

# Boosting Support for Building Energy Benchmarking and Reporting in Minneapolis

## Proposed Work Plan

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### OVERVIEW

Resource Media has funding capacity to work with the City of Minneapolis to help build support for the city's new commercial building energy benchmarking and reporting ordinance. With the release of the city's public buildings report this summer, Minneapolis will begin increasing its outreach efforts to large commercial property owners to prepare them for complying with the law in 2014. Resource Media is proposing to work in tandem with the City to generate positive media coverage on the report and the city's benchmarking ordinance in 2013. Below is our proposed media outreach strategy and work plan.

Resource Media has a long-standing relationship with the Institute for Market Transformation to work with local city partners to support efforts to pass and implement energy benchmarking policies. Resource Media has developed case studies and/or assisted with media campaigns to in Seattle, San Francisco, Washington, D.C., Chicago, Boston, New York City and Philadelphia to help inform owners and managers of the savings often revealed with benchmarking. We have also provided strategic communications support and tactical assistance when and where needed.

### CORE MEDIA OUTREACH STRATEGY

Our overall approach will be to assist City leaders in framing building energy benchmarking and reporting as good for building owners, businesses, consumers and the local economy in media coverage.

Messages for this campaign will focus on the benefits for:

- *Building Owners*: Provides owners valuable tools and information to help them start managing energy use and lowering costs; provides owners a way to differentiate and market properties based on their energy efficiency values
- *Businesses and Consumers*: Helps commercial tenants and business owners make more informed and cost-conscious decisions when buying or renting office space; gives consumers a way to compare building energy performance and potential costs
- *Local Economy*: Spurs the market for energy-saving improvements to commercial buildings and creates jobs in the manufacturing, retail, engineering, construction and energy services fields

### CONTACT

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We can work to elevate positive examples of how benchmarking and reporting will benefit these stakeholder groups, for example:

- Building owners already benchmarking and reaping the energy- and money-saving and public relations benefits
- Local companies expanding services and workforce to help owners manage energy use and costs
- Industry groups and educational centers expanding workforce training opportunities to meet demand for building energy services expertise
- Business owners and commercial tenants seeking a standard way to compare building energy performance of properties they want to buy or rent

## **SUPPORT AVAILABLE FROM RESOURCE MEDIA**

### ***Case Study Development***

Resource Media can work with the City of Minneapolis to identify leading building owners/managers and iconic/historic buildings in the city that would serve as positive examples for other owners on the benefits of energy benchmarking. Case studies generally include:

- A brief profile of the building and its energy characteristics;
- A short first-person narrative from the owner/manager about why he/she decided to benchmark the building and what measures were taken to reduce building energy use;
- A ‘before and after’ breakdown of energy use and costs before benchmarking and other measures and after, including the payback period for each measure;
- A listing of rebates and programs owner/manager used to help pay for and implement measures, and how they contributed to the payback of measures;
- Print and web-quality photos of the building and owner/manager (if available)

### ***Trade and Mainstream Media Outreach***

Resource Media can work with the City to reach out to trade and mainstream reporters and bloggers covering Minneapolis commercial real estate and business news and work to earn positive coverage of building energy benchmarking and reporting.

### ***Op-ed Development and Placement***

Resource Media can work with the City of Minneapolis to identify and recruit influential voices in support of building energy benchmarking and reporting, including building owners, energy-efficiency service providers, local elected officials, and green building industry leaders, and work with these spokespeople to develop and place op-eds in trade and mainstream news outlets.

### ***Editorial Board Outreach***

Resource Media can assist the City in pitching and organizing meetings with editorial boards of major mainstream and trade press outlets.

## PROJECT MANAGEMENT

- Resource Media will convene regular check-in calls with City staff (and/or partners) to discuss progress on projects and communications strategy
- Resource Media can prepare clip reports capturing coverage from each media outreach effort
- Resource Media will periodically report to IMT on progress of media outreach efforts in Minneapolis
- City staff will agree to provide keep Resource Media abreast of all developments around the benchmarking and disclosure ordinance
- City staff will agree to provide Resource Media prompt feedback on all communications materials
- City staff agree to identify building industry spokespeople and facilitate introductions to Resource Media

## APPROVALS

RM will get sign off and approval as necessary on deliverables and major decisions from contacts identified by the City.

## RESOURCE MEDIA STAFF



***Holly Armstrong***

Senior Program Director

Holly Armstrong develops communications strategy for Resource Media on issues ranging from sustainable agriculture to energy efficiency. Throughout more than 15 years in government and political communications, she worked with elected leaders, candidates for political office and business to create pro-active communications plans and protocols. Working within government has given her a unique perspective on the role that citizen advocates can play in the public policy-making process. Prior to working with Resource Media, she worked as communications director for Washington Gov. Chris Gregoire, Oregon Gov. Ted Kulongoski, U.S. Rep. David Wu, and the Oregon State Accident Insurance Fund. Gov. Gregoire was named “Public Official of the Year” by Governing Magazine while Holly served as communications director.



***Debbie Slobe***

Senior Program Director

Debbie helped launch Resource Media’s energy efficiency program in 2008, and continues to serve a leadership role in the development and execution of communications campaigns to advance policies and programs aimed at increasing energy efficiency across all sectors. Her recent work includes assisting local governments and national energy efficiency advocacy groups with building industry

and media outreach around building energy benchmarking and disclosure policy. She has also worked extensively throughout the southwest to help partners defend and expand utility-sponsored energy efficiency programs and update building energy codes. In her 18 years in the communications field, Debbie has worked in nearly every aspect of the industry, including film and radio production, website development, and writing and editing for newspapers, magazines and websites. Debbie is also the proud owner of a net-zero energy home and electric car that both run on solar energy. Prior to joining Resource Media, Debbie was the communications director for Playa Lakes Joint Venture, a six-state partnership of state and federal wildlife agencies, private companies and conservation groups working to conserve migratory bird habitat in the Southern High Plains.