



# Energy Conservation and Disclosure Act (ECAD)

Customer Energy Solutions | Austin Energy

October 2015



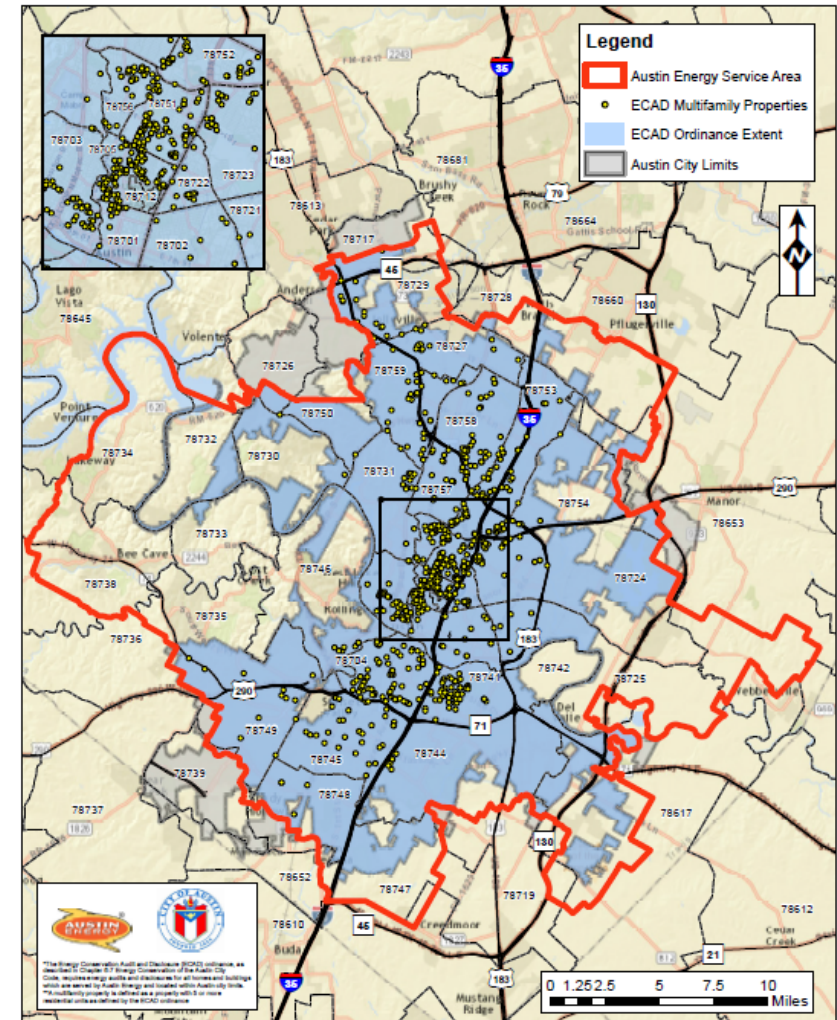


# Energy Conservation Audit & Disclosure

Since 2008 ECAD adoption, Austin Energy has:

- Provided new energy usage tools
- Empowered consumers through education and awareness
- Educated building professionals to integrate sustainable practices
- Provided rebates for energy efficiency improvements
- Included requirements for commercial, single & multifamily
- Facilitated alternative commercial compliance path

Austin City Multifamily Properties and ECAD Ordinance





# Reporting Requirements and Enforcement

## Single Family Audits

- Performed at time of sale
- Applied to houses 10 years old
- Required of seller
- Filed over 20,000 audits



## Multifamily Audits

- Performed every 10 years
- Applied to properties 10 years old
- Required for rebates
- Send out Energy Guides annually for display



## Commercial

- Performed annually by building owners
- Applied to buildings > 10,000 square feet
- Required for rebates

## Enforcement

- Violations may be reported by anyone to the City of Austin Municipal Courts for review and action.



# ECAD OUTREACH



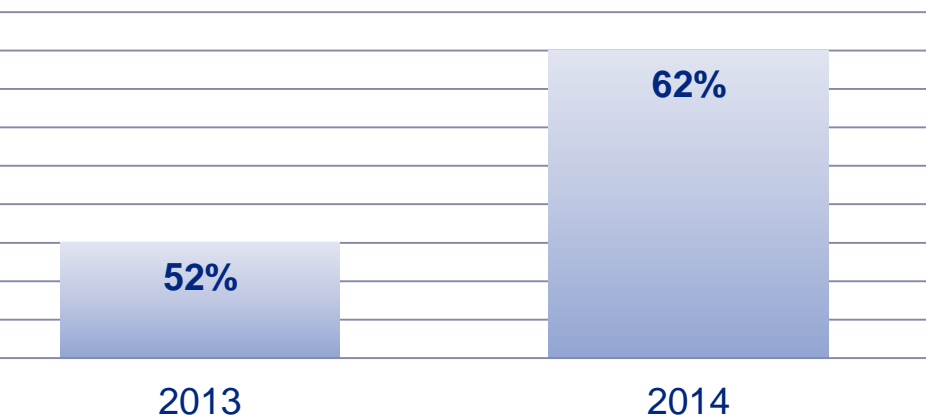
- Austin Board of Realtors (ABOR)
- Realty Round Up
- Apartment Association
- Multifamily property visits
- Business owners meeting
- City Building meeting
- EcoRise Youth Innovations
- Austin Chamber of Commerce
- Cool House Tour
- Blues on the Green
- City wide Safety Event
- Governor's Small Business Forum for Greater Austin Hispanic
- Contractor annual kick-off
- Capital complex education
- Media
  - Print (All)
  - Digital Advertising (Residential and Multifamily)
  - Radio (Commercial)
  - TV (Residential and Commercial)
  - Direct Mail (Multifamily)
  - Collateral (All)
  - Social Media (All)



# ECAD Single Family

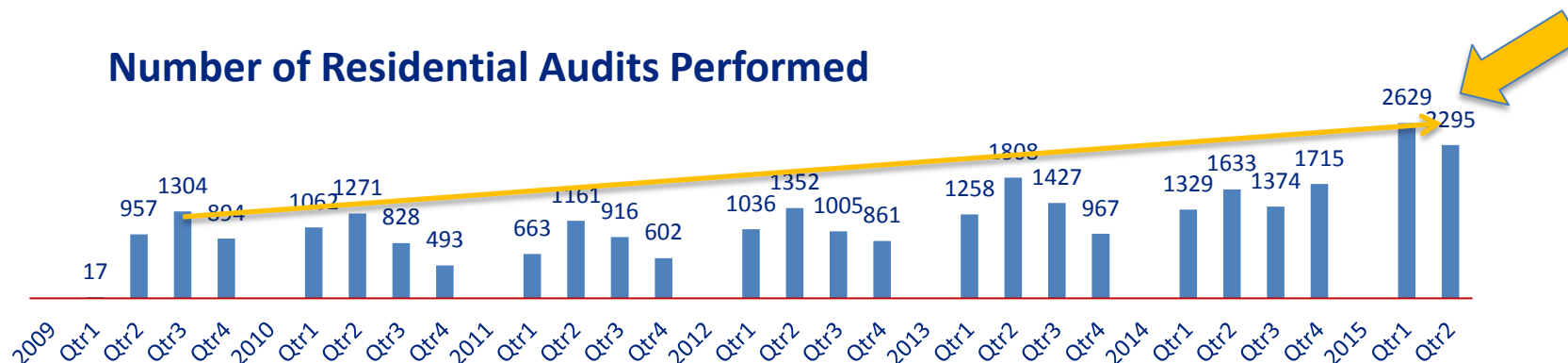


## Residential Calendar Year Compliance



Single Family 2013 and 2014 data				
Year	Deed transfer*	Exempt**	Audited	% audited
2013	14,117	5,719	* 4344	52%
2014	11,089	2,797	5,174	62%

## Number of Residential Audits Performed







# Single Family Focus

- ✓ Increasing Number of Audits Performed
- ✓ Additional outreach presence
  - Events
  - Austin Board of Realtors
  - New audit e-form
- ✓ Pandora Campaign

*"The new ECAD form has significantly reduced the time it takes us to input the data into the form. It also seems to present the information in a better format b/c we get a fewer questions from clients about what the data means."*

**- William Marshall, Austin Auditors**

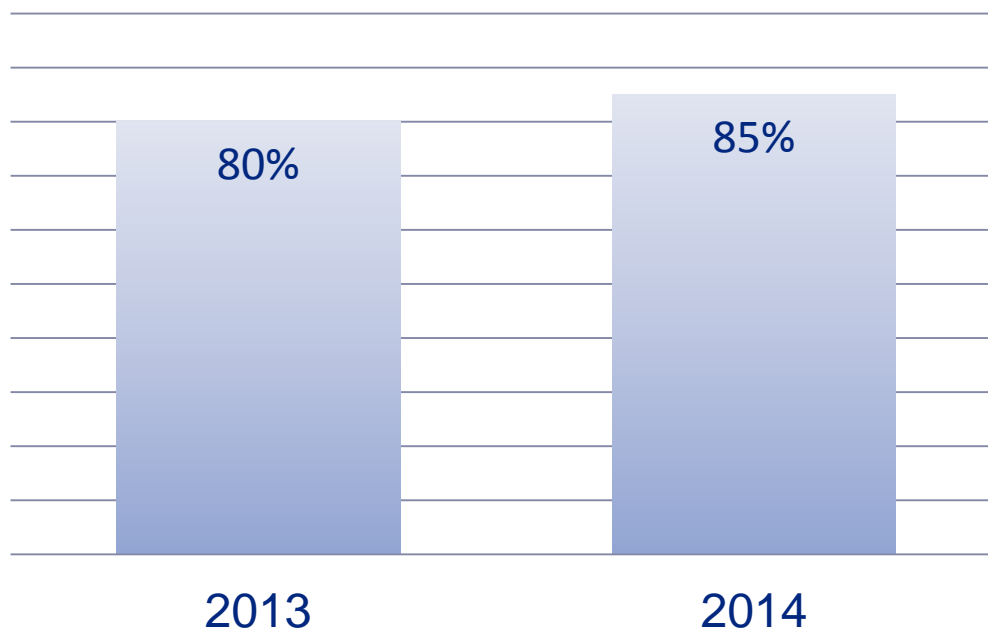




# ECAD Multifamily Sector



## Multifamily Calendar Year Compliance



## Multifamily EE Rebated Upgrades Since ECAD Began

Time Periods	Projects	Rebates
2011 to present	313	Over \$9.9 Million
2014/2015	46	Over \$2.2 Million



# Multifamily Focus

## Efforts in the Multifamily Community

- New marketing campaign
  - Web and print
  - Radio
- Contractor training on data portal
- Site visits to educate on Energy Guides



## Benefits of the Data Portal to Tenants

- Building results comparison
- Download and sortable data
- Map feature
- Competitive market influence

The Austin Open Data  
Portal  
[www.data.austintexas.gov](http://www.data.austintexas.gov)

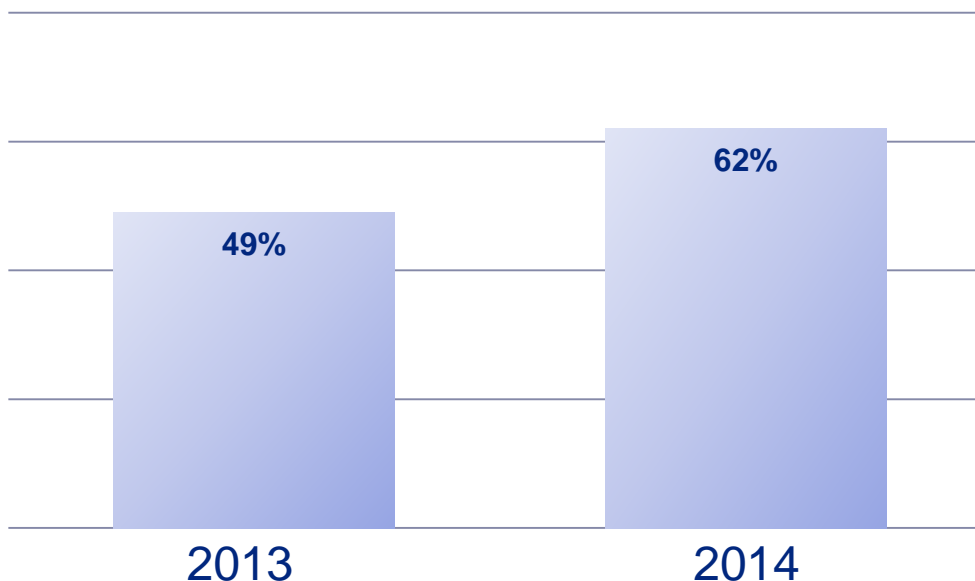




# ECAD Commercial Sector



## Commercial Compliance Rate Measured as of July 1, 2015



### Reporting Implementation

	75,000 sq ft	35,000 sq ft	10,000 sq ft
2012	√	√	√
2013		√	√
2014			√

**Data Portal Update:**  
Commercial 2014  
benchmarking  
results available as  
of October 1, 2015



# Options for Commercial Disclosure Compliance

## 1. Key Code – Simple Process

- Approved by Council to address customer concerns
- Identified by commercial building owner focus groups

## 2. ENERGY STAR® Portfolio Manager – Detailed Process

- Used to obtain ENERGY STAR® building rating
- May work with consultants to implement energy efficiency measures
- Track and report in monthly reports



Choices create flexibility  
Customers value both reporting processes  
Community partnership with  
Austin Chamber of Commerce  
Community educational events



# Next Steps

## Residential

- Direct marketing campaign using ECAD audit data
- Involve real estate schools
- Target home financing programs

## Multifamily

- Complete case studies and launch recognition program
- Address multifamily affordable housing properties



## Commercial

- Further enhance commercial rebate programs
- Educate building owners on disclosing comparable energy use
- Generate additional projects
- Promote benefits of ENERGY STAR ® certification