Building the ESPC Infrastructure

Education & Outreach

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Contributors
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Education and Outreach

Trends
What we’ve learned lately
Examples of effective and unique education efforts
How to get the word out

Messages
What is the message
Education and Outreach

Trends:

• Over the past year we conducted one-on-one interviews with more than 25 private and public sector stakeholders.

• More than 30 public sector GESPC program managers responded to our three-part Needs Assessment.

• What we heard: Education and Outreach are paramount to build the GESPC marketplace.
What is the Message

What is or are the message or messages that you deliver?
• What topics have you included?
• What topics do you think that would be the most interesting to your listeners?
What is the Message Education

- Fundamentals – ESPC 101
- Engaging in the state program
  - Resources, Guides, Flowcharts, Forms, Documents
- Finance Considerations
- Price Reasonableness and ensuring that you receive value
- Energy and Operational Escalations and their impact to your project
- Risk – who’s should it be?
- Measurement and Verification – what is it and why should you pay for it?
What is the Message Business Case

What are the kinds of benefits that you talk about? Or what’s the Business Case for GESPC?
What is the Message
Business Case

- Infrastructure modernization – new more energy efficient systems and devices
- Environmental stewardship – reduced greenhouse gas emissions
- Economic development – real jobs now
- Long term reduction in operating costs
- Improved working and learning environments
- Elimination of deferred maintenance
- Distribution grid relief
- Uptake of utility incentive programs
- Avoidance of new generation requirements
- Avoids emergency replacement of failing or near end of life equipment and systems
- Allows short payback measures to help fund deep infrastructure needs
- Improves attitudes and productivity of working and learning environment
What is the Message
Even More Benefits

• Inspires good stewardship at homes, in industry and in commercial businesses through public leadership
• Engages private sector dollars to fulfill public sector needs
• Transforms the marketplace to think of life cycle value over lowest first cost to obtain long term efficiency
• Eliminates ongoing repair costs of failing equipment
• Lowers complaints and frustration that comes from failing systems and uncomfortable work spaces
• Affords existing maintenance staff an enhanced learning opportunity to be trained on newer technologies
• Provides a fully integrated approach with deep retrofits so that system interaction is well planned and therefore most effective
• Helps achieve goals for air quality standards
• Turns what was an expense (a portion of the utility bills) into an investment in public property
• Hedges against volatile or rising utility rates
• Demonstrates fiscal stewardship
• Cost of Delay (www.energystar.gov/ia/business/cfo_calculator.xls)
Message
Extolling Success

Annual Impact Reports
  – Projects Executed
  – Savings Achieved
  – Jobs Created
  – Units of Energy Saved
  – Environmental Impact
**Extolling Success**

### Hawaii Energy Savings Performance Contracts 1996-2012

<table>
<thead>
<tr>
<th></th>
<th>$ Investment</th>
<th>Job Years Created</th>
<th>Source Energy Saved (kWh)</th>
<th>Tons Carbon Avoided</th>
</tr>
</thead>
<tbody>
<tr>
<td>UH Hilo</td>
<td>$11,294,900</td>
<td>123</td>
<td>93,725</td>
<td>1,610</td>
</tr>
<tr>
<td>County of Hawaii</td>
<td>$2,931,756</td>
<td>32</td>
<td>24,328</td>
<td>418</td>
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<tr>
<td>County of Kauai</td>
<td>$904,102</td>
<td>10</td>
<td>7,502</td>
<td>129</td>
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<tr>
<td>HHSC</td>
<td>$32,618,201</td>
<td>355</td>
<td>270,666</td>
<td>4,649</td>
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<tr>
<td>City and County of Honolulu</td>
<td>$28,580,591</td>
<td>311</td>
<td>237,162</td>
<td>4,074</td>
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<tr>
<td>Hawaii State Judiciary</td>
<td>$2,115,702</td>
<td>23</td>
<td>17,556</td>
<td>302</td>
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<tr>
<td>DAGS</td>
<td>$34,521,672</td>
<td>375</td>
<td>286,461</td>
<td>4,920</td>
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<tr>
<td>PSD</td>
<td>$25,511,264</td>
<td>277</td>
<td>211,692</td>
<td>3,363</td>
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<tr>
<td>UH Community Colleges</td>
<td>$32,802,838</td>
<td>357</td>
<td>272,198</td>
<td>4,675</td>
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<tr>
<td><strong>Totals</strong></td>
<td>$171,281,027</td>
<td>1,862</td>
<td>1,421,290</td>
<td>24,413</td>
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### Table 2: Use of the $67.4 Million in Bond Proceeds for ECMs

<table>
<thead>
<tr>
<th>ESCO</th>
<th>Agency Official Signature</th>
<th>Cost of Work</th>
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<tbody>
<tr>
<td>Community Energy Campus</td>
<td>Orlando George, DTCC President</td>
<td>$2,060,000</td>
</tr>
<tr>
<td>City of Hilo</td>
<td>Orlando George, DTCC President</td>
<td>3,995,000</td>
</tr>
<tr>
<td>for Children, Inc.</td>
<td>Vivian Rapposell</td>
<td></td>
</tr>
<tr>
<td>Johnson Controls, Inc.</td>
<td>Harry L. William President</td>
<td></td>
</tr>
<tr>
<td>Honeywell International, Inc.</td>
<td>Dennis Groom, Facilities Manager</td>
<td></td>
</tr>
<tr>
<td>JSC</td>
<td>Trane U.S., Inc.</td>
<td></td>
</tr>
</tbody>
</table>

**Message**

- Extolling Success
- Table 2: Use of the $67.4 Million in Bond Proceeds for ECMs
Message Tailoring

- Policy Thinkers = improvements without additional taxes

- Financial Thinkers = reducing deferred maintenance budgets moving an expense to an investment

- Environmental Thinkers = reduction of greenhouse gases

- Utility Planners = lighter load on the grid

- Energy Thinkers = greater efficiency equals all of the above
Examples of Ways to Deliver the Message

What ways have you used to deliver the message of GESPC and its benefits?

What have you seen as the benefits of those efforts?
Message Vehicles

What means or methodologies have you used in your program to get the word out?
Examples of Ways to Deliver the Message

- Summits and workshops
  - Statewide and Regional
- Case Studies
- Press Releases
- Awards Ceremonies
- YouTube
- Webinars
- Mailers
- Ribbon Cutting
- Testimonials
- Blogs or Vlogs
- Presenting at other peoples events
Other People’s Events

What sorts of events have you attended or presented at where you have or could deliver a GESPC message?
Other People’s Events

- Builders Conferences
- School Board Officials
- School Administrators
- Association of School Business Officials
- Plant Managers Association
- Department of Corrections
- University Business Officials
- Hospital Association Meetings
- League of Municipalities
- County Associations
- Regional School Centers (BOCES)
Other Vehicles

Who else in your state is delivering the message?
A key supporter departs his/her role?

How do you ensure that educational and business case efforts are not a series of starts that take precious investment but don’t build on each other over time toward specific goals?
Thank you!

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(ESC) is a national nonprofit organization composed of a network of experts from a wide range of organizations working together at the state and local level to increase energy efficiency and building upgrades through guaranteed energy savings performance contracting.