



Driving bottom line savings for senior
living through utility benchmarking

Our Presenters



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Driving Bottom Line Savings for Senior Living Through Benchmarking Utilities

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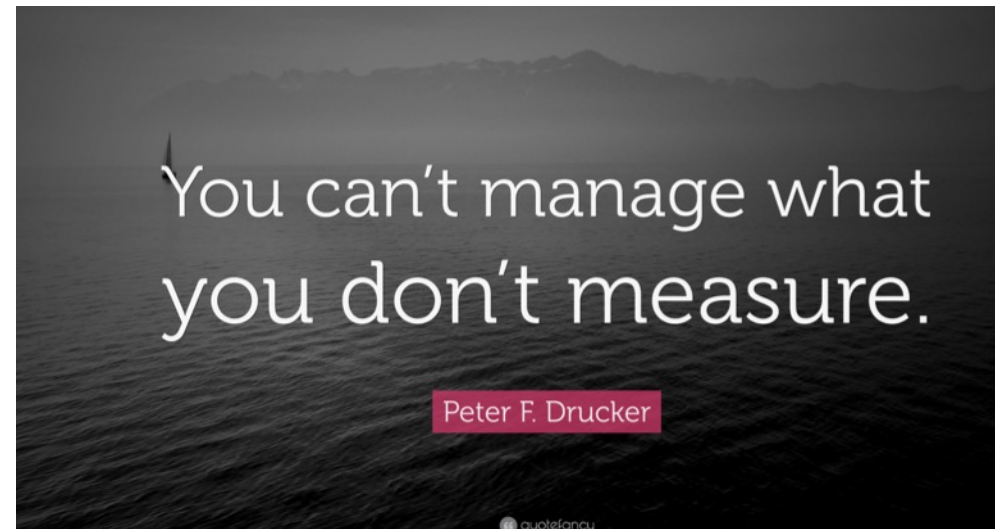
Current Scenario?

- Utilities are typically your third largest expense after labor and food
- Bills are likely managed directly at the community
- Only reviewed as to whether they are meeting budget (or not)
- No understanding of whether the amount being paid each month is in the right range for that facility, or if the community is running efficiently.



Benchmarking Energy Efficiency

- Defined as: To evaluate or check (something) by comparison with a standard
- Comparing the energy efficiency performance of your facility over time
 - Against itself over a baseline period
 - Against peers

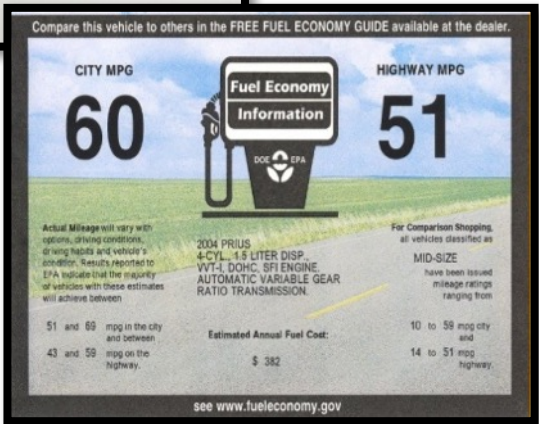


Energy Performance Rating

Is 10 MPG high or low for an automobile?



Fuel
Efficiency Rating
MPG



Is 90 kBtu/sf/year high or low for a SL community?



Energy
Performance Rating
Scale 1 - 100



What is ENERGY STAR Portfolio Manager?

- A free interactive tool from the EPA that enables you to track and assess the energy and water usage across your entire portfolio of communities
- It normalizes to create a comparative metric you can use across your portfolio
- It helps you understand where you have efficient communities, and where they are not so efficient
- It allows you to prioritize resources for communities that are less efficient, and reward communities that are more efficient
- Having visibility to this information will help you focus your efforts, save energy and save money!
- [ENERGY STAR Portfolio Manager - Benchmarking Starter Kit](#)

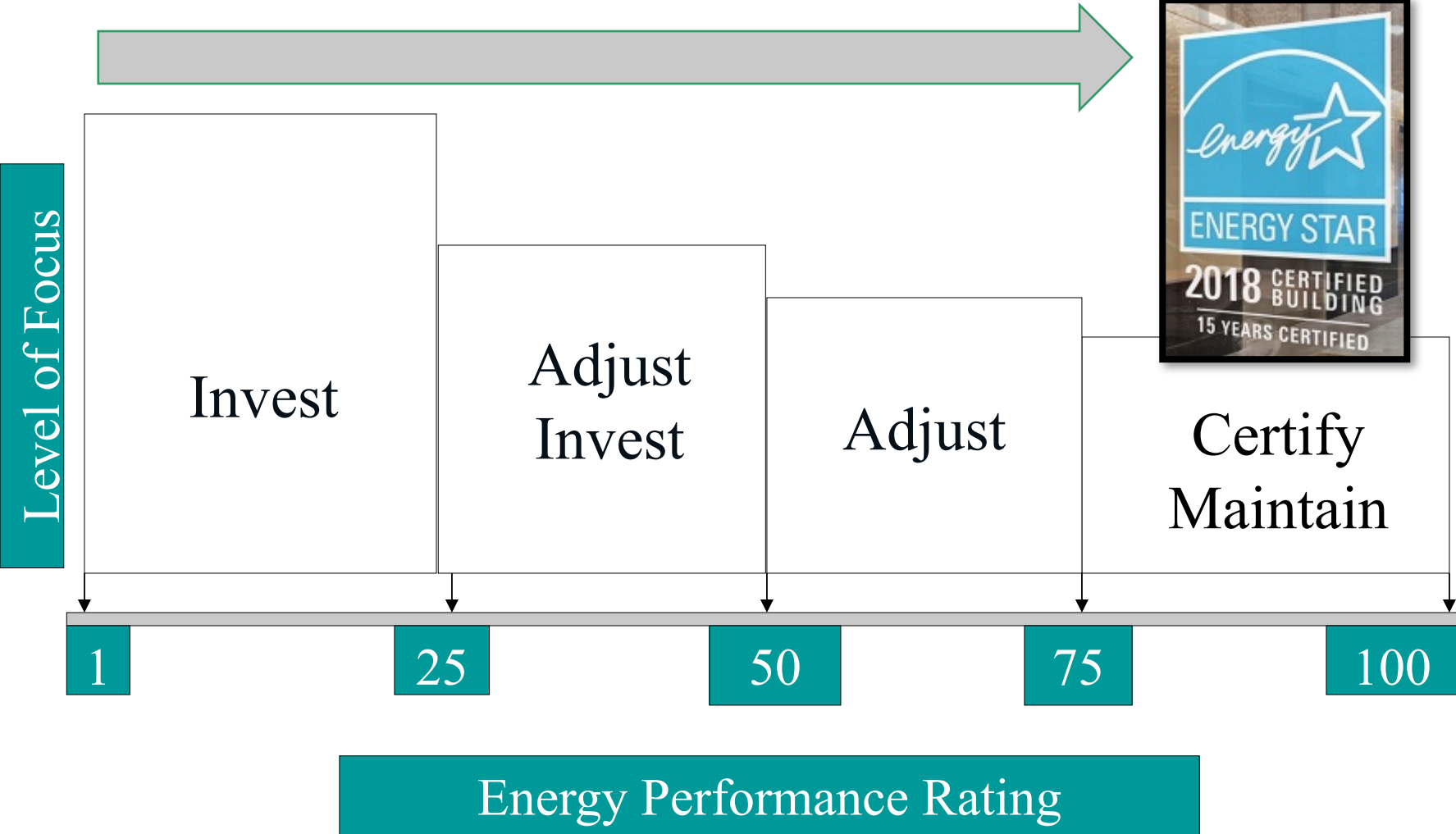
How It Works

- You input data including 12 months of energy usage and space use information
 - Square Footage
 - Occupancy (Max, Bed Capacity, Avg Occupancy)
 - Number of Refrigerators/Freezers & Washing Machines
 - Number of Workers
 - Number of Computers
 - Percentage Heated and Cooled

- Normalizes building variables affecting energy consumption
 - Weather
 - Hours of operations
 - Occupancy
 - Plug load
 - Creates a whole building “mpg” rating



ENERGY STAR Portfolio Manager Score



Saving Energy = Improving Your Score

No cost measures:

- #1 thing is to identify and eliminate the "wasters".
 - Are parking lot lights burning all day?
 - Common area rooms that burn 24/7 when no one is in them?
 - What runs all night unnecessarily?
- Low cost measures:
 - Occupancy sensors
 - Replace incandescent light bulbs with LED bulbs
- Capital measures:
 - LED retrofits – often have very good ROI
 - When spending capital dollars, do your research to spend smarter
 - Available incentives can often get you a more efficient option for less money

Energy Savings Example

- Energy (and water) savings will reduce operating costs and improve NOI

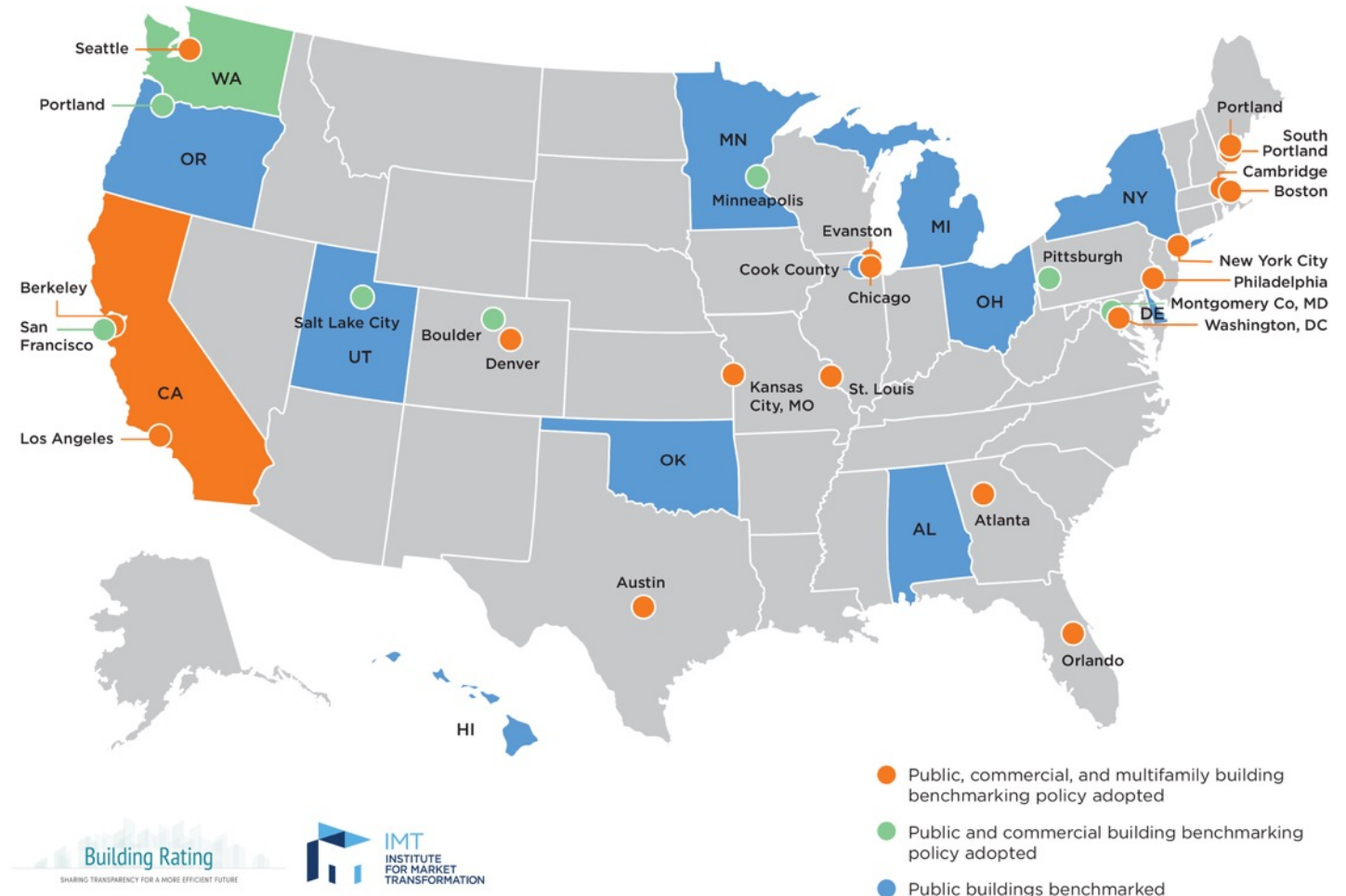
Energy Savings Example		
	Average cost per year	5% Savings
1 Communities	\$100,000	\$5,000
5 Communities	\$500,000	\$25,000
50 Communities	\$5,000,000	\$250,000

Mandatory Disclosure Requirements

You are **REQUIRED** to benchmark your communities in 17 major cities and all of California:

- Annual reporting thru ESPM
- Scores are available to the public

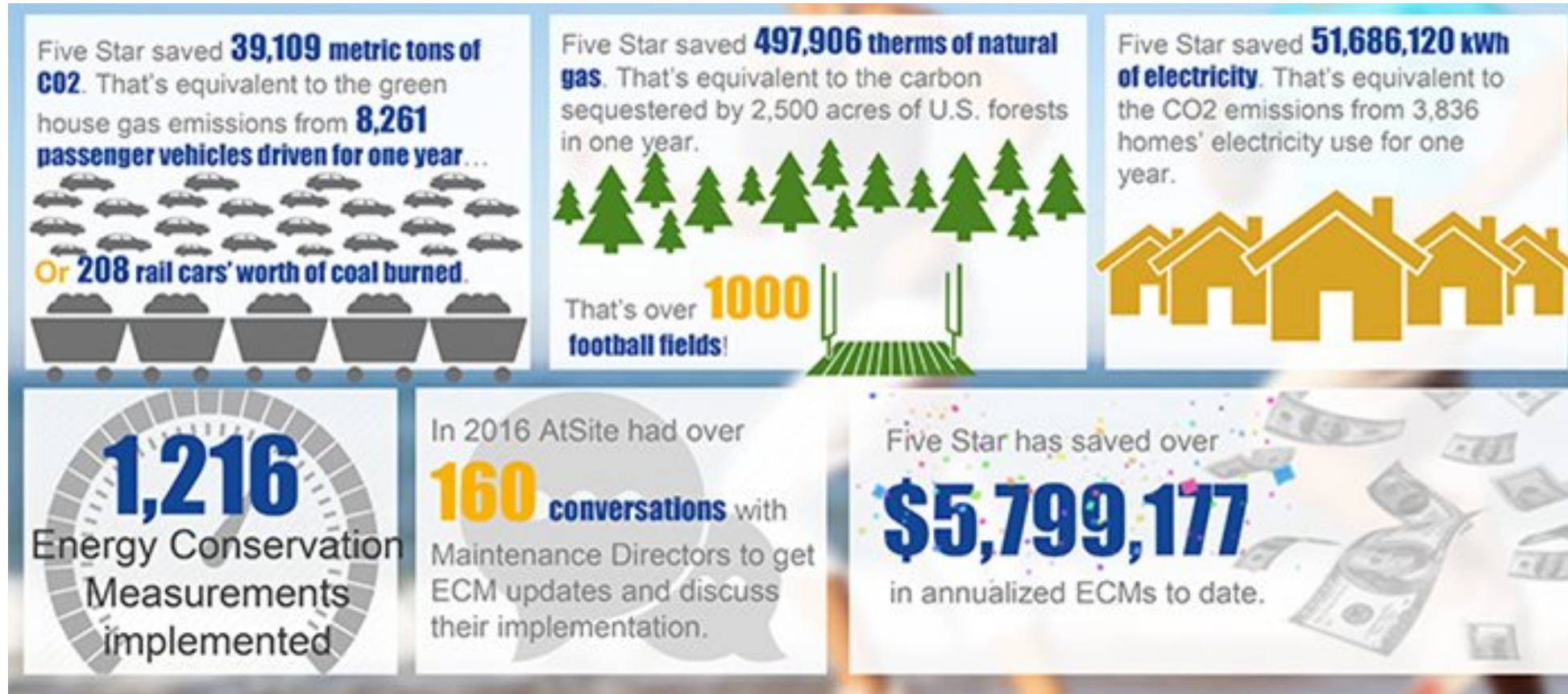
U.S. Building Benchmarking and Transparency Policies



Staff and Resident Engagement Opportunity

- Engage both staff and residents to work together and save energy and water
- Challenges between communities – who can save the most?
 - “Kill-A-Watt Crackdown”
- Develop a sustainability story from all your efforts and how much you saved
 - Great for social media
 - Sustainability/environmental section on your website
 - Use as a recruiting tool
 - Marketing opportunity – could give you a competitive advantage!
- ENERGY STAR certifications!

Five Star Senior Living – Green Stars Program



It Matters!

In addition to
saving money, it's
the right thing to do.



Challenges Facility-Level

- ✓ Data collection
- ✓ Access to data
- ✓ Data validation
- ✓ Personnel

Challenges Portfolio-Level

- ✓ Data collection
- ✓ Access to data
- ✓ Data validation
- ✓ Personnel

- ✓ Specific requirements vary by city & building type
- ✓ Deadlines change
- ✓ Some cities require a PE
- ✓ Different asset classes
- ✓ Portfolio visibility

How can Goby **help?**



Our ENERGY STAR **Expertise**



+500 benchmarking submissions

+800 ENERGY STAR award submissions

in **20** different cities or regions

Beyond Benchmarking Best Practices



Identify
opportunities

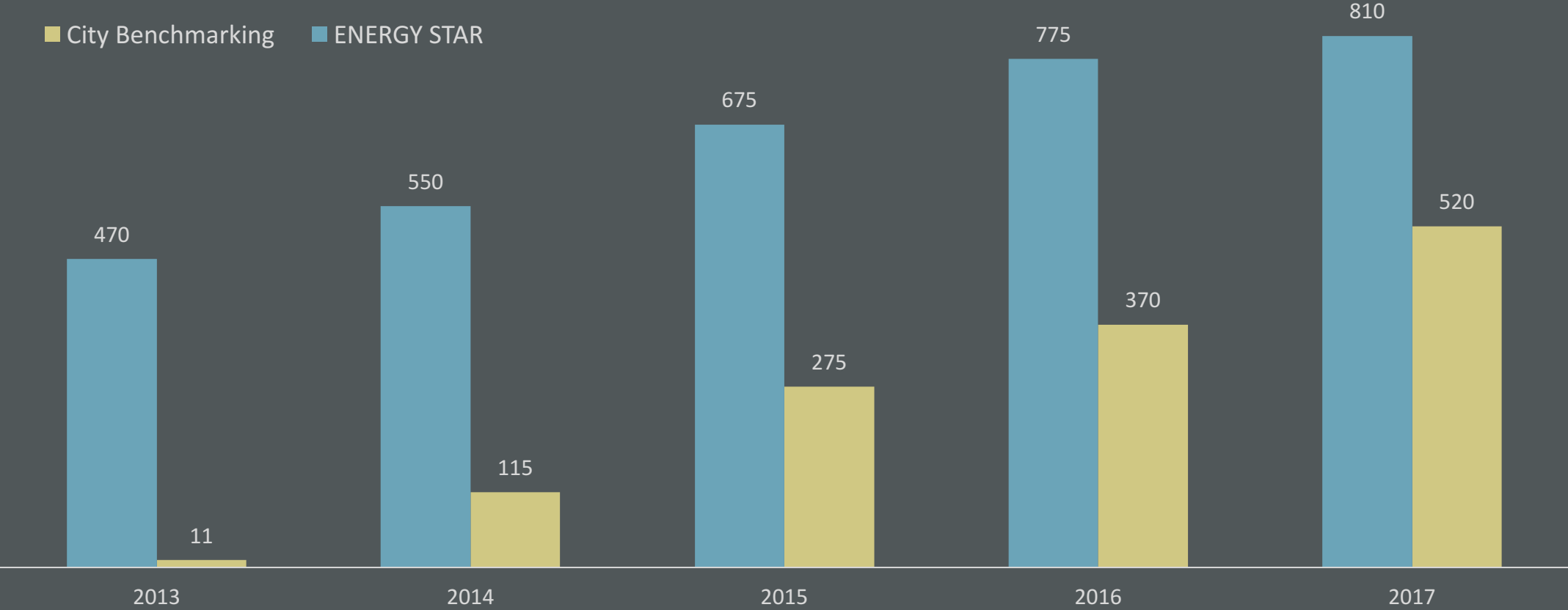


Measure
efficiency



Increase
asset value

City Benchmarking & ENERGY STAR Awards



Questions?



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