

STRATEGIES TO IMPLEMENT A VIABLE SUSTAINABILITY PROGRAM

IMPLEMENTING LEED EB AND SUSTAINABILITY IN THE FUTURE

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Three Goals of this Presentation

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- Making Vendors Work for You/Vendors Increase Their Value
- Involvement & Engagement
 - Culture Change
 - Tenants/Occupants
 - Organization
 - Staff/Management
- Institution of Tracking & Management Processes
 - Budget Planning

Helping Vendors Work for You

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- Vendors are the experts and the most up to date in the industry
- Make them come to you
 - ▣ Form a symbiotic relationship
 - “They market, while you learn”
 - ▣ Program updates on a regular basis
 - ▣ Latest and greatest sustainability products/strategies
 - Innovative and “cutting-edge” solutions
 - Continued Documentation

Helping Vendors Work for You

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- Use Vendors to Stay Informed
 - New information that helps to focus and involve the team with the LEED process and the sustainability goals.
 - Encourage vendors to provide information in a timely manner and on a schedule
 - Apply this information to daily internal tasks and responsibilities
 - Having information about what is on the horizon helps owners plan

Occupant and Staff Involvement & Engagement

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- Responsibility is on the building staff to maintain all program changes
- Integrate corporate social responsibility with employee values and goals
 - ▣ Assignment of on-going responsibilities
 - ▣ Assign point-person for each program that requires ongoing documentation
- Tenant Required vs. Tenant Informed action items

Occupant and Staff Involvement & Engagement

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- Education Programs – Knowledge is Power
 - ▣ Training/Seminars
 - Keep employees informed of new practices
- Excite Interested Parties
 - ▣ Encourage employee/occupant/tenant involvement – give them time
 - ▣ Track and display impacts and savings
 - ▣ Show staff how their contributions matter

Occupant and Staff Involvement & Engagement

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- Culture Change – It Takes Time
 - Top to bottom and bottom to Top
 - Structure hierarchy to “LEED” by example
 - Interdepartmental coordination and communication
 - How?
 - Incentive/Reward programs
 - Encourage employees to go above and beyond
 - Lease Agreements and Tenant Incentives
 - Marketability
 - LEED is your competitive advantage – keep the pressure on YOU!

Institute Tracking and Management Processes

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- Use the tools LEED forces you to create
- Continued setting deadlines and goals
- Include LEED in:
 - Budget planning
 - Lowering overhead costs projection goals
 - Return on Investment/Associated payback analysis
- ASSIGN RESPONSIBILITIES AND FOLLOW UP!

Institute Tracking and Management Processes

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- Budget Planning for Future Success
- What LEED credits were UNavailable?
- Sustainability Goals – Incorporate into Future Planning
- Financial Investments and People-Power
 - ROI Assessments
 - Lowering overhead costs – what is reasonable?
- Green roof/commissioning/storm water mgmt

Post-Certification

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- What happens next?
- Celebrate – It's a BIG DEAL!
- Post-Certification Charrette
 - 2 paths to follow for future sustainability:
 - Maintaining Sustainable Practices
 - LEED RE-Certification
- New Goals Keep Project Momentum
 - Create an internal group to focus on sustainability
 - Implementing/maintaining new performance standards
 - Target “long-term” sustainability goals

Conclusion and Q&A

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- ❑ Vendors are valuable
- ❑ Staff and Occupants are vital
- ❑ Budget Planning makes it viable

Presenter biography

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- Rachel Hardesty has been working with SDK for close to three years and within the commercial real estate community since moving to Washington DC in the winter of 2004.
- Ms. Hardesty has been the LEED for Existing Buildings (EB) project manager in her firm and is currently working with approximately 25 different buildings to create a viable green building certification package for submission to the U.S. Green Building Council. Ms. Hardesty was promoted to Director of Business Development in winter of 2009 but still remains very involved in all LEED EB and programmatic sustainability work at SDK.
- Ms. Hardesty has a 100% success rate for LEED EB certifications and was the project manager for the first LEEB EB Gold building in the District of Columbia; this achievement earned the project “Project of the Year” in 2009 from the USGBC National Region Chapter.