

Building Performance Advisory Group

Meeting 5: Policy Implementation

January 14, 2020



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ANDREW J. GINTHER, MAYOR

DEPARTMENT OF BUILDING
AND ZONING SERVICES



Agenda

1. Welcome & introductions
2. Advisory group recap
3. Legislative process
4. Comment period
5. Implementation plan
6. Looking ahead

Objectives for our time together

- Provide input on policy considerations for energy efficiency in large existing buildings
- Identify barriers and solutions to increasing energy efficiency
- Advise on implementation planning to achieve maximum potential
- Suggest resources and tools to support building owners

Ground rules

- Practice democracy of time
- Chatham house rule
 - “When a meeting, or part thereof, is held under the **Chatham House Rule**, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed.”
- Consider short and long term implications of policy options
- Deliberation must be positive and future-directed

Advisory Group Meetings Recap



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Advisory Group meetings recap

- Looked backward to help guide us forward – energy & sustainability work to date
- Established the importance of efficiency in buildings & need for policy
- Reviewed best practices from peer city benchmarking policies
- Considered & narrowed elements of policy scope, including building type & size to be included, & implementation timeline
- Presented on the benchmarking process & how to comply with the ordinance
- Dug deep into data transparency portals & identified value-added features
- Reviewed the costs & benefits associated with requiring data verification
- Analyzed which buildings &/or building-owner circumstances should be exempt from the ordinance requirements

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Building size

Thresholds for Consideration:

- All buildings
- > 10,000 square feet
- > 25,000 square feet
- > 50,000 square feet



Policy Direction:

- All buildings
- > 10,000 square feet
- > 25,000 square feet - City buildings
- > 50,000 square feet - Non-City buildings

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Building type

Categories for Consideration:

Public

- Municipal buildings
- K-12 schools
- University buildings

Multifamily

- Apartments and condos with 4+ units
- Residence halls/dormitories
- Senior care communities

Industrial

- Warehouses
- Distribution centers
- Industrial/Manufacturing plants

Commercial

- Offices
- Retail stores
- Hotels
- Hospitals
- Medical offices
- Grocery stores
- Worship facilities
- Self-storage facilities
- Other



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Implementation timeline

Timelines for Consideration:

Building Size	Initial Reporting Date	Initial Transparency Date
>100,000 sf >25,000 sf (City bldgs.)	June 1, 2021	2022
>75,000 sf	June 1, 2022	2023
>50,000 sf	June 1, 2023	2024



Policy Direction:

Building Size	Initial Reporting Date	Initial Transparency Date
>100,000 sf >25,000 sf (City bldgs.)	June 1, 2021	2022
>50,000 sf	June 1, 2022	2023

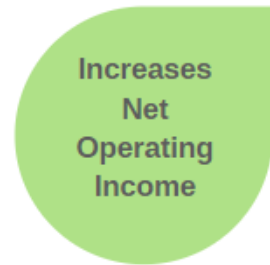
Benefits of policy implementation

Increases demand for energy efficiency services, driving the **creation of local jobs.**



Creates a **win-win incentive** for owners and tenants to pursue energy efficiency in partnership.

Frees up lost dollars from inefficient operations & **redirects** them to more productive purposes.



Prevents **467,000 cars** worth of carbon dioxide emissions by 2025.

Legislative Process

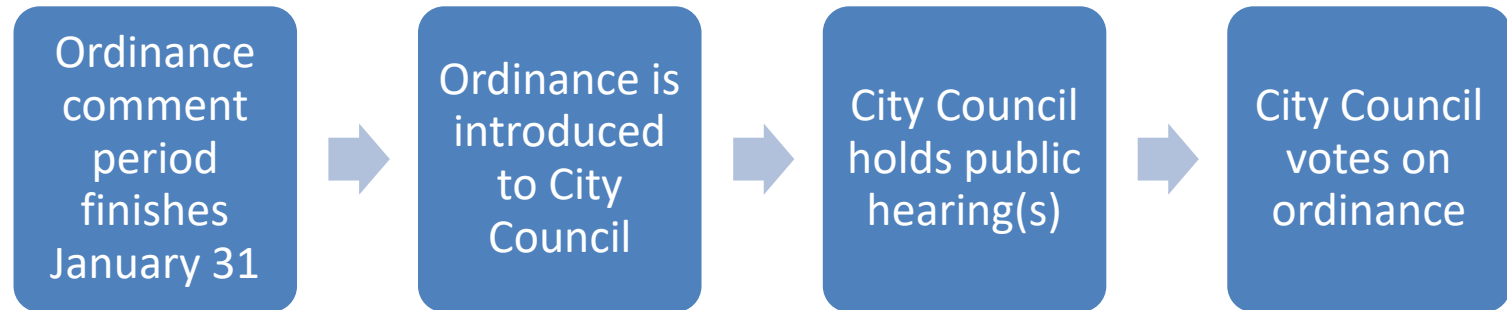


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Legislative process



Ordinance Comment Period



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Ordinance Comment Period

- Open from January 2 – January 31
- Draft ordinance & feedback form posted on Benchmarking website & distributed to stakeholder list
- Comments will help inform final draft of policy to present to City Council
- Comments & areas for clarification will be incorporated in a Frequently Asked Questions resource
- Please distribute to your networks:
<https://www.columbus.gov/sustainable/benchmarking/>

Implementation Plan



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City roles & responsibilities to administer policy

- Notification to building owners
- Outreach & education
- Compliance training support
- Recognition
- *Assuring data quality**
- *Tracking & annual reporting**

**discussed in previous meetings*

Notification strategy

Inform building owners of benchmarking ordinance by providing ample advanced & repeated notification

Timeline

- **December** – Building & Zoning Services (BZS) staff posts benchmarking covered buildings list
- **January – February** – BZS staff issues notification of benchmarking requirement to building owners
- **February – June** – building owners receive ongoing communications from BZS on training sessions, benchmarking events, & compliance deadlines

Methods

- Building owner contact list, association mailing lists, etc.

Questions on notification strategy

- How we can market & reach the right audience?
- What networks & associations can we leverage?
- What are effective methods of notification?
 - Snail mail letters
 - Email campaigns
 - Social media

Outreach & education

Educate building owners about the benchmarking ordinance deadlines, compliance process, & available resources

Resources

- One-pagers & factsheets
 - Who does the ordinance cover & what are the requirements
 - Benefits of benchmarking
 - Frequently asked questions
 - ‘How to Comply’ guide
 - Benchmarking checklist
- Dedicated website – already live!

Questions on outreach & education

- What additional standardized resources can the City provide to support building owners?
- What off-the-shelf support tools are valuable to staff completing the benchmarking process?

Compliance training support

Hands-on training opportunities to support building owners complying with the benchmarking ordinance

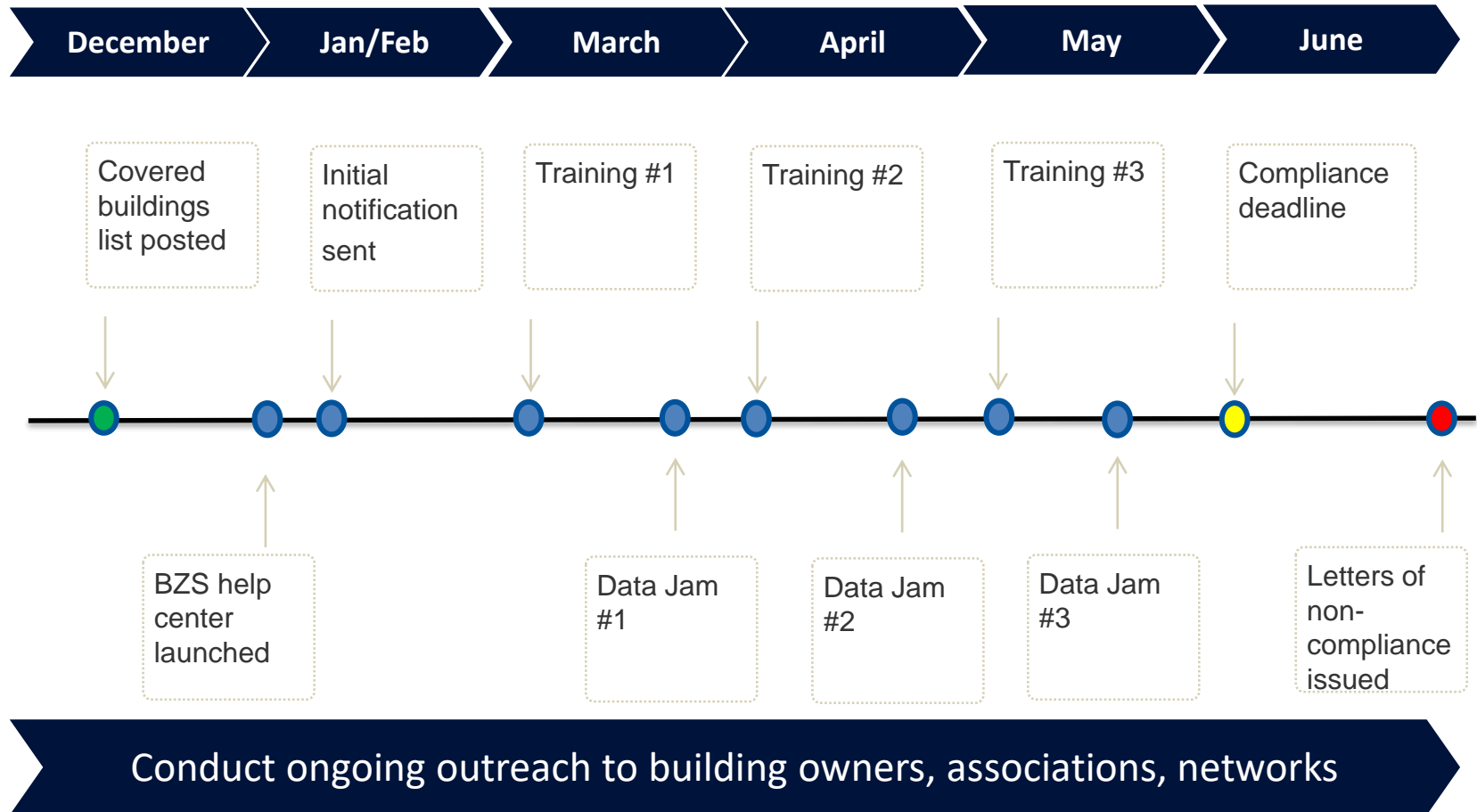
Common training options

- Drop-in benchmarking help sessions (“data jams”)
- Classroom-style training sessions
- On-demand email & phone support (BZS help center)
- EPA-provided webinars & technical support

Questions on compliance training support

- What additional compliance training opportunities can the City provide?

Example strategy



Recognition opportunities

Amplify & elevate your success!

Common recognition opportunities

- Newsletter highlights
- Social media spotlights
- Top-performers list
- Letter/certificate of recognition
- Networking & education events – peer sharing, best practices, mentoring

Questions on recognition

- What additional channels exist to recognize leaders & top performers?
- How can we support your success?

Looking Ahead



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Continued collaboration with Advisory Group

- *Future meetings:* TBD, potential to meet quarterly starting in June 2020
- *By email:*
 - *Ongoing updates on ordinance development*
 - *Preview of training & educational resources*
 - *Updates on future events &/or in-person meetings*
- Support to Advisory Group members & your networks
 - We can present to your members
 - We can join meetings with you & your networks
 - Our doors, phones, & inboxes are always open

Thank You!



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For More Information:

Visit us online at columbus.gov/sustainable/benchmarking

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