**Session Type:** Panel Discussion

**Session Title:** Applying the principles of Strategic Energy Management to the Multifamily Sector

**Target Audience:** 3-10 Years of Industry Experience

**Submitter:** Julie Hayes

**Primary Speaker:** Julie Hayes, Milepost Consulting

**Additional Speaker(s):** Author and Co-Presenter Author and Co-Presenter Elly Bunzendahl, Sr. Project Associate, O'Brien and Company

**Summary:** Having experienced measurable results in the commercial space using Strategic Energy Management (SEM,) Puget Sound Energy (PSE) decided it was time to apply the engagement, education, behavior, planning and tracking strategies from their SEM for commercial to their multifamily market. With the help of Milepost Consulting and O'Brien and Company, PSE engaged 15 multifamily properties (a total of 35M kWh) across their service territory to participate in an SEM program with the goals of improving the customer relationship, increasing participation in existing programs and achieving 5 – 10% energy savings over 12 months. Utilities in the Northwest are mandated to achieve annual energy savings that meet yearly regional standards. After decades of successful programs and initiatives designed for residential customers, revenue is flat, and energy savings targets continue to rise while the cost effective, low hanging fruit in the retrofit market has gotten more and more difficult to find. Through all of this, the multifamily market has remained an elusive target with ample opportunities to help meet these goals. The program strives to engage property managers in gaining a better understanding of opportunities for energy savings, planning for new energy management projects, and implementing direct install options. We created educational materials and conducted cohort style training for O&M staff and engaged residents through Energy Fairs and monthly education across market rate, low income, and senior properties. Included in all of this is a data driven energy scorecard that provides owners with real time energy use.

**Results:** Although participant engagement began in January of 2017, the project team is seeing keen interest from upper management, office and O&M staff and residents in applying low and no cost opportunities for energy savings. Strategies include: a monthly energy savings topic/focus, tools and recognition for residents; on site assessments, education and training on energy savings strategies for operations and maintenance staff; energy savings plans (including direct install,) resident engagement strategies, tracking and access to additional utility programs for property managers that help them better support residents and reduce their overall energy costs. Results from the program will be finalized in March of 2018.

**Key Takeaways:** This presentation will highlight this first in the country approach to engaging multifamily customers in reducing their energy use through the proven principles of SEM. Attendees of this session will learn more about the differences in engaging market rate, low-income and senior housing properties, and the strategies used to customize an approach based on property and audience needs and the lessons learned over the first 12 months of the project. 1) Attendees will benefit from lessons learned from the first SEM for Multifamily program in the US; (2) Attendees will better understand the different strategies and tactics used to engage property managers, operations and maintenance staff and residents at market rate, low-income and senior properties to reduce their energy use and make energy management part of their longer term planning.