

Influences on Multifamily Building Owner Investments in Energy Efficiency

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Introduction

The multifamily buildings market consists of a myriad of ownership structures (condominium, cooperatives, apartments, public housing, etc.). Depending on whether they are market rate or affordable, their funding structures vary from simple to highly-complex. These diverse structures result in unique challenges that influence their decision-making regarding energy efficiency investments.

This poster contributes to the understanding of the interrelationships of key variables of the multifamily market and how they influence decisions in energy efficiency investments and program choice can help program designers better address market needs.

This assessment represents a culmination of seven years of first-hand implementation experience and subsequent findings and recommendations from three evaluation studies on programs targeting existing multifamily buildings throughout the state of California.

Multifamily Market Nuances

This poster captures how nuances of the market structures and building characteristics influence decisions on energy efficiency investments and identify key intervention points and strategies to sway multifamily building owners to approaches and programs yielding greater energy efficiency.

The following comparisons and contrasts are presented:

- Varying approaches to energy efficient rehab efforts including performance-based (benchmarking, integrated building analysis, performance contracts, etc) and prescriptive (weatherization, retrofit incentives, direct install, etc.).
- Varying ownership and financing structures of multifamily buildings.
- Varying building characteristics (vintage of building and equipment, type (high-rise, low-rise, etc) climate zone, orientation, etc).

Responding to Multifamily Market Nuances

The poster presents a matrix depicting:

- The inter-relationship between building ownership and financing structure, building characteristics and how they effect energy efficiency strategies to rehabilitating existing buildings.
- Key points at which intervention strategies could be employed.
- Intervention strategies to influence decisions toward greater energy efficiency investments.