

## LEARN MORE

From 2020 to 2023, the Institute for Market Transformation participated as a partner in the [Better Buildings Workforce Accelerator](#) (BBWA). The BBWA is a Department of Energy initiative seeking to raise the level of building science and energy efficiency knowledge in the nation's building-related workforce. Through the BBWA, DOE engaged industry partners in activities that build interest and awareness, streamline pathways, and improve skills for people pursuing green building careers.

The Institute for Market Transformation (IMT), through the Washington, DC Building Innovation Hub, serves to be a model for sustainable, market-based approaches to climate action by supporting both the local real estate community and workforce in the District.

### About the Partner

IMT is a national nonprofit organization focused on increasing energy efficiency in buildings to save money, driving economic growth and job creation, reducing pollution, addressing climate change, and enabling resilient communities. IMT's programs drive climate action and build effective coalitions through work on public policy, business practices, utilities and the grid, and community engagement. IMT supports jurisdictions as they plan and design building performance standards and manages the Energy-Efficient Codes Coalition. IMT developed the [Green Lease Leaders](#) recognition program in partnership with the U.S. Department of Energy's (DOE) Better Buildings Alliance to promote best practices for commercial leases and foster collaboration between owners and tenants.

### About the Project

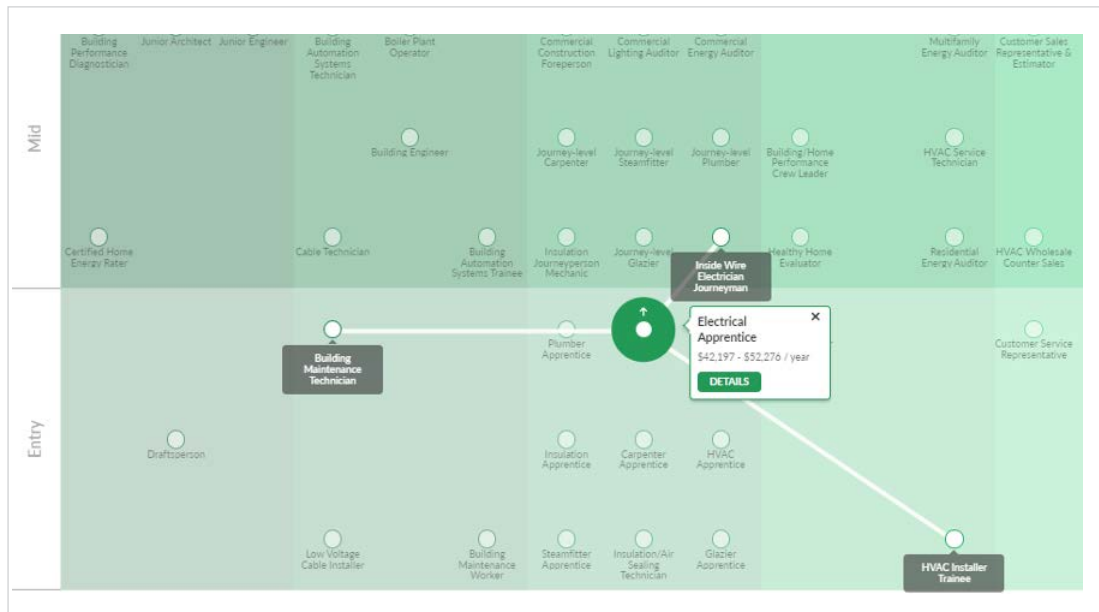
IMT launched the [Building Innovation Hub](#) in Washington, DC to support the real estate community in meeting the District's building performance standards and support the local workforce in participating in the clean energy economy. The Building Innovation Hub serves as a key industry and community support model for jurisdictions exploring building performance policies nationwide.

The goal for the Hub is to meet the current needs of the building industry while simultaneously pushing it towards innovative solutions to build and operate high-performing buildings. As part of these efforts, the Hub provides resources to showcase the breadth of opportunity within green building careers and to educate decision makers on workforce inclusion, fair labor compensation, and socially-responsible contracting to benefit the District community and workforce.

## AT A GLANCE

- ▶ **Partner:** Institute for Market Transformation
- ▶ **Project:** Building Innovation Hub
- ▶ **Program Location:** Washington, DC
- ▶ **Audience Served:** Employers, Incumbent Workforce
- ▶ **Better Buildings Workforce Accelerator Focus Area(s):** Build Interest and Awareness





A static screenshot of the DC Green Buildings Career Map. To use the full-size, interactive version and view relevant learning paths, visit [buildinginnovationhub.org](http://buildinginnovationhub.org).

## Challenges

Washington, DC is home to ambitious regulatory requirements in the form of its Building Energy Performance Standards (BEPS) and building codes. As such, there is a gap between complex regulation and the real estate industry and a need for addressing market barriers like financing, education and awareness, perceived risk, and gaps in specialized labor.

## Solutions

The Hub aims to move the District from “business as usual” and be a model for a sustainable, market-based approach to climate action. The following resources highlight opportunities within the realm of energy efficiency and high-performing buildings and showcase strategies to create a network of vendors, contractors, and employers who prioritize quality jobs. The Hub’s resources emphasize equitable building industry practices while acknowledging some best practices may be new to private-sector stakeholders.

### ► DC Green Buildings Career Map

The Hub supports the DC Department of Energy & Environment’s (DOEE) goal of providing entry points to local, well-paying careers in energy efficiency and

high-performing buildings. The Hub, DOEE, and Julius Education developed an interactive career map that describes diverse occupations within the industry; charts professional opportunities among occupations; and identifies the training, skills, and credentials necessary to succeed in building performance careers. The map connects students, trainees, and existing professionals with information on the types of careers available to them, as well as the skill sets needed to succeed in related fields.

### ► Service Procurement Guide

The [Service Procurement Guide](#) is a step-by-step guide that breaks down nine components to improve the operations and energy efficiency of a building from initial benchmarking through performance verification. For specific services like benchmarking, energy audits, and verification, the Hub highlights relevant qualifications, resources to identify vendors, and equity and inclusion elements to incorporate. In the steps focused on bidding the job and finding vendors, the Hub has highlighted sample equity and inclusion language to factor into Request for Proposals and recommendations to note social and community benefits such as workforce inclusion.

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## ▶ High-Road Contracting

The Hub created a [High-Road Contracting Toolkit](#) to educate owners and property managers on the best practices for the building industry. High-road contracting standards refer to a business standard of productivity and efficiency rooted in environmental sustainability, livable wages, and shared prosperity and inclusion. The Toolkit lays out elements for owners to design their own high-road contracting standards and sample tools for implementation.

High-road contracting emphasizes the “best value” principles of procurement including assessment along the following criteria:

- ▶ Business reputation, certification, practices, and standards.
- ▶ Organizational and project experience and staffing.
- ▶ Technical approach and equipment.
- ▶ Social and community benefits, including workforce and supplier diversity.

A key component of high-road contracting is how a company addresses labor issues such as compensation and skills as well as diversity and inclusion. High-road contractors pay livable wages, offer competitive benefits packages, and encourage ongoing training.

## Lessons Learned

The Building Innovation Hub is working on refining and specializing its resources, with an emphasis on interactive tools like the DC Green Buildings Career Map. The Hub had previously included a “Find-A-Vendor” page that connected building owners and property managers to vendors. To ensure opportunities received wider distribution, the Hub utilized a notification system to send project opportunities to local service providers and contractors via an email distribution list.

This tool is now under construction; the Hub aims to update the intake form and revamp the interface to make it more dynamic. These changes will allow users to filter for specific services and allow building stakeholders to view more information about each vendor. Building owners and managers will still be able to use the procurement guide and project submission forms. Once the Hub receives their projects, they will send them out to the vendors in the database.

*This case study was developed with content from IMT and the [Building Innovation Hub](#).*