



PROJECT SUMMARY

Using Policy Data to Drive Investment
in Energy Efficiency

PUTTING DATA
TO WORK



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ABOUT IMT

The Institute for Market Transformation (IMT) is a national nonprofit organization focused on increasing energy efficiency in buildings to save money, drive economic growth and job creation, reduce harmful pollution, and tackle climate change. IMT ignites greater investment in energy-efficient buildings through hands-on expert guidance, technical and market research, policy and program development and deployment, and promotion of best practices and knowledge exchange. For more information, visit imt.org.

PUTTING DATA TO WORK

Across the U.S., cities are implementing building performance reporting laws regarding building energy and water use in commercial and multifamily buildings. These programs generate large quantities of useful data on the energy consumption of a region's buildings. However, the data is only valuable if it drives smarter business decisions and savings. Cities are leading the charge in turning this data into actionable information, accelerating investment in energy efficiency. [Putting Data to Work](#) follows New York City and the District of Columbia on their pathways in doing just that.

The culmination of a three-year project led by the Institute for Market Transformation (IMT), *Putting Data to Work* examines how, exactly, this data can and is being deployed to reap an array of benefits for cities, energy efficiency service providers, utilities, and building owners. IMT partnered with the District of Columbia Department of Energy and Environment (DOEE) and the New York City Mayor's Office of Sustainability, as well as their respective partners, the District of Columbia Sustainable Energy Utility (DCSEU) and the NYC Energy Efficiency Corporation (NYCEEC), to examine their pioneering efforts.

The resulting toolkit and associated resources will enable other local governments, utilities, and program implementers to replicate DC's and New York City's success—engaging the private sector to maximize energy and greenhouse gas savings from their built environments.

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decisions and savings.

FOR CITY GOVERNMENT SUSTAINABILITY LEADERS

Guidance and Recommendations



Putting Data to Work: How Cities are Using Building Energy Data to Drive Efficiency

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- Use this report to understand how cities use the data collected through building energy ordinances. This report includes strategies for improving data quality; translating data into actionable information for the private sector; communicating information in a way that motivates action and drives retrofits; and incorporating data into local climate and energy planning.

Tools You Can Use



Impact Assessment: A Guide for City Governments to Estimate the Savings from Energy Benchmarking and Energy Efficiency Programs

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- Use this report to understand how cities are actively using benchmarking data to evaluate the impact of energy efficiency policies and programs, including best practices for other cities to conduct similar analyses.

What Others Have Done



Deploying Building Performance Data in Climate Strategy: Clean Energy DC

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- Use the Clean Energy DC Plan as a model for stakeholder engagement and active use of benchmarking data in climate planning.

Successful Partnerships to Accelerate Efficiency: NYC Retrofit Accelerator

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- Dig into ways that City staff and energy efficiency program implementers use building performance information to proactively identify energy efficiency upgrade opportunities and accelerate investments by building owners. This case study also explores a successful partnership between local government and utilities.

FOR ENERGY EFFICIENCY PROGRAM IMPLEMENTERS

Guidance and Recommendations



Emerging Uses for Building Energy Data for Utilities

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- *Utilities live and breathe data. Learn about existing and emerging ways that policy-generated building performance data can be used by utilities to improve customer service, programs, operations, resilience, and other priorities.*

Tools You Can Use



Implementation Guide for Energy Efficiency Program Administrators: Using Building-Level Data to Improve Energy Efficiency

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- *Energy efficiency program implementers can use this brief guide to more cost-effectively identify prospective program participants and improve rates of customer acquisition.*



Outreach Strategies for Cities and Efficiency Administrators

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- *This four-part tool provides energy efficiency program implementers with a script and step-by-step guidance for contacting and engaging customers to undertake energy efficiency projects.*



Efficiency and Beyond: Guidance for Efficiency Program Administrators to Aid Building Owners

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- *This resource list helps efficiency program staff to coach and compel building owners to pursue greater energy efficiency in their properties beyond complying with a building energy use benchmarking policy.*

What Others Have Done



Increasing Customer Engagement With Data: District of Columbia Sustainable Energy Utility

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- Learn how the DCSEU, the implementer of electric and gas utility efficiency programs in the District of Columbia, uses energy benchmarking data to engage customers and increase participation in its incentives and efficiency programs.



Making the Financial Case for Energy Efficiency Upgrades: NYCEEC efficienSEE™ tool

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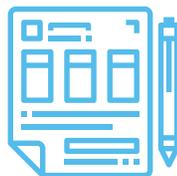
- This case study examines how jurisdictions that have collected whole-building energy benchmarking data may leverage the modeling and development of NYCEEC's efficienSEE™ tool to provide their stakeholders with tools to make the financial case for energy efficiency upgrades.



NYCEEC as Market Mover: Motivating and Financing Building Upgrades

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- NYCEEC has financed efficiency retrofits in multifamily, commercial and industrial buildings. Efficiency program implementers can use these real-world examples of projects—specifically the financial information and projected energy savings—to motivate others to retrofit their buildings. ●



ADDITIONAL RESOURCES

Putting Data to Work: Using Building Energy Performance Data to Expand the Market for Energy Efficiency in Buildings (2016)

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