

**An estimate of the potential market for commercial and institutional building energy efficient retrofits in the Philadelphia metro region**  
**GPIC Baseline Report Abstract**

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This baseline project will provide estimates of the potential size and composition of the region's commercial and institutional building stock suitable for energy efficient retrofit (potential demand), and to assess the extent to which this stock has already been retrofitted, and identifying the size and capacity of current retrofiters (current supply). When combined, this information can be used to "frame the potential market", i.e. to estimate the potential aggregate energy savings (and thereby cost savings) for the region (and associated employment), against which the aggregate costs of retrofit could be compared, giving an estimate of the potential return on investment in building energy efficiency for the region.

Specifically, the Baseline Report provides a description of the region's commercial and institutional building stock, including: building type and use, age, size, energy profile by source and consumption, operations and maintenance structure, ownership, data and size of capital investments in these buildings since initial construction, and geo-coding. These data come from several data sources, which are combined to paint a larger more detailed picture.

The second part estimates how many potential commercial and institutional energy efficiency players are currently active, and describing the nature and amount of their current market activity: by building, by square footage, by budget/physical extent (window replacement vs. fully integrated retrofits, and by building owner. Potential increases in retrofitting industry employment, by wage and skill-level are estimated for the potential increased demand.