



Northwest Energy Efficiency Alliance *BetterBricks ENERGY STAR® Initiatives*

The Company



The Northwest Energy Efficiency Alliance (NEEA) is a non-profit organization working to encourage the development and adoption of energy-efficient products and services. NEEA is supported by the region's electric utilities, public benefits administrators, state governments, public interest groups, and efficiency industry representatives. BetterBricks is the commercial building initiative of NEEA.

Goals and Objectives

The goal of BetterBricks is to improve energy management business practices that result in lasting energy savings in commercial buildings in the Northwest.

Description

BetterBricks advocates for best practices in energy management which includes benchmarking buildings and the purchase of energy-efficient equipment. By educating building professionals in using the U.S. Environmental Protection Agency's (EPA) Portfolio Manager (<https://www.energystar.gov/istar/pmpam/>) for benchmarking and promoting ENERGY STAR Product Purchasing Guidelines (http://www.energystar.gov/index.cfm?c=bulk_purchasing.g.bus_purchasing), BetterBricks aims to accelerate energy-efficient business practices in the market.

▶▶ Target Customers

BetterBricks targets the following:

- Real Estate Owners and Managers
- Hospitals and Healthcare Executives and Building staff
- New Construction building professionals including architects and engineers
- Building operation professionals including building operators and service contractors
- ENERGY STAR 4.0 qualified desktop computers

▶▶ Marketing and Outreach

- Building performance contests target real estate professionals to accelerate use of benchmarking as an energy management practice. Marketing efforts

include the promotion of engineering services for the building to earn the ENERGY STAR label, outreach by utility partners, educational programs, and BOMA training programs for real estate professionals

(<http://www.boma.org/TrainingAndEducation/BEEP/Pages/default.aspx>).

- Outreach to hospitals and health care facilities is directed to convince executives, facility managers, and other key decision makers that energy efficiency directly supports organizational goals and needs.
- Educational promotions were developed for architectural and engineering firms for the New Construction and Integrated Design Lab initiative.
- Educational promotions are used to market ENERGY STAR 4.0 qualified desktop computers with messaging for manufacturers, and consumers.

▶▶ Process

All BetterBricks commercial building programs promote ENERGY STAR tools and strategies to address high performance building energy management. BetterBricks actively educates and trains building professionals about benchmarking with Portfolio Manager and integrates EPA performance ratings and labels as key elements for successful energy management practices. BetterBricks assists market actors in developing programs to progressively integrate ENERGY STAR's whole building energy performance strategy over time. Target markets promote ENERGY STAR tools as described below.

Portland and Seattle Office Real Estate Benchmarking Competitions

Implementation is achieved by:

- Building awareness of energy management opportunities as they relate to business objectives.
- Emphasizing market leaders' visibility with success stories, awards and events to encourage peers.
- Creating building performance contests as a vehicle to accelerate adoption of benchmarking
- Training real estate office owners and managers in benchmarking energy use through Portfolio Manager
- Funding engineering services for verification of ratings to earn the ENERGY STAR label.

BetterBricks and BOMA BEEP Trainings

The BOMA Foundation created the BOMA Energy Efficiency Program (BEEP) in partnership with





ENERGY STAR. The training is designed for property owners, building managers and building operators and focuses on the economics of energy efficiency and how to build and operate buildings more efficiently. BEEP is also used to promote an industry best practices guide for operational excellence, and to document success through recognition. Regional utilities offer incentives to customers who attend BEEP trainings.

BetterBricks Hospitals and Healthcare Facilities Strategic Energy Management Plans

In the healthcare market, BetterBricks works to develop program strategies to progressively integrate whole building energy performance through a Strategic Energy Management Plan (SEMP). SEMP is a long-term plan that addresses: staffing, training, procurements, budgeting, construction of high performance buildings and enhanced building operations. ENERGY STAR's Portfolio Manager, Target Finder, procurement and whole building performance are promoted. The goals are to:

- Convince executives, facility managers and key decision makers that energy efficiency directly supports organizational goals and needs.
- Develop strong relationships with trade organizations like the state hospital engineers (SHEs) and state hospital associations (SHAs).
- Deliberately leverage successes and publicize through stories, articles and awards.

BetterBricks New Construction and Integrated Design Labs

BetterBricks developed its Integrated Design Labs and programs for new construction to educate and promote integrated design to the industry. Energy goal setting is key with EPA's Target Finder as the primary tool for that strategy (www.energystar.gov/targetfinder). The goals are to:

- Educate Northwest architecture and design firms on the benefits of high performance buildings.
- Communicate success stories through case studies.
- Develop criteria and metrics for carbon reduction projects for the AIA COTE annual design award.

BetterBricks 80 PLUS/ENERGY STAR 4.0

BetterBricks leveraged the ENERGY STAR 4.0 specifications to support acquisition of 80 PLUS power supplies and to promote ENERGY STAR products. BetterBricks:

- Secured participation of regional utilities that provided funding to support acquisitions.
- Developed and implemented marketing materials.

- Recruited power supply manufacturers and developed a test protocol for power supplies.
- Developed the website: www.80plus.com to educate consumers about computer equipment selection.

Results

Portland and Seattle Office Real Estate Benchmarking Competitions

- 20% of the market, including 67 buildings and 23 organizations participated in Seattle's competition.
- In 2008, the Portland competition benchmarked over 7 million square feet; the Seattle competition benchmarked over 21.5 million square feet.
- Free engineering to earn the ENERGY STAR label resulted in 40 new labeled buildings.
- Independent verification for 8 months report weather normalized savings from .185aMW to .370aMW.

BetterBricks and BOMA BEEP Trainings

- BetterBricks trained 919 building professionals in benchmarking through 2008.
- The BEEP training led to additional expanded trainings to support regional BOMA groups.

BetterBricks Hospitals and Healthcare Facilities Strategic Energy Management Plans

- Facilities that were benchmarked account for 25% of the region's beds.
- Five market specialists were trained so they can train facility staff at targeted hospitals in the future.
- 30% of the Northwest Hospitals are working to establish energy efficient purchasing policies.

BetterBricks 80 PLUS/ENERGY STAR 4.0

- Ten utilities provided \$1.2 million for computer equipment acquisitions.
- 20,000 80 PLUS power supply units were purchased.
- Over 46,600 power supply units were purchased in 2008. 25,000 units met ENERGY STAR 4.0 criteria.

Contact Information

For more information visit www.betterbricks.com.

Jack Davis
NEEA
(503) 827-8416 ext. 235
JDavis@nwalliance.org

Tracy Narel
U.S. E.P.A.
(202) 343-9145
narel.tracy@epa.gov

For general questions please contact:
commercialprograms@energystar.gov