



# Making an Impact: Low-Income Multifamily Energy Efficiency Programs

## Retrofit Conference October 12, 2017

Kimberly Loewen



# Objective

**Learn the importance of understanding the market you're serving in order to identify opportunities to better align and customize energy efficiency programs to buildings' and owners' needs**

# Areas of Focus

- Energy efficient **buildings**
- Smart grid benefits and dynamic electricity pricing in **homes**
- **Community**-level programs
- Research, policy, and innovation





# The Elevate Energy Team

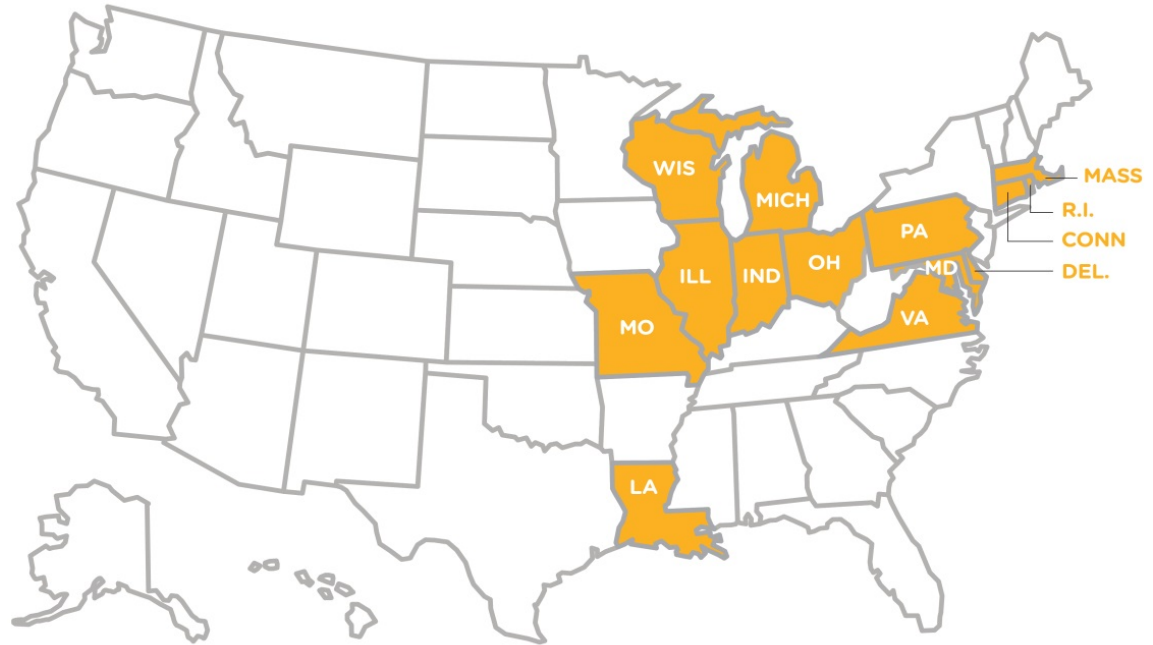
## Team members include:

- Energy analysts, engineers, and construction managers
- Project managers and program administrators
- Communication, marketing, and outreach professionals
- Bilingual CRM specialists
- Energy law and policy experts
- Researchers and data analysts



# Who We Serve

- Based in Chicago but extending our reach nationally
- Researching and implementing smarter energy programs that include those traditionally left out by other energy services



# Challenges with Serving Multifamily



## Segmenting Chicago Multifamily Housing to Improve Energy Efficiency Programs

January 2017



**ELEVATE ENERGY**  
Smarter energy use for all



# Segmentation Data

173,000  
Cook County Property  
Assessor

71,000  
Chicago Dept of  
Buildings Water Meters

67,000  
Chicago Energy  
Use 2010

54,000  
Chicago Dept  
of Buildings Permits

9,000 CoStar

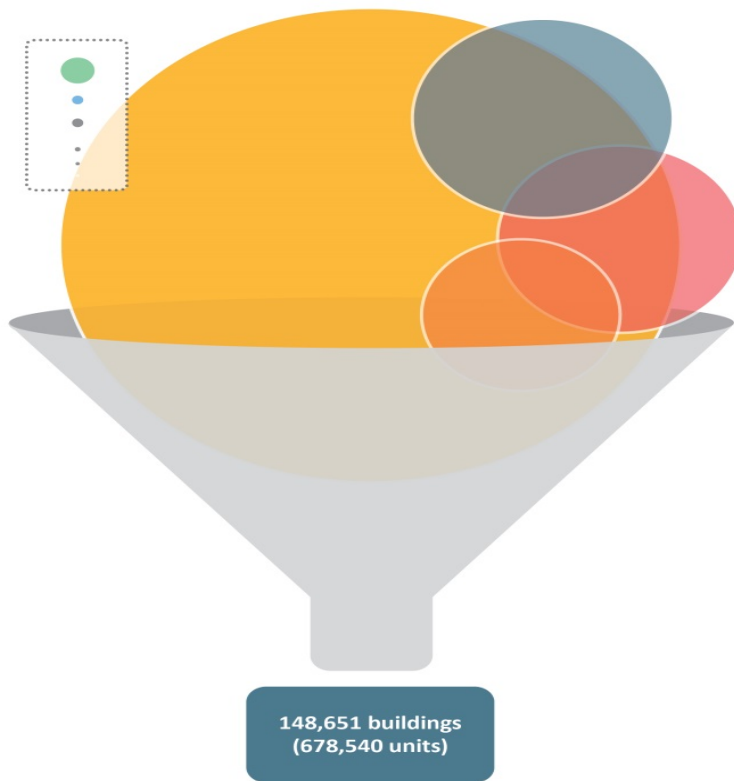
3,000  
ComEd  
Smart Meters

1,600  
Elevate Energy  
All-electric

800  
National Housing  
Preservation

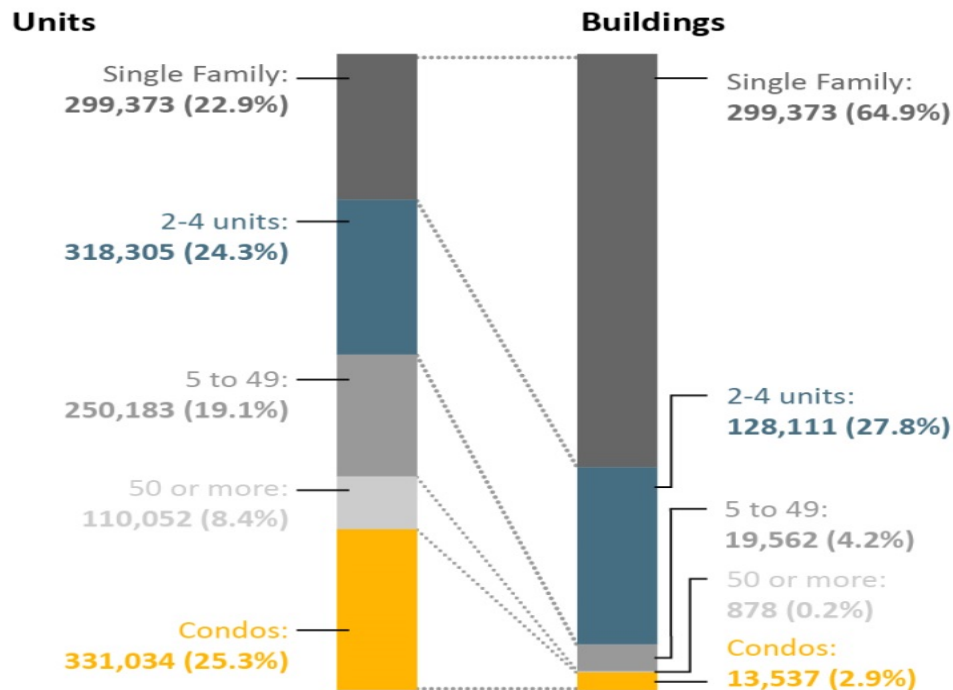
600  
Elevate Energy  
Retrofits

300  
Chicago  
Benchmarking



# Key Findings

## 1. Three Out of Four Chicagoans Live in a Multifamily Building

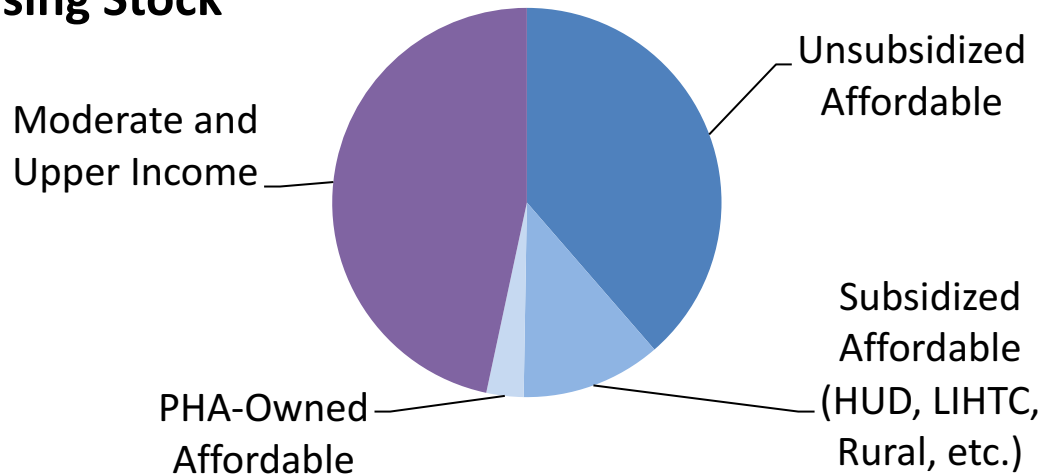




# Key Findings

## 2. Most Multifamily Housing is Lower-Cost and Unsubsidized

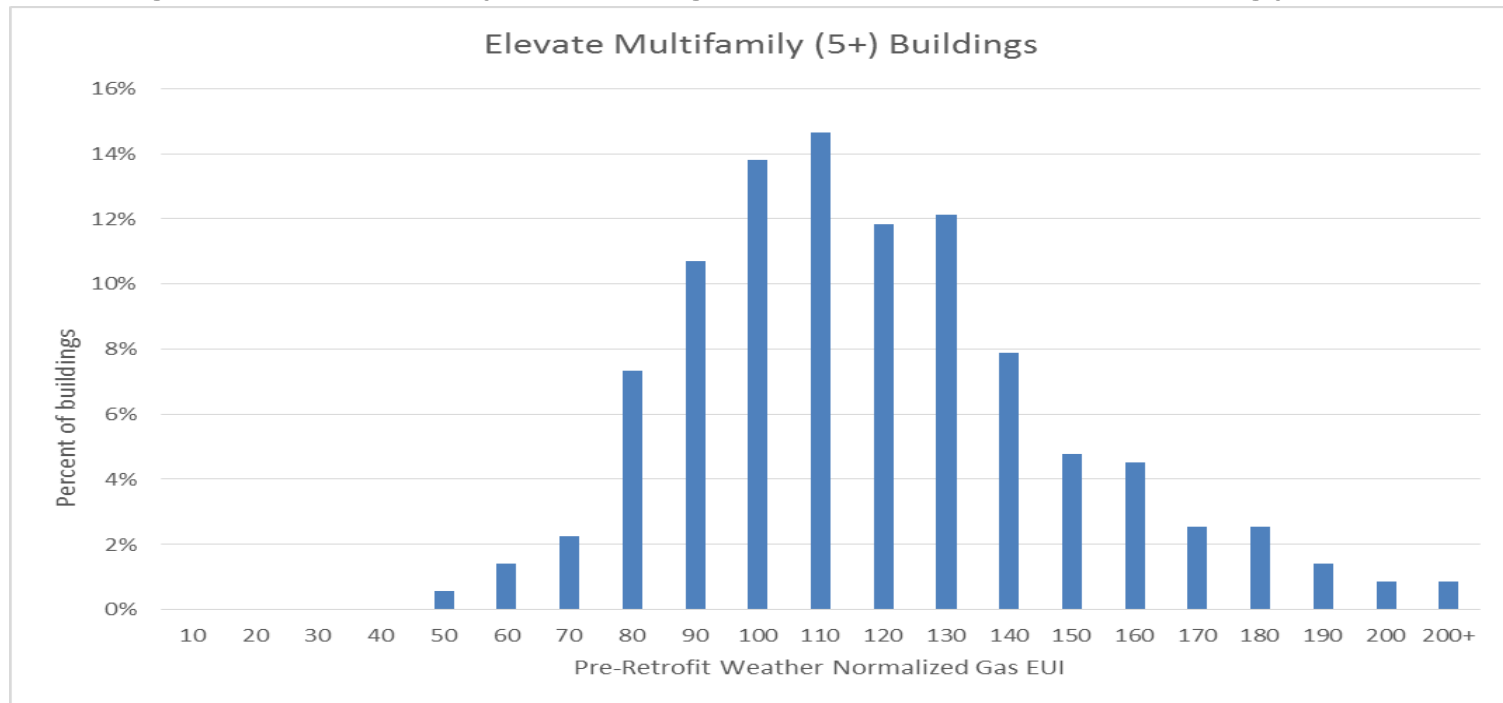
### Illinois Multifamily (2+ Units) Housing Stock



Source: American Community Survey, 2013 5-Year Estimates

# Key Findings

## 3. Chicago's Multifamily Building Stock is Old and Energy Intensive



# Key Findings

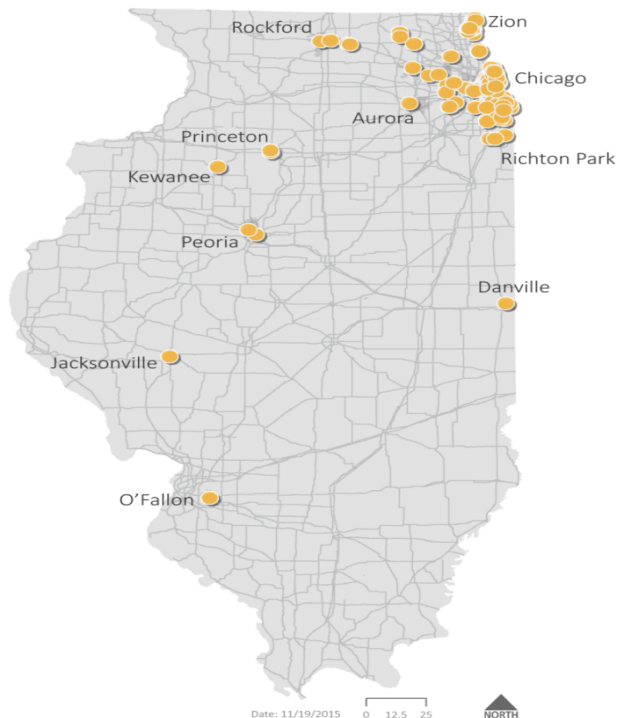
## 4. Top Three Segments Account for 93% of Chicago Multifamily Buildings



# Elevate Energy's Impact to Date

## Elevate Energy Multifamily Upgrades from 2008 – Present

● Multifamily 5+ Upgrades n= 580



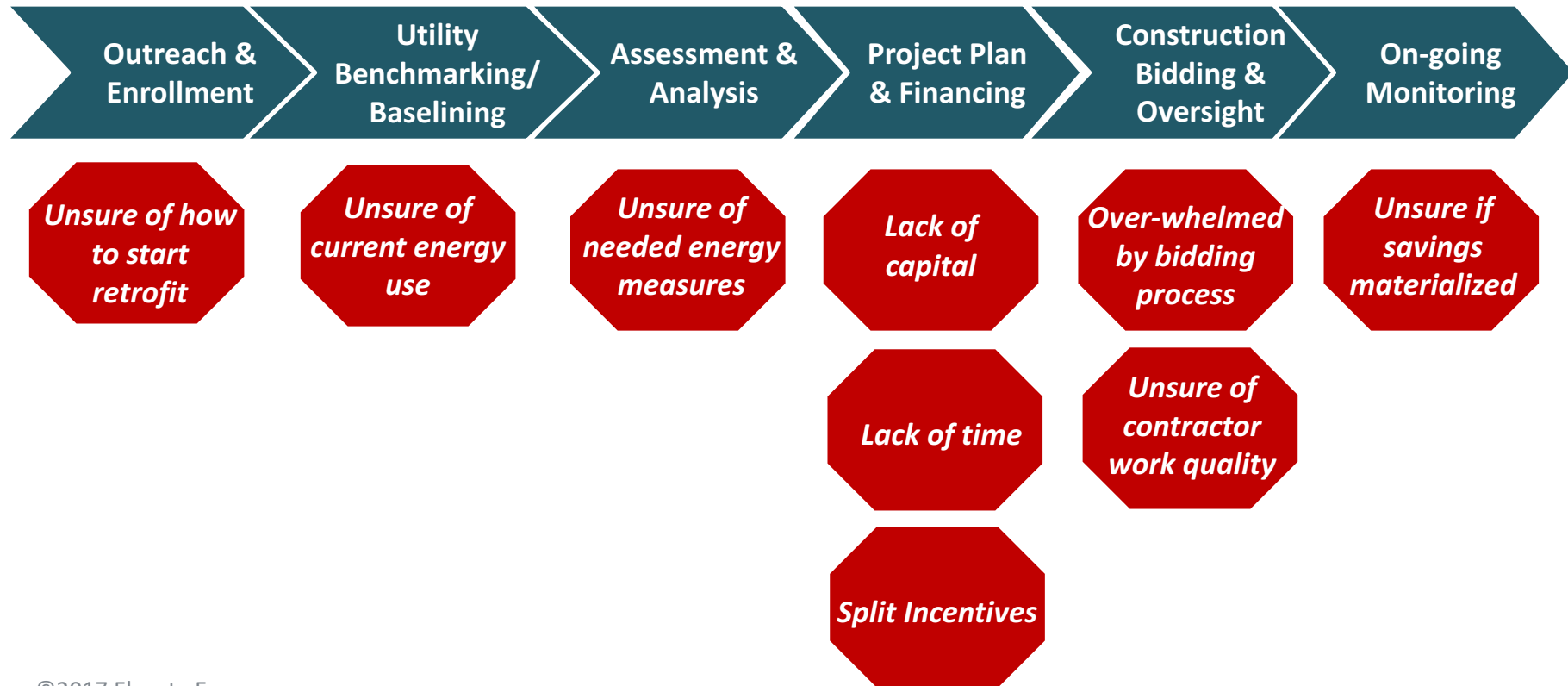
<b>Multifamily Retrofits</b>	27,000 units
<b>Energy Savings</b>	6.5 million therms 18 million kWh Typical savings 15 - 30%
<b>Loans (Community Investment Corporation)</b>	Over \$15 million
<b>Incentives</b>	\$15,000,000

# The Service Delivery Model

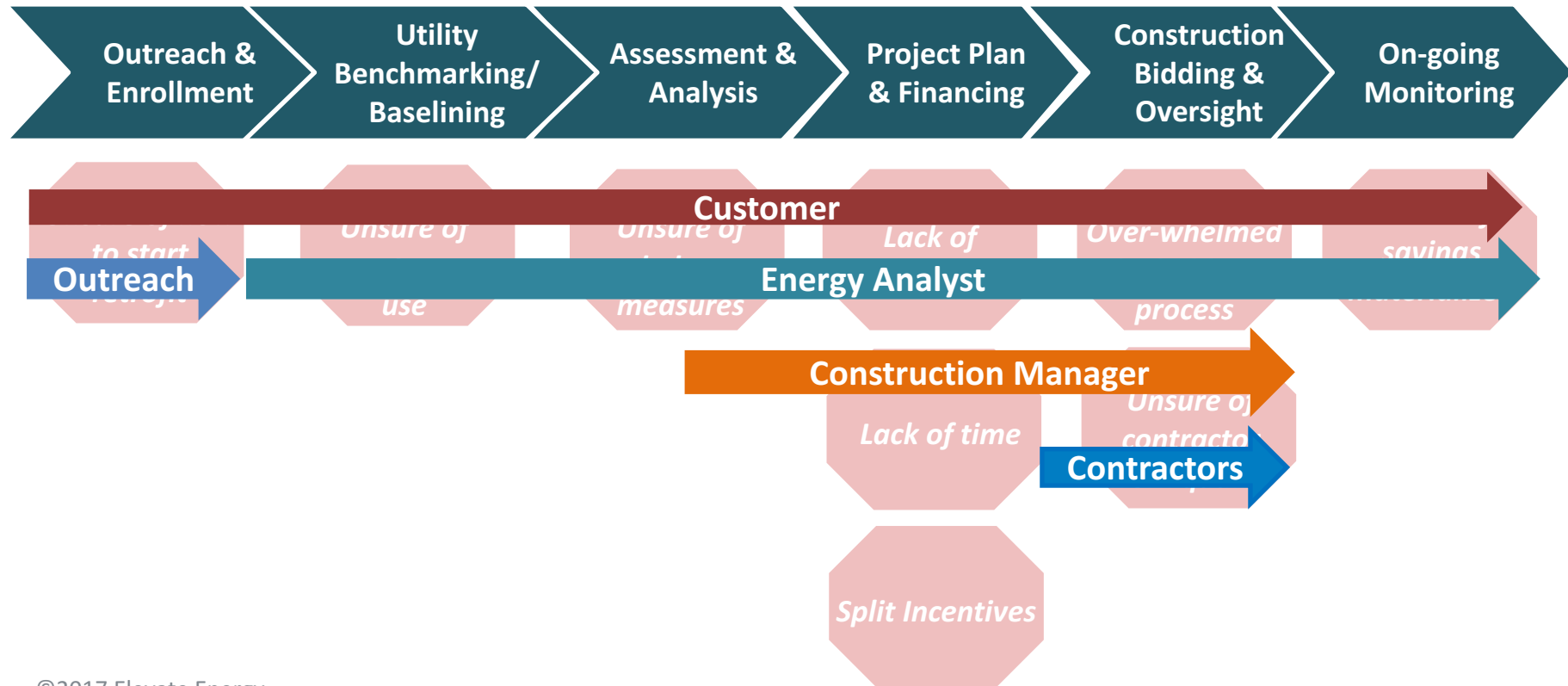




# The Service Delivery Model and *Challenges*



# The Service Delivery Model and *Process*



# What Motivates Building Owners?

Tenant Retention

Saving Time

Low or No Hassle

Positive Cash Flow



## Building Overview

- 4-story, 23-units
- Year of construction: 1925
- Heating system: natural gas fired steam boiler

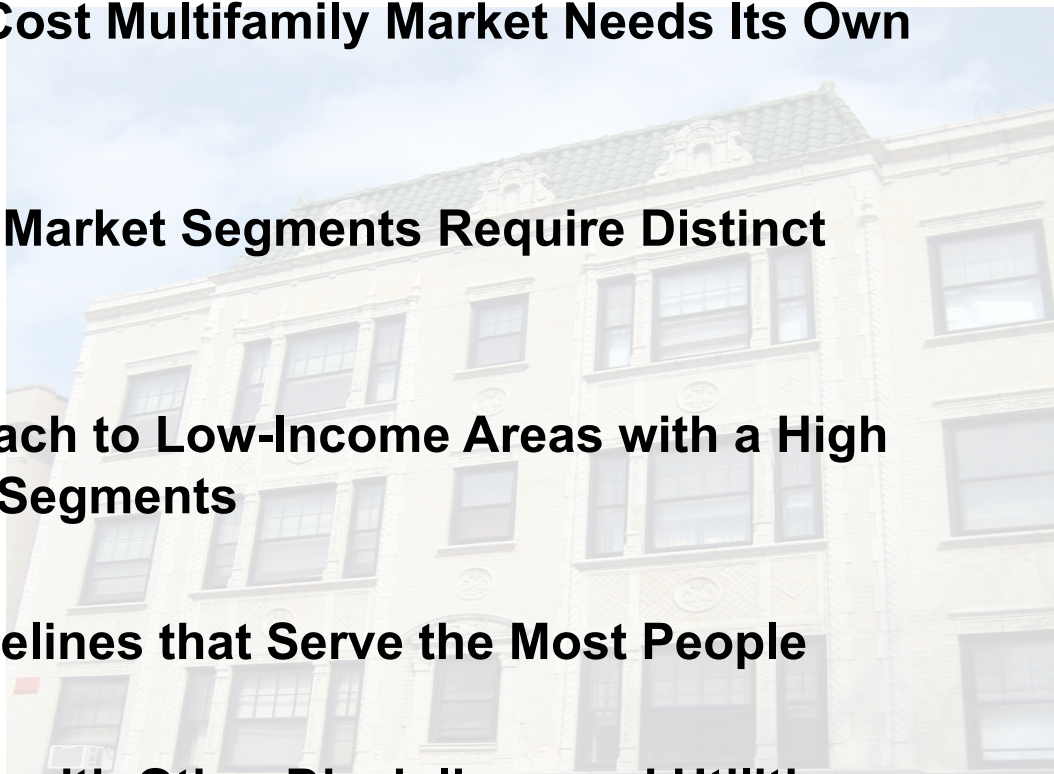
**Annual Savings:** 37% (\$9,600)

**Funding:** \$85,000 low-cost loan



# Identified Opportunities

- 1. Unsubsidized Lower-Cost Multifamily Market Needs Its Own Efficiency Program**
- 2. Top Three Multifamily Market Segments Require Distinct Approaches**
- 3. Target Program Outreach to Low-Income Areas with a High Concentration of Key Segments**
- 4. Use Low-Income Guidelines that Serve the Most People**
- 5. Improve Collaboration with Other Disciplines and Utilities**



# Thank You

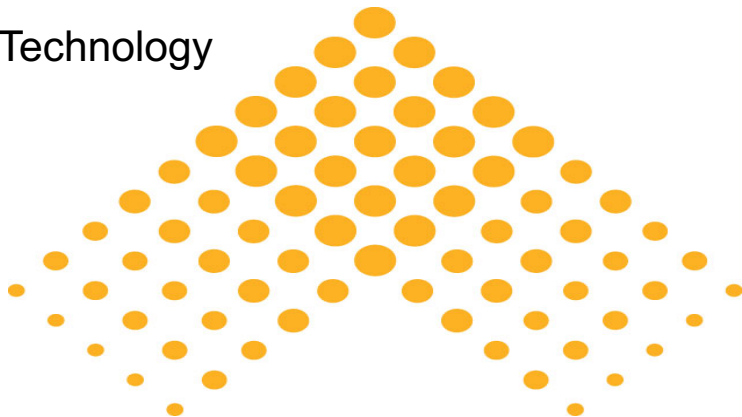
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