

Energy Efficiency Competitions for Local Governments

Webcast Transcript

December 6, 2012

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Webcast Agenda and Meeting Logistics

Slides 1-3: Introduction Slides

Operator: Good afternoon. My name is Amy and I will be your conference operator today. At this time, I would like to welcome everyone to the Energy Efficiency Competitions for Local Governments Conference Call.

All lines have been placed on mute to prevent any background noise. If you should need assistance during this call, please press star then zero and an operator will come back online to assist you. Thank you.

Ms. Andrea Denny, you may begin your conference.

Andrea Denny: Thank you and welcome everyone to U.S. EPA Local Climate and Energy webcast. This topic is Energy Efficiency Competitions for Local Government. We're going to start off going over a few logistics and a quick introduction to EPA Local Climate and Energy program before we hear from Leslie Cook from EPA's ENERGY STAR program.

Then after Leslie, we'll hear from three speakers from the town of Cary, North Carolina about the work that they're doing there with a competition among their fire stations.

And now, I am going to turn it over to Wendy Jaglom with ICF to cover a few logistics.

Slide 4: GoTo Webinar Software Logistics

Wendy Jaglom: Thanks, Andrea. So throughout the webcast today everybody will be muted to minimize background noise. However we encourage you to submit questions and comment in writing which I will go over on the next slide.

PDF and audio files of today session will be available online for download in a few weeks at URL that appears on the slide. Throughout the webcast if you have any technical difficulties, please contact Wendy Jaglom at ICF, me, at wendy.jaglom@icfi.com. The email address is on the slide.

Slide 5: Questions (GoToWebinar)

Wendy Jaglom: We encourage you to ask questions of our presenter today. If you have a question simply submit it through the question pane as shown on this slide. Simply enter your question into the box and hit send.

We will compile the questions throughout and ask them at the end of the webcast during the Q&A session. And when you ask a question if you could please include the name of the presenter you would like to answer your question that would be great. Next slide.

Slide 6: Optional Feedback (GoToWebinar)

Wendy Jaglom: At the end of the webcast, a popup window will appear when you exit go to webinar. If you could please take a few minutes to respond to the optional questions and provide your feedback, we appreciate hearing from you and would like to incorporate your feedback in future webcasts.

Poll Question #1

Andrea Denny: We are actually going to start with a quick poll just before we jump into these overview slides about the climate and energy program. Just to get a feel for today's participants.

Wendy Jaglom: The poll question is: Which of the following benefits is the primary motivation for your community/organization's energy management practices? The poll should appear on your screen.

Andrea Denny: So if you can just take a minute to answer this question. It is just helpful for to get a feel for who is on the line today. OK, Wendy, how is it looking?

Wendy Jaglom: I am going to close the poll and let me share the results. So it looks like 53 percent of participants said that the primary motivation was to save money. Thirty five percent said reduce greenhouse gas emissions. Five percent each said improve operations and other and just 2 percent said to improve comfort.

Overview of U.S. EPA Local Climate and Energy Program

Slide 7: U.S. EPA Local Climate and Energy Program: Goals

Andrea Denny: Great that is really helpful. So before we hear from Leslie and from our speakers from Cary, North Carolina, I just wanted to give a quick overview of the EPA Local Climate and Energy Program and this is the program that I am with at EPA.

And basically the goal of the program is to help communities including tribal governments, regional governments, cities, counties, towns to reduce greenhouse gas emission while achieving your other sustainability goals. And we do that by helping to identify and connect you with expert partners and programs.

And really maximize the multiple benefits of planning and designing programs so we are not just looking at greenhouse gas emission but also air quality, economics, cost savings, energy security, public health and overall quality of life.

Slide 8: U.S. EPA Local Climate and Energy Program: Resources

Andrea Denny: We have three main areas of resources that we offer the first is our climate showcase communities program. These are 50 pilot communities who receive grant funding and while we don't have additional grant funding available, we are taking what we are learning from these communities and sharing it with other communities who are interested in replicating their successful and sustainable community action.

We also have a number of guidance and tools. Our first is our local climate energy website which has a wealth of information. We also have a local government strategy and energy series which I am going to talk a little bit more about in a moment.

We also have a lot of links and connections to other technical support programs that we can help connect you with. So we facilitate your access to other part of EPA that we can.

Then finally we really focus on peer exchange. We know that while we have a lot of resources with the Federal Government. The real resource is other local governments and being able to make those connections.

So the local climate and energy webcast series which you are participating in today is one example of that. We also have emails, newsletters and then we try and facilitate those connections one on one to the extent possible as well.

Slide 9: Local Government Climate and Energy Strategy Series

Andrea Denny: The local government climate and energy strategy series that I mentioned a moment ago is a series of documents that provides straight forward overviews of greenhouse gas reduction strategies targeted towards local governments.

It's divided into five topic areas energy efficiency, transportation, community planning and design, solid waste and material management and renewable energy. And each strategy guide then covers benefits, policy mechanisms, key stakeholders, implementation considerations, and has some in-depth case studies, as well as many shorter examples.

Today's participants might be especially interested in some of the guides in the energy efficiency section including K-12 schools and local government operations or product procurement. Each of these guides can stand alone or you can use them to gather or to create interrelated programs that maximize benefits.

Slide 10: Contact Information

Andrea Denny: This is just my contact information. Definitely feel free to contact me—we are here to help so if we can be of assistance, we are more than happy to do that.

Poll Question #2

Andrea Denny: So before we launch into Leslie's presentation, we are going to do just one more quick poll. And the question is: Has your community participated in or considered participating in an energy efficiency competition?

OK, Wendy, how is the poll looking?

Wendy Jaglom: I'll go ahead and close it. So it looks like 42 percent of participants have considered participating in our competition but have not yet. Twenty eight percent have never considered participating. Twenty five percent have run or are running a local competition. And 5 percent are participating in the National Building Competition.

Launching an Energy Efficiency Competition with ENERGY STAR

Slide 1: Launching an Energy Efficiency Competition with ENERGY STAR

Andrea Denny: Great, well with that, I am going to introduce Leslie Cook. Leslie is a public sector program manager with U.S. EPA's ENERGY STAR Program. She works with states, local governments, schools, federal agencies as they partner with EPA to leverage ENERGY STAR tools and resources in efforts to protect the environment, improve energy performance and reduce energy costs. Leslie?

Leslie Cook: Great, thanks, Andrea. And thanks everyone on the line. I'm really happy to be talking with such a great group of folks from the presenter's panel. I'm happy to kick this off here with some sites that present our ENERGY STAR perspective on energy competitions which we have either partnered with or have watched launch across the country. And then highlight some resources that the ENERGY STAR program has to offer for your competition if it already exists or if you've got something in the works.

So first for those of you who may be not familiar with the ENERGY STAR program like Andrea said, I am our public sector program manager here at ENERGY STAR. I spend a lot of my time working with our state and local governments and K-12 schools, federal agencies and universities. I've got colleagues that work in the rest of our program that reach out to partners and all of the other kinds of sector that represent the built environment.

Slide 2: ENERGY STAR Commercial Buildings Program

Leslie Cook: So when you think of ENERGY STAR's Commercial Buildings program, we've got offerings not only for the public sector but for those in the commercial office industry, hospitality, health care, K-12 schools, retail. You name it—if it is part of the built environment, we've got partners across the country working with us. And we've been in existence for over 10 years now.

And thanks to our local and state partners, we've had tremendous growth in our program because our state and local partners include ENERGY STAR resources in their programs, not only for their efficient public building programs but as they're promoting efficiency throughout their entire jurisdiction. So thank you to those who have helped contribute to the growth of our program.

We are a voluntary program here at EPA and work really closely with Andrea and the rest of her colleagues here. We offer a strategic approach to energy and management for building owners, managers and those that spend their time in the buildings the tenants.

And our primary goal is to protect the climate through reduced greenhouse gas emissions. But of course through reduction and energy waste we all save a lot of money along the way which is extremely important.

The core of our program is providing organizations with measurable quantifiable information on how your buildings are performing being able to use our tool Portfolio Manager to access your performance track your improvements over time. And also gain recognition from EPA for superior energy performance through ENERGY STAR certification award is available for existing buildings

We hope that by partnering with ENERGY STAR through EPA. And using some of the resources I'm going to talk about today that you can build upon our brand recognition within your own local or national program. And about 85 percent of the public in the U.S. recognizes the ENERGY STAR for superior energy management. So we hope you can piggyback on that.

Slide 3: Why Launch an Energy Competition

Leslie Cook: To get into today's topic a little more deeply we have been really excited over the past few years as we've seen an increase on energy competitions throughout the country. And we've seen that they work well and some of the primary reasons they work that we have experienced is on your screen now.

Of course if you've got goals to help building owners either within your own organization or throughout your region, your local region, a state or national association you're working with. Some corporations are even running it within their own corporation.

We even had a building the L'Oreal national headquarters in New York City ran a competition within their own building floor by floor. Whatever your scope is we have seen that these competitions help reduce operating costs. Lower your carbon footprint in a very fun and quantifiable way that allows you to gain a very positive public media exposure if you chose to.

It is a positive way to engage your participants no matter what your potential scope of your competition is. And of course by organizing your efforts in this way in a defined energy competition you're able to really put out an umbrella program so that you can tap into local regional or national available training and assistance programs that you want to expose your participants to.

Slide 4: Portfolio Manager

Leslie Cook: So the quantifiable piece that we have found to be so important to contribute to the success of these programs. We have been happy that many of them are incorporating our ENERGY STAR portfolio benchmarking tool.

I know Cary is tapping into this tool in North Carolina and we'll hear more from them today. And we've seen competitions launch around the country incorporating the tool. So we are happy that this is an off the shelf resource that you can use in your own operations and management effort and also within your competitions.

Because this really has been a key tool I wanted to provide a little more information on the tool for those of you who may not be so familiar with it before we get more to the details about competitions.

Portfolio Manager is our online management tool. It's a software program that EPA through the ENERGY STAR program maintains and hosts for you. It's cost free so you can sign up at the website at the bottom of your screen. You can open an account and get started today.

This is primarily a management tool for businesses and organizations to track and assess their whole building energy and water consumption. So folks are not aware that you can track water alongside energy but you can. Of course our focus is energy through the ENERGY STAR program and you can also track greenhouse gas emissions and energy costs and water costs over time all in one tool.

I'm happy to say that we've expanded our capabilities so you can track your green power purchases right alongside your goods purchases. And most I think very importantly for those of you on the line today is to realize we've got a lot of sharing and reporting capabilities within Portfolio Manager very customized and flexible for your own competition goals.

You can not only use the tool for your own buildings but as you are using the tool as a platform for your campaign. You can define the matrix the information you want to collect from others tracking and bench marking in Portfolio Manager.

You can define your report you can send it out electronically and focus and send results right back to use in Portfolio Manager. So it's really been a tool that we have been able to enhance to facilitate these types of competition.

Some primary metrics on your screen here energy consumption we track everything in source and site we have weather normalized based metrics that translate your energy bills that you get from your utility providers into really easy to understand metrics to help you diagnose performance and track your savings.

Slide 5: Existing State and Local Programs

Leslie Cook: And of course many buildings will be able to get that ENERGY STAR one to hundred score. And 75 or higher will enable you to qualify for the ENERGY STAR certification. Just a quick snap shot I love all these creative logos coming out of our competition that are launching across the county.

Again these are independent competitions and campaigns that are using ENERGY STAR the design EPA programs but like in Cary North Carolina they are operating independently with local and regional partners. I really like this quote from the Xcel Energy Company in Minnesota talking about how energy efficiency makes good business sense.

I wanted to highlight that here because we've seen that these competitions are a great way not only to engage your building owners and your community or within your corporation structure or association. But it is also a great way to engage your utility providers.

If you are looking at competition type campaign to really motivate people to understand their performance and improve it. You have to help people access their energy data. They need access to energy data to understand it to put it in Portfolio Manager and for you to judge the results of your competition.

And utility providers we have seen are really enthusiastic to partner with these efforts to provide some extra assistance to help the participant's access energy data which is great way to start that conversation with that utility provider.

And the utilities want to market their assistance programs to your participants so they can get better participation. So you're offering them a ready made interested and motivated group of client's just one thing to in mind.

Slide 6: EPA's ENERGY STAR National Building Competition

Leslie Cook: I wanted to also include a few slide highlighting our national EPA ENERGY STAR building competition. In addition to the local and state level of competition we've seen launch across the country we've also thrown our hat in the ring and decided to this at the national level starting in 2010.

This is an annual competition that we're running we are in our third year it's been growing every year. Our first year we had 15 buildings our second year in 2011 we had 245 participating buildings. And this year we have a whopping 3,300. We've really taken lessons we've learned from our local competition and used the same kind of structure.

Everyone is using Portfolio Manager to access their energy and send their report savings to us. We've got competitors from across the county and sorts of building types that you can think of. We're really excited about the results.

Slide 7: ENERGY STAR National Building Competition Winners

Leslie Cook: Now I said in my first slide that these competitions work and by including tools like Portfolio Manager to get quantifiable results you've got the proof in your pudding here. So from 2011 I wanted to highlight some of results and this was from about 245 buildings. You can

see their annual energy savings they all saved a lot on their utility bills over five million on their collective utility bills.

We were really thrilled to see that our top ten finishers all saved 30 percent or more. 75 percent saved 10 or more and even those that didn't save over the lifetime of this competition they're gaining understanding of how to manage their energy in this way. And using our peer network abilities and really leveraging the brand and the competitions to raise awareness amongst their organizations. So we're really happy to see that.

Slide 8: 2012 ENERGY STAR National Building Competition—Midpoint Results

Leslie Cook: We just did our mid, point weight in which is what we're calling our six months check point. And for our 2012 competition we're seeing also competitions saving 30 percent, 10 percent, 20 percent. Lots are saving over 5 percent which we think is great. And they're already reporting that they're saving over 37 percent million on their utility bills and greenhouse gas emissions equal to 16,000 homes.

Slide 9: 2012 – The Building to Beat

Leslie Cook: So our competition is at that website that you see at the bottom of the screen energystar.gov/battleswithbuildings and I wanted to highlight that this is very cool. I'm a public sector manager so maybe I'm biased but I love to see that the building to beat as of our mid, point is an elementary school in Bloomfield New Jersey.

And so far in this competition for 2012 they've already saved 47 percent and a lot of their savings were from low cost strategies such as looking at the run time of their boilers. Checking out an EMS system that was not working and they didn't know that until they benchmarked and assessed their performance. So we're really happy to see these results.

Slide 10: ENERGY STAR Guide to Energy Efficiency Competitions for Buildings & Plants

Leslie Cook: So based on our not only launching our own EPA national competition but along with partnering with all of our local and state partners throughout the years we've put together a guide that really summarizes our tips and tricks. Best practices from our partners that helped put this guide together on how to run an ENERGY STAR energy efficiency competition for commercial and industrial plants as well if that is part of your scope.

So you can see the outline of the guide here kind of walking through the things that you need to get in place as you launch an energy efficiency competition. And the folks in Cary North Carolina are going to tell us how us they went through all these steps.

So we've documented these various organizations steps as you're getting started. We have also put together a bit of work book that you can use as you're sitting down and working with local partners to put together your campaign.

I'm going to go through these next slides fairly quickly because this is documented in our competition guide. But I wanted to give you a sneak peak to this competition guide that's available online that you can access today.

Slide 11: Set Goals

Leslie Cook: Of course we've got some case studies from our partners that helped us put this together and you know for setting the goals in our guide we include: some guidance about what are some of the major goals that we have seen folks set in their own competition. Showing that this is really flexible so that you can really align your competition with what you want to save what you want to show and document and recognize. Perhaps you want to show you want to recognize those that have improved by a certain percentage. Perhaps you want to recognize building owners that have earned the ENERGY STAR for top performance. Perhaps you want to recognize greenhouse gas emissions alongside of energy performance. It's up to you, you can do all these fun and important recognition activities once you've got the data in your hands.

Slide 12: Define the Playing Field

Leslie Cook: Define the playing field of course you can define it like I said at the beginning here with a single building perhaps a school district wants to pit schools against each other of course in a friendly way to see who can gain recognition looking at other regional types of boundaries.

Some folks want to think about different types of time frame, you know, are you going to run a year-long competition? Will this be two years maybe more in line with some programs you have running etc.? So we've got some examples there from our experience.

Slide 13: Dedicate Resources

Leslie Cook: Very important we have found that the successful programs are those that have been able to dedicate resources. This doesn't always have to be a very capital intensive type of activity. But there are certain things that we recommend that you think of ahead of time.

Such as assigning staff or recruiting an intern or tapping into the expertise at local college university or community training center. We found a lot of campaigns had really great success not only engaging with their utilities but other corporate leaders in their community to have sponsor help with resources and let's say prizes or our competition.

So we've put that all together there for you.

Slide 14: Recognize Participants

Leslie Cook: Thinking about how to recognize participants from the beginning who are you going to recognize and with what and how are you going to integrate the data to do that in a quantifiable way.

Slide 15: Keep Score

Leslie Cook: And then speaking of data how do you want to keep score with your competition. And we've got some tips on directly what you are going to get out of Portfolio Manager if you have participants send in their results this way. How you can best use those benchmarking results to keep score and verify the data and then recognize those that you wish.

Slide 16: Plan Launch

Leslie Cook: We put some of this together and some I hope are easy to use resources as you're planning your launch and you're getting folks together. We've got a timeline that is a sample timeline based on what seen to be a successful timeline.

Slide 17: Get Out the Word

Leslie Cook: And then of course getting the word out is a very important. One primary benefit to launching a competition like this is to get visual and exciting motivation amongst your community and your participants.

So we've got some tips and best practices on how folks have not only told your community about what you are doing and publicizing your goals and your participants. But to keep it fresh that is why we do something like the mid, point weight in with national EPA competition.

Slide 18: Include ENERGY STAR Resources into Your Competition

Leslie Cook: And then of course we've got some guidance on wrapping up your competition. This is my last slide here is just a reminder that we do have a lot of resources that we hope you can use right off the shelf as you're looking to help your participants understand their performance but then also take those steps to improve their performance.

So of course we've talked about Portfolio Manager. We've got tools and resources like our guidelines for energy management and our building upgrade manual to help people go through those steps: low cost, no cost, and beyond to improve their buildings. We've also got lots of things on communications and training available to you that you can publicize for all your participants.

And you know we do have these existing ENERGY STAR competitions that you could fold into your efforts you could align your competition with our national building competition and people could participate in both since they're all using the same tool.

We got a challenge for industry if industrial manufacturing is part of your scope you can leverage that. And then of course we have our local carbon IT campaign which is really a technology way for you to get people excited to get their networks and PCs to shut off when they're not using them.

Slide 19: Thank You!

Leslie Cook: And that's it for me and all these resources are available online. They're on my slides there is the direct link to our competition guide. And I'm looking forward to hearing from Cary North Carolina now.

Andrea Denny: Great, thanks so much, Leslie. I think that was really helpful and hopefully primed people's interest to think about what they might be able to do in their own communities.

Poll Question #3

Andrea Denny: So next we're going to hear from the folks in Cary North Carolina who are focusing on their fire stations in particular. But before we do that I wanted to do a quick poll to basically get a sense of what your community is doing with your own public safety facilities. The previous questions have focused a little bit more broadly.

But we thought since we were going to hear from Cary we'd ask you to answer this about your public safety facilities in particular so your fire and police stations. So if you could just take a moment to pick the appropriate poll option that would be great.

OK, Wendy, if you could go ahead and show those results.

So it looks like we have about 14 percent who are not yet managing energy use, 10 percent who are bench marking, 37 percent who are bench marking and reducing energy use which is awesome? And then 39 percent who aren't quite sure what's going on with their fire and police stations which is not surprising.

Often we tend to focus on the building we work in most directly and necessary think about the opportunities there might be in some of public safety facilities. But I think after you hear our suite of speakers that probably your opinion on that is going to change.

Overview of Cary, NC Activities, including the Cary Competition and the Fire Chief's Challenge

Andrea Denny: So let me just introduce them but before I do that I did want to remind you that you can submit questions at any point. You don't need to wait till the end. So if Leslie prompted some questions you can submit them now as you listen to our next three speakers. We do encourage you to submit those questions. It helps us to get them organized ahead of time so the Q&A goes smoothly.

So Emily Barrett is the town of Cary's sustainability manager and has been in that position for about three years. She is the first sustainability for the town and has worked with the Town Council to pass the town's first strategic energy action plan to drive down energy use and town operations.

Assistant Chief Tony Jordan is the Cary Fire Department Chief of Logistics. Which entails the procurement and maintenance of all capital assets for the department and he is also the fire department's liaison to the town's sustainability office.

And then finally Chief Allan Cain has been the Cary Fire Chief since 2003. And he oversees over 200 employees responding to about 7,000 emergencies every year. He has had a long career in public safety starting with his days as a volunteer fire fighter in high school. And as you are going to hear from his presentation he is also a champion for energy efficiency. So with that, I'll turn it over to Emily.

Slide 1: Cary, North Carolina

Emily Barrett: Thanks so much, Andrea. Thanks to everyone. Can you see our slides now the towns crest? OK just making sure.

Slide 2: Sustainability in a Mission-Driven Department

Emily Barrett: So again my name is Emily Barrett I'm the sustainability manager for the town of Cary. And we'd like to thank you for listening to our approach towards sustainability in a mission driven department.

Slide 3: EPA Climate Showcase Communities Grant

Emily Barrett: In March of 2011, EPA awarded the town of Cary an EPA climate showcase community's grant. And we were really grateful for that. We as a town have been driving towards systemizing our approach to sustainability. I'm lucky as a sustainability manager to have to great leaders in our town.

Both Chief Cain the chief of the fire department and Chief Bazemore, the chief of the police department were ready to go on sustainability and this grant has really helped us systemize our approach in those two departments.

So part of the reason we wanted to go for this grant was that fire departments are very place based and so energy use is part of their building. There 24 / 7 operations they're there 365 days of the year. And we split that up we wanted to look at existing buildings and increase our performance there.

We wanted to look at new buildings and I'll let you a little bit about that in moment. And we wanted to look at the behavior I those buildings and how we could achieve energy reduction in all three of those place based areas.

And Tony will tell you a lot about our energy competition and things that we've uncovered both expected and surprising in those endeavors. We also determined as many of you probably know opportunities regarding transportation are more limited. Though Chief Jordan has drafted a standard operating procedure for how the fire department will reduce idling.

And so we hope to share some of our experience with that as well. And be happy to share that SOP with anyone who like a copy. We've also been testing out a hybrid in administrative functions. We have a hybrid car for our fire educator. Which is really kind of neat because she gets out in the community a lot and it really puts a public space on what the town is trying to do regarding energy and the environment?

Slide 4: EPA Climate Showcase Communities Grant

Emily Barrett: I told you I'd tell you a little bit about our new building. Like many of you in local government operations the town of Cary has had a very constrained budget the past few years. And we are not building a lot of new buildings.

So fire station eight is a building that is under construction now and when the council was considering this new building they really felt that it was important to build the building today for the long run.

And so they did allocate some extra dollars to make sure that it was a high performing building that would cost the town less month after month. And because of the fire station the grant that we got from EPA. We've been able to really build on that. It's going to be a 14500 square foot fire station with a police substation.

It will undergo enhanced commissioning. It is the town's first green building we expect it to be 30 percent more energy efficient in current code. We'll have a 20kw solar PV system. A white roof, solar thermal hot water heating we've taken advantage of the low impact development or LID site design.

We'll have LED site lighting or toilets are piped for reclaimed water. We have sustainable landscaping and we've just approved on the new building front a bond to build another station. And because of experience thus far with eight we are planning on considering energy first when we build that station.

And energy is no longer an afterthought at the town of Cary. It is a primary consideration and we're really excited about that.

Slide 5: EPA Climate Showcase Communities Grant

Emily Barrett: So like Andrea said a key component of climate showcase communities grant is not only driving energy conservation where you are but sharing it with others. So what we intend to do is to share our experiences within the fire employee service. And today we're talking more about fire using success in the town of Cary and other departments.

I wanted to take a moment to really bank our key partners because as you drill into the information that we're going to be providing you'll find that the town of Chapel Hill the City of Charlotte, the City of Durham, the City of Raleigh all have years of experience implementing sustainability initiatives in the fire service.

And therefore they can speak from a place of knowing perhaps more than we can here in Cary thus far about what works and what doesn't because again it is a very particular kind of operation. We also here in the town of Cary are working on existing buildings.

We're retro fitting all of our existing stations so that they are higher energy performers. That work is underway now. We've also compiled fire house energy performance for 91 stations in North Carolina.

We found that on average the stations that we profiled are 25 percent more energy intensive than the national median. That means that there is tremendous opportunity to drive energy use in fire houses.

And so what we hope to do and you'll hear a little bit more after Tony speaks that we hope to inspire and challenge others to do what we here in the Triangle have done. And in Charlotte have done not only drive down energy use but be creative and work hard to try to find solutions that work for this particular application.

With that, I'll turn it over to Tony.

Slide 6: The Town of Cary's Station to Station Energy Challenge

Tony Jordan: Good afternoon my name is Tony Jordan, Assistant Chief of the Logistics for the Cary Fire Department. Before I start I'd like to give you a little overview about the fire department.

Cary is located just west of Raleigh, the capital city of North Carolina. Cary fire department has 220 members we are a career department. Currently we have seven fire stations. We have one station that is under construction due to be opened next spring.

The county of Cary is roughly 53 square miles and we run close to 8,000 service calls a year. Our buildings range in size our fire stations range size from 4,200 square feet up to our latest station that was opened in 2007 that was 1,700 square feet.

Slide 7: The Town of Cary's Station to Station Energy Challenge

Tony Jordan: Currently our energy cost for electricity, natural gas for the FY '11 was \$168,000. For the fire station competition we started on August 1st and we're running to the end of the year. We decided to get these stations involved and buy having the energy competition between the stations and let the winner be determined by greatest percentage reduction at their station as compared to last year.

With the varying age of our stations which our oldest station was built in 1974 like I said our newest was built in 2007. We decided that the best way to run the competition would be the percentage reduction of that particular station more so than compared to the other fire stations in the town. That way the competition would be viewed as being fair.

Coming from an administration perspective, we decided to involve what we call station leaders. To spearhead the competition for us and we solicited for volunteers to act like facilitators. And their role would be to keep the station personnel involved. Keep them enthused and keep them engaged in the challenge.

The ranks of the fire fighters that serve the station they rank from fire fighter all the way up to the captain. People that work right there in the fire house that would be most directly impacted by the competition. So we thought it was very important to get them involved and let them spearhead the competition for us. We felt like we have increased buy in.

One of the others things we do is we provide the station leaders monthly updates to let them know how they are standing. We do this at the end of every month with the information that we get from the sustainability manager, Emily.

And we also periodically will go out to the fire stations and just talk to the personnel about the competition. And to see how things are going basically just letting them know that we are involved and we are engaged in the competition that they are doing. And this also shows up and we get a very positive reaction from that. So we provide monthly updates and periodic drop-ins just to see how things are going.

Now from a fire fighters perspective, one thing that really gets us going is competition. And another thing the fire fighter would love to do we love to eat. So motivator factor that we found

for this particular competition was to say that the winning fire station would receive a catered meal.

This catered meal would be provided to all three shifts. We have A, B and C shifts in the Cary fire department. So all three shifts will receive a catered meal from a local restaurant that we partnered up with for these donations. So that is a very good motivating thing that the fire fighters really like.

And from that particular point in time it very easy to get them on board. And an additional thing that we brought to the table for them is a \$500 grant that we're going give to the winning fire station for any environmentally related project of their choosing. So we will leave it up to them to choose how they would like to spend their \$500.

Slide 8: The Town of Cary's Station to Station Energy Challenge

Tony Jordan: And the most important thing that really gets the guys and girls going is the bragging rights that come along with winning. A little quick story, early on in the competition, I stopped by one of the fire stations and this particular station happens to one of USAR stations and for those in the fire service you know that USAR stands for Urban Station and Rescue. And those fire fighters at that particular station they are typically the more competitive type they're more the go getters and really like to be involved and like to do things. And they like to win they really are engaged type of personnel.

And I stopped by one of their particular stations one day and the first thing one of the guys told me at the station was that we were going to win. He said this without any hesitation. He knew this beyond a shadow of a doubt.

Now we are currently four months into the competition. And I stopped by the station again and the fellow he stopped me and he asked me how are we doing? Well I told him at this point in time you are in second place. And he looked at me kind of puzzled and he wanted to know how could that be? And which station was leading.

I told them the station that was leading and he was very quick with his reply. Well they sleep all day and they never have to turn on the lights. Obviously he was joking, but it's just their competitive nature—they want to win. So the bragging rights that comes along with that. These guys and girls off duty, they participate in team sports, company drills. They love to challenge each other they love to compete just for bragging rights.

Slide 9: The Town of Cary's Station to Station Energy Challenge

Tony Jordan: So far through the month in October, we've seen a reduction in our energy use in our fire stations and for them to extend across all the fire stations as compared to the same time period of last year. Our leading station right now for the month of October had a reduction of 22 percent. That is a very strong reduction in energy use.

I made a stop by that particular station and I talked to some of the personnel at that station to see what it is exactly that they are doing out there to give them those types of results. And some of the things that they told us was we purchased some night lights.

We go into rooms now we utilize the lights there we don't have to turn on the lights that operate the room the florescent bulbs. So using night lights on occasion and another strong thing they said they do a behavior change was that they leave the thermostats consistent across all the shifts.

We all vary as for our personal comfort level maybe. But they being as part of the team that wanted to win they made the determination that they will leave the thermostat at set temperatures during certain times of the day and no one changes the thermostat. So that found that is a change for some but it is found out to be working for them.

Another thing that they thought was a positive thing that helped them reduce energy use was the tankless water heaters. But keep in mind the tankless is water heater behavior is key with the instant hot water that they provide the shower can't tend to be long if people aren't very careful. So one of the thing is behavior is key with tankless water heaters.

But tankless water heater has proved to be an energy saver as well instant hot water. Another tit bit that they gave me was that they utilized the washing machines now with full loads of clothes and the same things with the dryers.

Where in the past they weren't conscience of the fact that washing two or three towels here and there was utilizing a bunch of unnecessary energy they now utilize full loads of clothes.

Then there was another particular thing that wouldn't tell me that they wanted to the competition so it was one of the things they kept under their hat. So particular station they are doing pretty good they are very engaged. So for the most part it's just increased awareness.

So the next thing I learned is the ongoing challenges for any competition to work especially within the fire department it needs to be something that the fire department led. They have to feel empowered that have to feel engaged and they have to feel like they have a strong stake in the outcome. It's something that needs to come from the fire fighters.

We've got to allow the firefighters to be creative. We've got to allow them to know they can be innovative in their ideas and know that we have their support and we are going to support them in what they are trying to do. And listen to them as they work in the fire houses and they know what is going on in their building. So we have to show them the support and allow them to be creative.

We also realized that we have to use and consider billing days as part of the analysis when we are giving them their monthly reports. We learned that the building cycle vary from year to year. The month of October 2011 had 29 billing days where the month of October 2012 has 28 billing

days. So I mean it's little things like that that you don't consider but very important when you are trying to make sure that you are giving the most accurate results that you can.

Another thing that we mentioned that we learnt is that we have to keep the firefighters motivated throughout the challenge. The challenge began in August and runs through the end of the month. But along as we are on September time frame October time frame we saw some firefighters were losing motivation a little bit so we had get out there and talk to them and keep them going. And keeping them engaged and that seems to be turning things around. Keeping them engaged is very important and very key.

Slide 11: The Town of Cary's Station to Station Energy Challenge

Tony Jordan: Going forward is one of the things we think about—to make this a success beyond the competition period. We have to bring about what we like to see as an organizational behavior change.

We have this going throughout the competition and get to increase the reductions that we are looking for. But it's nothing if we have not got ingrained it within the members in the department that they see the importance of making it an organizational behavioral change. Then once the competition period is over it is very easy to just slip back into the things that you were doing prior to the competition. So it needs to be something that is instilled inside the organization and something that is a natural behavioral change. And we think that is a very important thing we need to consider going forward.

Another thing that we talked about is the importance of a sustainability manager. Now we were fortunate enough to have a sustainability manager but you don't have to have one within your organization within your town.

But the thing is you need to have someone that can spearhead this and give you periodic updates on how you're doing make energy conservations something is in the forefront of your mind. Something that you talked about quite a lot periodic memos ideas and things that you can do around the fire houses just someone that can take the lead in doing that and get the information to you.

We decided that we would have our sustainability manager has volunteered to give us quarterly updates at the bare minimum. But also she would come out periodically send us memos and briefings on energy tips and ideas in conservation of that nature.

Slide 12: Chief's Energy Challenge

Emily Barrett: Now I'd like to introduce you guys to Chief Allan Cain, he's going to tell you a little bit about how Cary and our fire department in North Carolina are encouraging others to use what we've learned and have their own little competitions.

Allan Cain: Thank you, Emily. I do have just a couple of comments to make some of those highlight things we've already heard from Tony and Emily. But my key message for today is directed to any fire chiefs or police chiefs or public safety directors or municipal managers that might be on the webinar or sustainability manager who might be on the webinar.

Slide 13: Take the Chief's Energy Challenge

Allan Cain: And that is to challenge you in your public safety facilities to the Chief's Energy Challenge. That is the key message of the day. That is how we will grow this great stewardship initiative to you. So that is my challenge to you. So I hope that you take that challenge use the guide that we saw early in the presentation to help you launch.

It's not a difficult initiative to undertake. It's fun and most importantly you see almost some immediate payback within 30 days of initiating a challenge you can benchmark your energy use and facility to the year prior and these small victories just energy reduction are the rewards for the behavior changes that you see in the fire station.

So the energy reductions and the corresponding financial reductions that go along with that illustrate what I think is a tremendous and significant responsibility that the fire service adds to our community.

And that is the fire service firefighters and fire stations in every community are prominent components of the community. And as a result of that we are looked up to by members of the community and we have an obligation and a duty to be good stewards of both natural resources and financial resources.

So you save energy and money and demonstrate leadership in your community by responding to that obligation and duty that you have to be good stewards. So I challenge you to take Chief's Energy Challenge.

We have a goal that we would like to present to the public-facing community and we know that we will only be successful in as much of we can measure what we're trying to do. And so the overall goal for the Energy Challenge is for all participating agencies is to have a 10 percent reduction in their overall energy use by March of 2014.

And recall some of these things will require some monetary interventions to make happen. And they'll need some greater lead time we're looking for 20 percent reduction over current energy use by March of 2016.

So in order to do that one way to try it and as you've heard before is to start entering building information in your energy use data into the Portfolio Manager now. And you can consult on how to do that and you can also go to our website that Emily has collaborated with our local council of government which is the chiefenergychallenge.org to get on the mailing list.

So you can understand what we are doing in the State of North Carolina. And so with that and the challenge I entertain any questions that you might have about the things that we are doing in Cary. And thank you everyone on the webinar for having us.

Slide 14: Questions?

Andrea Denny: Thanks so much to all three of our Cary speakers and to Leslie, I know we have had a few questions come in so we are going to start to do those questions. And I think we'll start by asking a few of the questions that came in for Leslie and then we'll move over to a few for Cary and if you haven't yet had a chance to ask a question you can still type one in now but we'll get started with the ones we have. Wendy?

Questions and Answers

Wendy Jaglom: Great, thanks, Andrea. First for Leslie, do you have resources or suggestions for residential energy competition in the community?

Leslie Cook: Sure yes I think that is a great question and if the makeup of your community is more residential than commercial or you just want to add that to the mix that's great. I should mention that multifamily properties can be benchmarked and tracked in Portfolio Manager. About 20,000 building across the country are doing that right now. So if you've got multifamily on your list feel free to use it in Portfolio Manager. We've got some resources from multifamily efficiency as well through ENERGY STAR.

In response to your question, the ENERGY STAR residential program has something called the Home Energy Yardstick. While nothing is keeping you from benchmarking your home in Portfolio Manager (though it is really set up to be a commercial tool, feel free to use it for home if you want), the Home Energy Yardstick is something a little more simple to use, as it's designed for the home owner. Home owners can get a one through ten score and you can integrate that into your competition and even host the yardstick on your community's website.

You can access the yardstick at: <https://www.energystar.gov/yardstick>

In addition, there are a vast number of resources for helping home owners save energy in their home. ENERGY STAR's residential branch has a lot of off-the-shelf resources to help you and your education and outreach efforts to reach home owners with very actionable, simple tips and messages to encourage greater Home Energy performance. There is a residential portal at energystar.gov/home.

Andrea Denny: I would also encourage folks to look at what some of our climate showcase communities are doing. They're not necessarily officially running a residential energy efficiency campaign but there are a number that are targeting residential energy use. So they have some great strategies and tips about how they are working with the residential sector, what types of outreaches have been successful, and those sorts of things. So I would encourage you to look at those, available at epa.gov/climateshowcase. In particular, you may want to look at the projects in Frederick, MD and Corvallis, OR:

<http://www.epa.gov/statelocalclimate/local/showcase/corvallis.html>

<http://www.epa.gov/statelocalclimate/local/showcase/frederick.html>

Wendy Jaglom: Great, thanks. Leslie, the next question for you: Do you have any suggestions for incorporating and comparing competitors who have already implemented energy efficient measures prior to the competition but who have not yet used ENERGY STAR to measure energy

efficiency. Some contestants would be at a disadvantage if they begin with a lower baseline energy use compared to those who have not yet begun their energy efficiency effort.

Leslie Cook: Sure, that is another great question and I think that is a very important thing to consider. If you want your competition to be interesting and fruitful and offer recognition for those that have started along this path of finding improvements and improving their actual performance and those that have just never thought about it at all.

One tactic we've seen work is to offer various levels of recognition. Perhaps offering recognition for a 10 percent, 20 percent, 30 percent over a base line is great. That sort of is available for everybody no matter you're starting.

But then also adding categories for top performance in let's say a building category. Which is the top performing office building who has got the top performing school et cetera? Allow you to recognize those that have maybe already been working and have improved their building in the previous years.

One thing we have done in the national building competition is try to engage those early adopters or model participants in sort of a mentor role. We have a Facebook page we have a pure network and we have guest bloggers from our participants that have done the work in their buildings and want to share their experience.

So giving them the experience and the ability to do that might make the competition more interesting for those that may have already been taking these measures in the past.

Wendy Jaglom: Great, so the next question for you. One participant asked how to select and track metrics on a community scale. The Portfolio Manager operates on a building scale and doesn't track community characteristics.

Leslie Cook: Sure and I'm happy to say that we have some sharing features in Portfolio Manager that allows you to roll up all those building levels metrics. Let's say you've got 50 competitors across your community. All those 50 competitors that are using Portfolio Manager they can share access to their account if they choose to.

Or if you just want to create a customer report and distribute it to them. They can send it all back to you and that customer report can then be rolled up so that you can very easily quantify how your participants are doing. And add up their results for energy greenhouse gas emission water or cost.

So as long as the participants are in Portfolio Manager you can roll them up. I would say the broader community type of energy consumption that may include transportation residential commercial other types of at a different level.

There are other tools out there that I think can help you quantify that. I might actually put Andrea on the spot because I think she works more with those tools than I do. I know organizations like ICLEI have some helpful tools.

Andrea Denny: Thanks, Leslie, there is actually a chance for us to announce that we are in the process of developing a very simple excel based tool that will help local government to a very quick and dirty look at their both government operations as well as the community wide emissions.

It's not the complete bells and whistles kind of tool. You're going to have to get the data from various sources so there are still going to be a lot of work involved in coming up with those numbers. But it will at least provide a simple framework to help you do that.

And we're hoping to have a draft of that available for some data testing in the spring so stay tuned if you're on our list you will definitely hear about it. If you're passionately interested in it you can feel free to email me its denny.andrea@epa.gov and that can kind of be a nice complement to the more building specific data that you would look at through Portfolio Manager.

Wendy Jaglom: Great, thanks to both of you. So we'll move onto our questions for Cary, we do have some more for Leslie, so if we have time we'll come back to them. But for now we'll move to questions for the Cary group.

The first question is what was the construction cost for the Station 8 Facility? I don't know if Emily, if you'd be the best to answer that, somebody from the Cary Group.

Emily Barrett: Tony and I are just conferring to make sure we say the most accurate number. We have budgeted \$8 million for that station and I think the project has to be completed until we can tell you actual.

Tony Jordan: So was the question for sustainability cost including the fire station or the fire station itself?

Wendy Jaglom: The question was for the facility itself but I'm sure participants would be interested in the sustainability portions as well.

Tony Jordan: I can confirm the \$8 million was for the project but it's not an \$8 million fire station. There are a number of other tangential projects: road widening and some other issues that we did that we put into the project. The fire station itself is probably going to be between \$6.5 and \$7 million and that includes the sustainability component. I apologize for not having an answer to the break down for the sustainability cost.

Emily Barrett: I have that council did approve an extra \$105,000 to assure that the building was high performing and that was incorporated into the cost after we got the original bid from

architect. In the future I think because of our experience I think we'll be able to integrate it into our first bid. I'm anticipating that price might come down.

Wendy Jaglom: Great, thanks to both of you. Next question for the Cary Group, how is Cary handling the lagging data from month to month from utility companies for recording purposes during the competition.

Emily Barrett: Tony is grinning because he bugs me for it. In a friendly way he's not grinning as much now. In a friendly way that I appreciate because it means they're excited and they want to know. Yes basically we just have a lag and the guys and young women are really intent on finding out how they've done.

Leslie Cook: Hello, this is Leslie, I just wanted to weight in just a bit on that question. It is a great one there is lag time and you also want to keep in mind that some of your participants will have different billing cycles that they start mid, month.

And we have built that into our sample competition timeline in our competition guide strategy start and it includes tips like. You know if you are an annual basis you probably shouldn't say that you're going to announce the award winner let's say March or April so that you can give time for those mid, month billing cycles and the lag time for the utilities.

The time it takes to benchmark and the time it takes for you to figure out who won the award. So that's in our timeline as well.

Wendy Jaglom: Thank you. The next question is for the Cary Group. I'm curious if you are normalizing the energy use data for weather hour's occupancy et cetera between 2011 and 2012.

Emily Barrett: We are not and the reason for that was just simplicity and also all of our stations experience the same kind of weather and to compete by percentage really means you are competing against yourself. And really that was a major point of concern just to tell a little story.

We really have raised awareness we have one station who has a different kind of equipment than the other stations do and they kind of cry about a tiny bit and said everybody is coming to us to fill up their air tanks. We have this compressor we think it's putting us at a disadvantage even though they were still competing against themselves. And they still had that use you know we had anticipated last year. So we had an academic partner, NC State, come evaluate how much that piece of equipment uses and we actually did adjust their result by that small amount. It didn't really make much of a difference as far as their standing goes but it is kind of illustrative of awareness raising.

Wendy Jaglom: Great, thanks, Emily. Next question please comment on the budget the budget process the fire houses had to finance energy conservation changes. So what budgeting did they have to implement their energy conservation changes?

Emily Barrett: That is a really good question. For this particular competition we did not budget any money to do changes. The competition is all behavior based we are putting in grant funded retro, fit now. But a lot of those are taking time to implement we're doing the smaller changes first for example tightening some of the doors and windows and some of the bays. So we don't feel like the stations we were extending that grant funding will be at an unfair advantage.

Allan Cain: If I could weigh in, I understood the question was, "How did we fund sustainability features for our Station 8, the one under construction?" That's a little different. I may have misunderstood the question.

Emily Barrett: Do you want to talk about eight?

Allan Cain: Well you can. You and Tony.

Emily Barrett: OK, as I understood it based on Chief Cain's clarification is what was our process for going through that budgeting? And I can answer that we did go to council and it was one of the first presentations I did as a sustainability manager to council.

Lining out what we would get in return for that extra investment. It was a challenging conversation because one of the options that was on the table for them was to either do high performing building for a certain dollar amount or lead certified for another certain dollar amount.

And we had some very passionate citizens from our council appointed environmental advisory board wanting to go all in and have a high performing building with LEED certification and I as a staffer had to recommend what staff was the best option and we are choosing what we're calling a LEED-compliant building with that extra funding the town council did approve.

Allan Cain: It was general fund capital funding not grant funding for the features in station eight.

Emily Barrett: Thank you.

Wendy Jaglom: So we have a couple more for Cary. The next one is for Chief Cain. Are you partnering with any national organizations to roll out the challenge?

Allan Cain: Partnering may be a stretch but early this summer Tony and I made a presentation at the Annual Conference of the International Association of Fire Chiefs. And we introduced the Fire Chiefs Energy Challenge there as well.

And we do have another person—he is working more closely with Emily to take the lessons learned in Cary to the sustainability committee of the International Association of Fire Chiefs.

So we have some indirect partnerships there, no direct partnerships there. We do also intend to make another presentation at the North Carolina Association of Fire Chiefs and North Carolina Association of Fire Fighters joint annual conference. But that will be next summer as well.

Emily Barrett: And just for my part I've been women who have been drafting the outreach plan for this Fire Chiefs competition. We haven't officially launched it and won't until after the first of the year.

But we would like to have some conversations with some national organizations to for example we think some of the national organizations would be a great way to publicize those folks who have taken the challenge. So we'll see how those conversations go.

Wendy Jaglom: So the last question for Cary and I think you may have touched on this in one of your previous responses. Is Cary planning to utilize the lead program for the next new fire department?

Emily Barrett: You know I think what I heard from council during the conversation was, would the budget being as it was a very challenging budget year. They were not prepared to approve the extra cost of the lead.

As we've drafted our most recent RFP for a new building because we were approved to build another building we've understood from some architects that LEED certification can be actually provided at very little additional cost.

If we are able to do LEED certification with little to no additional cost, that may be on the table. But if the additional cost is what we were quoted prior we may not. As you guys all know who work in local governments you have to look at the lay of the land and budgeting realities and determine the different choices that you are going to present to council and ultimately they make that decision.

I feel like we had a few council members who in different economic times probably would have voted to have a LEED building. So that's the best answer I can give you.

Wendy Jaglom: That's great, thank you. Now moving back to questions for Leslie. Do you have examples of energy challenges in towns smaller than 40,000 people?

Leslie Cook: You know off the top of my head I don't know of any. That doesn't mean that it doesn't exist. We sort of track these things and I know about them when folks hunt after us. I would say there is certainly nothing keeping you from launching a campaign in a smaller town.

Sometimes the motivation and friendly competition might even go further in a small locality because everyone knows each other. So I would encourage you to launch one and don't be intimidated I think the flexible scope of these types of programs allows you to launch whatever works for your specific community.

Wendy Jaglom: Great thank you. The next question is one participant said that my community is served by a local utility. Can they tell what private sector customers already have Portfolio Manager to discuss or market a competition to?

Leslie Cook: That is a great question but they cannot unless they have some sort of utility sponsored program where they have been asking building owners for benchmarking results. Our Portfolio Manager tool is a voluntary tool that we host and maintain and provide training on.

But it is a password protected account so if the building owner and organization opens a Portfolio Manager account that's for their own information only. If they want to share they certainly can.

I would say that the better route to through to get the word out to market is tapping local organizations like Cary had that great list of regional governments that they partnered with. But also think about local building oriented groups like USGBC or your perhaps they have industry specific groups like a hospitality or a business improvement district.

Those marketing channels are probably the better route to go through.

Wendy Jaglom: So the next question. Transportation represents a significant portion of greenhouse gas emissions for communities. Is EPA working on being able to track this through Portfolio Manager or through any other way? One participant is interested in keeping track of miles both for commercial use and for family use.

Leslie Cook: Great question and that is a very good point. Depending on what type of community you live in, transportation can be a large part of your greenhouse gas emission footprint. We currently don't have the ability to track transportation in Portfolio Manager.

I don't really think that's part of our scope as we're a building focused tool at this moment. Not to say we wouldn't do it in the future. But I do think we may have within EPA a transportation quantification tool. And I apologize that I don't know what that is off the top of my head. But if the person who asked that if we're able to follow up with that and we've got your name we can do some digging and follow up.

Andrea Denny: Yes, you can feel free to contact me. This is Andrea at denny.andrea@epa.gov and we can talk more on the options. It kind of depends what level you want to track there are definitely some tools out there to help with things like looking at employee commuting and things like that.

EPA's Office of Transportation and Air Quality has a number of tools available at: <http://www.epa.gov/OMS/stateresources/tools.htm> that may be helpful in assessing transportation related emissions, although none are specifically designed to manage a competition.

I would also recommend looking at a program run by Salt Lake City as part of their Climate Showcase Grant which included a transportation competition. You can find more information at: <http://www.epa.gov/statelocalclimate/local/showcase/sustainable-transportation.html> and <http://cleartheairchallenge.org/>.

If you're looking at how to integrate it into a competition, there might be some things out there. It would kind of depend on exactly how and what you were looking to track. But please do follow up with me and we can talk more about that.

Wendy Jaglom: Great, OK. So the next question is are there any resources for introducing ENERGY STAR to the lay business person and make it less scary?

Leslie Cook: Sure though you know if you want to introduce the general program we have free publications that you can either take messaging talking points from or you can order these publications right on line they're designed for the average consumer building owner occupant.

That's energystar.gov/publication they're very friendly looking and colorful and free they're cost free you can order some. We have very quick 20 minutes of recorded presentation if you're referring to the portfolio tool. We have a recorded tour of the tool that I don't think is very intimidating that goes through the very simple inputs.

You know how you get started it talks about how you only need monthly energy bills from your utility bills and what kind of information you need to benchmark with Portfolio Manager.

And talks about how don't have to know very complicated systems level information about your building to use the tool. That's all available in our benchmarking starter kit which is energystar.gov/building the website that was including in my final slide. I hope that get what you were looking for.

Wendy Jaglom: The next question is will the next version of Portfolio Manager incorporate green button utility data?

Leslie Cook: That's a good one and yes thank you for reminding me I should have informed the group that we are currently undergoing a major upgrade development program or process for Portfolio Manager it's getting a facelift and its get modernized from a software perspective and an user interface perspective.

Green button is a currently a effort including utilities that have committed to providing their customers upon request electronic energy billing information at certain intervals a lot of them are doing daily or even 15-minute interval data.

It's very kind of off the shelf for residential energy information because at the meter level in many homes just have one meter. For buildings that have multiple meters, we are looking and partnering with DOE and the Council of Environmental Quality at the White House along with utilities across the country to figure out what needs to happen on a technical and policy side to integrate green button data into a tool like Portfolio Manager.

I think we're also looking to the private sector to have we're looking for some of the IT companies out there to perhaps develop some solutions as this becomes more mature. So it's on our radar screen we're working on it. It's a great question I would say stay tuned.

Wendy Jaglom: Great, next question. Can we work with EPA or ENERGY STAR on getting access to the Yardstick tool and/or people in our community who are using Portfolio Manager for everyone who wants to participate in a residential competition?

Leslie Cook: You can certainly take our Yardstick tool and host it on your own website. We have the publication website I talked about that is at the energystar.gov home page. We've got publications that are free for you to order. And they include information about the Yardstick so as well as Portfolio Manager. So if you don't have to take any special steps to use the tools and resources we have available for you. Go ahead and use them, partner with ENERGY STAR, tell us about how it's helpful, but it's there for you ready to go.

I don't know if that answered the question. The short answer is yes.

Wendy Jaglom: OK, the next question, you mentioned in industry focused program or tool through EPA is that through portfolio or manager or something else.

Leslie Cook: Another great question. The industrial program here at ENERGY STAR has a very similar approach to our commercial buildings program. Their tracking tool is a bit different from ours just like our Portfolio Manager tool it is based on a whole facility energy use.

There are tracking tools available at energystar.gov/industry they have energy performance indicators which is the equivalent for industry specific 1 through 100 score for let's say pulp and paper or cement. So that's kind of like we have a score office buildings or schools. And they can earn ENERGY STAR certification by using that tool and showing top performance.

They also have a general tool that any type of manufacturing facility can use and track their energy per widget manufactured performance over time and get anyone can take part of the in the industry challenge through ENERGY STAR regardless of their type. The tool is available for free at energystar.gov/industry.

Wendy Jaglom: OK, great. So now we have our last question which is very similar one that was asked previously but I'll ask it in case there is anything else to say. And that is does ENERGY STAR or other programs support a residential energy challenge and is there an effective model to follow?

Leslie Cook: Yes, we absolutely are supportive of the idea we think that a residential challenge is a great way to motivate home owners or multi-family communities. You can use Portfolio Manager for multi-family property. We have something called the Home Energy Yardstick for homes and our ENERGY STAR residential branch as a lot of off the shelf resources to help you

and your education and outreach effort to reach the home owners with very actionable simple tips and messages to encourage greater Home Energy performance.

Andrea Denny: I would just add to that that I would again encourage folks to look at what some of our climate showcase communities are doing. They're not necessarily officially running a residential energy efficiency campaign but we have a number that are targeting residential energy use. So they have some great strategies and tips about how they are working with the residential sector, what types of outreaches have been successful and those sorts of things. So I would encourage you to look at those you can get to that at epa.gov/climateshowcase and you might get some good ideas there as well.

So if that is all the questions, I would just like to thank everyone for participating today and for sticking around till the end of the Q&A session. I think it was a really great webcast and I hope that some of you are inspired to join the Fire Chief's challenge or to launch a competition in your own community. Thanks, everyone.

Operator: This concludes today's conference. You may now disconnect.

END