



# TRANSFORMING CITIES

## THROUGH ENERGY EFFICIENCY

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## OUR MISSION

The Institute for Market Transformation (IMT) is a nonprofit organization with a mission to promote energy efficiency in buildings.

## HOW IMT WORKS WITH CITIES

Buildings account for more than 40% of the total energy consumption in the U.S., and addressing their energy use is key to reaching a city's carbon reduction targets.

We help cities engage their building owner, manager, tenant and finance stakeholders in all areas of building efficiency to reduce carbon emissions and bolster local economic development. We also provide:

- Policy leadership and proven policy frameworks to drive efficiency;
- Green building and energy efficiency program design assistance;
- Tools for productive market engagement;
- Access to a diverse network of peer practitioners in other leading cities.

## OUR RESOURCES FOR LOCAL GOVERNMENTS AND ALLIES

*For extensive engagement, additional funding may be required via joint fundraising.*

### ELECTED OFFICIALS: MAYOR'S OFFICE, COUNCIL, AND OTHER CITY STAFF

We provide policy support for city staff, the Mayor's office, and City Council.

#### WE OFFER:

- › Support for structuring, adopting, and implementing benchmarking and other building performance regulations
- › Guidance on building performance legislation language including model benchmarking and transparency language.
- › Strategic guidance on the value proposition for energy efficiency policies, responses to common issues and challenges, and successful stakeholder engagement
- › Technical resources for implementing energy efficiency laws after adoption, including quality assurance for benchmarking data
- › Analysis of job creation and energy cost savings from energy efficiency plans
- › Joint fundraising to support cities in more formal capacities, such as funding staff in city offices or city help centers
- › Assistance in recruiting, organizing, and prepping local stakeholders
- › Facilitation of city collaboration to allow cities to learn from their peers

### LOCAL REAL ESTATE AND BUILDING OWNER GROUPS

We help local real estate stakeholders adopt best practices to save energy and money. We also engage with the private sector on information and compliance with new efficiency policy and ordinances.

#### WE OFFER:

- › Information on how to incorporate green lease options into real estate portfolios
- › Continuing education for commercial real estate brokers, appraisers and other key real estate stakeholders
- › Engagement with local appraisers, brokers, builders, owners, service providers and investors on the impact of green building on occupancy, profits and property value
- › Assistance in catalyzing commercial building owners and tenants to work together to become more energy efficient
- › Compliance training on new ordinances and policy mandates

#### SAMPLE RESOURCES:

##### [City Energy Project](#)

A multi-year, joint initiative of IMT and the Natural Resources Defense Council seeking to improve energy efficiency policies and programs to be replicated by municipalities around the country.

##### [BuildingRating.org](#)

An international exchange of information on building rating and transparency policies and programs

##### [Energy Disclosure & the New Frontier for American Jobs](#)

#### SAMPLE RESOURCES:

[Green Lease Library](#)  
(#1 online resource for green leasing)

##### [Retail Green Lease Primer](#)

[Green Lease Leaders recognition program](#)

## BUILDING OFFICIALS

We document best practices from around the country and work directly with building departments to improve compliance with building codes.

### WE OFFER:

- › [Best practice guides](#) for low-cost strategies to improve code compliance rates
- › Strategies for city building departments to improve energy code compliance
- › Free, lightly customized [brochures](#) explaining how your city's building energy code applies to renovation work on existing buildings
- › Building department website review with improvement suggestions
- › Assistance in developing a third-party testing or commissioning program
- › Baseline assessments of energy code compliance

## LOCAL FINANCIAL ENTITIES

We help cities work with the financial community, including commercial appraisers, to better value energy efficiency in new and existing buildings.

### WE OFFER:

- › Assistance in evaluating energy efficiency finance strategies and policies best tailored to the local market
- › Guidance on how to have property appraisals better reflect building performance

## UTILITIES

We help cities to partner with utilities in energy efficiency and carbon reduction strategies with a focus on utility data.

### WE OFFER:

- › Best practices for utility energy efficiency initiatives.
- › [Fact sheets](#) on the value of benchmarking data
- › Connecting local utilities with leading utilities from around the country

## MEDIA AND PUBLIC RELATIONS

We help cities tell their energy efficiency stories.

### WE OFFER:

- › Assistance developing outreach and press plans
- › [Template case studies](#) and [press releases](#)
- › Referrals to experienced cities and PR pros

### SAMPLE RESOURCES:

[Building Energy Codes: Creating Safe, Resilient, and Energy-Efficient Homes](#)

[Standard Bearers Award](#)

[Compliance Guide: 2009 International Energy Conservation Code for Simple Commercial Buildings](#)

[Building Energy Code Compliance: A Low-Cost Tool to Boost Jobs, Cut Pollution, and Advance Energy Independence](#)

### SAMPLE RESOURCES:

[Local Governments' Role in Energy Project Financing](#)

[Home Energy Efficiency and Mortgage Risks](#)

[Green Building and Property Value](#)

### SAMPLE RESOURCES:

[Creating Value Through Benchmarking: A Utility Perspective](#)

[The Data Access and Transparency Alliance](#)

[Utilities' Guide to Data Access for Building Benchmarking](#)

### SAMPLE RESOURCES:

[Case Study: Energy Efficiency Investments Yield Quick Returns](#)

[Case Study: Brandywine Realty Trust](#)