

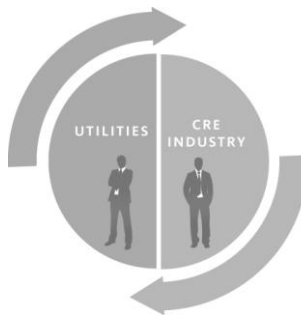
The Connect Program



A partnership between Waypoint Building Group and various utility companies resulting in a pipeline of energy savings for hundreds of buildings

Waypoint's innovative energy efficiency program, "Connect," overcomes landlord/tenant split-incentives, complex investment cycles and a multitude of decision makers, connects commercial real estate (CRE) buildings with energy saving utility incentive opportunities, and provides the following benefits:

- ✓ Deeper Customer Relationships
- ✓ More Effective CRE Outreach Channels
- ✓ Increased Market Penetration
- ✓ Increased Energy Savings



- ✓ Benchmarking, Auditing, Customer Support
- ✓ Relevant & Timely Information
- ✓ Utility Navigation
- ✓ Ongoing Efficiency Support

The CRE Disconnect. Utilities across the country face challenges communicating with and obtaining buy-in from the proper stakeholders in the hard-to-penetrate CRE market. Split incentive market barriers, stemming from multiple occupants, lease types and financial structures, create an inability or unwillingness to execute efficiency measures aimed to benefit commercial properties. The Waypoint Connect Program addresses this issue by developing the business case for these opportunities and providing the right information, to the right stakeholders, at the right time.

The Connect Program Approach. Working in partnership with utilities, Waypoint has developed a collaborative process to bring energy efficiency analysis, business case development, and incentive processing support services to a number of commercial property management clients. The goal of the Connect Program is to better channel utility program resources and incentives to empower key market-trusted advisors and identify efficiency opportunities on their behalf. Property management companies and asset owners who participate in the Program benefit from improved and more strategic energy efficiency services provided by the utilities through Waypoint:

- Portfolio level benchmarking to identify high priority building targets
- Detailed energy assessments for qualified buildings that identify specific energy conservation measures (ECMs) and demonstrate the financial business case for each measure
- Processing support for utility incentives pursued by building owners or tenants
- Ongoing tracking and reporting at both the building and portfolio levels

IDENTIFY CRE
PARTNER PORTFOLIOS

BENCHMARK
PORTFOLIO

AUDIT TARGET
BUILDINGS

CRAFT & BRIEF
BUSINESS
CASE

PROCESS
INCENTIVE
APPLICATIONS

The combination of such services creates a Program that reaches its target market, generates building-specific efficiency opportunities, convinces stakeholders of the business case for such measures, follows through to achieve utility incentive participation, and results in significant energy savings.

*Engaging the right commercial real estate (CRE) decision makers,
with the right utility programs, at the right time*

Key Outcomes. Not only has the Connect Program resulted in significant energy and cost reductions, it has done so with high customer satisfaction rates and created long-lasting relationships for utilities to continue their incentive opportunities. Of the most recent Pacific Gas & Electric (PG&E) customer survey respondents for example, 87% of Property Managers answered that they are likely or very likely to participate in other PG&E energy efficiency programs as a result of their experience with Connect.

The Connect Program's results don't stop there. The hundreds of ECMs that Waypoint has recommended as a part of the Connect Program have created a pipeline of efficiency opportunities for each of the commercial building participants to hold for future budgeting years and capital improvement projects. The relationships formed between utility account representatives and building decision-makers creates an avenue for ongoing communication about new incentives and opportunities for those commercial buildings. As time moves forward and budget cycles are refreshed, the Connect Program's recommendations will continue to result in energy savings.

Connect Program Utilities. Waypoint has successfully engaged 4 utility companies to implement the Connect Program to reach the CRE market in their regions.

- Pacific Gas & Electric Company
- Southern California Gas Company
- Southern California Edison
- Rocky Mountain Power

Who is Waypoint? Waypoint is a technology-enabled energy efficiency services firm which delivers utility and public programs for the CRE sector. Waypoint uses technology, data, and a deep understanding of the dynamics of the utility industry to drive better insights, recommendations, and programs such as Connect for its utility clients' CRE customers. For more information, visit www.waypointbuilding.com.

Aggregate Connect Program Results*:

BENCHMARKED: 281 Buildings & ~52.3 million SqFt across several CRE Property Management Firms

AUDITED: 59 Buildings & 12.9 million SqFt

IDENTIFIED: 284 ECMs, 18.22 million Total Annual kWh, 105,200 Therms Savings, \$1,930,000 in Incentives

SUBMITTED, SAVED & PAID: 22 Incentive Applications, 4.9 million Total Annual kWh, 13,320 Therms, \$133,000 in Incentives

*As of July 2016