



## NYSERDA Sector Focus Initiatives

### The Company



The New York State Energy Research and Development Authority (NYSERDA) is a public benefit corporation created in 1975 to deliver energy efficiency programs, research and development initiatives, low-income energy programs, and environmental activities throughout New York State.

### Goals and Objectives

NYSERDA's Focus Programs are sector-specific initiatives that facilitate greater energy efficiency awareness and energy efficiency market penetration in commercial markets. The program is an outreach and marketing effort using strategies that vary by sector, with the goal of improving energy efficiency and reducing demand. The five-year (2006-2011) Focus Program budget is \$18.9 million and the goal is to reach approximately 21,000 participants in eight sectors.

### Description

The Focus Program promotes greater energy efficiency in the following sectors: K-12 Schools, Colleges and Universities, Hospitality, Healthcare, Commercial Real Estate, Water/Wastewater, Industry, and State and Local Government. Strategies vary by sector and leverage non-energy issues including the environment, indoor air quality, productivity, and savings through operations and maintenance. These factors often drive energy efficiency decisions.

#### ▶▶ Target Customers

This Case Study highlights three of the Focus initiatives: Commercial Real Estate (CRE), K-12 Schools, and Hospitality.

- Focus on Commercial Real Estate (CRE) provides a business focus on energy efficiency that can enable commercial building owners and managers to maximize their return on investment for going green.
- Focus on Schools helps school (K-12) officials understand energy consumption and cost-trends at

each facility, and compares their schools' performance to that of others locally and nationally. Facility analyses identify actions for improving operations and reducing costs.

- Focus on Hospitality works to improve the energy efficiency and profitability of hotels, motels, restaurants, and other commercial kitchens by identifying opportunities and technologies to reduce energy costs.

#### ▶▶ Marketing and Outreach

- Focus CRE, offers concentrated outreach directly to major real estate owners and through collaborative work with associations such as the Urban Land Institute and the Real Estate Board of New York (REBNY).
- Focus on K-12 Schools provides outreach through training opportunities for school districts and municipality officials.
- Focus on Hospitality reaches its audience through cooperation with industry associations, regional groups and other New York State agencies.

#### ▶▶ Process

NYSERDA created the sector-based Focus approach to provide customers with a single point of entry to access NYSERDA's core programs and to leverage industry-specific associations to reach the target audiences.

A key element of NYSERDA Focus Programs is that they encourage service providers and customers to benchmark facilities using Portfolio Manager, the online tool supported by the U.S. Environmental Protection Agency (EPA). The initiatives are similar in that they: provide sector-based outreach, benchmark using the EPA energy performance rating, identify savings opportunities, and direct customer entry into NYSERDA's incentive programs. The value of the differentiated sector-based approach is that each initiative uses strategies tailored to reach the target audience.

#### Focus CRE

<http://CRE.nyserdera.org>

- Training is provided for technical vendors, property managers and building owners to facilitate their use of the CRE benchmarking toolkit as provided through the unique NYSERDA benchmarking web portal.





- An Account Manager is assigned to each company to expedite the process and focus attention on the company's needs. The goal is to drive participation in NYSERDA programs.
- CRE provides cost-sharing for benchmarking and a comprehensive whole-building review of energy use in a one-day site visit called the Energy Scan.
- A diagnostic report identifies specific opportunities for energy saving measures, with estimated cost and payback of each enhancement. The report identifies the range of energy efficiency opportunities and evaluates the best opportunities for investments.
- Financial analysis support is offered to energy consultants working with commercial office clients. The CRE team understands the complexities associated with tenant leases and return-on-investment for energy investments within common areas and tenant spaces, and works to help customers maximize their net operating income.
- An Account Manager works with each customer to build an action plan and to coordinate with appropriate NYSERDA incentive programs.

### **Focus on K-12 Schools**

<http://www.nyserdera.org/programs/schools/default.asp>

- Focus on Schools is dedicated to providing objective technical and financial assistance to K-12 Schools.
- The initiative assists school administrators and facility managers in building and maintaining school buildings that provide a safe, healthy, and energy-efficient learning environment.
- A key component is providing technical services to schools that use subcontractors to benchmark facilities using EPA's Portfolio Manager. NYSERDA also provides comparisons to other New York state schools.
- Each school report includes a graphical representation of the building's performance, as well as a detailed explanation of the indicators used to rank the building, including its carbon footprint. The report includes recommendations for improving energy efficiency and details the NYSERDA programs most appropriate to provide financial incentives and technical support.

### **Focus on Hospitality**

<http://www.nyserdera.org/hospitality>

- Customers are encouraged to benchmark their facilities to identify energy savings opportunities.

- Customers are directed to appropriate NYSERDA technical support and incentive programs.
- Collaborative work with industry associations, community organizations, other Focus contractors, and other State agencies are key program features.
- Business partners in the food-service equipment sector are engaged to provide information on incentive-eligible equipment to their customers.

## Results

### **Focus on CRE (2007-2008)**

- CRE provided training on the benchmarking and Energy Scan process to more than 150 service providers and property managers.
- Seventy (70) building projects were benchmarked, representing more than 49 million square feet.
- Eleven (11) building owners completed the Energy Scan process representing 11,700,000 square feet with estimated savings of nearly 15 million kWh and 1752 kW in demand savings.

### **Focus on K-12 Schools (2006-2008)**

- The program benchmarked 829 public schools in 178 districts, serving 430,000 students and encompassing 75 million square feet.
- The average school reduced energy consumption by 22 percent per square foot, with an 18 percent reduction in CO<sub>2</sub> emissions.
- The program facilitated the designation of 67 ENERGY STAR building labels and 12 Leader Awards in seven districts.

### **Focus on Hospitality (2007-2008)**

- More than 300 lodging and dining properties were contacted; over half participated in a NYSERDA program for technical assistance or incentives.
- Six hotels were benchmarked representing 622,000 square feet.
- The Commercial Kitchens efforts highlight the value of energy efficient capital purchases by educating end-users on ENERGY STAR and CEE tiers for food-service equipment.

## Contact Information

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