

Rolling out the Michigan Battle of the Buildings in your City!

**CATALYST LEADERSHIP
FELLOWSHIP 2024**

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2024



Acknowledgements

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INTRODUCTION



WHAT IS THE MICHIGAN BATTLE OF THE BUILDINGS?

The Michigan Battle of the Buildings is an awards and recognition program for energy-use reduction open to all Michigan area commercial, industrial & multi-family buildings. The program is a way to encourage energy-efficient practices in buildings across the state and to instill a spirit of friendly competition among the area's building owners and operators. There is no cost to enter the competition. One building winner is limited per building portfolio. This enables fair and wide recognition of the energy reduction accomplishments state wide. Buildings are sorted into different categories such as financial institution category, health/ hospital category, office, university, education and warehouse categories with winners in each.

WHO CAN ENTER THE COMPETITION?

All building types are welcome! Commercial, industrial, institutional, non-profits, multi-family, educational, retail, campus, owners and tenants— with the exception of single-family residences. New buildings are not eligible as you must have 24 months of energy data available by the cutoff date. Any organization can enter one or more buildings of any type in the competition, as long as the building is located in the state of Michigan.

WHAT ARE THE REQUIREMENTS TO COMPETE?

Contestants are required to upload complete gas and electric-use data for the previous two calendar years into Energy Star Portfolio Manager (ESPM). For a clearer picture of your building energy use, it is suggested to enter energy data as far back as you want to go, but is not required for the competition. After uploading your data into ESPM, share your account with “Michigan Battle of the Buildings.” The platform will give your building’s baseline and current Energy Use Intensity (EUI), or the total energy use per square foot, the metric we use when determining category winners. Gas and electric-use data is needed for a complete EUI.

DOES MICHIGAN BATTLE OF THE BUILDINGS SHARE MY DATA?

We value our competitors' privacy. While we do share your energy reduction percentage if you are a winner of the competition and the overall energy reduction of competitors' combined data, Michigan Battle of the Buildings and the Detroit Energy Challenge will not share your individual energy data.

HOW IS THE WINNER DETERMINED?

Using the data submitted to Energy Star Portfolio Manager (ESPM) or the industrial widget template, USGBC-WM will determine which competitors have shown the greatest energy reduction using each contestant's normalized source EUI from January 1st to December 31st. A third-party verification audit will be conducted on winning buildings to ensure the data input into ESPM was accurately reported. Each building portfolio owner is limited to one building win per annual competition. This enables fair and wide recognition of the energy reduction accomplishments state wide.

Case Study:

DETROIT ENERGY CHALLENGE

CITY OF DETROIT'S OFFICE OF SUSTAINABILITY LAUNCHES DETROIT ENERGY CHALLENGE

- City challenges Detroit's commercial building owners to reduce wasted energy and greenhouse gas emissions while improving their bottom line.
- Friendly competition is a partnership with the Detroit 2030 District, Michigan Battle of the Buildings, and the Office of Sustainability.



To encourage buildings to take a leading role in reducing energy waste and greenhouse gas emissions, the City of Detroit's Office of Sustainability partnered with the Detroit 2030 District and Michigan Battle of the Buildings to develop the Detroit Energy Challenge.

The Detroit Energy Challenge encourages Detroit building owners to track and reduce wasted energy in buildings across the city. The buildings with the greatest reductions from their prior-year baseline will be recognized at the annual Detroit Energy Challenge Award Ceremony. Competitors can join the Challenge at [Detroit Energy Challenge website](#).

Competitors will benefit from education and networking opportunities. Energy Star Portfolio Manager workshops will be held throughout the year to assist competitors who would like to learn energy-efficiency strategies and assistance with entering the challenge.

Building owners and managers can also receive free assistance from two partner organizations - Detroit 2030 District and Michigan Battle of the Buildings. Detroit 2030 District offers building owners and manager members a trained ambassador to assist them for an entire year at no cost. For more information visit www.2030districts.org/Detroit.

All Detroit Energy Challenge competitors are automatically enrolled in the popular Michigan Battle of the Buildings, giving the additional opportunity to be recognized as a Biggest [energy] Loser in the state-wide competition.

246

Number of Detroit Buildings Participating in the Detroit Energy Challenge

31,971,961

Square Footage of Detroit Buildings Participating in the Detroit Energy Challenge

2021 was the First Annual Detroit Energy Challenge

31,971,961

Square Feet Competing in 2021

In 2021 competitors avoided

22,132

metric tons of CO₂e

Equivalent to

26,192

acres of U.S. forest in one year

In 2021

\$4,081,400

saved in energy costs

SAVE YOUR CITY AND ITS ENERGY TOO!



Rolling out the competition

Why Join the Battle?

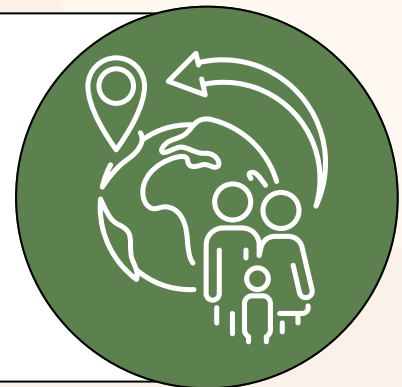
1. IMPROVE THE OVER-ALL WELL-BEING OF THE RESIDENTS:



As a participant, the city can help in reduction of GHG emissions from buildings which can lead to significant health benefits. This improves air quality, reducing heat-related illnesses, enhancing mental and physical health, lowering healthcare costs, increasing life expectancy, and enhancing the overall quality of life for city residents.

2. MIGRATION OF MORE POPULATION:

Creating a cleaner, greener city with reduced carbon emissions from buildings can attract more people to move into the city because of the improved quality of life, healthier living environment and enhanced comfort.



3. ECONOMIC, SOCIAL AND COMMUNITY BENEFITS:



Energy-efficient buildings often have lower utility bills, which can be a significant draw for both businesses and the city. Sustainable buildings and neighborhoods tend to have higher property values and attract investments leading to economic growth. Cleaner environments foster a sense of well-being and community, making the city a more desirable place to live.

4. INCREASED JOB OPPORTUNITIES:

The development of green buildings and sustainable infrastructure creates job opportunities in sectors such as construction, renewable energy, and environmental management. Cities focusing on sustainability often become hubs for innovation and technology, attracting professionals and businesses.



5. ENHANCED REPUTATION:

A city known for its commitment to sustainability and low carbon emissions can gain global recognition, attracting people who want to be part of a leading, forward-thinking community. A cleaner, greener city projects a positive image, making it more attractive to tourists, investors, and potential residents.



6. LONG-TERM VIABILITY:

Sustainable cities are better equipped to handle climate change impacts, ensuring long-term viability and making them attractive for future generations. A focus on sustainability supports controlled and sustainable urban growth, avoiding issues like overpopulation and resource depletion.



Template:

TO ROLL OUT A CITY-WIDE BATTLE

The [City name here] is thrilled to announce its participation in the Michigan Battle of the Buildings competition, an exciting awards and recognition program dedicated to reducing energy use in commercial, industrial, and multi-family buildings throughout Michigan. This initiative not only promotes energy-efficient practices but also fosters a spirit of friendly competition among building owners and operators in our community.

There is no cost to enter the competition, making it an accessible and valuable opportunity for businesses to improve their energy efficiency, reduce operational costs, and contribute to a more sustainable future for [City name]. We invite all businesses to join us in this effort, demonstrating our city's commitment to sustainability and environmental stewardship.

**WE INVITE YOU TO
JOIN US IN THIS
EFFORT!**

We are eager to see [City name here] business community shine in this competition and set an example for other cities in Michigan. Let's work together to make a significant impact on energy use reduction and showcase the power of collaboration and innovation in our city.

Ways to declare the Battle

1. PRESS RELEASE:

Issue a press release to local newspapers, television stations, and radio stations to announce the competition and highlight its benefits.

The VOICE

MACOMB DAILY

DETROIT
METRO TIMES

WARREN
WEEKLY



CLICK ON
DETROIT

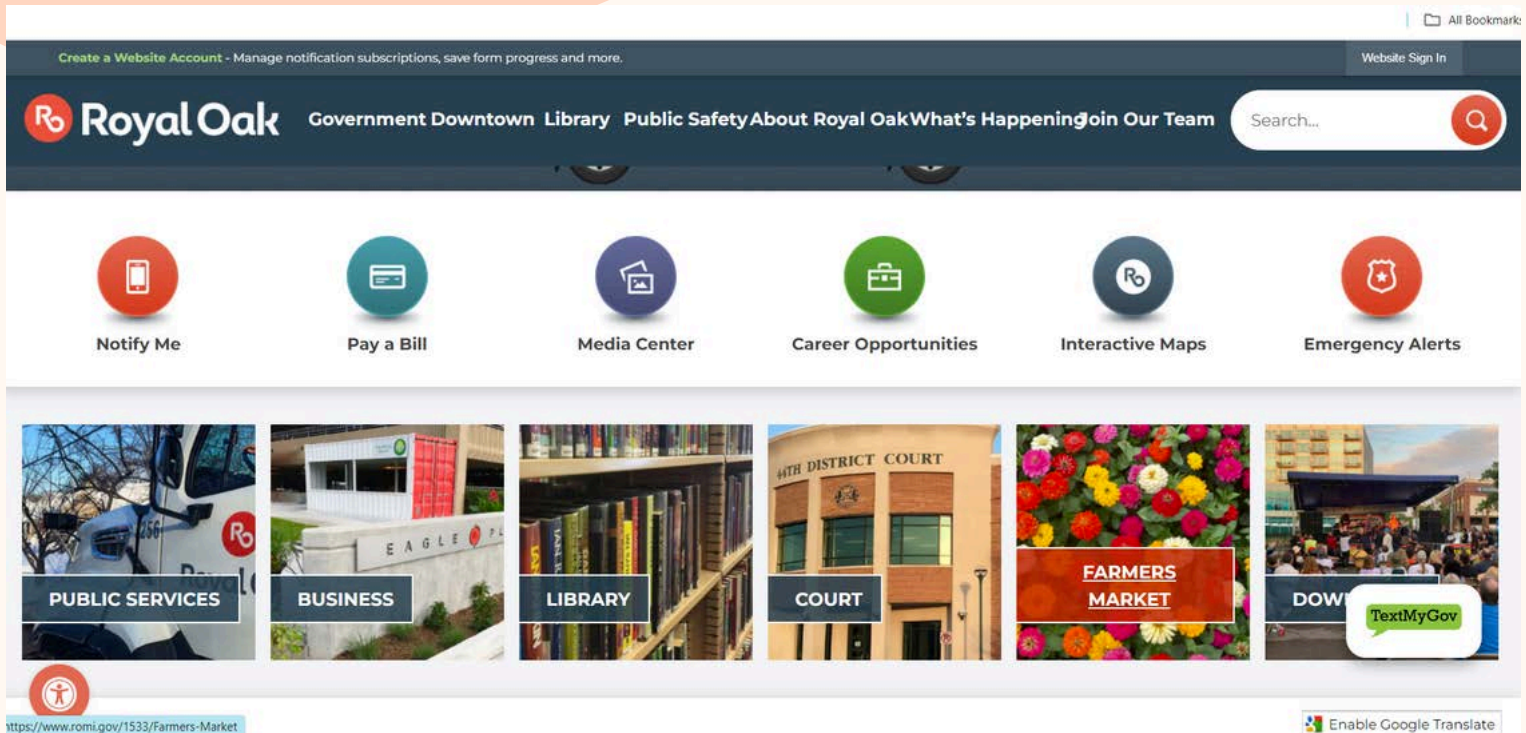
DETROIT**50**

FOX 2
DETROIT



2. CITY WEBSITE AND NEWSLETTERS:

Post the announcement on the city's official website and include it in the city's monthly newsletter.



3. SOCIAL MEDIA:

Use the city's social media platforms (Facebook, Twitter, Instagram, LinkedIn) to spread the word and engage with the community.



4. EMAIL CAMPAIGNS:

Send emails to local business owners, chambers of commerce, and industry associations to inform them about the competition.

Dear [Recipient's Name],

I hope this email finds you well.

We are excited to announce that the City of Royal Oak is participating in the Michigan Battle of the Buildings competition, an awards and recognition program dedicated to reducing energy use in commercial, industrial, and multi-family buildings throughout Michigan. This competition is a fantastic opportunity for local businesses to showcase their commitment to energy efficiency and sustainability while enjoying the benefits of reduced operational costs.

The best part? There is no cost to enter the competition!

As a valued member of our business community, we kindly invite you to join us in this initiative. By participating, your business will have the chance to:

Improve energy efficiency and reduce operational costs. Gain recognition for your sustainability efforts. Contribute to a more sustainable and environmentally-friendly Royal Oak. To participate, simply upload your building data to Energy Star Portfolio Manager and link this data to the Battle's website. We are here to assist you every step of the way and ensure a smooth and straightforward process.

We believe that with your involvement, we can make a significant impact and set an example for other cities in Michigan. If you have any questions or need assistance, please do not hesitate to contact us at [Your Contact Information].

Thank you for your time and consideration. We look forward to your participation and working together to create a more sustainable future for Royal Oak.

Warm regards,

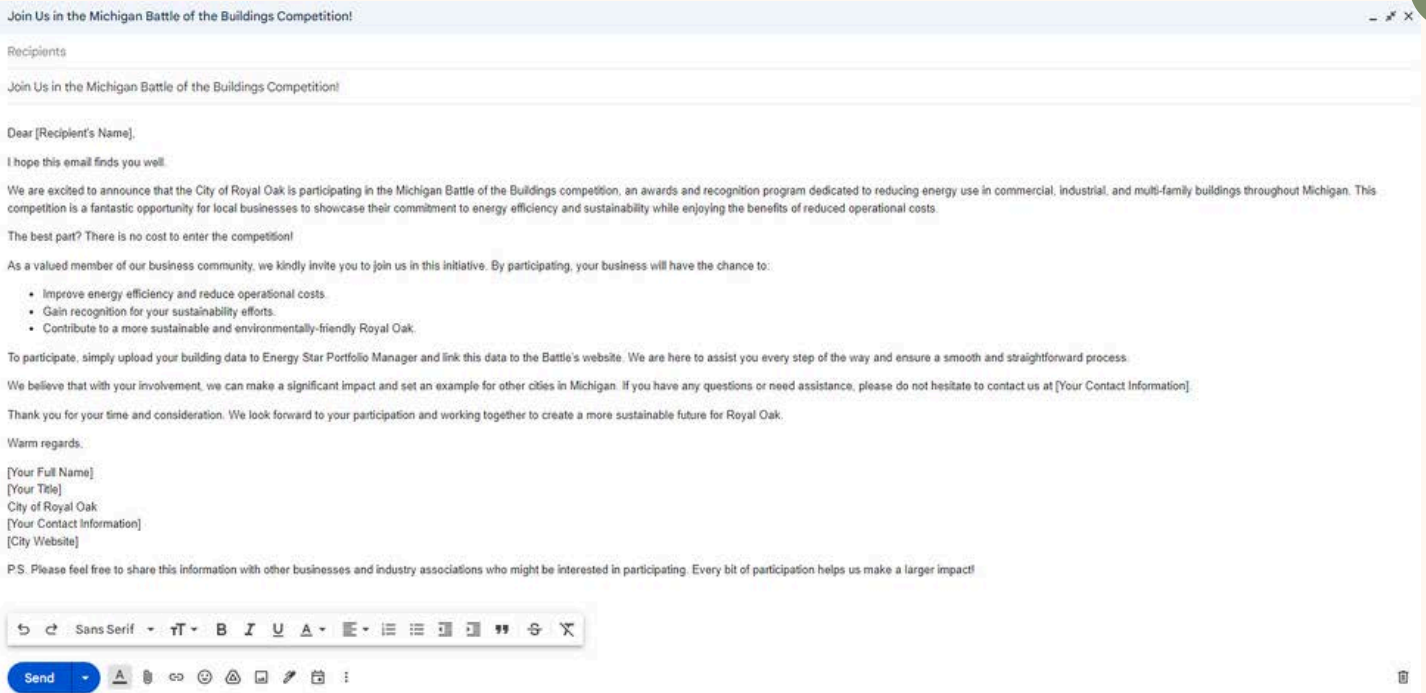
[Your Full Name]

[Your Title]

City of Royal Oak

[Your Contact Information]

[City Website]



5. COMMUNITY MEETINGS AND EVENTS:

Announce the competition during city council meetings, community forums, and local business events.



6. FLYERS AND POSTERS:

Distribute flyers and posters in public spaces such as libraries, community centers, and business districts.



The Michigan Battle of the Buildings is an awards and recognition program open to all Michigan commercial and industrial buildings for achievements made in energy and water use reduction.

Become a **Biggest Loser!**



Sign Up

Sign up at
michiganbattleofthebuildings.org



Share Your Data

Enter your utility bills into Portfolio Manager and share them with Michigan Battle of the Buildings



Attend the Michigan Energy Summit

Celebrate your achievements at our annual premier energy conference!

Featured Winners

Fifth Third Bank DeWitt
Financial Institution Category
-32.05%

University of Michigan,
Phoenix Memorial Lab
University Category
-17.96%

[Last Year's Winners](#)



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DTE

EGL
MICHIGAN DEPARTMENT OF
ENVIRONMENT, GREAT LAKES, AND ENERGY

Consumers Energy
Count on Us®

7. ENERGY EFFICIENCY WORKSHOPS:

Host workshops and webinars to educate business owners on energy efficiency practices and the benefits of participating in the competition. Encourage business owners to join various webinars and trainings hosted by Energy Star.

<https://www.energystar.gov/buildings/training>

webex
by CISCO

English

Portfolio Manager 101: Navigating Portfolio Manager, Adding a New Property, and Entering Use Details

Tuesday, June 4, 2024 1:00 PM - 2:15 PM
(UTC-04:00) Eastern Time (US & Canada)

Host
esttraining@icfi.com

Register for webinar

If you want to attend, register now. When your registration is approved, you'll receive an invitation to join the webinar.

Register

webex
by CISCO

English

Designing to Achieve Energy Performance Goals using ENERGY STAR Metrics

Tuesday, June 18, 2024 2:00 PM - 3:00 PM
(UTC-04:00) Eastern Time (US & Canada)

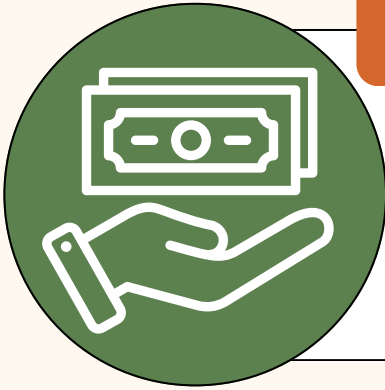
Host
esttraining@icfi.com

Register for webinar

If you want to attend, register now. When your registration is approved, you'll receive an invitation to join the webinar.

Register

INNOVATIVE AND UNIQUE WAYS TO ENTICE PEOPLE



1. HIGHLIGHT COST SAVINGS:

Emphasize the potential for significant cost savings through reduced energy bills. Provide case studies and examples of businesses that have saved money by improving energy efficiency

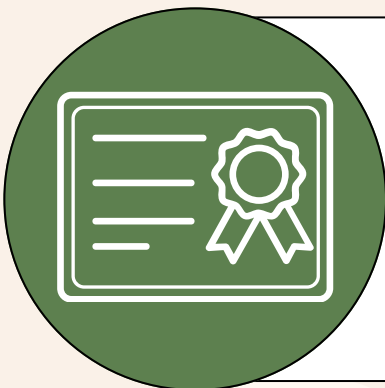
2. LAUNCH A LOCAL AWARDS IN PARTNERSHIP WITH THE BATTLE OF THE BUILDINGS

Promote the opportunity for public recognition and awards. Highlight the prestige of being acknowledged as a leader in sustainability within the community.



3. ECONOMIC, SOCIAL AND COMMUNITY BENEFITS:

Establish a certification program for businesses that participate and meet certain energy efficiency criteria. Certified businesses can display a "Green Business" seal on their premises and marketing materials.



4. PEER MENTORSHIP PROGRAM:

Pair experienced, energy-efficient businesses with new participants in a mentorship program. This can provide guidance and encourage knowledge sharing.



5. GRANTS, INCENTIVES AND FINANCING:

Partner with local utility companies to offer rebates, grants, or incentives for energy-saving improvements made by participating businesses



6. COLLABORATE WITH BUSINESS ASSOCIATIONS:

Work closely with local business associations and chambers of commerce to promote the competition and provide additional support to their members.





Hosting the Summit

WINNER CITY HOSTING THE SUMMIT

Imagine your city being recognized as a leader in sustainability, with a prestigious award for its outstanding energy-saving achievements. As a winner of the Michigan Battle of the Buildings competition, your city will have the honor of hosting an Energy Summit, a high-profile event that celebrates innovation, collaboration, and commitment to a greener future. This summit will not only highlight your city's accomplishments but also inspire others to follow suit, creating a ripple effect of sustainability across the region.

1. Announcement and Preparation:

After being named a winner in the Battle of the Buildings competition, the city of Royal Oak receives widespread recognition for its dedication to energy efficiency. The announcement is made through various media channels, including local news outlets, social media, and the city's official website. The city officials immediately begin preparations to host the Energy Summit, partnering with key stakeholders such as the Michigan Battle of the Buildings.

2. Partner Collaboration:

Royal Oak collaborates with the Detroit 2030 District to offer free assistance to building owners and managers. A trained ambassador is assigned to each participating building for an entire year, providing guidance on reducing energy and water usage, ultimately lowering operating expenses. This partnership ensures that Royal Oak's businesses have the resources and support needed to continue their sustainability journey.

3. Event Planning:

The Energy Summit is meticulously planned to ensure a memorable and impactful event. The agenda includes keynote speeches from sustainability experts, panel discussions featuring successful building owners, and interactive workshops on energy-saving technologies. The city's top performers are invited to share their stories and best practices, creating a platform for knowledge exchange and inspiration.

4. Public Recognition and Awards:

During the summit, Royal Oak's mayor presents awards to the top-performing buildings in various categories, such as "Most Improved Energy Efficiency," "Innovative Energy Solutions," and "Community Impact." The award ceremony is a grand event, attended by local media, business leaders, and community members. Each winner receives a plaque and a feature in the city's newsletter and website, showcasing their achievements.

5. Showcasing Success Stories:

Royal Oak publishes detailed case studies of the winning buildings on its website, highlighting the steps they took to achieve significant energy savings. These success stories are also shared on social media and in local newspapers, creating a buzz around the city's accomplishments and encouraging other businesses to participate in future competitions.

INTEGRATE WITH:

MICHIGAN GREEN COMMUNITIES CHALLENGE



MICHIGAN **GREEN** COMMUNITIES



WHAT IS MICHIGAN GREEN COMMUNITIES CHALLENGE?

The Michigan Green Communities Challenge is an annual program that serves as a guide to help communities measure their progress towards sustainability.

The Challenge includes several categories and each is comprised of several action items. Communities earn points by completing these action items. Participation is free and open to any local government in Michigan. Cities' participation in this opens the door to additional technical assistance opportunities, peer networking groups, and free conference registrations.

RECOGNITION AWARDS:

Track your sustainability progress, see how you compare to other Michigan communities, and earn certification as a bronze, silver, gold, or platinum community. Challenge participants earn a logo to display on your website and in print materials, are publicized at the annual awards conference and on the MGC website, and are included in a press release.

Note: These are the community certifications as of 2024 (Changes annually)



GOLD CERTIFIED:

City of Royal Oak, Canton Charter Township, City of Ann Arbor, City of Battle Creek, City of Berkley, City of Birmingham, City of Coldwater, City of Detroit, City of East Grand Rapids, etc.



SILVER CERTIFIED:

Buena Vista Charter Township, City of Clare, City of Dearborn, City of Eastpointe, City of Fennville, City of Grandville, City of Grosse Pointe Park, City of Hancock, City of Livonia, etc.



BRONZE CERTIFIED:

City of Bay City, City of Brighton, City of Clawson, City of St. Joseph, Kalamazoo County, Monroe County, Village of Mackinaw City

CONTRACTORS' AND ARCHITECTS' INVOLVEMENT

RECOGNITION AWARDS:

Their involvement can provide the technical expertise, educational outreach, and practical support needed to drive energy efficiency in local businesses. By leveraging their knowledge and influence, they can encourage more businesses to participate in the Michigan Battle of the Buildings competition, ultimately leading to a greener and more energy-efficient community. Through collaborative efforts and a shared commitment to sustainability, contractors, architects, and business owners can make a significant impact on the environmental and economic well-being of their cities.



1. SUSTAINABLE DESIGN AND CONSTRUCTION:

- Design buildings with optimal insulation, natural lighting, and efficient HVAC systems.
- Implement renewable energy solutions, such as solar panels and wind turbines.
- Use sustainable materials that have a lower environmental impact.



2. PROVIDING CASE STUDIES AND SUCCESS STORIES:

Contractors and architects can:

- Develop case studies highlighting local businesses that have achieved significant energy savings through sustainable design and construction.
- Present these case studies at community meetings, industry conferences, and through online platforms.
- Showcase the financial benefits, such as reduced energy costs and increased property value, as well as the environmental impact.

3. ENGAGING LOCAL BUSINESS OWNERS:

Contractors and architects can spread knowledge about energy-efficient methods and the benefits of participating in the Michigan Battle of the Buildings competition by *hosting* workshops and seminars to educate business owners, *offering* free consultations and energy audits to help businesses and *creating* easy-to-understand guides and resources on how to implement energy-efficient measures.

4. ACTING AS AMBASSADORS FOR SUSTAINABILITY:

Contractors and architects can:

- Use their professional networks to spread the word and encourage other industry professionals to get involved.
- Advocate for sustainability in local media, social media, and industry publications.
- Lead by example, showcasing their own projects and successes in sustainable building practices.



Partnership | Sponsorship

ORGANIZATIONAL SPONSORS:

- Collaborate with local utility companies to promote the competition and provide additional resources and support to participating businesses.
- Partner with local utility companies to offer rebates, grants, or incentives for energy-saving improvements made by participating businesses.
- Develop a points-based rewards program where businesses earn points for various energy-saving activities. Points can be redeemed for prizes, discounts, or services from local partners.
- Partner with local businesses and sponsors to provide prizes and recognition for top performers in the competition.



Visionary supporter



Visionary supporter



Visionary supporter



Visionary supporter



Parking Sponsor



TRANE®

Keynote Sponsor



Happy Hour Sponsor



Lunch Sponsor



Breakout session Sponsor



Breakout session Sponsor



Networking break Sponsor



Craft Beer Sponsor

GRANTS, INCENTIVES & FINANCING:

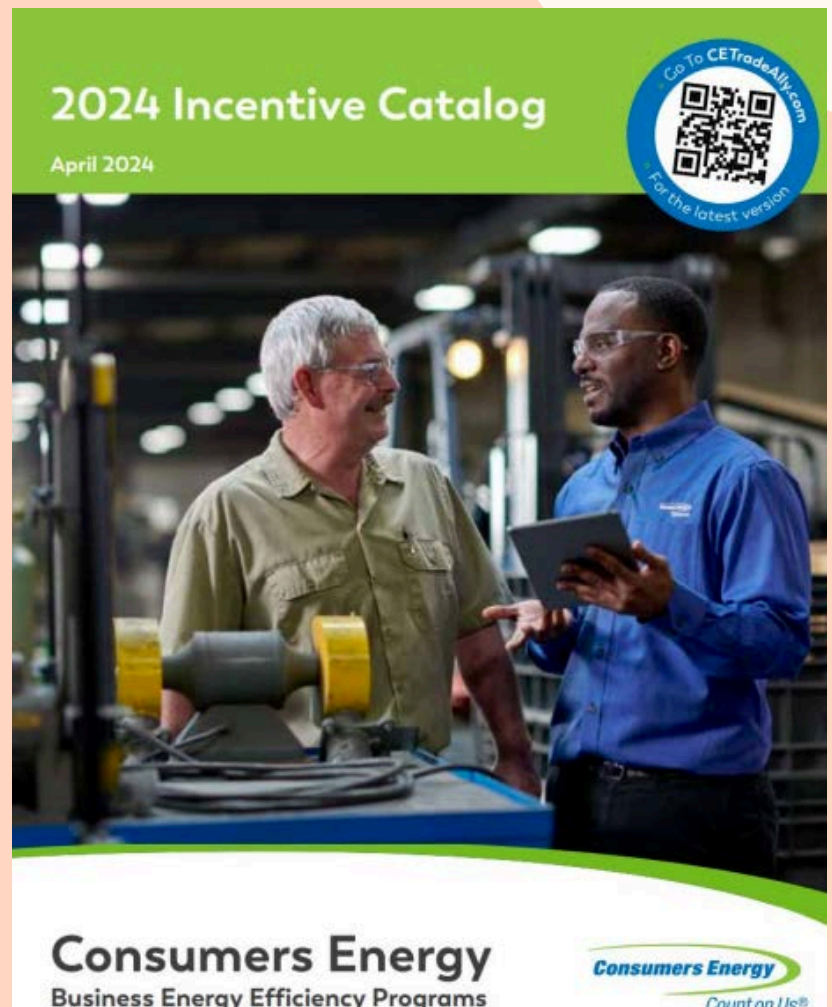
Cities can collaborate with natural gas and utilities companies such as Consumers Energy and DTE to build a greener environment, save money, and install energy efficient practices in the city.

Two measure types of incentives provided by these companies:

- Prescriptive Incentive
- Custom Program

PRESCRIPTIVE INCENTIVES:

- 450+ predetermined measures and incentives for installing energy efficient improvements



CUSTOM PROGRAM:

- Incentive opportunities for less common or more complex energy-saving projects not covered by prescriptive measures.
- Custom incentives: \$12/Mcf, \$0.10/kWh
- Custom projects include:
 - Process improvements
 - Complex air compressor improvements
 - VFDs (Variable Frequency Drive) on hydraulic equipment
 - Variable Speed Drives or other frequency control methods on electric motors (> 250 HP)

PUSH BUSINESS OWNERS TO ASK FOR REBATES!

1.

Consumers Energy

Count on Us®

[ConsumersEnergy.com/startsaving](https://www.consumersenergy.com/startsaving)

2.

DTE CleanVision
Energy Efficiency

[dteenergy.com/equipment-rebates](https://www.dteenergy.com/equipment-rebates)

WHAT DO DTE AND CONSUMERS ENERGY DO?

- Provide rebates for energy-efficient improvements in equipment or infrastructure, and new construction projects.
- Rebates are developed and aligned with the Michigan Energy Measures Database (MEMD)
- Rebates are easy to apply for using our online application platform.

WHO DO THEY WORK WITH?

1. CUSTOMERS:



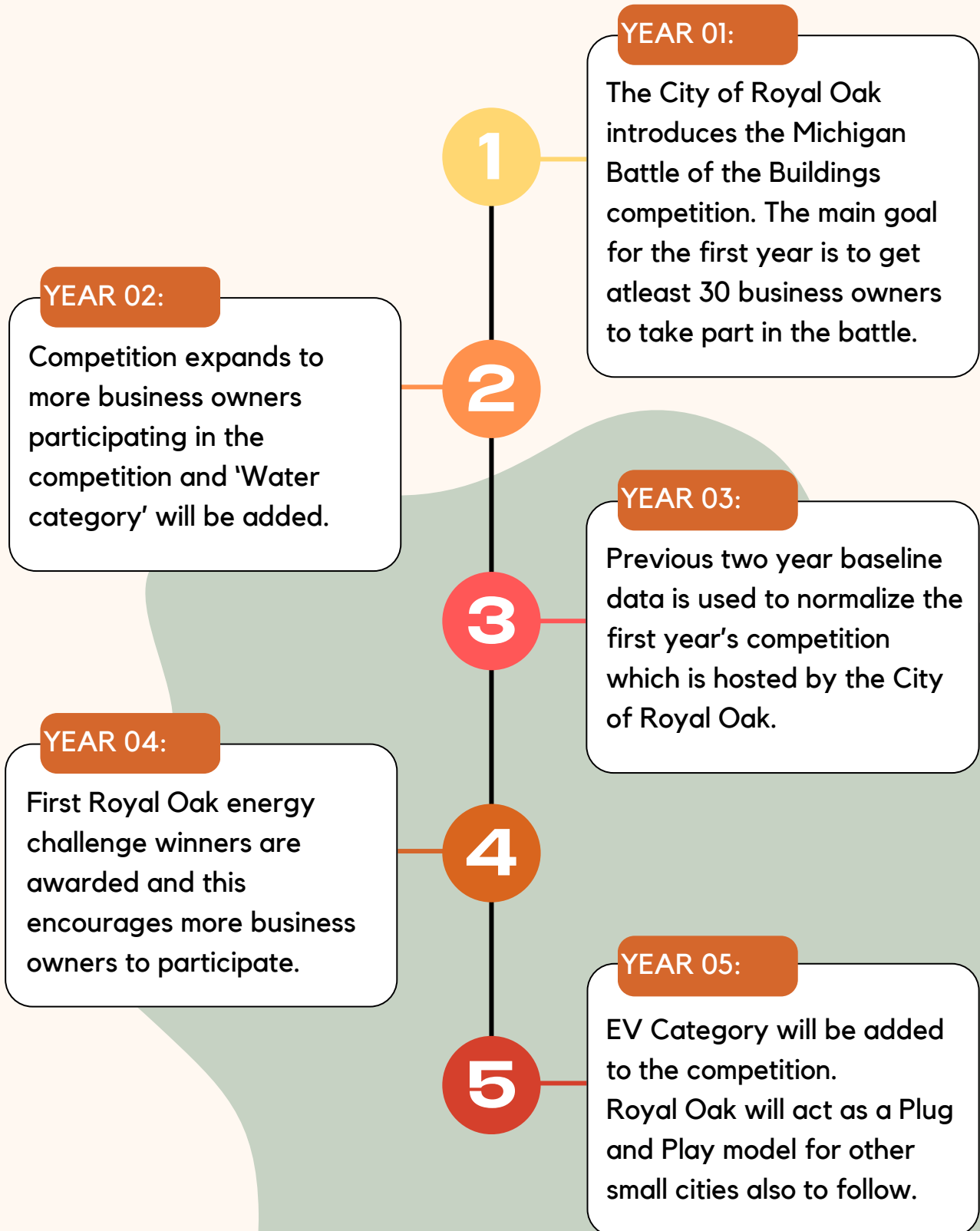
All commercial & industrial DTE customers (natural gas or electric)

2. CONTRACTORS:

Contractors who retrofit equipment or construct energy-efficient buildings for DTE customers (natural gas or electric)



THE CITY OF ROYAL OAK: PLUG AND PLAY MODEL





Appendix

REFERENCES

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Thank you!

**CATALYST LEADERSHIP
FELLOWSHIP 2024**

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Nishitha Jain
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