

IMT ENERGY OPPORTUNITY

SCAN: Aligning Local Priorities with
City-led Efficiency Solutions



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Many U.S. city governments are committed to dramatically reducing the energy consumed by buildings within their jurisdictions and transitioning their fuel sources to 100% clean energy. Meeting these ambitious commitments requires the public and private sectors to invest time and capital into improving the energy performance of both new and existing buildings. To drive this action, city leadership must mobilize the many organizations and individuals that influence building energy use. Cities also need to change business practices in ways that catalyze and sustain a market that fully values high-performing, efficient buildings.

City sustainability offices often lead the charge on this engagement via bold and diverse environmental initiatives. However, staff must be judicious in how they spend their time and funds. Therefore, cities' energy initiatives should aim to affect significant, lasting change in buildings by leveraging other sources of funding, labor, and expertise whenever possible. To develop such initiatives, city leaders need actionable guidance on identifying their best opportunities to eliminate major barriers to energy efficiency in their local real estate markets.



The IMT Energy Opportunity Scan Sets Cities Up for Success

To change the day-to-day business practices of the many organizations and individuals that affect building energy use and performance, city governments first need to understand the various market actors' attitudes, interests, and challenges with respect to energy efficiency.

The IMT Energy Opportunity Scan helps cities gain a deeper understanding of how these market actors view energy efficiency. It then helps city leadership pinpoint opportunities to assemble local expertise, funding, and technical assistance to take action and rapidly improve business conditions so that energy efficiency is not only in demand but also becomes business as usual.

Develop Market Demand

City leaders stimulate private sector demand for energy efficiency through voluntary initiatives that generate demand for high-performing buildings and help market actors overcome barriers that prevent greater investment in energy efficiency.

Lead the Way

City leaders demonstrate the business case for energy efficiency and provide community leadership by undertaking activities and processes that improve municipal operations. The city government integrates energy efficiency into programs and initiatives that affect commercial and multifamily buildings, housing, equity or economic development.

HOW A CITY CAN TAKE CHARGE

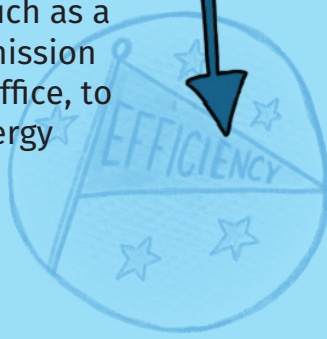
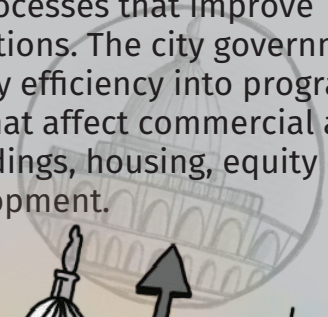
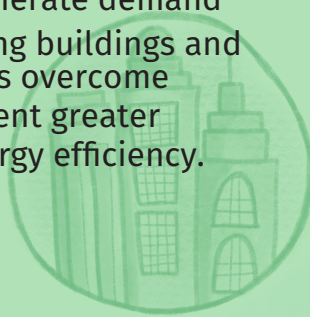
The IMT Energy Opportunity Scan helps city governments explore four strategies to improve efficiency in their communities.

Advocate for Change

City leaders collaborate with utilities and state-level energy agencies, such as a Public Utility Commission or a State Energy Office, to achieve mutual energy goals.

Incentivize and Require

City leaders incentivize or require investments in energy efficiency to help building stakeholders overcome current market failures.



IMPACTS AND BENEFITS

Buildings Impact Every Taxpayer: Residents, Visitors and Business Owners

⇒ Building energy use accounts for 16 percent of total U.S. carbon emissions. In our largest cities, the relative impact of buildings is even higher: In major American metropolises, buildings account for 50 to 75 percent of citywide carbon pollution.

⇒ Across the country, buildings account for over 40 percent of energy consumption and \$400 billion in annual energy bills. Of this energy use, 20-30% is wasted.

⇒ Improving building energy use offers a wide range of benefits.



More Jobs

Across the U.S., there is an expected 10% increase in jobs this year. A \$1 million dollar efficiency project creates as many as 20 jobs.

Robust Local Economies

In the U.S., energy efficiency investment totaled \$86 billion dollars in 2017. These dollars tend to stay local. For each dollar spent on energy efficiency to help families or business, \$2.23 dollars returns to the local economy --- more than is generated by spending on local consumer goods and services.



Equitable Communities

Low-income residents experience higher energy burdens. Making buildings more efficient can reduce and stabilize energy costs, while making buildings safer and more survivable in the event of a natural disaster.

Cleaner Air

Smarter energy use results in reductions in air pollution (preventing sulfur dioxide and nitrogen oxides from entering the air), which leads to healthier communities and lower rates of respiratory and heart disease, asthma, and stroke.



The Institute for Market Transformation works with local governments to identify ways that they can advance their energy efficiency goals using key levers: developing market demand, incentivizing and setting requirements for the built environment, advocating at the state level, and leading by example. Our team of experts is available to discuss your city's needs.

Contact imt@imtweb.org



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