

Building EQ Committee
St. Louis Annual Meeting – Sunday, June 26, 2016
Meeting Notes

Members Present: Michael Brandemuehl (chair), Hoy Bohanon (vice-chair), Hugh Crowther, Larry Markel, Tim McGinn, Nate Boyd, Dan Nall, Hywel Davies, Charles Eley, Jaap Hogeling, Ben Skelton, Jim Vallort (Coordinating officer)

Incoming Members: Darryl Boyce, Kushagra Juneja, Julia Keen, Steve Kennedy, Edward Tsui

Not available: Harry Misuriello

Staff: Lilas Pratt (staff liaison), Claire Ramspeck, Vanita Gupta, Mark Ames, Joslyn Ratcliff, Jim Scarborough, Jodi Scott

Guests: Mehdi Doura, Audrey Dupuis, Ahmed Alaa El Din, Ron Gagnon, Pranav Godbole, Supiya Goel, Bruce Hunn, Ng Yong Kong, Ross Montgomery, John Nix, Terry Sharp, Paul Torcellini, Branko Todorovic, Gang Wang, Bing-Chwen Yang

Principal Motions¹

Motion 1: Crowther moved and Markel seconded that the meeting minutes from May 6, 2016 meeting of the committee be approved.

Vote: Motion passed by voice vote 6-0-0, CNV

Motion 2: Markel moved and McGinn seconded that the meeting minutes from June 8, 2016 web meeting of the committee be approved.

Vote: Motion passed by voice vote 5-0-1, CNV

Motion 3: Crowther moved and Bohanon seconded that the functional specification for the web portal be approved so that it can be turned into an RFP and Work Statement.

Vote: Motion passed by voice vote, 6-0-0, CNV

Motion 4: Hugh Crowther moved and Dan Nall seconded that the bEQ Committee approve the development of a licensing agreement with the New Jersey P4P incentive program.

Vote: Motion passed by voice vote, 6-0-0, CNV

Motion 5: Nate Boyd moved and Larry Markel seconded that moving forward from this meeting all references to the program be as Building EQ rather than bEQ.

Vote: motion passed by voice vote, 6-0-0, CNV

¹ All votes are recorded as yes-no-abstain.

New and Open Action Items

June 26, 2016 St Louis Annual Meeting:

- **AI 1: Bohanon** to coordinate efforts within the committee for presentations at the Region XIII/RAL CRC in Bangkok this fall.
- **AI 2: Pratt** to post updated Workbooks to the website and send copies to the committee and all DLs.
- **AI 3: Pratt** to document all changes to workbook for errata listing on website and for any announcements on the update .
- **AI 4: bEQ ExCom** to look at restructuring the subcommittee meetings for SY 16-17.
- **AI 5: Pratt** to distribute information on the upcoming Standard 211P and 214P PPRs to the bEQ committee when available.

June 25, 2016 St Louis Annual Meeting (Methodology SubC):

- **AI 1: Pratt** to create an RFP from the technical specification for the bid process.
- **AI 2: Crowther** to talk to Steve Comstock about licensing bEQ to NYSERDA.

May 6-7, 2016 Atlanta Interim Meeting:

- **AI 1: Pratt** to update the workbooks to correct kBTU conversion factors for electricity and to use the site-source multipliers from the DOE ZEB definition.
- **AI 2: Pratt** to make a list of all fields in each rating workbook (IO and AD), noting mandatory and optional fields as well as all pull down menus, help, & validation information already identified.
- **AI 7: Crowther** to write the first draft of the vision for bEQ for use in the online portal specification, work statement, and RFP documents
- **AI 9: Methodology Subcommittee** to review of the target finder inputs developed by Dennis Knight.

January 24, 2016 Orlando Winter Meeting:

- **AI 3: Methodology Subcommittee** to explore the DOE Asset Score and report back to the full committee. (On Today's Agenda)

December 4-5, 2015 Atlanta Interim Meeting:

- **AI 7: Pratt** to set up Basecamp account for bEQ committee. (On-going)

June 29, 2014 Seattle Annual Meeting

- **AI 1: Eley/Pratt** to lead an effort to document the bEQ In Operation process and methodology. (On Hold)

Meeting Minutes

1. Call to Order (Brandemuehl) – **Meeting convened at 9:32am CDT**
 - a. ASHRAE Code of Ethics
(<https://www.ashrae.org/about-ashrae/ashrae-code-of-ethics>)

- b. [Committee purpose and scope](#)
 - c. [Committee structure and roster](#)
 - d. Introductions
 - e. Review of agenda
2. Coordinating Officer Report – Jim Vallort
 - Deferred
 3. New Business
 - a. Approval of minutes from May 6-7, 2016 meeting
 - b. Approval of minutes from June 8 conference call ([Attachment A](#))

Motion 1: Crowther moved and Markel seconded that the meeting minutes from May 6, 2016 meeting of the committee be approved.

Vote: Motion passed by voice vote 6-0-0, CNV

Motion 2: Markel moved and McGinn seconded that the meeting minutes from June 8, 2016 web meeting of the committee be approved.

Vote: Motion passed by voice vote 5-0-1, CNV

- c. Building EQ repositioning presentation
 - Mr. Brandemuehl reviewed the PowerPoint presentation that will be given to the ASHRAE BOD on Sunday afternoon ([Attachment B](#))
 - The committee suggested that possible collaboration with APPA be added to both the collaboration slide and the education slide.
4. Methodology Subcommittee Report
 - a. The Subcommittee meeting notes are shown in [Attachment C](#)
 - b. Online portal specification
 - The main points needed in the web application have been captured.
 - The specification will now be handed over to staff to reformat into an RFP that can be sent out to bid.
 - The successful bidder will be skilled at software development, but will also have an engineering background that will allow them to understand the concepts and methodology of the program.
 - The target is for staff to complete the reformatting by July 15.
 - Assuming that the FY16-17 budget is approved by the BOD today, the committee will move forward with the bid and send an information item forward to the BOD on the resulting selected contractor.
 - ExCom is looking for a business plan on why ASHRAE should invest in the program. This will need to accompany the information item on the portal.
 - The web application will be a breakthrough for the program and allow it to scale up. The current process is a bit of a bottleneck for moving submissions through the process.

Motion 3: Crowther moved and Bohanon seconded that the functional specification for the web portal be approved so that it can be turned into an RFP and Work Statement.

Vote: Motion passed by voice vote, 6-0-0, CNV

- c. Building Energy Asset Score
 - This program has been addressed in the specification via data transfer between these different programs/systems. However, the committee has not tried to reconcile the methodology differences between the two programs.
 - In the EU, most countries rely on asset scores rather than operational scores. They are not interested in the user, but rather just the building and systems. So, the asset score will become more important if the program gets used in Europe.
 - The task of obtaining the data on the building is onerous to the point of making it not a viable activity – this is especially true with an old building that lacks documentation. The asset score tries to bring some sort of qualitative perspective for this type of situation (i.e. what is reasonable for that vintage of equipment).
 - It might be helpful to have something that provided some intelligence in dealing with some of these issues. From that perspective, ASHRAE may be able to learn from the DOE approach.
 - These are issues that need to be overcome to improve the existing building stock.
 - There is a lot of documentation on the Asset Score web page. It may be time for subcommittee to explore this.

5. Marketing Subcommittee Report
 - a. The Subcommittee meeting notes are shown in [Attachment D](#)
 - b. Godfrey branding
 - The new branding will refer to the program as Building EQ rather than bEQ moving forward.
 - The committee has requested a statement of work from Godfrey on the branding item in the plan.
 - The committee reviewed a survey suggestion proposed by the ASHRAE Marketing team. They agreed to move forward with that survey.
 - The subcommittee also discussed how to introduce the new branding at the Regional CRC in Bangkok this fall.
 - c. International marketing strategies
 - One reason to keep the labeling/rating aspect of the program is due to international interest in the program.
 - The Godfrey information is likely to be more focused on North America and may need some massaging in order to apply to the international market.
 - d. Other strategies
 - There is interest in having a presentation to students/university on the program.
 - bEQ becomes a way to promote and support other goals and activities.
 - e. GGAC coordination
 - GGAC continues to look for localities where there is an interest in legislation/regulation for which bEQ can help.

- Utilities will be a focus moving forward.
- Nate Boyd will be chairing a subcommittee for GGAC in the next society year that is charged with promoting Building EQ using the branding tools that will be developed by Godfrey and the ASHRAE marketing staff.
- GGAC has suggested that the BOD presentation be modified and provided to CTTC and RVCs for them to use at the CRCs for GGAC training.

6. Other Business

a. Workbook status

- Updates are pending to both the In Operation and As Designed workbooks. The final changes are pending and should be completed in July 2016.
- Once completed, updated workbooks will be posted to the bEQ website.

b. LEED Alternative Compliance Path Proposal

- The TAG for EA credits met last week to consider this proposal. The committee is still waiting on the outcome from that meeting.

c. NYSERDA National Labeling Group developments

- NYSERDA is pursuing opportunities for standardizing National Labeling activities. They are hoping to finish the project by the end of September, but they are a long way from finishing.
- The project is focusing on multi-family and commercial office space, but seems to be backing away from developing a mandatory labeling program.
- The Technical Subcommittee is looking to compare rating programs and they are hiring a contractor to make those comparisons. They will include both asset and operational ratings. The goal is to explain inconsistencies between different rating systems.

d. New Jersey P4P incentive program

- Maria Karpman, ASHRAE member, BEMP is serving as a consultant to NJ and NY for their utility incentive programs, Pay for Performance (P4P).
- NJ updated their program to incorporate the ASHRAE Standard 90.1 bm addendum. They also want to use the bEQ As Designed rating as an alternative compliance path in the incentive program.
- The program is also tied into GBCI and LEED rating system and many of their forms are LEED forms.
- They have asked to use the bEQ process and forms without actually requiring an official rating and using their own people to vet the forms. They have a similar arrangement with GBCI and they provide feedback to GBCI on their process.
- This would seem to be an exceptional opportunity for bEQ to get exposure and to get real world input, although there is some potential for gamesmanship.
- This partnership would require the committee to “hand this over” to someone else who will use the program for their own uses. The arrangement would require a licensing agreement – most likely no cost.

Motion 4: Hugh Crowther moved and Dan Nall seconded that the bEQ Committee approve the development of a licensing agreement with the New Jersey P4P incentive program.

Discussion on the Motion:

- This would be great way to get a foot in the door for providing information to support incentive programs.
- Steve Comstock has indicated that protecting the bEQ intellectual property would not a problem.
- Will the committee have a say in whether they change the methodology and does there need to be an acknowledgement (asterick?) of what is different from a standard bEQ workbook? These issues become part of the licensing discussion but are also relevant to the web application and RFP. The suggestion is to handle with a one year licensing agreement that needs updating every year.
- The committee needs a quick list of what they want. For example, do not allow them to change the workbook forms. – if someone puts something in the renewable field, they should just ignore it. We want the data so we can add that to our data.
- This is a brand new and potentially large market for bEQ. It is a subset utility program: bEQ for incentive programs adapted to the needs of specific programs.
- This is an incentivized mandatory building rating that becomes a way to encourage both mandatory/voluntary markets.
- Would the committee need to keep the spreadsheet system alive to support this program? One option is to require them to use the portal once available, perhaps with a separate log-in system. They could bear the cost of any required changes.
- Does the committee want to brand these programs with the incentive program? That is something to think about moving forward.
- The pay for performance is a great market that has not been explored much. There is an existing P4P program out there based on Portfolio Manager.
- Other groups have expressed a desire to modify the program.
- There is a push in Standard 100 to add metrics that will reach beyond the US which could support bEQ's efforts to go global. The first push is to handle Canada.

Vote: Motion passed by voice vote, 6-0-0, CNV

- e. ASHRAE Research Project 1771-RP
 - The project is just getting started. The first formal meeting will be held shortly.
- f. Presidential Ad Hoc on adapting bEQ for student branches
 - The work of this Adhoc is to build on the course offered at the University of Nebraska in 2015. Michael Brandemuehl is the chair.
 - The target is to complete the course by the ASHRAE winter meeting in Las Vegas.
- g. Region XIII/RAL CRC update
 - Update on web portal links to compare different ratings and use different median EUIs for customized scores in addition to the "official" bEQ score.
 - bEQ has a big potential in
 - CRC has 100 to 150 students with a separate program in different venue, so it is possible that could be a different speaker. Can try to find some time slot to talk

about changes to bEQ. But that is secondary. The desire is for the main focus to be on the university course.

- Need to get some group together to discuss this offline.

AI 1: Hoy Bohanon to coordinate efforts within the committee for presentations at the Region XIII/RAL CRC in Bangkok this fall.

h. MBO status ([Attachment E](#))

- See attachment.

i. Program Name

- Larry Markel introduced the idea of immediately changing the name of the program as per Godfrey's recommendations rather than waiting for the branding toolkit.
- Changes to the forms and website would wait for the official rebranding information; however, this would change how we refer to it in correspondence.

Motion 5: Nate Boyd moved and Larry Markel seconded that moving forward from this meeting all references to the program be as Building EQ rather than bEQ.

Vote: motion passed by voice vote, 6-0-0, CNV

j. MTG IAST

- This MTG has been tasked with tracking how ASHRAE's actions have impacted energy efficiency. They are looking at the creation of a dashboard on how ASHRAE is having impact.
- This committee needs to keep track of how actions from bEQ have impacted energy efficiency.

k. Conference Schedule for Subcommittee meetings.

- The subcommittees seem to run out of time at their meetings.
- It might be helpful to have a full set of dates for meetings so that those outside of North America can plan ahead.

AI 2: Pratt to post updated Workbooks to the website and send copies to the committee and all DLs.

AI 3: Pratt to document all changes to workbook for errata listing on website and for any announcements on the update .

AI 4: bEQ ExCom to look at restructuring the subcommittee meetings for SY 16-17.

7. Liaison Reports

a. Standard 90.1 (Charles Eley)

- The plan is to publish the 2016 version of the standard this fall. The Galleys are being reviewed now.
- Addendum bm and several other improvements to Appendix G are included in the new version.
- The Standard has always struggled with how to reconcile the performance rating method with the prescriptive standards. Because of the number of addenda, it always lags.

- The 2016 version creates a stable baseline building roughly equivalent to 90.1-2014 which is what DOE has been using for years to evaluate the efficiency of the standard.
 - So rather than change the baseline, new versions of the Standard would just require a lower PCI (PCI is ratio of energy cost of your building to energy cost of this baseline).
 - As the standard becomes more stringent, the prescriptive requirements become more complex with multiple solutions that achieve different levels of performance. By rolling the baseline back to 2004 standards, the prescriptive information becomes simpler and makes it easier for the energy modeler working with the performance option.
 - This will have implications as ENERGY STAR makes changes.
- b. Standard 189.1 (Charles Eley)
- Standard 189.1 is a year behind 90.1 in the code cycle, so that 189.1 can more successfully reference 90.1. The SSPC is currently updating all the references to Standard 90.1. Also, Standard 189.1 has now adopted the PCI used in 90.1 which simplifies the relationship between the two standards.
 - USGBC has a pilot under way that would allow PCI to be used to earn LEED points for EA.
- c. Standard 100
- No Update at this time
- d. Standard 62.1 (Hoy Bohanon)
- The 2016 version of the Standard is now published.
 - Some addenda may come out of the St Louis meeting that would provide a simplified table on ventilation requirements for existing buildings and an additional compliance path. This could be a useful input for a model and much easier method for evaluating ventilation requirements in the IEQ survey in bEQ.
 - **NOTE:** This change could require an update to Form 3 of the In Operation rating.
- e. Standard 202 (Ross Montgomery)
- Ross Montgomery reported that he was looking to take information from this meeting back to the Standard 202 SSPC. He had no other report at this time.
- f. Standard 214P (Ross Montgomery)
- The official name of this standard is now: *Standard for determining and expressing building energy performance in a rating program.*
 - The SPC has been working for about a year and half. The standard went out for Advisory Public Review (API) and received lots of comments. The committee intends to be done with all the comments at this meeting and go out for a full Publication Public Review shortly thereafter..
- g. Standard 211P (Bruce Hunn)
- This is the *Standard for Energy Audits for Commercial Buildings* which takes the *Procedures for Commercial Building Energy Audits* (PCBEA) into a minimum standard format.
 - This standard also went out for API and received lots of comments. They have completed those comments and made many edits. They will vote on Monday for PPR.
 - IN the standard, the preliminary energy audit (PEA) is being incorporated into the Level 1 Energy Audit. Section 5.3 describes this and bEQ is listed as one of several options for complying with that section.

- The standard includes major sections on the procedures for the Levels and major sections on reporting for the Levels.
- The intent is that if an auditor chooses bEQ as the benchmarking option, they would report the official score for compliance with Standard 211.
- The committee will work with the 211 SPC to harmonize the requirements between the two programs.

AI 5: Pratt to distribute information on the upcoming Standard 211P and 214P PPRs to the bEQ committee when available.

- h. Technical Committees
- TC 7.6 handbook committee is keeping up with developments here and with Standard 211 for inclusion in the handbook.
 - TC 7.6 monitors bEQ under the Energy Performance Monitoring Subcommittee (chair: Dennis Landsberg). There may be opportunity for collaboration between the TC and bEQ on the research project.
8. bEQ budget 2016-2017 ([Attachment F](#))
- BOD will vote on budget today. The money for the portal is in the budget that will be approved.
9. Closing comments – Brandemuehl
- Michael Brandemuehl recognized the service of the committee members rolling off the committee and thanked them for their contributions.
10. Incoming Chair – Bohanon
- Hoy Bohanon recognized the service of Michael Brandemuehl as chair and thanked him for his time and contributions to the committee.
 - Mr. Bohanon then expressed his enthusiasm for working with the committee in the coming year and detailed some of the items the committee will be focused on including:
 - University program.
 - Research Project
 - Web Portal
 - Rebranding
 - Value proposition / business plan
 - Roll out and schedule
 - NJ P4P Incentive
 - Processing of new submissions
 - Opportunities in Thailand, Hong Kong, Malaysia, and other places
 - There will be the same two subcommittees to start, but they be restructured later. Subcommittee assignments are as follows;
 - **Methodology:** Charles (chair), Dan Nall, Harry Misuriello, Steve Kennedy
 - **Marketing:** Hugh (chair), Darryl Boyce, Julie Keen, Nate Boyd, Hywel Davies, Jaap Hogeling, Kushagra, Edward Tsui.
 - The committee will work out a timeline for implementation of all this and then schedule interim meetings as needed.

11. Adjourn – **Meeting adjourned at 11:28pm CDT**

bEQ Scope, Purpose and Operation

This committee is responsible for the business planning, training and marketing of the programs of this enterprise. This committee has the overall responsibility to determine technical developments that are required to support these activities. This committee has the responsibility for directing the development of marketing programs to determined target audiences.

The committee shall report to the Board of Directors.

This committee is responsible for the operation of the BEQ enterprise as determined by the Board and for coordinating the activities of all three councils regarding the ASHRAE Building Labeling program.

bEQ Committee Structure – FY 2015-2016

2015-2016 bEQ Committee Members (voting): Michael Brandemuehl (Chair), Hoy Bohanon (Vice-chair), Hugh Crowther (Members Council Representative), Larry Markel (Tech Council Representative), Tim McGinn (Pub-Ed Council Representative), Nate Boyd (Member-at-Large), Harry Misuriello (Member-at-Large), Dan Nall (Member-at-Large)

2015-2016 bEQ Consultants/Others (non-voting): Hywel Davies, Charles Eley, Jaap Hogeling, Benjamin Skelton, Jim Vallort (Coordinating Officer)

2015-2016 Marketing Subcommittee: Larry Markel (chair), Nate Boyd, Hugh Crowther, Hywel Davies, Tim McGinn, Benjamin Skelton

2015-2016 Methodology subcommittee: Charles Eley (chair), Hoy Bohanon, Michael Brandemuehl, Jaap Hogeling, Harry Misuriello, Dan Nall

2016-2017 bEQ Committee members (Incoming): Hoy Bohanon (Chair), Hugh Crowther (Vice-chair), Steve Kennedy (Members Council Representative), Julia Keen (Tech Council Representative), Darryl Boyce (Pub-Ed Council Representative), Nate Boyd (Member-at-Large), Harry Misuriello (Member-at-Large), Hywell Davies (Member-at-Large), Charles Eley (Consultant), Jaap Hogeling (Consultant), Kushagra Juneja (Consultant), Dan Nall (Consultant), Edward Tsui (Coordinating Officer)

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Attachment A: June 8 Meeting Minutes

Notes from today's monthly bEQ meeting.

PLEASE NOTE: There were four action items during the call that are shown in the notes below.

Participants: Michael Brandemuehl, Hoy Bohanon, Larry Markel, Dan Nall, Ben Skelton, Hugh Crowther, Tim McGinn, Charles Eley

Liaisons: Ross Montgomery, Bruce Hunn

Staff: Claire Ramspeck, Vanita Gupta, Joslyn Walters, Mark Ames, Lauren Walters, Lilas Pratt

Not available: Nate Boyd, Harry Misuriello, Hywel Davies, Jaap Hogeling

1) Godfrey response to questions on their marketing plan (led by Larry Markel)

- Marketing Staff is satisfied with information from Godfrey. Appropriate to close out the existing contract.
- Definitely want the Brand information/toolkit
- Tossing around doing an internal survey before having Godfrey do that work to get some responses to help guide what we want in the branding
- Need to be careful what we ask in the survey
- Proposed survey: how long will that take? How big a scope?
- Survey preparation would include Lilas and bEQ Committee. Initially looking at 5 questions. Intending to target downloaders and facility manager job titles.
- Would be really helpful to committee to see what type of questions you want to ask. Yes, marketing staff can do that prior to St Louis, just want to send the survey after St. Louis to cut down on email confusion.
- Why surveying ASHRAE members rather than end users? Godfrey already did this.
- Can't the survey be done in parallel with Godfrey's branding work?
- Just trying to get some insight from those who have engaged in the bEQ process.
- People who have downloaded workbooks have heard of bEQ. Godfrey's information is not going to address someone who has downloaded and not submitted. Not sure how relevant this is, but don't want to close this out. Would like to give you time to develop the questions and what you hope to get out of it, so the committee can see how this fits into the Godfrey work and whether or not it makes sense to wait for the survey or other things.
- Marketing Staff could meet and get some questions to the committee late next week. Committee more interested in understanding the rationale for the survey and whether or not it can be done in parallel with the branding work.
- Good to get feedback from people downloading the workbooks. Might be better to add some questions to the download form and then will always have the data.

AI 1: Marketing Staff to provide bEQ Committee with rationale for a survey and some sample questions to be used for review by the committee in St Louis.

AI 2: Pratt to talk with Godfrey to close out existing contract and to get time frame information on branding work.

Motion #1: Markel moved and McGinn seconded that bEQ committee accept the final report/responses from Godfrey.

Discussion: None.

Vote: Vote passed by unanimous voice vote, 5-0-0, CNV

2) Web Portal Specifications (led by Charles Eley)

- Latest draft incorporated feedback from discussions at May meeting in Atlanta.
- Also added project tasks and a preliminary timeline (7-8 months).

- The backend is the methodology (table lookups, architecture 2030 API, climate adjustments, etc).
- Sent this out to full distribution list for this meeting and got feedback from Ross Montgomery regarding both SI and IP support.
- The goal was to have a specification that would be ready to hit the street by July 1. This is not quite ready to hit the street, needs some input from ASHRAE staff, and needs some final refinement. Needs some upfront boiler plate information.
- Label schedule and site map as suggested or example so that they can create their own proposal as part of their bid.
- Still need to clarify what is bEQ website and what is the portal application.
- Also need the bEQ vision to accompany this information when sent out to potential bidders.
- Project Brief tasks include some tasks that don't seem to have been previously discussed. Could accomplish this perhaps by including much of the Godfrey information that has already been generated. Do want to put the burden on the bidder to identify the key goals and create a work plan on what they are trying to accomplish – this will help the PMS determine if the contractor understands what they are being asked to do.
- Need to finalize the format of the document, and create the information for the RFP.
- Need to set a date when should have feedback from the committee and ASHRAE staff. At some point need to transfer ownership to ASHRAE staff.
- Charles will do another revision prior to St Louis.
- Added something about site maintenance – need input from IT and webteam staff to see how they want to handle on-going maintenance. Still need to have contractor on board for some period of time after launch to work out the inevitable bugs.

AI 3: ASHRAE staff and bEQ Committee to provide feedback to Charles Eley (copy Lilas Pratt) on web portal specification by Wednesday, June 15.

AI 4: Charles Eley to prepare a 4th revision the week of June 20 for discussion by the committee in St Louis.

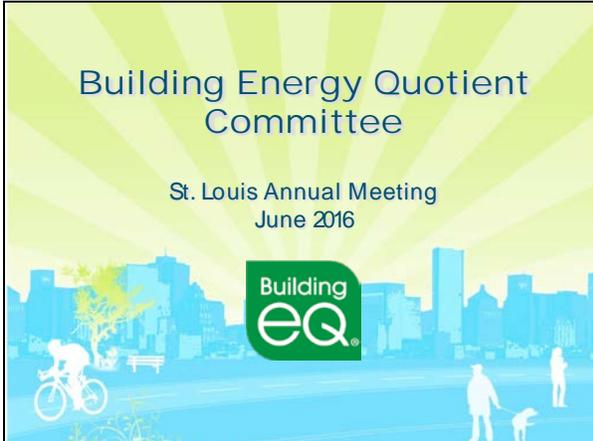
- 3) EPA status & Input on talking points for continuing to develop relationship with Energy Star (led by Hoy Bohanon & Michael Brandemuehl)**
- Discussion deferred to St Louis.

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Attachment B: PowerPoint Presentation to BOD

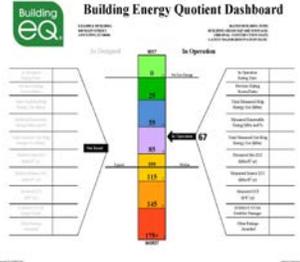
Building Energy Quotient Committee

St. Louis Annual Meeting
June 2016

Today's Objectives

- Update on refocusing Building EQ program
- Marketing plan
- Web portal
- Collaborations
- Outreach
- Looking ahead



Refocused Role for Building EQ

- Maintain labeling and rating program
 - Proposing Building EQ as alternative compliance path for LEED EBOM
 - Participating with NYSERDA efforts
 - Growing international interests
 - Opportunities with utilities and efficiency program administrators
- Greatest value: Building EQ as framework for realizing energy improvements in existing buildings
 - Actionable recommendations for improving building energy performance
 - Standard and consistent process
 - Platform for integrating and promoting ASHRAE standards (e.g., SPC 211P), guidelines, and publications
 - Vehicle for delivering related education and certification

Orlando Plan

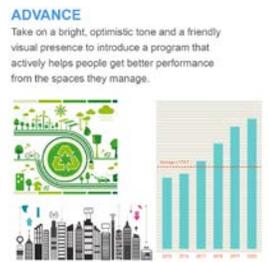
- Refocus Marketing
 - Message: Building EQ is the most comprehensive assessment program providing actionable recommendations for today's commercial buildings
 - Committee approved marketing concept
 - Godfrey developing marketing implementation plan
- Develop Web Portal
 - Online data entry
 - Data exchange with Portfolio Manager and others
 - Connection to other ASHRAE online products and services
 - Generate data on use of Building EQ as assessment tool

Orlando Plan

- Coordination and Cooperation
 - Closer alignment with EPA and DOE
 - Consolidator rather than competitor
 - Opportunity to translate and reconcile disparate set of existing ratings
 - Coordinate with ISO/CEN activities
 - Utilities and energy efficiency program administrators
- Foster Labeling Potential
 - Mandatory US labeling and rating efforts (state, municipal)
 - International programs, including non-CBECS databases

Marketing

- Godfrey has completed contract to survey market, develop brand messaging platform, develop marketing concepts, and prepare implementation plan
- Committee has worked with ASHRAE marketing staff to identify short-term needs
- Committee has requested proposal from Godfrey to prepare branding toolkit based on "Advance" concept
- Expect to take *à la carte* approach to future implementation of plan



Web Portal

- Requested funds for development of web portal
- Committee has prepared functional specification to solicit bids if approved
- Features:
 - Easier user input and preliminary data checking
 - Reduced staff time for submission processing
 - Enhanced information and control of ASHRAE assets
 - Data exchange with EPA, DOE, Architecture 2030
 - Coordination with Standard 211P (energy audits)
 - Designed to reconcile multiple rating systems and databases
 - Future capability to incorporate customized databases and baselines (for fee?)

Collaborations

- Voted to align our baseline methodology with EPA for 21 building types in North America
- USGBC considering our proposal for EBOM ACP
- Adopting DOE BuildingSync data exchange and evaluating DOE Building Energy Asset Score
- Participating in NYSERDA National Labeling Group
- Working to include Building EQ as compliance path for New Jersey Pay for Performance (P4P) incentive program
- Working with GGAC on local, state, national, and international opportunities
- Opportunities to coordinate with APPA performance measurement services

Outreach

Education

- Developing eLearning courses
- Participating in Presidential Ad Hoc to deliver university course through student branches
- Exploring APPA coordination for integration with university course

International

- Interest from Hong Kong, Malaysia, Thailand, Dubai
- Incoming Chair Hoy Bohanon delivered series of DL presentations in Asia in April
- Targeting Thailand as strong opportunity for rating system and university course

Looking Ahead

- Expect to have branding toolkit in three months
- If funding is approved, expect to have web portal beta by Las Vegas meeting
- Launch marketing effort to promote new focus and web portal with new branding
- Presidential Ad Hoc expected to complete university course for student branches by Las Vegas meeting
- Research project underway (2 year duration) to relate design standards and ratings (e.g., 90.1, 189.1, LEED, As Designed) with operational ratings (e.g., Portfolio Manager, In Operation)

Questions?



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Attachment C: Methodology Subcommittee Notes

bEQ Methodology Subcommittee St Louis Annual Meeting Saturday, June 25

Methodology subcommittee Members: Charles Eley (chair), Hoy Bohanon, Michael Brandemuehl, Jaap Hogeling, Dan Nall

bEQ Committee members: Nate Boyd, Hugh Crowther, Hywel Davies, Larry Markel, Ben Skelton

Not available: Harry Misuriello

Incoming bEQ Members: Darryl Boyce, Kushagra Juneja, Julia Keen, Steve Kennedy

Staff: Lilas Pratt, Mark Ames, Emily Sigman

Guests: Billy Austin, Mayumi Miura, Ross Montgomery, Gang Wang, Wangda Zuo,

1. Welcome – **Meeting convened at 1:40pm CDT**
2. Online Portal Specification
 - Charles Eley provided an overview of the current process and the proposed portal idea.
 - Users and projects:
 - The intent is to have multiple users and multiple projects under an account.
 - The first user would create the account.
 - The portal needs to allow for the transfer of projects from one account to another.
 - LEED on-line and/or ENERGY STAR are resources that can provide parallels.
 - Data Entry:
 - The plan is that many users could make changes to the data, but only credentialed users could submit the data for a rating.
 - After submittal, projects could be passed, put on hold, or rejected.
 - The portal could cross reference the BEAP and BEMP certifications with the ASHRAE database. It would be more difficult to do an automatic check for PEs.
 - This can be added to the list of things that the committee might want later so that the programming does not close off the possibility of doing that in the future.
 - Building Sync compatibility:
 - Nick Long notes that Building Sync supports most of ENERGY STAR, but Energy Star does not currently create Building Sync files.
 - Energy Auditors are starting to use Building Sync, so the web portal could read those files directly into the portal.
 - The RFP will ask the programmer to put into hooks for this, but it is not clear exactly how to do this right now. The portal should try to do as much of this possible and maintain capability to do more later.
 - The portal should not include a recommendation generator – this is the job of the assessor. Instead, the BEAP would choose from the list of suggested energy efficiencies and enter the cost estimates and payback. The system would do the arithmetic from the auditor's information to see how that would affect a future score.
 - The capability for additional languages needs to exist within the portal.

AI 1: Pratt to create an RFP from the technical specification for the bid process.

AI 2: Crowther to talk to Steve Comstock about licensing bEQ to NYSERDA.

3. Adjourn – **Meeting convened at 2:50pm CDT**

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Attachment D: Marketing Subcommittee Notes

bEQ Marketing Subcommittee St Louis Annual Meeting Saturday, June 25

Marketing Subcommittee: Larry Markel (chair), Nate Boyd, Hugh Crowther, Hywel Davies, Tim McGinn, Benjamin Skelton

bEQ Committee members: Michael Brandemuehl, Hoy Bohanon, Dan Nall, Charles Eley, Jaap Hogeling

Not available: Tim McGinn, Harry Misuriello

Incoming bEQ Members: Darryl Boyce, Kushagra Juneja, Julia Keen, Steve Kennedy

Staff: Lilas Pratt, Mark Ames, Jodi Scott

Guests: Billy Austin, Claire Bott, Branko Todorovic

1. Welcome – **Meeting Convened at 12:35pm CDT**
2. Status Update
 - a. Larry Markel provided a recap of marketing efforts including:
 - b. Market Assessment and realignment of objectives for bEQ
 - Value to ASHRAE members
 - “Powered by ASHRAE” – opens up entry to suite of ASHRAE resources
 - Provides both a label (especially internationally) and actionable information
 - Multi-use buildings and campuses
 - c. Branding and messaging that will position the program to integrate with ASHRAE offerings and messaging
 - d. Opportunities for coordination/cooperation with EPA, USGBC, NYSEDA, others
 - e. Identification of niche US “markets” (e.g., Orlando, Chicago, Salt Lake, national brands) with the understanding that a strategy that is better focused to municipalities goals and stakeholder (ASHRAE members, building owners, city planners) values is needed including the ability to compare within specific populations (city buildings, branch stores, etc.). GGAC role.
 - f. Rollout of a university course using Buildign EQ which was given last year at the University of Nebraska.
 - g. Opportunities in the International market which has a different focus than U.S – even more varied by country than the U.S. approach varies by city and the need to be able to use different bases for benchmarking & site/source ratios.
3. Godfrey Branding
 - A proposed survey was introduced. This work would not change or affect the branding, but would compliment it. The survey would go only to the roughly 1700 down loaders of bEQ Workbooks.
 - The committee requested one change to the survey:
 - Change the mandatory labeling question to: *Does the authority with jurisdiction for your location currently have a mandatory labeling or rating system?*
 - Make answers to read: *Yes, No, Planning for one, I don't know.*
 - If yes, or planning, please provide name of country or local government.
 - The committee agreed that the elevator speech needs to be finalized and then they would like to ping the market again on the message to make sure it resonates.
 - It would seem to make sense to ping the market again once the portal application is further along to ask users what they want to get out of the portal.
 - The branding toolkit should have information that will help create the elevator speech.

- The ball is in ASHRAE's court as to how move to forward with all this information from Godfrey for the launch of the web portal. There is some logic to do everything at once.
4. GGAC Coordination
Nate Boyd will be the subcommittee chair for the GGAC MBO on bEQ.
 5. Goals/Accomplishments for SY 2016-17
 - Brand toolkit from Godfrey
 - EPA alignment on the median EUI calculations
 - International expansion
 - Coordination with Standards 211P and 214P
 - Specific local U.S. initiatives (e.g., utility alliances, university course); GGAC
 - October BOD meeting and Joint Regional CRC in Bangkok: The agenda is very crowded, so there may not be an opportunity to add anything to it, but there will be opportunity for informal conversations.
 - APPA has interest in the facilities side of institutions working with bEQ. They already have a tool that goes beyond bEQ, but the data is virtually the same and they see it as a way to be in a labeling position.
 - The Adapt bEQ Adhoc is expected to present the finished product at the Las Vegas meeting in January 2016.
 - Orlando: June 30 is the 3rd and final stakeholder conference before a July vote. The current direction is in line with national BERDO policies. It looks like bEQ will be path to compliance after the initial Energy Star work.
 - The idea of getting host hotels to get bEQ ratings was suggested.
 6. Adjourn – **Meeting adjourned 1:35pm CDT**

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Attachment E: MBO Status

Strategic Direction 3- ASHRAE will position itself as an essential resource for optimizing the performance of building and energy systems throughout their life cycles.

Assigned to: [bEQ Committee](#)

Item #	Objective	Status	Date Due	Assigned To Lead Efforts	MBO Comments
1	Implement bEQ marketing plan	Ongoing	6/30/2016	Marketing	Selected recommendations from marketing plan will be implemented beginning July 2016.
2	Establish framework for coordinating and collaborating with EPA Energy Star	Complete	6/30/2016	Chair	Alignment of methodologies approved in Orlando.
3	Establish a framework for coordinating and collaborating with USGBC	Complete	6/30/2016	Chair	EBOM ACM under consideration by USGBC
4	Develop communication framework with GGAC	Complete	1/1/2016	Marketing	Communication improved. GGAC RVCs have effectively coordinated bEQ opportunities.
5	Develop plan for implementing bEQ online	Complete	1/1/2016	Methodology	Functional specification completed.
6	Develop educational offerings for bEQ training	Ongoing	1/1/2016	Methodology	eLearning under development. Presidential Ad Hoc for university course.
7	Initiate bEQ research project	Complete	4/1/2016	Methodology	Work underway.
8	Double the number of buildings with bEQ ratings	Ongoing	6/30/2016	Committee	Submissions up 177% as of 21-Jun-2016

Strategic Direction 3- ASHRAE will position itself as an essential resource for optimizing the performance of building and energy systems throughout their life cycles.
Strategies

3.1 Aggressively market ASHRAE to enhance its image with the industry, policy makers, and other stakeholders through advocacy, public relations, association relations and dissemination of its products and services.

3.2 Expand ASHRAE's marketing focus to target all stakeholders in building and energy systems design and operation such as contractors, building owners, and architects.

3.3 Make ASHRAE's products and services useful, desirable, and accessible to both existing and prospective customers by strengthening and adding focus to the ASHRAE brand as a key resource.

3.4 Provide tools to enable chapters to become a local focus for education and community outreach.

3.5 Help ASHRAE regions and chapters provide appropriate and timely information to state and local government bodies.

3.6 Establish and maintain effective relations with key government agencies so that ASHRAE is recognized as a resource for regulatory and legislative development and for program implementation.

3.7 Conduct periodic market research and environmental scans to understand and act upon the needs of current and prospective members.

3.8 Target selected industry media to present ASHRAE and its activities.

3.9 Promote availability of appropriate products and services to markets outside the ASHRAE membership.

Rationale

1. Public interest in HVAC&R related issues is growing and ASHRAE has the technical knowledge to meet this need.

2. Policy makers and other stakeholders need to be aware of ASHRAE's expertise.

3. Increasing competition requires ASHRAE to distinguish itself as the leader in the field. ASHRAE needs to be recognized as the building and energy systems design and performance experts.

4. The utilization of ASHRAE's knowledge base can directly lead to gains in worker productivity and efficiency of industrial processes.

5. Appropriate commissioning through the life cycle of a building promotes optimum performance.

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Attachment F: Proposed Budget

bEQ Committee Budget Planning - FY 2016-17					PROPOSAL UPDATE 1/11/2015	
Budget Line Items	Previous Actual FY 14-15 ¹	Current Budget (FY 15-16)	Current Actual (7/15-11/15)	Proposed Budget (FY 16-17)	Proposed ForeCast (FY 17-18)	Notes
Revenues/Income						
Submission Income	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00	No revenue is expected during free submission offer
Expenditures						
Salaries and Benefits						
Salaries	72,900.00	92,000.00	29,000.00	94,700.00	98,500.00	
Payroll Taxes and Benefits	20,300.00	24,300.00	8,600.00	28,200.00	27,600.00	
Total	\$ 93,200.00	\$ 116,300.00	\$ 37,600.00	\$ 122,900.00	\$ 126,100.00	
Promotion						
Brochures						
Workshops/Webinars/ Univ Course						
Marketing Plan Implementation ²						
Total	\$ 2,400.00	\$ 26,000.00	\$ 100.00	\$ 26,000.00	\$ 26,000.00	
Committee Travel (Transportation only)						
Winter, Annual Meetings				7,000.00	8,000.00	
Interim Meeting (2 days)				3,500.00	4,000.00	
Committee Presentation Travel				1,800.00	1,800.00	
Total	\$ 10,300.00	\$ 12,000.00	\$ 2,000.00	\$ 12,300.00	\$ 13,800.00	
Conference Calls	\$ 800.00	\$ 1,500.00	\$ 200.00	\$ 1,000.00	\$ 1,000.00	
Development Costs						
Pilot Programs						
Development Costs for future application						
Total	\$ -	\$ 15,600.00	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00	
Outside Services						
TBD						
Total	\$ 1,200.00	\$ 10,400.00	\$ -	\$ 10,000.00	\$ 10,000.00	
TOTAL REVENUES	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00	
TOTAL EXPENDITURES	\$ 107,900.00	\$ 181,800.00	\$ 54,900.00	\$ 187,200.00	\$ 191,900.00	
NET TOTALS	\$ (107,900.00)	\$ (181,800.00)	\$ (54,900.00)	\$ (187,200.00)	\$ (176,900.00)	
Other Items to be considered:						
Marketing Plan Implementation ²				\$100,000	\$100,000	Estimated costs spread out
On-line Data Entry & Database ³				\$62,000	\$62,000	Depreciation from \$188K ex
Total				\$162,000	\$162,000	
¹ \$35,500 in Opportunity funds were spent in FY 14-15 for the Godfrey Marketing Plan phase 1 work. The second payment of \$15,000 came from the Development costs line item.						
² Marketing Plan Implementation Breakdown						
Trade Publication Ads				\$75,000		
Website redesign				\$25,000		
Rebranding (Logo redesign & registration)				\$15,000		
Rebranding (Label & documentation redesign)				\$20,000		
Brochures (develop copy, art, design, & printing)				\$20,000		
Brochure mailing costs				\$10,000		
Social media marketing				\$10,000		
Media and Association Relations				\$25,000		
				Total	\$200,000	
³ On-Line Data Entry & Database Breakdown						
Design (4 weeks)				\$38,000		
Development (12 weeks)				\$98,000		
Implementation (3 weeks)				\$32,000		
QA & Deployment (2 weeks)				\$20,000		
				Total	\$188,000	

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