



Building the ESPC Infrastructure

Education & Outreach

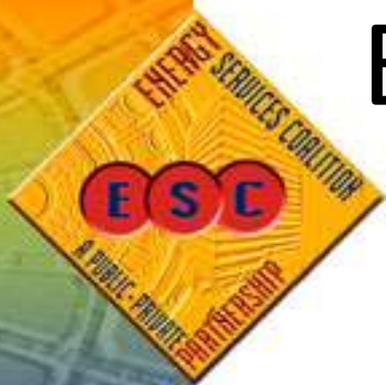
October 12, 2016

Moderated by Alice G. Dasek, US DOE, EERE

Contributors

Jim Arwood, Dale L. Hahs, ESC



The logo for the Energy Services Coalition (ESC) is a diamond-shaped emblem. It features the letters 'ESC' in white inside three red circles. The text 'ENERGY SERVICES COALITION' is written along the top edge, and 'A PUBLIC-PRIVATE PARTNERSHIP' is written along the bottom edge. The background of the logo is yellow with a circuit-like pattern.

Education and Outreach

Trends

What we've learned lately

Examples of effective and unique education efforts

How to get the word out

Messages

What is the message

Education and Outreach



Trends:

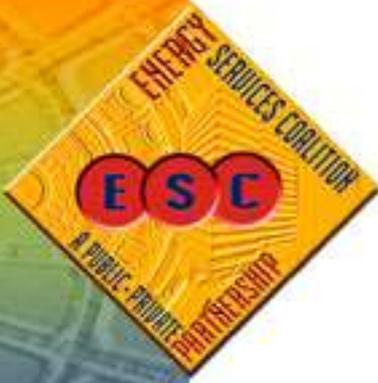
- Over the past year we conducted one-on-one interviews with more than 25 private and public sector stakeholders.
- More than 30 public sector GESPC program managers responded to our three-part Needs Assessment.
- What we heard: Education and Outreach are paramount to build the GESPC marketplace.

The logo for the Energy Services Coalition (ESC) is a diamond-shaped emblem. It features the letters 'ESC' in white inside three red circles. The text 'ENERGY SERVICES COALITION' is written along the top edge, and 'A PUBLIC-PRIVATE PARTNERSHIP' is written along the bottom edge. The background of the logo is yellow with a circuit-like pattern.

What is the Message

What is or are the message
or messages that you
deliver?

Topics



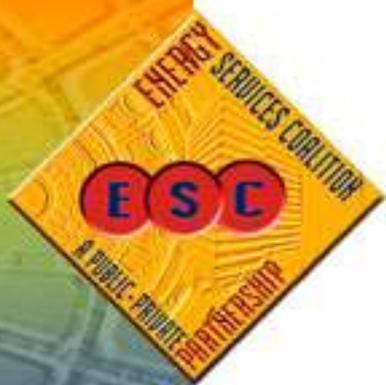
- What topics have you included?
- What topics do you think that would be the most interesting to your listeners?

What is the Message Education



- Fundamentals –ESPC 101
- 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?

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
Totals	\$171,281,027	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 Campus	Pepco Energy Services, Inc.	Orlando George, DTCC President	\$ 2,060,000
Stanton	Pepco Energy Services, Inc.	Orlando George, DTCC President	3,995,000
for Children, ies	Noresco, LLC	Vivian Rapposell	
ions (DOC)	Noresco, LLC	Carl Danberg, Commissioner	
ity	Johnson Controls, Inc.	Harry L. William President	
l	Honeywell International, Inc.	Dennis Groom, I Facilities Manage	
ison & e Economic	Ameresco, Inc.	Dennis Groom, I Facilities Manage	
(SC)	Trane U.S., Inc.	Dennis Groom, I Facilities Manage	
ouse Annex, SC Family me. Elections			

development, and Tourism

ID	Name of Institution	ESCO	Project Cost	Annual Savings
AEP150FE UT1	DEPARTMENT OF CONSERVATION AND RECREATION	Green Energy	\$198,074	\$62,313
BCC1001 EC1	BERKSHIRE COMMUNITY COLLEGE	Outrow Electrical Co	\$1,803,400	\$55,695
BRC1001 EC1	BUNKER HILL COMMUNITY COLLEGE	Fred Williams Inc	\$4,573,785	\$348,274
BRC0401 EC1	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. Cassidaro, LLC	\$17,720,394	\$478,145
BSB1402E EC2	BUREAU OF STATE BUILDINGS	J.C. Cassidaro, 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	Lumas Construction, Inc	\$660,332	\$14,079
DCP0706 EC4	NORTH SHORE COMMUNITY COLLEGE	Lumas Construction, Inc	\$908,772	\$10,473
DCP0706 EC9	WORCESTER STATE COLLEGE	groSolar	\$832,373	\$18,200
DEP0501 EC1	DEPARTMENT OF ENVIRONMENTAL PROTECTION	Outrow Electrical Co	\$303,000	\$7,015
DEP1306E BX1	DEPARTMENT OF ENVIRONMENTAL PROTECTION	Energy Engineering and Design	\$100,000	\$79,226
DMR0501 EC1	DEPARTMENT OF DEVELOPMENTAL SERVICES	J.C. Cassidaro, LLC	\$22,586,469	\$2,478,004
DOC0501 AD1	DEPARTMENT OF CORRECTIONS	Noresco	\$10,829,119	\$1,438,685
DOC0502 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



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

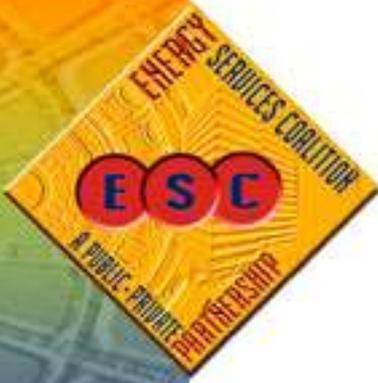
What have you seen as the benefits of those efforts?

Message Vehicles



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

Examples of Ways to Deliver the Message



- Summits and workshops
 - Statewide and Regional
- Case Studies
- Press Releases
- Awards Ceremonies
- YouTube
- Webinars
- Mailers
- Ribbon Cutting
- Testimonials
- Blogs or Vlogs
- Presenting at other peoples events

Other People's Events



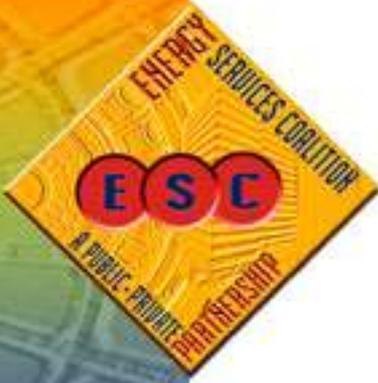
What sorts of events have you attended or presented at where you have or could deliver a GESPC message?

Other People's Events



- Builders Conferences
- School Board Officials
- School Administrators
- Association of School Business Officials
- Plant Managers Association
- Department of Corrections
- University Business Officials
- Hospital Association Meetings
- League of Municipalities
- County Associations
- Regional School Centers (BOCES)

Other Vehicles



Who else in your state is delivering the message?

Transitions



A key supporter departs his/her role?

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



Thank you!

Jim Arwood

Executive Director

jarwood@cox.net

Dale L. Hahs

State Liaison Team Manager

dhahs@s-energysolutions.com

(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.