

Expanding the Conversation to Conquer Compliance

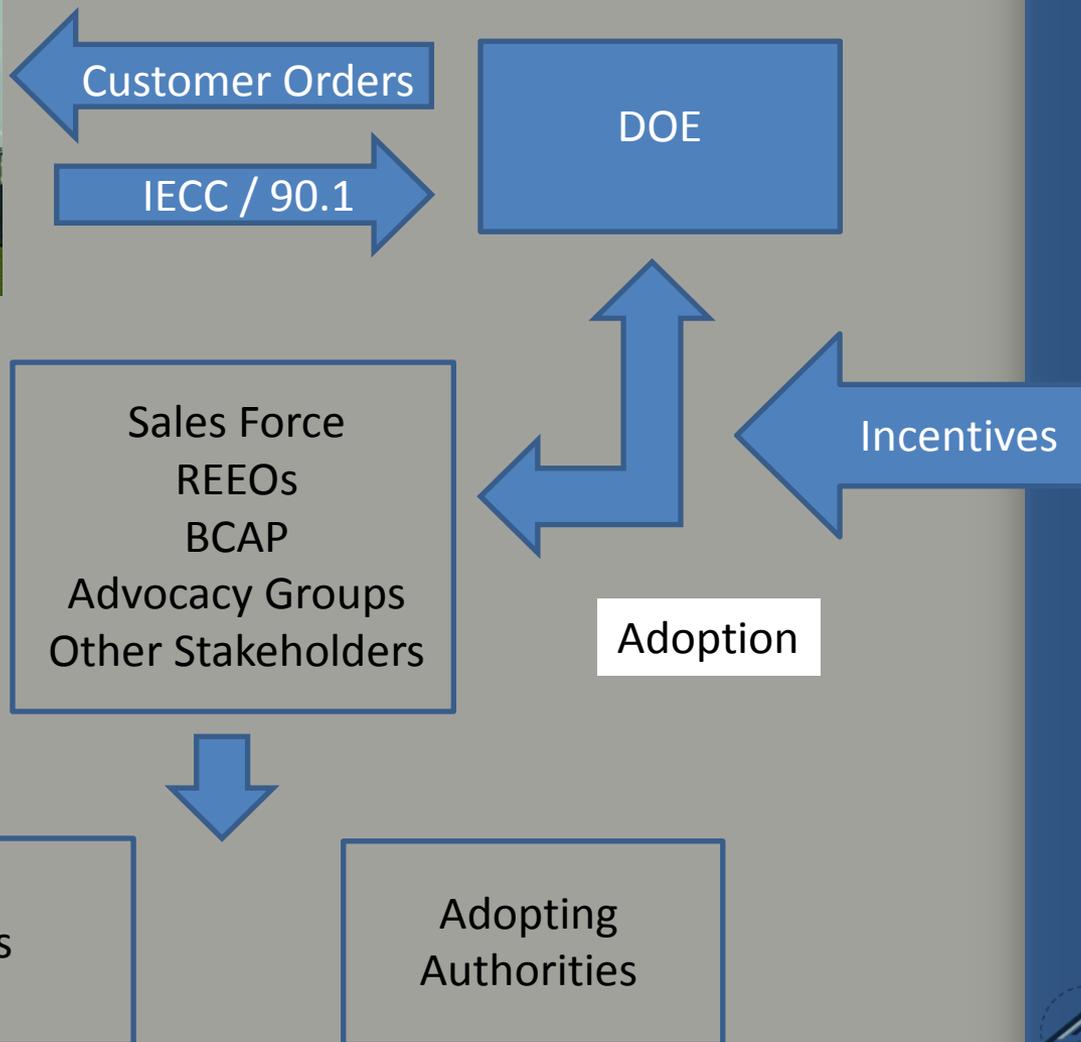
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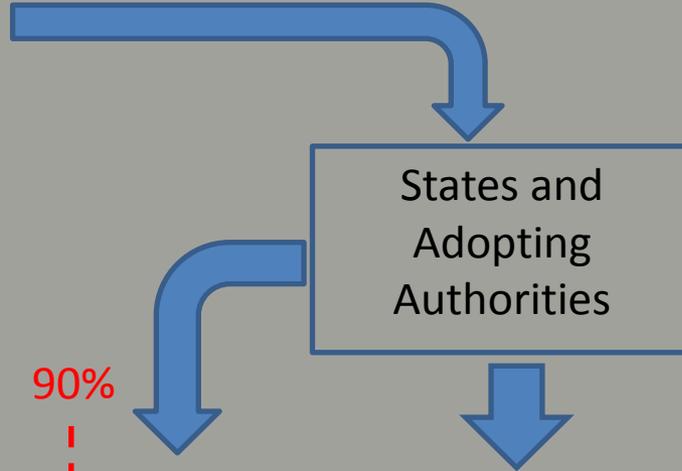
Development and Adoption



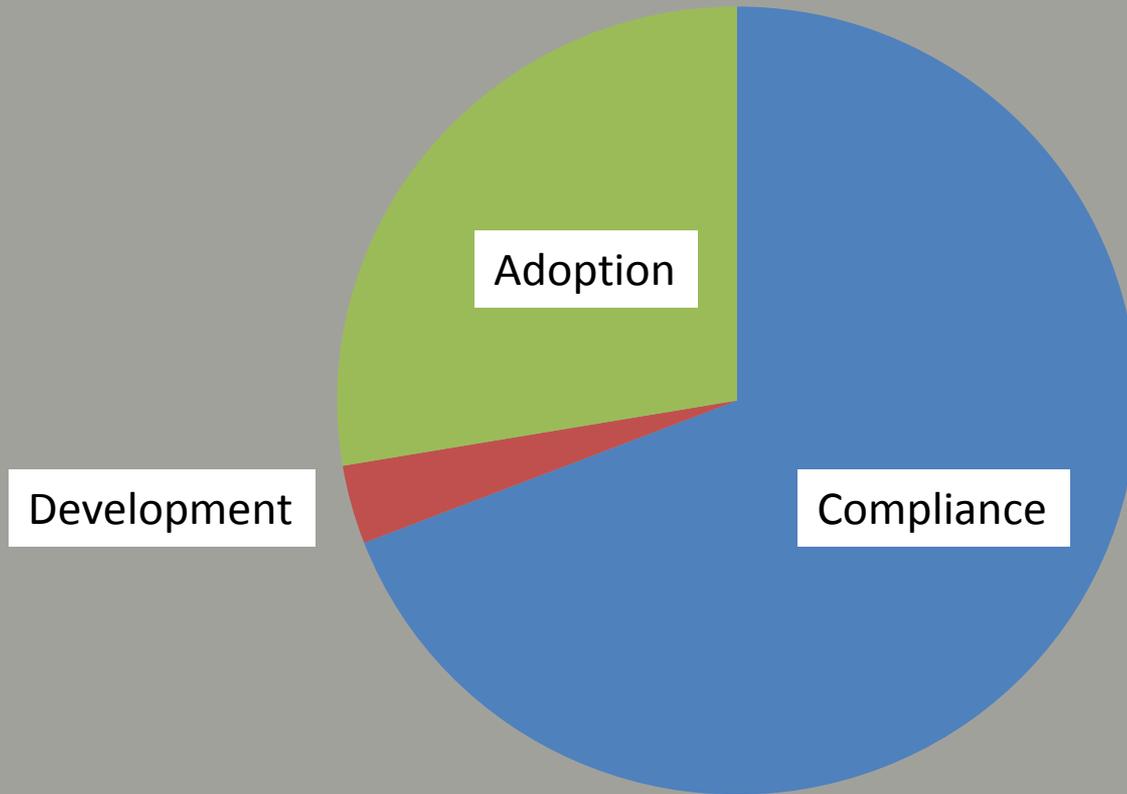
Development



Compliance



Necessary Level of Effort



Significance funding and level of effort are needed for high levels of compliance

Building on Success

- Many compliance efforts currently underway are very effective – providing the basis for expanded strategies
- Proposed strategies developed from:
 - Best practices in high compliance states
 - Querying stakeholders
 - Literature review – both domestic and abroad
 - Experience

Goal for Today's Discussion

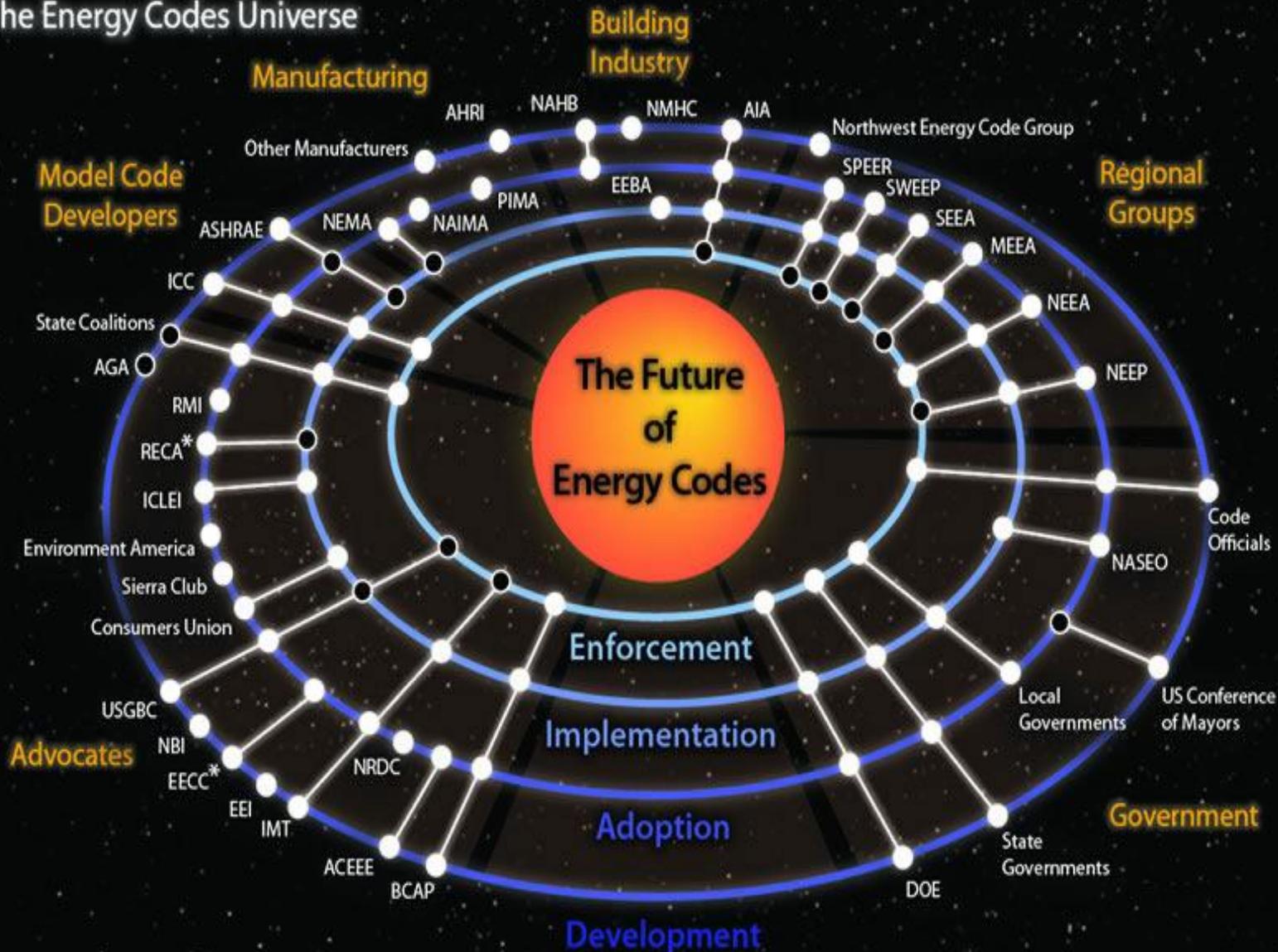
- Initiate the conversation that will:
 - Gain consensus on broader based efforts and new strategies
 - Identify leadership, new stakeholders and audiences for the strategies
 - Develop action plans

Long Term Goal

“If codes were complied with from 2012 through 2030, primary energy use savings would be over 50 MMBtu per new housing unit and over 50 kBtu per square foot of new commercial floor space.” (PNNL, 2011)

Build on Success and Expand

The Energy Codes Universe



Build on Success and Expand

Strategically build upon existing communication channels, leverage relationships with partners for communication and resource dissemination –

- Policy and Decision Maker Organizations
- Technical Organizations, Membership and Trade Associations
- Regional Energy Efficiency Organizations
- Environmental Advocates
- Consumer Advocates and Organizations
- Industry Organizations

Create Demand (Pull)

Increase demand among policy and decision makers and consumers for reduced building energy use through increased compliance with adopted building energy codes.

.....ideally consumers should expect and even demand code compliant construction

Create Demand (Pull)

Identify stakeholders and audiences of the broader national “pull” campaign and within each targeted jurisdiction.

This should include:

- Policy and Decision Makers
- Consumers
- Utilities

Increase Capabilities (Push)

Increase available resources for compliance, best practices, etc. to increase ability to meet “pull” demands for increased code compliance and enforcement

Increase Capabilities (Push)

Identify stakeholders and audiences of the broader national “push” campaign and within each targeted jurisdiction.

This should include:

- Energy Code Practitioners
- Design and Construction Community
- Utilities
- Educators – Community Colleges

Coordination Vital to Expansion

Identify trusted information sources and the most effective venues, channels, formats, and for dissemination of information for both the broad based “pull” program and a “push” approach that targets specific audiences.

Broad Based Coordinated Strategies

1. Increase knowledge and awareness among policy makers and key decision makers.
2. Increase consumer expectations.
3. Promote alternative commercial and residential above code programs in state adoption or alternative means of compliance.
4. Promote utility involvement in supporting above code compliance programs.
5. Increase knowledge of code and compliance best practices within the design and construction industry.
6. Promote the sale of code compliant efficiency products at builder supply stores.
7. Increase knowledge and awareness of enforcement best practices among enforcers (building officials, plan reviewers, building inspectors, third-party plan review, and inspection entities).
8. Increase availability of resources within community college trade programs.
9. Promote utility involvement in supporting code compliance programs.

Objective: Increase the awareness of, and the demand for, code compliant, energy efficient buildings.

Strategy	Audience	Potential Lead and/or Partner Organizations	Outreach Messages	Outreach Tools
<p>1. Increase knowledge and awareness among policy makers and key decision makers. Provide information to decision makers' key influencers on the value of prioritizing energy code compliance and steps they can take to facilitate enforcement.</p>	<p>National Governors Association, Western Governors Association, National League of Cities, United Conference of Mayors, National Association of Counties, American Planning Association</p>	<p>BCAP, DOE, REEOs, NASEO, ASE, CNT, CU, EA, EDF, NRDC, RMI, ACEEE, SC</p>	<ul style="list-style-type: none"> ▪ Compliance with energy codes reduces consumption ▪ Compliance reduces household budgets ▪ Compliance creates jobs ▪ Compliance frees money for other expenditures in the community 	<p>One-on-One Meetings with Leadership Conferences Articles/E-News Website Social Media Press Releases Presentations & Briefs</p>
<p>2. Increase consumer expectations. Increase knowledge and awareness of the value of energy code for purchasers, leasing companies, and tenants to drive expectations and requests for compliant buildings.</p>	<p>BOMA, Consumers, National Realtors Association, Mortgage Bankers Association</p>	<p>IMT, ASE, CNT, CU, EA, EDF, NRDC, SC</p>	<ul style="list-style-type: none"> ▪ Increased tenant satisfaction ▪ Consumers have the right to expect an energy efficient home or building ▪ Reduce household and business overhead expenses 	<p>One-on-One Meetings with Leadership Presentations & Briefs Conferences/Tradeshows Press Releases</p>
<p>3. Promote alternative commercial and residential above code programs in state adoption or alternative means of compliance. Provide programs that promote third party verification and best practices to increase compliance rates with the code.</p>	<p>United Conference of Mayors, American Planning Association, Utilities, NGA, WGA, NLC</p>	<p>BCAP, DOE, REEOs, NASEO, ASE, CNT, CU, EA, EDF, NRDC, RMI, ACEEE, SC, RESNET, NBI</p>	<ul style="list-style-type: none"> ▪ Voluntary above code programs create market incentives, driving change ▪ Third party programs spur better building practices 	<p>One-on-One Meetings with Leadership Conferences Articles/E-News Website, Social Media Press Releases Presentations & Briefs Best Practices</p>

Creating a Work Plan

Dissemination Strategy 1: Increase knowledge and awareness among policy makers and key decision makers.	
	Provide information to decision makers' key influencers on the value of prioritizing energy code compliance and steps they can take to facilitate enforcement.
Value	Policy makers and key decision makers include governors, mayors, city council and county commissioners, and department heads. Increasing the knowledge among these policy makers on the value of energy code compliance and the steps they can take to support it will increase the potential for making compliance a priority in their respective jurisdictions.
Interdependency	This strategy is independent of the others – but can positively impact them all. Progress on this strategy is not dependent on others.
Outreach Tool 1.1	Partnership agreement with BCAP, DOE, REEOs, NASEO, ASE, Center for Neighborhood Technology, CU, Environment America, Environmental Defense Fund, NRDC, RMI, ACEEE, and Sierra Club
Tactic	Convene a short series of meetings with partners to facilitate a full understanding of existing efforts, establishing roles and responsibilities for this strategic effort and ensuring complementary efforts.
Materials	Handouts and brief presentation outlining goals, objectives, and particularly this strategy
Timing	2013 Q1

Moving Forward from Today's Discussion

Work with the collaborative to:

- Gain consensus on broader based efforts and new strategies
- Identify leadership, new stakeholders and audiences for the strategies
- Develop action plans

Conquer Compliance and Meet DOE's Goals