



# STRATEGIC ENERGY MANAGEMENT

## AFFORDABLE MULTIFAMILY

### SAVE ENERGY AND BUILD RESILIENCE

Improving energy efficiency at your multifamily property is one of the easiest ways to reduce operations costs for owners and utility costs for residents - directly or indirectly. You can reinvest savings in your properties and residents, operate more sustainably and respond more effectively in a rapidly changing world. Strategic Energy Management (SEM) provides the tools and education to start saving energy today and continue saving over time. As an SEM participant, you will share ideas within a multifamily-specific cohort of your peers, learn to identify and address both common area and in-unit resource inefficiencies and monitor the growth of your progress. You'll also gain knowledge to build resiliency that can help your property withstand and recover from unexpected challenges.

Hundreds of Oregon businesses, institutional organizations and non-profits of various sizes have already adopted SEM and are benefiting from more efficient operations, professional development and savings. Engaging with Multifamily Strategic Energy Management allows your property to build best practices for you, your residents and your building.



In addition to the gas and electrical savings, SEM aligns perfectly with our sustainability plan to conserve our resources while reducing waste. We currently have six sites participating in SEM and we are showing incremental utility savings through public awareness, operational control and staff buy-in.



Mike Holden, custodial and operations manager,  
Corvallis School District



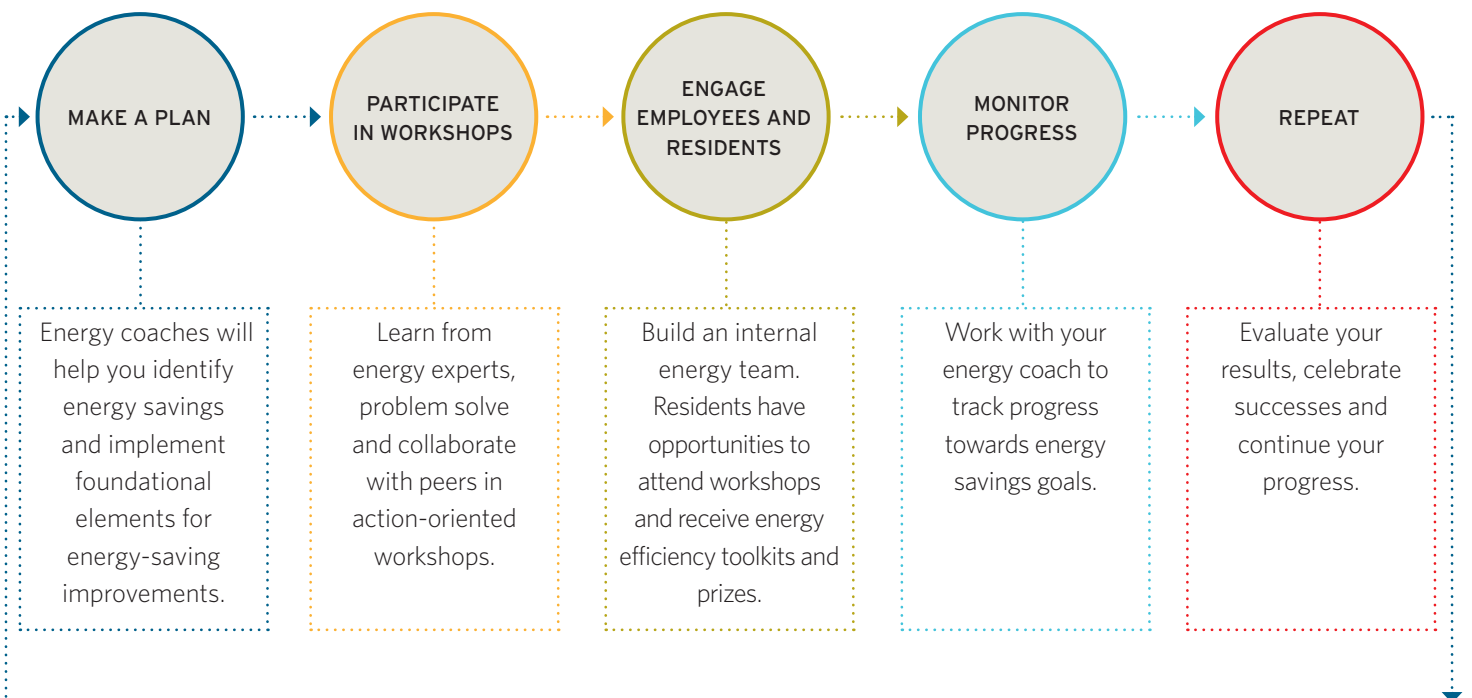
Strategic Energy Management has provided the framework, coaching and resources we need in our pursuit of energy savings and reaching sustainability goals.



Eric Winn, energy manager,  
Multnomah County

## HOW DOES SEM WORK?

SEM looks at how staff and residents use energy by examining their behaviors and practices, respectively. SEM focuses on no- and low-cost operations and maintenance improvements that deliver energy savings. Coaches with a range of technical and organizational expertise facilitate engaging virtual workshops and provide templates, examples, tools and support to help you integrate energy management into your daily processes.





## CONTINUOUS IMPROVEMENT

Through year-long training and technical support, energy experts will help you identify, develop and implement energy management processes. You will learn to continuously improve energy efficiency at your sites and:

- Conduct an organizational assessment of current practices.
- Train an internal energy champion and establish an energy team to promote SEM within your organization.
- Develop and implement an energy plan with short- and long-term energy use reduction goals.
- Utilize templates and resources for increasing resident education and outreach around energy savings and comfort.
- Receive free seasonal workshops catered specifically for your residents.
- Conduct property treasure hunts to identify and prioritize energy-saving operational and capital opportunities for implementation.
- Learn to utilize tools to track progress toward your energy savings goals.
- Exchange ideas with other energy teams in your cohort during workshops.

## SEM BENEFITS

SEM participants may receive additional benefits based on results from your energy management improvements and behavioral changes at enrolled sites:

- **Energy Savings**  
Active participation in the Multifamily SEM program is expected to result in 3-5% savings in overall electricity and gas savings.
- **Milestones**  
Organizations can earn \$10,000-\$28,000, depending on number of enrolled sites (properties) and completion of milestone checklist action items. Milestone payments reward active participation and enhance energy savings and are available for: resident engagement activities, organizational SEM components and operation and maintenance (O&M) actions.
- **Interns**  
Energy Trust offers up to \$10,000 to help cover the cost of hiring an intern who works on SEM-related activities for a minimum of 80 hours during the 12-15 month SEM enrollment period.
- **Education**  
Energy Trust offers incentives for completing certifications and access to additional resources and training.

## RESIDENT BENEFITS

Residents will be offered two workshops by Community Energy Project (CEP) and will be eligible to receive energy efficiency kits and prizes.



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When our staff hear about the incentive checks and then get to see the impact of their efforts... they realize just how much of an impact they're making around campus. In a time when budgets are so tight, these energy saving efforts make a real difference to the college.

Duane Williams, director of facilities, Blue Mountain”  
Community College

**+  
SAVE ENERGY.  
CONNECT WITH YOUR LOCAL ENERGY COACH TODAY.**

To find out if your organization is eligible or to learn more about Strategic Energy Management, visit [www.energytrust.org/commercialSEM](http://www.energytrust.org/commercialSEM), email [energymanagement@energytrust.org](mailto:energymanagement@energytrust.org) or call **1.866.605.1676**.