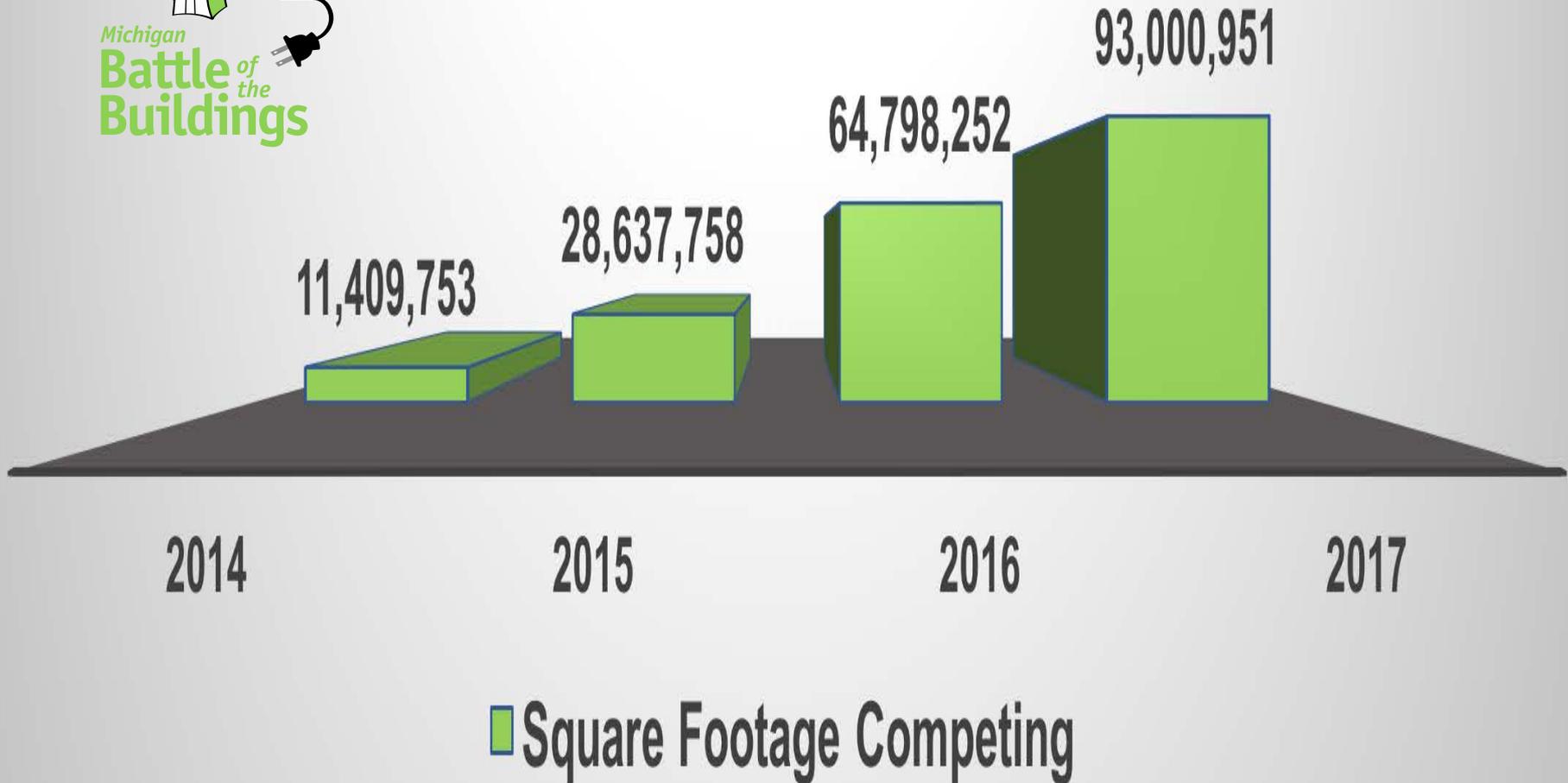


Grand Rapids
**Business
Journal**



2017 ENERGY STAR Commercial Buildings Partner Meeting | Oct. 24 – 25, 2017

COMPETITION GROWTH

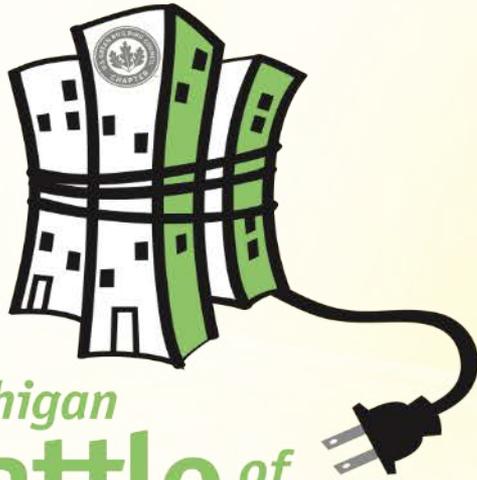




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2017 ENERGY STAR Commercial Buildings Partner Meeting | Oct. 24 – 25, 2017



Michigan
Battle *of the*
Buildings

2016 ENERGY SAVINGS

Competitors' Combined Total =
22,141 Metric Tons of CO₂e

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

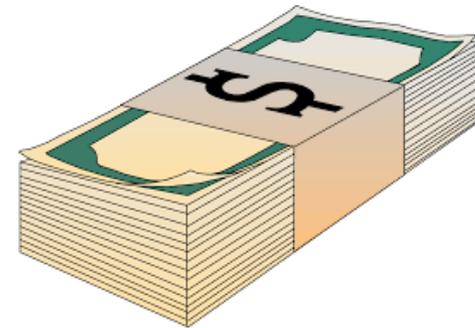


More than
\$2.4 MILLION
in utility costs avoided

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](#)

💬 [No Comments on Comerica Banking Center Two Time Biggest Loser in Financial Institution Category](#)



[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@usgbcwm.org





energy+
to care *Greater efficiency
supports patient care.*

Chapter Challenge Competition



2017 ENERGY STAR Commercial Buildings Partner Meeting | Oct. 24 – 25, 2017

Background

- **American Society for Healthcare Engineering**
 - Personal membership group of the American Hospital Association
- **Programs:**
 - Energy to Care
 - Sustainability Roadmap



ASHES Energy to Care Awards Programs



- **Energy to Care Awards**

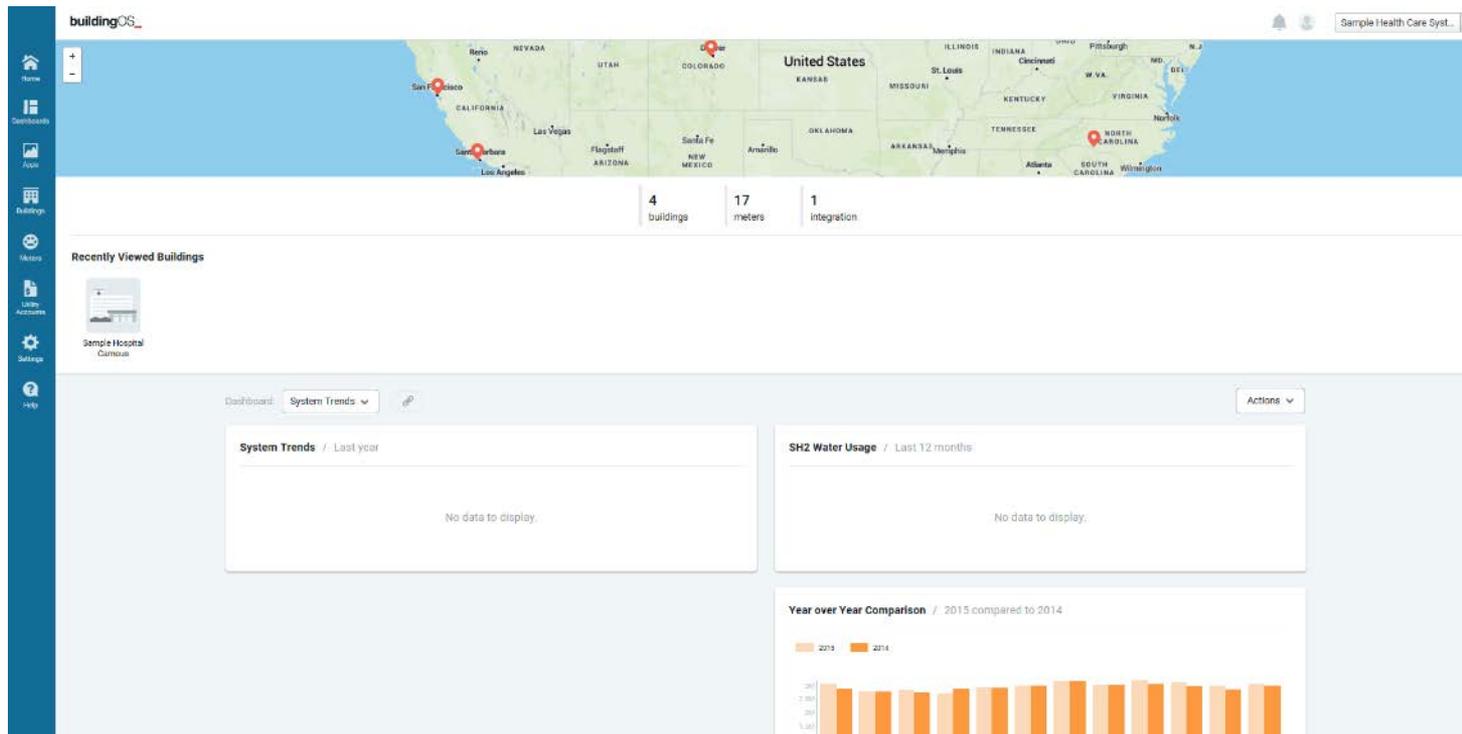
- Honor health care facilities that reduce energy consumption
 - 10% in a single year or by 15% over two years.
 - 5% single year for previous award winners

- **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+



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

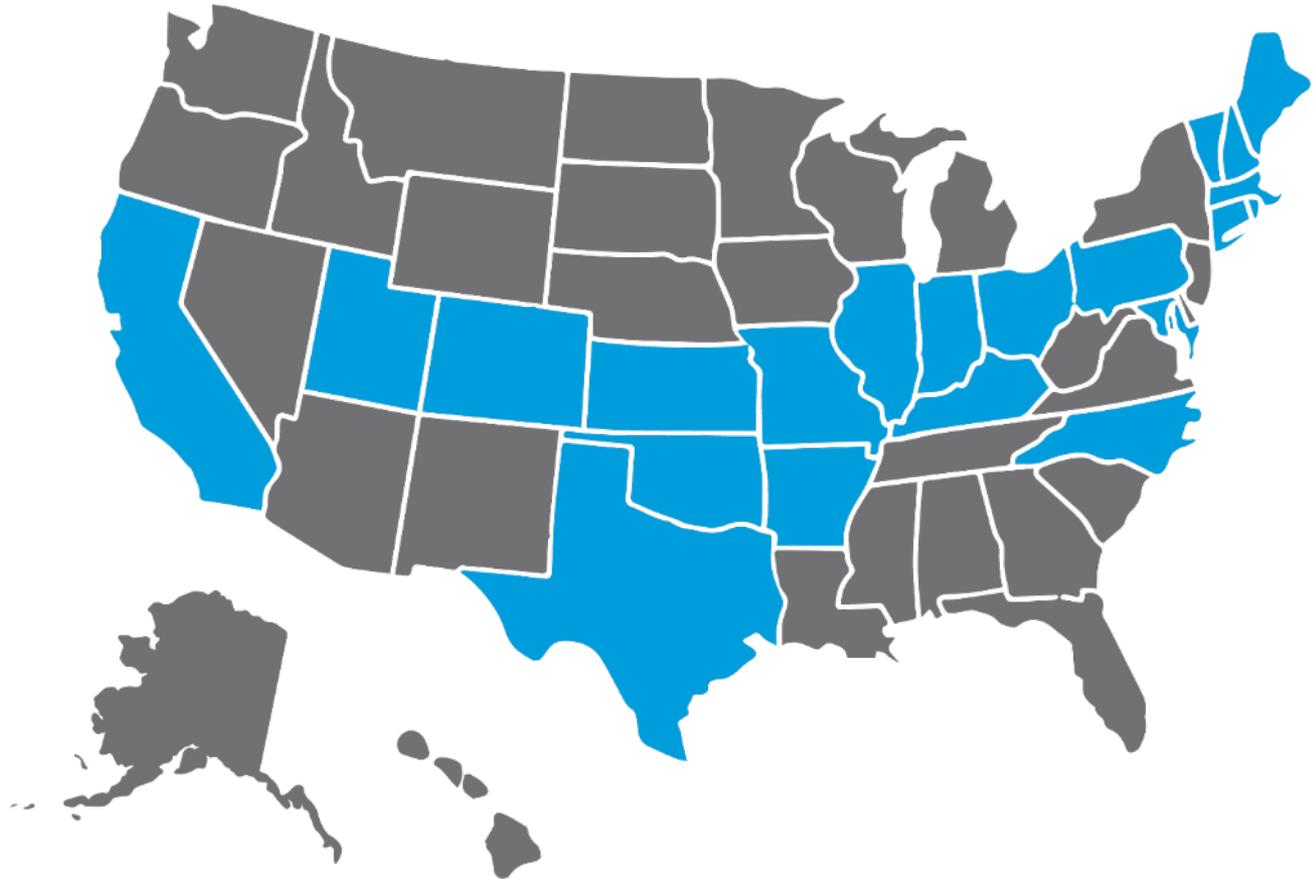
2016 - 232 Facilities, 12 Chapters Participated

- 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

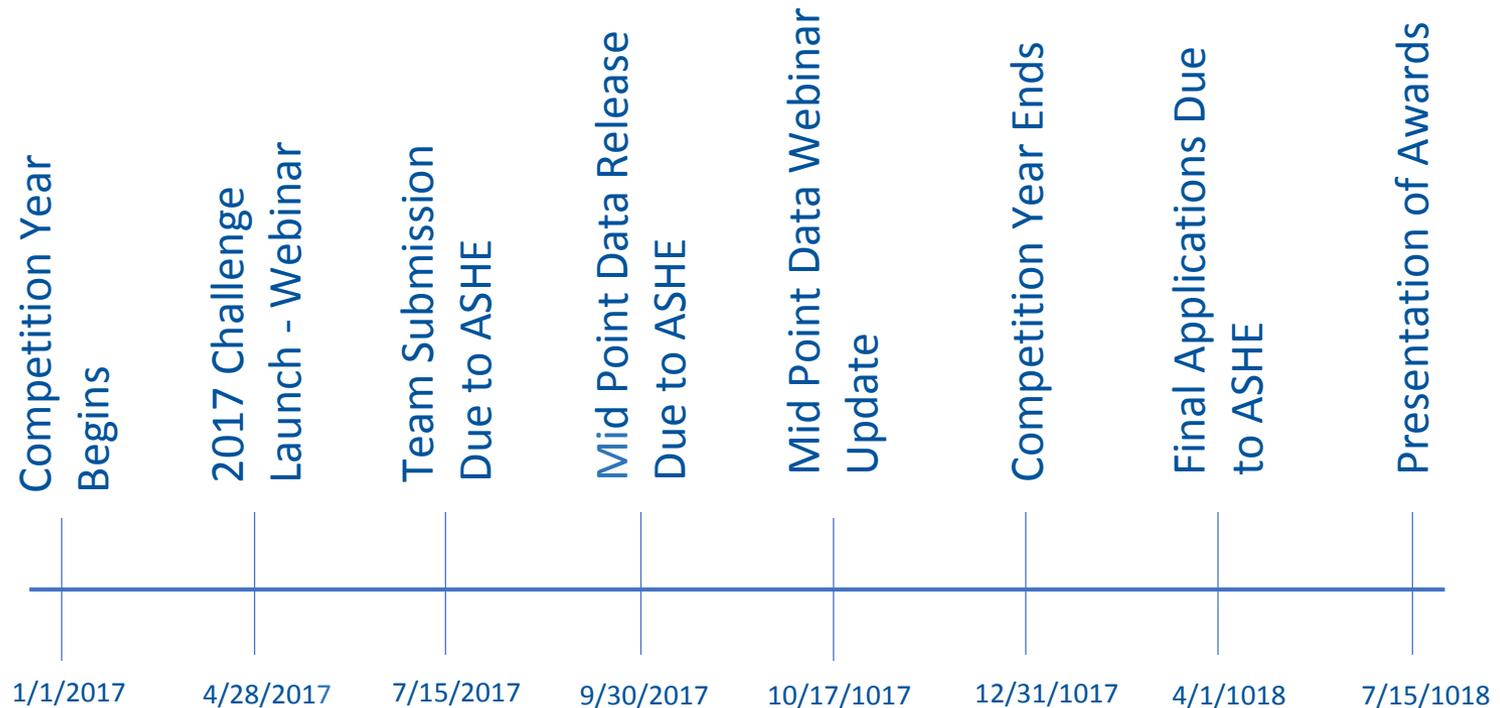
- Submit participants to ASHE via link on website

Step 4 – Submit midpoint data release to ASHE

Step 5 – Submit final Application



Energy to Care Chapter Challenge - Timeline



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

