



Better Buildings Neighborhood Program Multi-Family Peer Exchange Call: Moving Multi-family Buildings from Assessments to Upgrades

January 24, 2013

- Call Logistics and Attendance
- Discussion
 - Do programs have any lessons learned, success stories, or challenges with regard to moving from assessments to upgrades in multi-family buildings they would like to share?
 - What hurdles have people faced in moving from assessments to upgrades and what are potential solutions?
 - What are some tools or best practices that could help to move work forward (e.g., pre-screening, establishing relationships, specific types of follow-up communication)?
 - What other questions or concerns do you have with regard to moving from assessments to upgrades in multi-family buildings?
- Future Topics Poll

Participating Grant Programs

- Atlanta, Georgia
- Austin, Texas
- Camden, New Jersey
- Charleston, South Carolina
- Maine
- Maryland
- Massachusetts – SEP
- New York
- Sacramento, California
- Seattle, Washington
- Virginia – SEP

Program Experience: Austin, TX



- 30 multifamily properties have done assessments; a 200-unit property has done upgrades and other projects are ongoing
- City ordinance on energy conservation & audit disclosure that compels owners to conduct assessments has helped Austin Energy get a foot in the door
- Program targets high energy users and avoids buildings that have already had ducts sealed (a major savings area)
- Received input from contractors and raters in the program to come up with viable options; 6-7 rating companies participate, using RESNET ratings
- Incentives: \$195/unit for modeling, and \$195/unit for test-out

Lessons Learned: Maine

- Connect with contractors, and take time to write an RFP that will sustain the program's goals
- Convene a stakeholder group relevant to the multifamily sector and listen to them
- Design the program so it's easy for people to participate (even given the split incentives of landlord/tenant)
 - Efficiency Maine had 2 options: modeling route and prescriptive menu
- Consider setting up a benchmarking service
 - Efficiency Maine created a benchmarking template, issued 139 benchmarking reports covering 1800 units
 - Can sell an energy plan of 20% savings to owners based on the benchmarking info
 - Benchmarking is free, then incentives offered for assessments & upgrades (Incentives : \$100 or \$200/unit for energy plan, and then \$1400/unit, or up to 50% cost, for upgrades)

Marketing Strategies and Other Best Practices to Overcome Common Challenges



- Market to Tenants:
 - Austin Energy is working with the University of Texas and Apartment Finders on a website with an interactive GIS interface—the plan is to highlight EE properties on it
 - The goal of the project is advertise “green” properties to renters/tenants, and have them put pressure on owners to make changes to the building
- Door Hangers to Get Utility Data (which can be a challenge):
 - Efficiency Maine gives out door hangers that say the landlord is looking to lower energy consumption & would like utility data from residents – has worked to overcome the barrier
- Recruit Project Champions/Trade Allies—they guide the owner through the process
- Tie Incentives to Milestones – to encourage further progress
- Involve Lending Institutions in Stakeholder Discussions—they’ll be an important part of the program

Poll: Which of the following previously suggested topics are of interest for future Multi-family calls?

- Using social media for outreach: 33%
- EE and realtors as point of sale: 17%
- Strategies for getting into bigger complexes: 17%
- The Energy Aligned Clause: 33%
- Financing large projects in a post-ARRA world: 100%

Upcoming call topics:

- Actual vs. Modeled Savings in Multi-family Buildings
- Working with Master-metered Buildings