

**DEPARTMENT OF BUILDINGS
BUREAU OF SUSTAINABILITY
OFFICE OF BUILDING ENERGY AND
EMISSIONS PERFORMANCE**

Annual Outreach Report

May 17, 2023



PURPOSE OF REPORT

- **This annual Local Law 97 Outreach and Education Report has been prepared pursuant to § 28-320.5.1 of the Administrative Code for compliance with the June 1, 2023 deadline.**

OFFICE OF BUILDING ENERGY AND EMISSIONS PERFORMANCE

- **A new Bureau of Sustainability has been created to spearhead sustainability initiatives at DOB. The Bureau consists of four units: Office of Building Energy & Emissions Performance (OBEEP), Energy Code, Policy & Legal Matters, and Outreach & Education.**
 - OBEEP is charged with implementing LL97 and other sustainability laws.
 - The Policy/Legal and Outreach & Education units help inform the work of OBEEP
 - Current Staff working on LL97 implementation includes:
 - **1 Director of OBEEP**
 - **1 Director of Sustainability Outreach & Education**
 - **1 Director of Policy/Legal**
 - **1 Deputy Director of Building Emissions**
 - **1 Deputy Director of Implementation and Program Management**
 - **1 Sustainability Project Manager**
 - **2 Building Emissions Auditors**
 - **1 Data Analyst**
 - **1 Attorney**

The Bureau is under the direction of the Deputy Commissioner of Sustainability and the Chief Sustainability Officer.

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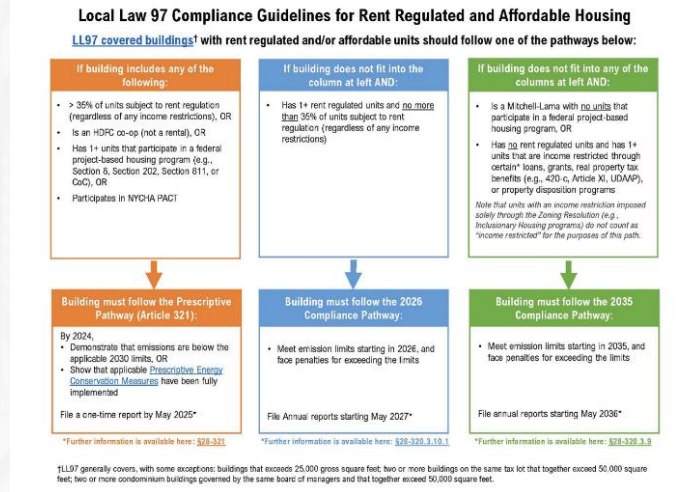
■ Web Outreach

- DOB's Sustainability Webpage [Sustainability - Buildings \(nyc.gov\)](#), as well as [NYC Sustainable Buildings](#) (a detailed website dedicated to sustainability services for buildings, including a map to locate properties subject to the law), are regularly refreshed with new content
- Sustainable Buildings News (a sustainability newsletter that includes issues related to LL97) is periodically published
<https://www1.nyc.gov/site/sustainablebuildings/about/newsletter.page>

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■ Web Outreach

- Local Law 97 Compliance Guidelines for Rent Regulated and Affordable Housing was posted to [Sustainability - Buildings \(nyc.gov\)](https://www.nyc.gov/sustainability-buildings), as well as [NYC Sustainable Buildings](https://www.nyc.gov/sustainable-buildings)



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■ Web Outreach

- LL97 Emissions Limits Based on Energy Star Portfolio Manager (ESPM) Property Types was posted to [Sustainability - Buildings \(nyc.gov\)](https://www.nyc.gov/sustainability-buildings), as well as [NYC Sustainable Buildings](https://www.nyc.gov/sustainable-buildings)

NYC Buildings

Energy Star Portfolio Manager (ESPM) Property Types	Building Code (BC)	Section 24, 2024.1.1 Item #	2024 - 2029 BC Building Emissions Intensity Limit (CO2e/ft ²)	Section 24, 2024.1.1 Item #	2024 - 2029 ESPM Building Emissions Factor (CO2e/ft ²)
Adult Education	B				
Articulating Bargain Center	B*				
Automobile Dealership	B				
Bank Branch	B				
Banking Office	A-3				
College/University	B				
Convenience Store without Gas Station	M				
Convenience Store	A-3				
Data Center	B				
Distribution Center	S				
Enclosed Mail	M				
Flexitarian Office	B				
Fitness Center/Health Club/Gym	A-3				
Food Sales	M				
Food Service	M				
Hospital (General Medical & Surgical)	H-2				
Hotel	B-3				
K-12 School	E				
Laboratory	B*				
Library	B				
Office/Call Center	M				
Reading Center/Post Office	B				
Manufacturing/Industrial Plant	F				
Medical Office	B				
Mobile Theater	A-3				
Multifamily Housing	B-2				
Museum	A-3				
Non-Refrigerated Warehouse	S-1				
Office	B				
Other - Education	B				
Other - Entertainment/Public Assembly	A-3				
Other - Lodging/Residential	B-1				
Other - Mail	M				
Other - Public Services	B				
Other - Recreation	A-3				
Other - Retail/Wholesale	B				
Other - Services	B				
Other - Specialty Hospital	H-2				
Other - Technology/Science	B*				
Customer Rehabilitation/Physical Therapy	B				
Parking	S-2				
Performing Arts	A-3				
Personal Services (Beauty/Beauty, Dry Cleaning, etc.)	B				
Post-Office/Postage	H-2				
Religious/Place of Worship	S-2				
Retail Services (Grocery, Store, Locksmith, etc.)	B-1				
Residence Health/Daycare	B-1				
Residential Care Facility	H-1				
Restaurant	A-3				
Retail Store	M				
Self-Storage Facility	S-1				
Senior Care Community	H-1				
Social Meeting Hall	A-3				
Day Care	M				
Supermarket/Convenience Store	M				
Transportation Terminal/Station	A-3				
Unfired Coal-Fired Power Generation	B				
Vocational School	E				
Wholesale Club/Supercenter	M				
Working Warehouse	A-3				

ESPM ESPM PROPERTY TYPE CONVERSION VERSION 1.1

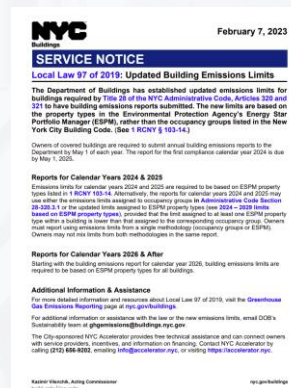
Note: If an owner or applicant lists that a property type is not sufficiently addressed in this conversion chart, please reach out to the Department's Building Emissions team at espm@nycbuildings.org.

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■ Service Notices

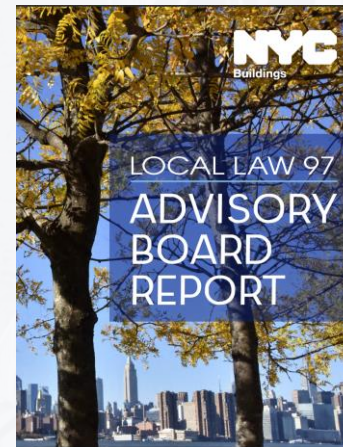
- The Department issued a [Service Notice](#) in February 2023 regarding the updated emissions limits for buildings
- Information regarding the updated emissions limits was also included on [Sustainability - Buildings](#) (nyc.gov), as well as [NYC Sustainable Buildings](#)



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■ Reports

- In compliance with section 28-320.2, the Department of Buildings produced a report compiling the recommendations of the Advisory Board and submitted that report to the Mayor and the Speaker of the City Council on January 1, 2023
 - This report is posted on the [NYC Sustainable Buildings](#) webpage



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- DOB established a general inquiry mailbox for the public to communicate with the Department. Inquiries are sent to GHGEmissions@Buildings.NYC.gov
 - Inquiries received in 2022/2023 include **535** plus an additional **240** from presentations given during this time

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- **Typical Email Inquiries included:**
 - Concerns regarding the differences between rent-regulated and income-restricted buildings and the use of prescriptive measures versus building emissions for compliance, as well as what some of the prescriptive methods entailed
 - Prior to the publication of 1 RCNY § [103-14](#), owners were interested in what would be addressed, when it would go into effect, and what resources would be available
 - Owners wanted information on the differences in the Covered Buildings Lists (CBLs) for the various sustainability local laws, the reporting process, how to report different property types, and the requirement of the use of a Registered Design Professional to submit their reports

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- **Typical Inquiries (continued):**
 - Owners and the industry were interested in when the rules for Article 321 buildings would be released and what resources would be available
 - Following the publication of 1 RCNY § [103-14](#) , owners and the industry were interested in the use of renewable energy credits (RECs) and distributed energy resources (DERs), community solar projects, campus reporting, and the conversion of building code occupancy groups to Energy Star Portfolio Manager (ESPM) Property Types

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- **The New York City Council - Meetings on LL97**
 - City Council's Committee on Environmental Protection & Committee on Housing and Buildings
 - Wednesday, April 13, 2022
 - Joint Environmental Protection, Labor, and Housing committees hearing entitle LL97 Green Workforce Pipeline – Committee on Civil Service and Labor
 - Monday, June 27, 2022

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- 1 RCNY § [103-14](#) Public Hearing
 - Held virtually on 11/14/22
 - Published in the [City Record](#) on 10/11/22

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- **Public Presentations** - DOB regularly participates in presentations requested from stakeholders with interest in LL97:
 - May 2022 - International Living Futures Institute, LF22: “NYC’s Building Emissions Limits: A view from the trenches”
 - June 2022 - Economist Sustainability Week US: “Transforming New York City buildings for a low carbon future” (recorded in May, aired online on June 9)
 - June 2022 – Local 94 Training Center Open House “Smart Buildings Need Smarter Engineers”

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- **Public Presentations-** continued
 - November 2022 - Urban Green Council: “LL97: Unpacking the Proposed Rules”
 - November 2022 - BEEEx: Climate Mobilization Act Series: Following the Rules
 - December 2022 - Senator Krueger and Manhattan Borough President Levine - Virtual Town Hall
 - December 2022 – Urban Green Live: The New NYC Bureau of Sustainability
 - January 2023 - Community Board 8 Environmental Committee
 - February 2023 – Energy Star Portfolio Manager: Property Types & LL97 live webinar

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- **Public Presentations-** continued
 - March 2023 - First Service LL97 webinar
 - March 2023 - New York Build: The Climate Emergency Decarbonizing The Built Environment
 - March 2023 - Queens Borough President's webinar
 - March 2023 –Council Member Brewer Virtual Presentation
 - April 2023 – Queens Chamber of Commerce Panel Discussion
 - April 2023 – National Grid/Evergreen Live Presentation to manufacturing/industry

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- **Direct outreach to owners**

- Outreach notices about Local Law 97 of 2019 were sent on quarterly Statement of Accounts, through coordination with DOF, informing owners about the following:
 - August 2022: GHG Emission Reductions
 - Properties subject to LL97 – Are you ready?
 - November 2022: Compliance Notification
 - Properties subject to LL97 – Potential changes to building emission limits
 - February 2023: GHG Emission Reductions
 - Properties subject to LL97 – First Reports due in 2025

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- **Direct outreach to owners (continued)-**

- October 2022

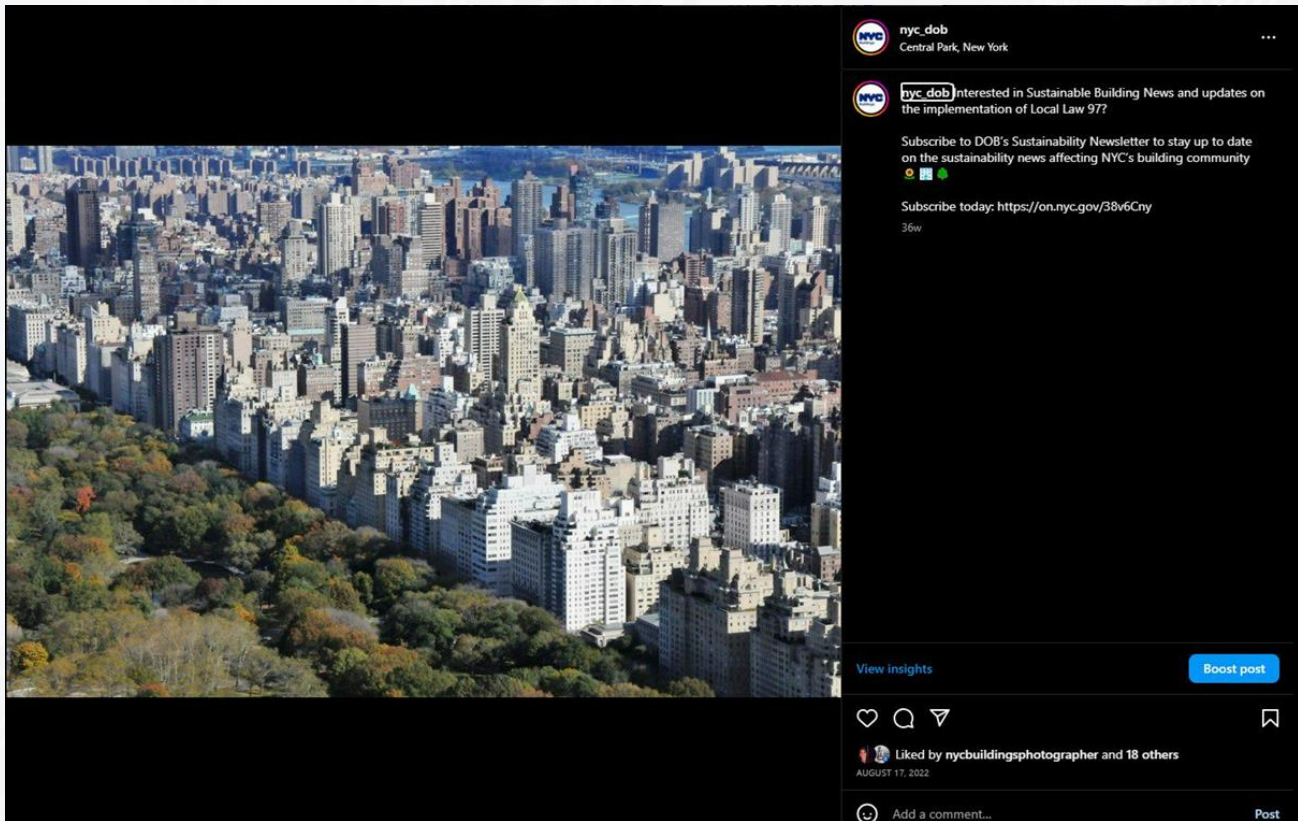
- Hardcopy letters and an email blast were sent to 814 recipients with potential changes to their emissions limits
 - Potential changes to your building's emission limits under Local Law 97 of 2019
 - » What is happening?
 - » Why is this change occurring?
 - » How will this change affect me?
 - » What do these changes mean for my building and the 2024 – 2029 compliance period?
 - » Can I apply for an adjustment to my emissions limits?
 - » How can I get help?

The letters and emails were sent with a table of the ESPM Property Type Building Emissions Intensity Limits for 2024-2029 and a brochure for the NYC Accelerator

- Phone calls were also made to select properties with potential changes due to the conversion

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■ Select Examples of Social Media Outreach



Social Media Outreach:
Facebook: 16
Twitter: 27
Instagram: 8

INSTAGRAM

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■ Select Examples of Social Media Outreach

Account: @NYC_Buildings

Content type: Twitter - Tweets

Record ID: 20220518NYC-BuildingsTweets21185_1526925952718098432



NYC Buildings @NYC_Buildings

Not sure if your building is required to meet Local Law 97 requirements? Or if it is, do you have questions on what you must do before the compliance deadlines? DOB is here to help! Reach out to the NYC Accelerator for free personalized guidance: bit.ly/3k5tL1M
pic.twitter.com/68cmXQUz1x



at 14:01:30 on 5/18/2022 UTC

TWITTER

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■ Select Examples of Social Media Outreach

Account: NYC Buildings

Content type: Facebook Page - Photos

Album: Timeline photos

Record ID: 20221116NYC-BuildingsPhotos21182_498633915642091



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at 19:48:40 on 11/16/2022 UTC

Interested in the Local Law 97 rulemaking process?

Join DOB's Chief Sustainability Officer Gina Bocra on 11/29 for the next Building Energy Exchange Climate Mobilization Act Series: Following the Rules; Unpacking LL97 Rulemaking!

Sign up today: <http://bit.ly/3EgqfLG>

#LocalLaw97 #sustainability



FACEBOOK

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■ Select Examples of Social Media Outreach

Posted by NYC Department of Buildings Press Office • 5/3/2023



NYC Department of Buildings

16,604 followers
now • 🌐

PoliticsNY published their inaugural "Power Players in Climate, Energy and Sustainability" list, and the Department of Buildings is proud to announce that our Bureau of Sustainability, led by Laura Popa and Gina Bocra, were named among the honorees.

Laura Popa is the Deputy Commissioner of Sustainability for DOB, and Gina Bocra, AIA, LEED Fellow, is DOB's Chief Sustainability Officer. Together they lead the agency's Bureau of Sustainability, the DOB's first ever climate-focused bureau that oversees all sustainability and energy efficiency initiatives at the agency. The Bureau of Sustainability is in charge of the implementation of Local Law 97, the groundbreaking legislation that requires NYC's largest buildings to reduce their greenhouse gas emissions.

Congratulations to Laura, Gina, the entire Bureau, as well as all of the sustainability-minded public servants and industry professionals who made this year's list.

Check-out the full article here: <https://lnkd.in/dzEM3qUp>



LinkedIn

The logo for NYC Buildings, featuring the letters 'NYC' in a large, bold, white, sans-serif font. A small 'TM' trademark symbol is located at the top right of the letter 'C'.

NYCTM

Buildings

nyc.gov/buildings