

# THE ARCHITECTURE OF CHANGE

*Megan Owen | April 24, 2013*



## *Who is McKinstry?*

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- 53 years young
- 3 constituencies
  - People
  - Customers
  - Communities we work and live in
- System Thinking
- Market Development



## *What we will cover today*

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- Defining a problem
- Defining the opportunity
- Develop a pilot to test solutions
- 3 case studies
- Breakout

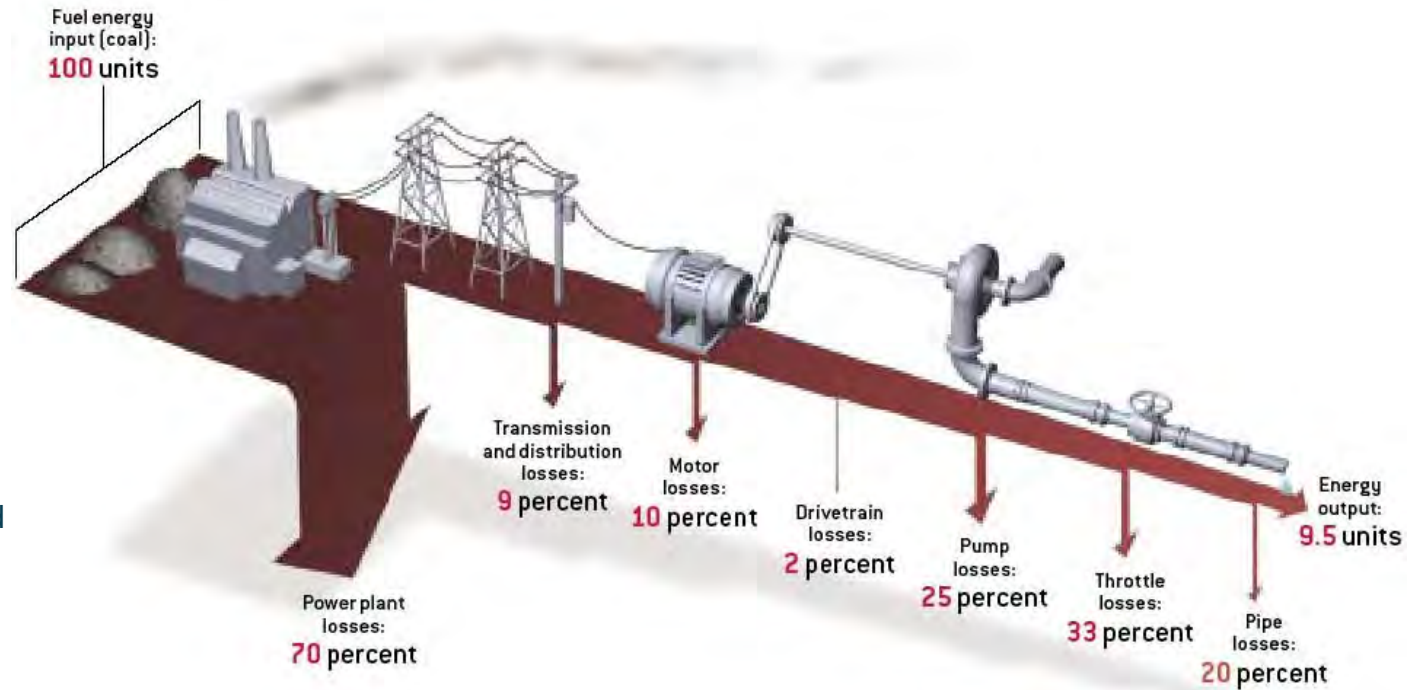
# THE PROBLEM

## PROBLEM

90% of centralized energy is lost from generation to end use.

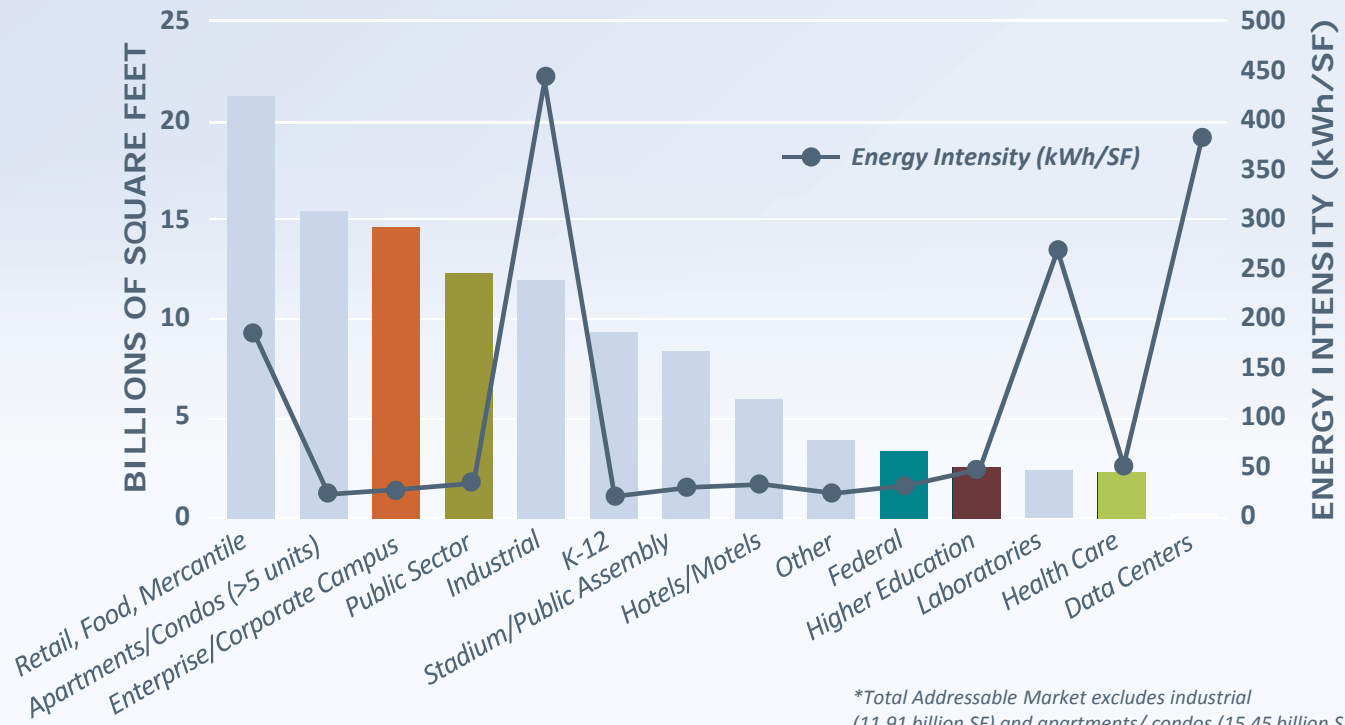
## SOLUTION

Conserve aggressively, and generate power closer to end user.



# THE OPPORTUNITY

TOTAL MARKET SIZE (BILLION SF) & ENERGY INTENSITY BY VERTICAL



# DEVELOP A PILOT

## BIG IDEAS HAVE TO START SOMEWHERE

Seattle Building Disclosure Ordinance

- Multi-phased pilot

Washington State Energy Efficiency Grants

- 2009 pilot on schools
- 2013 statewide program

Pay for Performance Incentives

- Seattle City Light

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*“Doubt can only  
be removed by  
action”*

*--Johann Wolfgang  
von Goethe*

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case study

# BUILDING DISCLOSURE ORDINANCE

## CITY OF SEATTLE: DISCLOSURE ORDINANCE

- By July 1, 2010, state buildings
- By January 1, 2011, buildings greater than 50,000 square feet
- By January 1, 2012, buildings greater than 10,000 square feet



DESIGNED  
TO EARN THE  
ENERGY STAR

The estimated energy performance for this design meets US EPA criteria. The building will be eligible for ENERGY STAR after maintaining superior performance for one year.



*case study*

## WASHINGTON STATE JOBS NOW

### ENERGY EFFICIENCY GRANTS OVER FOUR YEARS

- \$215M grants
- Leveraged to \$550M in project work
- 5,000 jobs created
- 133 School Districts
- 28 University and Colleges
- 23 Cities and Counties
- 7 hospitals



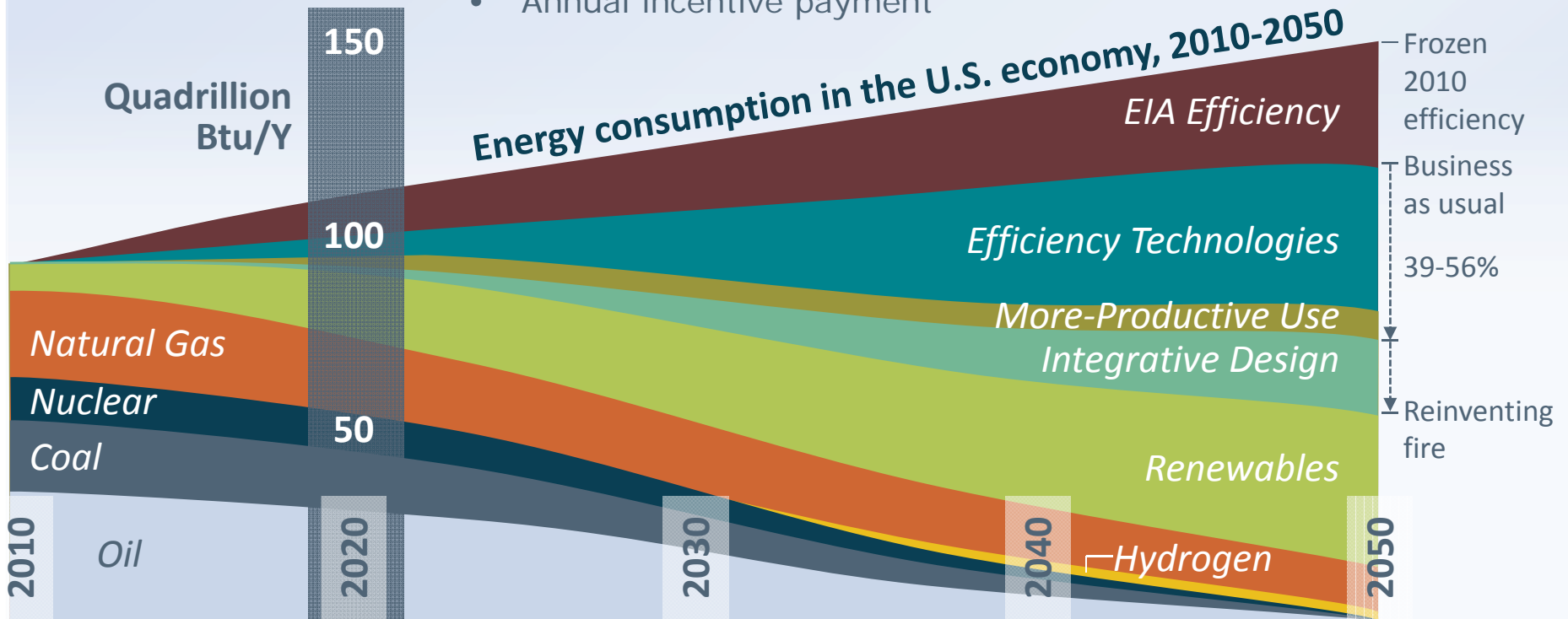


case study

# PAY FOR PERFORMANCE INCENTIVES

## SEATTLE CITY LIGHT

- Three year pilot
- Three buildings
- Realized energy savings
- Annual incentive payment



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For more information see [www.RMI.org/ReinventingFire](http://www.RMI.org/ReinventingFire)

# BREAKOUT

*Continuing the Discussion*

## Questions

1. *What problem are you trying to solve?*
2. *What natural opportunities exist to impact or effect change?*
3. *Are there stakeholders that will advocate for this change?*
4. *Is there an internal champion?*
5. *Are there discrete pilots or proof points to build momentum on?*
6. *What does success look like (timing, data collected, champions, etc)?*
7. *Build the road map.*