ZNE Tools & Resources

- Overview of Tools & Resources - NBI
- Municipal Policy Templates to Accelerate ZNE Building - DNVGL
- Zero Energy Performance Index – City of SF
ZNE Tools & Resources

Heather Flint Chatto, New Buildings Institute
Getting to Zero Workshops for ZNE Early Adopters

- Give participants an overview of California ZNE policy goals
- Foster peer to peer learning networks
- Showcase project case studies
- Provide customized tools and resources necessary to help support education and advocacy efforts
- Help participants develop policy targets
- Provide support for programs or projects with ZNE performance goals
ASSEMBLING THE BUILDING BLOCKS TO DEVELOP YOUR ZNE PLANS & POLICIES

Planning Templates & Worksheets

STEP 1 - Laying the Foundation
- Vision & Target Setting (Worksheet 1A & Instructions)
- Backcasting to ZNE - Portfolio Scale & Building Scale (Worksheet 1B)

STEP 2 - Orchestrating Resources
- Stakeholder Communication Goals (Worksheet 2A & Sample)
- Stakeholder Mapping (Worksheets 2B)
- ZNE Communications Planning Strategies for Internal & External Stakeholders

STEP 3 - Developing your ZNE Plans
- ZNE Gap Analysis (Sample Considerations & Worksheet 3A)
- Alignment Plan for Addressing Gaps (Sample Strategies & Worksheet 3B)
- Integrating ZNE Into your Delivery Model (Sample & Worksheet 4)

Education & Training Presentations

1. Introduction to ZNE (Part of the ZNE Communications Toolkit)

2. Assembling the Building Blocks to Develop your ZNE Plans & Policies
- Vision & Target Setting & Backcasting
- Developing your Communication & Outreach Plans: ZNE Toolkit, Message Platform & Stakeholder Mapping
- Gap Analysis & Alignment
- Delivery Methods

ZNE Communication Toolkit

ZNE Messaging Platform — Provides strong, overarching core messages and supplemental supporting message targeting key audiences.

Intro to ZNE Presentation Template — A basic slide deck introducing the core messages and activities in California.

ZNE Companion Guide/Fact Sheets — Provides an overview of the ZNE Communications Toolkit and contains the complete set of fact sheets. The following fact sheets provide broad information about ZNE and audience-specific content.

Learn more at: www.newbuildings.org/zne-communications-toolkit or visit www.newbuildings.org/zero-energy
ZNE & Ultra-Low Energy Case Studies

- CPUC Case Study Briefs & NBI ZNE Case Studies
  http://newbuildings.org/case-studies-zne-projects
- PG&E Case Studies
- NBI Registry
  http://newbuildings.org/share
- Getting to Zero Database
  http://newbuildings.org/getting-to-zero-buildings-database

OVERVIEW

Site Details
Building Size: 4,500 SF
Location: San Diego, California
Construction Type: Retrofit
Construction Year: 1955, 2009
Building Size: Small Office
CA Climate Zone: 7

Measured Energy Stats
13 - 22 = -9

BACON STREET OFFICES
This Bacon Street Office project is a 4,500 SF retrofit of a single-story, 1800’s era auto repair shop into a high performance office for the firm ARCHITECTS Hannah Gabriel walls. Through creative design strategies, renewable energy generation and with support from local utilities, including the Savings by Design program, the project has achieved zero net energy goals. In fact, the project is so energy efficient it returns power to the grid.

Planning & Design Approach
The project demonstrates the difference between typical projects and ZNE projects. The following steps were critical to success:
- Start early and use an integrated design process
- Outline goals and benefits
- Structure teams to provide more research and design iterations
- Stay flexible and inclusive with the design process

Energy Efficiency Strategies and Features
Daylighting: A wall of windows along the public street side of the building provides daylight and views of a new landscaped parking court with native vegetation and canopy trees. This light is balanced with toplighting from diffuse skylight at the base of the space. Intensive use of water, cooling, and ventilation.
• ZNE Project Profiles
• News & Events
• Policy & Planning Updates
• Upcoming Training & Education
• New Research
• Low Energy Building Innovations

Email heather@newbuildings.org to sign up
ZNE Communication Toolkit Contents

1. **Message Platform**  
   Key target audience messages

2. **ZNE Companion Guide/Fact Sheets**  
   General info, key audiences messages

3. **ZNE Action Bulletin**  
   News, case studies, policy, research, events and trainings

4. **Case Studies**  
   California project examples, including design strategies, planning, cost, and lessons learned

5. **Intro to ZNE Presentation**  
   ZNE What, Why & How

[www.newbuildings.org/zne-communications-toolkit](http://www.newbuildings.org/zne-communications-toolkit)
Fact Sheets/ZNE Companion Guide

- Policymakers
- Decisionmakers of Schools & Public Buildings
- Architecture & Engineering
- Commercial Owners
- FAQ’s
ZNE Message Platform

Marketing Definition
A ZNE building is highly energy efficient and produces as much energy as it consumes over the course of a year through clean, renewable resources.

The future for buildings in California

Value Proposition
- Highest level, "new finish line"
- Lower net monthly costs, higher resale value
- Better performing in use and operations, reliable
- Comfortable and productive environment for working, learning and living
- Makes communities stronger, resilient and energy independent
- Helps meet climate goals through lower emissions-less energy and more renewables

Communication Goals
- Accelerate market adoption
- Educate key audiences
- Support champions and early adopters
- Establish CA leadership nationally
- Mitigate market barriers and opposition

Key Audiences
- Building Owners and Operators
- Architects and Developers
- Local Government Officials and Staff
- School and Public Building Decisionmakers
- Real Estate Brokers and Managers
- Foundations/funders

Zero Net Energy
Zero Net Energy (ZNE) buildings are becoming the new standard for achieving significant energy savings and reducing emissions in the built environment. California set an aggressive course for a new "zero finish line" knowing it will lead to the highest levels of efficiency in buildings, more renewable energy generation, and less carbon emissions. Yet agencies understand that regulation alone will not get the state to its goals by 2020 and 2030. To advance ZNE adoption, effective communications are essential to help catalyze voluntary investment and innovation, and motivate building owners, buyers and developers to prioritize ZNE while mandatory codes and standards evolve.

ZNE Communications
This Message Platform presents strong, overarching core messages and supplemental supporting messages targeting key audiences. It will create the basis of how stakeholders talk about ZNE and is designed to help define ZNE buildings and demonstrate that ZNE is a tangible, achievable benchmark and the future of buildings in California.
ZNE Presentation Templates

- Primarily commercial
- Carries general messages
- CA Goals for ZNE
- ZNE building examples
- Open source platform!

Slide collection will grow as champions and others develop their own ZNE presentations

Users of the Presentation:
- Champions & Early Adopters
- Utilities
- Communications staff
3 New: ZNE Technology Application Guides

LUMINAIRE LEVEL LIGHTING CONTROL

INDIRECT EVAPORATIVE COOLING

http://newbuildings.org/zero-energy