



### **What is the NOLA Energy Challenge?**

The NOLA Energy Challenge is a friendly, voluntary competition amongst New Orleans buildings to help them understand their energy use and save energy. These types of Energy Challenges have helped buildings lower their utility bills in cities as diverse as Atlanta, Chicago, Salt Lake City, and many more.

Last year's NOLA Energy Challenge featured 40 of the city's most prominent properties, in partnership with the Downtown Development District. Winners included the F.E. Hebert Federal Building, the U.S. Customs House, the Energy Centre (400 Poydras), the Downtown Tulane Campus, and the Convention Center.

A committee of volunteers from the academic, engineering, architecture, government, and private sectors oversees the NOLA Energy Challenge, under the leadership of the City of New Orleans' Office of Resilience and Sustainability.

### **Why should I participate in the NOLA Energy Challenge?**

Buildings can lower their operating expenses and increase their bottom line by better managing their energy use. The mere act of measuring has an impact on raising awareness. If we track the performance of a building like we track the miles per gallon on a car, we gain power that impacts our economic decisions.

Energy efficiency is the most cost-effective way to make buildings more competitive. By reducing expenditures on energy, buildings can allocate those dollars towards other expenditures or longer-term investments. Energy efficiency is also good for the local economy, as it creates quality jobs that can't be outsourced. All these benefits translate into a win-win for building operators and owners.

The benchmarking activities associated with the NOLA Energy Challenge allow properties to achieve energy and cost savings, gain economic competitiveness, improve indoor air quality, lower operating costs, and lower energy costs for commercial and multifamily tenants – all while competing for industry recognition and awards!

### **Who can participate in the NOLA Energy Challenge?**

Whether your building is a large or small commercial structure, a hotel, a retail establishment, a condo or apartment development, you can join the NOLA Energy Challenge to become more energy efficient. Any non-single-family-residential structure within Orleans Parish is eligible.

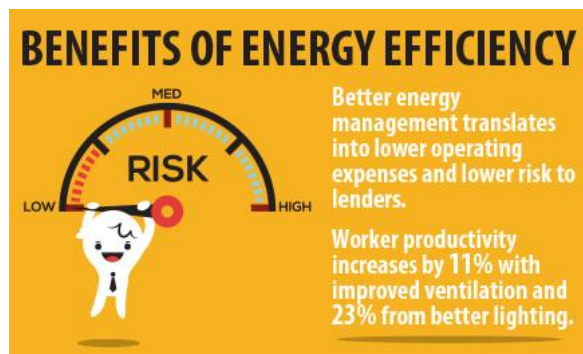
## How does the NOLA Energy Challenge work?

Benchmarking is the monitoring and measuring of energy use, which gives building engineers and facilities operators valuable information about how the air conditioning, heating, lighting and other systems are functioning.

Participants the Challenge will track their energy use in Portfolio Manager, a free online database that is the national standard for calculating ENERGY STAR scores.

This creates an opportunity for intervention, including equipment upgrades, building automation system tweaking, and other energy efficiency improvements. The end result is energy savings and lower monthly expenses – all based on the power of information!

At the end of the contest period, leaders in each sector will be recognized, with opportunities for further engagement.



## What are the requirements for participation?

There is no fee to sign up for the NOLA Energy Challenge. All participating buildings will be required to send a staff member one orientation session, and will need to enter their annual energy usage data into the EPA's free online portal ENERGY STAR Portfolio Manager by the end of the contest period. This data will be shared with the volunteer judging committee.

## What if I don't know anything about energy benchmarking or energy efficiency?

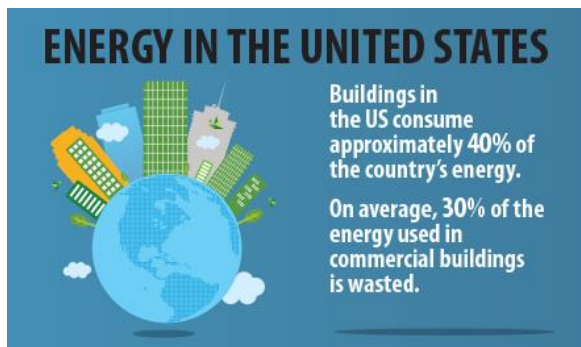
Property managers, building owners, and facilities personnel who are enrolled in the NOLA Energy Challenge have the option of working with a benchmarking "concierge" (a technical support specialist from Entergy's Energy Smart program, Tulane's Master of Sustainable Real Estate Development Program, or a participant in last year's Challenge) to assist with gathering and recording utility data. With technical support provided, participants can optimize their building's performance while competing for awards and industry recognition.



## What other training is offered to NOLA Energy Challenge participants?

Veteran benchmarkers, volunteer committee members and industry experts will lead a series of free trainings throughout the contest period. Topics may include Benchmarking 10, metering and sub-metering, water reduction strategies, energy

efficiency for hotels, energy efficiency for restaurants, sustainable financing, retro-commissioning and re-tuning, energy audits, etc. A full schedule will be posted on the website, with pre-registration links.



### **What if I don't have a budget right now for energy efficiency upgrades?**

The NOLA Energy Challenge will engage local buildings in the first steps towards reducing utility bills – that translates into cost savings, improved equipment function, fewer maintenance issues, greater occupant comfort, and higher property values.

Partners from the nonprofit, engineering, government, architecture, academic and business community will guide you through the process of lowering your energy use. This includes access to incentives (such as Entergy's Energy Smart program), trainings, and other assistance.

Targeted upgrades, including HVAC improvements, Building Automation System reprogramming, lighting installations, and other equipment retrocommissioning (or retuning) can result in a substantial reduction in not only the monthly energy bill, but also ongoing maintenance.

### **How long does the NOLA Energy Challenge last?**

The Challenge period is from March 2019 to June 2020, with awards given in the fall of 2020. Data collected will encompass the period from June 2018 to May 2020 (24 months of utility usage).

### **How can I participate in the NOLA Energy Challenge?**

To sign up for the NOLA Energy Challenge, submit your information online at [nola.gov/EnergyChallenge](https://nola.gov/EnergyChallenge). It's free to participate!

### **Who can I contact for more information?**

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