


Office of the City Manager

June 14, 2012

To: Honorable Mayor and City Councilmembers
From: Christine Daniel, City Manager 
Subject: Commercial Building Energy Benchmarking Awards

The purpose of this memo is to update the City Council on the Berkeley Commercial Building Energy Benchmark Awards program and to provide information about the free benchmarking training offered on July 11, 2012 at the City's training facility at 1947 Center Street.

In collaboration with the East Bay Environmental Network (EBEN), an annual Commercial Building Energy Benchmarking Awards program is being launched this summer in order to achieve energy savings in the commercial sector. The City of Berkeley will provide a Berkeley Energy Awareness window decal for all buildings that register with the EPA's ENERGY STAR Portfolio Manager benchmarking rating tool. Benchmarking a building's energy consumption using Portfolio Manager enables a building owner/manager to manage energy use and target appropriate reduction strategies. Building owners/managers can upload building energy consumption data into Portfolio Manager using PG&E's Automated Benchmarking Services. High performing buildings that achieve exemplary energy performance ratings through the Portfolio Manager tool will receive a Berkeley Award for Energy Excellence. City Councilmembers will be invited to participate in an energy awards ceremony, hosted by EBEN, the week of November 12, 2012.

Benchmarking is a critical first step in reducing energy consumption. Studies by the California Public Utilities Commission (CPUC) and the Institute for Market Transformation show that benchmarking buildings motivates actions that improve energy performance. Additional benefits of this award program include:

- Celebrating building owners and managers who are exemplary in terms of energy efficiency.
- Raising building manager, occupant and public awareness of building energy performance;
- Establishing benchmarking as standard practice for building energy management;

- Encouraging early compliance with AB 1103 and AB 531 (Non-Residential Building Energy Use Disclosure) that will require disclosing benchmark information to buyers, lessees and lenders at time of transaction;
- Creating positive opportunities to engage commercial building stakeholders regarding climate action requirements, such as amendments to Commercial Energy Conservation Ordinance (CECO); and
- Identifying effective efficiency best practices and energy savings potential.

The awards program is a critical component of the Berkeley Energy Initiative, an integrated set of energy reduction strategies designed to achieve deep and sustained energy savings in Berkeley buildings to meet Climate Action Plan goals. Because it is unlikely a single policy or program will achieve Berkeley's ambitious GHG reduction goals, the initiative is designed to leverage a variety of approaches, such as incentives, recognition, and minimum requirements. Strategies fall within two categories:

1. Voluntary Programs that provide incentives and rewards for leadership, such as the Building Energy Benchmarking Awards; and
2. Mandatory Programs that require energy rating, disclosure, and minimum standards; such as the Residential Energy Conservation Ordinance (RECO) and the Commercial Energy Conservation Ordinance (CECO).

Staff has spent the last two years developing and implementing a range of energy efficiency programs. These include energy services and technical assistance, such as SmartSolar, Smartlights and the Commercial Building Integrated Services Pilot, as well as administering financial incentives through programs such as Energy Upgrade California and the Money for Energy Efficiency (ME2) Program. Tracking lessons learned on these projects, as well as engaging with national and regional working groups and reviewing best practices from other communities, have highlighted the value of reporting and comparing energy use. Programs that require or reward ENERGY STAR Portfolio Manager have demonstrated that benchmarking results in increased energy efficiency activities.

ENERGY STAR Portfolio Manager is an online service created by the Environmental Protection Agency (EPA) that allows building owners, managers and tenants to track the energy consumption of facilities and compare them to similar buildings nationwide. ENERGY STAR is the national symbol for protecting the environment through energy efficiency. ENERGY STAR Portfolio Manager generates weather-normalized energy intensity (kBtu/sq. ft.) and greenhouse gas emissions metrics for all building types, as well as a percentile energy performance score on a scale of 1-100 relative to similar buildings nationwide for many eligible building types. Custom reports and graphs also allow users to see time trending information and compare facilities within their portfolio.

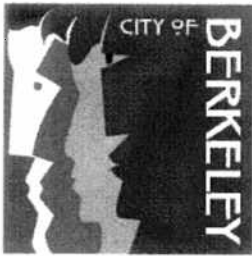
Interest from the commercial building owners and managers has been enthusiastically positive and staff hopes to include multi-family property owners in the future. The awards program is envisioned as an annual event in which the criteria are consistently raised. For example, this first year recognition will be given to every building that benchmarks; in subsequent years, the standards of recognition may increase to award buildings that meet higher performance or improvement standards.

Simultaneous to the awards program roll out, staff is investigating energy rating disclosure requirements that could dovetail with recognition and incentive programs. Rating disclosures can raise the profile and the value of energy efficiency, but only when communicated effectively. This can be done both through recognition programs, such as ENERGY STAR Certification, or through mandatory programs such as AB 1103 Commercial Building Energy Use Disclosure Program, the European Union Energy Performance Building Directive or City of San Francisco's Building Benchmarking Ordinance. Mandated disclosure methods can range from requiring ratings to be disclosed to buyers or lessees at time of sale or lease, such as AB 1103, or more transparent approaches such as integrating rating data into other building information records such as parcel data records or the Multiple Listing Services (MLS).

If you are interested in any additional information, please let us know.

Attachments: Energy Benchmarking Announcement and Application

cc: William Rogers, Interim Deputy City Manager
Eric Angstadt, Planning Director
Mark Numainville, Acting City Clerk
Ann-Marie Hogan, City Auditor
Mary Kay Clunies-Ross, Public Information Officer



Commercial Building Owners & Managers: Energy Benchmarking Awards



To celebrate your commitment to energy efficiency the City of Berkeley is launching the annual **Commercial Energy Benchmarking Awards**. Winners of the awards will receive:

- Award Window Decal to announce your achievement to tenants and customers;
- Invitation to a special event co-hosted with the East Bay Environmental Network;
- Special Notice on www.LocateInBerkeley.com, Berkeley's premier commercial listing service.

Benchmarking is the first step to making your buildings more energy efficient. It enables you to:

- Track how much energy your buildings uses and compare with similar buildings
- Identify high-performing buildings and those which could benefit from improvements
- Set energy/cost saving priorities and monitor progress

Get Started!

To receive the award, benchmark your building with ENERGY STAR® Portfolio Manager, an easy-to-use online tool. Here are the steps:

1. Register your building with ENERGY STAR® Portfolio Manager at: www.energystar.gov
2. Sign-up with PG&E's Automated Benchmarking Service (ABS)
3. Enter your building's information into Portfolio Manager and generate a "Statement of Energy Performance" report
4. Fill-out and sign simple application (see reverse side of this page)
5. Submit application and "Statement of Energy Performance" report to greenbuilding@cityofberkeley.info by September 15, 2012.

Want Help?

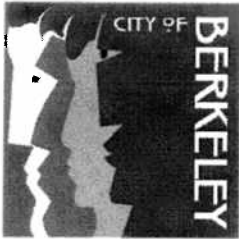
To get started using EPA's ENERGY STAR® Portfolio Manager, take a **FREE** benchmarking class offered by the Pacific Energy Center at one of their Bay Area locations. To make it even easier, we've arranged for a special one-time session in Downtown Berkeley. To join us for that special Berkeley class, contact greenbuilding@cityofberkeley.info

WHEN	Wednesday July 11, 2012	
	8:30am to 12:30pm	How to Benchmark Your Building
	1:00pm to 4:30pm	You've Benchmarked – What's Next?

WHERE City of Berkeley Tupelo Training room
1947 Center Street, 3rd floor, Berkeley

Register on-line for other Pacific Energy Center Benchmarking classes offered at various Bay Area locations at www.pge.com/mybusiness/edusafety/training/pec/classes/.

For a more information and links to resources, please see Building Energy Benchmark Awards at www.CityofBerkeley.info/sustainable or contact Billi Romain, Sustainability Coordinator at bromain@cityofberkeley.info.



Application for City of Berkeley Energy Benchmarking Awards



To apply for **City of Berkeley Energy Benchmarking Recognition**, please fill out this form, **benchmark your building with EPA's ENERGY STAR® Portfolio Manager and verify with PG&E that you** have authorized building meter data electronically uploaded into Portfolio Manager with Automated Benchmarking Service (ABS).

As Building Representative, please complete and submit **this form** and ENERGY STAR® Portfolio Manger's **Statement of Energy Performance Report** via email to greenbuilding@cityofberkeley.info. Deadline for submission is September 15, 2012.

Building Representative Name: _____

Title: _____ Phone Number: _____

Email: _____ Company: _____

Building Name & Address: _____

Name of PG&E Building Account Manager (if applicable): _____

For high performance buildings Certified* by ENERGY STAR®, please indicate the following:

Year _____ Score _____ Space Type _____

*Certification designates a high performance building and requires additional documentation by the EPA

As the authorized Representative of the building listed above, I certify that I have benchmarked all gas and electric meters through ENERGY STAR® Portfolio Manager, signed up for the PG&E Automated Benchmarking Service (ABS), and am submitting an *ENERGY STAR® Statement of Energy Performance*.

Please Note: *By participating in this program and submitting your ENERGY STAR® Statement of Energy Performance to the City of Berkeley, you acknowledge that you are willing to share information publicly about your building's energy use intensity and benchmarking score.*

*If you do **not** wish to share this information, you may opt out below:*

- Check here if you are submitting your application **without** an ENERGY STAR® Statement of Energy Performance. **Please be aware that your building cannot be considered for the Energy Excellence Award.***

Building Representative Signature

Date