ENERGY STAR®

Tools for America's Counties











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NACo would like to thank the U.S. Environmental Protection Agency and U.S. Department of Energy for their generous support. Without them, this work would not have been possible.

One of the U.S. Environmental Protection Agency's (EPA) most forward-thinking and market-driven programs, ENERGY STAR offers FREE tools to help counties improve energy efficiency in their facilities, local businesses, and residences around the country.

The program offers an incredible breadth of tools, and NACo is here to help you figure out what tools can work best for you and how to make the most of them. This guide provides a brief overview of the tools ENERGY STAR has to offer and how NACo can help.

Why does energy efficiency matter to your county?

Energy is one of the highest operational costs for county governments. According to the EPA, government agencies spend over \$10 billion a year on energy to provide public services and meet constituent needs. As counties struggle with tightening budgets, typically one-third of the energy they pay for goes to waste.

At the same time, local residents and businesses are starting to pay attention to rising energy costs, and they are looking for ways to become more efficient. This creates an opportunity for you to package energy efficiency and renewable energy generation strategies and deliver them as a new service to your community. Engaging your community in energy efficiency offers the potential to **double or even triple** your community's overall energy savings.

What is ENERGY STAR?

ENERGY STAR provides proven tools and energy management strategies to help you save energy, save money, and demonstrate your county's commitment to environmental leadership.

ENERGY STAR was created in 1992 as a joint program of the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE). Today, ENERGY STAR is best known as a label for products, such as appliances, that meet strict energy efficiency guidelines. However, just like a refrigerator, a commercial building can also earn ENERGY STAR certification for superior energy performance. The ENERGY STAR program offers unique tools to improve energy performance in government, commercial, and industrial buildings.

Improve the Operation of Your County Government

ENERGY STAR is commonly known throughout county government for providing tools to improve energy efficiency inside county facilities. NACo refers to these tools and strategies as "Good Governance" tools—the tools that help counties run better and save taxpayer funds. They include tools for you to measure energy use, prioritize energy improvements, make low- or no-cost building upgrades, set energy reduction targets, and raise awareness of your work within the community.

Benefits of Energy Efficiency

- Reduce county energy costs, saving taxpayer dollars
- Lower the cost of living for local residents
- Lower the cost of doing business for local businesses
- Foster new green business and green job opportunities to do energy efficiency work
- Attract new businesses into your community, expanding the local tax base
- Reduce negative impacts on the environment and public health caused by energy production and use

Provide Valuable Services to Your Community

In addition to providing tools and strategies to improve your internal county operations, ENERGY STAR has developed tools to help you serve as a leader in your community and provide energy efficiency as a service to local residents and businesses. These tools include community engagement programs, models for community-wide energy efficiency challenges, methods for leveraging the ENERGY STAR brand, community-wide energy planning tools, measurement tools, and more.

ENERGY STAR Tools for Counties

NACo staff are here to help you better understand ENERGY STAR's offerings and realize your county's energy efficiency goals.

As part of NACo's goal to help you operate your county better and provide valuable services, we partner with EPA and the ENERGY STAR program to help you understand energy efficiency and get started using the appropriate tools. Since 2004, the partnership

NACo and ENERGY STAR Partnership by the Numbers

- **108** Counties from across the U.S. that NACo works with to track building energy use
- **693** Buildings NACo and America's counties track to date
- 88 Counties that are ENERGY STAR partners
- **60** Counties that have at least one ENERGY STAR certified building
- The number of ENERGY STAR certified buildings in Mohave County, Arizona, the county with the most certified buildings in the country

has resulted in hundreds of counties addressing energy issues and tracking energy use in their facilities—saving taxpayer dollars and protecting the environment in the process.

Improve the Operation of Your County Government

If you are interested in running your county government more efficiently, energy use is an excellent place to start. When it comes to energy efficiency, counties have the strongest influence over their internal facilities and operations. As a result, the first place most counties across the country are starting is internally—leading by example through the improvement of their own facilities and operations.

Become an ENERGY STAR Partner

Becoming an ENERGY STAR partner is the best way to get access to ENERGY STAR's broad array of resources and leverage the highly respected ENERGY STAR certification to raise the profile of energy efficiency throughout your community. Becoming a partner is not required to access ENERGY STAR resources, but it helps. More specifically, becoming a partner enables you to:

- Take advantage of a wide breadth of resources to measure, track, and improve energy performance
- Develop and implement a plan to achieve energy savings goals
- Be recognized as a partner and supporter on the ENERGY STAR website
- Help spread the word about the importance of energy efficiency to staff and your community
- Take the ENERGY STAR Challenge to reduce building energy use by 10 percent or more
- Be recognized for achievements by ENERGY STAR
- Take action toward protecting the environment through energy performance

To become an ENERGY STAR partner, visit www.energystar.gov/join today!

Track energy use in your county facilities with Portfolio Manager

County operations staff know that it is much easier to manage what you can measure. EPA's ENERGY STAR measurement and tracking tool, Portfolio Manager (www.energystar.gov/benchmark), is a tool that helps counties track their energy use. Once data is entered, buildings receive a 1–100 energy performance score based on national average energy use, and special recognition is provided for buildings that perform exceptionally. NACo can teach you how to use Portfolio Manager and help you become eligible for ENERGY STAR recognition. Learn more about energy tracking and NACo's technical assistance program in the following section, *Tracking Building Energy Use with Portfolio Manager*.

Earn the ENERGY STAR to promote your energy accomplishments

As your county tracks energy use with Portfolio Manager and pur-

What can your county do with ENERGY STAR?

- Become an ENERGY STAR partner and raise awareness about the value of energy efficiency
- Track energy use in your county facilities with Portfolio Manager
- Earn ENERGY STAR certification to promote your energy accomplishments
- ldentify strategies to help you Improve Energy Efficiency in County Buildings
- Identify energy-efficient products using ENERGY STAR's Purchasing & Procurement guide
- Create an energy plan with ENERGY STAR's Guidelines for Energy Management
- Analyze energy project financials with ENERGY STAR Finance tools
- Utilize ENERGY STAR's Target Finder to design new facilities efficiently
- Access online training, workshops, conferences, and other educational materials
- Develop a Community-wide Energy Strategy for your county
- Finact policies to meet ENERGY STAR performance levels
- Bring the ENERGY STAR Challenge to your community
- Offer incentives for your community to utilize ENERGY STAR tools
- Share valuable ENERGY STAR resources with your community

sues efficiency improvements, one or more of your buildings may become eligible for ENERGY STAR certification (www.energystar. gov/eslabel) for exceptional performance. Earning the ENERGY STAR is an incredible opportunity for your county to be recognized at the national level for energy achievement and leadership. NACo can work with you to find buildings eligible for the ENERGY STAR and work through the label application process. If any of your buildings receive ENERGY STAR certification, NACo will highlight your success in County News, the organization's biweekly newspaper, in its electronic newsletters, and on its website.

Identify strategies to improve energy efficiency in county buildings

NACo and ENERGY STAR have identified a variety of strategies for you to improve energy efficiency in your buildings. Whether it's the "low-hanging fruit" — low-cost, easy fixes — or more substantial investments with large paybacks, ENERGY STAR and NACo offer some information on how to think about the challenge and where to get started. Learn more in the *Improving Energy Efficiency in County Buildings Factsheet* or by simply contacting staff.

County ENERGY STAR Partners (88)

Ada County, ID Albemarle County, VA Arapahoe County, CO Arlington County, VA Athens-Clarke County, GA Auglaize County, OH Baltimore County, MD Bernalillo County, NM Bibb County, GA Blaine County, ID Blue Earth County, MN Boulder County, CO Broward County, FL Bradley County, TN Buffalo County, NE Calhoun County, AL Calhoun County, MI Charlotte County, FL

Cuyahoga County, OH Chester County, PA Cobb County, GA Denver County, CO Delaware County, PA Dane County, WI DeKalb County, GA Douglas County, OR Erie County, OH Fulton County, GA Fort Bend County, TX Fauquier County, VA Fairfax County, VA Graham County, AZ Gwinnett County, GA Hillsborough County, FL Honolulu County, HI Harris County, TX

Henrico County, VA Ingham County, MI Jackson County, MO Jefferson County, ID King County, WA Kern County, CA Lake County, FL Lawrence County, PA Lee County, FL Louisville-Jefferson County, Lexington-Fayette County, KY Lucas County, OH Los Angeles County, CA Loudoun County, VA Manatee County, FL Miami-Dade County, FL Maricopa County, AZ

Mohave County, AZ Manistee County, MI Montgomery County, MD Montgomery County, OH Mecklenburg County, NC Multnomah County, OR Napa County, CA New Castle County, DE Northampton County, PA Oklahoma County, OK Orange County, FL Pasco County, FL Polk County, IA Prince William County, VA Pierce County, WA Polk County, WI Pulaski County, AR Riverside County, CA

Sacramento County, CA San Diego County, CA San Francisco County, CA San Joaquin County, CA Sarasota County, FL St. Lucie County, FL Story County, IA Salt Lake County, UT Saint Louis County, MN Tuscola County, MI Union County, IA Upshur County, WV Union County, NJ Ulster County, NY Wake County, NC Winnebago County, WI York County, VA

Counties with ENERGY STAR Certified Buildings (60)

Calhoun County, AL
Mohave County, AZ
Alameda County, CA
Los Angeles County, CA
San Francisco CA
San Mateo County, CA
Sonoma County, CA
Ventura County, CA
Adams County, CO
Arapahoe County, CO
Boulder County, CO
Denver County, CO

Larimer County, CO
Mesa County, CO
Broward County, FL
Hillsborough County, FL
Orange County, FL
Palm Beach County, FL
Sarasota County, FL
DeKalb County, GA
Douglas County, GA
Fulton County, GA
Honolulu County, HI
Des Moines County, IA

Muscatine County, IA
Story County, IA
Ada County, ID
Cook County, IL
Jackson County, KS
Anderson County, KY
Laurel County, KY
Livingston County, KY
Nelson County, KY
Barnstable County, MA
Queen Anne's County, MD
Oakland County, MI

Blue Earth County, MN
Dakota County, MN
Hennepin County, MN
St. Louis County, MN
Mecklenburg County, NC
Scotland County, NC
Cuyahoga County, OH
Hamilton County, OH
Washington County, OH
Coos County, OR
Grant County, OR
Klamath County, OR

Lake County, OR
Malheur County, OR
Morrow County, OR
Washington County, OR
Cumberland County, PA
Albemarle County, VA
Arlington County, VA
Loudoun County, VA
Prince William County, VA
King County, WA
Brown County, WI
Waukesha County, WI

Model Programs ...

Mohave County, Arizona Takes Tracking and Certification Seriously

Mohave County works with NACo to track energy use and measure results of energy projects. As a result, the County is emerging as a leader in energy efficiency across the US and the tops-of-the-tops in the U.S. Southwestern Region. In June 2011, the county earned its 11th ENERGY STAR certification for high-performing county buildings and robust energy management efforts. Mohave County truly illustrates the "good governance" ideals that save taxpayer funds, display leadership to the community, and preserve the environment.



Identify energy-efficient products using ENERGY STAR's Purchasing & Procurement Guide

ENERGY STAR has a rigorous process for vetting and labeling efficient products. By using the product guides, you can be sure that your county is getting the best products. Visit ENERGY STAR's Purchasing & Procurement Webpage (www.energystar.gov/purchasing) to learn more about products that have the ENERGY STAR label and how to prioritize more efficient products in county purchasing. You can also take advantage of NACo's robust program on green and efficient purchasing.

Develop an internal energy management strategy

ENERGY STAR's Guidelines for Energy Management (www.energy-star.gov/guidelines) can help you get started creating an energy management strategy for your county operations, including assessing your energy consumption, identifying areas for improvement and cost savings, and developing a plan for how to get there. The Guidelines are based on the best practices of ENERGY STAR partners, and can help your county improve its financial performance while also addressing environmental concerns. NACo maintains several best practices for energy management in our database. Learn more in the Internal County Energy Management Factsheet.

Analyze energy project financials with ENERGY STAR Finance tools

Identify the best way to fund energy projects with ENERGY STAR calculators and strategies. Visit the ENERGY STAR Financial Evaluation website to learn more about project funding options. NACo can help you understand how the tool works.

Utilize ENERGY STAR Target Finder to design new facilities efficiently

ENERGY STAR's Target Finder (www.energystar.gov/targetfinder) is a tool you can use to design new county facilities to earn the ENERGY STAR when built. With the tool you can set energy targets and project ENERGY STAR scores throughout the design process. NACo can help you understand how the tool works.

Access online trainings, workshops, conferences, and other educational materials

Visit the ENERGY STAR Training (www.energystar.gov/training) website to find pre-recorded training sessions, presentations, and other educational materials on improving energy efficiency. NACo also hosts workshops and webinars on utilizing ENERGY STAR tools, energy tracking, financing, and public-private partnerships.

Provide valuable services to your community

Improving energy efficiency in your county operations is just one part of what you can do to improve energy performance. As service providers, counties are in a unique position to educate constituents about the benefits of energy efficiency and engage

Take the ENERGY STAR Challenge!

The ENERGY STAR Challenge is a national call-to-action to improve the energy efficiency of America's buildings by 10% or more. Challenge participants and their members meet the challenge by:

- Measuring and tracking energy use
- Creating a plan for energy improvements
- Making energy efficiency upgrades
- Spreading the word about energy efficiency!

Taking the challenge provides a rallying call for energy efficiency inside counties and community-wide. Counties can also take the lead in their community by calling on residents and engaging business leaders in energy efficiency, friendly competitions, and getting constituents to take the challenge.

Take the Challenge and take action today! Visit www.energy-star.gov/challenge.

them in reducing their own energy consumption, which, in turn, helps them save money and improve their quality of life. For more information on engaging the community in energy efficiency, visit the ENERY STAR webpage, Working with Different Groups in the Community.

Develop a Community-wide Energy Strategy for your county

Innovative counties are beginning to develop comprehensive energy management plans that address their communities' economic competitiveness, attract high-quality employment and investments, and respond to the impact county energy use has on the environment. They also address reductions in peak demand to reduce the need for significant future investments in the electric grid.

Typical community-wide energy plans address three main areas of energy opportunity: homes and buildings, transportation, and alternative energy generation. Homes and Buildings goals include meeting ENERGY STAR standards and encouraging retrofits. Transportation goals include reducing commuting, encouraging transit-oriented land use patterns, and building infrastructure for alternative fuel vehicles. Alternative Energy Generation includes renewable energy generation at county facilities, combined heat and power, and distributed energy.

NACo works with several counties who have developed or are developing community-wide energy plans. NACo can provide technical assistance and introductions to key experts to assist your county in developing and implementing a community-wide energy management strategy.

Enact policies to meet ENERGY STAR Performance Levels

Your county can adopt policies that reference ENERGY STAR performance levels and/or recommend the use of ENERGY STAR tools. Some energy policy actions can be voluntary, while others can be required. Policies include:

- Requiring public and/or commercial buildings to track energy use with Portfolio Manager
- Requiring new construction or renovation projects to earn the ENERGY STAR
- Requiring building owners to publicly disclose energy use and/ or ENERGY STAR scores
- Requiring purchase of ENERGY STAR products

Offer incentives for your community to utilize ENERGY STAR tools

Your county can offer incentives to encourage residents and businesses to meet ENERGY STAR performance levels and purchase ENERGY STAR qualified products. Incentives include:

- Expediting review and permitting of projects that earn the ENERGY STAR
- Offering financial incentives—typically in the form of rebates or tax incentives—to residents or businesses that meet ENERGY STAR performance levels
- Offering financial incentives—typically in the form of rebates or tax incentives—to residents or businesses that purchase ENERGY STAR qualified appliances and products

Learn more about policies and incentives in the ENERGY STAR factsheet, *State and Local Governments Leveraging ENERGY STAR*, or visit the *NACo Green Government Database* (www.naco.org/greendatabase).

Bring the ENERGY STAR Challenge to your community

The ENERGY STAR Challenge is a national call-to-action to improve the energy efficiency of America's commercial and industrial buildings by 10% or more. Through the Challenge, counties can motivate their communities to participate with energy saving competitions, pledges to reduce energy use, and other actions to spread the word about energy efficiency throughout the county. Use the ENERGY STAR Challenge Toolkit to get started and learn how to leverage ENERGY STAR resources in your community's pursuit of energy efficiency.

As part of the Challenge, you can host energy efficiency competitions or other types of challenges, spotlighting the biggest energy savers at the end of the competition. Visit the Plan an ENERGY STAR Challenge website (www.energystar.gov/challenge) for more information. You can also work with employers and employees through the Bring Your Green to Work campaign (www.energystar.gov/work), which educates community members on

Model Programs ...

Whatcom County, Washington Pursues Non-Profit Partnerships for Energy Efficiency and Renewable Energy Generation

Whatcom County works with local non-profits, the Opportunity Council and Sustainable Connections, to improve community-wide energy efficiency. The non-profits administer the Community Energy Challenge. The Community Energy Challenge makes achieving energy efficiency as easy as possible from start to finish. With county support, the organizations provide each participating household and business with quality information, a full energy assessment, a customized energy action plan detailing cost-effective measures, assistance with utility and tax rebates, attractive and accessible financing opportunities, reliable contractors, and quality assurance.

Sustainable Connections and the Opportunity Council have created a "one-stop shop" for property owners to get assistance with developing and implementing energy efficiency projects in their buildings. To date, the program has helped the county plan the implementation of hundreds of residential energy retrofits and renewable energy installations.

For more information, visit www.communityenergychallenge.org.



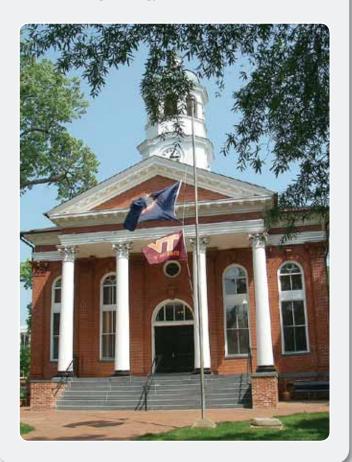
Model Programs ...

Loudoun County, Virginia Implements a Community-wide Integrated Energy Management Plan

Loudoun County received \$2,215,600 for energy efficiency projects through the Department of Energy's Energy Efficiency and Conservation Block Grant (EECBG) Program. Most county recipients chose to undertake retrofits to their internal facilities and operations. However, Loudoun County chose to develop the "Loudoun County Energy Strategy," a community-wide plan to help the county, community residents, and businesses improve their efficiency and generate more renewable energy.

Loudoun County is a strong ENERGY STAR partner, and the Energy Strategy was developed consistently with ENERGY STAR Energy Management Guidelines. In addition to focusing on reducing costs of living and increasing business competitiveness, the plan includes strategies to promote ENERGY STAR as a tool to help the local community.

For more information on the energy plan, visit www.loudoun.gov/energy.



the small, easy actions they can take in the workplace that add up to big differences in energy use. Finally, call on constituents to Change the World, Start with ENERGY STAR (www.energystar.gov/changetheworld): county leaders can educate residents about simple energy-saving strategies that they can take in their own homes, and call on them to take the pledge to reduce their household energy consumption.

Share valuable ENERGY STAR resources with your community

Not only does ENERGY STAR provide tools to assist counties in becoming more efficient, the program also offers resources for almost every possible energy user in a community. For homeowners, ENERGY STAR provides strategies for reducing home energy use through their Save Energy at Home (www.energystar.gov/home) and Improve Your Home's Energy Efficiency with ENERGY STAR websites (www.energystar.gov/homeimprovement). Residents and businesses can also learn more about choosing and purchasing ENERGY STAR Qualified Products (www.energystar.gov/products). You can provide these tools as a benefit to your community. NACo can work with you to consider some creative and exciting strategies for reaching out to your community and helping them save energy.

Tracking Building Energy Use with Portfolio Manager

Energy tracking assistance serves as the core of NACo's suite of energy technical assistance services. NACo works with county staff to measure and track facility energy and water consumption using EPA's ENERGY STAR measurement and tracking tool, Portfolio Manager. The tool is FREE, online, and interactive.

Why track building energy?

By tracking energy use, counties can compare the energy performance of their facilities to each other, to similar building types across the country, and to the same facility over time. Energy tracking is essential for setting investment priorities, identifying under-performing buildings, and verifying the success of efficiency improvements.

How can NACo help?

NACo is here to provide training to county staff on how to use Portfolio Manager. NACo regularly works with over 100 counties across the country to track their buildings' energy use and has helped counties benchmark over 600 buildings using Portfolio Manager. By providing support to counties with varying skill sets and resources, NACo has made it possible for many new counties to participate in the ENERGY STAR program.

NACo works with counties to assess the scope of county portfolios, walk through building information worksheets, and provide

direction on what information is needed for Portfolio Manager. Staff follow up regularly to check-in on data collection and address any questions or concerns that your staff may have, including speaking with colleagues and explaining how energy tracking benefits the county and ties into the larger ENERGY STAR program. More specifically, NACo will:

- Create accounts, enter initial building and space information, and enter energy and utility data
- Provide one-on-one training to orient county staff with the tool
- Develop plans to assist with monthly energy data entry, if necessary
- Provide on-going technical assistance and answer questions about energy tracking

Every county is different when it comes to time, staff, and other resources available to track building energy on an on-going basis. NACo works to make it as easy as possible for counties to use ENERGY STAR tools to track energy use and costs, and we are happy to work with county staff to determine the level of support that works for your county.

Counties working with NACo to track energy use (48)

Albemarle County, VA Cape May County, NJ Cass County, NE Clackamas County, OR Clinton County, MO Coconino County, AZ Dawson County, NE **Dutchess County, NY** Fluvanna County, VA Franklin County, MO Franklin County, OH Frederick County, VA Henrico County, VA Kern County, CA La Crosse County, WI Lee County, FL Lehigh County, PA Madison County, AL Manistee County, MI Maricopa County, AZ

Mendocino County, CA

New Hanover County, NC

Oklahoma County, OK

Mohave County, AZ

Orangeburg County, SC Platte County, MO Price County, WI Prince William County, VA Rockingham County, VA Salem County, NJ Salt Lake County, UT Santa Barbara County, CA Schenectady County, NY Seminole County, FL Shawnee County, KS Shelby County, AL Skamania County, WA Somerset County, NJ Summit County, OH Summit County, UT Teton County, WY Volusia County, FL Washington County, OR Washington County, UT Washtenaw County, MI Waukesha County, WI Yakima County, WA Yellowstone County, MT

Getting Started with ENERGY STAR

Every county is different. Whether you are starting to explore energy efficiency in your buildings or embarking on a comprehensive energy management strategy, NACo and ENERGY STAR offer tools and resources that can help your county realize its energy goals.

Why contact NACo to learn about energy efficiency and ENERGY STAR?

NACo can help you understand:

- The tools that are available for your county
- The strategies that are best for your county to start with
- The resources your county will need to pursue certain strategies

How can NACo help you engage your community on energy issues?

NACo can:

- Phelp you determine the best strategies for getting your community excited about energy issues
- Provide sample language other local governments are using to engage their communities
- Provide hundreds of case studies and sample policies from other counties who are engaging their communities

If you would like help with any of the tools or strategies included in this factsheet, contact Jared Lang, NACo Program Manager, at (202) 942-4224 or jlang@naco.org.

Track energy use in your county.

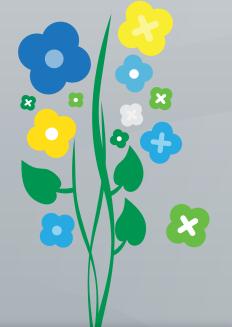
NACo staff are here to teach you about using Portfolio Manager tool to track your building energy use. It is free and web-based, making it easy to get started. Staff can explain more about the time commitment required from staff, what information you will need to gather to get started, and answer any questions.

Three Easy Steps to Start Tracking:

- Contact NACo staff
- Determine the county facilities you want to track and collect basic building information
- Share information with NACo for processing and uploading

Get started today with Portfolio Manager!

Contact Jared Lang, NACo Program Manager, at (202) 942-4224 or jlang@naco.org



NACo Green Government Initiative