



Webinar Series

Commercial Whole Building Market Research Insights

Join NEEA for a five-part webinar series diving into 2025 research findings revealing new insights into commercial building market audiences and building types, regional building performance standards, and NEEA's Commercial Building Stock Assessment (CBSA).

This webinar series is brought to you by NEEA's Whole Building initiative, a regional, market-focused project designed to:

- Help building owners overcome pervasive barriers to energy efficiency retrofits
- Motivate the commercial building sector to undertake building renewal projects in a way that is accessible, scalable and affordable for owners and occupants
- Create a pipeline of energy efficiency projects for utility programs

Five-Part Webinar Series

Each webinar is held from 12:00–1:00 PM PST. Presentations will be recorded and available to registrants following each webinar.

- 1. Understanding the Northwest's Small and Medium Commercial Building Market** | January 14
- 2. Clean Buildings Performance Standards: Market Challenges & Opportunities** | February 12
- 3. Market Transformation Concept Design Research** | March 26
- 4. From Policy to Practice: Implementing Building Performance Standards** | April 30
- 5. Insights from NEEA's Commercial Building Stock Assessment** | May 14



Register Now

To register for one or more webinars, scan the QR code or visit: info.neea.org/whole-building-research-webinars

Webinar #1 January 14, 2026

Understanding the Northwest's Small and Medium Commercial Building Market

Delve into findings from recent NEEA research on Northwest commercial buildings under 100,000 sq. ft. Drawing on CoStar data and insights from building owners, managers, tenants and brokers, this session explores who occupies these buildings, how they're segmented, and building ownership and management characteristics.

Webinar #2 February 12, 2026

Clean Buildings Performance Standards: Market Challenges & Opportunities

Based on analysis of help desk data, market actor surveys, and stakeholder interviews, this webinar explores how the commercial building industry is navigating Washington State's Clean Buildings Performance Standard (CBPS) and Seattle's Building Emissions Performance Standard (BEPS). Learn about key compliance challenges, market readiness, and supporting scalable, cost-effective building upgrades.

Webinar #3 March 26, 2026

Market Transformation Concept Design Research

This webinar will highlight findings from ethnographic research interviews with commercial real estate market actors, offering a nuanced understanding of the motivations and barriers that shape building upgrade decisions. Gain insights from their responses to potential market intervention concepts, including approaches to helping plan and finance upgrades, and learn about how this feedback is informing market transformation program design.

Webinar #4 April 30, 2026

From Policy to Practice: Implementing Building Performance Standards

Explore early lessons learned from research on building performance standards implementation across the U.S. and internationally. Drawing on secondary research and interviews with jurisdictions that have met compliance deadlines, this session will share findings about compliance strategies, including challenges and successes.

Webinar #5 May 14, 2026

Insights from NEEA's Commercial Building Stock Assessment

This webinar shares findings from analyses of the 2019 and 2025 Commercial Building Stock Assessment data and the new 2025 Commercial Building Stock Virtual Catalogue, highlighting trends shaping the Northwest market. This presentation will focus on insights related to medium-sized buildings and how the region might best target outreach, engagement and market transformation efforts with this segment.



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