Meeting Notes

Start Time: 1:10 PM

1. Opening Remarks: Madison Davis, City of Brisbane Mayor
   - Definition of benchmarking
   - Efficiencies and tracking emissions
   - Identify opportunities to conserve
   - Accomplishing goals of reductions

2. Climate Action Plan and BAAQMD Grant: Adrienne Etherton, City of Brisbane
   - Purpose of the workshop: gather input to keep in mind as the benchmarking ordinance is drafted
   - City of Brisbane adopted a Climate Action Plan (CAP) in 2015 to reduce GHG emissions
     - Currently tasked with implementing CAP
     - Benchmarking is one way to implement
     - Bay Area Air Quality Management District awarded the City of Brisbane with a climate protection grant
       - The grant is for energy and water approach for residential and multifamily
       - Phase 1: Development of the ordinance
       - Phase 2: Implementation of the ordinance
   - Commercial building energy accounts for 30% of the city’s emissions

3. Overview of Sustainability Trends: Marc Costa, The Energy Coalition
   - A great cross-section of sectors and scales in attendance
   - Review of ordinances around the state and country
   - Overview of the California Building Energy Benchmarking Program (AB 802)
   - Benchmarking 101
   - Audience question: Why wouldn’t you use cubic feet when talking about energy consumption?
     - For HVAC- regardless of how high, only want comfort at occupancy level
     - Sqft makes sense as opposed to cubic feet
     - You may not care how hot or cold
     - Predetermined metrics include state and federal numbers
   - Most attendees have not benchmarked through any other local ordinance
- **Benefits of Benchmarking**
  - Decreased pollution
  - Economic boost
  - Reduce energy waste
  - Helps low-income customers
  - State saves money
  - Meets other climate goals

- **Review of Brisbane’s 5 values**
  - Sustainability related feedback from Michelle (OSEC) - “what the city is doing is not currently sustainable”

4. **Attendee Feedback: All**

- **BiRite Store**
  - Has benchmarking ever come to mind?
    - Thought about it for a long time, mostly electric, have received rebates

- **PG&E**
  - Have a number of programs including Savings by Design, ZNE Programs, etc that can be leveraged after a building owner benchmarks/audits a building.

- **Ecology Action**
  - PG&E Energy Watch program is available and has lots of lighting and other incentives / direct install programs; Provided BiRite with incentives & rebates and a free energy assessment.

- **City of San Francisco**
  - Reported overall reduction in energy use after benchmarking ordinance launched and they have drawn a 1-1 connection between benchmarking and energy reduction

- **Verdafero**
  - Shared their experience with SF ordinance
    - Benchmarking has value if done properly and the results really actionable
    - The average building owner likely does not want to voluntarily to benchmark, 99% say it’s another tax but do it to check the box
    - Customers that took incentives from PGE mostly care about cost savings
    - In order for benchmarking to be successful, message it in a way to get building owners excited about it
    - Few building owners see benefit from just benchmarking, but it’s actionable information or even auditing that gives the owner a roadmap to act
    - Very rare that people do it for the right reasons
    - The average building owners will take the lowest price consultant and benchmarking data isn’t useful in that case

- **Ecology Action**
Have completed audits for the hospitality industry and owners not receptive to complex services

- Look at it from a Local Government perspective - why is the city interested in launching an ordinance
  - In order to act at the city scale, information is needed as a baseline; "you can't manage what you don't measure"
  - Information from the assessor alone isn’t enough to help make programs and planning decisions to meet Climate Action Plan goals; so start with building inventory through the benchmarking ordinance
  - Actionable data for the city, or even for building owners are not always known, understood or organized

- ASHRAE
  - Lots of membership are consulting engineers
  - Offer benchmarking services based on audits
  - Anything that helps you understand how much energy is being used, ASHRAE is fully behind
  - Large focus on ROI in driving projects and investments
  - At city level, identify which buildings types to go after in the ordinance - ensure there is a ‘rhyme and reason’ for targeting buildings in the ordinance
    - Commercial, certain age, building types,
    - When was building permitted?
    - Working with building to educate them on rebate programs available is important
    - If you look at 30%, want to hit the large slices within building sector in Brisbane

- Verdafero
  - Cost of audits can be expensive

5. Challenge, Value & Best Practice Poster Activity

- Results

6. Poster Activity Recap

- Should encouragement be based on penalties or recognition/positives?
- Challenge: the program should have a strong PR method before it even launches
  - Level-setting of expectations will be important
- Request to share actual case studies to show how benchmarking was done and the benefits received
  - Benchmarking champions or early adopters can be helpful
- If a building is older and the owner completes an audit, and they want to take action, they will hit a threshold and have to meet building code
  - Building owner doesn’t want to do it to take it past a certain point
  - Ex. Cow Palace
• Auditing increases the level of effort
• Benchmarking leads to audit identification - to then know what improvements to make
• Energy Star Portfolio Manager is the go-to tool for benchmarking throughout the country
• Verdafero: Largest hurdle is getting utility data
• Would like to run a copy of ordinance by building owners
  ○ Categorize buildings accordingly
    ■ New highrises or industrial warehouse

End Time: 2:37 PM
### Challenge

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<th>Neutral</th>
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<td>Perspective of &quot;hassle&quot; from building owners</td>
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<td>Communicating benefits to building owners</td>
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<td>Understanding/appreciating value of data</td>
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<td>How to turn awareness to action</td>
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<td>Long return on investments</td>
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<td>Costs (auditing + otherwise)</td>
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<td>PR - Marketing problem*</td>
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<td>Time Intensive</td>
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<td>Unsure of how to benchmark (process)</td>
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### Value

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<td>Understanding Maintenance needs*</td>
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### Best Practice

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<td>Setting correct expectations</td>
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* = Prompts written by participants