

Five Steps to Sustainability

Operating in a way that is friendly to both the environment and the budget is increasingly being mandated by public sector entities. Yet, with so many potential initiatives to pursue, and challenges to each one, it can be overwhelming to know where to start. Jones Lang LaSalle's latest paper, *Sustainability: A Guide for the Real Estate Executive*, outlines the following five steps as key to implementing a sound sustainability program:

1) Create a portfolio strategy that aligns with your organization's goals.

A well-planned sustainability initiative will help, not hinder, organizational goals such as service, and operational and financial efficiency.

2) Establish leadership and accountability. Assemble a core team that includes a program manager to guide day-to-day activities as well as representatives from groups such as facility management, operations, human resources, procurement and communications.

3) Develop a performance and measurement process. Metrics will help you measure and monitor progress in such areas as greenhouse gas emissions,

water use, solid waste volume, recycling volume and recycled materials usage.

4) Formulate portfolio and property action plans. Introduce initiatives on such fronts as employee engagement, procurement and supply chain, facility operations, and stakeholder communication. Specific property plans can be executed by site champions.

5) Communicate results. Report success internally and externally when appropriate.

For more information about how to implement any of these steps, please contact John Schinter at +1 312 228 3139, john.schinter@am.jll.com.



Public Sector Sustainability Success Stories

The economic, social and environmental benefits of sustainable design and construction have led the public sector to become a driving force behind "green" building development. Here are a few examples of notable sustainability projects at both the federal and local government levels:

Federal Development

- The Department of the Navy's goal for its Marine Forces Reserve Command facility in New Orleans is to make the facility the most cost-efficient installation in the Department of Defense portfolio. Navy officials are working with a private sector development team to incorporate the Green Building Council's Leadership in Energy and Environmental Design (LEED) concepts into the building and landscape designs to lower life-cycle operating costs.
- The Department of the Army is testing new housing-based LEED standards at a number of installations as part of its Military Housing Privatization Initiative (MHPI)-comprising almost 90,000 homes on 45 installations. Further, the Army seeks the ENERGY STAR standard for all newly constructed homes. This standard applies to just 12 percent of non-military homes. Electric and natural gas metering for individual homes is another part of the Army's goal to reduce energy consumption.
- The Department of the Air Force also applies the ENERGY STAR standard to all newly constructed MHPI homes. In fact, almost 2,500 privatized housing units at its Hickham Air Force Base in Oahu, Hawaii, have solar water heaters that supply nearly 100 percent of each home's hot water needs. Some homes feature rooftop photovoltaic cells that feed solar energy back into the units' energy grids. This project was recently recognized by the Hawaii Energy Alliance for lowering energy consumption.

Local Department

- The District of Columbia (D.C.), through its Green Building Act of 2006, is the first major U.S. city to require LEED compliance for private projects. These standards are mandatory for certain public projects and will be mandatory by 2009 for private construction of more than 50,000 square feet.
- Poplar Point, one of D.C.'s largest-ever economic development projects, is the redevelopment of an underutilized 130-acre federal property on the Anacostia River into residential, commercial, retail cultural and recreational space. A track record of sustainability innovation was a key factor in the D.C. government's selection of the developer, which built the country's first LEED platinum-certified building. The developer's plans include an International Environment Center incorporating an environmental museum as well as office and research space for "green" businesses. Additional building elements designed to meet the developer's 50-Point Plan for a "One Planet Community" include green roofs and wall systems, wind turbines and renewable power, and a waste biomass energy plant.
- The Southwest Waterfront, a 20-acre D.C.-owned site along the Washington Channel, is being redeveloped into an urban destination mixing the maritime activity of the historic Fish Wharf with housing, commerce and culture. The District requires LEED compliance in all development aspects from opening green spaces to improving river water by increasing channel circulation.

Integrating sustainable design into public sector development provides efficiencies throughout the real property life cycle and provides superior long-term value for government tenants and taxpayers. **For more information on implementing sustainable design initiatives at your organization, please contact Kenyattah Robinson at +1 202 719 5827, kenyattah.robinson@am.jll.com.**