



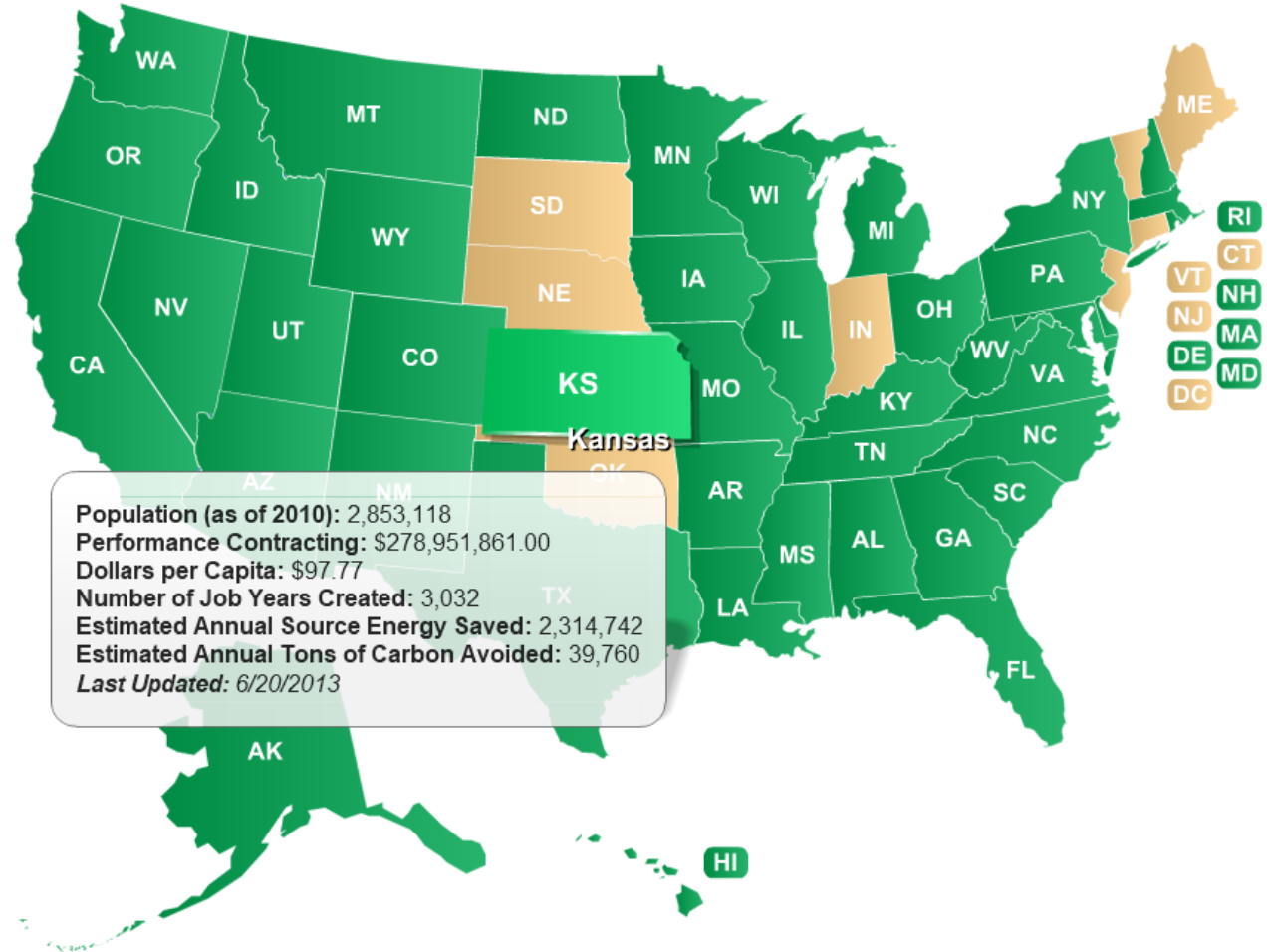
City Action on Building Performance

Laying the Foundation for New Energy Efficiency Markets

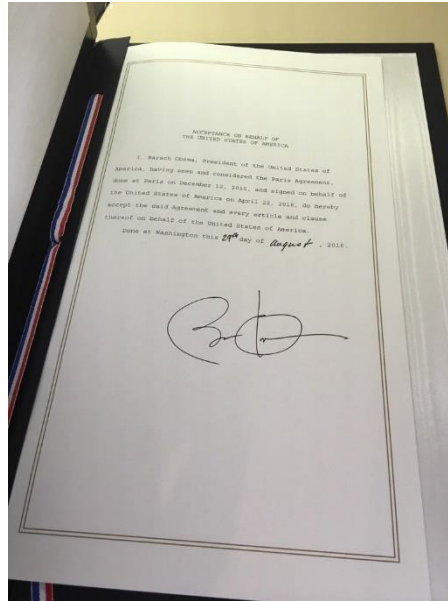
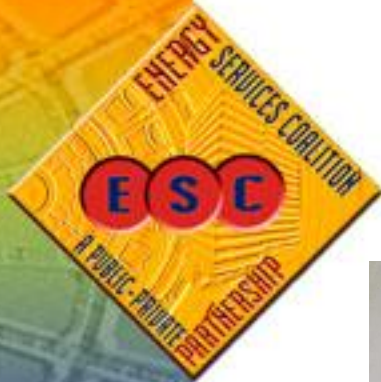
Ryan Freed

ESC Market Transformation Conference

States are Steady and Committed



National Commitments Shift



"This gives us the best possible shot to save the one planet we've got"

President Obama
Oct 5, 2016



"I was elected to represent the citizens of Pittsburgh, not Paris."

President Donald
Trump
June 1, 2017

Cities are Committed



WE ARE STILL IN

3,547 signatories, including 277 cities and counties, 10 states, 2100+ businesses and investors



83 cities committed to 100% clean and renewable energy



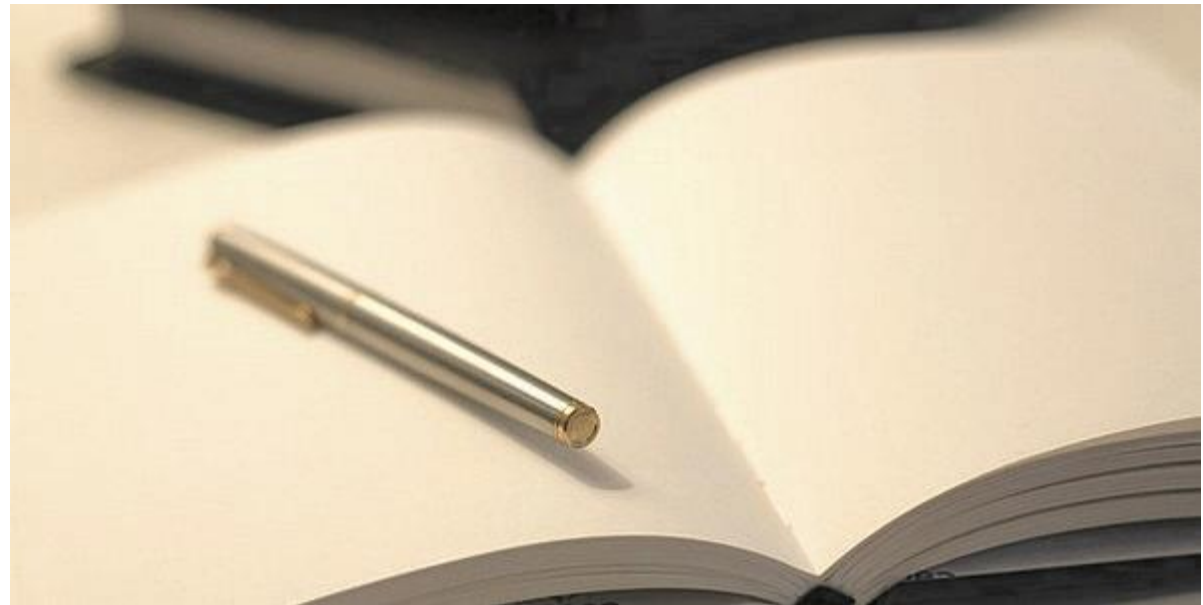
CNCA

20 cities pledging to cut greenhouse gas emissions 80%-100% by 2050 or sooner

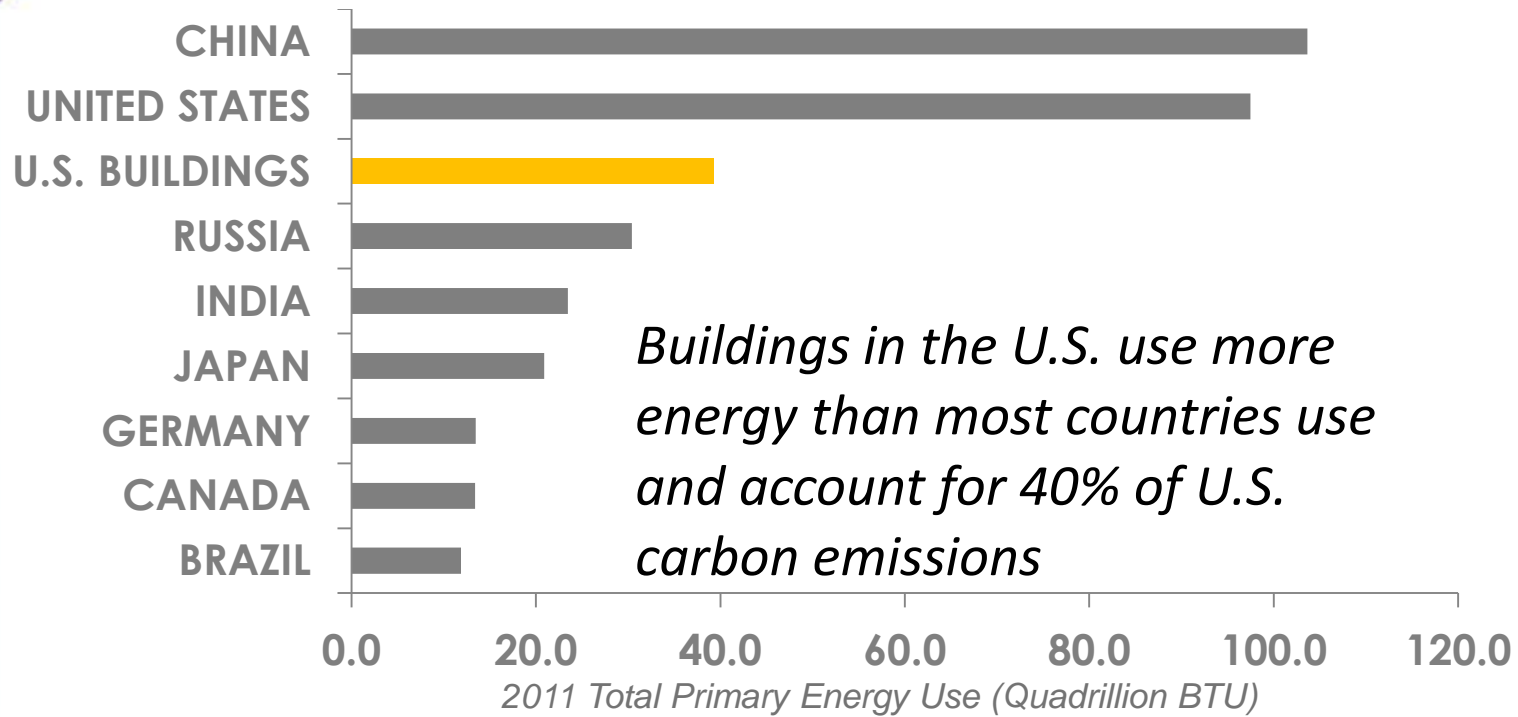


All new buildings carbon neutral by 2030, existing buildings carbon neutral by 2050

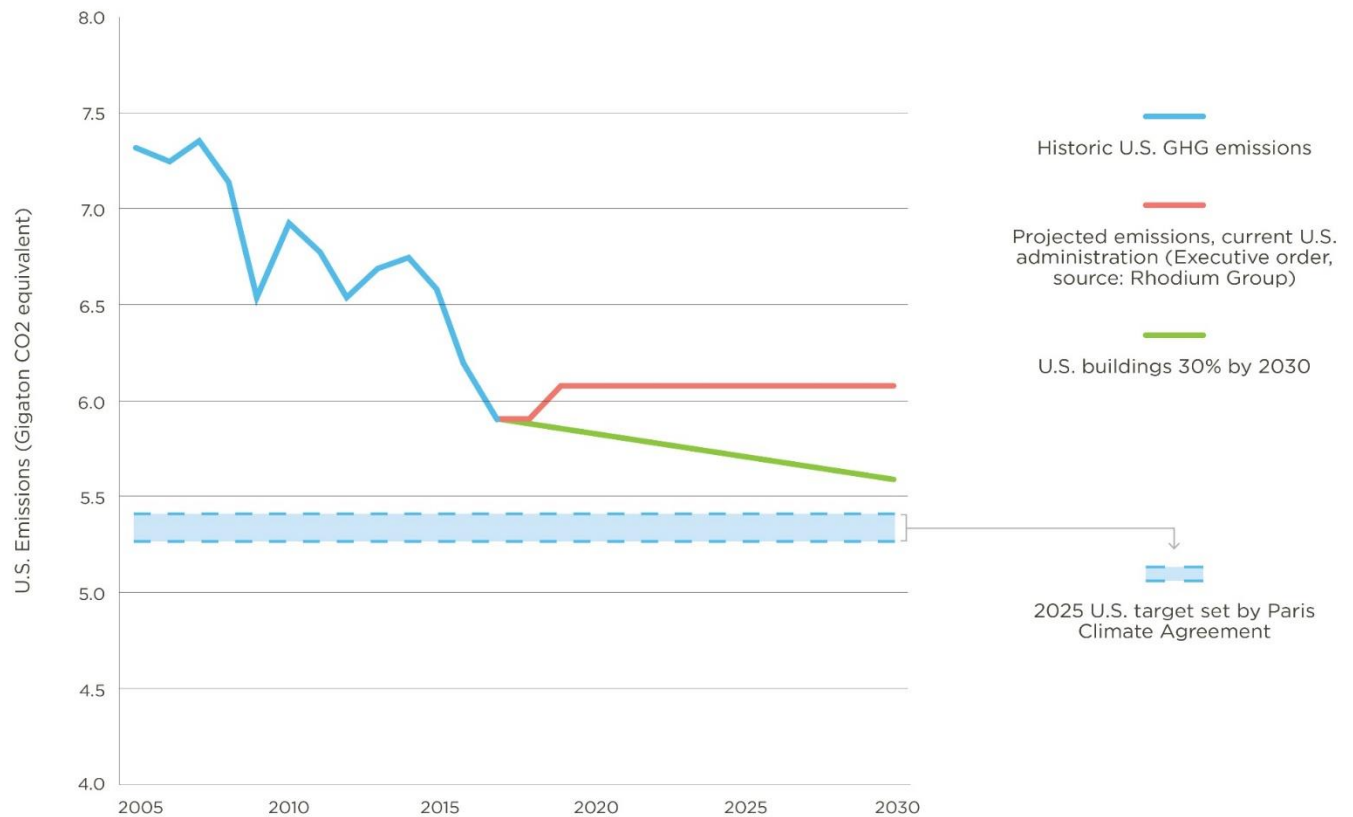
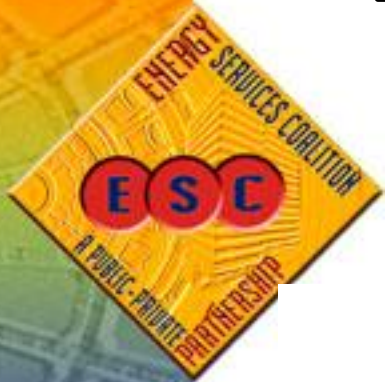
Where Do They Start?



Why Buildings?



Energy Efficiency in Buildings Can Get Us Close



It's Not Just the Environment, Energy Efficiency is Valuable



Rental Prices

6 – 14% Premium



Sales Prices

2 – 25% Premium



Occupancy Rates

3 – 10% Premium

Energy Efficiency is Good Business



- **28.8%** higher net operating income
- **17.6%** lower operating expenses when compared to non green properties

Buildings current cost U.S. residents and businesses \$400 billion to power each year.

So What's Stopping the Private Sector?



Inertia

Institutional undervaluation of energy efficiency

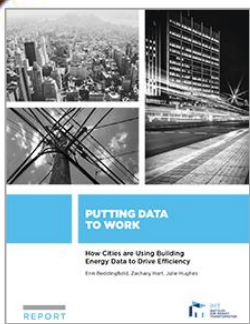
Lack of information

Invisibility of efficiency

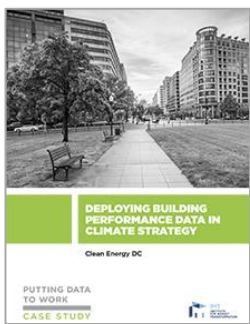
Misaligned incentives

Technological barriers

Bold Climate Commitments Need Informed Action Plans



Putting Data to Work: How are Cities Using Building Energy Data to Drive Efficiency
(<http://www.imt.org/puttingdatatowork/summaryreport>)



Deploying Building Performance Data in Climate Strategy: Clean Energy DC
(<http://www.imt.org/puttingdatatowork/cleanenergydc>)

<http://www.imt.org/puttingdatatowork>

Need Action Across the Market



Helping Cities Engage

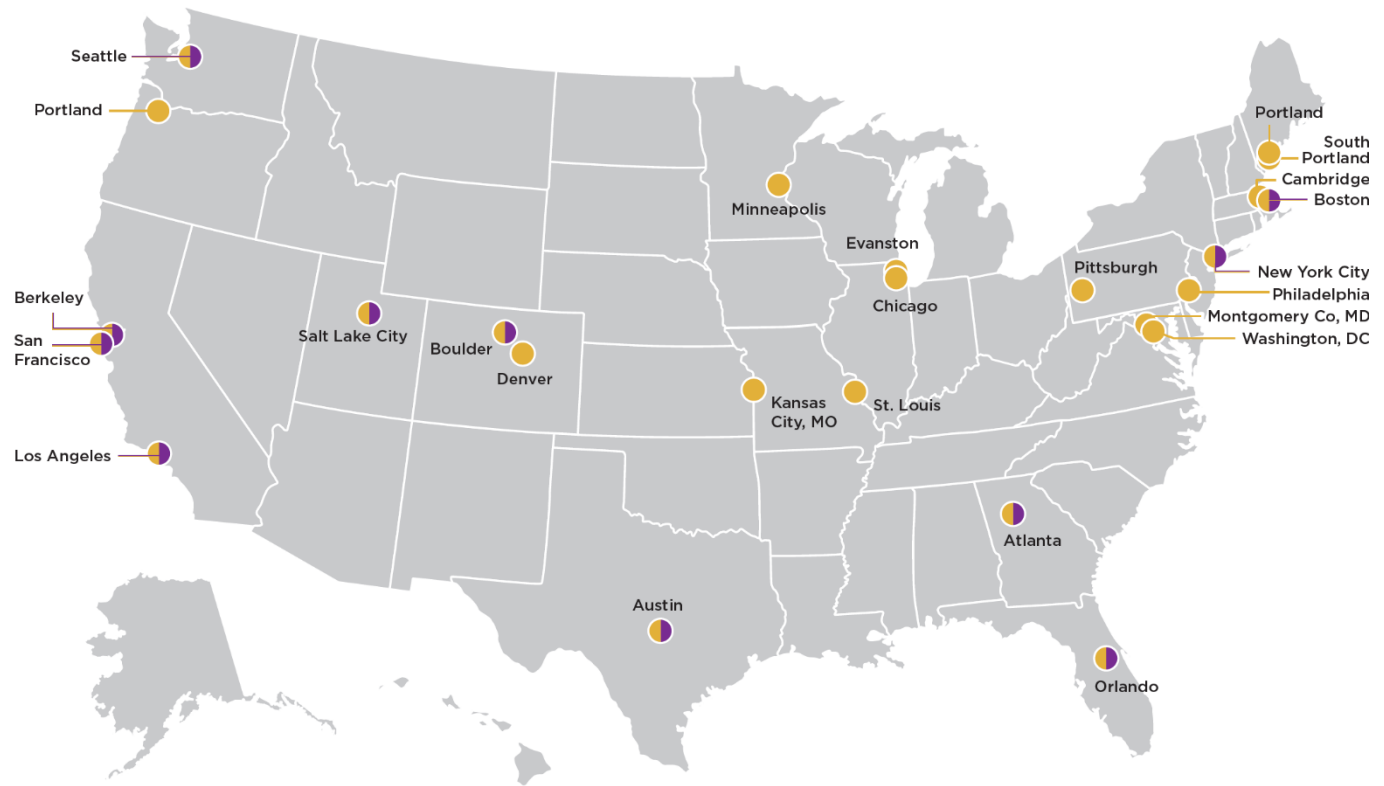


- Cities need better understanding of Commercial Real Estate priorities
- Cities need help crafting policies and programs that overcome market-wide barriers

Help Cities Make an Impact



U.S. City and County Policies:
Private Building Benchmarking, Transparency, and Beyond



What Does it All Mean?



- Cities have the political will – they need help developing action plans
- The potential – for climate impact and market opportunity – is huge
- Engaging the Market is Key

Questions?



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