BetterBuildings
Multi-Family Peer Exchange Call
*Featuring: Stewards of Affordable Housing for the Future*

Call Slides and Discussion Summary

April 7, 2011
Agenda

- 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.

4/28/2011
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