

Building Energy Rating & Disclosure Policy

Tips for Overcoming Opposition



City officials and energy efficiency advocates are working hard to involve the real estate sector in the development and implementation of building energy rating and disclosure policy. These policies reveal the opportunities for energy efficiency upgrades, providing building owners and tenants with a way to save thousands of dollars on energy bills each year.

To date, media coverage on rating and disclosure policy has been far more positive than negative. But as more cities consider adopting this policy, opponents are growing more outspoken and organized.

The following tips are reminders for city government leaders, policy developers and energy efficiency advocates for how to help minimize opposition. For our full guide to overcoming opposition to rating and disclosure policy, please [email us](#).

FOUR RULES TO REMEMBER FOR OVERCOMING OPPOSITION

Involve the Real Estate Sector



- ✓ Enlist real estate professionals to help defend policy
- ✓ Include owners/managers in policy development
- ✓ Develop case studies to show energy rating works

Get Ahead of Opposition

- ✓ Develop messaging and policy together
- ✓ Recruit and prepare spokespeople
- ✓ Reach out before opposition does
- ✓ Continue media outreach throughout policy rollout



Know Your Opposition



- ✓ Lead with your own viewpoint, not the opposition's
- ✓ Don't bog down your key points with too many data points

Stay on Message

- ✓ Always focus on your key points
- ✓ Only engage opponents if it helps you
- ✓ Quickly and courteously respond to negative coverage

