



BetterBuildings
Multi-Family Peer Exchange Call
Featuring: Stewards of Affordable Housing for the Future
Call Slides and Discussion Summary

April 7, 2011

- Call logistics and attendance
- Key multi-family topics
- Stewards of Affordable Housing for the Future (SAHF) - Overview by Becky Schaaf and Jeanne Engel, SAHF
- Q&A and discussion of multi-family topics
- Next steps
 - Future call topics
 - Call frequency, format, etc.

Participating Grant Programs

- Augusta, ME
- Berkeley, CA
- Concord, NH
- Kansas City, MO
- Oakland, CA
- Portland, OR
- Sacramento, CA
- Seattle, WA

Multi-family Peer Exchange Topics

- Strategies programs are using:
 - Effective messaging: safety, comfort, health
 - Work through developers, landlord associations, trade shows, etc.
 - Highlight early adopters
 - Segment multi-family markets
 - Provide tiered/bundled financing from several sources
- Challenges programs are facing:
 - Engaging and coordinating among partners (e.g., for outreach)
 - Overcoming market disincentives (e.g., low housing values, financial insecurity)
 - Working with utilities
 - Working with local leaders (e.g., city councils)
 - Finding willing lenders

Discussion Summary: Key Points from SAHF Presentation



- Working with partners on a range of multi-family properties—different locations, sizes, type (e.g., public, low income, etc.)
- Working with ESCOS for EE upgrades
 - ESCOs do audits and propose a guaranteed level of savings (with buffer); act as one-stop-shop
 - ESCO market is diverse/evolving; many “ESCO-lites” are operating more like general contractors (i.e., not providing guarantees)
- Gathering data; using monitoring and verification protocols
- Tenant education program—“train the trainers” program
- Use Energy Scorecard to show owners how they are doing

Discussion Summary: Challenges

- Multi-family market may not be that attractive to ESCOs (too diverse; too small); a few players: Johnson Controls, Siemens, Honeywell, AMERESCO
- Evaluating the quality of guarantees from ESCOs
- Behavioral impacts on energy use (e.g., change in building use, tenant behavior)—makes it hard to guarantee savings
- Variation in customers (e.g., affordable, market rate, low-rise, high-rise)—no “one size fits all”

Discussion Summary: Strategies



- Bundle properties to attract ESCOs
- Strategies to mitigate risk that energy use estimates will exceed ESCO guarantees:
 - Tenant education
 - “Cushion” (i.e., ESCOs are conservative in estimating energy savings)
 - Accurate baselines (e.g., that take into account occupancy, building use, etc.)
- Tenant education programs and materials:
 - NH – Anticipating doing some tenant education
 - KC – Low Cost/No Cost Training – materials on basic concepts and information on behaviors that impact EE
 - Alameda County – some of the ‘enterprise pilot’ is creating some related materials. Strategy – target the property managers/building operators – materials under development.

Discussion Summary: Future Topics



- Property managers/tenant education and training programs focused on behavior change (e.g., Kansas low/no cost training; Alameda future property manager training; building operator training)
- Split incentives
 - Owner incentives/disincentives
 - Lessons/models from other areas (e.g., commercial, façade improvements)
- Data tracking tools/protocols for internal data management and public facing information