

# Empowering MN Cities & Counties through B3 Benchmarking

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## INSIGHTFUL

Savings opportunities by building and system



## COMPREHENSIVE

Ratings for 98% of commercial, public, and multifamily buildings



## INTEGRATED

With ENERGY STAR® Portfolio Manager®

# Session Overview

- |    |                                      |
|----|--------------------------------------|
| 01 | Why Benchmark & Challenges           |
| 02 | What is B3 Benchmarking?             |
| 03 | Using Data to Save Energy & Money    |
| 04 | Tracking Progress & Reporting        |
| 05 | How to get (re)started – at no cost! |
| 06 | Open Q&A                             |

# Why Benchmark?



## Reveal Savings Opportunities

Use real data to identify efficiency potential



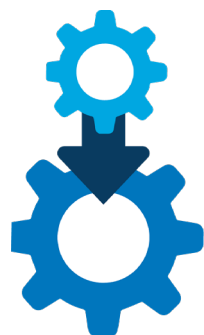
## Prioritize High-Impact Buildings

Focus resources where they matter most



## Invest Strategically

Turn insights into targeted capital improvements



## Leverage Existing Tools & Programs

Sync with ESPM and other MN resources



## Prove Results

Monitor savings, track emissions, and share progress with stakeholders



**20%** of facilities often account for **80%** of improvement potential

# Benchmarking Challenges

## Data Complexity



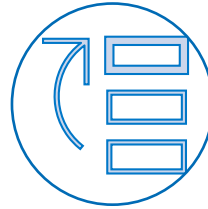
- Multiple meters, fuel types, or mixed-use buildings

## Data Quality & Consistency



- Inconsistent or missing building and utility information

## Capacity & Engagement



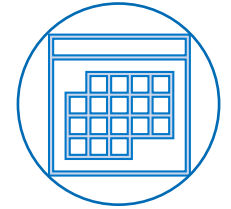
- Limited staff time and competing priorities

## Communication & Buy-in



- Hard to translate technical data for decision-makers

## Sustaining Progress



- Keeping benchmarking active year-to-year

**B3 Benchmarking was built with local governments in mind**

- ✓ Automatically normalizes and aggregates for clear comparisons

- ✓ Multiple data entry methods and validation checks ensure accuracy

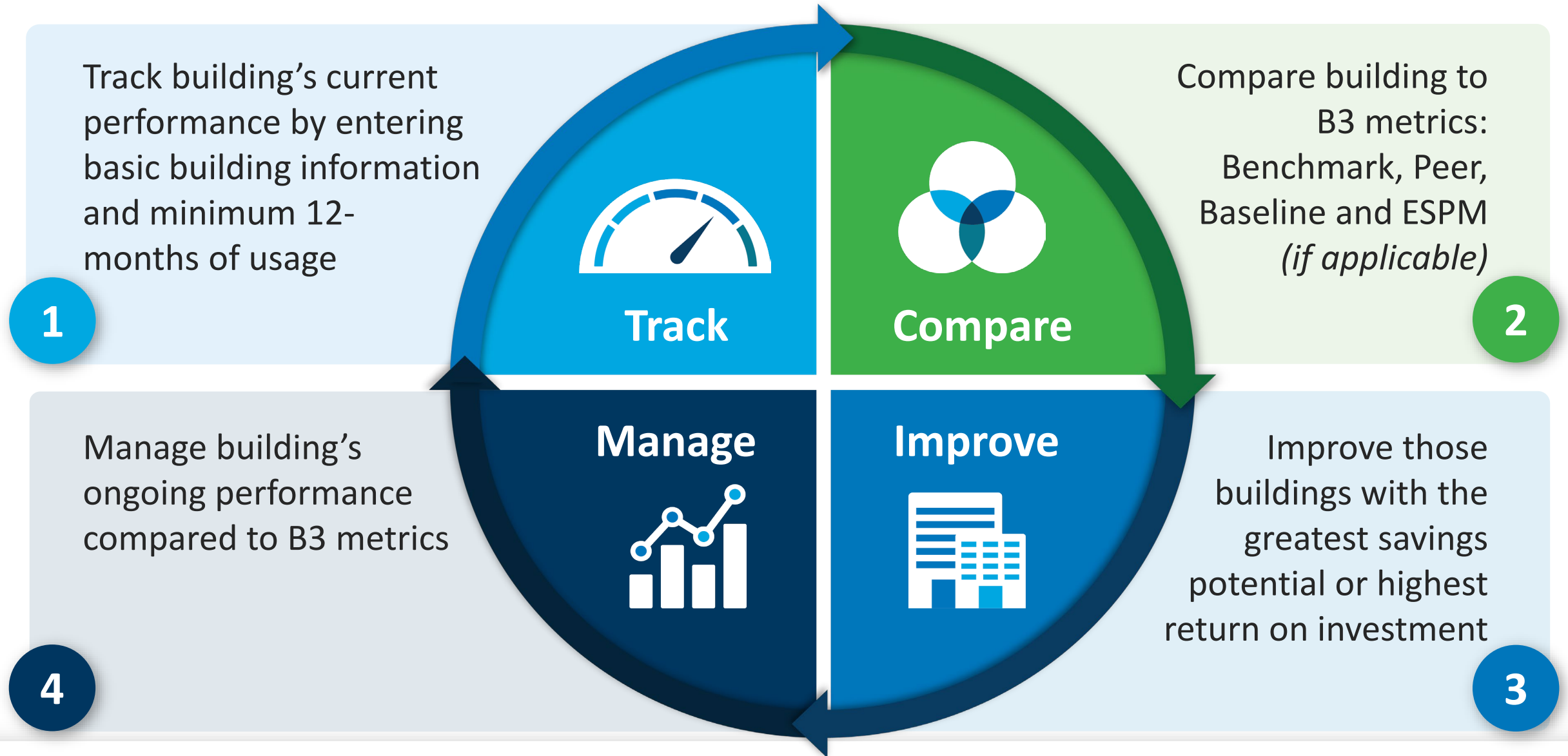
- ✓ Intuitive dashboard make it easy for any staff to track results quickly

- ✓ Visual reports and performance scorecards simplify storytelling

- ✓ Long-term tracking and reporting keep goals visible and leadership engaged



# 4 Basic Steps for Energy Benchmarking



## TAKEAWAY

Simple framework for ongoing building performance management

# B3: Buildings, Benchmarks & Beyond

2004

B3 developed for the State of MN, initiated by a 2001 Session Law

2006

Public website launched

2010

First graphical user interface

2011

Integration with ENERGY STAR® Portfolio Manager® (ESPM)

2013

Water module added

2015

Physics-based modeling supporting Space Asset Types & Adv Benchmarks

2017

Improvement plan

2020

Integrated energy + water in customizable dashboard

2022

Water benchmarks

2024

Improvement plan revamp incorporating project usage + Targets & Events

2025

Waste module added



**TAKEAWAY** 20 years strong – used by 50K buildings covering nearly 2.5 billion SF in 37 states

# B3 Benchmarking Metrics & Modules



ENERGY



WATER



WASTE

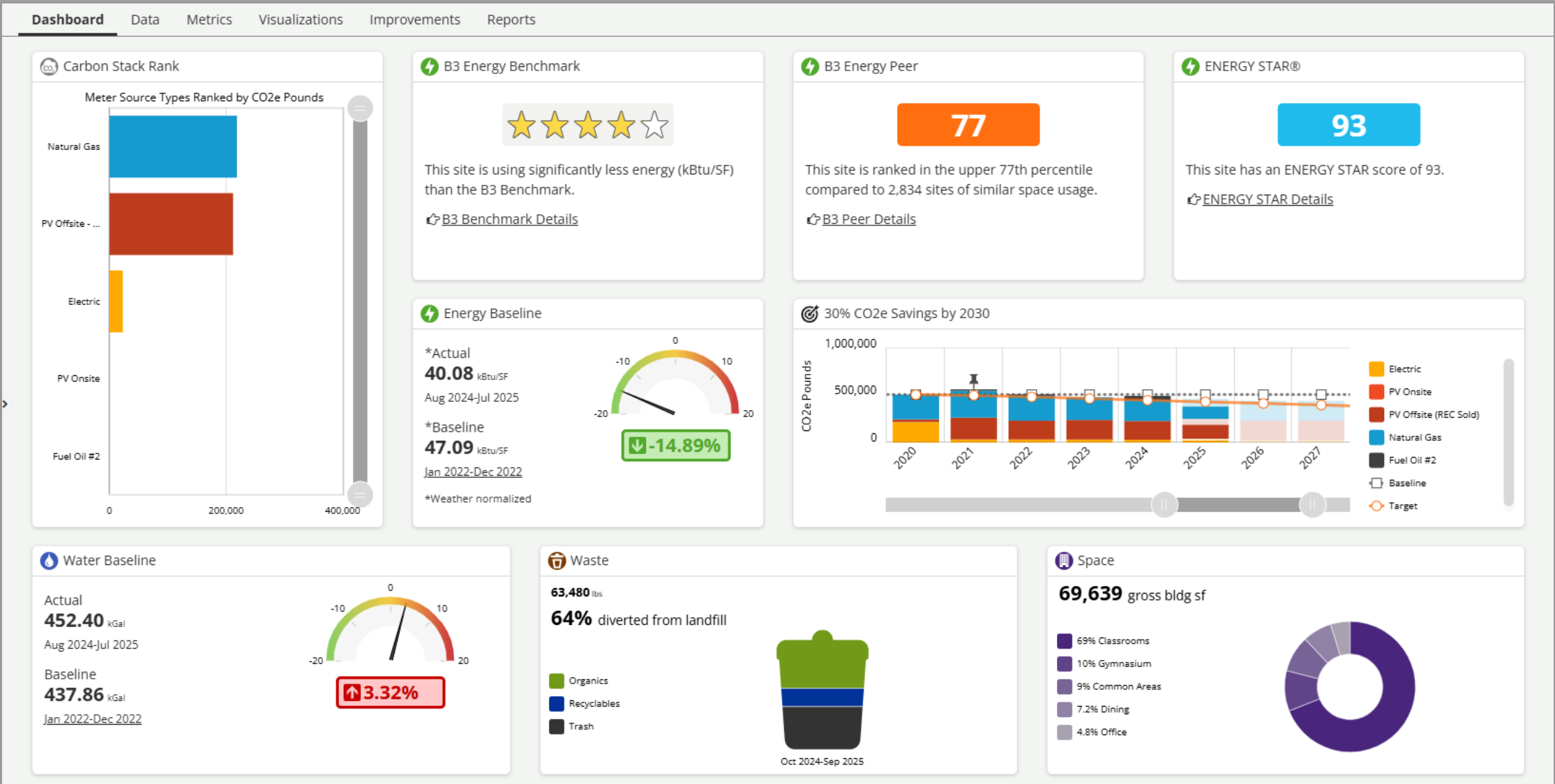
**B3 Baseline**: Normalized percent change of a building's usage to itself over time

**B3 Benchmark**: Engineered model of expected usage compared to actual

**B3 Peer**: Comparison to other B3 buildings based on similar usage

**ENERGY STAR Score**: A 1-100 score based on a statistical sampling

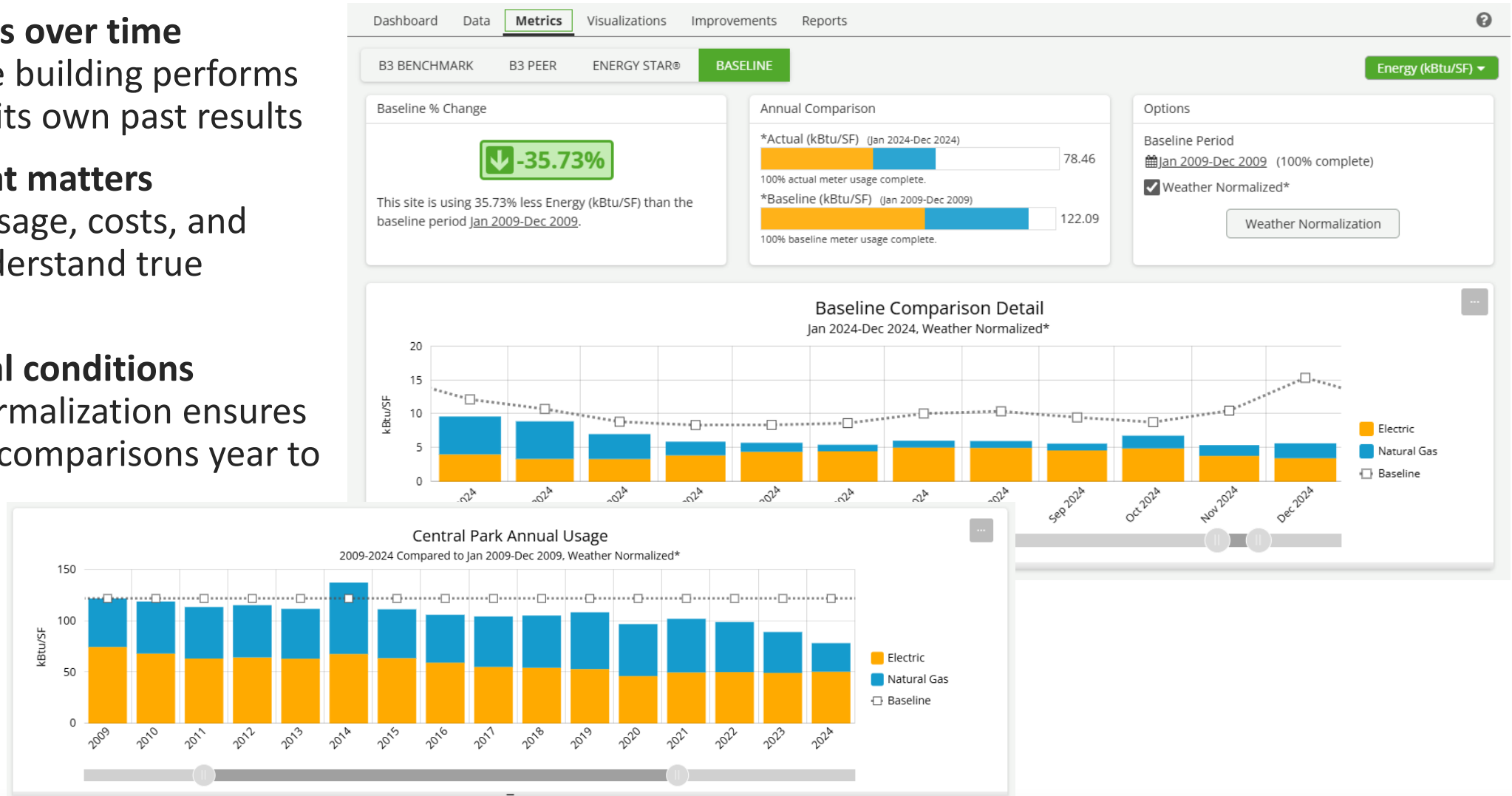
# Using Data to Drive Results





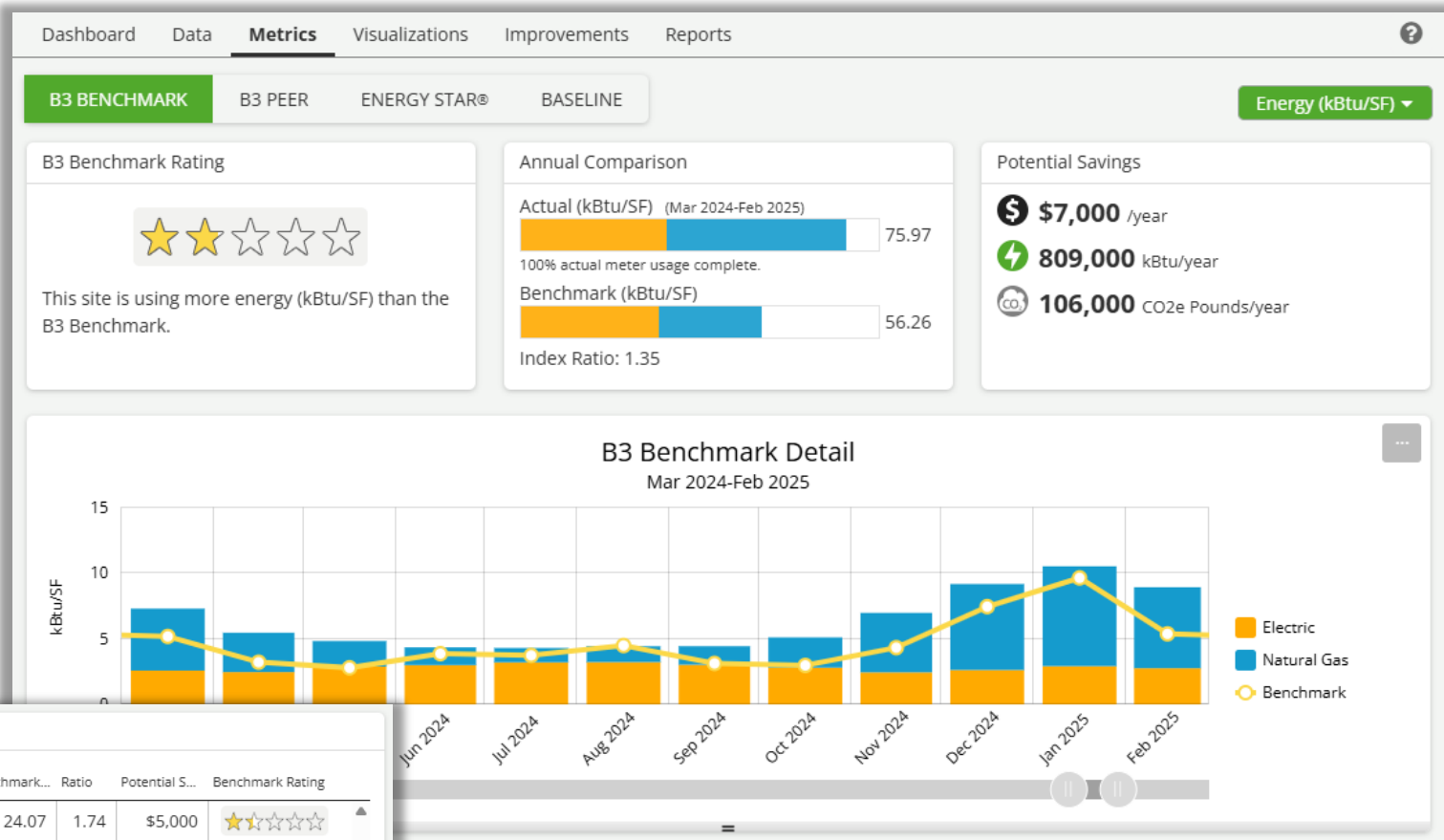
# B3 Baseline

- **Track progress over time**
  - see how the building performs compared to its own past results
- **Measure what matters**
  - compares usage, costs, and carbon to understand true performance
- **Adjust for real conditions**
  - weather normalization ensures fair, accurate comparisons year to year



# B3 Benchmark – Understanding Performance

- **See what ‘good’ looks like**
  - compares actual to expected model usage based on building attributes and local typical weather
- **Physics-based modeling** – built on MN’s energy code for accurate comparison
- **Rank and prioritize** – stack-rank all sites identifying under-performers to target improvements



Sites (10)

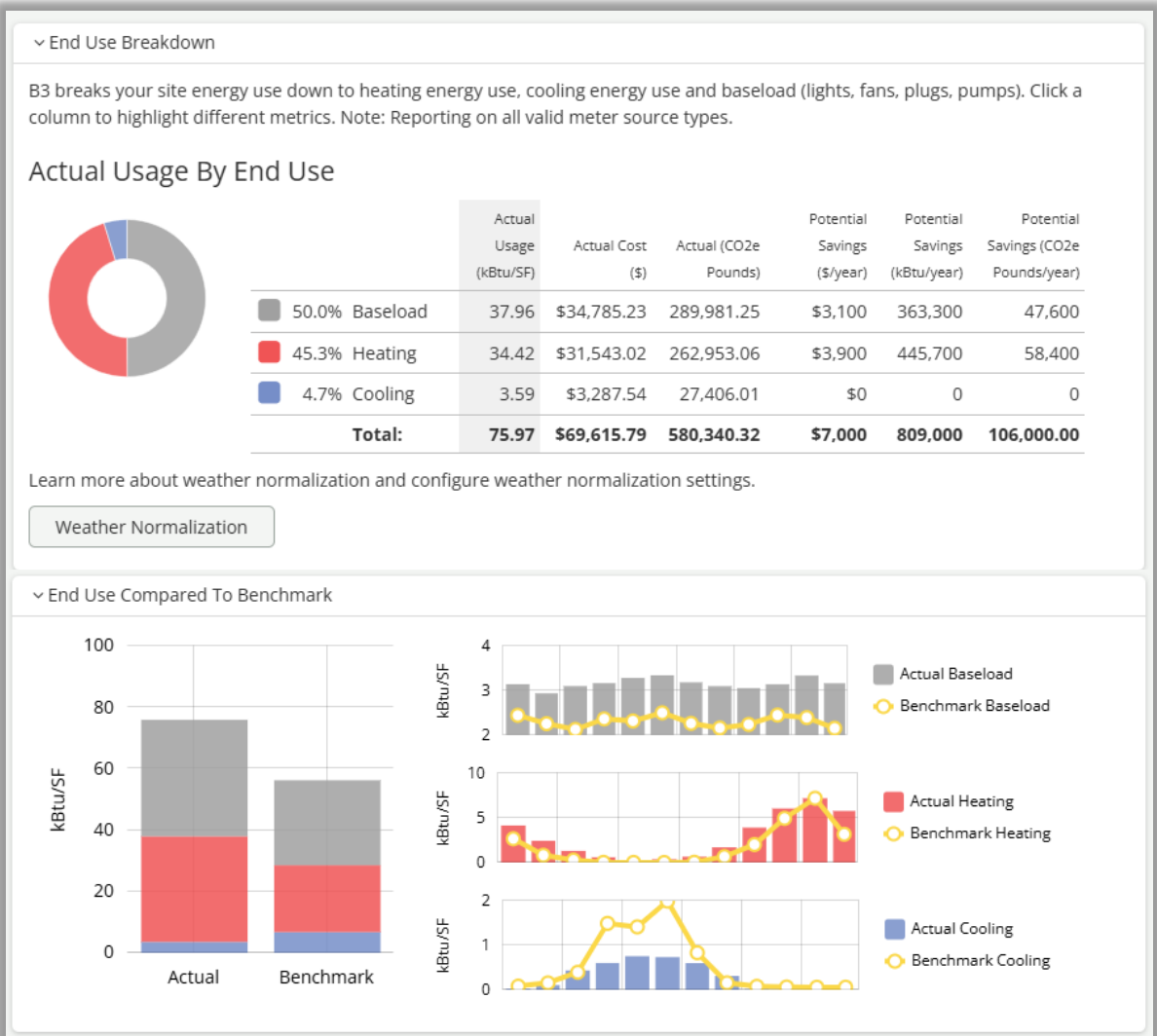
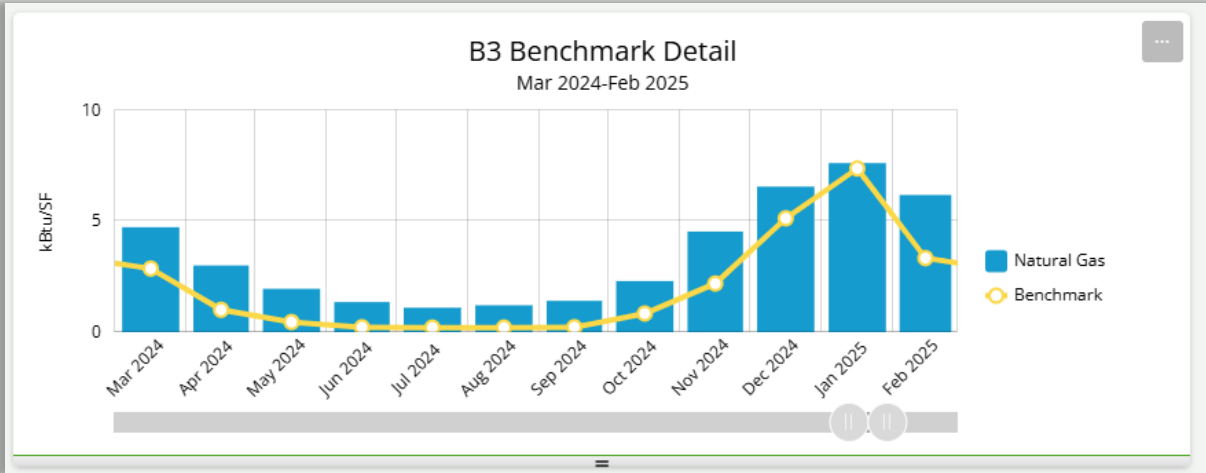
Site Name	Status	Building Type	Square Feet	Actual (kBtu/SF)	Usage Period	Benchmark (kBtu/SF)	Ratio	Potential Savings	Benchmark Rating
City Hall	✓	City Hall	41,045	41.99	Mar 2024-Feb 2025	24.07	1.74	\$5,000	★☆☆☆☆
Thames Fire Station	✓	Fire Station	7,591	92.81	Mar 2024-Feb 2025	55.81	1.66	\$2,000	★☆☆☆☆
Fox Run Fire Station	✓	Fire Station	8,745	62.91	Mar 2024-Feb 2025	55.77	1.13	\$1,000	★☆☆☆☆
Central Park	✓	Library	92,964	24.51	Dec 2012-Nov 2024	22.14	1.11	\$0	★☆☆☆☆
Eagle Valley Club House	⚠	Park/Recreati...	10,744	28.06	Oct 2024-Sep 2025	26.60	1.05	\$0	★☆☆☆☆

## TAKEAWAY

Accurate data drives accurate benchmarking – reliable inputs lead to meaningful insights

# B3 Benchmark – Turning Data into Action

- **Focus efforts** – benchmark by source to pinpoint where to act first
- **Get deeper insights** – end-use breakdown acts like a virtual audit to guide next steps
- **Save time and money** – actionable data without the need for full on-site audit
- **Link metrics** – use with Peer and Baseline metrics to measure impact and verify results

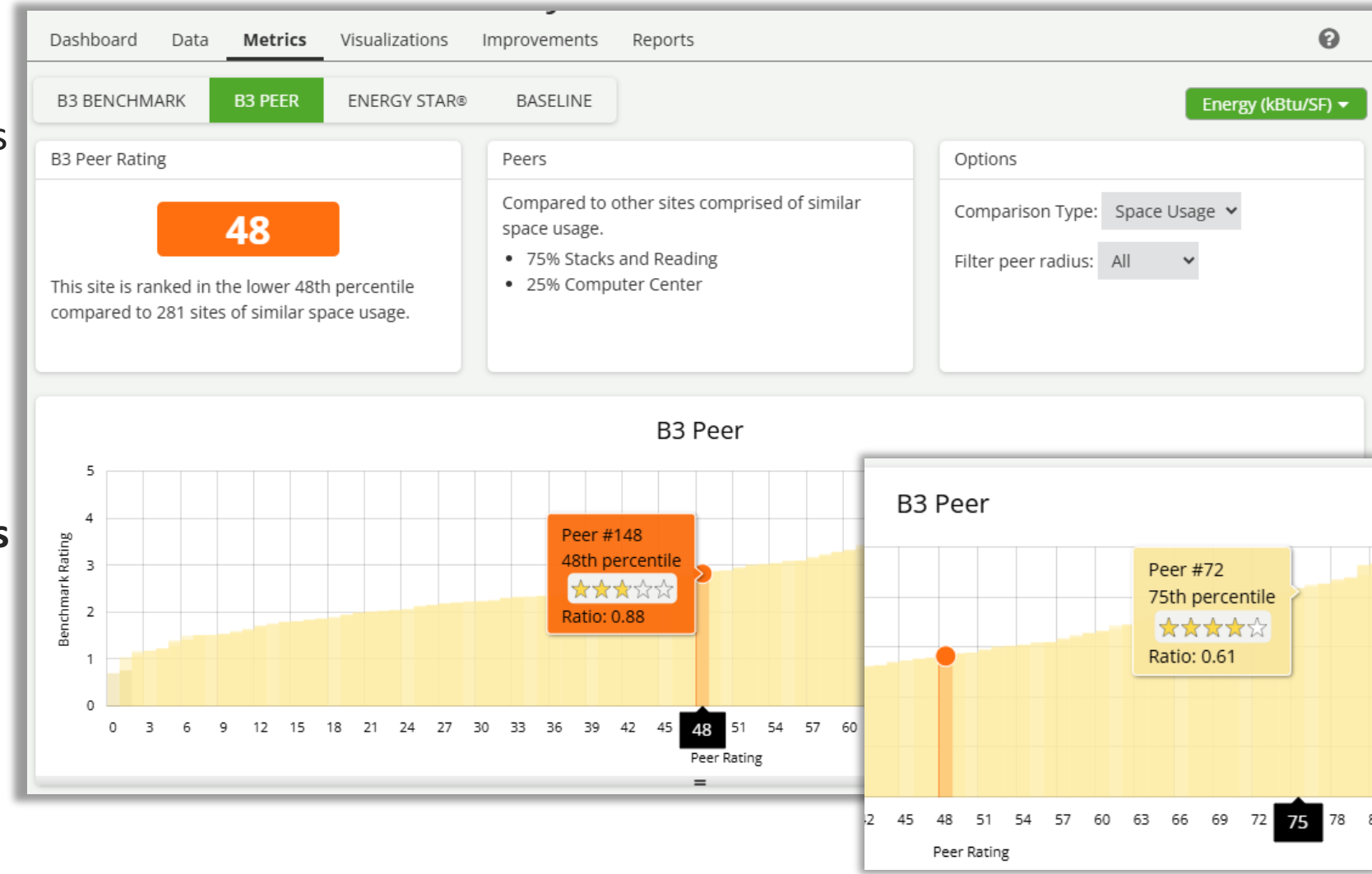


## TAKEAWAY

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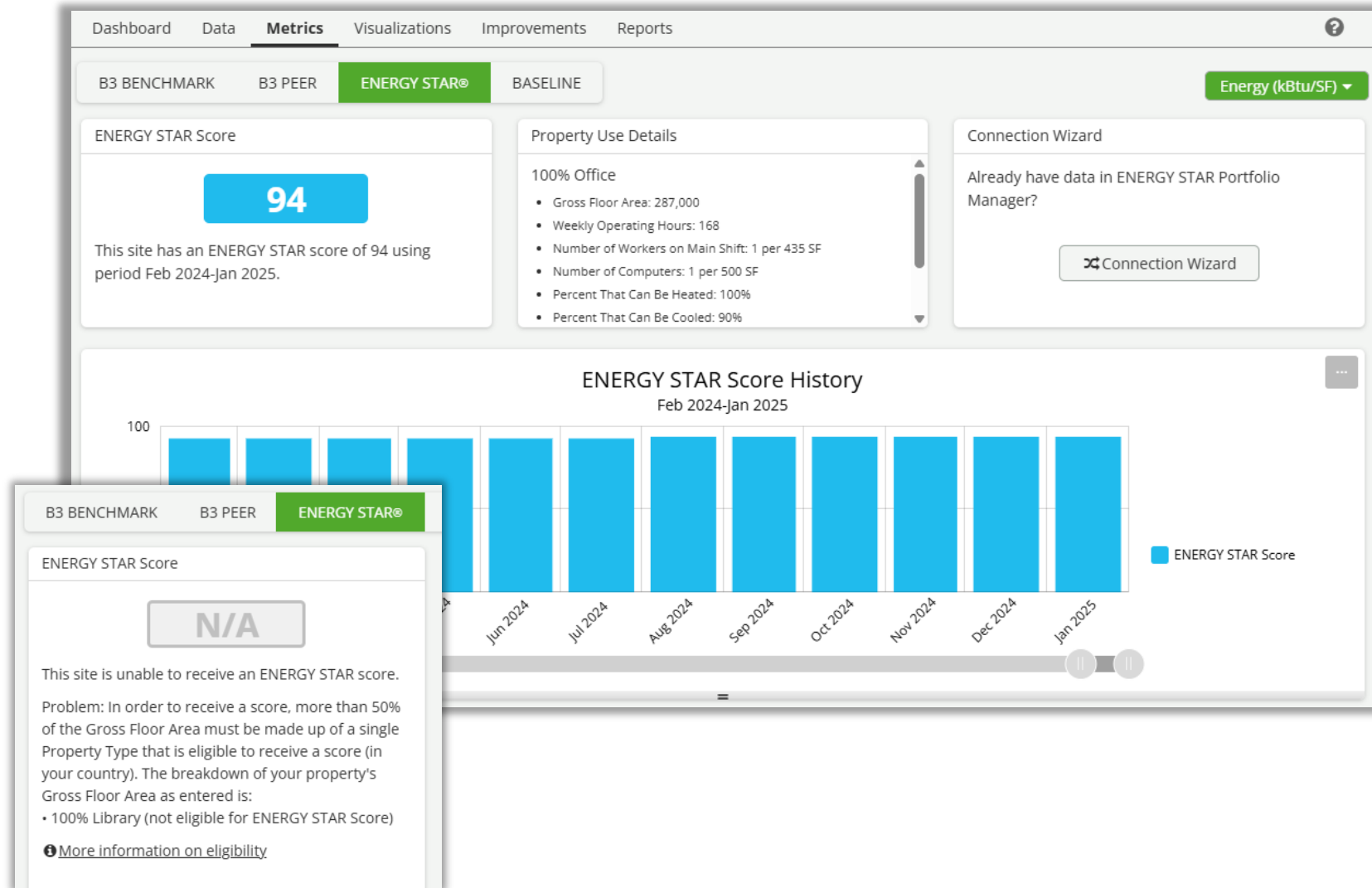
# B3 Peer

- **Shows relative performance**
  - highlights how your buildings stack up against similar buildings
- **Helps prioritize improvements**
  - lower scores signal efficiency opportunities
- **Validates leadership**
  - higher scores recognize top performers and success stories
- **Encourages continuous progress**
  - peer scores evolve as more data is entered across the B3 program



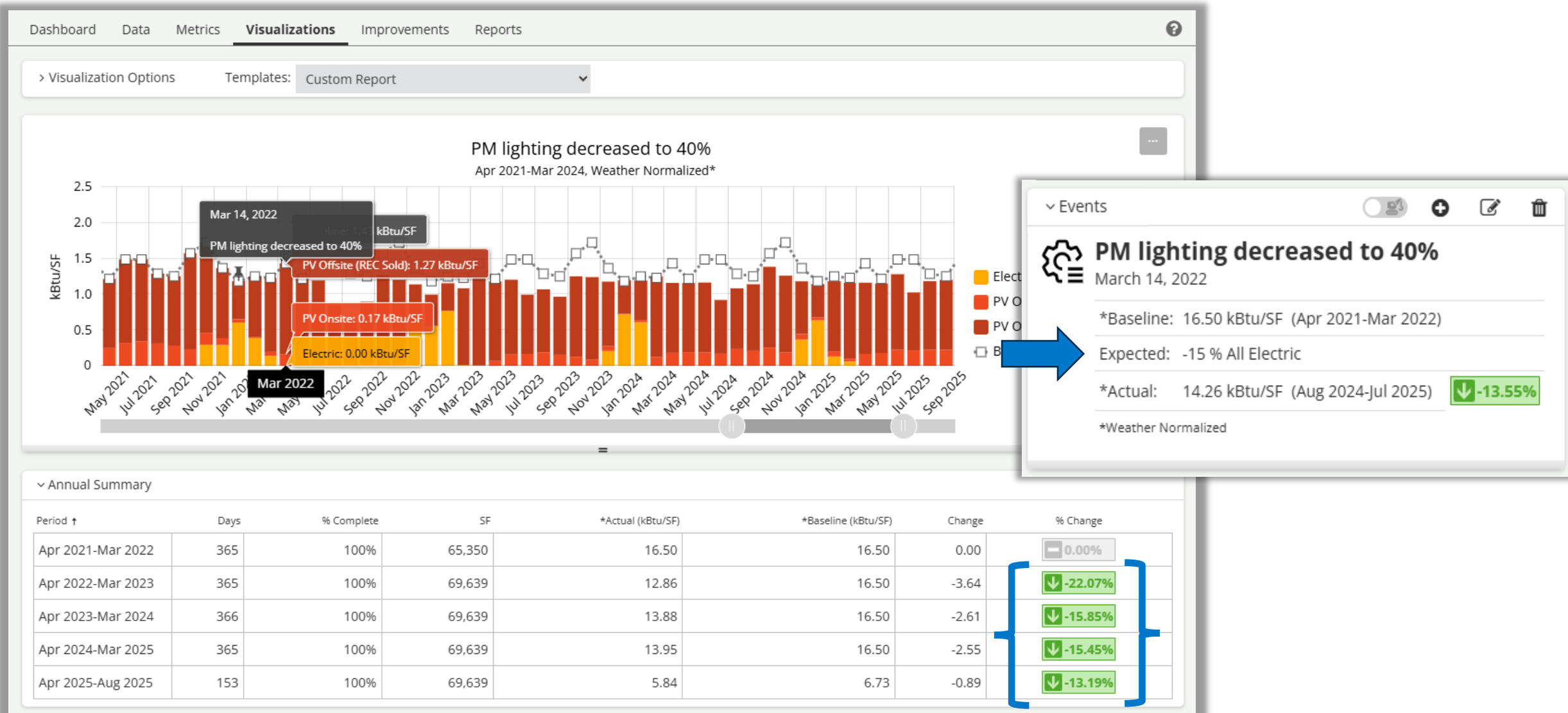
# ENERGY STAR® Portfolio Manager® (ESPM)

- **Seamless two-way integration between B3 and ESPM**
  - eliminating double data entry
- **Simplifies certification and compliance reporting**
  - one platform to manage both local and national requirements
- **Earn national recognition**
  - eligible property types receive an ENERGY STAR score and may qualify for certification
- **Show leadership**
  - ENERGY STAR certification demonstrates measurable performance and transparency





# Tracking Realized Savings from Improvements



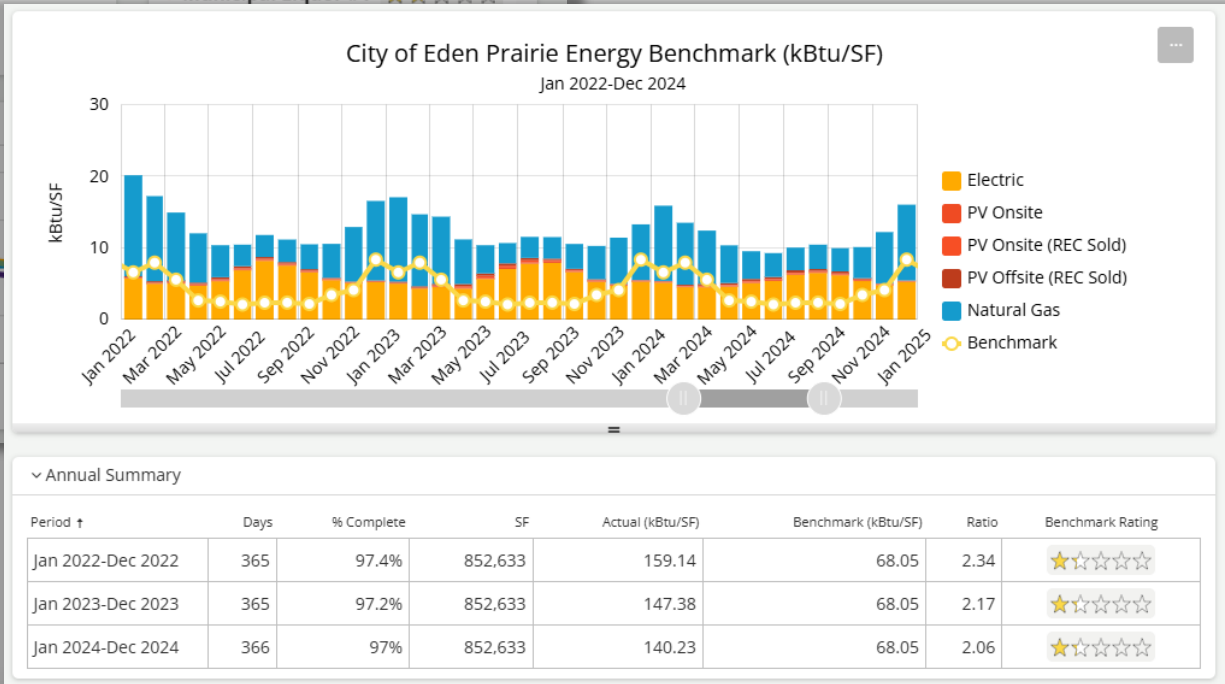
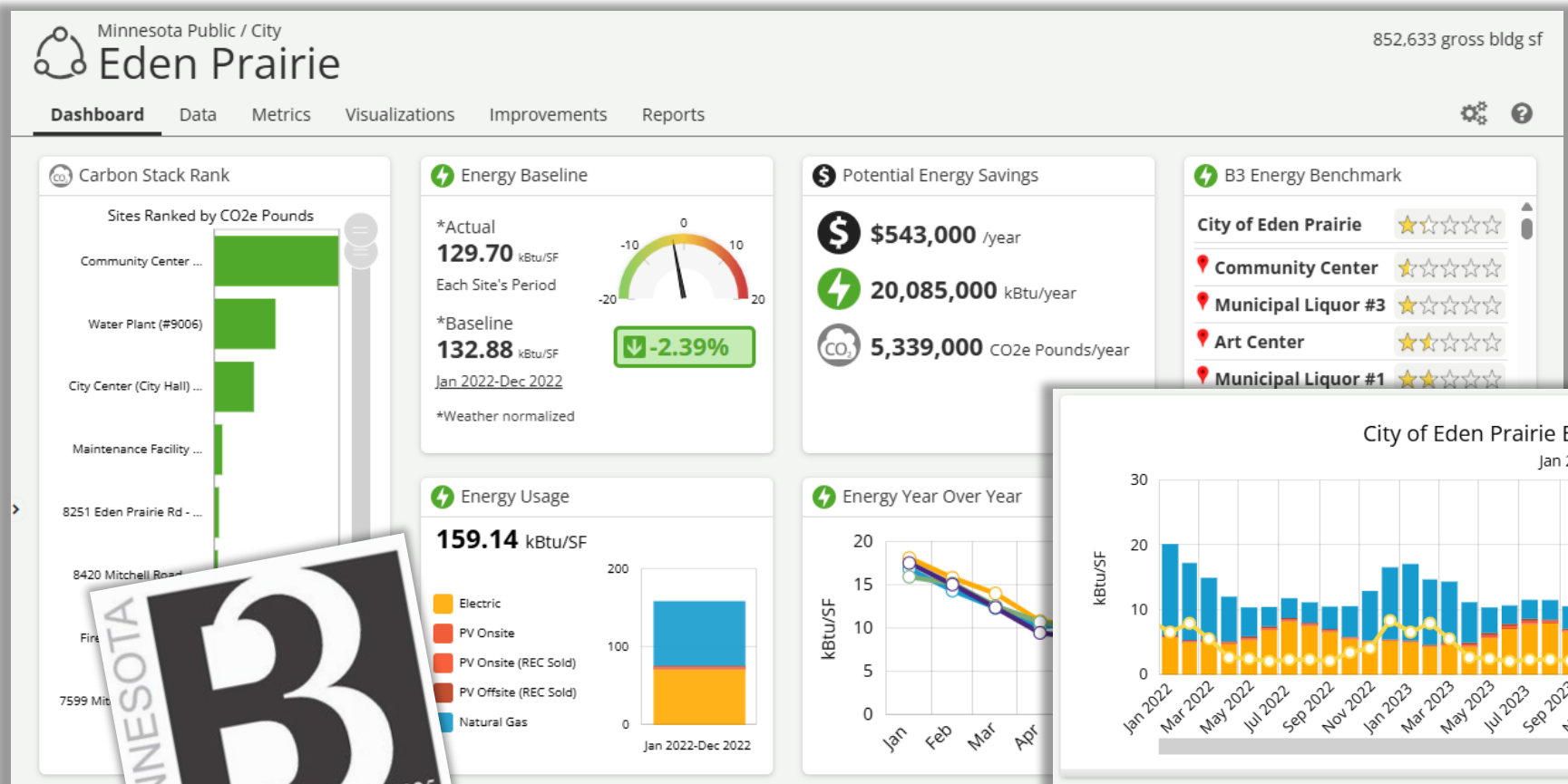
## TAKEAWAY

Track, measure, and verify realized energy savings directly in B3

# Tracking Progress towards Targets



# Case Study: City of Eden Prairie



## TAKEAWAY

Data driven improvements provide measurable results and earn statewide recognition

# Getting (re)Started with B3 Benchmarking

## MN B3 Benchmarking

Scan the code to visit  
and bookmark  
[mn.b3benchmarking.com](http://mn.b3benchmarking.com)



## New User

Click the *Contact* menu  
and complete the  
Request Access form

**Request Access**

Please fill out the form below to request a user account to the B3 Benchmarking system. If you are not a member of the organization you are requesting access to or are requesting edit privileges, written permission from the organization's data owner will be required prior to access being granted. Required fields are indicated in red.

First Name:	Last Name:		
Company:	Title:		
Address:	City:	State:	Zip Code:

**Contact Info**

Office Phone:	Mobile:	E-mail:
Please provide a valid email address. A welcome email will be sent to this address.		

**Access Requested**

Sector:	Organization:
(Select)	(Select)
If you don't see your organization listed, please call us at 952-939-1878.	

**Data Privileges**

(Select)
If access is needed to additional organizations, please provide sector, organization and data privileges in the comments field below.

## Restarting

Click the *Launch* menu  
and use the forgot  
password link

**B3 BENCHMARKING**

Launch B3 Benchmarking

Sign in with your email address

Email Address
Password

Forgot your password? First time here?

Next

Or sign in with

Google	Microsoft
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Don't have an account? [Request Access](#)  
Want to use a different email account? [Start Over](#)



# Open Q&A

Get a Benchmark





# Thank you

[Support@B3Benchmarking.com](mailto:Support@B3Benchmarking.com)

952.939.1878

Beta Benchmark