



Building Capacity for Equity: How Buildings UP Can Transform the Midwest



A MEEA Webinar

Thursday, June 8, 2023

Housekeeping

- Questions? Please enter in the Q&A box
- Presentation will be recorded and sent out after

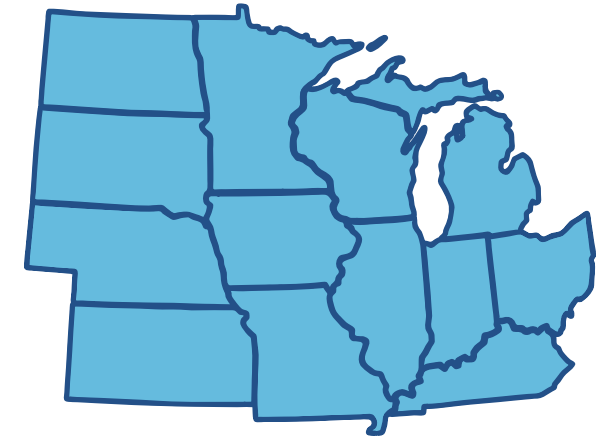
Overview

General Agenda

- Welcome & Introductions
- MEEA Overview
- What is the Buildings Upgrade Prize (Buildings UP)?
 - Overview
 - Application Process
- Q&A
- Closing Remarks

Midwest Energy Efficiency Alliance

At MEEA, we leverage our unique position as the **Midwest's trusted resource on energy efficiency policy and programs** to help identify, understand, and implement cost-effective strategies that provide economic and environmental benefits.



MEEA is a non-profit membership organization with 150+ members, including:



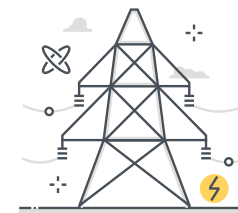
Energy service
companies &
contractors



State & local
governments



Academic &
Research institutions



Electric &
gas utilities

Presenters



Stephanie Sosa-Kalter
Deputy Director, Residential Retrofits for Energy
Equity (R2E2), ACEEE

Buildings UP

The Buildings Upgrade Prize

AMERICAN
MADE
U.S. DEPARTMENT OF ENERGY



Introductory Webinar

June 8, 2023

Stephanie Sosa-Kalter, ACEEE

Funded by:



Office of **ENERGY EFFICIENCY
& RENEWABLE ENERGY**

BUILDING TECHNOLOGIES OFFICE

Administered by:



Technical assistance support provided by:



Introductory Webinar Agenda

1 Buildings UP Overview

2 Prize Goals

3 Pathways , Prizes, & Eligibility

4 Get Involved

5 Q+A

The Buildings Upgrade Prize (Buildings UP)

Launched in January 2023, Buildings UP is designed to rapidly scale energy efficiency and efficient electrification building upgrades in communities across the country. The prize is envisioned to consist of four phases over approximately five years.

Application support prizes available for new and under-resourced teams.

Phase 1: Concept

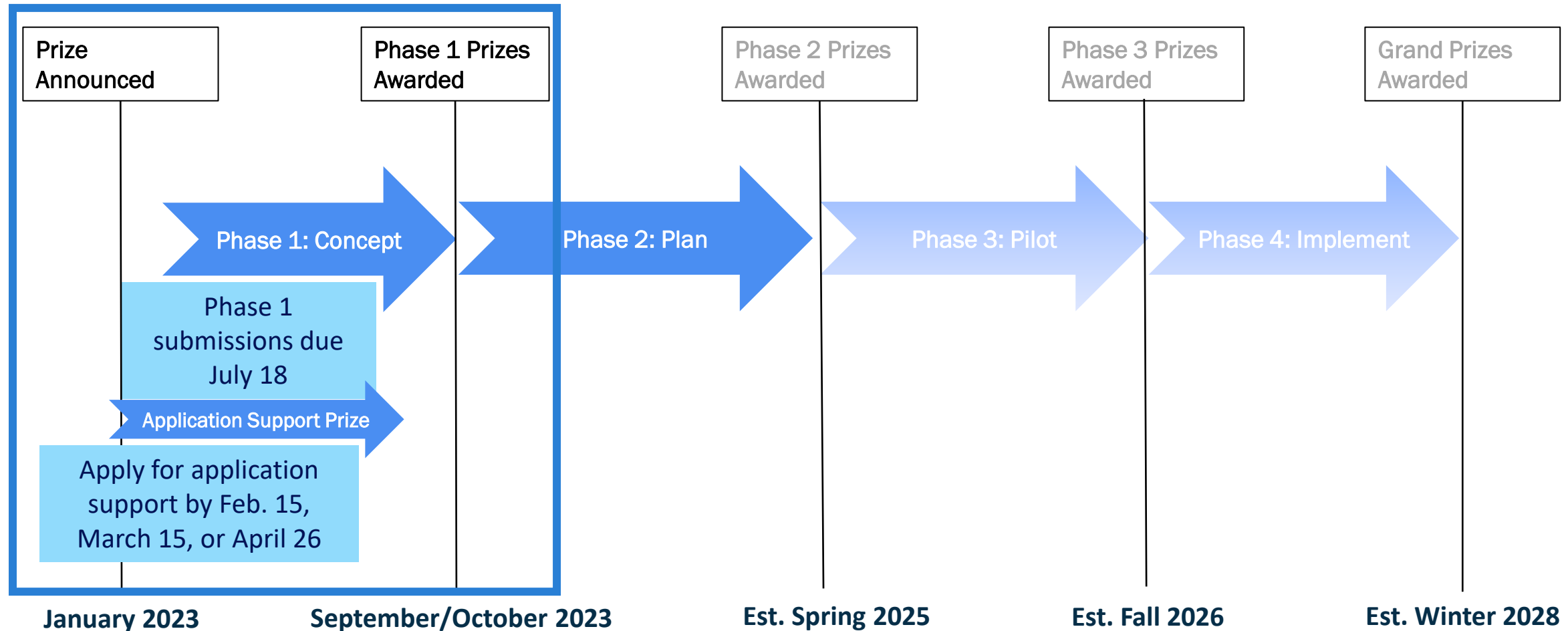
- \$22M+ in Prizes to Teams + Technical Assistance
- Applications due by July 18, 2023
- Seeking 20–60 teams to join the “coopetition.”



www.heroX.com/buildingsUP



Buildings UP: 4 Phases, 5 Years*



*Subsequent phases are envisioned to offer similar prizes and are subject to the availability of funds.

Grants vs. Prizes

Financial Award Process

Write and submit concept papers

Concept paper review

Applicants write and submit full applications

Full applications review

Selections and negotiations

Begin performing

Prepare and submit reimbursement request

Request reviewed and reimbursement issued

Prize Award Process

Begin performing

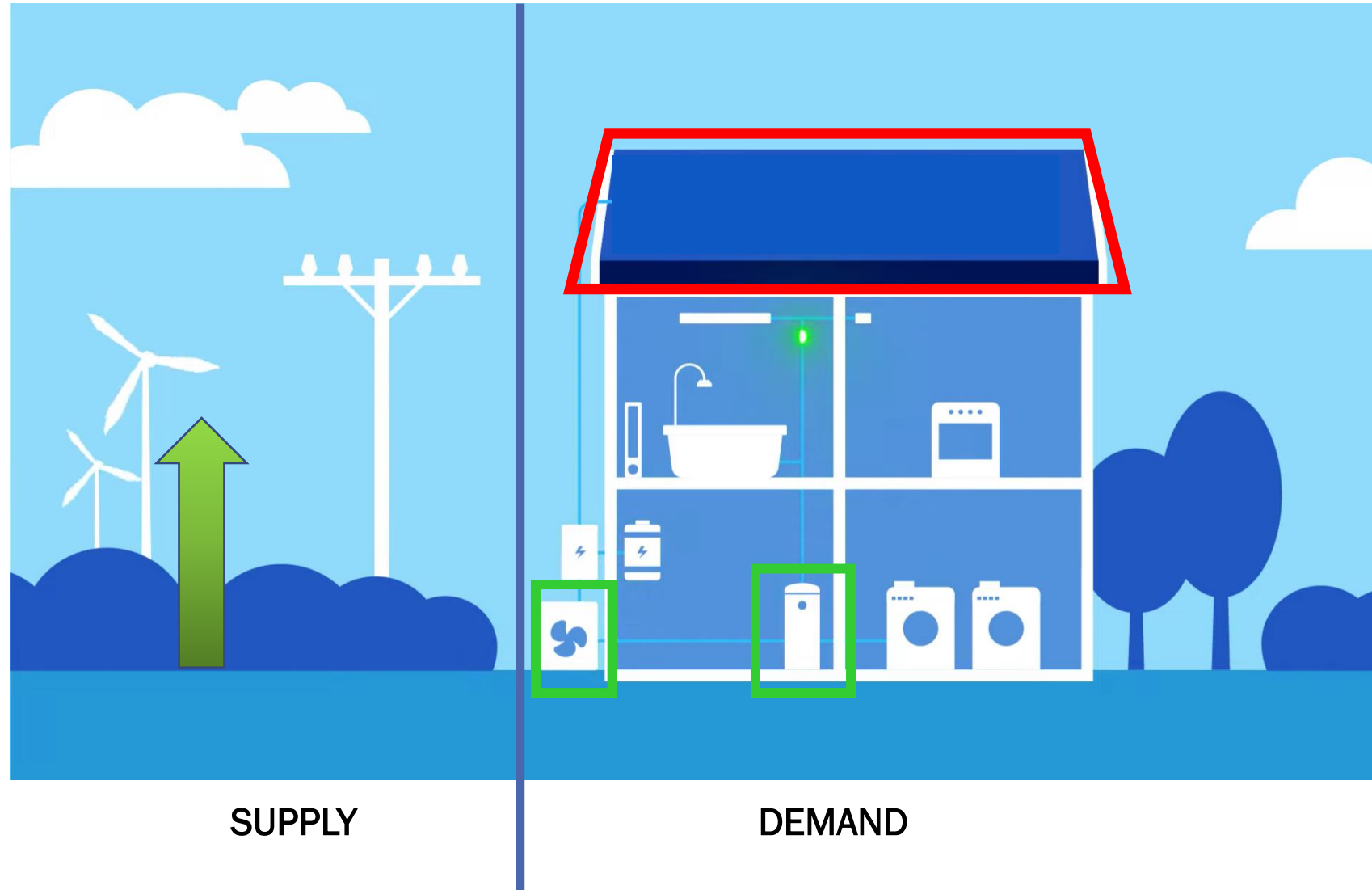
Achieve predefined goal

Complete submission packet

Judges score submissions

Winners receive payment

Why Efficiency + Efficient Electrification?



Prize Goals

Buildings UP aims to address persistent non-technical barriers to improving building energy efficiency and reducing on-site emissions (e.g., administrative, financial, social, and other barriers).

Buildings UP is a capacity-building prize to support teams with solutions that:

- **Accelerate building upgrades** for efficiency and on-site emissions reductions beyond current best practices in the applicant's identified area of focus
- **Demonstrate scalability and replicability** across building type(s), climate zone(s), and/or, community type(s)
- **Advance holistic and lasting energy efficiency and efficient electrification** initiative development
- **Benefit underserved communities** by ensuring that benefits accrue to equity-eligible buildings*, their occupants, and surrounding communities.

*Equity-eligible buildings include buildings in disadvantaged communities; low- and moderate-income (LMI) households; and underserved commercial, nonprofit, and public buildings.

What does a team look like?

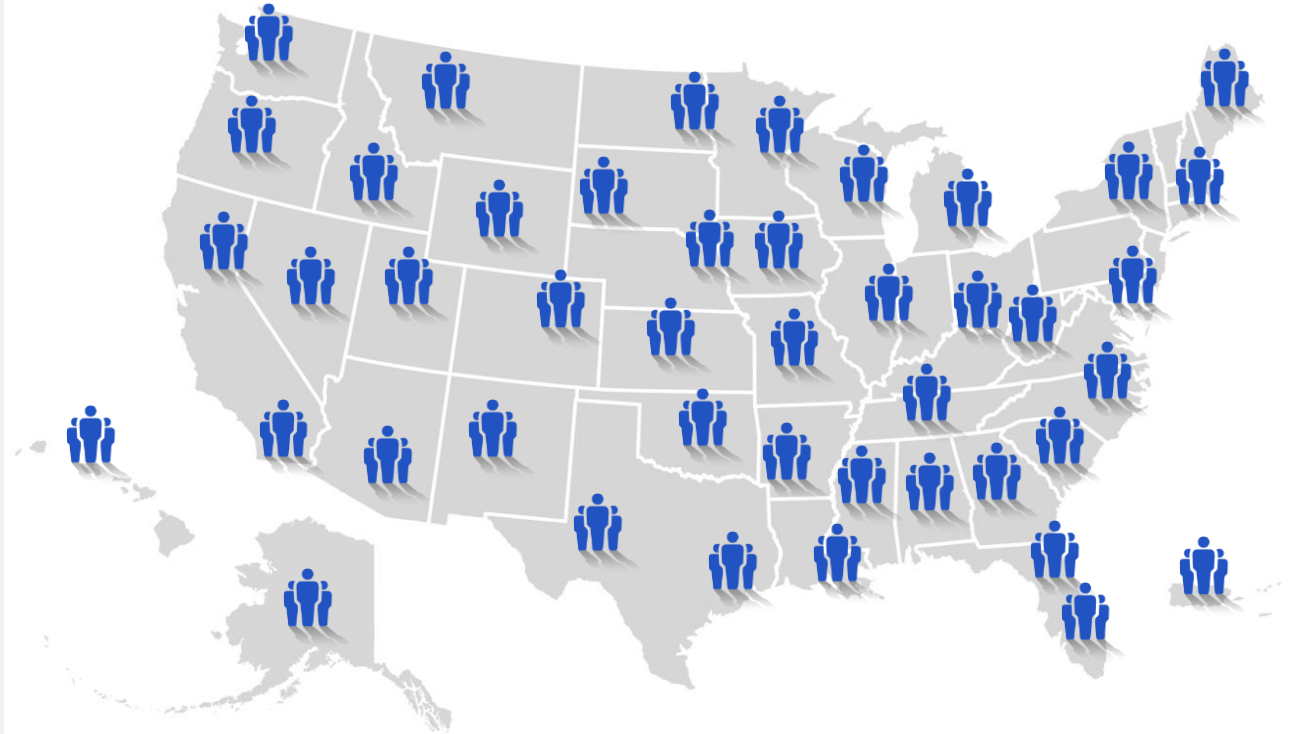
Organization Types

- Non-federal government and tribal entities
- Non-profit organizations
- For-profit organizations
- Community-Based Organizations (CBOs) with its own nonprofit legal status OR utilizing a fiscal sponsor with a nonprofit legal status.

Primary Place of Business

Entities must be incorporated in and maintain a primary place of business in the United States with majority domestic ownership and control.

Additional eligibility information can be found in the official rules.



Teams must enter in Phase 1.
Subsequent Phases are only open to Phase 1 awardees.

Phase 1: Pathways & Prizes

Teams chose one of two pathways and submit an actionable concept plan for energy efficiency and efficient electrification that demonstrates a commitment to further develop and implement the initiative in Phase 2.

Equity-Centered Innovation Pathway

\$400,000 in cash prizes for each winning team

Teams focus on a geographic area or building type that can achieve scalability and replicability of building upgrades AND develop innovative building upgrade initiatives in equity-eligible buildings* (i.e., 80% of implementation would be equity-eligible).

Open Innovation Pathway

\$200,000 in cash prizes for each winning team

Teams focus on a geographic area or building type that can achieve scalability and replicability of building upgrades. Open Innovation Pathway applicants may include a focus on equity but are not required to.

Access to Technical Assistance is awarded to winning teams in both pathways.

*Equity-eligible buildings include buildings in disadvantaged communities; low- and moderate-income (LMI) households; and underserved commercial, nonprofit, and public buildings.

Equity-Eligible Buildings

Geographic Location
(Justice 40 Census
Tracts, Tribal Lands,
Territories)

Affordable Housing
(Subsidized, Naturally
Occurring)

Underserved
Commercial
(including Title 1 Schools,
Community Services,
Non-profits)

Team-Defined

Additional information is in Section 3.5 of the official rules.

Building Upgrade Zone

1) Geographic boundary around the buildings your initiative will address, such as:

- entire community
- neighborhoods within a community
- a utility service area
- portfolio of geographically dispersed buildings

2) Specific building type(s) to be addressed within the boundary, such as:

- single family homes utilizing fuel oil or propane
- multifamily buildings utilizing inefficient electric or gas heating and/or cooling
- small commercial buildings with roof-top units
- All buildings in the boundary

A strong concept plan will include many buildings in its building upgrade zone.

Example Projects*

A rural electric cooperative partners with a **local CBO** and the **county** to help **LMI single-family home residents** transition from **propane heat** to **efficient electric heat pumps**.



A **CBO** in a **mid-sized town** in the southeast partners with the **local government** to bring **heat pumps (and air conditioning!)** to affordable housing buildings throughout the community.



A **K-12 school district** and an **energy services company** partner to **electrify district buildings**.



A **national residential property owner** teams up with **multiple local governments** and **utilities** on an initiative to **electrify its properties** in three major markets.



A **business improvement district** in a **large city neighborhood** partners with **local houses of worship** to bring efficient electric heating and cooling equipment to small businesses.



+Innovations!

***Minimum technologies and strategies teams must include in their initiatives:**

- Weatherization and envelope improvements (e.g., insulation, air sealing, window improvements)
- Efficient electric heating and cooling equipment (e.g., heat pumps and/or heat pump water heaters).

Seeking Innovations to Address Challenges

- **Lack of contractor and occupant familiarity** with technologies
- **High first costs for upgrades**, limited short-term payback
- **Lack of retrofit materials** and components
- **Insufficient workforce** to complete upgrades
- **Lack of reach of funding and incentive programs** to historically underserved households and building owners
- **Inconsistent quality of work** and consumer mistrust.

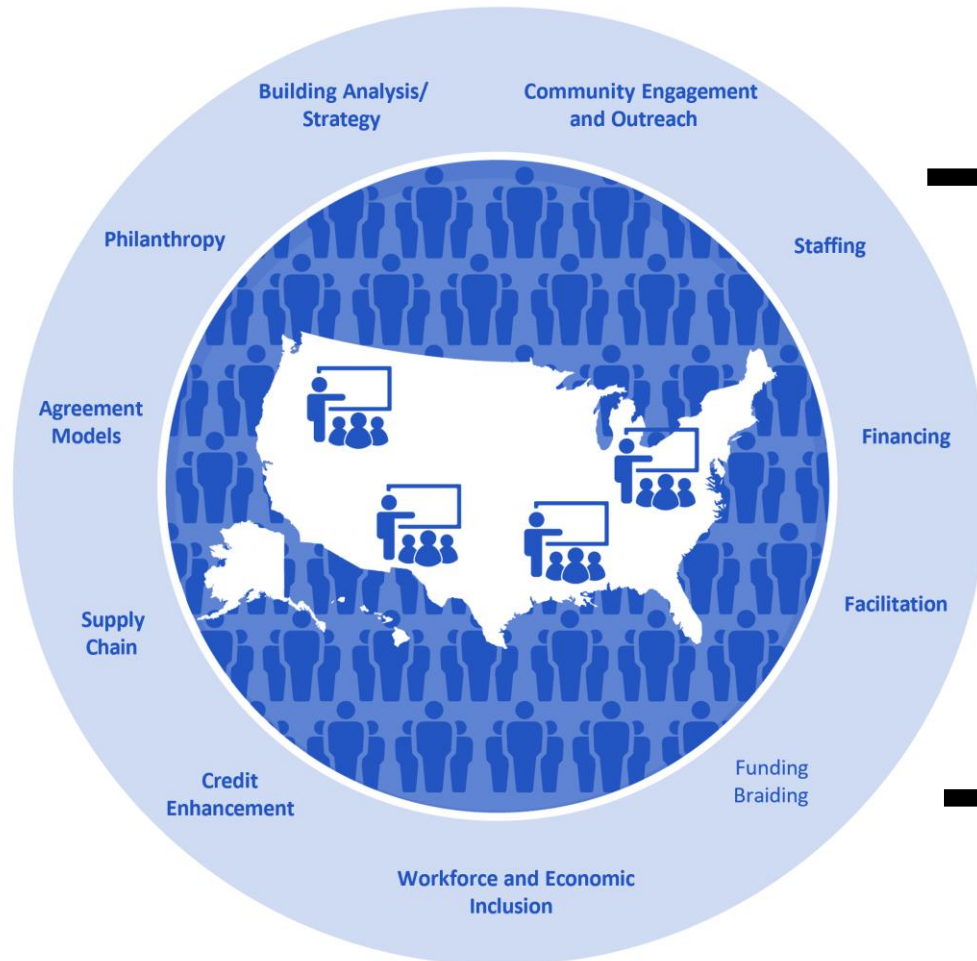
Eligible Building Types

Buildings intended for upgrades may include one or multiple residential or commercial building types, such as:

- Single family
- Multifamily
- Manufactured housing
- K–12 schools
- Higher education
- Commercial real estate
- Hospitality
- Health care
- Retail
- Food service/grocery
- Government buildings (state, local, tribal government buildings)

Note: Identified buildings may be in a single community or include buildings across multiple geographic locations.

Technical Assistance for Phase 1 Winners



Technical Assistance

American-Made Prize Power Connectors, webinars, and 1:1 support

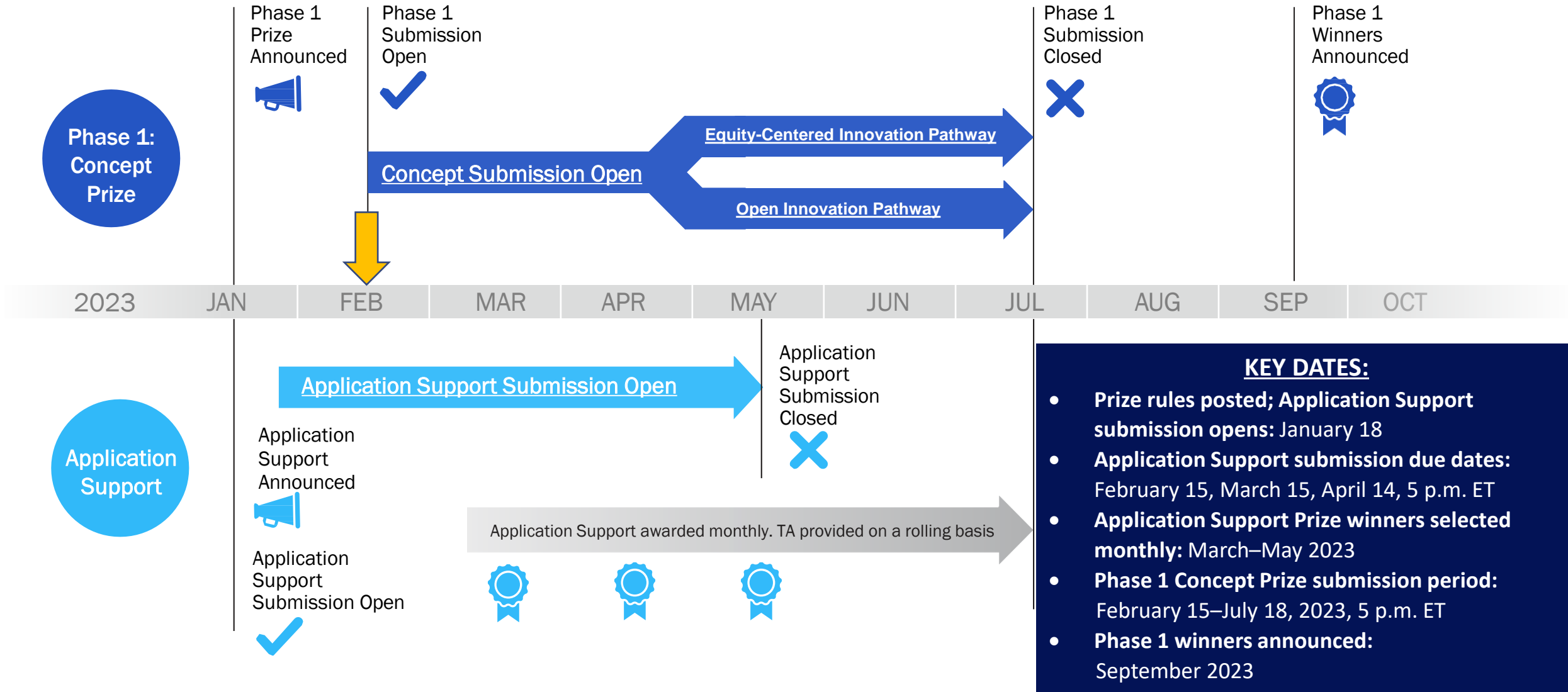
Regional Navigators

Each team assigned a point of contact who meets with teams regularly, tracks progress, provides local connections, guides teams to appropriate TA in prize network

Buildings UP Team Network

20 to 60 teams selected for multi-year cohort. Online platform for teams to share resources and information

Phase 1 Timeline



Phase 1 Summary

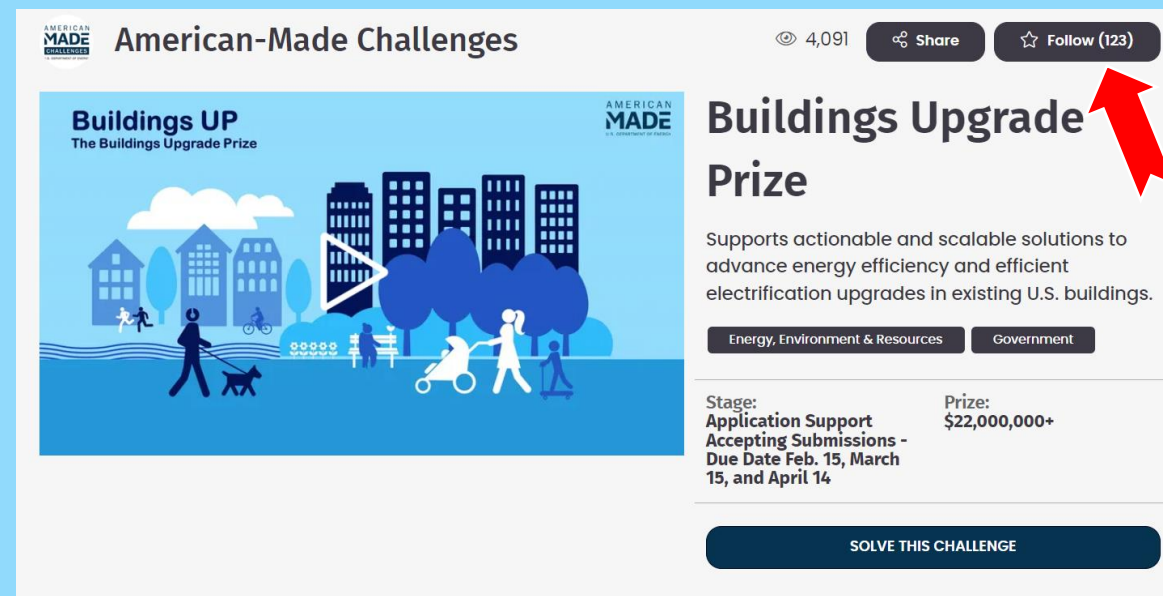
Phase 1 Prize Description		Submission Due Date	Anticipated Number of Awards	Cash Prize per Winning Team
Phase 1 Concept	Equity-Centered Innovation Pathway	July 18, 5 p.m. ET	20-60 awards	\$400,000 per winning Team + access to regional navigators/technical assistance
	Open Innovation Pathway			\$200,000 per winning Team + access to regional navigators/technical assistance
Phase 1 Application Support		February 15, 5 p.m. ET March 15, 5 p.m. ET April 26, 5 p.m. ET	Up to 50 awards	\$5,000 Cash Prize and 10 hours of technical assistance to help new and under-resourced applicants develop Phase 1 Concept submissions

Next Steps for Competitors

- Follow the prize on HeroX.com, read the [rules](#), and review the [FAQs](#).
- Watch past R2E2 hosted [webinars](#) or attend R2E2 hosted [office hours](#)
- Create an account on HeroX and click on the “Solve this Challenge” button.
- Apply for application support (if eligible) by March 15 or April 26 at 5 PM ET.
- Submit a Phase 1 “Concept” application via HeroX by July 18, 5 PM ET.

Follow www.HeroX.com/BuildingsUP

Questions: buildingsUP@nrel.gov



American-Made Challenges

Buildings UP
The Buildings Upgrade Prize

Supports actionable and scalable solutions to advance energy efficiency and efficient electrification upgrades in existing U.S. buildings.

Energy, Environment & Resources Government

Stage: Application Support
Accepting Submissions -
Due Date Feb. 15, March 15, and April 14

Prize: \$22,000,000+

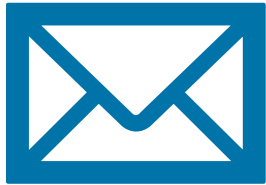
SOLVE THIS CHALLENGE



Questions?



Thank you!



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www.mwalliance.org

