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

January 24, 2013
Agenda

- 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
• 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)
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