

Summary for Public Release

Project Title: Better Buildings Challenge – Milwaukee (BBC-MKE)

Project Manager: City of Milwaukee Office of Environmental Sustainability

Budget: \$1,500,000 with \$750,000 (50%) granted from US Department of Energy and 50% from in-kind contributions

Target Markets: Class B&C Offices (primary); schools and small commercial (secondary)

Description: The City of Milwaukee and its exceptional statewide and national partners proposed *Better Buildings Challenge – Milwaukee (BBC-MKE)* in response to U.S. Department of Energy’s *Advancing Solutions to Improve the Energy Efficiency of U.S. Commercial Buildings* (DE-FOA-0001168). Many cities have real estate markets with higher than desired vacancy rates, creating the temptation for building owners to try to compete for tenants through lower rents, which leads to deferred energy efficiency upgrades. *BBC-MKE* will make energy efficiency retrofits easy, affordable, and compelling for commercial building owners and managers by appealing to their core interests: increased occupancy levels and profitability. This will transform the market for energy efficiency and commercial real estate in Wisconsin and provide a model that can be replicated nationally and internationally.



Impact
<ul style="list-style-type: none"> • Impact 200+ buildings in Wisconsin • Increase footprint of the Better Buildings Challenge (20% savings per building) • Integrate existing DOE tools throughout Wisconsin’s building efficiency delivery system • Assist customers in benchmarking using Portfolio Manager and piloting the SEED platform • Train next generation of building efficiency workers with state of the art technology and tools • Contribute to Milwaukee's reputation as an ecocity

BBC-MKE brings together a team of Wisconsin and national leaders in energy efficiency and commercial real estate:

