IMT Webinar - Running a Benchmarking Help Center
Thursday, August 4th, 2016
The first iteration of a benchmarking help center from 2011-2014

**Partners**
NYC Mayor’s Office of Sustainability (MOS)
NYC Department of Buildings (DOB)
City University of New York Building Performance Lab (CUNY)

**Funders**
New York State Energy Research and Development Authority (NYSERDA)
Institute for Market Transformation (IMT)

**Staff**
Up to one full time program manager
Up to nine CUNY students at any given time

**Channels**
Live phone call
Call-back lines

**Responsibilities**
Clarify Local Law 84 of 2009
Refer to utilities
Navigate US Environmental Protection Agency ENERGY STAR Portfolio Manager®
Today’s benchmarking help center launched in Fall 2015

| Partners       | NYC Mayor’s Office of Sustainability (MOS)  
|                | City University of New York Building Performance Lab (CUNY) |
| Funders        | NYC Office of Management and Budget (OMB) |
| Staff          | One part-time CUNY appointed director  
|                | Two full-time employees  
|                | Season interns and volunteers |
| Channels       | Live phone call  
|                | Emails  
|                | Conferences |
The Benchmarking Help Center helps building owners to report their energy and water data for compliance with Local Law 84

Trained staff is prepared to help with the following:

- **Interpret Local Law 84 of 2009:** Answer questions about the local law and rule

- **Navigate US EPA ENERGY STAR® Portfolio Manager®:** Answer technical questions about the tool, troubleshoot problems, and review accounts

- **Improve Basic Data Quality:** Review errors flagged by Portfolio Manager, such as missing data, incorrect units, BBL/BIN in the wrong fields, etc

- **Explain the Data Retrieval Process from Utility Companies:** Provide contact information for utilities, explain data request process and deadlines

- **Guide Submission of Benchmarking Reports to NYC:** Direct callers to and answer questions regarding guidance documents

- **Quickly Respond to Questions or Problems:** Answer any general questions relevant to benchmarking and direct callers to appropriate resources
Initiates and supports efforts in outreach and process improvement

1. Marketing and outreach through conferences, events, newsletters, and targeted mailing
2. Documentation and process improvement
3. Project management and surveys
4. Support for legislation
Review submissions for data accuracy and completeness

How it works
- Review benchmarking reports within one to five day following a submission
- Check key fields using Excel - Partner with DOB, MOS, to evaluate completeness of submitted reports
- Send notification via email - Coordinate messaging with MOS & DOB

Submissions with incomplete data account for 0.3% of the total number of submission.

![Graph showing data comparison between May 2015 and May 2016]
Data sets:

- Covered Buildings List
- Compliance List
- Data quality spreadsheet
- Call log

Currently organized data sets using Excel with a planned migration to desk.com

Migration to a customer relationship management tool will allow the help center to:

- securely and easily store all these data sets into one database
- immediately see the status of a property while on a call
- thread questions
- develop business insights
<table>
<thead>
<tr>
<th>Utility</th>
<th>Service Description</th>
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<tbody>
<tr>
<td>conEdison</td>
<td>Collects aggregated data for a property. Provides data in spreadsheet form. Charges $102.50 per property for the service.</td>
</tr>
<tr>
<td>national grid</td>
<td>Collects aggregated data for a property. Provides data in spreadsheet form. Provides service free of charge.</td>
</tr>
<tr>
<td>PSEG</td>
<td>Collects aggregated data for a property. Provides data in spreadsheet form. Provides service free of charge.</td>
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<tr>
<td>NYC</td>
<td>Installs automatic water meter readers. Directly uploads data to ESPM through web services. Provides service free of charge.</td>
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Expand outreach efforts to non-profits and midsize building owners

- Conferences, events, and training
- Nonprofit outreach
- Mid-size building needs assessment and outreach
- Scorecard pilot targeted for early 2017
Contact Information
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