



## **FORT WORTH:** Positioned to Lead Team Efficient Sea

# The Goal: Significant Energy Reductions by 2020

## Vision

- Make Fort Worth a leader in energy efficiency
- Infuse private markets with a concern for energy costs

## Focus

- Benefit all stakeholders
- Acknowledge local culture; emphasize voluntary initiatives

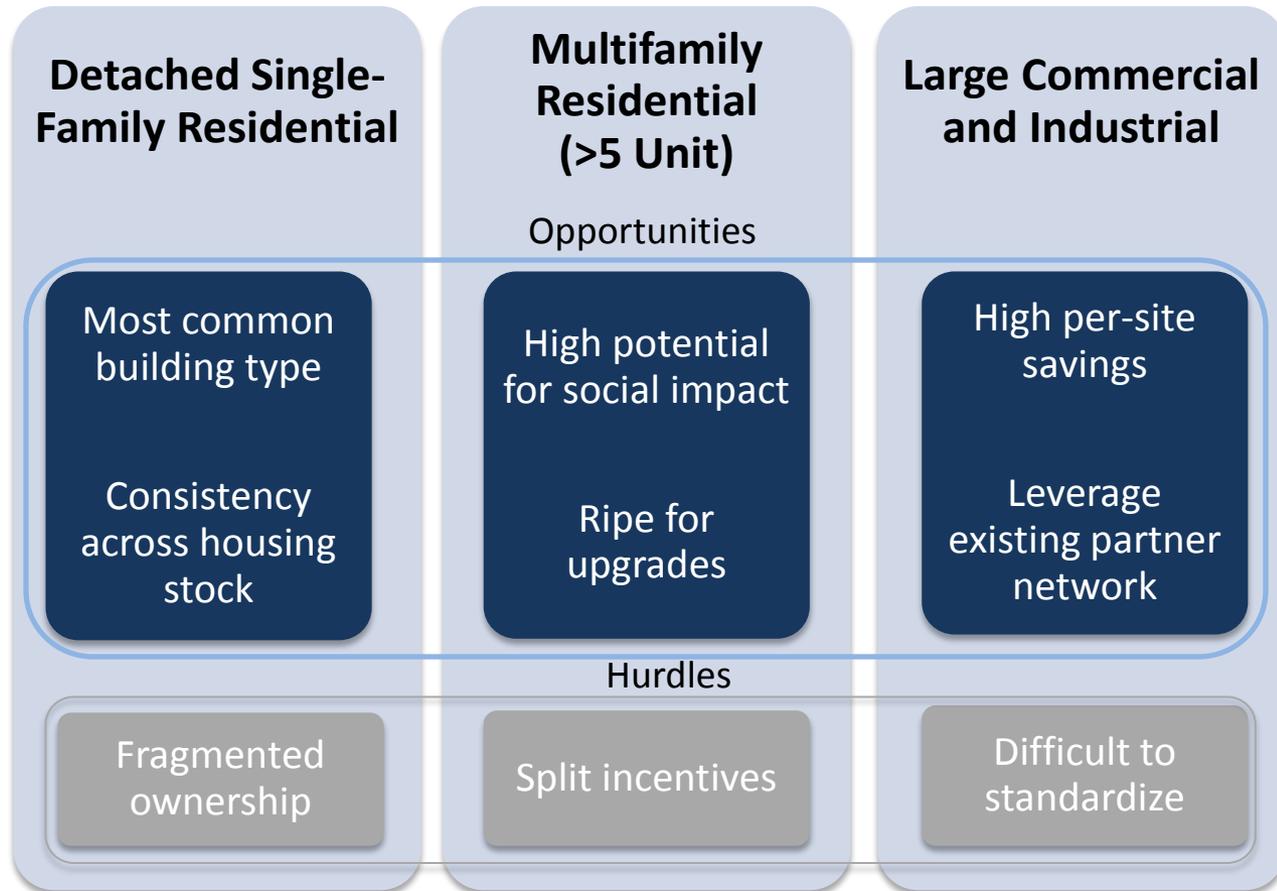
## Plan

- Create an energy data infrastructure that moves markets
- Reorient municipal operations to achieve efficiency goals

# Select Sectors With the Highest Impact

## Decision Criteria

- Aim for highest long-term impacts
- Seek transformational change
- Find opportunities for market-based approaches



# What Strategies Can the City Employ?



## Leverage Public-Private Partnerships

Case Study: Power2 Charlotte



## Recruit and Motivate Key Stakeholders

Case Study: Memphis Green Buildings Task Force



## Target High-Use Customers

Case Study: PlaNYC

*Looking outside the city for successful approaches*

# Utilizing Existing Resources



A Record of Success



Smart Grid  
Infrastructure



Active Network of Better  
Buildings Partners



Strong Utility  
Partnerships

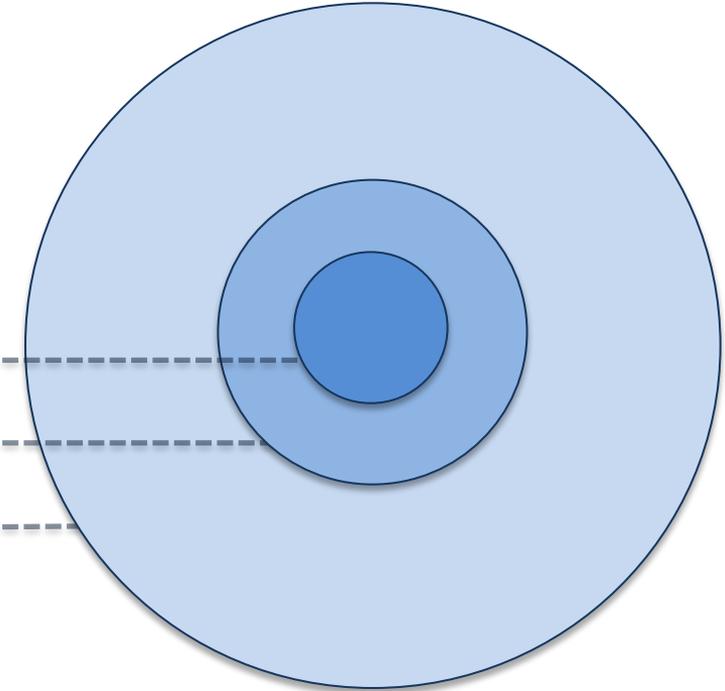


Outward-Facing  
Municipal Initiatives

*Our recommendations leverage Fort Worth's strengths*

# What Can Fort Worth Achieve?

SAVINGS SCENARIO	ANNUAL SAVINGS (MMBTU)	ANNUAL SAVINGS RATE
Current Oncor Program	69,000	0.19%
<b>Proposed High-User Method</b>	<b>300,000</b>	<b>0.83%</b>
20% Sector-Wide Savings	1,183,000	3.30%



- Place goals in the context of existing programs
- Sizeable energy savings can be reached in the short term
- In the broad sectors identified, 20% savings should not be a short-term goal

# Illuminating the Path to Energy Savings

## Problem:

Markets do not properly account for energy costs  
Ample energy data, but very limited access

## Solution:

Create an Energy Data Infrastructure that makes energy costs transparent and publicly available

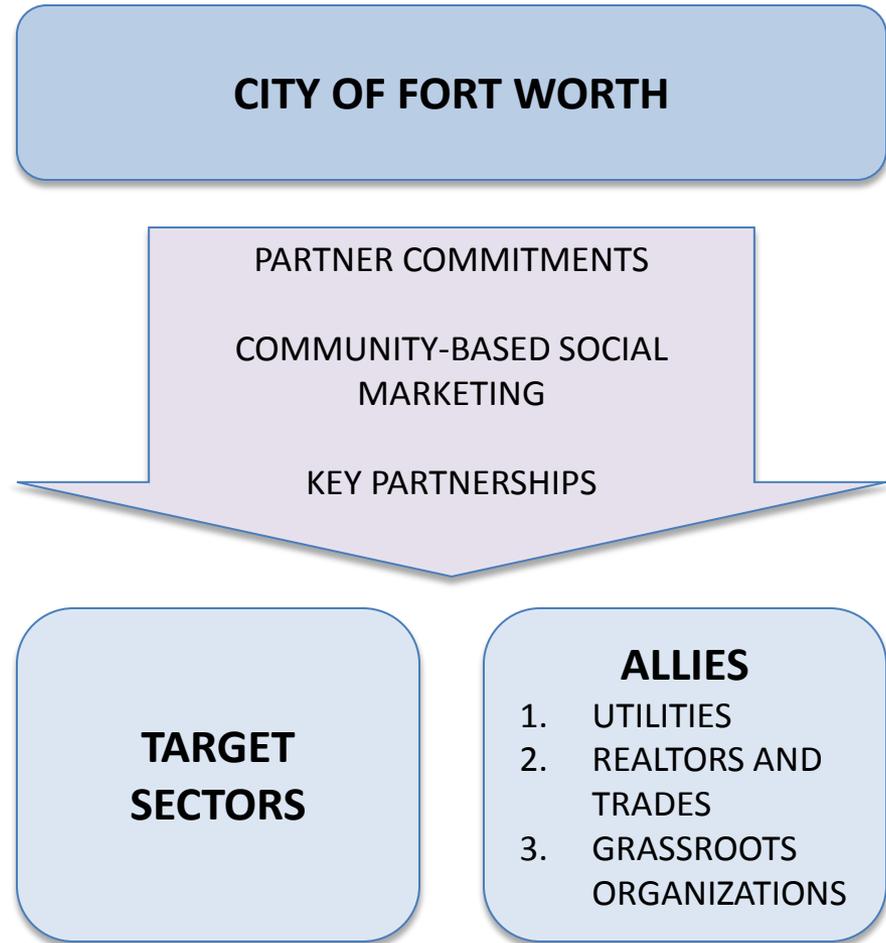
BENEFITS	Makes home energy costs transparent
	Creates new business opportunities
	Places Fort Worth in a leadership position
	Provides claimable energy savings for utilities

*Utilize data for Reporting, Distributing, and Learning*

# Illuminating the Path to Energy Savings

## How Do We Get There

- Mandates are unlikely to succeed
- Organize disclosure through a collaborative and voluntary initiative
- Implement strong public-private partnerships



# Focusing Municipal Efforts on Efficiency

## Problem:

Fort Worth does not yet have a comprehensive, outward-facing efficiency program

## Solution:

**Centralize** municipal efficiency offerings

**Reprioritize** current initiatives to stress efficiency

- Community Action Partners
- Neighborhood Empowerment Zones

**Advocate** for state-level changes that enable project financing

- Commercial PACE Program
- Expanded LoanSTAR eligibility

**Develop** high-impact programs that build on energy disclosure

- Green buildings ordinance
- State building code enforcement
- Solar program support
- New fuel-switching program

*Refocus City operations on remaining sustainability goals*

# Recommendations

## Fort Worth's Goal

- Significant, measureable energy reductions by 2020

## Our Recommendations

- Create and energy data infrastructure to move markets
  - Use data for reporting, distributing, and learning
  - Encourage voluntary disclosure through public-private partnerships
- Refocus municipal activities on efficiency
  - Leverage existing capacities and programs
  - Strategically expand efficiency offerings

## Result

- Building the framework for long-term shared success