Benchmarking 2.0

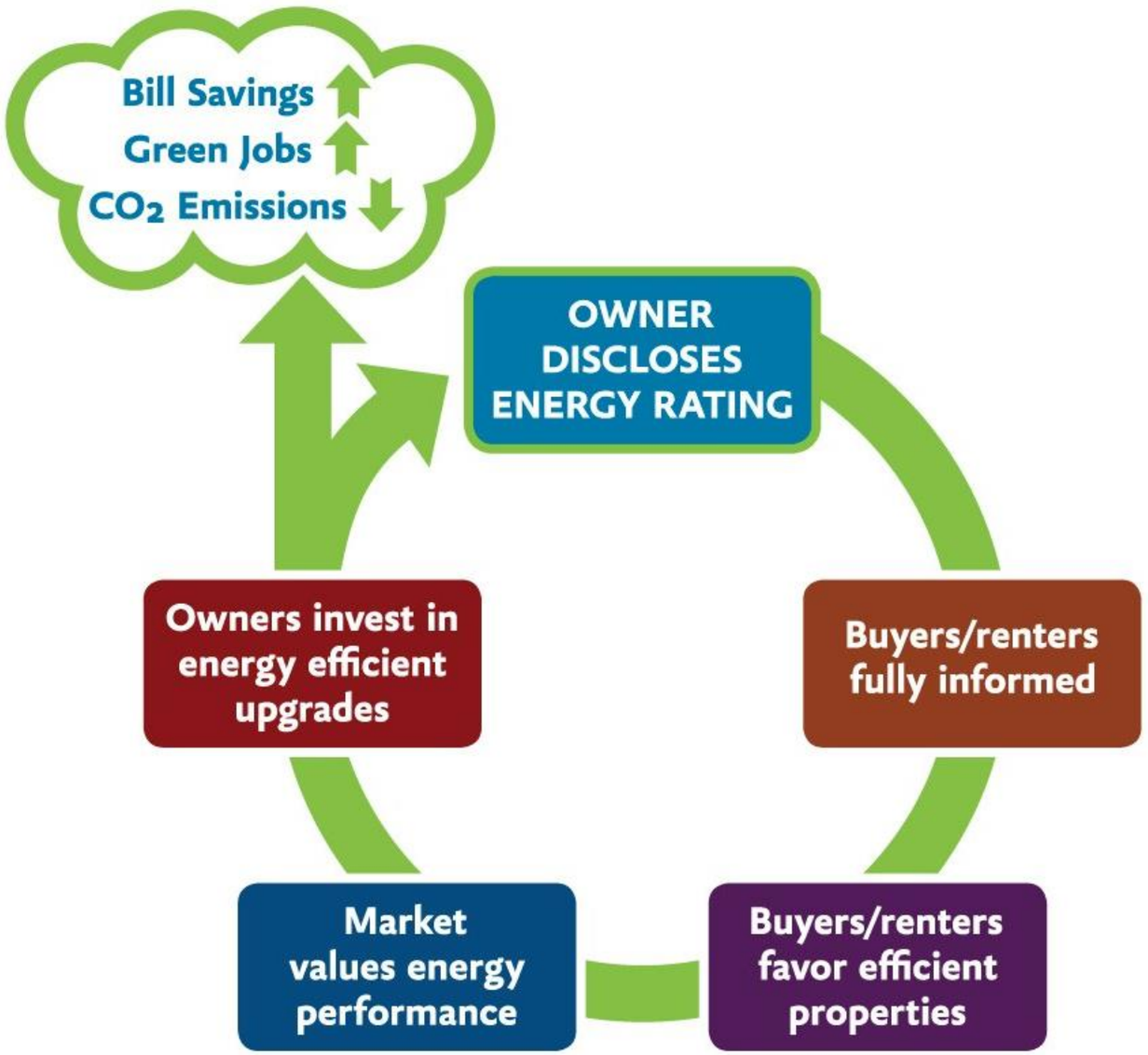
March 2014

Action Motivators

Energy Efficiency Communication Methods

SEATTLE OFFICE OF
Sustainability & Environment

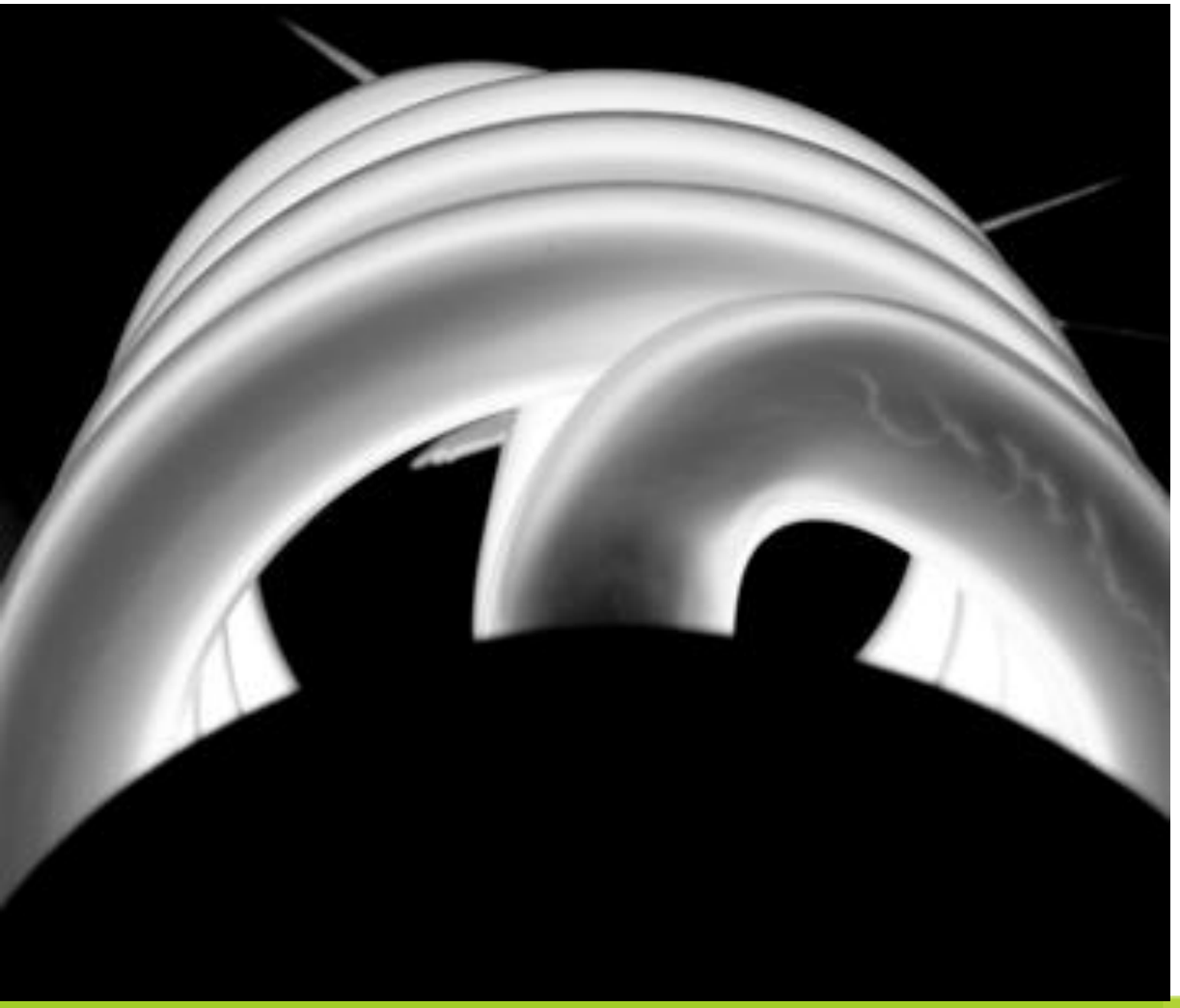
Benchmarking



- Market Transparency
- Mandatory Benchmarking
- Annual Reporting
- Public Disclosure

End Goal

Increase Energy Efficiency in our Nation's Existing Building Stock



How does benchmarking help me?

- Track and assess the energy performance of buildings
- Target priority energy-efficiency improvements
- Become more competitive in the real estate market-place.

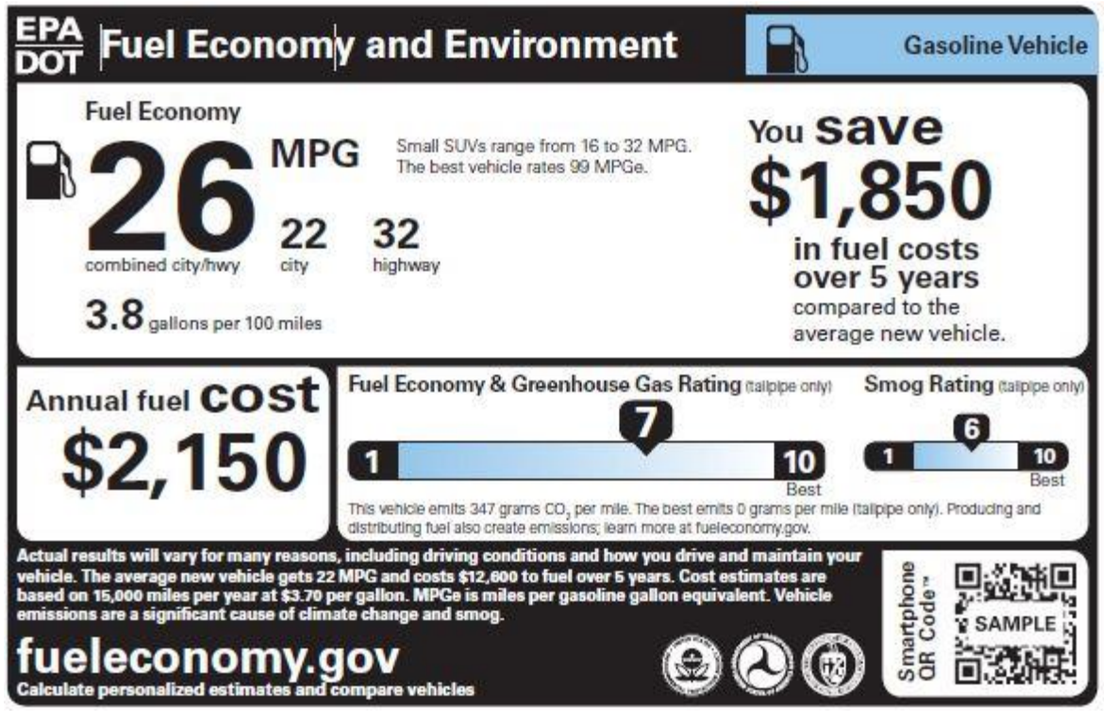
Communication Methods

- Four categories emerged
  - Data Transparency
  - Social Norming
  - Removal of Barriers
  - Segmentation

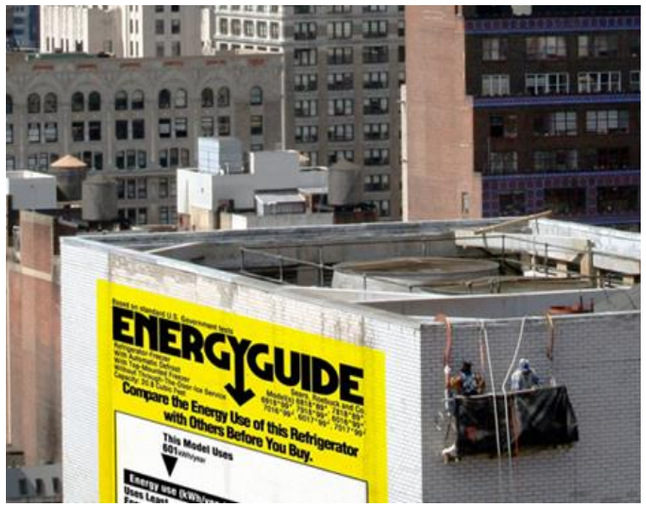
Data Transparency

- Fuel Economy Label
- Dashboards
- CoStar, MLS, CIMLS
- Websites, Apps
- Creatively
- Appraisals, Finance

Data Transparency



- Fuel Economy Label
- Nutrition Labels
- Energy Star



Nutrition Facts

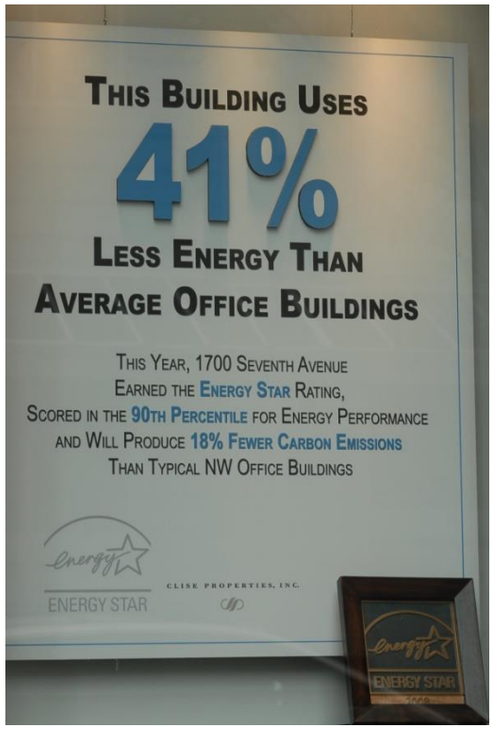
8 servings per container

Serving size 2/3 cup (55g)

Amount per 2/3 cup

Calories 230

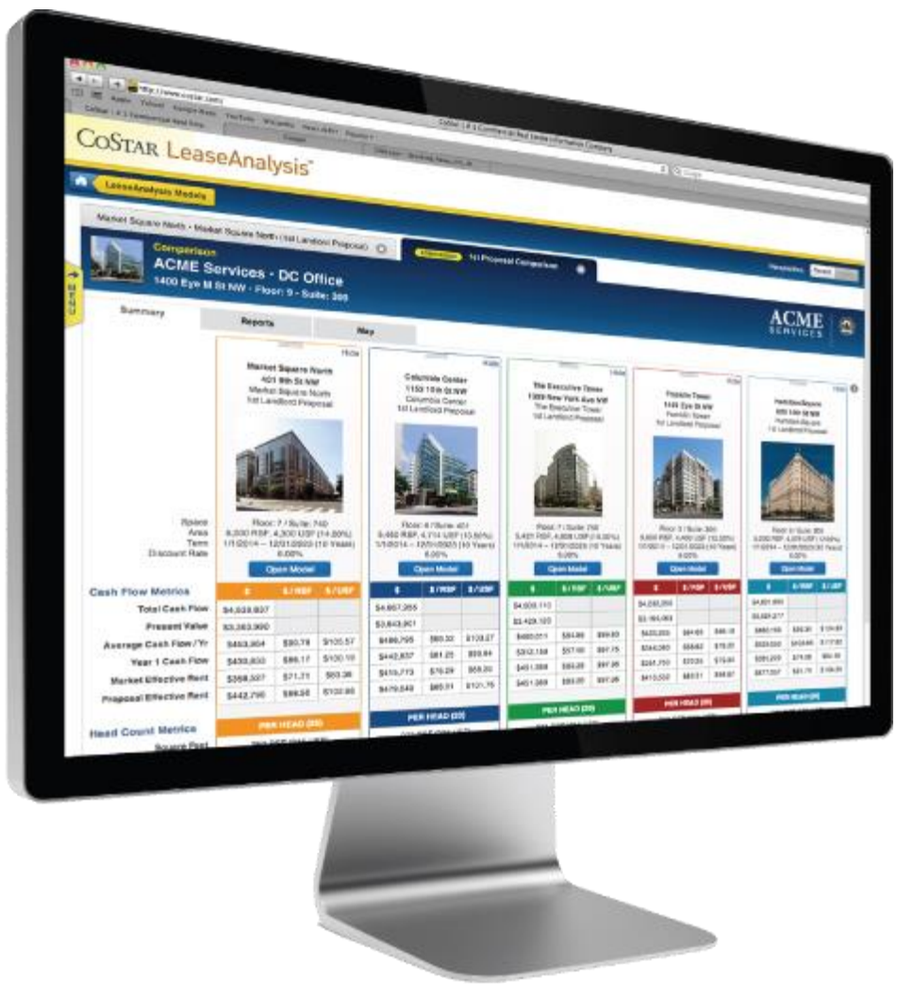
% DV*	
12%	**Total Fat** 8g
5%	Saturated Fat 1g
	Trans Fat 0g
0%	**Cholesterol** 0mg
7%	**Sodium** 160mg
12%	**Total Carbs** 37g
14%	Dietary Fiber 4g
	Sugars 1g
	Added Sugars 0g



Data Transparency

CoStar GROUP

GO



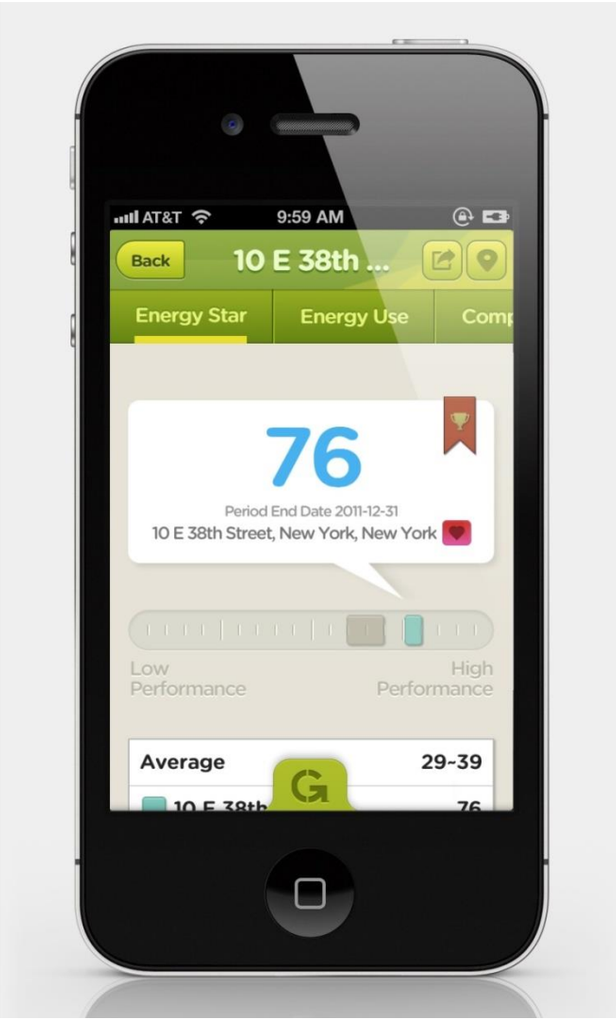
- CoStar, CoStar Go, CoStar Lease Analysis
- Multiple Listing Service, MLS
- Commercial, CIMLS

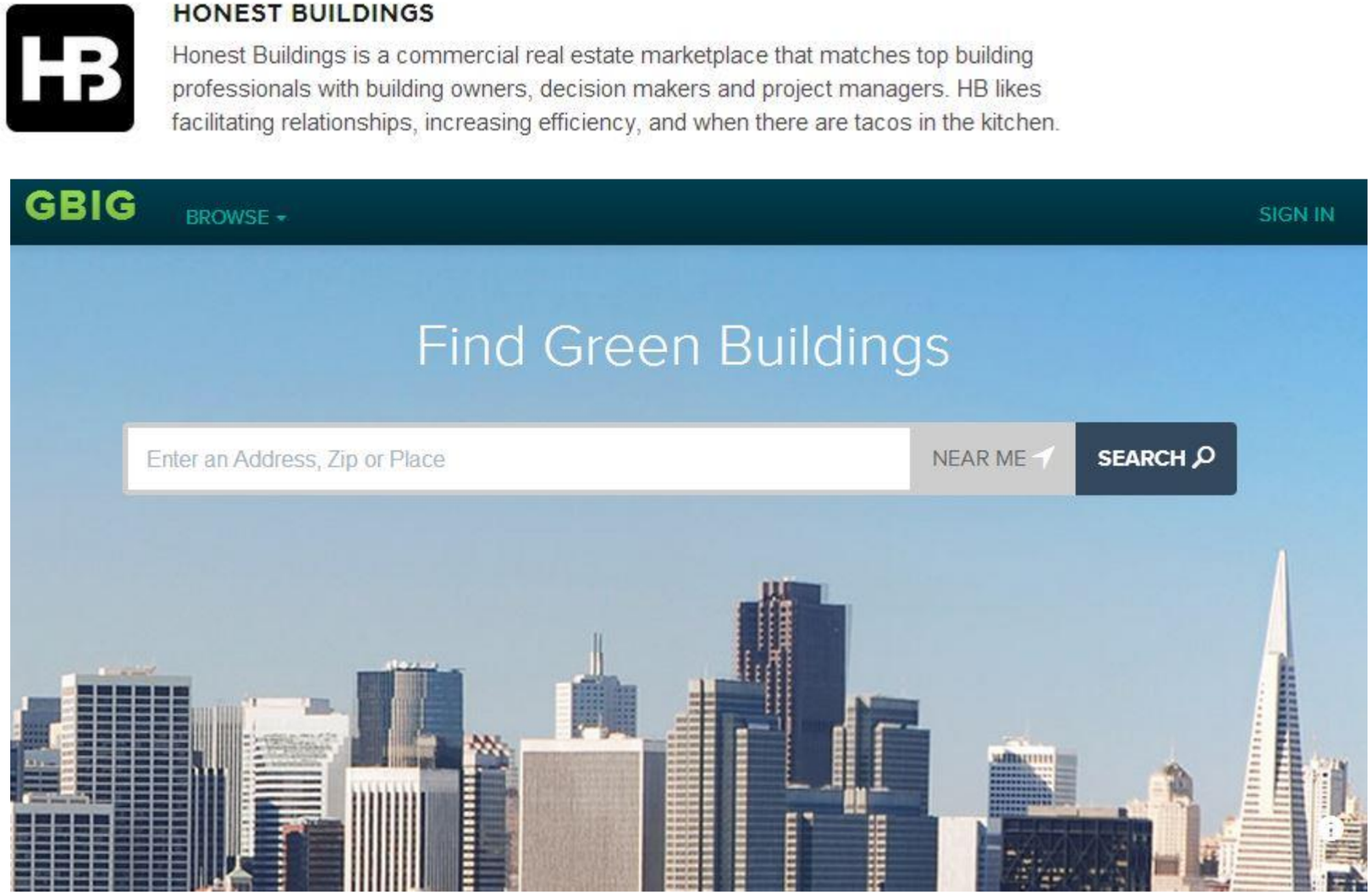
MLS.com

CIMLS

Data Transparency

- Websites, Apps

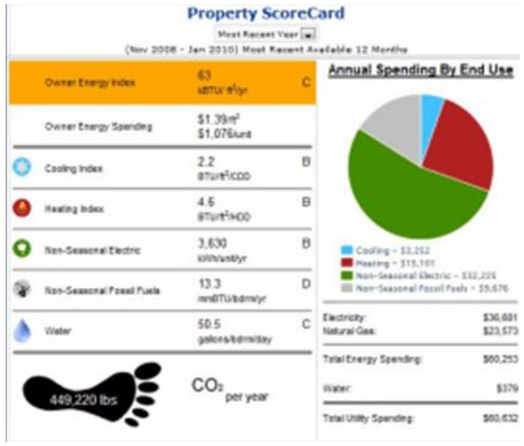




Data Transparency

- City Disclosure Websites
- Annual Performance Reports
- Building Performance Database

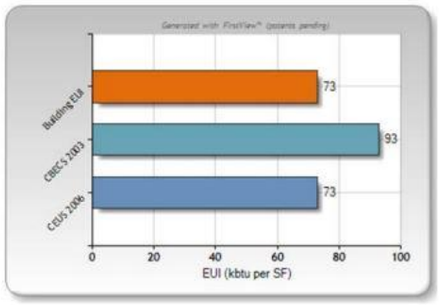
Data Transparency



- Dashboards

Building 1802.3

Size – 85,000 SF	Weather Station– KMSP Minnetonka, MN
Type – office	Electric from 7/10/2010 – 7/31/2011
Location – Minneapolis, MN	Gas from 8/5/11– 8/5/11

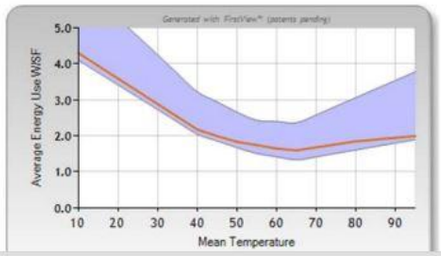


Annual EUI vs. CBECS and CEUS

The Annual Energy Use Index comparison shows the total energy use compared against average energy use for office buildings as reported by the Commercial Building Energy Consumption Survey CBECS 2003 and the California Commercial End Use Survey CEUS 2006 These are commonly used to represent the energy use of typical existing building stock in the United States and California, respectively.

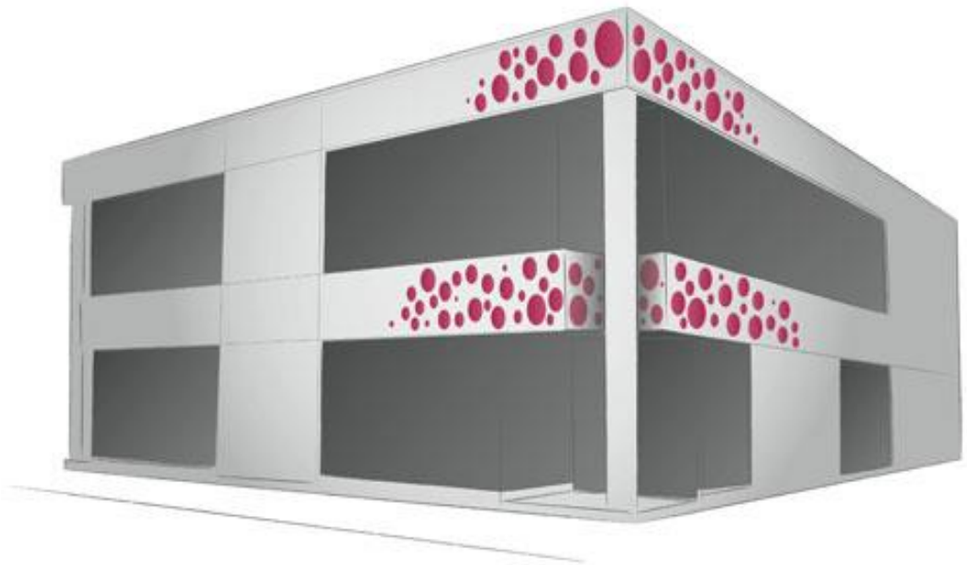
PEER Building Comparison

The energy signature from the FirstView tool is compared to an aggregate set of other office buildings that have been evaluated using the FirstView tool. You can select either a 'Median Office Spectrum' or a 'High Performance Office Spectrum' for comparison. Spectrums can be created for other building types such as K-12 schools, banks, or retail.



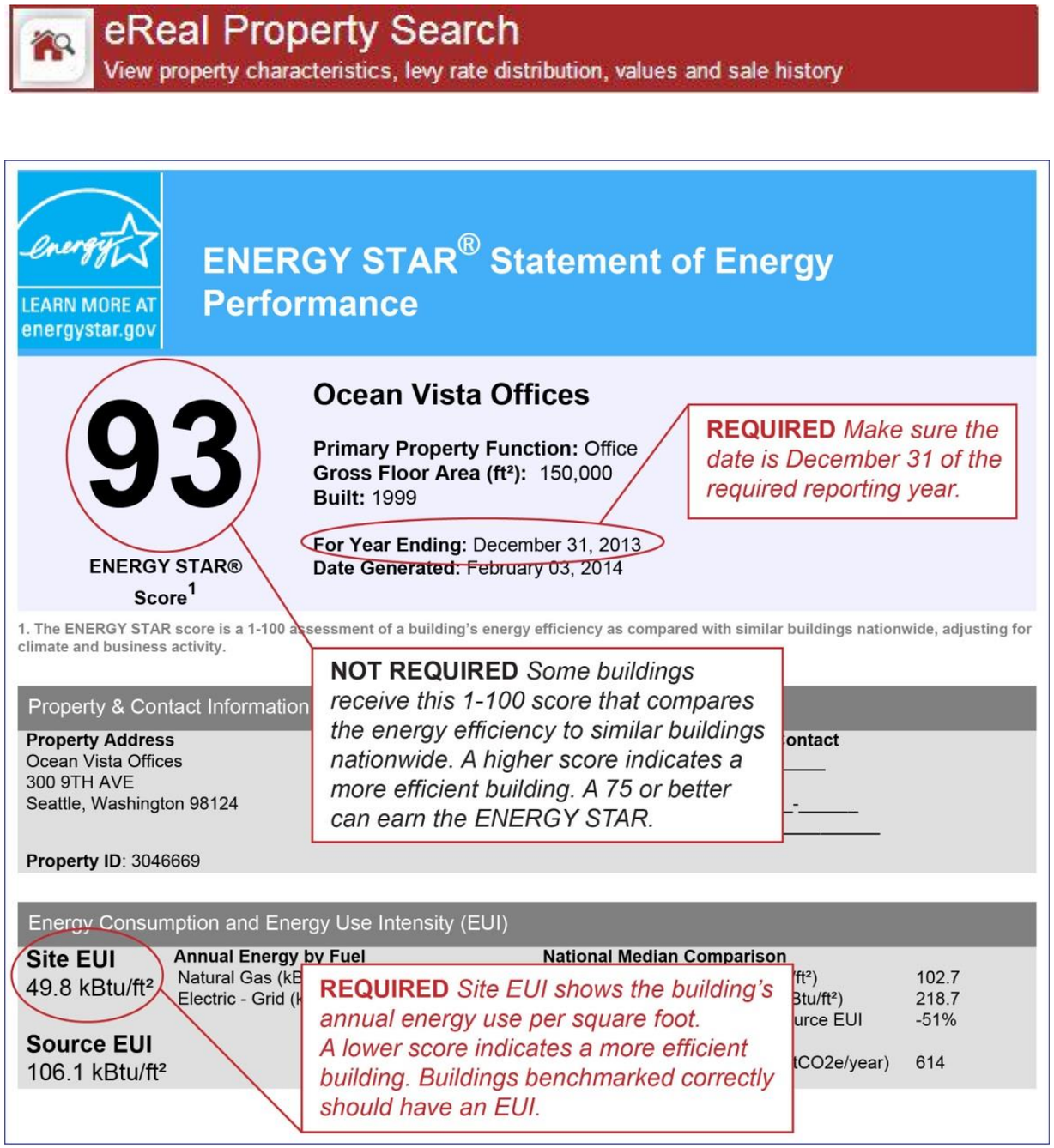
SEATTLE ENERGY BENCHMARKING & REPORTING

Data Transparency



- Creatively
- Visual Art Instillations on buildings

Data Transparency



- Appraisals, financing
- Statement of Energy Performance
- Green Leasing Requirements

Social Norming

THE BUILDING PERFORMANCE PARTNERSHIP
KILOWATT CRACKDOWN

- Competitions
- Comparisons
- Recognition

Your building's score 41

LOWEST USE	MEDIUM-LOW	MEDIUM-HIGH	HIGHEST USE
25 or less	26-32	33-43	44 or more

Everybuilding wins.

Join Kilowatt Crackdown and we'll help you lower your building's energy costs, improve operations, and boost your building's profile. Win the contest, and you take home prizes with bragging rights. **Either way, you win.**

GET READY FOR THE 2014 BATTLE!

BATTLE OF THE BUILDINGS

Better Buildings® CHALLENGE
U.S. DEPARTMENT OF ENERGY

Removal of Barriers

- Education
- Incentives
- Financing

Enhanced funding for whole-building lighting retrofits

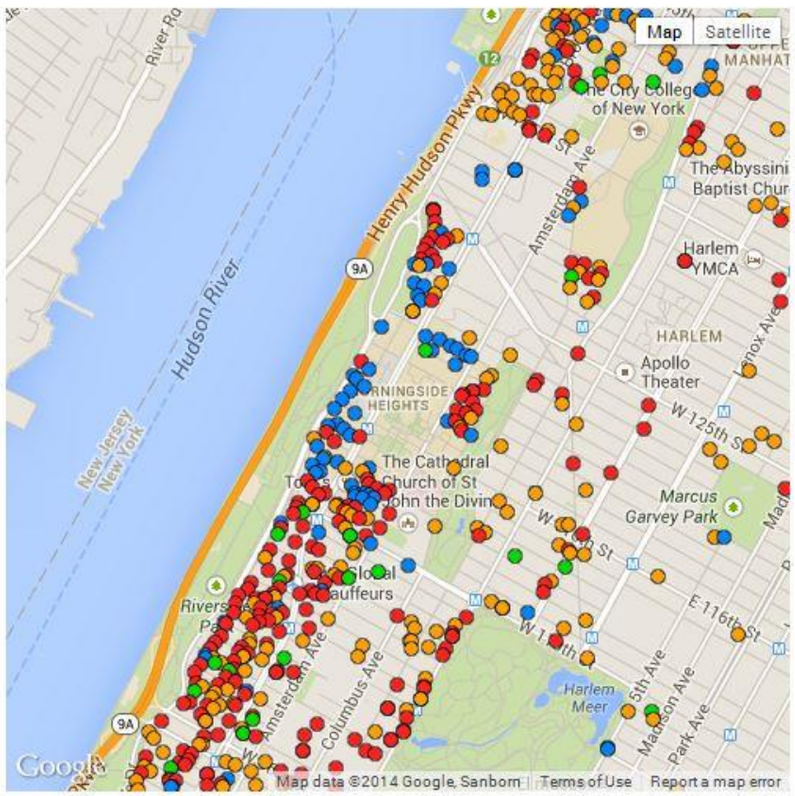
Segmentation

Spot the Soot!

Find out if you live or work in a building that uses No. 6 or No. 4 oil and see which buildings have converted to cleaner fuels. For a comprehensive list of all the buildings eligible for NYC Clean Heat please click here to download Buildings Burning Heavy Oil.

Enter your building's address to check your boiler permit expiration date.

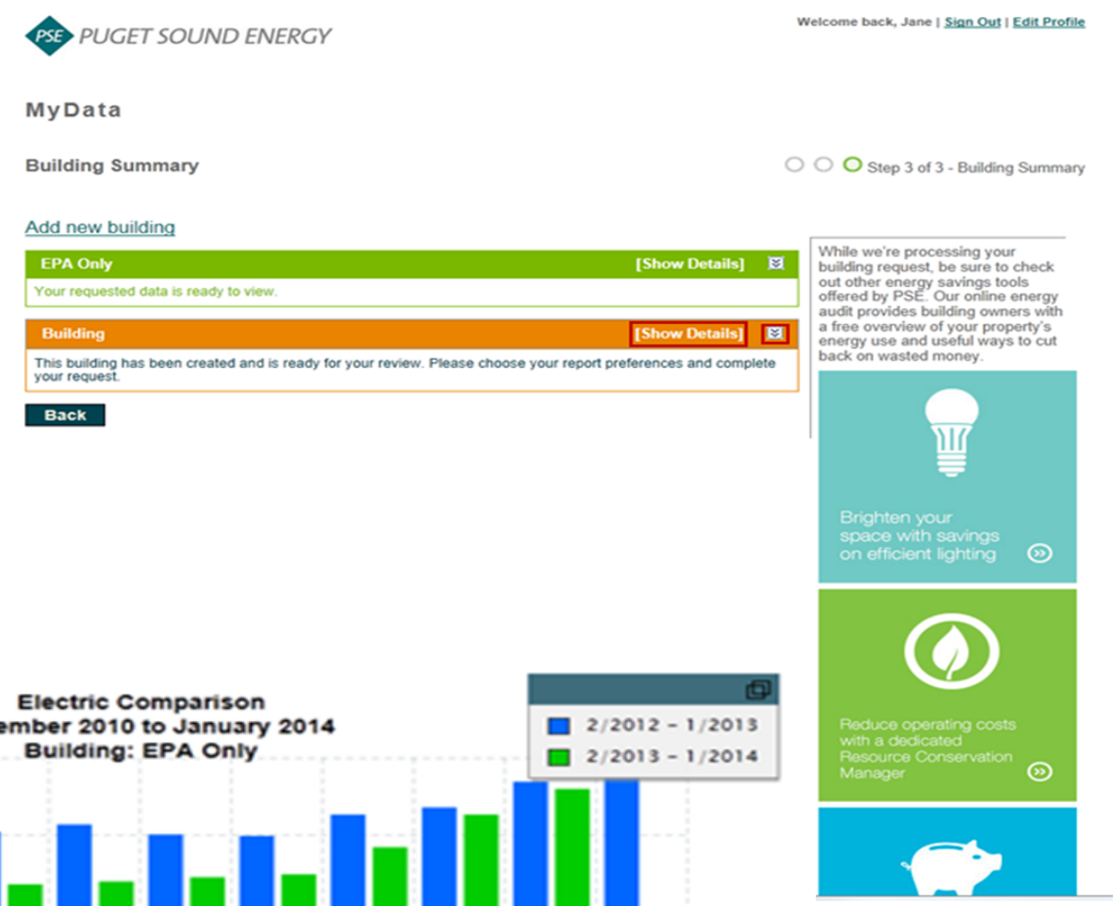
Type a street address... Search

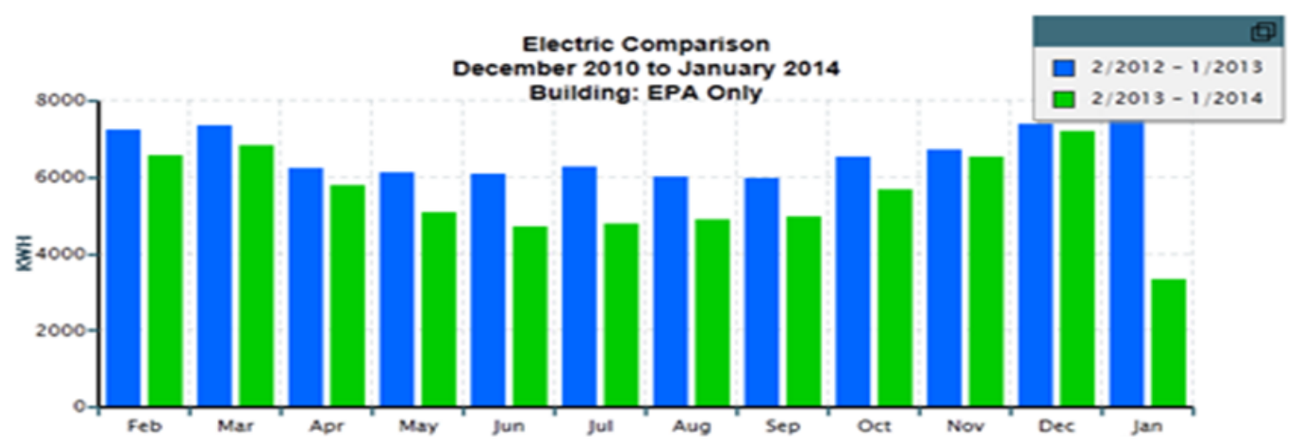


Legend

- No. 6 Oil
- No. 4 Oil

NYC cleanheat





Segmentation

- Creators
  Building owners & managers
- Consumers
  Renters and business owners
- Communicators
  Real estate brokers, leasing agents, appraisers, listing services