

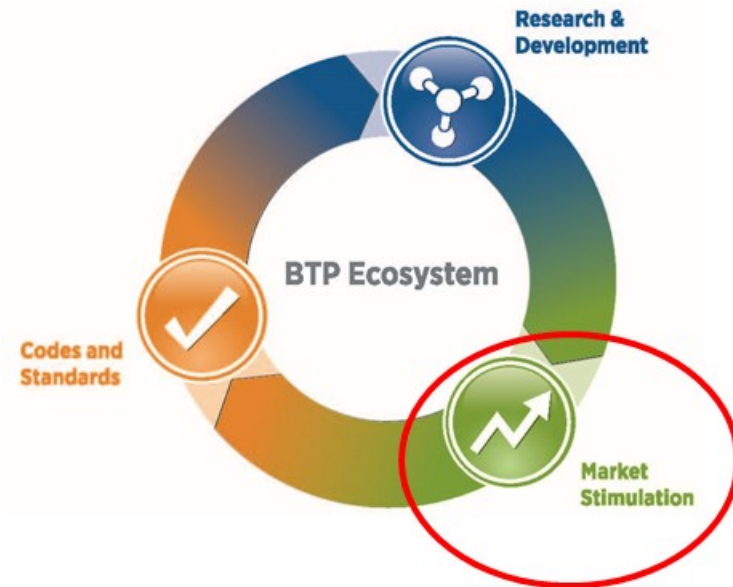
Commercial Market Engagement Overview



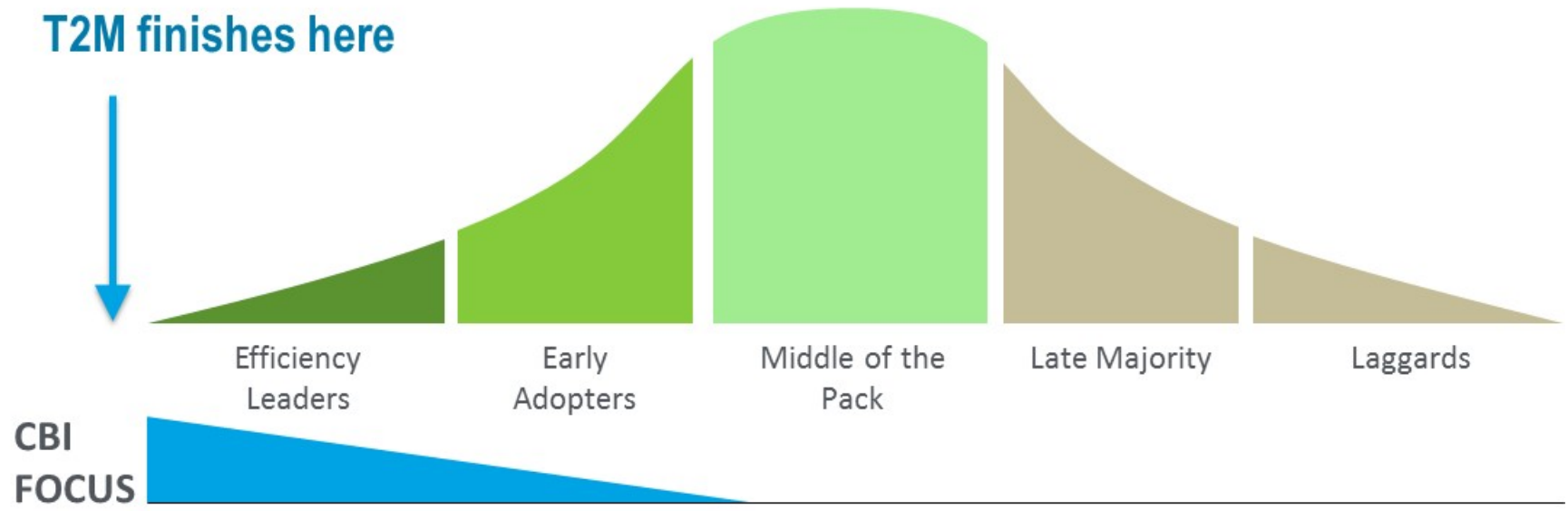
Commercial Buildings Integration Program

CBI Mission: Accelerate voluntary uptake of significant energy performance improvements in existing and new commercial buildings.

CBI Vision: A commercial buildings market where energy performance is a key consideration during construction, operation, renovation, and transactions, and net zero energy ready commercial buildings are common and cost-effective.



CBI: Who's our target audience?



Segment	Description	Deployment Strategy
Leaders / Adopters	Organizations willing to set and communicate efficiency goals, adopt new technologies, and test solutions early for competitive advantage. Tend to influence their peers and the market.	Directly work BBC and BBA members to prime the market, document and test market-changing solutions. Expand BBA to new high-priority market segments as time and resources allow.
Middle-of-the-pack	Organizations that are not willing to be early adopters but follow the lead of their peers or competitors once a practice or solution is proven	Provide access to tools and solutions for them that turn them from opposed to neutral by enabling them to comply/adopt at lowest cost.
Late Majority / Laggards	Don't change habits, practices or technologies until they have to.	Served by other programs (utility, etc.) Moved by regulations (Codes & Standards)

CBI Program Methodology

1. Developing and demonstrating **technologies, tools and solutions** to remove barriers to investment and increase understanding of efficiency measures
2. Demonstrating and deploying actionable products through **market partnerships** to drive technologies into the commercial buildings marketplace



Market Transformation is:

“Strategic interventions that attempt to cause lasting changes in the structure or function of a market, or the behavior of market participants, resulting in an increase in the adoption of energy efficient products, services, or practices.”*

We will discuss projects DOE funded in 2015 to deploy tools and resources at scale to change market dynamics for energy efficiency.

*Source: ACEEE

RILA: Improving Access to Capital for Retailers for EE

Problem Statement: Retail energy managers lack access to capital for implementing energy efficiency projects

Solution: Use and build on an approach proven by a Better Buildings partner to increase collaboration between corporate energy team and finance team. Spread solutions across retail industry.



Seventhwave: Embedding EE in New Construction Contracts

Problem Statement: Determine how to embed energy efficiency into new construction contracts as an industry-standard practice.

Solution: Develop a utility program model that helps building owners use standardized contract language for new construction projects that will base contractor pay on energy performance outcomes.



IMT: Using Data to Improve Program Design and Delivery

Problem Statement: More building performance data is available from benchmarking and audit laws—yet **not all programs use the information** to improve energy efficiency program effectiveness.

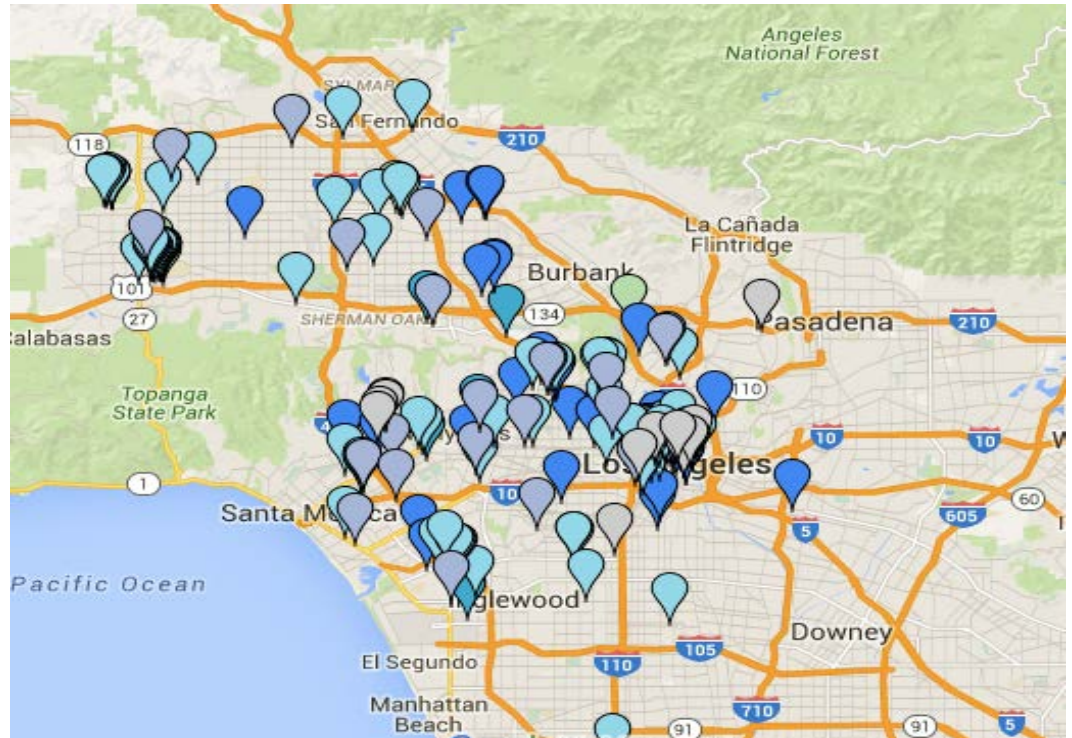
Solution: Improve EE program outcomes by using the data generated in NYC and DC and managed with DOE tools. Share best practices to other cities and program administrators.



LACI: Speeding Deployment of New Technology

Problem Statement: Market adoption of new technologies is slow, even after they are vetted in initial demonstrations.

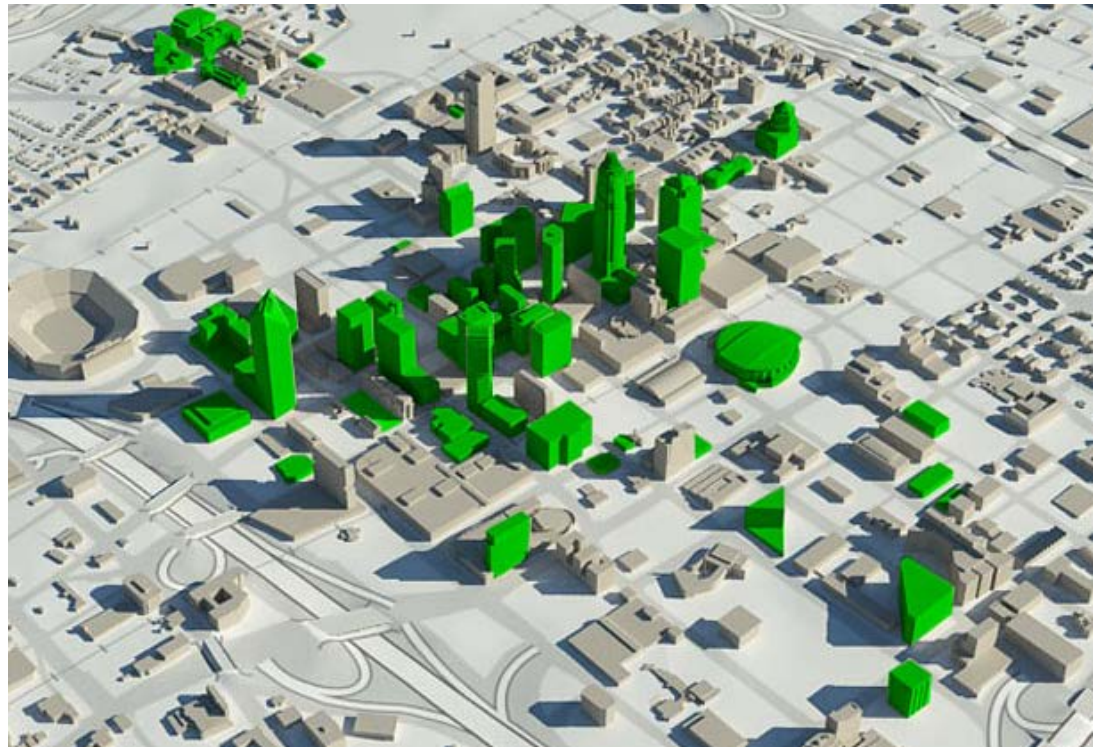
Solution: Create an emerging technology dissemination process to speed the time from technology demonstration to mass installation by private building owners.



Envision Charlotte: Student-Led Building Retuning

Problem Statement: City wanted to expand a successful pilot program while reducing cost but maintaining engagement with building operators and occupants.

Approach: Combine training with execution. Engage university students to learn Building Retuning process and tools and deploy them with building operators.



Milwaukee: Integrating Solutions for Mid-Market Buildings

Problem Statement: Make energy efficiency a profitable part of business-as-usual for class B and C commercial buildings.

Solution: Use an “energy concierge” approach to educate contractors about available tools and bundle project steps into turnkey approach for customers.



BETTER
BUILDINGS
CHALLENGE

ecoCITY of
MILWAUKEE

Thank you!

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Commercial Building Integration

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