

Energy Services Coalition

Charting a Chapter Path to Success





Energy Services Coalition

Chapter Impact

Guaranteed Energy Savings
Performance Contracting
(GESPC)

What is it?



“The use of **guaranteed** savings from the maintenance and operations budget (utilities) as capital to make needed upgrades and modernizations to your building environmental systems, financed over a specified period of time.”

-United States Department of Energy

What is GESPC



“The use of guaranteed savings from the maintenance and operations budget (utilities) as capital to make needed upgrades and modernizations to your building environmental systems, financed over a specified period of time.”

-United States Department of Energy

A repurposing of utility dollars to fix stuff, save energy and water and create jobs.

You're going to spend this money anyway, why not use it to reinvest in your facilities instead of paying for inefficiencies.

Energy Services Coalition



The Energy Services Coalition (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.

Resources



- Project Estimator: Download file by [clicking here](#).
- 5 Steps to Success
<https://energyservicescoalition.org/resources/5steps>
- Model Documents:
<http://energyservicescoalition.org/resources/model-documents>
- A “How To” plan for your workshop
<http://energyservicescoalition.org/workshop-in-a-box>
- Track Jobs! [Job Calculator .xlsx](#) (created 2017)
- Attributes of Successful Programs:
<http://energyservicescoalition.org/Data/Sites/1/documents/resources/State-Needs-Assessment-Analysis.pdf>

Defining purpose



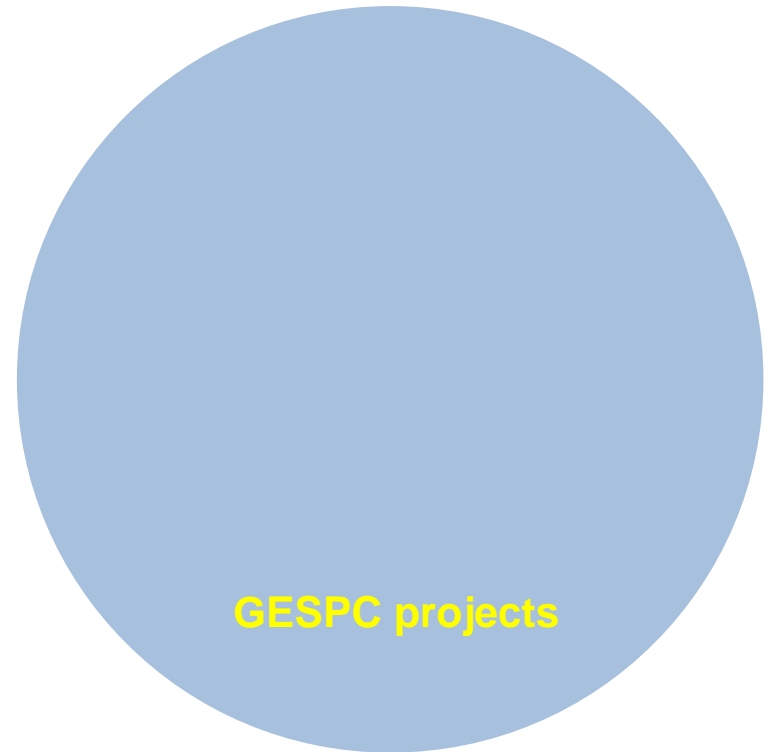
What are the public sector goals?

Stated Goals
i.e. 20% by 2020

Defining purpose



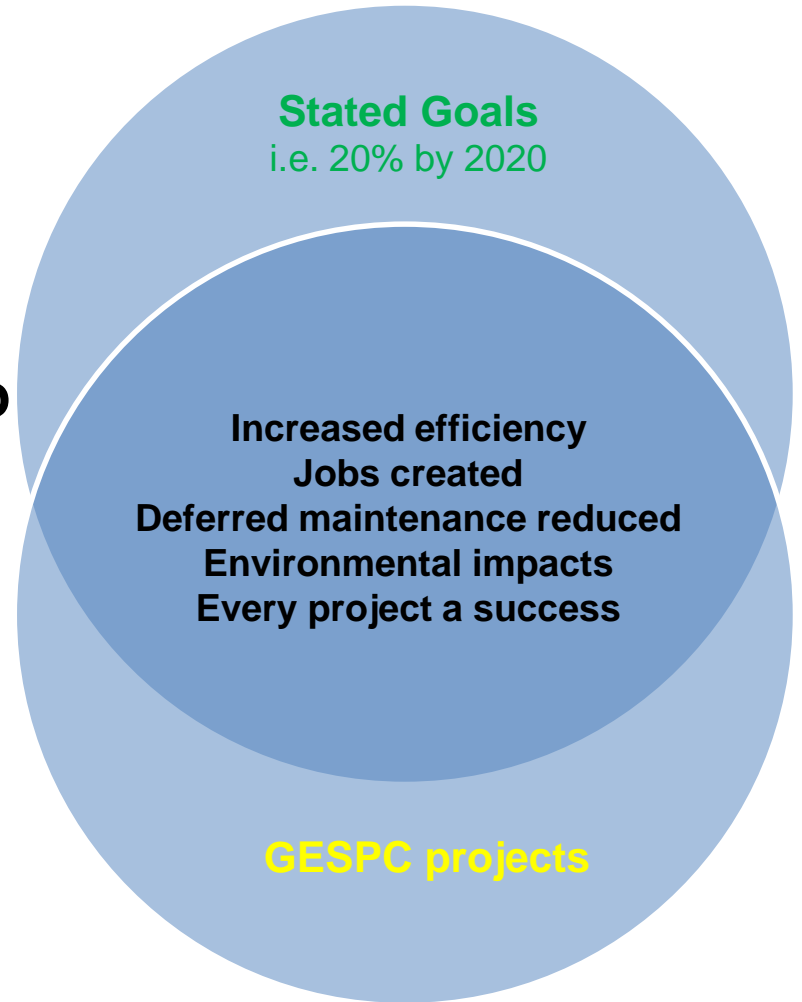
What are the private sector goals?



Defining purpose



What are the common goals?



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Education and Outreach

Trends

What have we 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 couple of years, we conducted one-on-one interviews with more than 5 private and public sector stakeholders.
- 35 public sector GESPC program managers responded to our three-part Needs Assessment.
- What we heard: Education and marketing are paramount to build the GESPC marketplace.

What is the Message



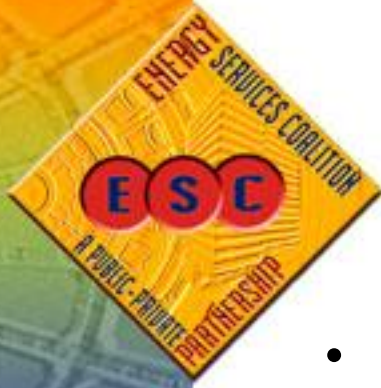
What is or are the message or messages that you deliver or want to deliver to promote GESPC in your state?

Topics



- What topics have you included?
- What topics do you think that would be the most interesting to your stakeholders?
(potential project participants)

What is the Message Education



- Fundamentals – GESPC 101
 - How does GESPC work?
 - Is it legal?
 - Who has approved it?
 - Who's done it successfully?
 - Who needs to be involved?
 - What all can be done in a project?
 - What do I need to do to get started?
 - How will the project be paid for?
 - Is the financing debt?
 - What resources are at my disposal?
 - How will I ensure great value from a project?
- Engaging in the state program
 - Resources, Guides, Flowcharts, Forms, Documents

What is the Message Education



- Fundamentals – GESPC 101
 - How does GESPC work?
 - Is it legal?
 - Who has approved it?
 - Who’s done it successfully?
 - Who
- 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?
- Who is in charge of the project decisions?

Examples of Ways to Deliver the Message



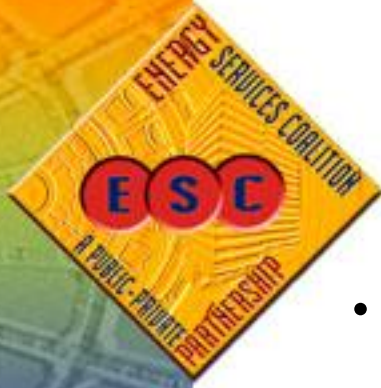
What ways have you used to deliver the message of GESPC and its benefits?

What is the Message Business Case



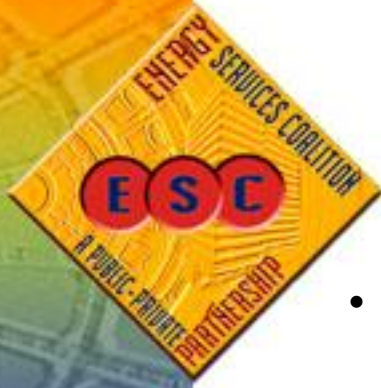
What are the kinds of benefits that you talk about? Or what's the Business Case for GESPC?

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)

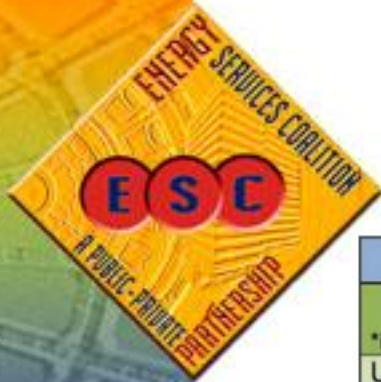
Message Extolling Success



Annual Impact Reports

- Projects Executed
- Savings Achieved
- Jobs Created
- Units of Energy Saved
- Environmental Impact

Message Extolling Success



Hawaii Energy Savings Performance Contracts 1996-2012				
	\$ Investment	Job Years Created	Source Energy Saved (kWh)	Tons Carbon Avoided
*in 2011 dollars				
UH Hilo	\$11,294,900	123	93,725	1,610
County of Hawaii	\$2,931,756	32	24,328	418
County of Kauai	\$904,102	10	7,502	129
HHSC	\$32,618,201	355	270,666	4,649
City and County of Honolulu	\$28,580,591	311	237,162	4,074
Hawaii State Judiciary	\$2,115,702	23	17,556	302
DAGS	\$34,521,672	375	286,461	4,920
PSD	\$25,511,264	277	211,692	3,636
UH Community Colleges	\$32,802,838	357	272,198	4,675
		1,862	1,421,290	24,413

Table 2: Use of the \$67.4 Million in Bond Proceeds for ECMs

	ESCO	Agency Official Signature	Cost of Work
Community y Campus	Pepco Energy Services, Inc.	Orlando George, DTCC President	\$ 2,060,000
: Stanton	Pepco Energy Services, Inc.	Orlando George, DTCC President	3,995,000
s for Children, ies	Noresco, LLC	Vivian Rapposelli, Secretary	1,545,000
ions (DOC)	Noresco, LLC	Carl Danberg, Commissioner	3,995,000
ity	Johnson Controls, Inc.	Harry L. Williams, President	1,545,000
l	Honeywell International, Inc.	Dennis Groom, Director of Facilities Management	1,545,000
lson & e Economic	Ameresco, Inc.	Dennis Groom, Director of Facilities Management	1,545,000
(SC) ouse Annex, SC Family ne. Elections	Trane U.S., Inc.	Dennis Groom, Director of Facilities Management	1,545,000

1,862	1,421,290	24,413
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ID	Name of Institution	ESCO	Project Cost	Annual Savings
AEP1503E UT1	DEPARTMENT OF CONSERVATION AND RECREATION	Groom Energy	\$398,074	\$62,313
BCC1001 EC1	BERKSHIRE COMMUNITY COLLEGE	Ostrow Electrical Co	\$1,803,406	\$55,695
BHC1001 EC1	BUNKER HILL COMMUNITY COLLEGE	Fred Williams Inc	\$4,573,785	\$348,274
BRC0401 HC1	BRISTOL COMMUNITY COLLEGE	Constellation New Energy	\$3,405,420	\$441,791
BSB1201 EC1	BUREAU OF STATE BUILDINGS	Dagle Electrical Construction Corp.	\$1,285,250	\$179,904
BSB1402E EC1	BUREAU OF STATE BUILDINGS	J.C. Cannistraro, LLC	\$17,720,394	\$478,145
BSB1402E EC2	BUREAU OF STATE BUILDINGS	J.C. Cannistraro, LLC	\$6,097,301	
BSC0301 AD1	BRIDGEWATER STATE COLLEGE	Ameresco	\$10,442,355	\$956,249
BSD1401E ES1	SHERIFF'S DEPARTMENT BRISTOL	Enterprise Equipment Company, Inc	\$9,919,653	\$542,848
CSU0402 DC1	SHERIFF'S DEPARTMENT SUFFOLK	JF White Contracting Co	\$1,740,077	\$218,000
DCP0706 EC1	CHELSEA SOLDIERS' HOME	DMH Electric	\$3,387,386	\$10,130
DCP0706 EC2	MT. WACHUSETT COMMUNITY COLLEGE	Ameresco	\$849,817	\$16,826
DCP0706 EC3	SPRINGFIELD TECHNICAL COMMUNITY COLLEGE	Lumus Construction, Inc.	\$660,332	\$14,079
DCP0706 EC4	NORTH SHORE COMMUNITY COLLEGE	Lumus Construction, Inc.	\$508,772	\$10,473
DCP0706 EC5	WORCESTER STATE COLLEGE	groSolar	\$832,373	\$18,200
DEP0501 EC1	DEPARTMENT OF ENVIRONMENTAL PROTECTION	Ostrow Electrical Co	\$303,000	\$7,015
DEP1300E RX1	DEPARTMENT OF ENVIRONMENTAL PROTECTION	Energy Engineering and Design	\$100,000	\$79,226
DMR0501 EC1	DEPARTMENT OF DEVELOPMENTAL SERVICES	J.C. Cannistraro, LLC	\$22,586,469	\$2,478,004
DOC0301 AD1	DEPARTMENT OF CORRECTIONS	Noresco	\$16,829,119	\$1,438,685
DOC0302 AD1	DEPARTMENT OF CORRECTIONS	Ameresco	\$18,188,898	\$1,528,265
DOC0702 EC1	DEPARTMENT OF CORRECTIONS	J.K. Scanlan	\$9,662,579	\$1,325,380
DOC0703 EC2	DEPARTMENT OF CORRECTIONS	JF White Contracting Co	\$3,995,655	\$29,669

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



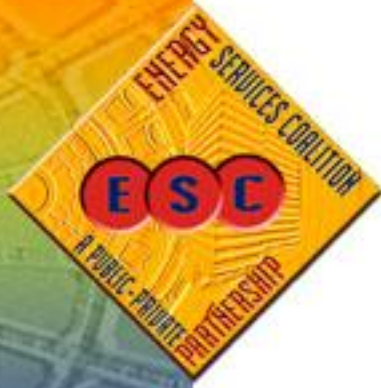
- Summits and workshops
 - Statewide and Regional
- Case Studies
- Press Releases
 - New Project Executions
 - M & V Results!!!
- Awards Ceremonies
- YouTube
- Webinars
- Mailers
- Ribbon Cutting
- Testimonials
- Blogs or Vlogs
- Presenting at other peoples events

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 Conference
- School Board Officials
- School Administrators
- Association of School Business Officials
- Plant Managers Association
- Department of Corrections
- CACUBO – University Business Officials
- Hospital Association Meetings
- League of Municipalities
- County Associations
- Regional School Centers (BOCES)
- ASHRAE Meetings
- USGBC Meetings

Other Vehicles



What means or methodologies have you used in your program to get the word out?

Other Vehicles



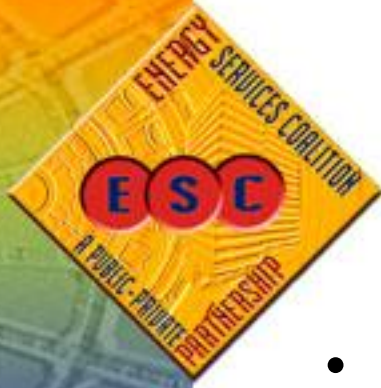
Who else in your state is delivering the message?

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What is the Message

What are or is the message
that you deliver?

What is the Message



- Fundamentals –ESPC 101
- Engaging in the state program
 - Resources, Guides, Flowcharts, Forms, Documents
- Finance Considerations
- Price Reasonableness and insuring that you receive value
- Energy and Operational Escalations and their impact to your project
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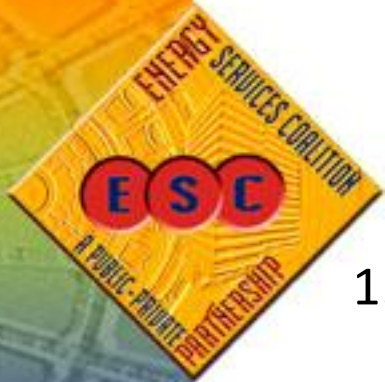
Transitions



A key supporter departs his/her role?

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

Actions



1. Finalize a Chapter Message about your state, your program, your legislation, your incentives
2. Develop a presentation submission – here’s the unbiased ESC message we’ll deliver for you
3. Develop a list of events for presentations, build a calendar/schedule
4. Who will be where when – always more than one, public and private if you can
5. Schedule regional workshops
6. Consider / schedule your ESC annual event
7. Consider a project competition
8. Build a case study repository
9. Track Jobs! [Job Calculator .xlxs](#) (created 2017)
10. Promote the chapter activities, when it meets, where it meets, what you can learn if you attend
11. Be social media, start with your ESC website



Thank you!

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