



Building Bridges to Net Zero



# Ubiquitous Building Labeling

Pushing Asset and Performance Information into the Market



**NYSERDA**

# Making Information Accessible and Relevant

- The market for building performance need clearer signals in order to become mature and self-sustaining
  - Technical advances are happening
  - Great work has been done by segments of the market
  - Broad market is generally unaware
- Foster a competitive market place for high performance buildings with a simple and consistent way to distinguish building energy performance



# Paving the Way

## 16 benchmarking programs

- **Voluntary**

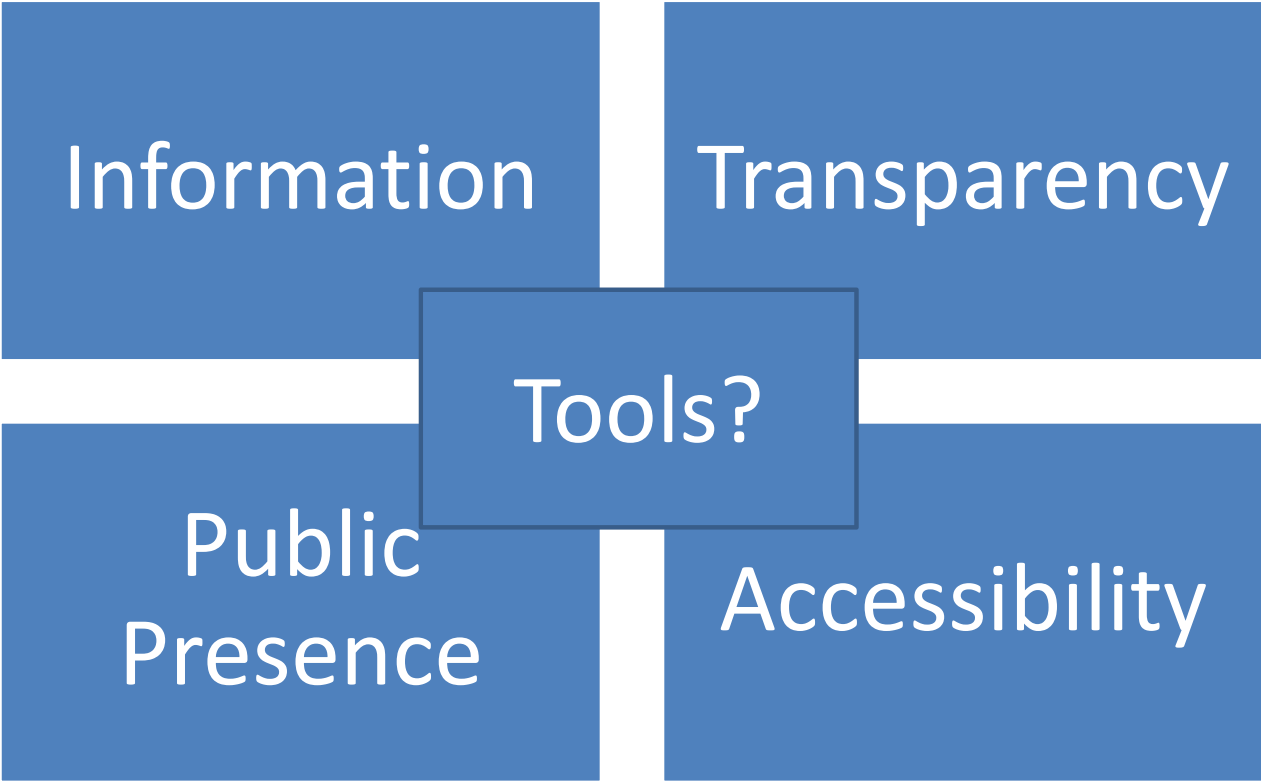
- State of New Jersey; Denver, CO

- **Mandatory**

- Austin, TX; State of California; Berkeley, CA; Boston, MA; Cambridge, MA; Chicago, IL; Kansas City, MO; Minneapolis, MN; Montgomery County, MD; New York City, NY; Philadelphia, PA; San Francisco, CA; Seattle, WA; Washington, D.C.



# How Can We Solve this Puzzle?



< NYSERDA



# New York State

- Reforming the Energy Vision (REV)
  - REV is Governor Cuomo’s strategy to build a clean, resilient and affordable energy system for all New Yorkers.
- Clean Energy Fund (CEF)
  - CEF is a new approach to energy programs to accelerate energy efficiency and renewable energy in New York State.
  - *Everything outlined pertaining to NYSERDA in this presentation are proposals subject to PSC approval.*



# Building Labeling

NYSERDA proposes to create an **infrastructure** that utilizes existing rating systems to support a ubiquitously applicable **label**



# Building Labeling

- To provide tenants, financial entities and building decision makers with transparent and easily accessible building performance information
- Potential uses:
  - Incorporate energy efficiency into building valuation
  - Drive demand for energy improvements
  - Distinguish high performing buildings
  - Establish energy performance as a competitive asset



# What are We Talking About...

## Definitions

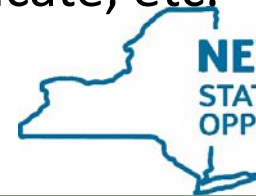
- Rating System: Methodology to assess building energy performance



- Label Infrastructure: The technical mechanism to populate, issue and maintain the Label



- Label: A reflection of one or many rating systems, can take the form of a physical or virtual sign, certificate, etc.



NEW YORK  
STATE OF  
OPPORTUNITY™

NYSERDA

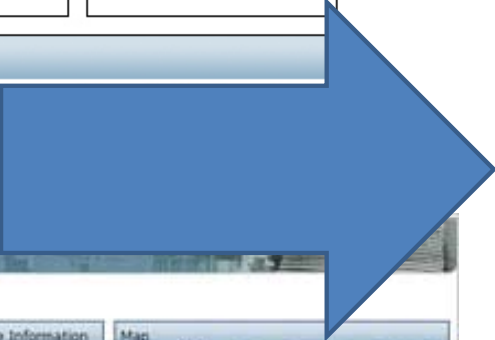




Current Grade	Restaurant	More Information
<b>B</b> Inspected on 06/04/2013	<b>ASTOR ROW CAFE</b> 404 LENOX AVENUE MANHATTAN 10037 212-491-2566	<a href="#">How We Score and Grade</a>

Inspections

<b>Graded Inspections</b> ?	<b>Violations recorded in the following</b>
Date	Points
<b>06/04/2013</b>	<b>23</b>
<b>Ungraded Inspections</b> ?	<b>Violation issued at the reinspection</b>
	"Critical" violations are displayed in red



Do

05/

04/

Restaurant Inspection Information

Home

Revise your search | Return to search results

Current Grade	Restaurant	Score	More Information	Map
<b>A</b>	<b>CORINNE'S CAFE</b> 2222 7 AVENUE MANHATTAN 10001 212-123-4567	<b>3</b> As of 07/26/2010	<a href="#">Citywide Inspection Results</a> <a href="#">How We Score and Grade</a>	

Inspections

<b>Sanitary</b>	<b>Violations from 07/26/2010 Inspection</b>
Date	Points
07/26/2010	3
05/12/2009	11
	Violation points: 3
	<b>Violations were cited in the following area(s).</b>
	<b>Sanitary Violations</b>
	1) Non-food contact surface improperly constructed. Unacceptable material used. Non-food contact surface or equipment improperly maintained.

Street View

2222 7th Ave, New York, NY, United States

Address is approximate

# Sanitary Inspection Grade



Inspector's Name: \_\_\_\_\_

Date Issued: \_\_\_\_\_ Inspector's Badge No. \_\_\_\_\_

**NYC Health**

Michael Bloomberg  
Mayor  
Thomas Farley, M.D., M.P.H.  
Commissioner

For additional information, or a copy of an inspection report, call 311 or visit [nyc.gov/health](http://nyc.gov/health).



# Approach to Development

- Leveraging momentum in the technical and policy markets
- Convened a National Labeling Group
  - Made up of government, policy and rating systems experts
  - Technical, Governance, and Marketing committees formed

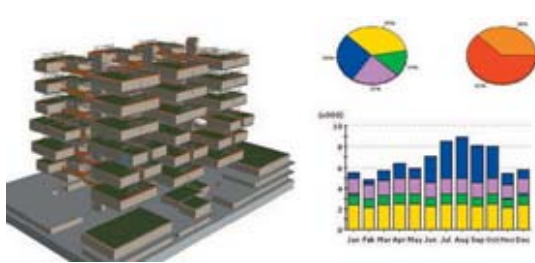


# Key Considerations

- Can a translational tool be built?
  - Will a translational tool better support municipal/local efforts? Can it be customized while maintaining clarity and accessibility?
- What target market segments would be the most impactful?
  - i.e. Building owners at point of sale? Tenants in real estate searches?



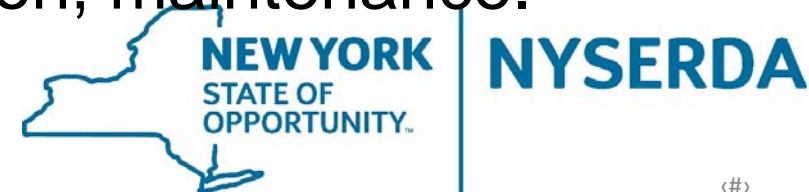
# Rating Systems Work in Two Ways



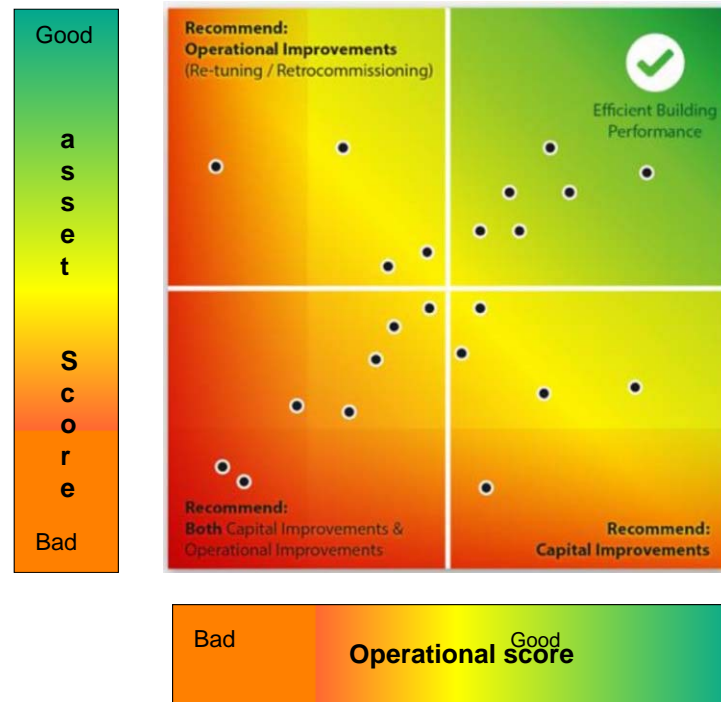
Asset ratings are based on the theoretical energy use calculated by combining the actual physical characteristics of the building with standard assumptions about how buildings of a given type are operated.



Operational ratings are based on actual energy use, reflect building design, quality of construction, operation, maintenance.



# Combined They Can Be Telling



# Stay in Touch

- Contact Caroline Reuss
  - [Caroline.Reuss@nyserderda.ny.gov](mailto:Caroline.Reuss@nyserderda.ny.gov)
  - 518-862-1090 x3560

