Customer Panel

Commercial Whole Building Performance: How to Make It Work in California

May 3, 2012
### Panel Overview: Customer

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<th>Session</th>
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<td>Customer Panel</td>
<td>1:00 pm</td>
<td>Whole Building Performance in Practice: Customer Needs</td>
<td>Moderator: Don Frey (CCC/LightLouver) Panelists: John Elliott (UC Merced), Michael Bangs (Adobe), Carlos Santamaria (Glenborough)</td>
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- This panel will explore:
  - The customer need for savings quantification both for investment decision purposes and performance benchmarking
  - How customer perspectives align with whole building and systems-based approaches
  - Customer attitudes to enabling technology
Key Questions: Customers

- What does Whole Building Performance mean to you, and how would you rank energy savings relative to other considerations?
- How important is quantifiable energy savings to you as a facilities owner or manager?
- Does a whole building, performance-based approach to energy efficiency make more or less sense for your business than an approach that is based on individual measures?
- Would you take the same view if you managed a small number of buildings or even a single building?
- Would you and your management be willing to accept an incentive design whereby a portion was paid post-installation and another after an extended period of time?
- What are the biggest internal hurdles within your organization for getting efficiency projects approved executed with their recommended scope intact?
- Looking back on your past program experiences, was there a time you had to scale back project scope even though the canceled measures were economic?