

Developing a Holistic Energy Strategy

A portfolio of energy efficient facilities can be a game-changer for companies. MD Energy Advisors helps turn energy related capital projects into energy efficiency projects to help reduce operating expenses and improve net operating income, even in an ever-changing regulatory environment.

Our holistic approach to solving energy challenges allows us to look at your entire energy spend and offer personalized energy solutions that result in savings. While solutions are customized to fit the needs of each facility, this five step approach to reducing the quantity of energy consumed works, time and time again.



Step One: Determine the current state of energy efforts.

The overall goal of developing a holistic energy strategy is to identify the current state and help the client move to their ideal future state. The first step, therefore, is identifying their current state of energy efforts. Existing policies help with understanding client priorities and needs and determine project goals.



Step Two: Identify relevant data and develop a data collection process.

We work closely with clients to determine how to collect the data necessary to set goals and track progress. Metrics may be directly related to goals or could be related to the way data is normalized. To ensure the data will be collected, we create a data collection process for each metric and ensure a team member is responsible for its collection. Data examples include: energy usage data, utility bills, budget reports, utility bill pay, energy procurement contracts, tenant billing information, real-time energy monitoring data, enterprise building automation information and more.



Step Three: Benchmark buildings and set energy usage targets.

Once information on existing vendors, policies and programs, and goals have informed the current state, it is helpful to have a meeting that focuses on:

- *What is already being done well?*
- *What can be improved?*
- *What needs aren't being filled?*

This conversation helps clarify the current state and begin to shape the vision of the future state. During this phase, buildings are benchmarked against each other to identify properties that are using more energy per square foot than their peers. From here, energy usage targets are set for each building.



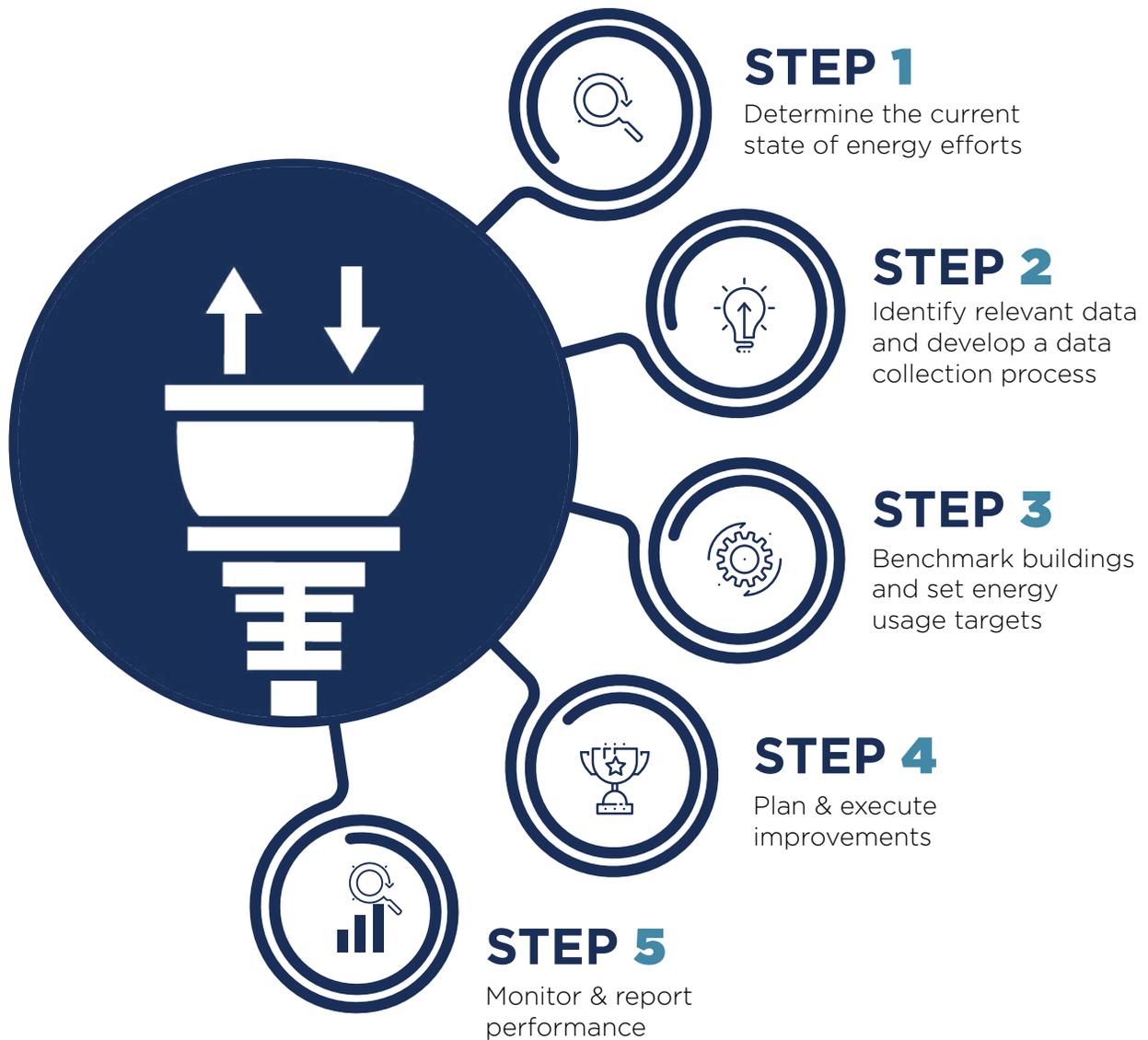
Step Four: Plan and execute improvements.

For each goal, a plan that enables building owners to make progress towards that goal is established. During this process, the building portfolio is prioritized and a plan is developed for the top ten properties, or top 10% of properties (depending on the size of the portfolio). A process to identify and share best practices among property teams is also created; a vendor review is conducted; simplified, actionable energy reports are created; a technology review process is developed; and alternative financing opportunities are identified, so that improvements are made efficiently and effectively.



Step Five: Monitor and report.

Continuous tracking is integral to ongoing performance improvement and assessment of capital and other projects. During step five, energy impact reports are produced that track performance against a baseline and reporting results (likely monthly or quarterly internally, and annually externally). A process is also instituted to collect this data from site teams and to store it in a central location so energy solutions are consistently assessed and updated as a part of the energy strategy. Tracking and reporting can be done via a spreadsheet or a software platform.



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