

Building Owner Representative BPS Journey



Potential Pain Points					
- Overwhelming information and technical language - Concern for staff resources and availability - Concerns around costs and required actions - Change is hard and this is a paradigm shift	- Technical language - Understanding the relationship between BPS and other regulations - Difficulty understanding applicability to diverse building types and uses - Time required for self/staff education - Questioning "Why?"	- Unclear cost/benefit - Too many options - Feasibility of various options (is a waiver/adjustment needed?) - Effort to develop a cost recovery strategy - Time-consuming planning and coordination	- High upfront costs - Managing tenant impact and partnering - Interdependencies across projects - Preparing and submitting waiver/request for adjustment - Finding trusted contractors - Coordinating with contractors - Coordinating internal resources - Unexpected issues/delays - Managing new equipment - Navigating process for rebates, grants and loans	- Organizing records (If applicable) Request for adjustment - Navigating online platform	

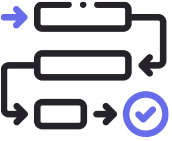
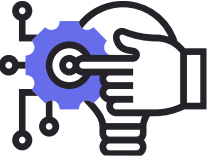
City Support / Mitigation Strategies					
Communications to covered buildings: - Rationale - Current and target score/requirements - Compliance pathways and off-ramps - Info on Technical Support and Financial Navigator 1:1 Personalized Support: - Help Center/Help Line Resource Hub (public-facing) and Building Owner Portal	1:1 Personalized Support: - Help Center/Help Line - Technical Navigator - Financial Navigator Resource Hub (public-facing) and Building Owner Portal Communications including rationale	1:1 Personalized Support: - Help Center/Help Line - Technical Navigator - Financial Navigator Resource Hub (public-facing) and Building Owner Portal Communications including information on pathways and off-ramps	1:1 Personalized Support: - Help Center/Help Line - Technical Navigator - Financial Navigator Early adopter incentives Contractor Education Phased implementation Resource Hub (public-facing) and Building Owner Portal Tenant-Building Owner Education	1:1 Personalized Support: - Help Center/Help Line - Technical Navigator - Financial Navigator Publicly transparent compliance tracking Alignment of target metrics and existing building data (publicly available)	Target and timeline adjustments; Waivers Resource Hub (public-facing) and Building Owner Portal

Pain Point Mitigation Strategy Alignment

Pain points are aligned with mitigation strategies to eliminate poor experiences, remove barriers, and enhance journey effectiveness.

Journey Phase	Potential Pain Points	Mitigation Strategies
 Awareness	Overwhelming information and technical language	• 1:1 Support: Help Center & Support Line • Resource Hub: FAQs, robust informational guides
	Finding and navigating relevant information	• 1:1 Support: Help Center & Support Line • Building Owner Portal: Targeted material including compliance guides, promotion of available resources, etc. • Communications: Current and target score, off-ramps
	Concern for staff resources and availability	• 1:1 Support: Awareness of Technical Navigator and Financial Navigator
	Fear, frustration, and uncertainty due to costs and required actions	• 1:1 Support: Help Center & Support Line • Resource Hub: Case Studies of successful implementations • Communications: Targets and rationale, energy use and requirements, awareness of Technical and Financial Navigator and off-ramps
	Change is hard and this is a paradigm shift	• 1:1 Support: Help Center and Support Line • Resource Hub: Public-facing support and information including policy rationale
 Understand Requirements	Technical language	• 1:1 Support: Help Center & Support Line, Technical Navigator • Resource Hub: Public-facing support and information • Building Owner Portal: Portal with targeted resources, tools and information specific to Building Owners
	Understanding the relationship of BPS with other regulations	• 1:1 Support: Help Center & Support Line, Technical Navigator • Building Owner Portal: Applicability guidelines, forecasting calculator tool • Benchmarking Transparency Map
	Difficulty interpreting performance metrics	• 1:1 Support: Help Center & Support Line, Technical Navigator • Resource Hub: Case Studies, Property Lookup Tool, robust informational guidelines • Building Owner Portal: Portal with targeted resources, tools, and information specific to each building owner • Benchmarking Transparency Map
	Difficulty understanding applicability to diverse building types and uses	• 1:1 Support: Help Center & Support Line, Technical Navigator • Resource Hub: Case Studies, Property Lookup Tool, robust informational guidelines • Building Owner Portal: Portal with targeted resources, tools, and information specific to each building owner • Benchmarking Transparency Map
	Time required for self/staff-education	• 1:1 Support: Technical Navigator, Financial Navigator • Resource Hub: Compliance checklists, list of qualified contractors
	Questioning: “Why do I need to do this?”	• 1:1 Support: Help Center & Support Line • Resource Hub: Public-facing support and information • Communications: BPS policy rationale

Pain Point Mitigation Strategy Alignment

Journey Phase	Potential Pain Points	Mitigation Strategies
 Assess and Plan	Unclear cost/benefit analysis	1:1 Support: Financial Navigator, Technical Navigator, Help Center & Support Line Resource Hub: Forecasting calculator tool, case studies with examples of buildings' reductions, Costs and payback, cost/benefit information, Financial Hub (rebates, federal/state/local incentives, green financing options) Building Owner Portal: Portal with resources, tools, and information specific to each building owner
	Overwhelmed by multiple upgrade options	1:1 Support: Technical Navigator Resource Hub: Forecasting Calculator Tool, Case studies with examples of buildings' EUI and required reduction, Examples of common upgrades Building Owner Portal: Forecasting calculator tool Phased implementation allows more time for smaller buildings
	Feasibility of various options: "Do I need a waiver/adjustment?"	1:1 Support: Help Center & Support Line, Technical Navigator, Financial Navigator Resource Hub: Technical guidance documents, Information on adjustments, credits, and waivers Communications: Various compliance pathways available including off-ramps to assure targets are achievable
	Effort to develop a cost recovery strategy for building owner	1:1 Support: Financial Navigator Building Owner Portal: Forecasting calculator tool Resource Hub: Financial Hub (rebates, federal/state/local incentives, green financing options), cost/benefit information Communications: Various compliance pathways available including off-ramps to assure targets are achievable
	Time consuming and complex planning and coordination across teams	1:1 Support: Technical Navigator Resource Hub: List of qualified contractors, compliance guide and roadmap, case studies illustrating various compliance pathways Tenant-Building Owner Education (community outreach events)
 Take Action	High upfront costs (rebates or tax deductions are after the initial payments)	1:1 Support: Financial Navigator Resource Hub: Cost/benefit resources, Financial Hub (rebates, federal/state/local incentives, green financing options) Incentives for early adopters and under-resourced buildings
	Managing tenant impact	Resource Hub: Case studies illustrating various compliance pathways, cost/benefit resources Tenant-Building Owner Education (community outreach events)
	Tenant partnership required for success	Resource Hub: Cost/benefit resources Tenant-Building Owner Education (community outreach events)
	Interdependencies across projects	Resource Hub: Case studies illustrating various compliance pathways 1:1 Support: Technical Navigator Building Owner Portal: Forecasting calculator tool, targeted resources, tools and information Phased implementation allows more time for smaller buildings

Pain Point Mitigation Strategy Alignment

Journey Phase	Potential Pain Points	Mitigation Strategies
 Take Action	Preparing and submitting waiver/request for adjustment	• 1:1 Support: Help Center & Support Line, Technical Navigator • Building Owner Portal: Portal with resources, tools, and information specific to each building owner
	Coordinating projects with contractors	• 1:1 Support: Technical Navigator to help understand contractor bids • Contractor Education • Resource Hub: List of qualified contractors
	Designating and coordinating internal resources	• 1:1 Support: Technical Navigator, Financial Navigator • Resource Hub: Case studies illustrating various compliance pathways, guidance documents
	Unexpected issues and/or delays	• 1:1 Support: Help Center and Support Line • Contractor Education • Target and timeline adjustments along with waivers available to buildings unable to comply at deadline
	Fine-tuning and calibrating new equipment	• 1:1 Support: Technical Navigator • Resource Hub: Public-facing support and information, guidance documents
	Scheduling trusted contractors	• Resource Hub: Link to list of qualified contractors • Contractor Education
	Navigating process for rebates, grants and loans	• 1:1 Support: Financial Navigator • Resource Hub: Financial Hub (rebates, federal/state/local incentives, green financing options) • Building Owner Portal: Forecasting calculator tool
 Reporting	Organizing building owner records	• 1:1 Support: Help Center & Support Line (CRM tracks all program documentation and communications) • Building Owner Portal: Archive of submitted documents • Benchmarking Transparency Map: Includes publicly available compliance and usage information • Target metrics align with existing building data/ transparency map
	(If applicable) Issue remedy or request an adjustment	• 1:1 Support: Help Center and Support Line, Technical Navigator • Target and timeline adjustments along with waivers available to buildings unable to comply
	Online forms learning curve	• 1:1 Support: Help Center and Support Line • Resource Hub: Compliance guides and supporting documents
	Online platform usability	• 1:1 Support: Help Center and Support Line • Resource Hub: Compliance guide and supporting documents • Building Owner Portal: Portal with resources, tools, and information specific to each building owner