

Residential Industry Stakeholders Workshop



Hosted by ASHRAE
February 19 & 20, 2014
Crystal City Hilton
Arlington, Virginia

Residential Stakeholders Workshop



- ***Consider the Impact of the Residential Market***
 - 115.2 million dwelling units in U.S. in 2010; 140.6 million by 2030
 - Residential building sector responsible for 21% of energy consumed in United States expected to remain same thru 2030
 - Residential sector accounts for almost 54% of primary energy used by all buildings.
 - From economic, environmental and energy security perspectives,
*a sector that consumes one-fifth of all energy used by the nation and more than half of all energy used by building **requires significant attention!***

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- ***Might ASHRAE Technology help to***
 - *Decrease energy consumption?*
 - *Reduce environmental impact?*
 - *Improve residential Indoor Environmental Quality*
 - *IEQ ?*
 - *Improve residential sustainability?*

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- ***Reason for ASHRAE conducting this workshop?***
 - To investigate if and how ASHRAE expertise might benefit the residential built environment
- ***Why?***
 - Society Bylaws
 - Core Values
 - Residential Theme goals
 - Draft Strategic Plan concepts

ASHRAE's Bylaws



The Society is organized and operated for the exclusive purpose of advancing the arts and sciences of heating, refrigerating, air conditioning, and ventilating, the allied arts and sciences, and related human factors for the benefit of the general public.

ASHRAE's Core Values



Excellence:

ASHRAE education, technical information and all other activities and products will always reflect best practices through continuous improvement and innovation.

Commitment:

ASHRAE and its members are passionate about serving the built environment, creating value and recognizing the accomplishments of others.

Integrity:

ASHRAE is committed to the highest ethical standards. We work transparently, observing essential requirements for due process and peer reviews to ... do the right things the right way.

Collaboration:

ASHRAE seeks and embraces collaborative efforts with organizations, agencies and individuals sharing our commitment to sustainable built environments.

Volunteerism:

Members lead ASHRAE at every level, serving ASHRAE and helping ASHRAE serve society

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- ***President Bahnfleth's Theme***
“Shaping the Next”
directs us to set goals for
 - *Our World*
 - *Ourselves*
 - *Our Work*

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- ***Shaping the Next – Our World***
 - **Basic needs & Quality of Life**
 - Safety, Health, Comfort, Productivity, IEQ
 - **Environmental Stewardship**
 - Producing Standards like 90.1, 189.1, 191P, 15
 - **Serving all communities**
 - Not just commercial / industrial
 - Residential
 - IEQ

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- ***Shaping the Next – Ourselves***
 - **ASHRAE Members**
 - Show Value of Participation, Provide Educational Opportunities, Easy Delivery of Products
 - **Colleagues**
 - Provide Handbooks, Certifications, Professional Development, AEDG
 - **Next Generation**
 - Support YEA, Leadership U, LeaDRS, Student Activities

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- ***Shaping the Next – Our Work***
 - **Global Vision**
 - 36 of 175 Chapters, 20% Membership, 40% Student Members, Changes to serve
 - **Broad Horizons**
 - Beyond HVAC/R and like Sustainability & IEQ
 - **Partnerships**
 - BPA, IES, ICC, USGBC, IAQA

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- ***ASHRAE's Strategic plan being revised***
 - Input sought from stakeholders
 - Goal to have Board-approved plan by 2014 Annual Conference
 - Strong focus on:
 - Understanding our members and industry needs
 - Serving industry stakeholders better

Draft Strategic Plan Concepts



- 1. Consider Expanding Scope of Markets (members from non traditional occupations)***
- 2. Provide Professional Development and Personal Growth within ASHRAE***
- 3. Consider our Global Strategy***
- 4. Provide for Improved Building Performance***
- 5. Seek Intersociety Collaboration to Address Common Goals***
- 6. Investigate Possible Role of ASHRAE in Residential Built Environment***

5. Intersociety Collaboration to Address Common Goals



- **Explore how ASHRAE could interact with other more established organizations to achieve goals of common importance**
 - Technology applications to the built environment
 - Advocacy coordinated to achieve maximum impact
 - Professional development
- **Take a leadership role in creating collaborative engagements that lead to meaningful results**
 - BPA
 - Refrigerant Management Plan

6. Potential Role of ASHRAE in Residential Built Environment



- **Explore ASHRAE's potential role in the residential sector of the built environment - North America & beyond**
- **Explore collaborative opportunities in the residential market with established organizations**
- **Explore opportunities in the residential sector that are currently underserved by other residential organizations**
 - Energy
 - IEQ
 - Smart City

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– ***Because of the:***

- Significance of residential impact
- Our Society Bylaws
- Our Core Values
- Issues in his Presidential Theme
- The direction of our draft Strategic Plan

***President Bahnfleth has established the
Residential Ad Hoc Committee!***

President's Charge to the Residential Ad Hoc Committee



- **Review the residential construction market as how ASHRAE might participate**, focusing primarily on the US and Canada, but not excluding other global markets.
- **Review ASHRAE's ability to support the residential market** – standards, research, professional development, publications, design guidance and tools, etc.
- **Review ASHRAE's current activities** specifically directed toward residential construction and analyze their effectiveness.

President's Charge to the Residential Ad Hoc Committee



- **Consider recommendations for ASHRAE's opportunities in the residential market to collaborate.** Recommendations may focus externally with some stakeholder organizations or as well as internally - Multidisciplinary Task Group or Technical Committee.
- **Support as requested the 2013-14 strategic planning effort** being led by Society Planning Committee.

President's Charge to the Residential Ad Hoc Committee



- **Identify key stakeholder organizations** within the residential industry to develop and engage them in discussions to identify ways in which ASHRAE can productively support and enhance the quality and performance of residential construction.

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- ***How might ASHRAE help?***
 - Publications
 - Standards
 - Educational Programs
 - Technology
 - Research
 - Advocacy / GGAC

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- ***What does ASHRAE hoping to achieve in this workshop?***
 - To talk with and listen to market shareholders
 - To discuss how we might contribute
 - To search for potential partnerships
 - To search for ASHRAE's path forward

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ASHRAE Thanks You!