

# Why Consider Developing a High-Performance Building Resource Hub?

## The challenge

Real estate's complex decision-making structures orient towards "a business as usual" mindset, presenting significant barriers to reducing the building sector's greenhouse gas emissions. Yet buildings are an essential component of reaching climate goals, and large-scale building improvements offer significant economic and social opportunities. State and local jurisdictions are increasingly working to realize these benefits with tight budgets and small teams.

## The value of building resource Hubs

Cities and regions can overcome these challenges by creating local resource Hubs that support businesses and residents and rapidly scale competitive markets for high-performing buildings and public policy goals. Hubs are typically created and managed by a local nonprofit in collaboration with the local jurisdiction and private-sector partners. Hubs can:

- provide a one-stop shop for real estate stakeholders to access user-friendly resources, available financial incentives, case studies, and best practices
- support stakeholder policy compliance through innovative programs to fill gaps in the region
- facilitate relationships across industry groups, community groups, and governmental programs through networking and educational events



### What have Hubs looked like?

Jurisdiction	Hub	Services	Funding (first years)	Operator
St. Louis, MO	<u>Building Energy Exchange St. Louis</u>	<ul style="list-style-type: none"> <li>• Technical assistance for Building Energy Performance Standard (BEPS) compliance</li> <li>• Financing database</li> <li>• Energy audit pilot program</li> </ul>	56% foundations; 43% utilities	USGBC-Missouri Gateway
Washington, DC	<u>Building Innovation Hub</u>	<ul style="list-style-type: none"> <li>• Under-resourced building support program</li> <li>• Case studies</li> <li>• Vendor matchmaking</li> <li>• Inclusive contracting</li> </ul>	70% city; 17% utility; 13% corporate membership	Institute for Market Transformation
New York City, NY	<u>Building Energy Exchange</u>	<ul style="list-style-type: none"> <li>• Building efficiency resources</li> <li>• Carbon calculators</li> <li>• Education and training</li> </ul>	20% philanthropy and sponsorships; 20% corporate memberships; 60% program earned income	Building Energy Exchange

### How do Hubs align with the Justice 40 initiative (J40)?



J40 has a prioritization that 40% of program benefits flow to **disadvantaged communities**.

- Building Energy Exchange Kansas City's (KC Hub) contractor accelerator program trains BIPOC contractors to be ready for new green jobs in the region



Hubs can utilize an equity index to identify buildings in disadvantaged communities areas and allocate resources where they are most needed.

- Denver (Energize Denver Hub) climate change building equity index
- San Diego climate equity index
- Montgomery County, MD community equity index



Hubs can work with **naturally occurring affordable housing building owners** to reduce energy burden and achieve compliance for building policies/upgrades.

- **Building Innovation Hub's (DC Hub) Success with BEPS program** supports under-resourced multifamily housing on BEPS compliance

## What does it take to start a Hub?

The first step is to undergo a needs assessment and create a business plan. Needs assessments include:

- Evaluation of local/regional needs and gaps in high-performance building support
- Market analysis and outreach to local building stakeholders and community members
- Funding and partnership identification for Hub formation, management, resource and program creation
- Under-resourced and disadvantaged community buildings landscape analysis

These plans guide Hubs to understand local needs, find funding sources for financial independence, and prioritize offerings that will support local under-resourced and disadvantaged communities and spur growth of high-performance buildings.

## What funding opportunities are out there for Hubs?

- Energy Efficiency and Conservation Block Grants (EECBG) through the grant pathway can fund needs assessment research to develop a Hub.
- The Greenhouse Gas Reduction Fund (GGRF) provides funding to banks to finance qualified building retrofit projects. Banks need resource Hubs as partners to advise on high-performance buildings, connect projects to financing, and educate on high-performance building practices.
- Local utilities, foundations, and corporate businesses can support a Hub.

### For more information on Hubs:

- Read the **Building Performance Hub guidance document**
- See Chapter 8 in the **Building Performance Standard Implementation Guide on Hubs**
- Fill out the **interest form** to talk with us about the Building Performance Partnership or how to start a resource Hub
- Get in touch with Ella Wetlesen, IMT's Senior Associate of Business Engagement at **ella.wetlesen@imt.org**.