



# **NSTAR's ENERGY STAR<sup>®</sup> Benchmarking Initiative**

**Brett Feldman, Program Manager**

**Presented at the  
NAESCO New England Regional Meeting  
Hartford, CT - September 28, 2006**



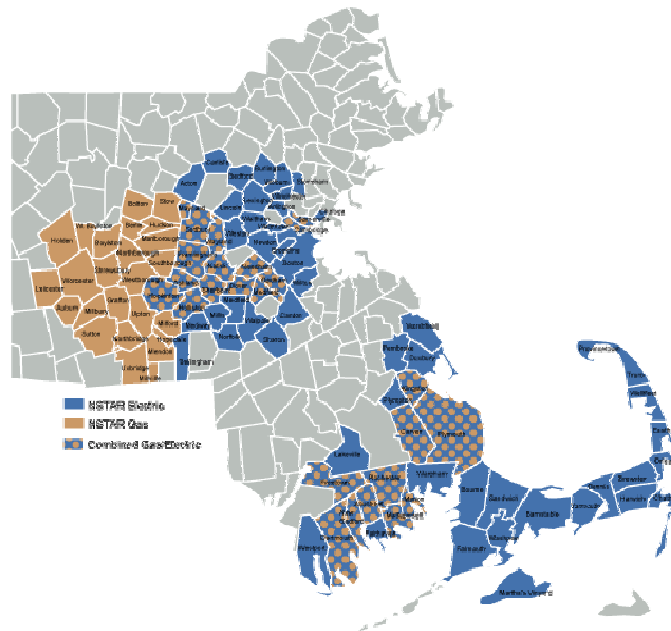
## Agenda

- NSTAR and Program Background
- Program Description
- Program Results
- Program Benefits
- Lessons Learned
- How Benchmarking Could Benefit an ESCO



## Who is NSTAR?

- Investor-owned electric and gas utility in Massachusetts
- 1.3 million customers





## Background

- 20 years implementing traditional rebate programs
- Shift in focus to *overall* building performance
- Worked with ICF International to develop a partnership program to guide customers from initial energy performance rating to implement improvements



## Benchmarking Initiative

- Promotes EPA ENERGY STAR Portfolio Manager benchmarking and energy management strategies
- Takes customers from a PM rating through the action steps to actually implementing energy efficiency improvements
- Encourages participation in NSTAR's energy efficiency programs and services



## PORTFOLIO MANAGER

### Facility Performance [Set Baseline Period](#) | [Set Energy Performance Target](#)

Select View: Performance: Facilities [Create View](#) | [Edit View](#)

| 12 Months Ending | Rating (1-100) | Annual Energy Cost (US Dollars (\$)) | Site Energy Intensity (kBtu/Sq. Ft.) | Target Rating (1-100) | Site Energy Intensity (for Avg. Rating of 50) (kBtu/Sq. Ft.) |
|------------------|----------------|--------------------------------------|--------------------------------------|-----------------------|--|
| September 2004   | 97             | \$415,196.47                         | 191.9                                | N/A                   | 452.8  |
| Month Year       |                |                                      |                                      |                       |  |

REFRESH VIEW

### Space Use [Add Space](#)

| Space Name                  | Space Type          | Floor Area (Sq. Ft.) | % Floor Area | Alerts |                              |
|-----------------------------|---------------------|----------------------|--------------|--------|------------------------------|
| <a href="#">Parking Lot</a> | Open Parking Lot    | 185,000              | 70           |        | <a href="#">Delete Space</a> |
| <a href="#">Store</a>       | Supermarket/Grocery | 79,942               | 30           |        | <a href="#">Delete Space</a> |

### General Facility Administration

[Track](#) Energy Performance Improvements  
[Contact](#) us

### Sharing Data

[View](#) entire Access List for this Facility  
[Remove](#) my access to this facility

### Applying for the ENERGY STAR

[Apply](#) for the ENERGY STAR  
[View](#) status of ENERGY STAR  
 Applications



Internet

## Strengths

- ENERGY STAR brand
- 1-100 rating is easy to communicate and compare

- ✓ No better tool available, particularly at no cost, to provide a quick and meaningful performance assessment

## Limitations

- Limited to certain building types
- Intimidating for first time users
- Not enough value to justify data entry



## Assistance Provided

Benchmarking  
Training and  
Support



Energy  
Efficiency  
Opportunity  
Assessment



Ongoing  
Support

- More than an audit; less than modeling



## Energy Performance Results

- 64 buildings benchmarked
  - Includes all eligible space types:  
offices, schools, hospitals, supermarkets,  
hotels, warehouses
- 16 million square feet
- Ratings range from 5 to 100
- Average of 44 (< national avg. of 50)



## Program Results, So Far...

- 50% have implemented at least one measure from the EEOA report
- 17% are pursuing comprehensive energy efficiency plans
- 29% are using NSTAR incentive programs
- 33% re-benchmark after 3 months
- 25% re-benchmark after 12 months



## Observations- Determining Rating

- Most customers had never been to the ENERGY STAR website or seen Portfolio Manager
- The software is easy to understand and use, once trained
- Many questions on how to enter and interpret data – “good to have help”



## Observations- Evaluating and Improving Rating

- Interested in seeing how their energy performance rating compared with their peers - most expected better scores
- Portfolio Manager gives a rating but doesn't explain how to improve
- NSTAR bridges the gap –looks for opportunities in site assessment



## Everyone Benefits

- **No single step is *most* valuable – it is the *entire* process**
- Free training and energy management assistance leaves a positive impression with our customers – *Good for NSTAR!*
- Individual assistance and “hand-holding” is necessary and appreciated – *Good for our Customers!*
- Very few customers would benchmark their buildings without individual assistance
- Assistance is independent and covers a mix of efficiency measures
- Many participants have implemented recommendations – *the Program is working for NSTAR!*




## Lessons Learned

- Mid-sized buildings or master-metered buildings are best target
- Need higher-level buy-in than facility staff
- Get some level of commitment upfront to ensure follow-through
- Certain industries are interested in Energy Star Label-  
Property Managers, Hotels



## Why Portfolio Manager for an ESCO?

- Value-added, independent analysis
-  brand
- Set a specific target
- Build a long-term relationship
- Get into multiple customer facilities and prioritize
- Expand to multiple fuel types-  
electric, gas, steam



**Any Questions?**

*Brett Feldman*

*Program Manager*

*(781) 441-8344*

*Brett\_Feldman@nstaronline.com*