Better Buildings Challenge

Creating Staffing Capacity for Energy Efficiency Programs

Jamie Ponce
Chicago City Director, City of Chicago

Summary of Better Buildings Challenge Program

- **City of Chicago, Illinois**
- **Scope**: 24 million ft^2 (committed)
  - 10 million ft^2 municipal
  - 14million ft^2 private commercial
- **Goal**: 20% reduction in energy intensity within 5 years
- **Actions to achieve BBC goal:**
  - *Building a New Chicago* citywide infrastructure revitalization
  - *Retrofit Chicago* program to spur building efficiency across sectors:
    - Municipal: City assets, retrofits funded by Chicago Infrastructure Trust
    - Commercial: 14 private buildings, expanding by sector & geography
    - Residential: Innovation zones, energy action networks, incentives
  - Best-practice sharing, progress tracking, technical support for participants

Solution Summary

- **Barrier**: Limited resources available to support commercial efficiency efforts
- **Solution**:
  - Identified success factors & sources of participant value
  - Assembled partners to deliver programming related to their expertise:
    - Industry associations, commercial partners, environment sector
  - Focusing programming on specific building needs
  - Maximizing participant knowledge & experience
- **Resources**:
  - Visible support from mayor & senior officials
  - Private funding for recognition efforts & subcontracted resources
  - Designated program coordinator
- **Impact**: Strong initial launch, growing interest & momentum

Lessons & Next Steps

- **Lessons "learning:"**
  - Build from participant value proposition
  - Engage participants on multiple levels (building-specific & peer interactions)
  - Activate broad range of partners to deliver program elements
  - Celebrate diversity among building participants (e.g. age, use, style)
  - Seize mentor / mentee opportunities among building participants
- **Next steps to broaden impact:**
  - Leverage portfolio relationships to expand participation
    - Owners, managers, & designers
  - Link efforts across sectors to reinforce objectives & progress