



DRIVING TRANSFORMATION

Behavior, Energy & Climate Change (BECC) / November 12-15, 2023 / Sacramento, CA

Co-Convened by

Stanford

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Electrification, Policy Support, and Market Transformation

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Convened by:

New York City Landscape

- 70% of GHG emissions come from buildings
- To meet 2050 carbon neutrality, NYC needs to decarbonize 50K of its large buildings
- 2019 Climate Mobilization Act, includes Local Law 97, stringent emissions limits on buildings >25K sq ft
- Approximately 75% of properties could face penalty by 2030



How to “Get it Done”

Policy

A robust NYC-specific, data-driven and stakeholder-driven process to design, pass, and implement BPS (LL97).

Enforcement

A strong department of buildings to participate in policy roll-out, to manage compliance, and [later] enforce noncompliance.

Support

A strong market support program (NYC Accelerator) that supports in outreach and assists with decarbonization planning, project implementation, and long-term market animation.

The Support – NYC Accelerator

- A City program to increase energy savings, control costs, meet local law compliance, and reduce carbon emissions
- Provide free technical guidance to help the market transform how buildings are built and operate
- Team identifies building upgrade projects to help buildings meet emissions limits established under the Climate Mobilization Act
- Offers no-cost building operator trainings and supports green workforce development

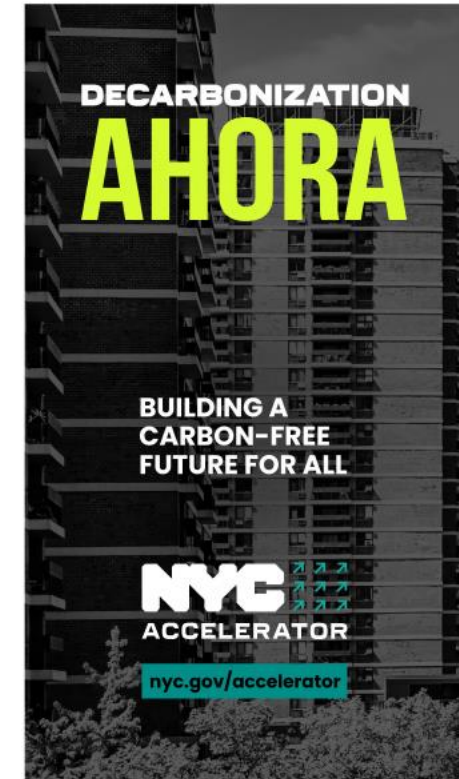
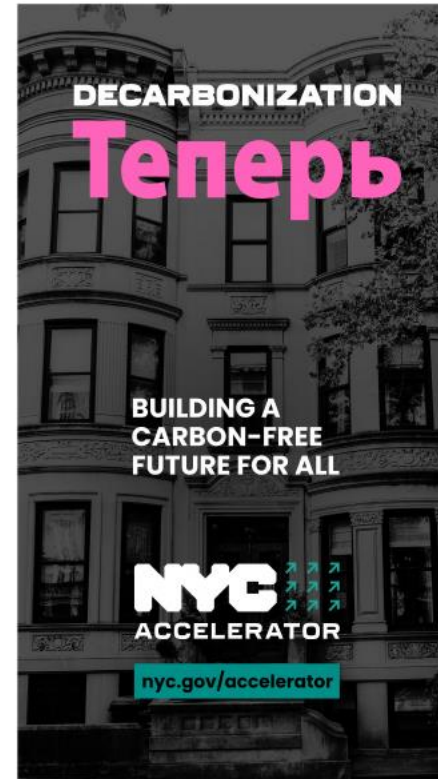


Support & Animate the Market

- Build awareness and understanding of decarbonization among general audiences
- Increase the awareness and understanding of NYC Accelerator among building industry audiences
- Create and enhance a network of allies and influencers
- Inspire engagement and action



Getting the Word Out - Decarbonization

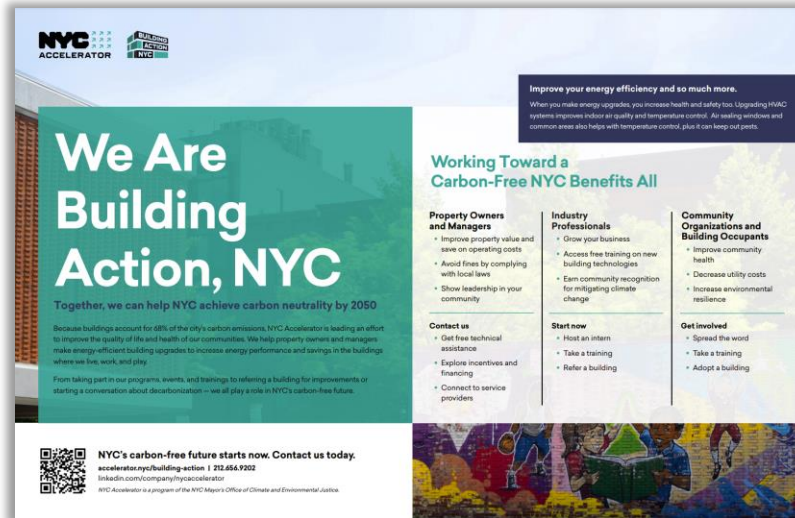
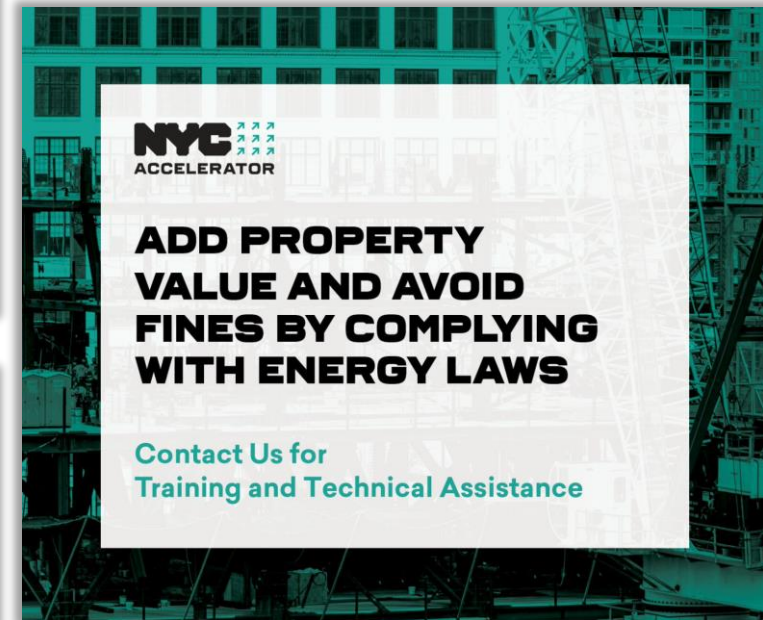


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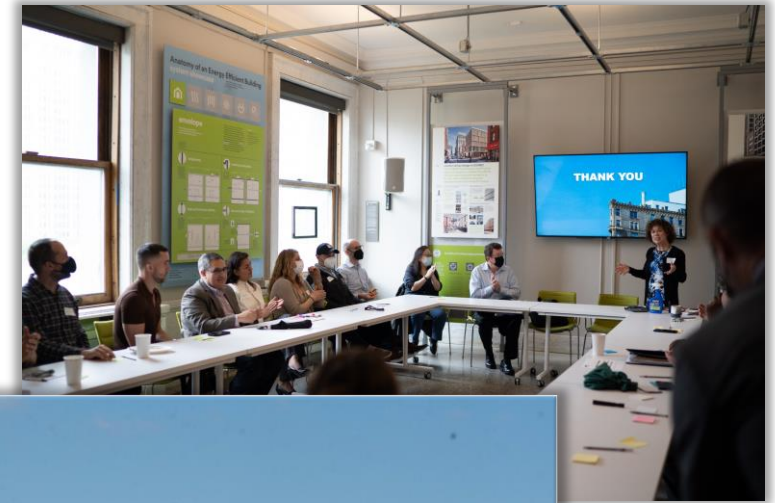
Getting the Word Out - Program

- Program offerings
- Public awareness campaign
- How to participate
- Focus on pain points



Network of Enablers & Influencers

- Set goals
- Foster relationships
- Make them mutually beneficial
- Seek feedback



Inspire Engagement & Action



LL97

DON'T MISS OUT ON FREE HELP

70% of our city's carbon emissions come from fossil fuels used to heat, cool, and power our buildings.

Under LL97, buildings over 25,000 square feet that exceed emissions limits will face fines beginning in 2024.

Turn compliance into cost savings with energy efficiency and renewable energy upgrades.

Contact us at accelerator.nyc/LL97.

NYC ACCELERATOR



NYC ACCELERATOR

SAVE ENERGY AND MONEY WITH UPGRADES

YOUR BUILDING. YOUR BUDGET.

NYC Accelerator is in your neighborhood with free resources, training, and one-on-one assistance on energy-saving upgrades that improve property value and reduce energy costs. We'll help you find incentives, financing, and service providers to make your building energy improvements affordable.

Get free, expert help at accelerator.nyc/support

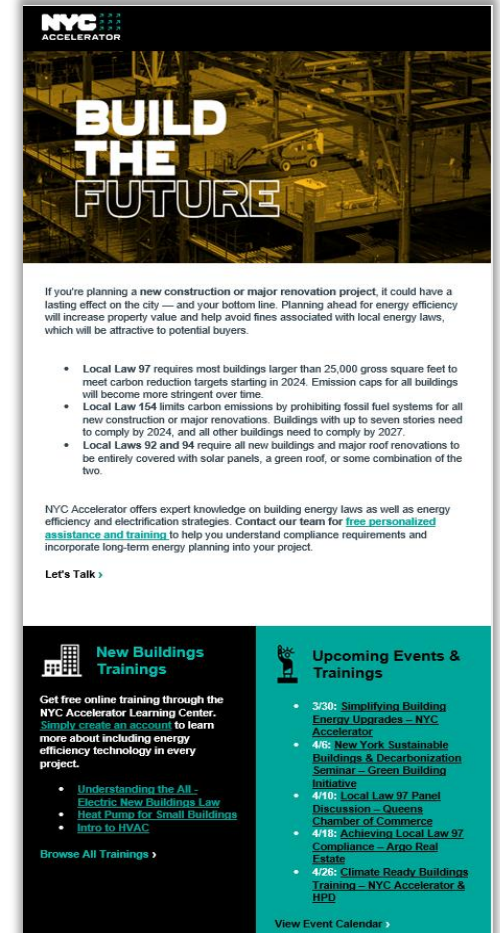


CUT COSTS WITH CLEAN, EFFICIENT SOLAR POWER

Don't Miss Out on Limited-Time Incentives

CONTACT US

NYC ACCELERATOR



NYC ACCELERATOR

BUILD THE FUTURE

If you're planning a new construction or major renovation project, it could have a lasting effect on the city — and your bottom line. Planning ahead for energy efficiency will increase property value and help avoid fines associated with local energy laws, which will be attractive to potential buyers.

- Local Law 97 requires most buildings larger than 25,000 gross square feet to meet carbon reduction targets starting in 2024. Emission caps for all buildings will become more stringent over time.
- Local Law 154 limits carbon emissions by prohibiting fossil fuel systems for all new construction or major renovations. Buildings with up to seven stories need to comply by 2024, and all other buildings need to comply by 2027.
- Local Laws 92 and 94 require all new buildings and major roof renovations to be entirely covered with solar panels, a green roof, or some combination of the two.

NYC Accelerator offers expert knowledge on building energy laws as well as energy efficiency and electrification strategies. Contact our team for [free personalized assistance and training](#) to help you understand compliance requirements and incorporate long-term energy planning into your project.

Let's Talk >

New Buildings Trainings

Get free online training through the NYC Accelerator Learning Center. [Simply create an account to learn more about including energy efficiency technology in every project.](#)

- Understanding the All-Electric New Buildings Law
- Heat Pump for Small Buildings
- Intro to HVAC

[Browse All Trainings >](#)

Upcoming Events & Trainings

- 3/29: Simplifying Building Energy Upgrades — NYC Accelerator
- 4/6: New York Sustainable Buildings & Decarbonization Seminar — Green Building Institute
- 4/10: Local Law 97 Panel Discussion — Queens Chamber of Commerce
- 4/11: Achieving Local Law 97 Compliance — Argo Real Estate
- 4/26: Climate Ready Buildings Training — NYC Accelerator & HPD

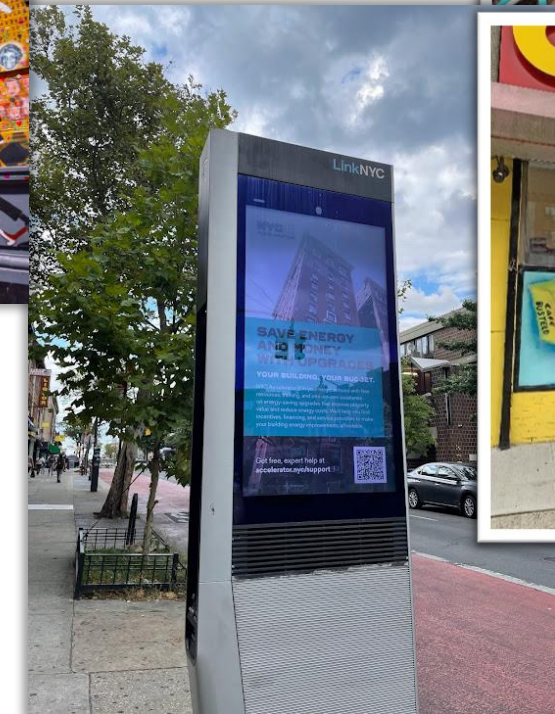
[View Event Calendar >](#)

#BECC2023



Reaching Priority Communities

- Invite them to have a seat at the table
- Make marketing materials relevant
- Reach them where they are

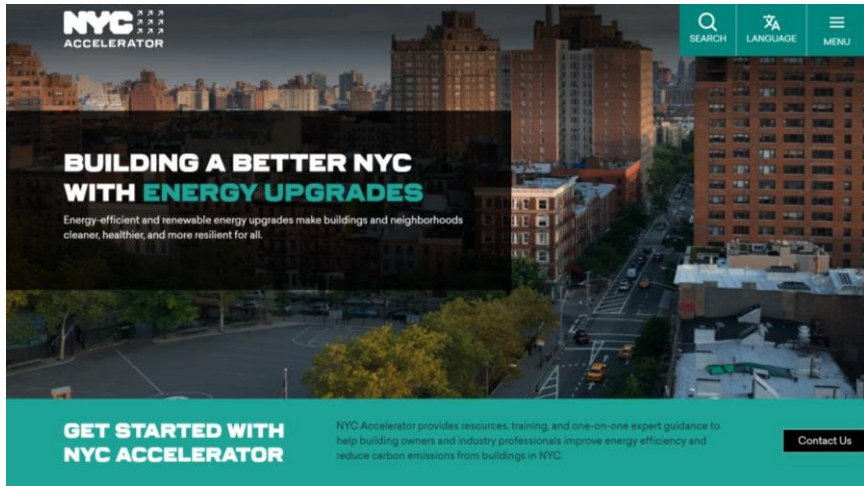


Our Team In The Field

- Targeting
- Technical Assistance
- Solar Assistance
- Service Provider Program
- Project Finance
- Workforce Development
 - Internship Program
 - Training Program
 - Energy Efficiency Learning Center
 - Building Operator Training (Large & Mid-size Buildings)
 - New Building Training



The Stats



15,000

- Large buildings touched by the program.
- ~ 1B sq ft of NYC real estate
- ~ 75% of buildings that need to comply are engaged

1,000

- Participants (service providers + owners) trained on building decarbonization

7,500

- Large buildings completed energy efficiency, solar, and decarbonization planning activities.
- 70% of all program resources dedicated to affordable housing and priority communities

100

- Interns placed into clean energy jobs

Electrification vs. Decarbonization

- ICF learnings about decarbonization from New York:
 - NYS Clean Heat 2020+ (six investor-owned utilities across New York *State*)
 - Mostly single-family retrofits:
 - 50,000 buildings installed heat pumps since 2020
 - NYC Accelerator 2021+ (New York *City*):
 - Mostly multi-family retrofits:
 - 15,000+ buildings being actively supported across decarbonization opportunities (~1B sq ft of real estate)
 - 2% considering electrifying
 - 7,500 buildings have completed decarbonization actions
 - 1% electrified (mostly partial)
 - Most NEW large NYC buildings built electric [ahead of 100% electric new build requirement]



Thank you



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