



How Low Can You Go: Using Challenge Programs to Engage the Private Sector and Drive Energy Efficiency and Renewable Energy in Your Community

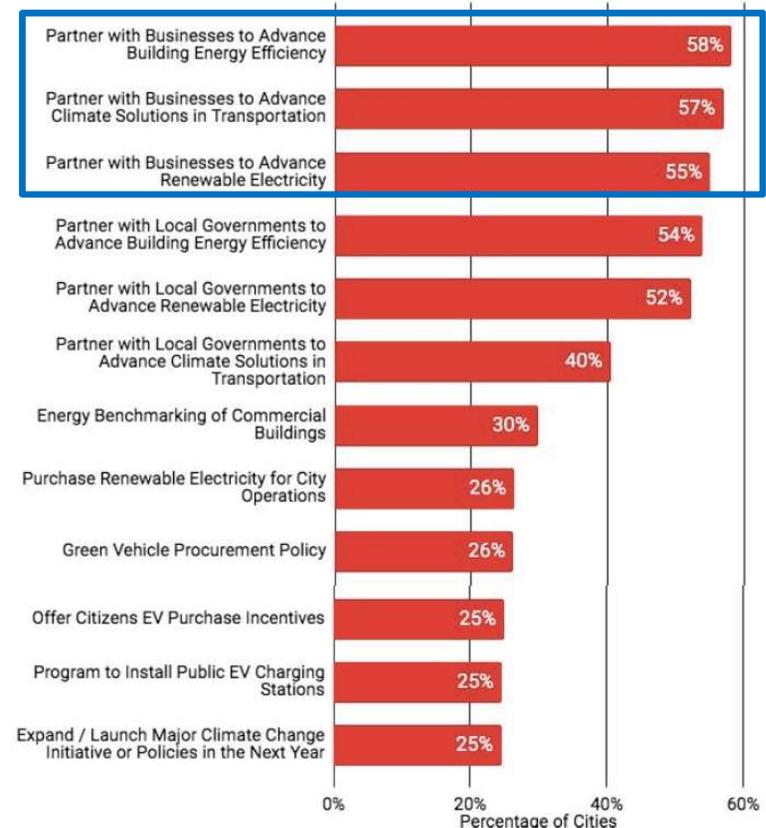
Better Buildings Summit 2019
Wednesday, July 10th 1:30-3:00 PM



Partnering with the Business Community

- **158 cities** participated across **39 states**
- **>83%** of cities are partnering or interested in partnering with the business community to advance **transportation, renewable energy, and energy efficiency** solutions.

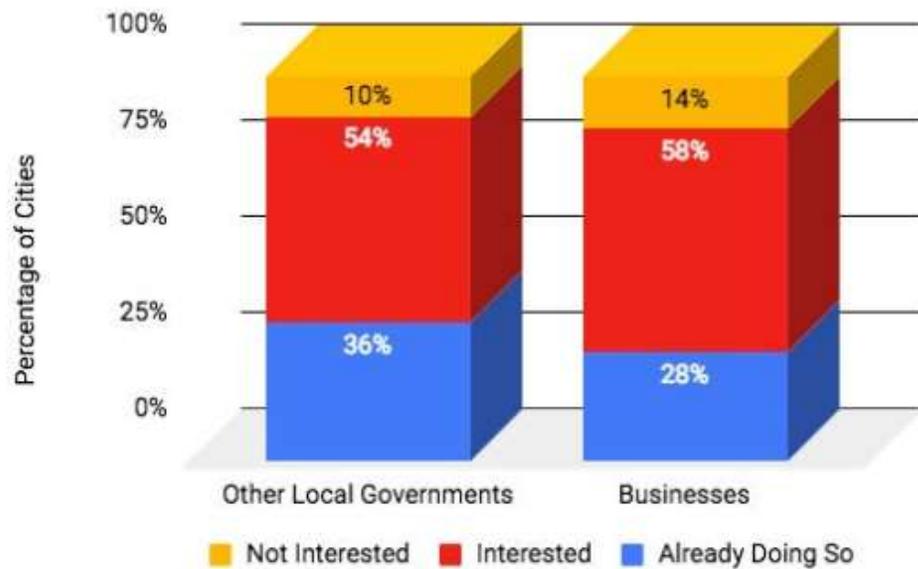
Areas of Greatest Interest for New Participation
Percentage of Cities Considering or Interested



Partnering on Energy Efficiency and Renewable Energy

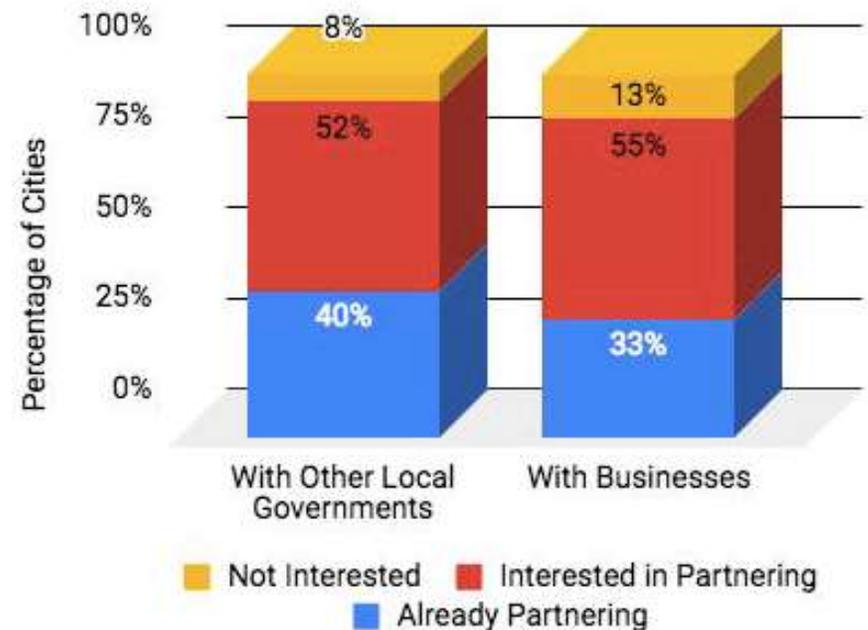
- **58%** of cities are interested in partnerships with businesses to advance energy efficiency solutions

Figure 14. Partnerships to Advance Energy Efficiency Solutions



- **55%** of cities are interested in partnerships with businesses to advance renewable energy

Figure 12. Partnerships to Advance Renewable Energy



Stephanie Stuckey

Southface Institute

U.S. DEPARTMENT OF
ENERGY



20% BY 2020 (or, 2019!)

How Low Can You Go?

Using Challenge Programs to Engage the Private Sector and Drive Energy Efficiency & Renewable Energy in Your Community



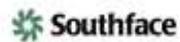
Stephanie Stuckey
Director of Sustainability Services
Southface Institute
Former Director of Sustainability
City of Atlanta



ABOUT SOUTHFACE



Southface promotes sustainable homes, workplaces and communities through education, research, advocacy and technical assistance.



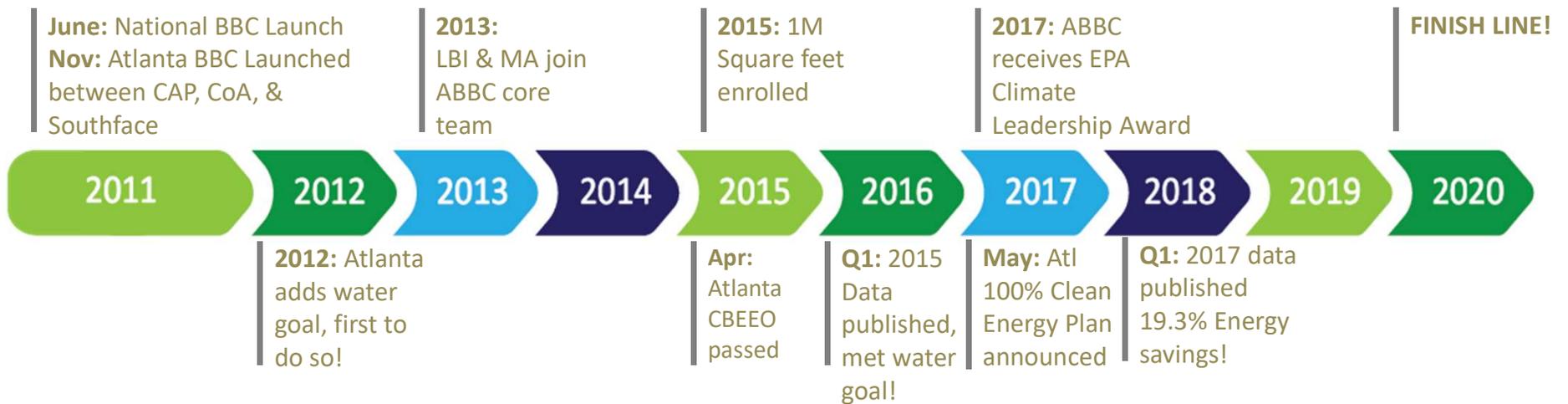
www.AtlantaBBC.com

Atlanta Better Buildings Challenge

- Goal to engage large commercial buildings across Atlanta's central business districts to reduce energy & water consumption by at least 20% by 2020
- To help Atlanta become one of the country's top sustainable cities
- Atlanta was first program to include water goals
- Largest program in the country by square footage (114 M sq. ft. currently)



Events Timeline



Atlanta BBC Partners



Southface



Livable
Buckhead



Central Atlanta Progress
Atlanta Downtown Improvement District

MIDTOWN
Alliance



Public and private
business
partnerships



Free
Technical
Assistance



Education and
training
opportunities



Mentoring,
networking &
recognition

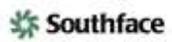
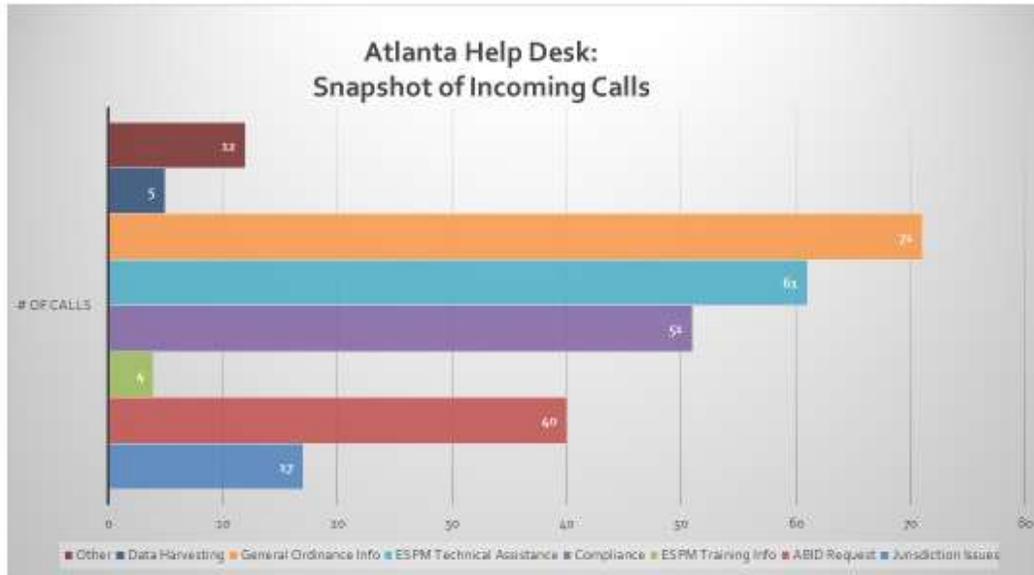
ABBC Structure & Collaboration



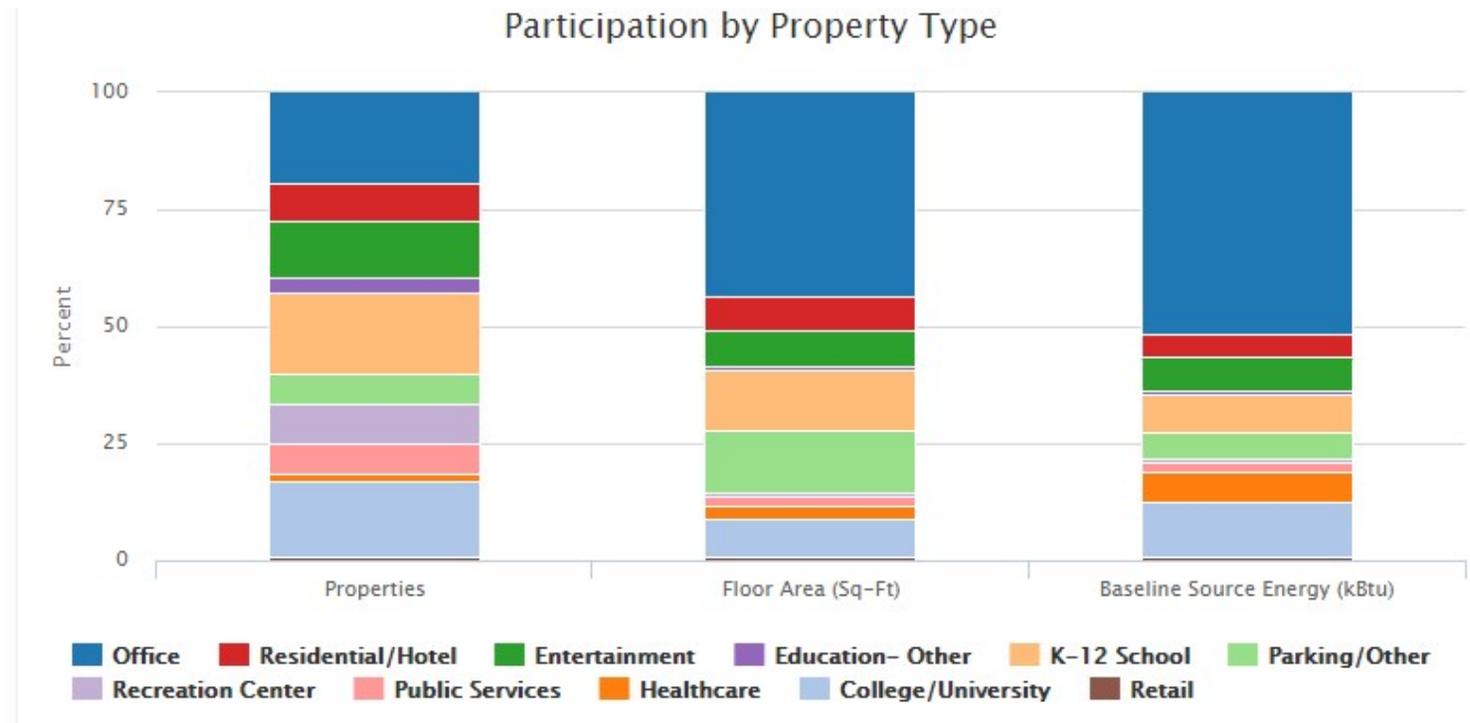
- Southface: Technical Support & General Ordinance Education
 - 3 full-time & 2 part-time staff
 - Labor Costs = \$65,000
 - 12% = outreach & launch
- City: Policy & Compliance
 - Mayor: Program Ambassador
- CIDs & Industry Groups: Training & Outreach



HELP DESK ACTIVITY



Atlanta's Participants



Initial Program Participation



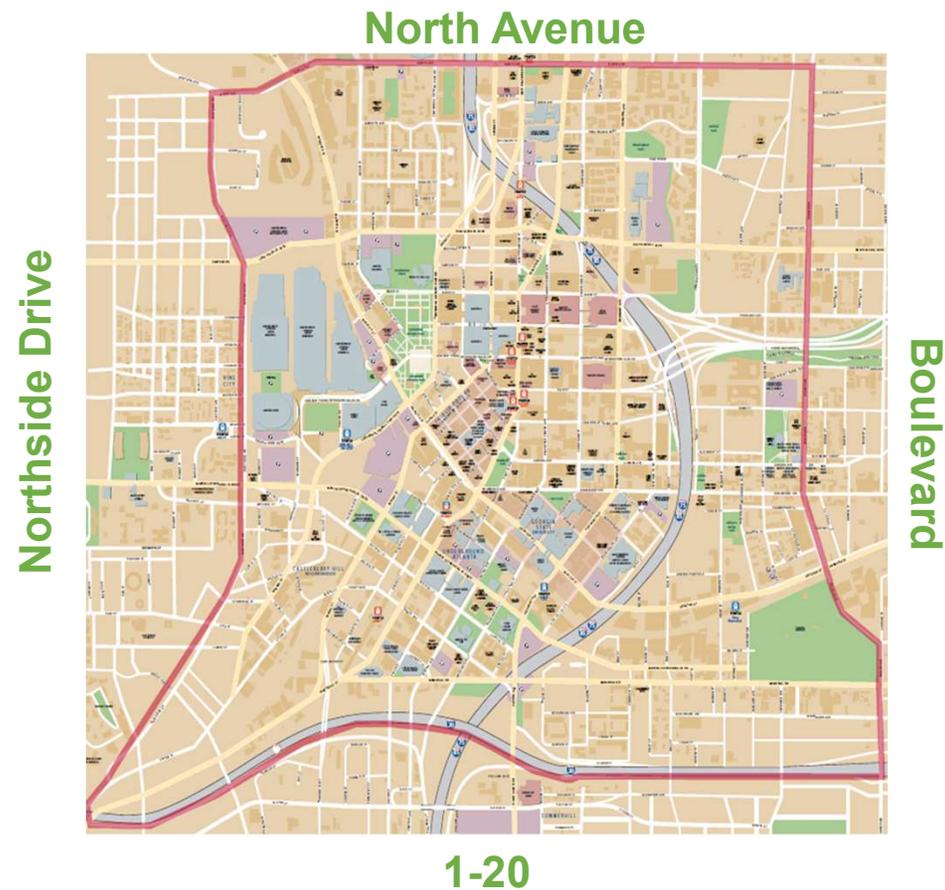
Initial Recruitment
Focus and Goal:

400

Downtown City Blocks

2 Million

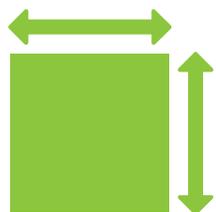
Square Feet



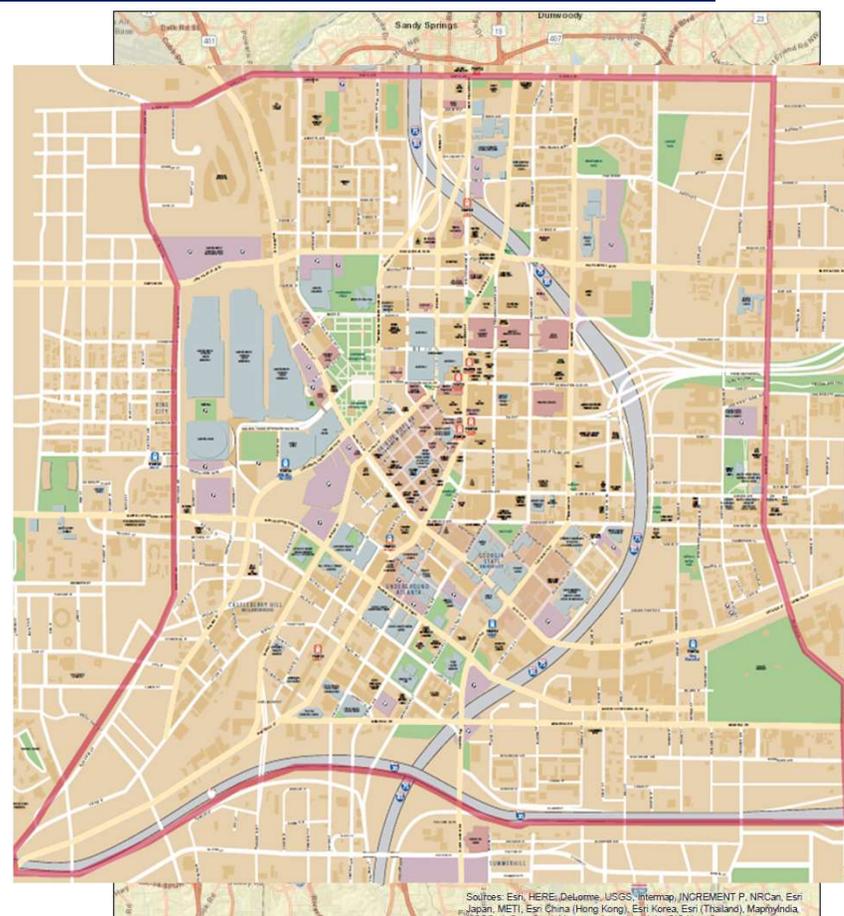
Current Program Participation



640+
Participating Buildings



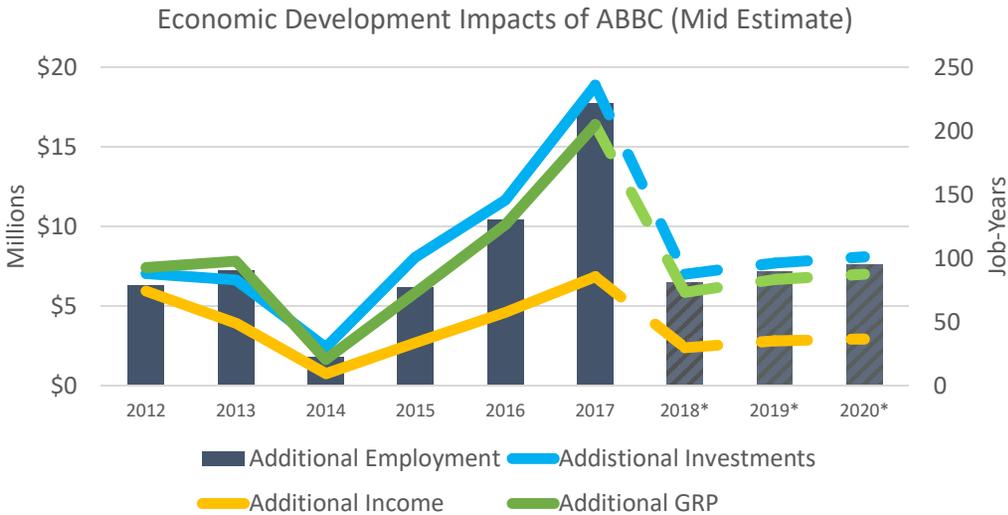
114Mill+
Square Feet of Building Space



Sources: Esri, HERE, DeLorme, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), MapmyIndia, Mapbox, Swisstopo, Mapbox contributors, Swisstopo, Mapbox contributors, Swisstopo

Atlanta Better Buildings Challenge: Program Impact

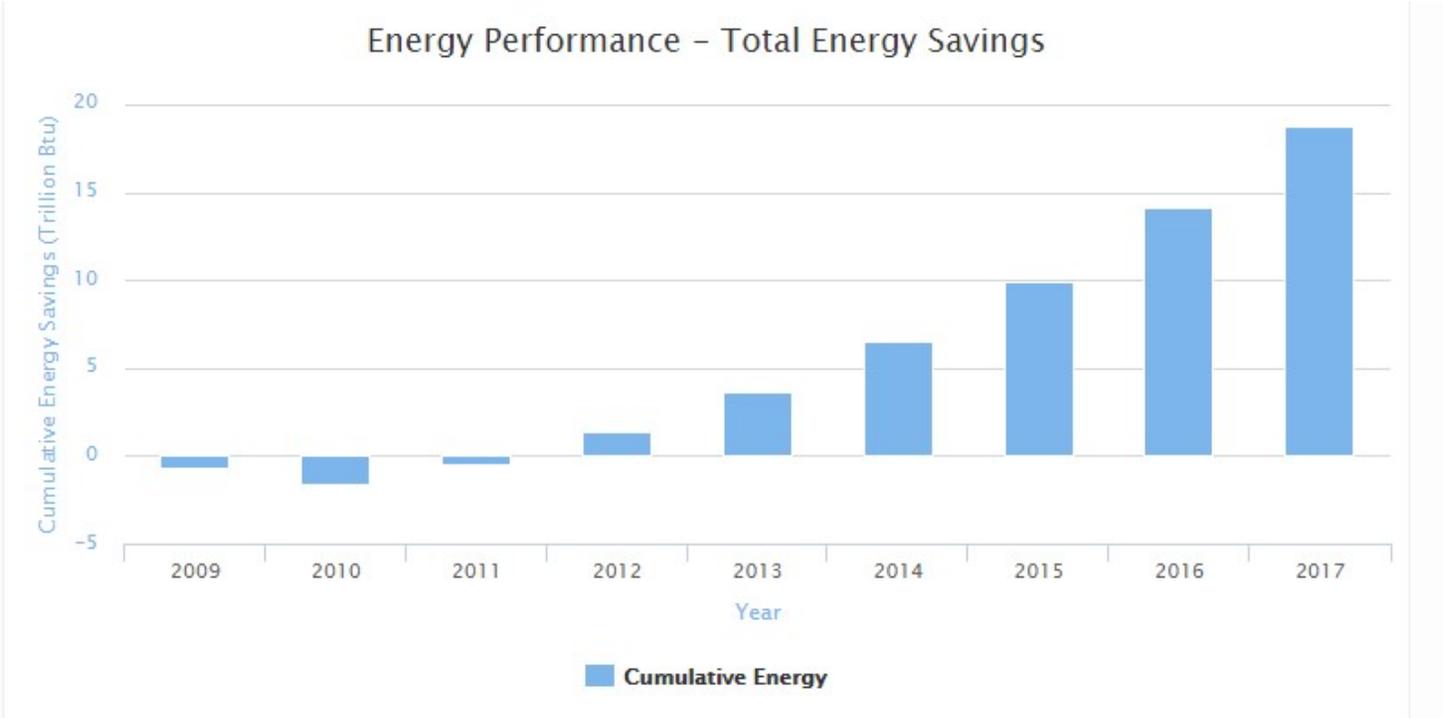
ABBC contributed significantly to Georgia's economic development



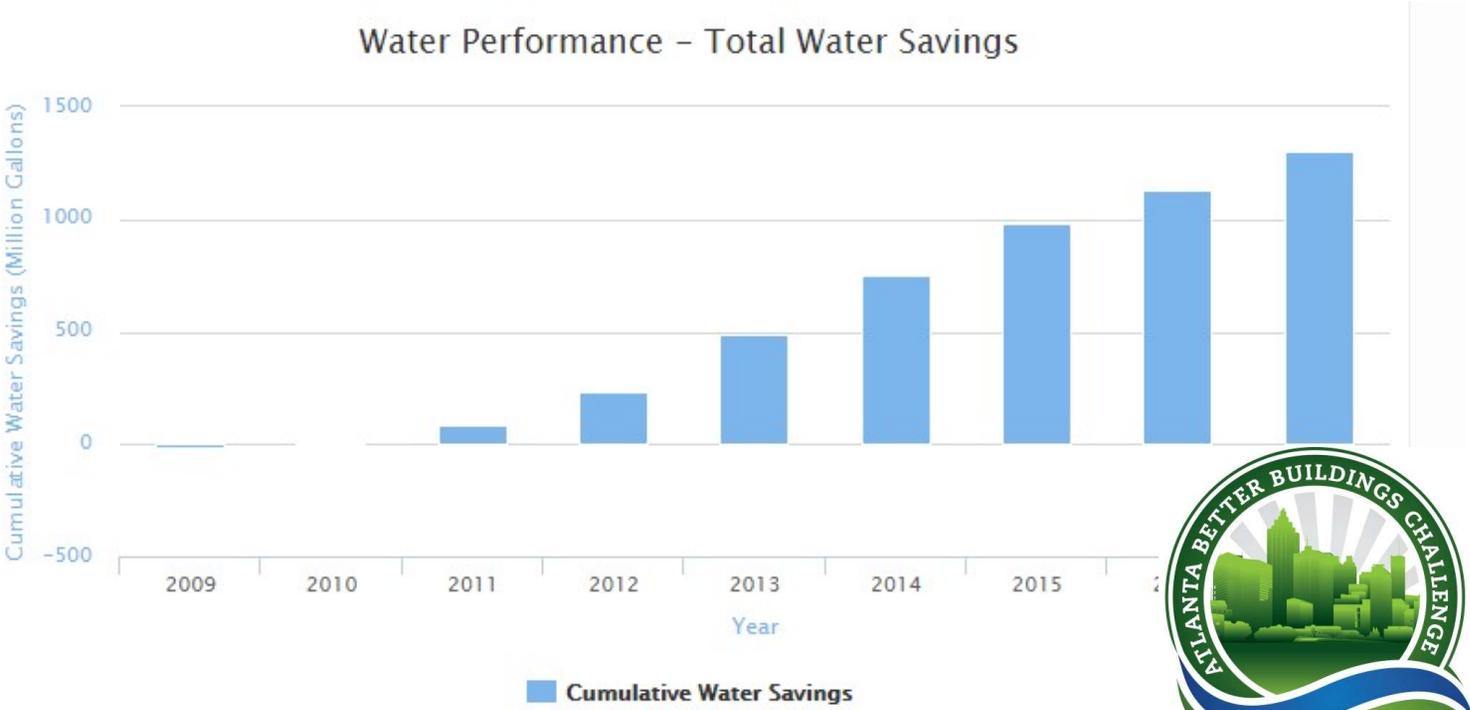
ABBC Programs and Activities in 2017

- Invited \$19 million additional investment
- Created 221 jobs
- Add \$16 million to regional economy
- Increased labor incomes by \$8 million

Atlanta Better Buildings Challenge: Program Impact



Atlanta Better Buildings Challenge: Program Impact



2017 Program Savings



Over 4.63 Trillion BTUs Saved
Equivalent to 241 Wind Turbines
running for a year!



Over 172.5 Million Gallons Saved
Equivalent over 261 Olympic
size swimming pools



**Over 198,867 Metric Tons of CO²
Avoided**

This is equivalent to flying from Atlanta to Sydney
Australia **139,068 times**



Atlanta Better Buildings Challenge SWAP Season 3



Erick Shambarger

City of Milwaukee

U.S. DEPARTMENT OF
ENERGY



THE CITY OF MILWAUKEE'S
**BETTER
BUILDINGS
CHALLENGE**

REENERGIZING
MILWAUKEE
ONE BUILDING AT A TIME



BETTER
BUILDINGS
CHALLENGE

ecoCITY of
MILWAUKEE



WHAT IS THE BETTER BUILDINGS INITIATIVE?



Milwaukee is working to cut energy use 20% over a decade in municipal buildings and participating commercial buildings.

The expanded Better Buildings Challenge provides comprehensive energy efficiency services to commercial building owners.

PROGRAM SERVICES



Guidance to Fulfill Pledge



Tenant Engagement

Benchmarking



Operations Review



Energy Assessments



Connect to Local Technology

PACE Financing



Connect to Contractors



Focus on Energy Incentives



Marketing & Recognition

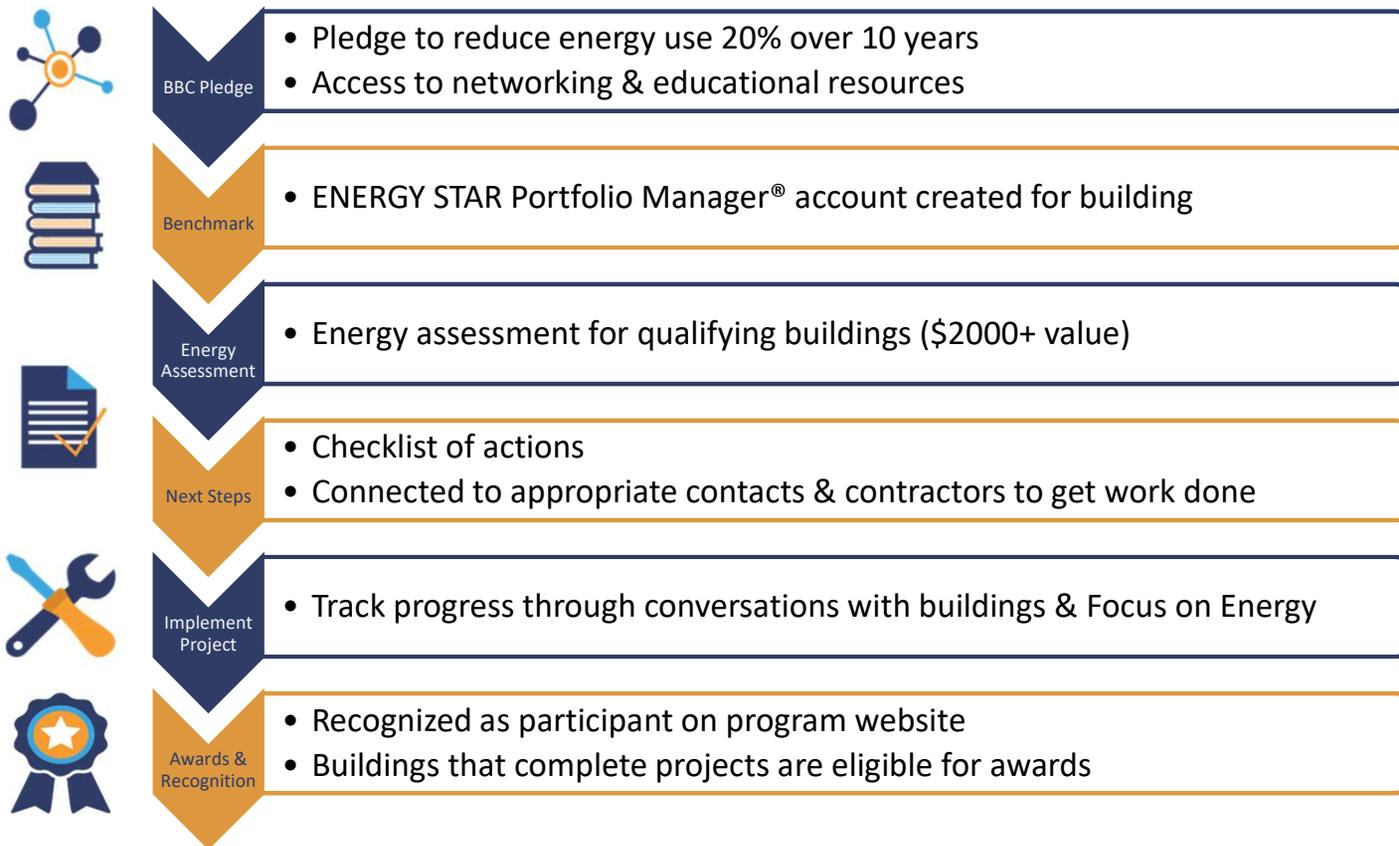
Networking & Education



Newsletter



THE BUILDING EXPERIENCE



PROGRESS

- 201 BUILDINGS ENROLLED
- 14.6 MILLION SQUARE FEET
- 133 ASSESSMENTS
- \$2.4 MILLION SAVINGS IDENTIFIED





PACE
FINANCING

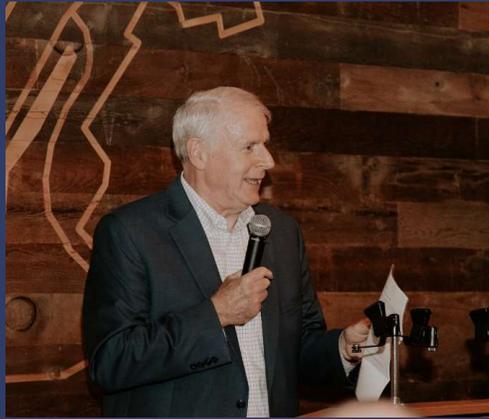
ecoCITY of
MILWAUKEE

Commercial Buildings

- PACE financing overcomes financial barriers for energy efficiency, renewable energy, and water efficiency projects
- US Department of Energy has named our PACE program a national “implementation model”
- 11 projects valued at over \$14.3 million have been approved, saving building owners \$1.1m annually
- Milwaukee.gov/PACE



ReEnergize Award Event



Technology
Integration
&
Workforce
Development





Lessons Learned

- Get your Mayor on board
- Engage existing building and business associations
- Focus on the customer experience and process
- Balance workforce development with customer experience/sales
- Getting projects to implementation phase requires additional discussion



ARE YOU UP TO THE CHALLENGE



KNOWLEDGE



FINANCING & INCENTIVES



OPERATIONS & MAINTENANCE SUPPORT



MARKETING & RECOGNITION



INCREASED VALUE



PARTICIPATION



(877) 775-7256

milwaukee.gov/BBC



@BBC_MKE

BBC_Program@franklinenerg.com

Amy Jewel

City of Chicago

U.S. DEPARTMENT OF
ENERGY



Amy Jewel

Senior City Advisor, Institute for Market Transformation
Chicago Office of the Mayor

Short Timeline of Climate and Energy Policy in Chicago

- **2008:** Release of the **Chicago Climate Action Plan**
- **2012-2016:** Chicago develops the **Sustainable Chicago Action Agenda**
- **April 2017:** Chicago commits that all public buildings will be powered by renewable energy by 2025
- **June 2017:** Chicago commits to meeting the guidelines of the Paris Agreement
- **March 2019:** Chicago joins “Ready for 100,” committing to 100% clean energy citywide by 2035 and 100% electrification of bus fleet by 2040



Overview: Retrofit Chicago Energy Challenge

Background

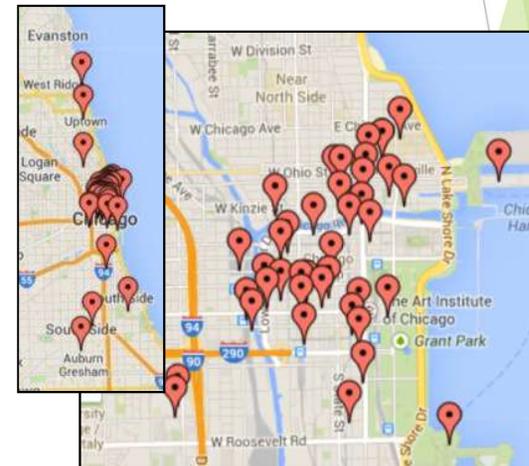
- ▶ Building energy use represents **71% of GHG emissions in Chicago**; efficiency is a citywide priority to save money, create jobs, and reduce negative environmental impact

Commitment: Chicago Energy Challenge participants agree to:

- ▶ Reduce energy usage in one or more buildings by **20+% within 5 years of joining**
- ▶ Begin work within 6 months (if not already started)
- ▶ Track progress and share successes
- ▶ Serve as an efficiency ambassador

Goals

- ▶ Accelerate energy efficiency in the City's largest private and non-profit buildings.



Results prove that the Challenge can accelerate energy efficiency

Membership

- ▶ Launched in 2012 with 14 members: now includes **90 members** across all building sectors

Benefits of Joining

- ▶ Recognition, peer-exchange, and light technical assistance

Energy and Cost Savings

- ▶ Average annual **energy savings of 15%** across all 90 member properties, with **30 properties** reducing energy by 20% or more compared to their baseline year
- ▶ One property reached a 35% reduction compared to its baseline year (so we created a new award)
- ▶ Estimated energy cost reductions of **\$10.6 million/year**



Press releases and award ceremonies



Quarterly Engineer Roundtables

Renewable Energy Challenge

Vision and Goals

Vision

- ▶ A voluntary initiative that encourages local businesses and institutions to **develop or support renewable energy for 100% of their electricity use**
- ▶ A leadership group of participants from a **wide variety of leading organizations** such as Fortune 500® companies, small and medium sized businesses, healthcare facilities, nonprofit organizations, houses of worship, and colleges and universities

Goals

- ▶ Accelerate use of renewable energy in private and institutional entities
- ▶ **Spur local workforce development & job creation** in the clean energy sector
- ▶ Contribute to improved air quality and reduced pollution
- ▶ Support citywide carbon reduction goals while transforming the local power mix
- ▶ Expand access to renewable energy to all neighborhoods across Chicago

Launched November 2018 with 7 founding members

The Chicago Renewable Energy Challenge

- ▶ Develop or support renewable energy generation for 100% of electricity needs in participating buildings by 2035 or sooner for Chicago-based operations*
- ▶ Once 100% of electricity use is covered by renewable energy generation, maintain it for at least 10 years**
- ▶ Track and share progress in annual reports on electricity consumption and renewable energy procurement and/or deployment
- ▶ Serve as a City-wide ambassador for renewable energy installation and procurement



**Includes both owned and leased building space. Large organizations may designate only a portion of operations to participate (as long as their electricity use is metered, submetered, or can be reasonably estimated).*

***This commitment is subject to financial considerations, such as the varying costs of RECs, and reasonable payback period for solar PV or other renewable resources.*

Member Benefits

Leadership, Recognition, and Accountability

- ▶ A platform to be a leader in renewables and carbon reduction in Chicago and beyond (the Challenge is a first-of-its-kind in the nation)
- ▶ Recognition and branding as a “Chicago Renewable Energy Leader” once they reach 100% (subject to the program guidelines).
- ▶ Accountability towards achieving sustainability goals



Member Benefits

Technical Assistance & Resources

- ▶ Assistance and expertise on deployment of renewable energy
- ▶ Resources for communicating the economic and environmental benefits of renewable energy to the organization

Network of Sustainability Organizations

- ▶ Affiliation with other renewable energy market leaders in Chicago
- ▶ Knowledge share and group strategy discussions to leverage greater efficiency and creativity in meeting goals
- ▶ Support from the City's renewable energy partners

Questions?

Amy Jewel
Senior City Advisor
Institute for Market Transformation
Chicago Mayor's Office
Amy.Jewel@IMT.org
312-744-9193

www.RetrofitChicago.net

www.CityofChicago.org/RenewableChallenge

Questions

Thank You

Provide feedback on this session
in the Summit App!

Download the app to your mobile device or go to
event.crowdcompass.com/bbsummit19

