



Grassroots Government Advocacy Committee (GGAC)

Member Orientation

2018 Summer Meeting
Houston, Texas

Advocacy Activity

- Engagement with elected officials and policymakers at multiple levels
- Interactions with related organizations
- Communication with membership and public



Key Activities of GGAC

- Propose Public Policy Priorities (PPP)
- Implement priorities
- Develop ASHRAE to effectively influence policy at all levels and in all Regions
- Communicate internally and externally regarding policy
- Develop and maintain internal and external relationships in partnership with staff



GGAC Structure (effective July 1, 2018)

Non-Voting Members (6)

- Society Treasurer
- BOD ExO
- BOD CO
- Staff Liaisons (3)

Voting Members (23)

- Chair (Must have served on ASHRAE ExCom)
- Vice Chair (Must have served on ASHRAE ExCom)
- Regional Vice Chairs (15)
- Council Representatives (3)
- Communications Coordinator
- At-Large/Presidential Member
- At-Large/Government Activities Professional



GGAC Subcommittees

Six Standing Subcommittees

- Executive
 - Policy and Programs
 - Member Mobilization
 - Nominating
 - Global Affairs
 - Rules
-
- Members assigned to Subcommittees by Chair



Policy and Programs Subcommittee

- Chaired by an RVC with at least one year experience on GGAC
- Develop and Oversee implementation of public policy goals and initiatives.
- Provide regular reports to the GGAC on the status of public policy initiatives and goals.
- Seek opportunities for influencing public policy
- Prepare and submit requests for action alerts to the Executive Subcommittee.
- Review and recommend revisions to the PAOE criteria.



Member Mobilization Subcommittee

- Chaired by an RVC with at least one year experience on GGAC
- Monitor and respond to public policy-related requests
- Prepare and submit requests for action alerts to the Executive Subcommittee.
- Provide regular reports to the GGAC
- Provide recommendations to the GGAC on emerging issues
- Manage Grassroots Government Advocacy Awards Program.
- Review and update training materials prior to Winter Meeting.



Global Affairs Subcommittee

- Chaired by an RVC with a minimum of 1 year experience and from the Regions involved.
- Composed of all the members of GGAC that represent non-U.S. areas of the world
- Promote and grow activities globally in relation to the Goals of Society

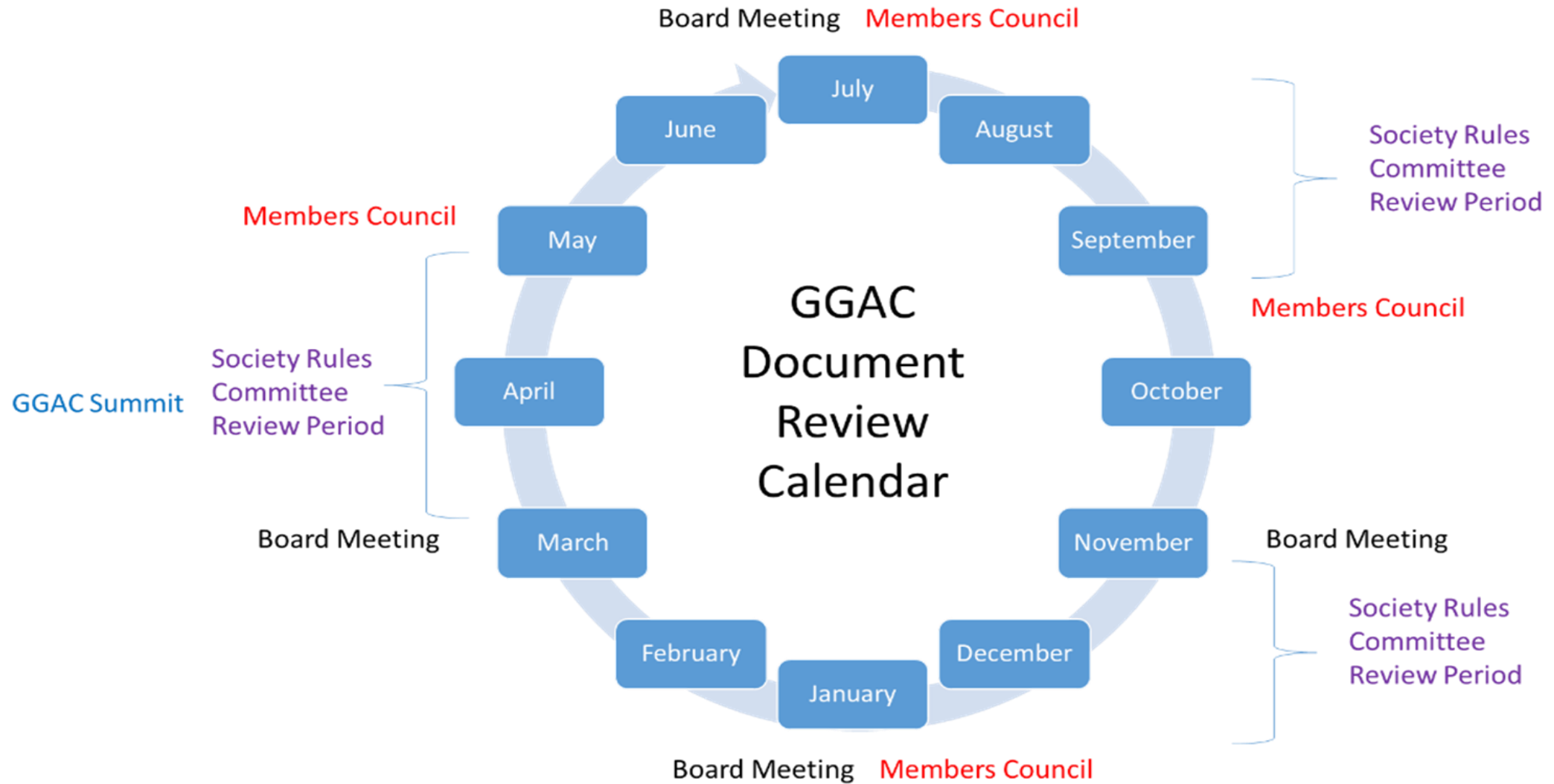


Rules Subcommittee

- Chaired by the GGAC Vice Chair and includes the Communication Coordinator
- Conducts an annual review of:
 - GGAC Rules of the Board (ROB)
 - GGAC Manual of Procedures (MOP)
- May also choose to conduct a review of:
 - GGAC Resource Manual



Rules Subcommittee Schedule



Nominating Subcommittee

- Composed of a Presidential Member, the Communication Coordinator and the chairs of the other standing Subcommittees
- Makes recommendations for the next year's membership and Subcommittee chairs



Subcommittee Assignments 2018-19

Executive Subcommittee

- David Underwood, Chair
- Walid Chakroun, Vice Chair
- Darryl Boyce, CO
- Chuck Gulledge, Society Treasurer
- Dunstan Macauley, ExO
- Bill McQuade, At Large
- Terry Townsend, Rules Subcommittee Chair
- Robin Bryant, Members Council Rep
- Mohammad Hosni, PubEd Rep
- Michael Bilderbeck, TechC Rep
- Roger Jones, Communications Chair
- Dave Palty, Policy and Program Subcommittee Chair
- Jim Arnold, Member Mobilization Subcommittee Chair
- Eduardo Conghos, Global Affairs Subcommittee Chair



Subcommittee Assignments 2018-19

Policy and Programs Subcommittee

- Dave Palty, Chair
- Andy Manos, Region I
- Kinga Porst Hydras, Region III
- Matthew Jesson, Region VI
- Ryan Williams, Region VII
- Chad Smith, Region VIII
- Eduardo Conghos, Region XII
- Stephen Gill, Region XV
- Roger Jones, Communications Coordinator

Member Mobilization Subcommittee

- Jim Arnold, Chair
- Michael Bilderbeck, TechC Rep
- Terry Townsend, At Large/Presidential Member
- Rob Hoadley, Region II
- Tim Ashby, Region IV
- Ryan Williams, Region VII
- Jessica Errett, Region IX
- Jeff Hurd, Region XI
- Sam Hui, Region XIII
- Maged Fouad Hashem, Region at Large



Subcommittee Assignments 2018-19

Global Affairs *

- Eduardo Conghos, Chair
- Sam Hui
- Maged Fouad Hashem
- Jeff Hurd
- Chad Smith
- Rob Hoadley

*-all members of this Subcommittee represent Regions that have non-US countries

Nominating

- Terry Townsend, Chair
- Roger Jones
- Walid Chakroun
- Stephen Gill
- Jim Arnold
- Dave Palty

Rules

- Walid Chakroun, Chair
- Roger Jones



Public Policy Priorities (PPP) 2018-19 Proposed

A. Building Performance Optimization

- 1) New Construction
 - a) Codes and Standards
 - i) Building Design Criteria
 - b) Performance Based
 - i) Standards/Building EQ As Designed
 - (1) System approach to Energy Efficiency
 - c) Commissioning/on-going
- 2) Existing Buildings
 - a) Codes and Standards
 - b) Benchmark/Assessment
 - c) Building EQ
 - d) Re-Commissioning/retro-commissioning/ongoing - commissioning

B. Public Safety

1. Legionella
 - a) Advocate use of Standard 188
 - b) Coordinate with 188 committee
 - need for design guide
2. Licensure
 - a) Response to states re implementing “Masters or Equivalent (MOE)” or abolishing state licensing boards
3. Refrigerant Safety
 - a) Educate officials on updated Standards on flammable refrigerants in commercial/industrial settings
4. Resiliency
 - a) identify ASHRAE resources



Public Policy Priorities (PPP) 2018-19 Proposed

C. Indoor Environmental Quality (IEQ)

- 1) Building Design Criteria – Codes and Standards
- 2) Airborne and Waterborne Hazards
- 3) Collaborate with other organizations (e.g. IAQA)

D. Residential

- 1) Codes and Standards
 - a) Educate officials
- 2 Refrigerant Safety
 - a) Update officials and industry on anticipated code changes
 - b) Collaborate with other organizations

E. STEM and Workforce Development

- 1) Liaise with Student Activities
- 2) Communicate with DOLs re need for operators and technicians.
- 3) Improve awareness of ASHRAE training resources and certification



MBOs for 2018-19 Proposed

Objectives	Responsibility	Due Date	Status
1. Expand Government Outreach Days including development of new training materials to include documents, videos and case studies			
2. Develop and implement programs to promote awareness and use of Building EQ			
3. Develop implementation plan for promoting the document created last year on ASHRAE in Residential Codes and Construction			
4. Review how resiliency fits into ASHRAE standards and guidelines and develop resources			

MBOs for 2018-19 Proposed

5. Develop digital plan/campaign (e.g.: You Tube) to rapidly respond to GAC relevant issues			
6. Identify collaborative organizations			
7. Work with marketing to develop materials that outline our Policy Priorities that can be used to inform officials			
8. Identify items that ASHRAE can lead on in the future – gap analysis			

Engagement with Policymakers

- Involves technical or method-of-enforcement aspects only, and not support of political party or candidate.
- Encourage active, informed membership by keeping government at all levels updated on technical issues
- Promote appointment of ASHRAE members to local, provincial, state, and national governmental bodies.



Lobbying vs. Advocacy

- Laws and regulations vary state to state, jurisdiction to jurisdiction, country to country, so consult the law no matter what.
- It is **your** responsibility to know what can and can't be – and to convey the same to your Chapter Chairs.



Materials To Use With Policy Makers

Available resources when you are talking with policymakers:

- Public Policy Issue Briefs
- Society Letters
- Online Materials (e.g. YouTube, Webinars, etc.)
- Published Standards and Guidelines
- Position Documents



Public Policy Issue Briefs



Shaping Tomorrow's
Built Environment Today

BUILDING ENERGY DATA: A CRITICAL RESOURCE

THE ISSUE

Reducing the energy use of buildings requires the availability of a robust database of building energy data to define the baseline against which progress can be measured. Because buildings account for approximately 40% of US energy use¹ and about 74% of US electricity consumption², they can be a significant resource for reducing energy use. However, limited data exist to actually understand the energy use associated with individual buildings and the factors that affect energy use. Despite increased focus on improving the ability for all new buildings to use energy more efficiently, existing buildings represent the greatest source of energy use within the sector, and of course when initially occupied, new buildings become existing buildings.

Improved understanding of existing building energy use characteristics will clarify the relationship between intended and actual performance. Understanding these gaps can result in better building design, inform operations and maintenance practices, and provide input to energy codes and standards that establish design and construction criteria for new buildings, and renovations and additions to existing buildings.

ASHRAE'S ROLE

As a technical society whose priorities include reducing the energy use of buildings, ASHRAE has the resources and expertise to guide the development of more energy efficient buildings. ASHRAE disseminates best practices to professionals across the building sector by developing standards, guidance, and educational resources. However, those best practices must be informed by robust data on the actual energy performance of buildings. To help building owners and operators understand the energy use of their buildings and opportunities for improvement, ASHRAE has developed a building energy rating program and performance tool (the Building Energy Quotient³) that requires valid data across building types and climate zones. ASHRAE has also updated its Standard 105, and is developing standards for measuring and expressing building energy performance in a rating program (Standard 214P), as well as a standard that establishes consistent practices for conducting and reporting commercial building energy audits (Standard 211P).

ASHRAE'S VIEW

Existing Federal and State programs, like the US Energy Information Administration's Commercial Buildings Energy Consumption Survey (CBECS), serve as the baseline for many initiatives designed to reduce energy consumption in both new and existing buildings. The importance of this data will continue to grow as the nation and the building community focus on reducing energy use.

Recommendations for maintaining and enhancing the availability of building energy data:

- Adequately fund the US Energy Information Agency to allow for the timely release of robust datasets focused on the energy use of buildings and increase their coverage. Also support the agencies and programs that make use of this data, including EPA's ENERGY STAR program and those administered by the US Department of Energy's Building Technologies Office.
- Support the development and implementation of technically sound private sector programs designed to reduce building energy use and report on the actual energy use of buildings, such as ASHRAE's Building Energy Quotient program.
- Support the adoption, application, and use of ASHRAE Standard 105 to provide a uniform and robust method for measuring and expressing building energy performance.

¹ US Department of Energy. 2011. "2011 Buildings Energy Data Book." <http://buildingsdatabook.eren.doe.gov/TableView.aspx?table=1.1.3>

² US Department of Energy. 2011. "Buildings Share of U.S. Electricity Consumption (Percent)." <http://buildingsdatabook.eren.doe.gov/TableView.aspx?table=1.1.9>

³ www.buildingeq.com

- One-page documents for distribution to government officials and others with limited technical expertise
- Translates ASHRAE's positions and activities



Public Policy Issue Briefs - topics

- Building Energy Data: A Critical Resource
- Climate Change and Building Energy Efficiency
- Consensus Standards: Expert Solutions to Meet National Needs
- Energy Efficiency for Buildings and HVAC&R Equipment
- Energy Use Metrics and Targets for Commercial Buildings
- Research and Development Needs to Meet National Goals
- Science, Technology, Engineering and Mathematics Education & Competitiveness
- Commercial Building Energy Use Disclosure



Position Documents

- Board of Directors-approved document expressing the views of the Society
- Includes concise summary statement and supporting documentation
- Longer multiple-page documents used for follow-up with policy makers and government officials
- Available on the *Public Policy Resources* page on ASHRAE's Government Affairs Website.
www.ashrae.org/about/government-affairs/public-policy-resources



RVC Responsibilities

Review Section 5 of the MOP



RVC Responsibilities

- Attend the regular Committee meetings at the Winter and Annual Meetings of the Society and from time to time via conference call
- Assist Chapters in planning, coordinating and administering government activities and assist with training for such activities
- Monitor PAOE for Chapter governmental activities within the Region
- Prepare and conduct GGAC Workshops at Chapter Regional Conference (CRCs)



RVC Responsibilities

- Prepare reports, as required by Society and this Committee's Chair
 - Refer to the GGAC Resource Manual for a sample Standardized RVC Reporting Format
- Refer to this Committee's Resource Manual for an Annual Schedule of suggested activities for an RVC
- Coordinate communication of government activities at Chapter and Region



RVC Responsibilities

- Promote GGAC Committee's Awards Program within the Region.
 - Solicit entries for each award from the Chapters
 - Forward qualified entries for Society consideration
- Transfer relevant GGAC materials, information, standards, etc. to the successor RVC
- Serve on subcommittees, prepare for and attend any special meetings, and perform other duties as directed by this Committee



GGAC RVC Calendar

**See the GGAC Resource Manual of RVC
Activities for the
Society Year (July 1-June 30)**

Calendar



CRC Workshop Training

- GGAC RVCs conduct training for GGAC Chapter Chairs at their CRCs
 - Training materials are updated annually and are posted at www.ashrae.org/ggac



RVC “To-Do List”

1. Assist Chapter Presidents-Elect with recruiting Chapter Chair candidates
2. Open dialogue with Regional Executive Officers
3. Conduct CRC Training
4. Keep informed on issues in Region
5. Serve as a conduit for information to and from Chapters and Government Affairs Office

RVC “To-Do List”

6. Facilitate collaborations with like-minded organizations
7. Make contact with all Chapters in your Region
8. Familiarize yourself with PAOE criteria for year
9. Encourage submission for awards
10. Familiarize yourself with federal, state, and local policymakers and elected officials

ASHRAE Government Affairs Staff

- We have a team that is ready to support you!
 - Alice Yates, Director
 - Jim Scarborough, Senior Manager of State and Local Government Affairs
 - Jeremy Pollack, Manager of Federal Government Affairs
 - Patricia Ryan, Office Manager
- Our Office: 1255 23rd Street NW, Suite 825, Washington, DC 20037
- Email: GovAffairs@ashrae.org



ASHRAE Government Affairs Staff

- GGAC Staff Support
- Bi-Weekly Government Affairs Updates
- Training materials online
- Advocacy materials online
- Advocacy support and planning for Government Outreach Days (Days on the Hill)
- Advocacy support for U.S. Congressional member State and District Office visits.
- Advocacy support for local and state hearings (e.g., Code hearings)





Questions?