



Mobilizing Benchmarking Data to Create New Outcomes

Eric Coffman,
Montgomery County, MD

Rebecca Baker, City of
Seattle

Anne Evens, Elevate
Energy

May 10, 2016



Energy Benchmarking

Seattle Office of Sustainability and Environment
5.10.16



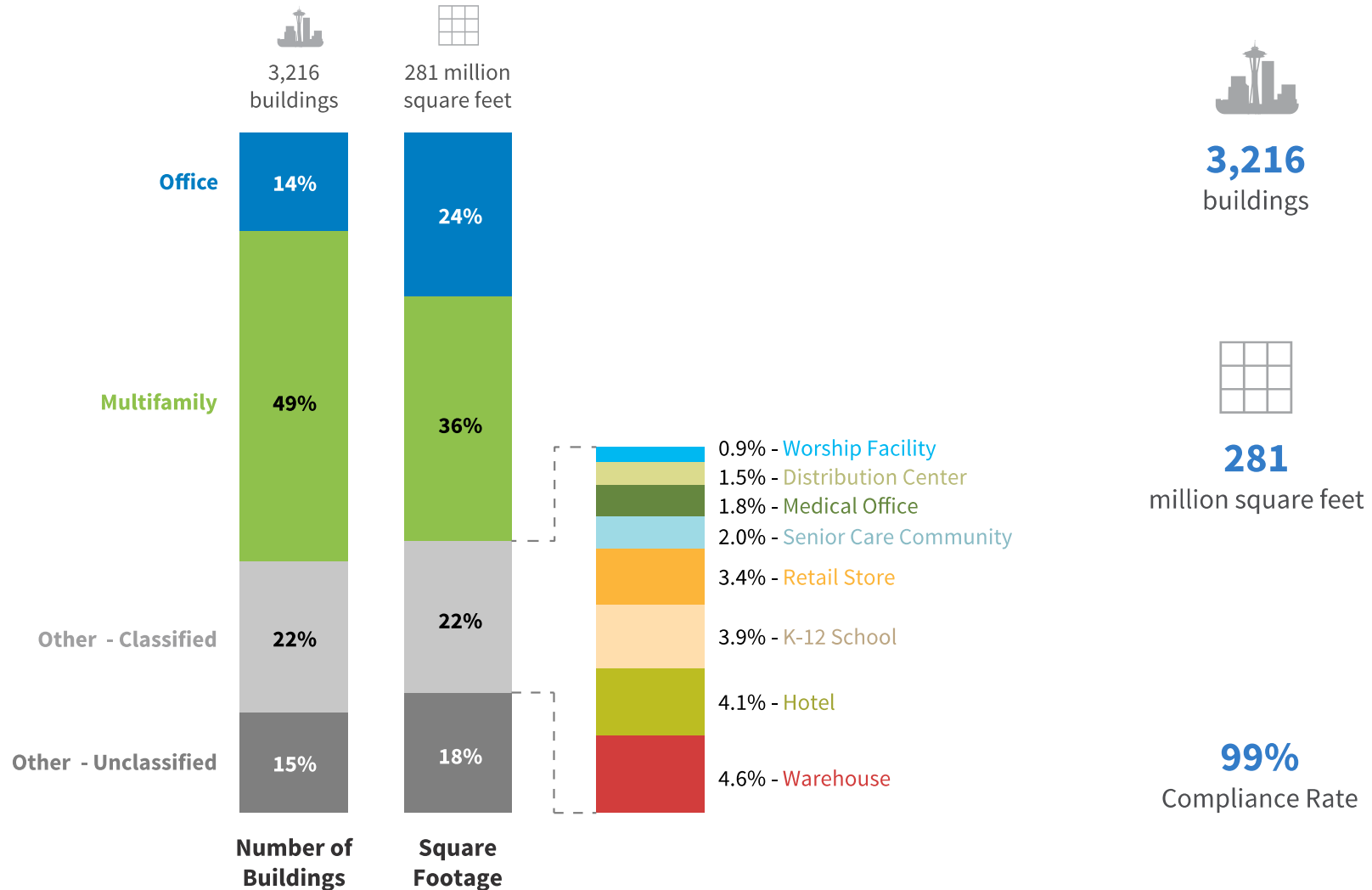
**Mobilizing Benchmarking Data to Create
New Outcomes**

Seattle Policy Landscape

- Climate Action Plan
 - Carbon Neutral by 2050
- Annual Energy Benchmarking
 - Commercial & multifamily buildings 20,000 sf +
- Building Tune-ups
 - Commercial buildings 50,000 sf+ every 5 years



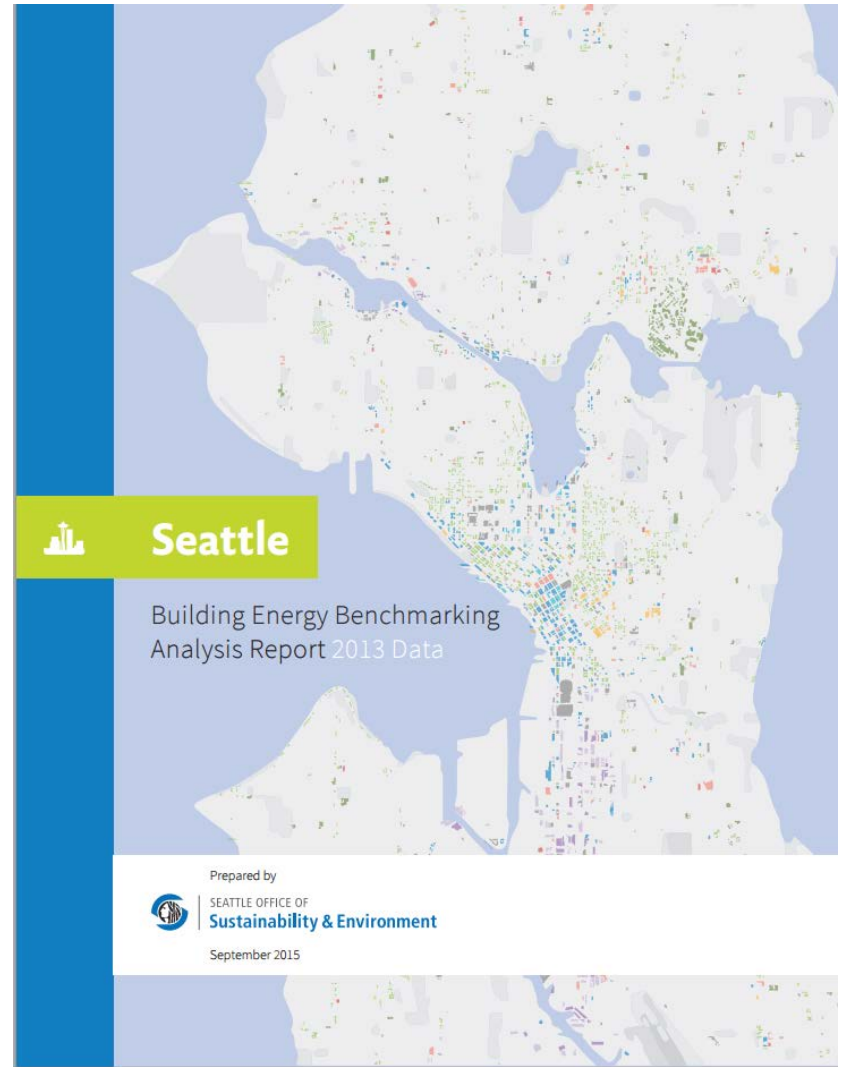
Benchmarking Dataset



Performance Ranges

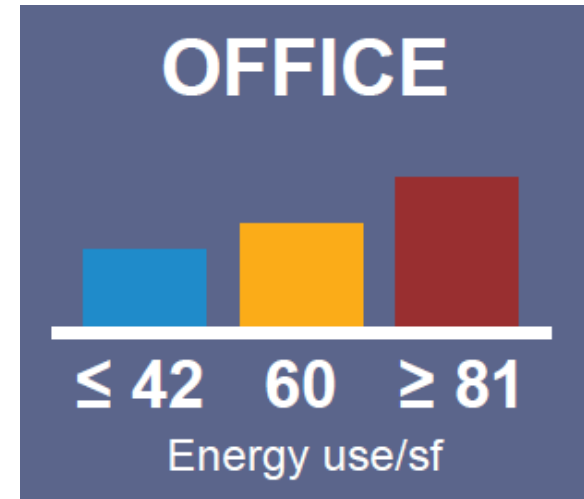
Type of Building	2014 Annual Energy Use Intensity (Site EUI in kBtu/sf)					Number of Buildings	Year Built (median)	Size (median sf)	EPA ENERGY STAR (median) ¹
	Median	Lowest Use (1st Quartile)	Medium-Low (2nd Quartile)	Medium-High (3rd Quartile)	Highest Use (4th Quartile)				
Low -Rise Multifamily ²	29.6	≤24	25-30	31-37	≥38	937	1978	29,816	74*
Mid-Rise Multifamily ²	33.2	≤27	28-33	34-44	≥45	467	1997	52,101	70*
High-Rise Multifamily ²	47.7	≤40	41-48	49-59	≥60	87	1981	140,241	49*
Small- to Mid-size Office ³	54.9	≤38	39-55	56-72	≥73	303	1962	37,500	70
Large Office ³	58.1	≤49	50-58	59-76	≥77	145	1983	204,993	81
Warehouse	25.7	≤14	15-26	27-46	≥47	187	1964	39,600	57
Distribution Center	28.6	≤20	21-29	32-43	≥44	54	1967	46,355	54
Self-Storage Facility	17.0	≤12	13-17	18-30	≥31	23	1956	38,959	NA
Refrigerated Warehouse	47.2	≤31	32-47	48-99	≥100	11	1955	27,200	81
K-12 School ⁴	42.5	≤36	37-43	44-52	≥53	127	1961	54,986	81
Retail Store	61.8	≤42	43-62	63-92	≥93	98	1966	41,881	68
Hotel/Motel	80.0	≤55	56-80	81-100	≥101	70	1977	88,468	57
Worship Facility	35.4	≤24	25-35	36-46	≥47	68	1952	26,298	70
Medical Office	82.5	≤66	67-83	84-112	≥113	41	1984	66,588	50
Senior Care Community	67.8	≤51	52-68	69-105	≥106	40	1981	87,550	53
Hospital	208.2	≤169	170-208	209-222	≥223	10	1960	428,993	53
Supermarket	272.3	≤206	207-272	273-304	≥305	36	1997	42,104	38
Restaurant	145.8	≤97	98-146	147-192	≥193	13	1919	31,020	NA

Data Analysis



How does your building stack up?

- Energy Management
- Connect to Incentives



Seattle Office Building Energy Performance



Your Building's EUI:

77

kBtu/sf

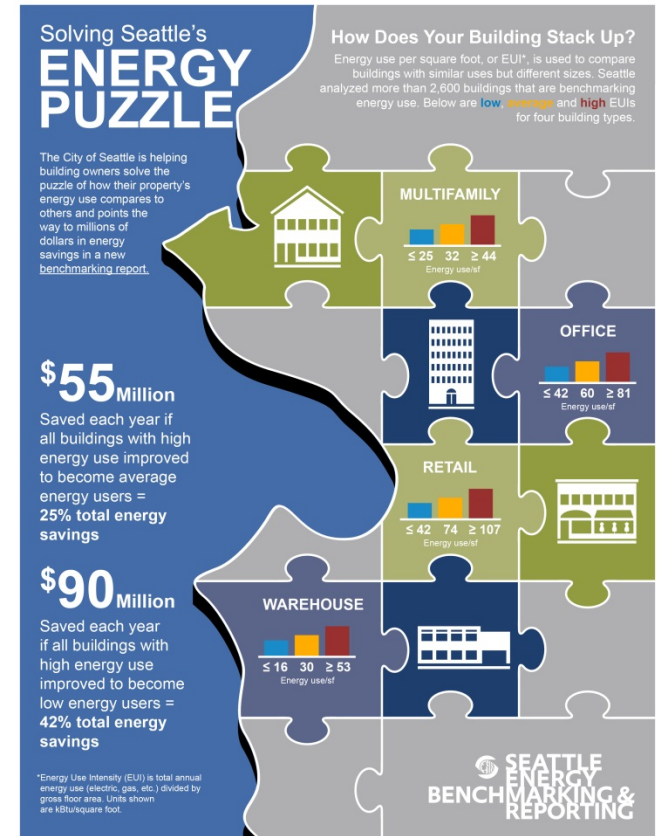
Potential Savings

\$55 million

saved each year if all buildings with high energy use improved to become average energy users
= 25% total energy savings.

\$90 million

saved each year if all buildings with high energy use improved to become low energy users
= 40% total energy savings.



- Ethnography
- Interviews
- Focus groups
- Surveys



Support Property Managers

- Relatable similar scenarios
- Financial incentives
- Data visualization
- Give us personalized support
- Share peer success stories

CASE STUDY: RHONDA FEINMAN CUSTOM FRAMES

Annual Energy Cost Savings: **\$3,600**



Reduce your energy use and save money with Con Edison. When you make certain energy-saving upgrades, we will pay up to 70% of the cost. See for yourself how Con Edison helped Rhonda Feinman Custom Frames.

UPGRADES	
Total Value	\$3,600
Cost to Rhonda Feinman	-\$1,076
Incentives Paid by Con Edison	= \$2,524

ESTIMATED ANNUAL SAVINGS

Energy Cost Savings	\$2,580
Payback Period	5 months
Energy Consumption Savings	17,363 kWh

Call the Green Team for your FREE on-site energy efficiency survey today.
1-888-945-5326
www.conedison.com

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CASE STUDY: MRS. MAXWELL'S BAKERY

Annual Energy Cost Savings: **\$7,075**



Reduce your energy use and save money with Con Edison. When you make certain energy-saving upgrades, we will pay up to 70% of the cost. See for yourself how Con Edison helped Mrs. Maxwell's Bakery.

UPGRADES	
Total Value	\$9,054
Cost to Mrs. Maxwell's Bakery	-\$2,824
Incentives Paid by Con Edison	= \$7,030

ESTIMATED ANNUAL SAVINGS

Energy Cost Savings	\$7,075
Payback Period	5 months
Energy Consumption Savings	71,119 kWh

Call the Green Team for your FREE on-site energy efficiency survey today.
1-888-945-5326
www.conedison.com

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How does your building stack up?

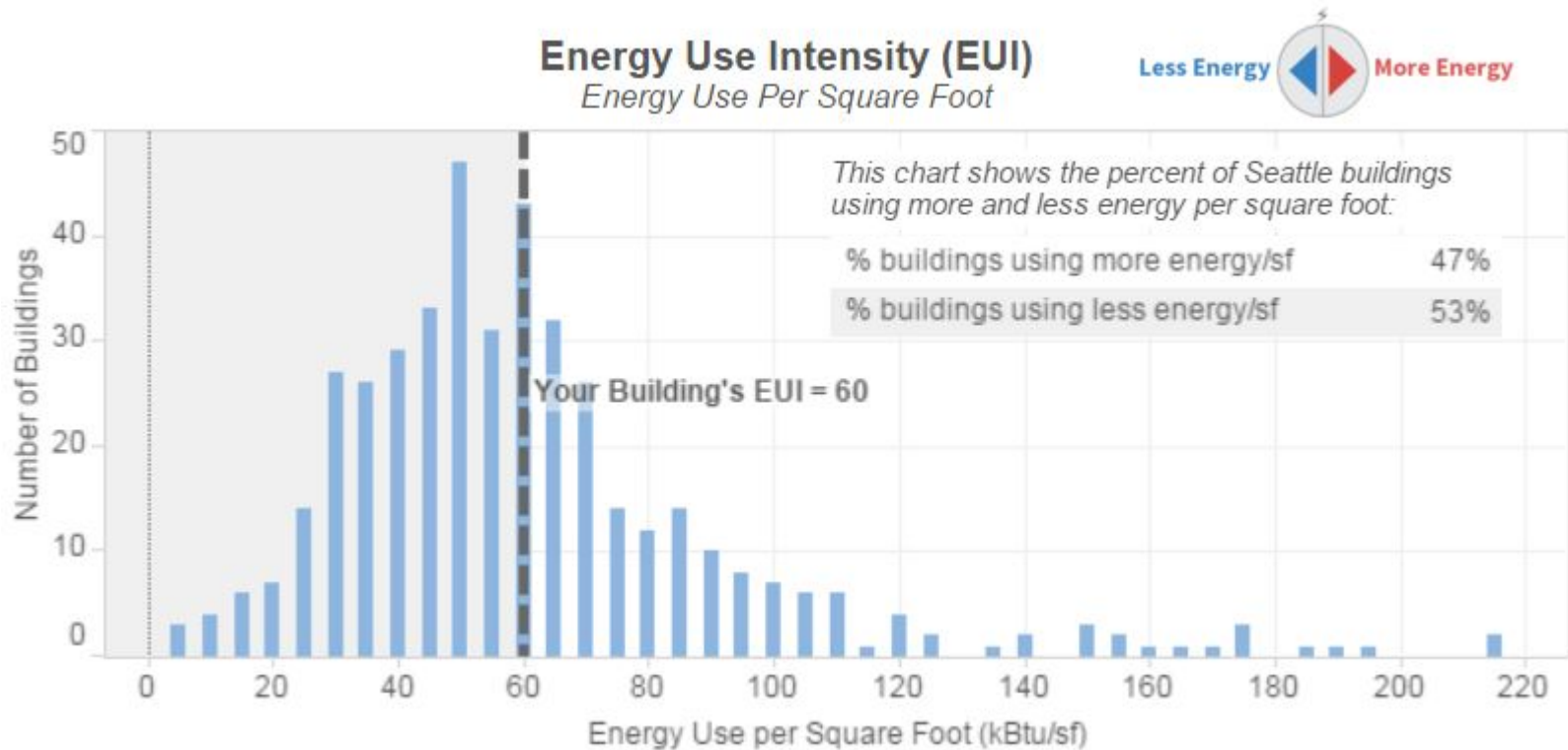
Compare your building's energy performance to similar buildings in Seattle. To see if your building is a low, average, or high energy user, select your building type and input its *site EUI* and *ENERGY STAR Score* (if available). Your building will appear as a dotted line on the performance charts below.

Enter your building's information below:

Your Building Type	Your Building's EUI	ENERGY STAR score <i>(where applicable)</i>
<input type="text" value="(All)"/>	<input type="text" value="0"/>	<input type="text" value="None"/>

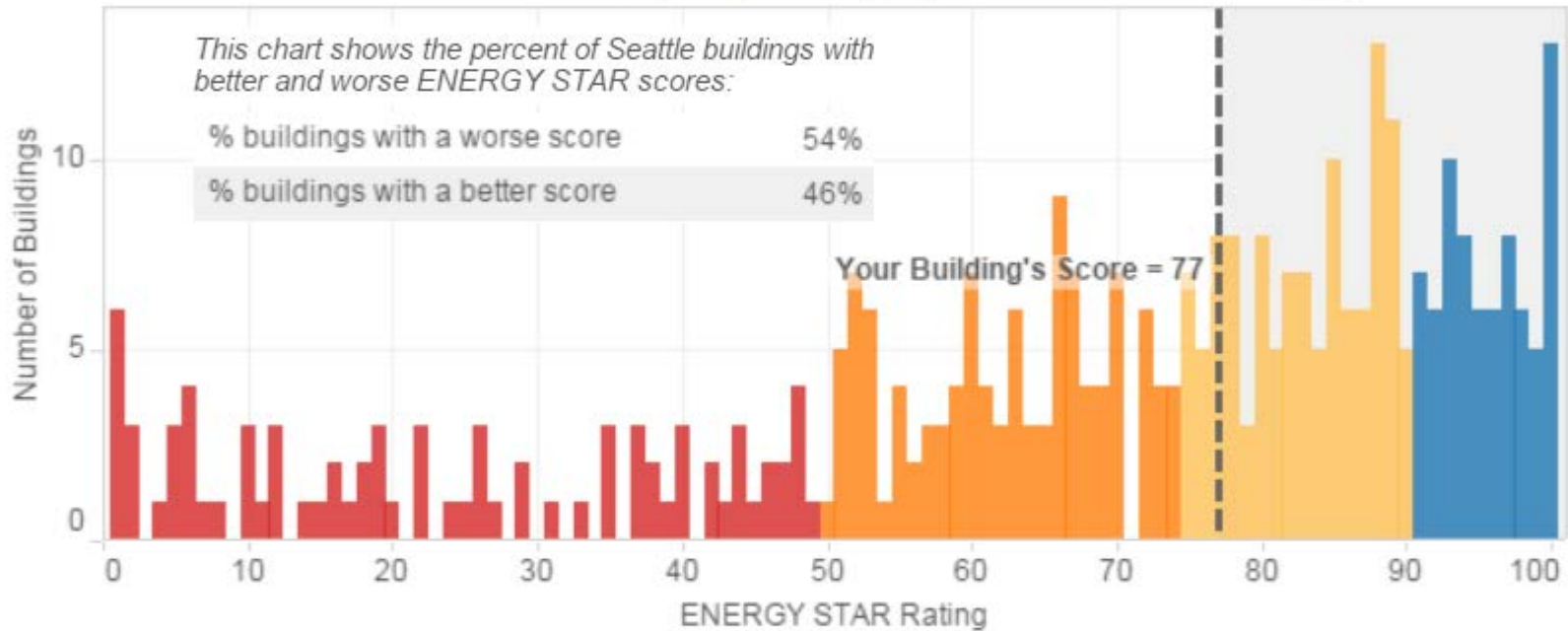
For a more refined comparison, select the vintage of your building *(available for some building types only)*:

Date Constructed (optional)



Compare Building Scores

ENERGY STAR Scores 1 (worst) to 100 (best)



- Excellent (91-100)
- Good (75-90)
- Fair (50-74)
- Poor (1-50)

Dashboard developed by EMI Consulting in Seattle

Performance Profiles

Prepared for office and multifamily buildings by size:

- Large office 100K+ SF
- Mid size office 20-100K
- Low rise multifamily 1-4 stories
- Mid rise multifamily 5-9 stories
- High rise multifamily 10+ stories

*SAMPLE SENT TO BUILDINGS
WITH EUIs HIGHER THAN 25TH
PERCENTILE (FRONT)*



SAMPLE OFFICE BUILDING ENERGY PERFORMANCE PROFILE

999 SEATTLE AVE SEATTLE, WA 98124 | Benchmarking ID: 12345 | EPA Building ID: 9999999 | Square Feet: 95,000

Thank you for benchmarking your **mid-size office building's** energy use with the City of Seattle! This energy performance profile shows how your building is doing **year to year** and how it compares to **similar buildings** in Seattle. Our goal is to help you identify opportunities to reduce operating costs, attract tenants and increase your building's energy performance.

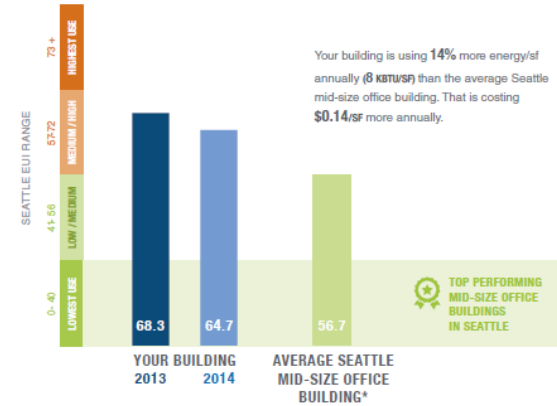
YOU CURRENTLY SPEND

\$1.11 / SF

ANNUALLY ON ENERGY*
or \$105,800 per year.

Your building's EUI decreased by **3.6 KBTU/SF** from 2013 to 2014.

* The information in this report is self-reported and subject to verification. Costs and potential savings are estimated at \$0.017 per kBtu using the average mix of fuel sources (electric, gas, steam) for mid-size office buildings. Average EUI is based on Seattle median EUI.



HOW YOUR BUILDING STACKS UP

THERE ARE **321**
SIMILAR MID-SIZE OFFICE
BUILDINGS IN SEATTLE

TYPE: Mid-size Office Building
SQUARE FEET: 20-100k

OF THESE, **180**
USE LESS ENERGY
THAN YOUR BUILDING

Reduce your building's EUI
by 12.4% to get to the average.

SAVE UP TO **\$13,100**
EACH YEAR BY REDUCING YOUR
BUILDING'S EUI TO THE SEATTLE AVERAGE

GET STARTED



Report prepared: 11/02/15

www.seattle.gov/energybenchmarking

Questions?
energybenchmarking@seattle.gov
206.727.8484

99999-12345-0000

Utility incentives and workshops were promoted on the back.

PUT THE MONEY YOU SAVE IN ENERGY COSTS BACK INTO YOUR BUILDING.

Reduce your building's EUI by 12.4% and meet the average to **save up to \$13,100** each year. That's real money to put back into your building to improve your property, attract new tenants and continue reducing energy bills.

GET STARTED

10%
IMPROVEMENT
CAN YIELD UP TO
\$10,600
In annual energy savings
(EUI of 58)

20%
IMPROVEMENT
CAN YIELD UP TO
\$21,200
In annual energy savings
(EUI of 52)

YOUR BUILDING'S PATH TO IMPROVEMENT

Learn from experts and take advantage of low and no cost options that will help improve your building's score, save money and increase tenant satisfaction.

1. GET A FREE ENERGY SAVINGS ASSESSMENT

from an energy expert to identify energy saving opportunities and qualify your building for rebates on controls, HVAC and more. Rebates can cover up to 70% of the cost of upgrades.

Seattle City Light
www.seattle.gov/light/assessment

2. UPGRADE TO ENERGY EFFICIENT LIGHTING

and controls in common areas, parking garages and tenant spaces for significant cost savings. Qualifying businesses can save up to 70% on project costs through rebates.

Seattle City Light
www.seattle.gov/saveenergy


3. ATTEND A FREE PORTFOLIO MANAGER WORKSHOP

where you'll learn how to fine-tune your account for accuracy, develop energy use reports and learn tips about better energy use management.

Seattle Office of Sustainability & Environment
www.seattle.gov/energybenchmarking

IT ALL STARTS WITH A CALL!

Our Energy Advisors are ready to help you find the best ways to get started reducing your building's energy costs.

 206.684.3800

SAMPLE SENT TO BUILDINGS WITH EUIS HIGHER THAN 25TH PERCENTILE (BACK)

ENERGY STAR®

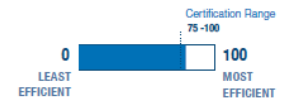


Your building's ENERGY STAR score shows you how your building is performing as a whole: its assets, its operations and the people who use it. Update your Portfolio Manager account with accurate building use data for a detailed look at your building's performance!

Learn more at www.energystar.gov/buildingcertification

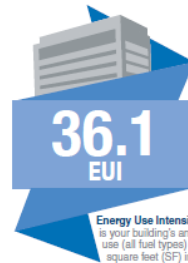
YOUR SCORE 79

Congratulations
You may be eligible for ENERGY STAR certification!



Performance Profiles

Highest performing office buildings were sent version that specifically promoted ENERGY STAR certification.



SAMPLE GREEN OFFICE ENERGY PERFORMANCE PROFILE

123 N SOUTH, SEATTLE, WA 98109 | Benchmarking ID: 999999 | EPA Building ID: 99999999 | Square Feet: 25,000

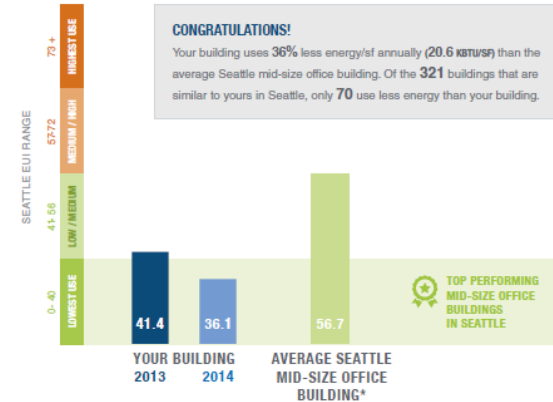
Thank you for benchmarking your **mid-size office building's** energy use with the City of Seattle! This energy performance profile shows how your building is doing **year to year** and how it compares to **similar buildings** in Seattle. Our goal is to help you continue your success as one of Seattle's top performing buildings and get recognized for your efforts.

YOU CURRENTLY SPEND

\$0.60 / SF
ANNUALLY ON ENERGY*
or \$15,000 per year.

Your building's EUI decreased by **5.3 KBTU/SF** from 2013 to 2014.

* The information in this report is self-reported and subject to verification. Costs and potential savings are estimated at \$0.017 per kBtu using the average mix of fuel sources (electric, gas, steam) for mid-size office buildings. Average EUI is based on Seattle median EUI for office buildings 20-100K SF.



GET RECOGNITION THROUGH ENERGY STAR®

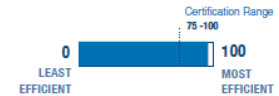


The ENERGY STAR score shows your building's energy performance as a whole: its assets, its business operations and the people who use it. ENERGY STAR-certified buildings generate more income and have higher occupancy rates when compared to similar buildings. More than 89% of Americans recognize the ENERGY STAR label—making your building more attractive to tenants and buyers.

Learn more at www.energystar.gov/buildingcertification

YOUR SCORE 94
Congratulations

You may be eligible for ENERGY STAR certification!



*SAMPLE SENT TO BUILDINGS
WITH EUIS IN 25TH PERCENTILE
(EXCLUDING OUTLIERS)*



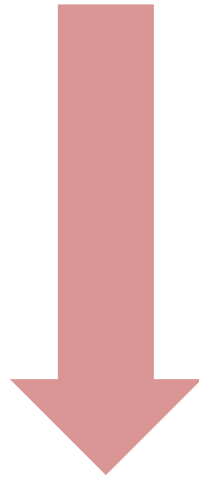
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Report prepared: 11/25/15

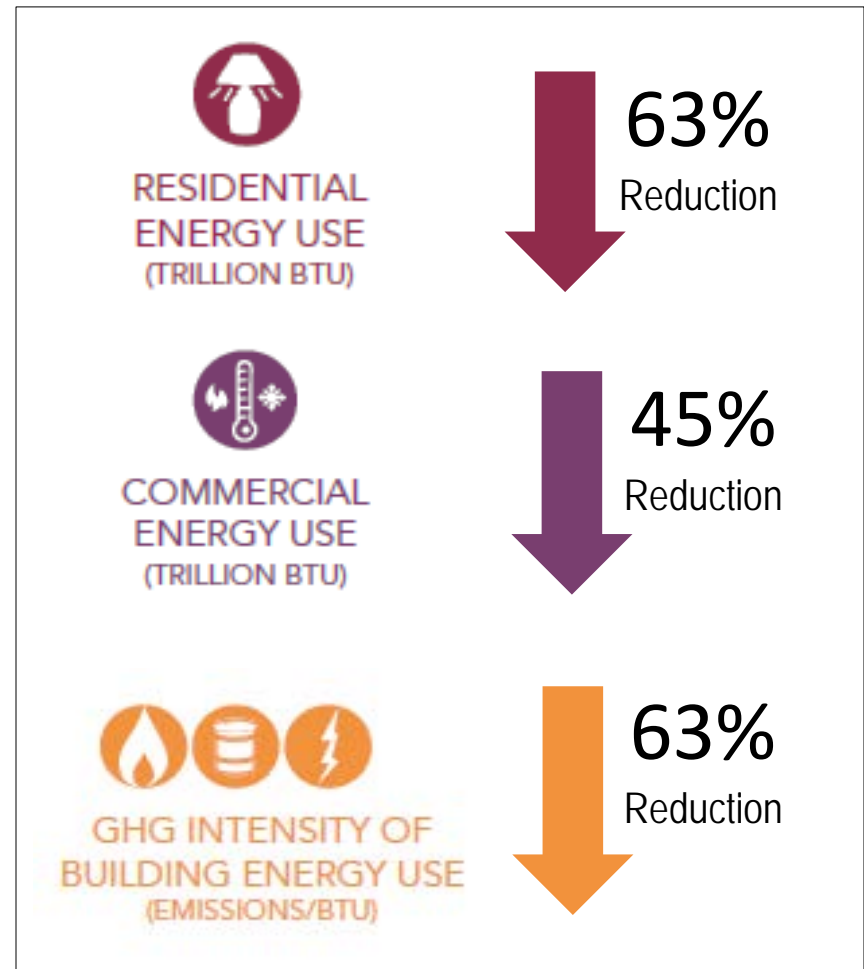
Climate Action Plan Goals

2008: 45.5 TRILLION BTU



2050: 21.7 TRILLION BTU

2050 ENERGY AND CARBON GOALS



Energy & GHG Targets

Seattle is establishing energy & GHG targets by building type to track progress toward meeting Climate Action Plan goals.



Tracking progress toward Energy & GHG targets by building type will guide potential policy focus areas.



Using benchmarking data to measure impact of implemented policies and guide future policy focus areas and approaches.





Rebecca Baker

Benchmarking Program Manager

Rebecca.baker@seattle.gov

206-615-1171



SEATTLE OFFICE OF
Sustainability & Environment

Mobilizing Benchmarking Data to Create New Outcomes: The Chicago Experience

May 10, 2016

Anne Evens



ELEVATE ENERGY
Smarter energy use for all

We promote smarter energy use for all.



We give people the resources they need to make informed energy choices.



We design and implement efficiency programs that lower costs, and protect the environment.

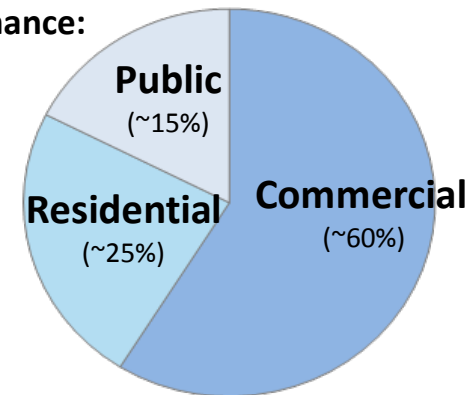


We ensure the benefits of energy efficiency reach those who need them most.

Chicago Ordinance

- Buildings larger than 50,000 ft² are required to
 1. Track whole-building energy use (annually)
 2. Verify data accuracy (every three years)
 3. Report to the City by June 1 (annually)
- Reports are submitted through ENERGY STAR Portfolio Manager a standard, free online tool
- The ordinance is phased in over 3 years

Building Types Covered by the Chicago Energy Benchmarking Ordinance:



Building sector	Building size (ft ²)	Benchmarking Timeline:			
		2014	2015	2016	2017
Non-Residential	≥ 250,000	★			★
	≥ 50,000		★		
Residential	≥ 250,000		★		
	≥ 50,000			★	

★ = Years in which verification is required (every 3 years, ongoing)

In 2015, a five fold increase in participation reveals potential savings of \$184 million

More than 1840 properties, spanning over 600 million square feet, reported through Portfolio Manager

- 242 properties reported voluntarily
- 75 properties received a temporary exemption
- 84% reporting rate representing 92% of covered square footage

Overall, buildings reported energy performance scores higher than national medial levels

- Median ENERGY STAR Score of 58 out of 100
- Multi-year data indicated a slight decrease in weather normalized site energy use

Improving buildings' energy intensity to average or above-average levels (by sector) could yield:

- 13%–24% reduction in site energy use
- \$100–184 million in energy cost savings
- 795,000–1,400,000 tons of avoided greenhouse gas emissions (equivalent to removing 167,000–306,000 cars from the road)
- More than 2,000 jobs from investments to achieve these savings



Chicago Energy Benchmarking Role

Elevate leads the efforts to:

- Identify buildings that are covered by the ordinance
- Notify individuals associated with each covered building
- Create written resources to help building representatives
- Respond to question via phone, email and webform
- Monitor compliance with the ordinance and follow up with questions
- Analyze the energy data

Elevate supports efforts of the Mayor's Office, C40, City Energy Project, USGBC-Illinois and other partners to:

- Provide weekly trainings
- Connect building representatives that need additional help with service providers
- Enlist others to help raise awareness of the ordinance
- Disseminate results

Engaging non-energy efficiency stakeholders

Outreach During Compliance Period

- 20 Industry or trade associations
- 2 Labor unions
- 75 Neighborhood Business Development Centers
- Pro-bono “Data Jams” for Chicago Housing Authority



Engaging stakeholders beyond compliance

Housing Officials

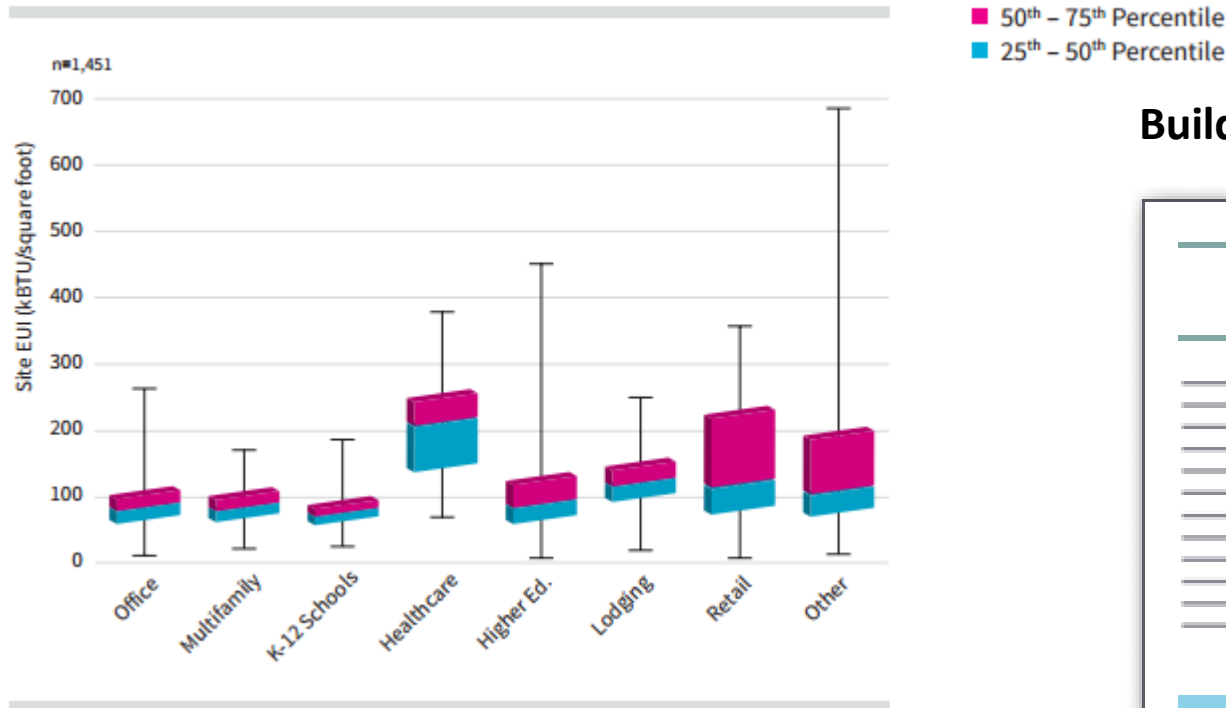
Economic
Development Offices

Public Health
Researchers



Driving to Action: The Opportunity

Figure 19: Range of Site EUI by Building Sector

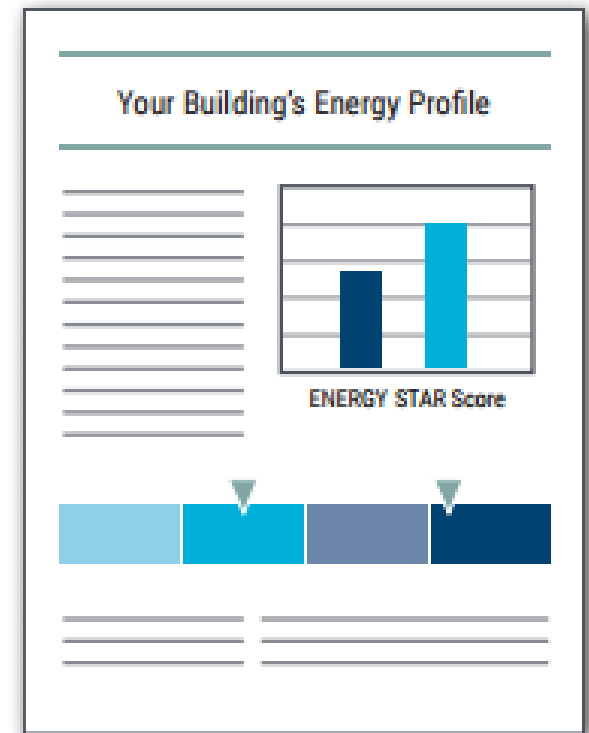


Source: City of Chicago 2015 Benchmarking Report

Data informed customer service



Building Owner Engagement





Stay in Touch

Anne Evens

Anne.Evens@elevateenergy.org

ElevateEnergy.org



@elevate_energy



Facebook/elevateenergy

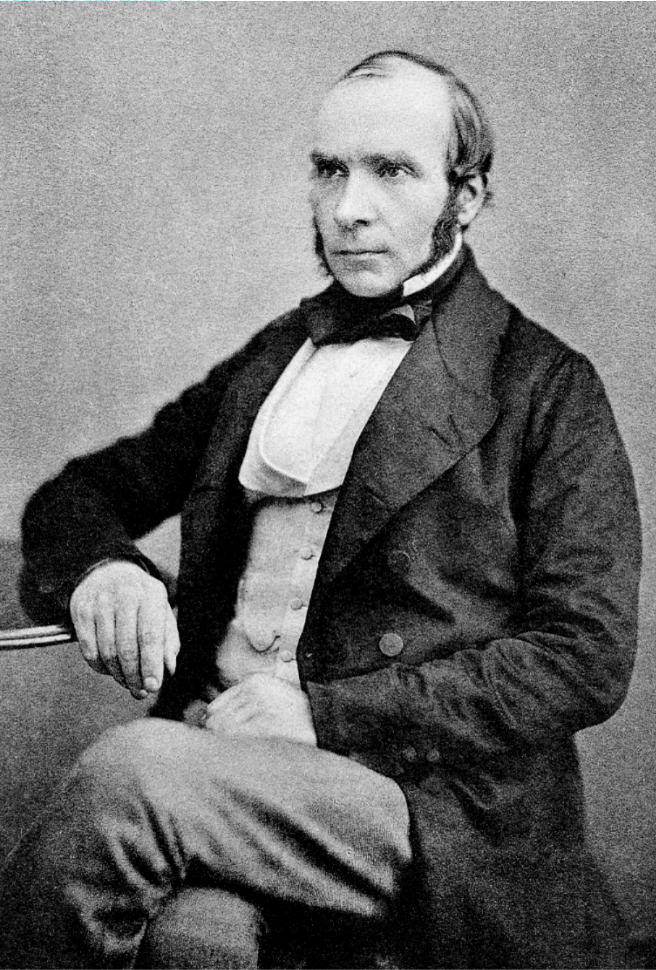


LinkedIn

MOBILIZING BENCHMARKING DATA TO CREATE NEW OUTCOMES

Eric R. Coffman
Chief – Office of Energy and Sustainability
Montgomery County Department of General Services





John Snow



NOTE.

- BLUE.. Southwark and Vauxhall Company
- RED.. Lambeth Company.
- PURPLE.. The area in which the pipes of both Companies are intermingled.

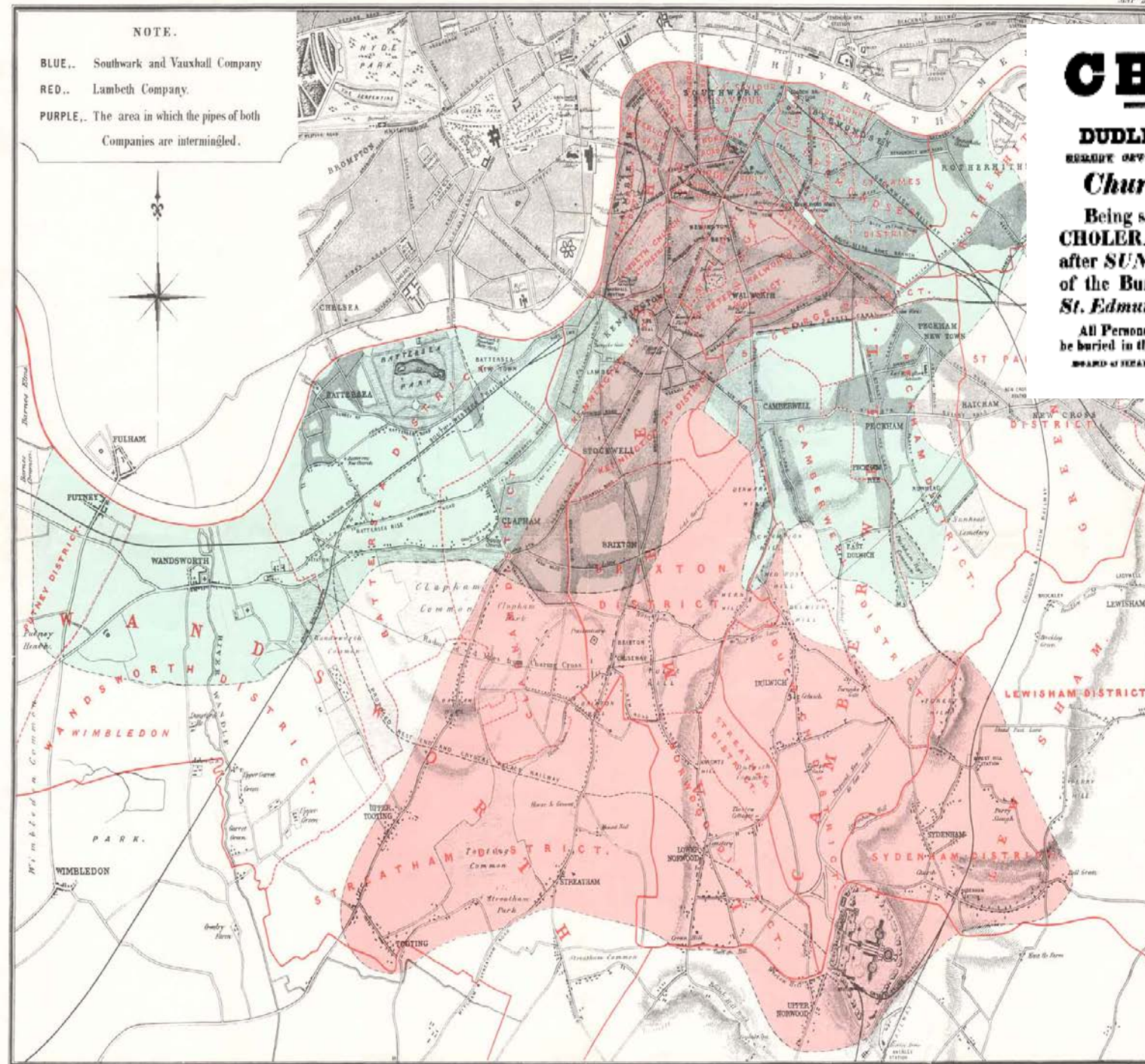
CHOLERA.

THE
DUDLEY BOARD OF HEALTH,
 BEING OF OPINION, THAT IN CONSEQUENCE OF THE
Church-yards at Dudley

Being so full, no one who has died of the
CHOLERA will be permitted to be buried
 after **SUNDAY** next, (To-morrow) in either
 of the Burial Grounds of *St. Thomas's*, or
St. Edmund's, in this Town.

All Persons who die from **CHOLERA**, must for the future
 be buried in the Church-yard at Nethercot

BOARD OF HEALTH, 1849





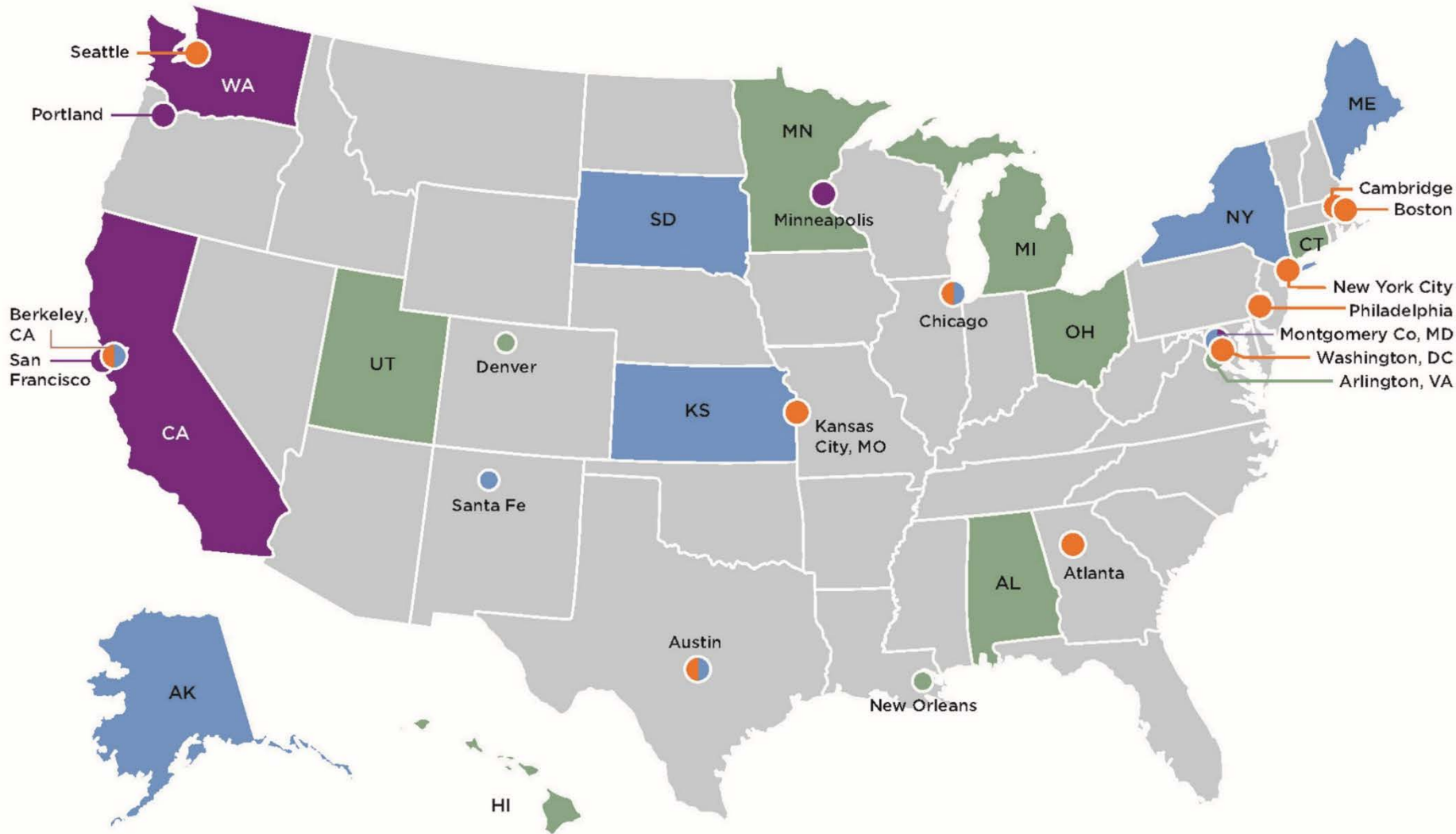
Energy Performance Benchmarking and Disclosure

- Requires building owners to measure building energy performance by a common method (e.g. ENERGY STAR)
- Disclose data publically on a scheduled basis or as part of a transaction
- Public data can be available through government portals and open data initiatives
- Powerful dataset on building performance across a community



Energy Performance Benchmarking

- Creates transparency in the building sector
- Enables awareness of energy consumption
- Promotes market competition and consumer choice
- Drives investment by highlighting energy savings opportunities
- Creates jobs in energy services sector, building trades
- Enables smarter government and utility programming



- Commercial policy adopted
- Commercial & multifamily policy adopted
- Public buildings benchmarked
- Single-family transparency adopted

Building Rating

SHARING TRANSPARENCY FOR A MORE EFFICIENT FUTURE





Montgomery County Benchmarking Law

- County and certain non-residential buildings 50,000 square feet and greater
 - County government buildings benchmarked first, leading by example
 - County and private commercial (no multi-family/residential buildings)
 - Benchmark in ENERGY STAR Portfolio Manager
 - Building characteristics and energy data only; no water data
 - Verification required
 - Montgomery County and Chicago are the only jurisdictions to require this
 - Report to the County for public disclosure
 - Work groups to develop/improve requirements and regulations including 70 stakeholders (*utility, building owners, energy service companies, non-profits and associations*).
-

Early Montgomery County Law Successes

- Benchmarking of Public Buildings
- Benchmarking Ambassador network
- Recognition of Early Bird Benchmarkers (Hughes Networks, JBG, Montgomery College and more)
- Local Partnerships with AOBA, Chamber of Commerce, USGBC and others
- Open office hours and other touchpoints with building community
- Outreach/promotional opportunities for early adopters



Partnerships and Collaboration

- Benchmarking requirements drive national and regional collaboration amongst organizations with common goals.

- Local Workgroup
- Institute for Market Transformation
- ENERGY STAR
- Department of Energy
- LBNL
- DC Department of Energy and Environment
- Sierra Club
- Montgomery County Chamber of Commerce
- More.....





Montgomery County Financing and EE Programs

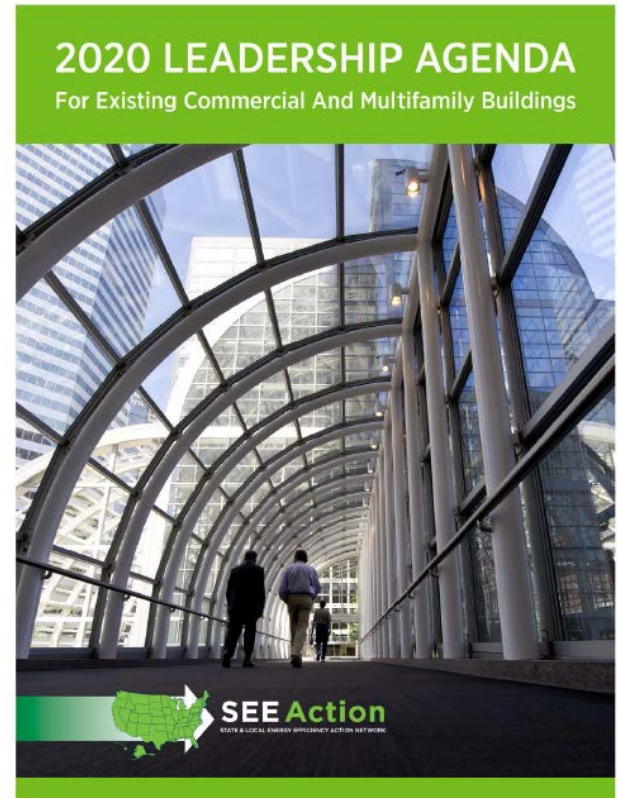
Benchmarking is essential to other energy programs:

- PACE: Property-Assessed Clean Energy financing
 - *Up to 100% financing, 20 year periods, competitive rates*
 - County's Green Bank
 - *Work Group process started in October 2015*
 - Utility Energy Efficiency Incentives
 - *Retrocommissioning and Ongoing Performance incentives*
 - County Incentive Programs
 - *Recognition programs, profiles, case studies*
-

2020 Leadership Agenda for Commercial Buildings

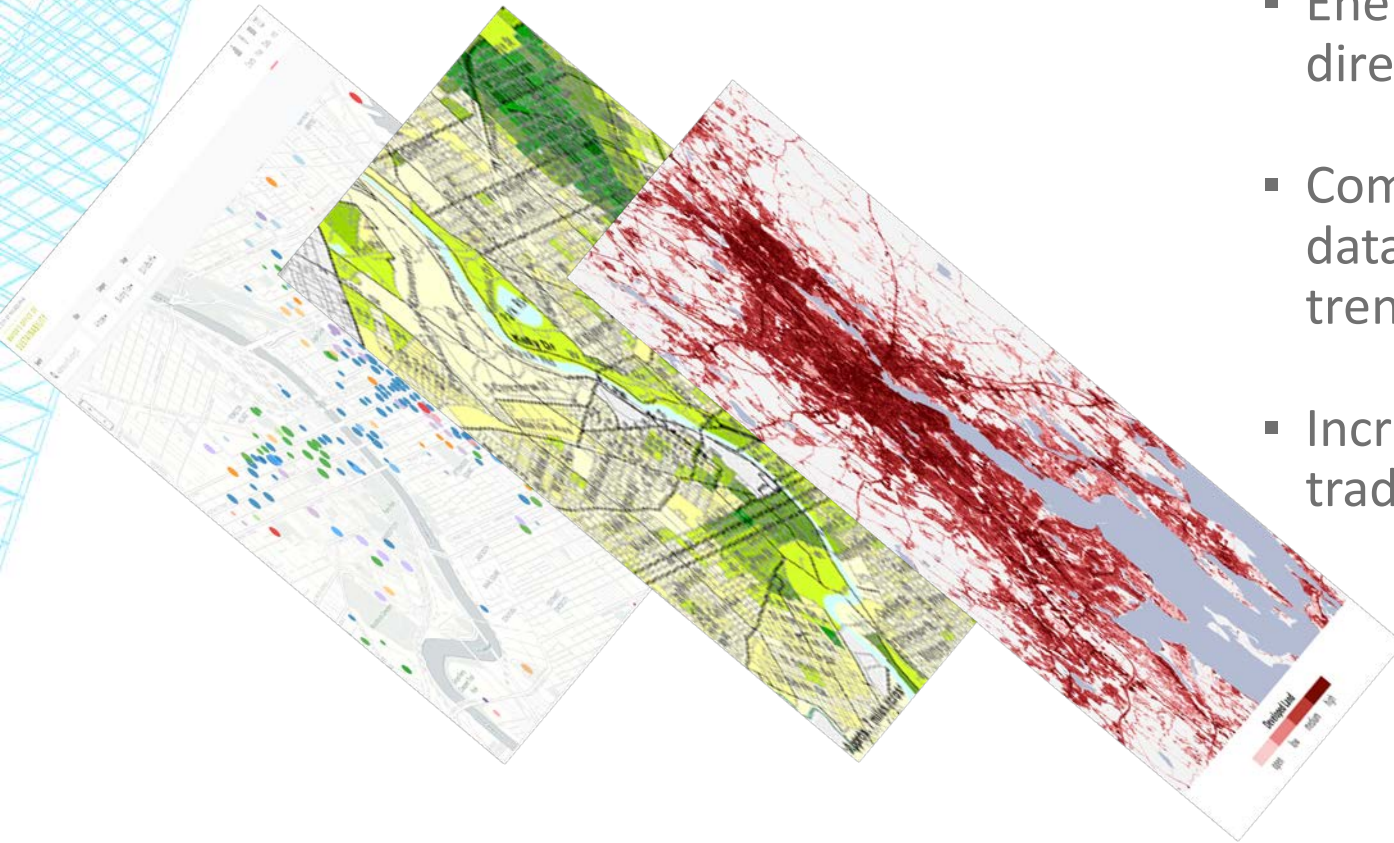
Agenda of replicable programs to enable robust state and local government energy programs

- Strengthen demand for energy efficiency
- Unlock data related to buildings and energy
- Expand public-private partnerships and intergovernmental collaboration
- Improve access to capital for energy efficiency improvements
- Improve the energy efficiency of publicly owned facilities
- Adopt and implement strong building energy codes



DATA CATALYST FOR INNOVATION

- Energy data provides direct value to consumers
- Combined with other data sets may reveal new trends and policy options
- Increasing value to non-traditional audiences



Leveraging Energy Data for Non Traditional Audiences

SEEA Commercial Building Working Group is examining how energy benchmarking and other energy data can be used for non-traditional audiences including:

- Health professionals
- Economic developers
- Performance managers
- Resiliency and emergency management professionals
- Planners
- Entrepreneurs



SEE Action Resources

2020 LEADERSHIP AGENDA For Existing Commercial And Multifamily Buildings



00000-017

FACT SHEET Building Commercial Building's Working Group May 2015

SEE Action Energy Benchmarking, Rating, and Disclosure for State Governments

00000-012

FACT SHEET SEE Action Energy Benchmarking, Rating, and Disclosure for Regulators of Ratepayer-Funded Programs May 2012

What is Energy Benchmarking?

Benchmarking is the process of comparing inputs, processes or outputs within or between organizations, often with an aim toward increasing performance. Improvement in benchmarking typically measures performance against an internal or common unit of e.g. cost per unit produced, which allows for comparison over time, by others, or to an applicable standard.

When applied to building energy use, benchmarking can provide a mechanism for measuring how efficiently a building uses energy relative to other buildings of the same, or similar, buildings, or under similar conditions. Building benchmarking can also be used to highlight performance gaps in a single building, or across a building portfolio, or even a city, state, or other location. By making such a building's energy use more visible, disclosure of such energy use can lead to more energy-efficient buildings.

Why Encourage Energy Benchmarking?

Commercial buildings account for nearly half of building energy use and roughly 20% of state energy consumption. And given that energy use in the United States is projected to increase by an average of 30% by 2035, benchmarking energy use in commercial buildings is a critical step toward reducing energy consumption. Benchmarking energy use is also a key step toward reducing energy use in commercial buildings, as it provides a mechanism for comparing energy use across buildings, and for identifying energy efficiency opportunities. Many of these opportunities are highlighted in a recent report from Massachusetts' benchmarking program, which states that "the most cost-effective energy efficiency opportunities are those that are most visible to building owners and managers." As a result of the benchmarking and disclosure program established by Massachusetts' State Energy Efficiency Action Network (SEENet), the state has seen a 10% reduction in energy use in existing commercial buildings, and the program will reach 100 buildings by 2015.

Building regulators can encourage benchmarking and energy efficiency improvements by:

- Encouraging benchmarking of their building energy performance
- Offering cost-effective incentives
- Reducing energy usage
- Encouraging benchmarking to be used in other benchmarking programs, thereby creating an efficient energy usage.

What is Energy Benchmarking?

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When applied to building energy use, benchmarking can provide a mechanism for measuring how efficiently a building uses energy relative to other buildings of the same, or similar, buildings, or under similar conditions. Building benchmarking can also be used to highlight performance gaps in a single building, or across a building portfolio, or even a city, state, or other location. By making such a building's energy use more visible, disclosure of such energy use can lead to more energy-efficient buildings.

Why Encourage Energy Benchmarking?

Commercial buildings account for nearly half of building energy use and roughly 20% of state energy consumption. And given that energy use in the United States is projected to increase by an average of 30% by 2035, benchmarking energy use in commercial buildings is a critical step toward reducing energy consumption. Benchmarking energy use is also a key step toward reducing energy use in commercial buildings, as it provides a mechanism for comparing energy use across buildings, and for identifying energy efficiency opportunities. Many of these opportunities are highlighted in a recent report from Massachusetts' benchmarking program, which states that "the most cost-effective energy efficiency opportunities are those that are most visible to building owners and managers." As a result of the benchmarking and disclosure program established by Massachusetts' State Energy Efficiency Action Network (SEENet), the state has seen a 10% reduction in energy use in existing commercial buildings, and the program will reach 100 buildings by 2015.

Building regulators can encourage benchmarking and energy efficiency improvements by:

- Encouraging benchmarking of their building energy performance
- Offering cost-effective incentives
- Reducing energy usage
- Encouraging benchmarking to be used in other benchmarking programs, thereby creating an efficient energy usage.

Key Points

- Energy disclosure is a standardized method for measuring building energy efficiency.
- Benchmarking public buildings is a key step toward reducing energy use in public buildings.
- Program administrators can use benchmarking as a key step toward reducing energy use in public buildings.
- Benchmarking and disclosure can lead to more energy-efficient buildings.
- Benchmarking and disclosure can lead to more energy-efficient buildings.

About SEE Action
The State and Local Energy Efficiency Action Network (SEENet) is a national coalition of state and local energy efficiency advocates. For more information, visit www.seenetwork.org.

About the Working Group
The Working Group on Energy Efficiency in Commercial Buildings is a coalition of state and local energy efficiency advocates. For more information, visit www.seenetwork.org.

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SEE Action STATE & LOCAL ENERGY EFFICIENCY ACTION NETWORK

A Regulator's Privacy Guide to Third-Party Data Access for Energy Efficiency
Customer Information and Behavior Working Group
December 2012

Key Points

- Energy benchmarking is a standardized process of measuring building energy efficiency.
- Benchmarking public buildings is a low-cost way to identify buildings that are good candidates for energy efficiency upgrades.
- Local governments can lead by example with their own buildings, the phase in benchmarking and disclosure for the private sector.
- Benchmarking and disclosure policies can facilitate market-based competition and drive investment in energy efficiency, creating local jobs.

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Learn more at www.seenetwork.org

CONTACT US:



Eric R. Coffman
Chief – Office of Energy and Sustainability
Montgomery County Department of General Services
240-777-5595

Eric.Coffman@montgomerycountymd.gov

<http://www.montgomerycountymd.gov/dgs-oes>



Michelle Vigen
Senior Energy Planner
Montgomery County Department of Environmental
Protection
240-777-7749

Michelle.vigen@montgomerycountymd.gov

<http://www.montgomerycountymd.gov/dep>