

BOMA's Green Guide



When BOMA International first announced the 7 Point Challenge – a program that urges commercial real estate professionals to improve energy efficiency across their portfolios by 30 percent by 2012 – it received national media coverage overnight.

The attention was not misdirected, as the commercial real estate industry contributes nearly 20 percent of U.S. greenhouse gas emissions and spends \$24 billion on energy every year. Within days of the announcement, several major real estate management companies and BOMA local associations accepted the Challenge.

In BOMA's second annual Green Guide, we will:

- Highlight some of the early adopters of the 7-Point Challenge and examine the strategies that are helping them reduce emissions and achieve Green ROI.
- Look at how cities and local municipalities are encouraging green business.
- Offer up tips for property professionals looking to launch their own sustainability initiative or beef up an already existing program.

Answering the call to action

By Lindsey Tiffany

BOMA member companies put their 7-Point Challenge plans in place

BOMA member companies across the country, from local and regional organizations to industry giants operating all over the world, are signing on to BOMA International's 7-Point Challenge to reduce emissions, save money, boost the environment and achieve market transformation across commercial real estate. At press time, 23 companies had endorsed the challenge, with more signing on every day. See how several companies are rising to meet the challenge.

Advance Realty Group

The Call to Action: Advance Realty Group (ARG) has maintained a steadfast commitment to environmental responsibility and sees meeting and exceeding the goals of the 7-Point Challenge as an opportunity for further success.

The Plan of Action: ARG's approach to implementing the Challenge has centered on building evaluations, benchmarking and education. They are working with an international provider of facilities and energy management solutions to ensure the efficient operations of its building equipment and systems through a comprehensive preventive maintenance program, which is predicted to lead to an annual savings of 5 to 17 percent in energy consumption.

Advance Realty Group has also established a thorough benchmarking system and has already begun to share its results with BOMA International. Advance Realty build-

ing managers update each building's utilities information on a monthly basis automatically into ENERGY STAR®. ARG is also taking full advantage of the BOMA Energy Efficiency Program (BEEP). Last year, many of Advance Realty's senior managers and technicians completed all six levels of BEEP, and the company continues to make the courses available to all property managers.

The Carr Companies

The Call to Action: Carr views the 7-Point Challenge as a watershed opportunity to lead the industry in energy-efficiency performance, and is focusing on upgrading technology and retrofits to bring its buildings up to maximum efficiency.

The Plan of Action: Carr recently signed a contract with a water treatment provider that utilizes the latest technology approved for use in obtaining green building water savings credits. They estimate that they will save approximately 5.2 million gallons of water annually on current projects, with the savings possibly doubling by the year 2012. Carr performs lighting retrofits at the properties that need to be upgraded to electronic ballasts, which amounts to an electrical savings of nearly 2.5 million kwh annually. The organization also has a recycling program in place for fluorescent lights and batteries. Additionally, Carr is developing a LEED® Gold Certified property, 901 K, located in the heart of downtown D.C.



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Glenborough, LLC



The Aventine building in La Jolla, Calif., managed by Glenborough, features green cleaning and recycling programs, as well as energy-efficient lighting and a tenant education program.

The Call to Action: Glenborough has been committed to green practices for many years and has been an ENERGY STAR partner since 2000. The company's decision to accept the 7-Point Challenge is driven by its dedication to improve how its buildings operate.

The Plan of Action: Glenborough's Green Program initiative has been crucial for improving operations. The program incorporates a number of building operations and management enhancements, and senior leadership is required to participate in the program. Glenborough has aggressively implemented new technologies to provide cutting-edge control, monitoring and design of environmentally friendly HVAC systems. In addition, the company is using the first totally oil-free compressor, reducing HVAC plant efficiency from 1.25 kw/ton to an efficient 0.35 to 0.5 kw/ton. With more than 50 percent of all existing buildings ENERGY STAR labeled, Glenborough is quickly approaching an average ENERGY STAR rating of 75 as it has committed to the 7-Point Challenge.

Hines

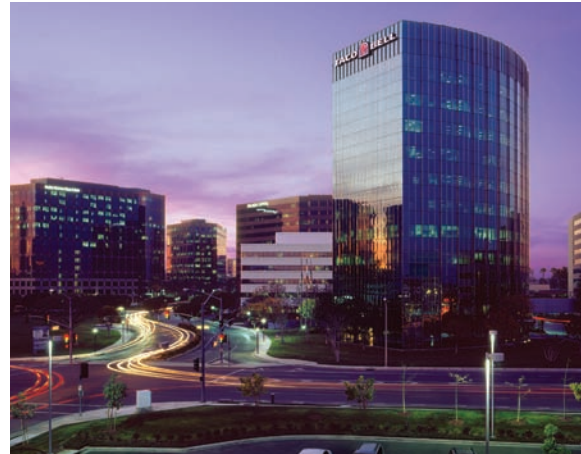
The Call to Action: Long recognized as a global leader in sustainability and the leading owner and developer of green office buildings in the United States, Hines eagerly welcomed BOMA's 7-Point Challenge. To Hines, the 7-Point Challenge is a useful framework or common



1180 Peachtree, managed by Hines, uses captured and stored storm water and condensate from the building's mechanical system.

language – like ENERGY STAR® and LEED® – that communicates our industry's common goals and quantifies success in a succinct and effective way.

The Plan of Action: When Hines invests in, develops, renovates or manages properties, its teams practice and prioritize the sustainable principles at the core of ENERGY STAR, LEED and BOMA's 7-point Challenge. So, to achieve BOMA's 7-Point Challenge, Hines will continue to invest in and rely upon its 3,500 talented, passionate and disciplined staff who know when and how to implement appropriate people-intensive and/or equipment-focused strategies. Hines' rapidly expanding sustainable real estate portfolio includes 60 million square feet of ENERGY STAR-labeled buildings and 35 million square feet of LEED Certified, Pre-certified or Registered projects.



17901 Von Karman in Irvine, Calif., managed by LBA Realty, has received the ENERGY STAR rating every year since first applied for in 2002.

LBA Realty

The Call to Action: As an organization, LBA is committed to implementing practices across its portfolio that reduce the use of natural resources. BOMA's 7-Point Challenge realigned the company's focus and internal resources toward a rigorous but attainable goal.

The Plan of Action: As a result of endorsing the Challenge, LBA has taken a closer look at how it operates, making small changes that yield big results. LBA takes a comprehensive approach to benchmarking, which has proven pivotal in setting and reaching energy-reduction goals. To date, the organization has achieved ENERGY STAR rating on 17 properties, with ongoing assessments for the remaining. Proactive engagement in activities like energy profiling and re-commissioning audits helps LBA reach its ENERGY STAR-qualification goals.

LBA has also taken steps to reexamine its day-to-day management operations, whether that be in green cleaning, recycling programs or tenant communications. As a major sponsor of BOMA's BEEP Program, LBA will require all of its operating personnel to rotate through the program in 2008.

Opus



The Environmental Protection Agency (EPA) Region 8 Headquarters in Denver, managed by Opus, uses solar panels and a green roof to meet energy-efficiency goals

The Call to Action: Opus has seen the increasing importance of greening its portfolios and has taken action in a variety of ways. Signing on to the 7-Point Challenge was a way to recommit to the company's sustainability efforts.

The Plan of Action: Opus has created a strong expertise in developing efficient buildings, and currently has 20 million square feet of sustainable buildings either in planning or under development. Sustainable projects in Opus buildings include the use of energy-efficient mechanical systems, water-efficient landscaping techniques and low-emitting construction materials. Opus is also implementing sustainable practices in its corporate headquarters; a 147,000-square-foot expansion is in the works that will be constructed and managed to meet LEED Gold certification.

BOMA member companies endorsing the 7-Point Challenge

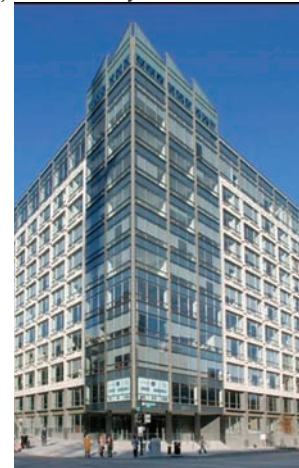
Advance Realty Group
 The Ashforth Company
 Carr Services
 CB Richard Ellis
 Church Street Investment Properties Inc.
 Colonial Properties Trust
 Cousins Properties
 Crescent Real Estate
 Cushman & Wakefield
 Glenborough, LLC
 Harbor Group Management Company
 Hines
 The Irvine Company
 LBA Realty
 MetroNational
 Opus
 Parmenter Realty Partners
 PM Realty Group
 Ryan Companies US, Inc.
 Shorenstein Properties, LLC
 Stream Realty Partners, L.P.
 Transwestern
 USAA Real Estate Company

Public Sector Endorser: EPA ENERGY STAR program

PM Realty Group

The Call to Action: PM Realty Group has a strong commitment to positively impacting the environment and sees the 7-Point Challenge as a natural extension of its existing energy-saving programs.

The Plan of Action: Every PM Realty Group regional office (21 in all) has established a representative to the U.S. Green Building Council. Their Development Services professionals will strive for LEED status on each project that they build and are committed to strongly urging their clients and tenants to assist them in achieving ENERGY STAR and LEED certification on the properties where they provide third-party services. The firm views the 7-Point Challenge as a win-win solution – remaining a leader in the energy-efficiency and environmental conservation arenas, while meeting criteria for LEED certification.



Motion sensors, modified temperature set points and variable frequency drive mechanical systems help PM Realty manage energy at 1899 Pennsylvania Avenue in Washington, D.C

Shorenstein Properties, LLC

The Call to Action: Signing on to BOMA's 7-Point Challenge gave Shorenstein Properties the opportunity to bring together sustainability visionaries in its organization to unify efforts to reduce the company's carbon footprint.

The Plan of Action: To implement the 7-Point Challenge, Shorenstein's Management and Construction Group created the Green Real Estate Environments Now (GREEN) Committee. The mission of the GREEN Committee is to promote environmental stewardship through the implementation of sustainable ecological initiatives that benefit the company's assets, investors, customers and employees, as well as the planet. Committee members research, identify and recommend best practices within the green community and the real estate industry for implementation both in its cor-



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The USAA Phoenix Campus in Phoenix, managed by USAA Real Estate Company, received the ENERGY STAR award in 2005 and 2006 and is LEED Certified-New Construction.

porate headquarters and across its portfolios.

USAA Real Estate Company

The Call to Action: USAA Real Estate Company was

From the top down

Dave Pogue discusses CBRE's green strategy

By Stephanie J. Oppenheimer, APR

Q: Why did CB Richard Ellis (CBRE) accept the Challenge?

A: We believe that environmental stewardship is important for both social and economic reasons, and we take our obligation seriously. We're the largest commercial real estate firm in the world, and we know that our commitment can make a significant, lasting impact on our environment, our business and our clients. Last spring, we announced our commitment to become carbon neutral by 2010, and when BOMA announced its Challenge, it validated what we were doing. Coordinating our efforts across the nation in concert with BOMA is an important statement we are pleased to make.

Q: How is BOMA's Energy Efficiency Program (BEEP) helping CBRE meet its environmental goals?

A: We have a very robust internal training program. When we began looking at sustainability and thinking about course development, we saw that BEEP already did everything we aspired to – it was well written, clear and clean. Rather than trying to recreate the wheel, we decided to adopt BOMA's industry standard. With BOMA's approval and support, we co-branded it as part of our own training. We're requiring every office building manager and engineer to complete the course in 2008.

Q: What is CBRE doing internally to keep sustainability "top of mind?"

A: We're doing the expected things ... publishing internal Standards of Sustainability; benchmarking our properties with ENERGY STAR; and establishing recycling, water-use and green-cleaning programs, among others. Also important is our top-down commitment. Equally important, however, is finding people throughout the organization who

Challenge. Already an industry leader in energy performance, USAA signed on to support a crucial industry initiative, support other companies and do its part to transform the marketplace.

The Plan of Action: A six-time ENERGY STAR Partner of the Year, USAA has improved its average ENERGY STAR rating, from a 48 when it first began benchmarking in 2000 to an exceptional rating of 81 for its building portfolio. The company continues to benchmark energy performance through ENERGY STAR, allowing it to make performance-based comparisons between individual buildings – a crucial part of evaluating and improving energy performance. USAA also employs numerous low- and no-cost strategies, such as shutting off escalators after hours, dimming lights in parking garages and performing regular audits to ensure equipment is running efficiently. The company has found that investing in improvements, such as replacing inefficient lighting, can earn payback within a year and yield substantial energy savings.

share that vision. We've assembled a group called the "Green Knights," who serve as subject matter experts in every market. They help disseminate information and key messages, act as our local advocate and demonstrate what can be achieved when someone embraces our Sensible Sustainability program. The reaction has been overwhelming; every day, I hear from someone telling me about something they're excited about, and that's powering the program.

I've been in the business a long time, and I've never seen a movement or initiative go forward with such speed and power. I'm proud that our company has taken a leadership role, and I'm proud of the way our employees have embraced it. We've done a lot of good work in the last year, and we're poised to do some remarkable work going forward.

Q: What are the next steps?

A: We're introducing a robust recycling program and have made a major commitment to the EPA's Change a Light program. We're also working with the U.S. Green Building Council to get a significant number of our managed office portfolio LEED certified. Much of our success is telling our story and working with tenants to change their behavior. So we are also working hard to develop messages that reach our tenants through personal meetings and building-wide newsletters. We also plan to sponsor a large, company-wide program on Earth Day (April 22, at press time) to visibly introduce and promote the steps we've taken.

This is a multi-faceted effort that requires reaching multiple constituencies and requires a lot of client cooperation and assistance, with buy-in from both employees and tenants. In the end, there is great financial rationale, along with great social and environmental incentives.



Dave Pogue,
Senior Managing Director,
Asset Services
Western Region,
CB Richard Ellis

Building a green Web



BOMA local associations across the country sign on to the 7-Point Challenge

By James Cox

BOMA local associations and their members are embracing the principles of the 7-Point Challenge to improve energy performance in commercial real estate across dozens of cities and regions. To date, 33 BOMA local associations have endorsed the Challenge, creating a rapidly growing network of sustainable energy initiatives across the country. Several associations have instituted programs aimed at assisting their members in achieving the 30-percent goal and have created stronger links with local and state governments to promote the importance of energy conservation.

Following are just a few of the strategies that BOMA local association are putting in place to meet the Challenge.

BOMA/Austin

BOMA/Austin was the first BOMA local association to endorse the 7-Point Challenge. Energy conservation has long been a priority for the association and the city of Austin.

Last summer, the city indicated that it would consider ordinances requiring residential and commercial properties to mandate disclosure of historical energy consumption and point-of-sale energy retrofits, thereby bringing the properties up to an undetermined level of energy efficiency. In order to get ahead of the curve, BOMA/Austin endorsed a proposal to benchmark the energy consumption of at least 90 percent of its member-managed properties, and to reduce consumption by 30 percent over the next three years. Additionally, the local association began educating its members on low- and no-cost ways to reduce energy consumption, and the effect that reducing utility operating costs would have on property NOI and value.

BOMA/Austin also established

a Sustainability Task Force to spearhead the association's effort to benchmark member properties using the EPA ENERGY STAR portfolio manager program; and then provide seminars and exchange best practices information to reduce energy consumption. A result of the establishment of BOMA/Austin's energy-conservation effort was the inclusion of the task force's chair on the city's Energy Efficiency Task Force.

BOMA/Austin has rolled out several Webinars to its membership at no cost, including the six-part BEEP program; the three-part Economics of Greening series; and a seminar on the Energy Policy Act, which requires states to establish minimum commercial building energy codes. In addition, it is currently collaborating with the city and the Clinton Climate Initiative to establish a BOMA/Austin Property Portfolio that will be eligible to participate with the CCI's guaranteed performance contracts and favorable funding alternatives.

BOMA/Greater Cleveland

In addition to being the right thing to do, BOMA/Greater Cleveland endorsed the 7-Point Challenge as a means to encourage efficiency and assist BOMA International in advocating for responsible government programs and voluntary incentives to facilitate market transformation.

In March, the association held its first green-focused panel discussion, "Step One: Go Green with BOMA," which featured speakers from the commercial real estate industry, the Cleveland Green Building Coalition and Entrepreneurs for Sustainability. The local association's April Vendor Show, April 24th (Theme: "Go Green with BOMA"), also included six hour-long breakout sessions on

sustainable opportunities.

BOMA/Greater Cleveland is developing a new task force to implement the Challenge, in conjunction with other energy and utility issues in the state.

BOMA/Portland

Portland is known as a leader in sustainability issues, with the city as well as the state through its efforts in pursuing numerous green mandates aimed at businesses. Tying in with the tenants on the 7-Point Challenge, BOMA/Portland continues to support sustainability, as long as it makes good business sense. BOMA/Portland is working with local and state governments to offer incentives – not mandates – for its members' efforts, and the association is an active participant on several government sustainability task forces.

BOMA/Portland formed a Sustainability Committee to serve as a resource for its members, creating materials with links to key information members will need to meet goals. Its Program and Government Affairs Committees are also focusing on sustainability issues.

In partnership with the Northwest Energy Efficiency Alliance, BOMA/Portland is offering the BEEP series this year. In addition, the local association is partnering with Green Building Services to offer a series of four classes, which take participants through all aspects of greening their buildings.

BOMA San Francisco

BOMA San Francisco members are keenly aware of their natural environment and their responsibilities as custodians of the built environment, as well as how to minimize the impact of one on the other. BOMA San Francisco members have been making large investments in lighting upgrades, heating and cool-

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BOMA local associations that have endorsed the 7-Point Challenge

Austin	Florida	Minneapolis	Portland
Boston	Fort Lauderdale/ Palm Beaches	New Mexico	Raleigh-Durham
Buffalo	Houston	New York	Sacramento
California	Inland Empire	Oakland-East Bay	San Diego
Greater Cleveland	Iowa	Omaha	San Francisco
Columbus	Kansas City	Orange County	Silicon Valley
Dallas	Greater Los Angeles	Orlando	Utah
Denver Metro	Miami-Dade	Philadelphia	Metropolitan
Metropolitan Detroit		Phoenix	Washington

ing system upgrades and the like for many years, so the 7-Point Challenge is a natural extension of what many of its members have already been doing.

BOMA San Francisco members have been upgrading their properties for years under one of the most energy-efficient state building codes in the country, so they are no strangers to the concept of making their structures as “green” as possible, particularly in a state where energy has historically been very expensive.

In 1989, BOMA San Francisco established a Commercial Recycling Competition to recognize the best recycling practices in its members’ buildings, and has recently expanded the contest into its local Earth Awards competition. This awards program, which distributes both cash and local publicity to winners, is supervised by the association’s Environment Committee, which will be the committee that undertakes the promotion of the 7-Point

Challenge and its adoption by members. Benchmarking all member buildings will be the first goal following the recent completion of BOMA San Francisco’s 2nd Annual Earth Awards program in April.

BOMA San Francisco also offers a complete array of BOMA Energy Efficiency Program seminars for its members. In addition, its Codes Committee’s annual seminar will highlight how tenant improvements and other building projects can be accomplished in a more sustainable fashion.

BOMA/Orlando

In an effort to promote, educate and effectively engage its members, BOMA/Orlando created a Green Committee to implement the overall goals of the 7-Point Challenge. The committee’s goals for 2008 include defining the association’s commitment to sustainability, identifying the unique challenges its members face in going green and identify-

ing resources to assist members in these efforts.

BOMA/Orlando is also in the process of establishing a Green Council comprised of its associate members, which include general contractors, mechanical contractors, electrical contractors, waste management representatives, energy consultants and others. Council members will provide unofficial counsel to individual property managers, will conduct on-site walkthroughs of a property and then provide an evaluation, taking into consideration issues faced by owners and tenants, budget constraints and goals.

The Council’s goal is to provide clear “green” direction to each property manager in an unbiased, efficient manner. It will also serve as a conduit to distribute resources to the association’s memberships and will develop incentives for benchmarks reached by members.

Five steps to developing an energy awareness plan

An energy awareness plan is, in essence, a communications plan; it outlines the steps you’re going to take to communicate your energy-efficiency plans and goals to the stakeholders in your buildings. Without the awareness and support of your tenants, engineers and property managers, much of your energy-efficiency plan will go unrealized. Here are the essential components of a successful energy awareness plan:

- 1. Create an energy management plan.** It should outline your goals for energy performance and efficiency, and lay out strategies to achieve those goals. The BOMA Energy Efficiency Program (BEEP) courses one through five cover this topic in great detail.
- 2. Generate a communications plan.** The plan should summarize your energy management plan, define who your audience is and how you’ll get your message across. Consider the various methods of communication available and use them to your best advantage.

- 3. Determine how to measure success.** It is critical to understand what your goals are and how you will know when they have been achieved. Identify tangible ways your targets can be reached.
- 4. Monitor progress.** Implement a training program to keep all stakeholders focused on your energy-usage targets. Engage staff in education, share best practices and compile tips and ideas. Training can be informal, such as a brown-bag lunch and a PowerPoint presentation; or formal, such as mandatory BEEP participation.
- 5. Celebrate success.** Recognize those who have helped you reach your goals. Continue striving for optimal efficiency, enlisting the help of the communities within your buildings.

To learn more about creating an energy awareness plan, sign up for BEEP Course 6 by visiting www.boma.org/TrainingAndEducation/BEEP/schedule.htm.

High tech goes green

BOMA/Silicon Valley spotlight

By Stephanie J. Oppenheimer, APR

Silicon Valley has long been known for leading innovation, and the city's plan for going green will, it is hoped, become a prototype for other cities across the nation to emulate. At BOMA/Silicon Valley, the commitment to sustainability is equally fervent, with a strong and active Energy and Sustainability Management Committee formed in January, the adoption of BOMA International's 7-Point Challenge in February and the kick-off of a series of green edu-



San Jose Mayor Chuck Reed receives the "Moxie Award" from BOMA/Silicon Valley Association Executive Bob Jacobvitz.

cational programs in March that directly tied in with the city of San Jose's and Mayor Chuck Reed's vision for going green.

As anyone who has adopted the 7-Point Challenge knows, a big part of its blueprint for success is

the importance of partnering with municipalities and city governments to combine education and other communications efforts, and here BOMA/Silicon Valley really shines.

Early implementation steps established a link with San Jose right away, with Mayor Reed serving as the March luncheon speaker, partnering with the city on future education programs to assist property owners in becoming "greener"; working with the city to solicit feedback on how to achieve higher recycling rates; discussing a recognition program for commercial buildings as they achieve green milestones; and establishing linkages with smaller cities within Silicon Valley.

"The education proponent is central for us," says Sheryn Cockett, president of BOMA/Silicon Valley, "with seminars scheduled for the next six months. We're committed, the city is committed; and our partnership is a win-win for everyone. And, by letting the city know what we're doing, we're getting their support and buy-in. We don't want them to make mandates; we want to show them that we can do it on our own ... and, through this partnership, the Mayor understands when to take a step back and let the private sector do its thing."

That level of commitment from both BOMA/Silicon Valley and the city also made accepting the 7 Point Challenge an easy decision, with multiple shared ideals.

"The 7 Point Challenge was in keeping with everything we're doing," says George Denise, general manager facilities, Cushman & Wakefield at Adobe Systems. I don't know of a single member who isn't already implementing energy conservation and at least some sustainability practices. I think, on some level, it's becoming an overall philosophy that a sustainable culture must be our goal."

"Accepting this challenge was a no brainer," agrees Robert Jacobvitz, executive vice president of BOMA/Silicon Valley. "Through green practices, we'll have less of an impact on our environment, and it's smart business. Managing efficient buildings has huge financial payback, and our members are incredibly motivated by the possibilities."

"Eventually," Denise concludes, "I think it will get to the point where buildings that aren't green certified are not going to be considered Class A buildings, and the reason is simple: It's too hard to not do it. Your building will operate more efficiently, your operating costs go down and pretty soon 'green' practices become part of the calculation of the building's value."

City Mayor Goes Green

San Jose Mayor Chuck Reed has launched a Green Vision for San Jose, Calif., an ambitious and comprehensive 15-year plan to solve environmental problems and grow the local economy. Focused around three elements – Clean Tech Innovation, Sustainability and Green Mobility – San Jose's Green Vision is a roadmap for the city to become the world's center of Clean Tech innovation.

The plan outlines 10 far-reaching goals that address energy consumption, water use, greenhouse gas emissions and other environmental impacts. The goals are:

1. Create 25,000 Clean Tech jobs as the World Center of Clean Tech Innovation.
2. Reduce per capita energy use by 50 percent.
3. Receive 100 percent of electrical power from clean, renewable sources.
4. Build or retrofit 50 million square feet of green buildings.
5. Divert 100 percent of the waste from landfill and convert waste to energy.
6. Recycle or beneficially reuse 100 percent of wastewater (100 million gallons per day).
7. Adopt a General Plan with measurable standards for sustainable development.
8. Ensure that 100 percent of public fleet vehicles run on alternative fuels.
9. Plant 100,000 new trees and replace 100 percent of streetlights with smart, zero-emission lighting.
10. Create 100 miles of interconnected trails.