

DRIVING MARKET DEMAND

CASE STUDY



The energy code compliance study organized by IMT, as well as their ongoing technical assistance on energy code-related issues have been great resources for our energy code enforcement program.

Building departments in other cities have much to gain from IMT's free resources, which we have and will continue to use.

DAVID EPLEY, WASHINGTON, D.C. GREEN BUILDING PROGRAM MANAGER, DISTRICT OF COLUMBIA DEPARTMENT OF CONSUMER AND REGULATORY AFFAIRS

INTEGRATING EFFICIENCY INTO DAY-TO-DAY BUSINESS

From building code officials who approve permits and construction crews that bring plans into reality, to property managers and building engineers who oversee day-to-day operations and technicians who service equipment—each plays a deciding factor in how a building uses energy. Educating each of these stakeholders to factor energy efficiency into their decision-making processes is essential to capture dormant economic potential.

SETTING AND TRAINING FOR HIGH STANDARDS

Through an array of educational outlets that include targeted newsletters, in-depth webinars, and in-person trainings, IMT trains the building workforce to cut energy waste and save money.

For example, as part of an on-going, multi-year effort funded by the U.S. Department of Energy to unlock potential energy savings in the state of Alabama, in 2016 IMT led a statewide residential field study to determine the biggest opportunity to improve compliance with the new state energy code. The answer: Correct installation of HVAC equipment. IMT then developed in-the-field training for HVAC contractors who are well acquainted with the local market. This approach allows educators to filter best practices through a local lens to better connect with their colleagues' day-to-day experiences and give them the knowledge they need to lock in energy savings for years to come.

Elsewhere in 2016, the District of Columbia [announced](#) that it raised its energy code compliance rate from 75 percent to 99 percent in two years. This first-of-its-kind milestone, trumpeted by the Mayor, relied on a methodology created by IMT's energy codes experts to assess a baseline compliance rate, recommend improvements, and conduct follow-up to measure improvement.

A BLUEPRINT FOR LASTING CHANGE

Educating the full spectrum of professionals to capture the potential of high-performance buildings is critical to creating a permanent market that recognizes and rewards efficiency and reaps the associated benefits.

Across the country IMT continues to train real estate professionals to recognize the value of efficient buildings, as well as to train building operators to identify and reap the savings from improving day-to-day operations.

In Alabama, a follow-up compliance study and analysis will help to better understand which types of training have the greatest impact on improving code compliance. Going forward IMT seeks to work with cities around the country in using the same methodology to follow the path of the District of Columbia to save hundreds of millions of dollars by improving energy code compliance through improved processes, education, permitting technology and enforcement. To learn more about how IMT is growing an efficiency-savvy workforce and working with building departments, [visit **imt.org**](#).



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