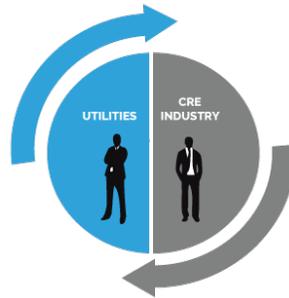


Waypoint's CRE **Connect** Program

Waypoint's innovative energy efficiency program, "Connect," overcomes landlord/tenant split-incentive issues; aligns complex investment cycles and decision makers; and connects commercial real estate (CRE) buildings to energy-saving utility incentive opportunities.

- Deeper Customer Relationships
- More Effective CRE Outreach Channels
- Increased Market Penetration
- Increased Energy Savings



- Benchmarking, Auditing, Customer Support
- Relevant & Timely Information
- Utility Navigation
- Ongoing Efficiency Support

CRE Disconnect. Utilities across the country face challenges with engaging and securing buy-in from stakeholders in the hard-to-penetrate CRE market. Split incentive market barriers - due to multiple occupants, lease types and businesses structures - cultivate an inability or unwillingness amongst building owners to utilize efficiency measures offered specifically to benefit their commercial properties. The Waypoint Connect Program addresses this issue by creating a business case for energy-saving opportunities and provides the right information, to the right stakeholders, at the right time.

Connect Program Approach. Working in partnership with utilities, Waypoint has established a collaborative process to bring energy efficiency analysis, business case development, and incentive processing support services to commercial property management clients. The goal of the Connect Program is to bring utility resources and incentives to market-stakeholders and identify efficiency opportunities on their behalf. Commercial customers (e.g. property management companies and asset owners) who participate in the Connect Program benefit from streamlined energy efficiency services provided by their utility, empowering them to take advantage of savings opportunities.

- Portfolio level benchmarking to identify high priority building targets
- Detailed energy assessments for qualified buildings that identify energy conservation measures (ECMs) and demonstrate the financial business case for each measure
- Processing support for utility incentives pursued by building owners or tenants
- Ongoing tracking and reporting at both the building and portfolio levels



IDENTIFY CRE
PARTNER PORTFOLIOS

BENCHMARK
PORTFOLIO

AUDIT TARGET
BUILDINGS

CRAFT & BRIEF
BUSINESS
CASE

PROCESS
INCENTIVE
APPLICATIONS

The combination of such services creates a program that reaches its target market, generates building-specific efficiency opportunities, convinces stakeholders of the business case for such measures, follows through to achieve utility incentive participation, and results in significant energy savings.

Key Outcomes. Not only has the Connect Program delivered significant energy and cost reductions, it has increased customer satisfaction rates and created long-lasting relationships for utilities to leverage year after year. Of the most recent Pacific Gas & Electric (PG&E) customer survey respondents, 87% of property managers said that they are likely or very likely to participate in other PG&E energy efficiency programs as a result of their experience with Connect.

The Connect Program's results don't stop there. The ECMs that Waypoint has recommended via Connect have created a pipeline of efficiency opportunities for commercial building customers to incorporate into future budgeting years and capital improvement projects. The relationships formed between utility account representatives and building decision-makers creates an avenue for ongoing communication about new incentives and opportunities for each commercial building customer. As time goes on and budget cycles are revised, the Connect Program's recommendations continue to result in energy savings.

Connect Utilities. Waypoint has implemented Connect across four major utilities to reach the CRE market in their regions.

- Pacific Gas & Electric Company
- Southern California Gas Company
- Consumers Energy
- Rocky Mountain Power

Aggregate Connect Program Results*

BENCHMARKED: 750+ properties & 70+ million SqFt across 40 CRE firms

AUDITED: 185 buildings & 25 million SqFt

IDENTIFIED: 775 ECMs, 42 million annual kWh savings, 785,000 therms savings & \$5.5 million in incentives

SUBMITTED, SAVED & PAID: 145 incentive applications, 7.3 million annual kWh savings, 42,000 therms savings & \$610,000 in incentives

**As of July 2020*

ABOUT US: Waypoint Energy is a technology enabled advisory firm founded in 2009. As a woman-owned small business, Waypoint has provided consulting services to government, utility, non-governmental organization (NGO) and private companies. Our mission is to decrease the cost and increase the performance, transparency and penetration of sustainability and energy efficiency programs.