



Making Information Accessible

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Overview

- Location of Energy Statement
- Layers of Information
- Awareness Campaign
- Key Questions



Location of Energy Statement

- Must be seen to be effective
 - Appliance and fuel economy labels on products themselves
 - ENERGY STAR plaque affixed to building
- May be specified in EO/legislation
- May be limited to certain transactions



Layers of Information

- Limited information on public disclosure document
- Website address for more details
 - What website?
 - Need content
 - Web pages also need to be layered
- Fact sheets?

Example – ENERGY STAR Buildings

ENERGY STAR

SUPERIOR ENERGY MANAGEMENT CREATES ENVIRONMENTAL LEADERS
U.S. Environmental Protection Agency

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Buildings & Plants

Guidelines for Energy Management

Tools & Resources Library

Expert Help

Commercial Building Design

Green Buildings

Getting Started for...

- Commercial Real Estate
- Corporate Real Estate
- Government
- Healthcare
- Higher Education
- Hospitality
- Industrial
- K-12
- Retail
- Small Business
- Congregations
- Service & Products Providers
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Building Name	Building Type	Building Owner	Property Manager	Location	Label Year(s)
1001 Pennsylvania Ave	Office	TIAA-CREF	1001 Penn Engineering	1001 Pennsylvania ave nw suite Washington, DC 20004	2003, 2004, 2005, 2006, 2007
1100 New York Avenue	Office	Manulife Financial	Manulife Financial	1100 New York Avenue, NW Washington, DC 20005	2007
1101 17th Street	Office	Vornado/Charles E. Smith	Vornado/Charles E. Smith	1101 17th Street N.W. Washington, DC 20036	2008
1140 Ct. Ave	Office	Vornado/Charles E. Smith	Vornado/Charles E. Smith	1140 Connecticut Ave NW Washington, DC	2008

Internet



SUPERIOR ENERGY MANAGEMENT CREATES ENVIRONMENTAL LEADERS

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ENERGY STAR Labeled Building Profile

1900 K Street
1900 K St.
Washington , DC 20006



Owned by TIAA-CREF and managed by Hines, 1900 K Street is a distinctive 13-story, 337,000 square foot Class-A office building in the heart of downtown Washington, DC's central business district. Designed by the acclaimed firm of Cesar Pelli & Associates, 1900 K Street features a distinctive curtain wall system, utilizing contrasting bands of glass and raised mullions. The property is distinguished further by a semicircular corner entrance that leads to a glass-walled rotunda and a breathtaking three-story lobby atrium. Tenant amenities include 6,000 square feet of on-site retail, a rooftop terrace and a location near numerous fine-dining restaurants and convenient access to the Washington Metro.

As a result of improvements to the building systems and building energy management made possible by the use of the existing building automation system to its fullest potential, 1900 K Street has earned the ENERGY STAR. Variable frequency drives (VFDs) installed on building chillers allows them to operate at speeds commensurate with actual demand. In addition, building management plans to install a VFD on the tenant condenser pump and is exploring reduction in energy consumption through the use of occupancy sensors to control lighting in tenant spaces.

Hines, EPA's ENERGY STAR Partner of the Year in 2001, 2002 and 2003, as well as the recipient of the EPA's Sustained Excellence in Energy Management award in 2004, is proud to participate in the ENERGY STAR program, considering it an aid to leasing, and a sound and responsible business decision.

Communications:

Building Owner:
TIAA-CREF

Property Manager:
Hines

Year(s) Labeled (Rating):
2007 (80)
2006 (78)
2005 (80)
2004 (75)
2002 (75)

Facility Type: Office

Total Floorspace: 381486 sf

Year Constructed: 1996

Energy Intensity: 74.8 kBtu/sf/yr

Contract Type: None

Technologies Used:
Stage 2 Lighting

Example – Fuel Economy Guide

The screenshot shows the Fuel Economy Guide website in Microsoft Internet Explorer. The browser window title is "Fuel Economy - Microsoft Internet Explorer". The address bar shows "http://www.fueleconomy.gov/". The website header includes the URL "www.fueleconomy.gov" and navigation links for "Links | FAQ | Site Map | Search | Contacts". Below the header is a banner image featuring four cars: a silver sedan, a white SUV, a silver sedan, and a yellow convertible. The website is affiliated with the "United States Department of Energy Energy Efficiency and Renewable Energy" and the "United States Environmental Protection Agency".

The main content area is divided into several sections:

- FIND AND COMPARE CARS...**: Includes a photo of a woman at a computer. Text: "Gas mileage (MPG), greenhouse gas emissions, air pollution ratings, and safety information for new and used cars and trucks".
 - Compare Side-by-Side
 - NEW! Advanced Search
- YOUR MPG ...**: Includes a photo of a red sports car.
- Diesel Vehicles**: NEW! Tax Incentive Biodiesel
- Gasoline Prices**: Find the Lowest Prices Frequently Asked Questions
- Gas Mileage Tips**: Driving More Efficiently Drive \$marter Challenge
- Hybrid Vehicles**: How Hybrids Work Tax Incentives
- Videos**: Extreme MPG NEW! Motorweek Videos
- Alternative Fuel Vehicles**: Flex-Fuel Vehicles How Fuel Cells Work

On the right side, there is a large graphic for the "Fuel Economy Guide 2009" with a "NEW!" tag. Below it are two bullet points:

- 1985-2009 MPG estimates
- Print the Fuel Economy Guide

Below that is an "In the News..." section with three news items:

- New Hybrids Face Market Headwinds - Cars.com
- Ford Will Speed Green-Car Launches - The Wall Street Journal
- 2011 Chrysler 300/Dodge Charger expected to exceed CAFE standards - Autoblog

The browser's status bar shows "Done" and "Internet". The Windows taskbar at the bottom shows the Start button and several open applications: workshop, 3 Microsoft..., 2 Internet..., 2 Microsoft..., 2 Adobe R..., Disclosure of..., and 2 Microsoft... The system clock shows 12:33 PM.

Example: CoStar Listings Database

CoStar Group, Inc. log out

search results
157 properties / 566 spaces

Denver Club Building  [See Our Ad](#)

properties	spaces	changes	demographics	map										
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Address	Name	Type	Cl	Status	RBA/CLA	SP Avail	Rent/SP/Yr	Submarket	Landlord
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	518 17th St	Denver Club Bldg	Office	B	Existing	232,000	58,584	20.25	Central Business...	Corum
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	999 18th St	Denver Place	Office	A	Existing					
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	555 17th St	555 17th Street	Office	A	Existing					
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	717 17th St	Manville Plaza	Office	A	Existing					
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1050 17th St	Independence Plaza	Office	A	Existing					
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1125 17th St	Bank One Building	Office	A	Existing					
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1225 17th St	17th Street Plaza	Office	A	Existing					
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1331 17th St	Guaranty Bank Bldg	Office	B	Existing					
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1999 Broadway	1999 Broadway	Office	A	Existing					
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1700 Lincoln St	Wells Fargo Center	Office	A	Existing					
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1031 13th St		Office	C	Existing					
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1101 13th St	Tramway Bldg	Office	B	Existing					
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	331-335 14th St	Independence Bldg	Office	B	Existing					

CoStar's Green Database



Green Buildings	Buildings	Square Footage
Energy Star	550	163,120,856
LEED	318	55,688,917
Totals	868	218,809,773

320 Park Ave - Mutual of America Bldg



ENERGY STAR Score 85

Total Energy Consumption/SP: \$6.42 200,120 125.5
 Electricity Consumption/SP: \$2.85 62,053 39.5

Location: Mutual of America Bldg
 Between 50th & 51st Streets
 Midtown Cluster
 Plaza District Submarket
 Manhattan
 New York, NY 10022

Building Type: Class A Office
Status: Bldg 1968, Renov Jun 1998

Developer: Mutual of America Life Insurance Company
Manager: Jones Lang LaSalle Americas, Inc.
Recorded Owner: Mutual of America Life Insurance Company

Stories: 35
RBA: 694,000 SF
Typical Floor: 19,828 SF
Total Avail: 4,338 SF
% Leased: 100%

Expenses: 2001 Tax @ \$6.04/sf, 2001 Ops @ \$27.01/sf
Parcel Number: 1286-0035
Amenities: Banking, Concierge, Food Service, Property Manager on Site

Quoted Rent: \$62.00 + Elec
Electricity: \$2.85
Total Cost: \$64.85

Floor	SP Avail	Plan Config	Bldg Config	Rent/SP/Yr + Tax	Occupancy	Ten	Type
P 21st	4,338	4,338	4,338	\$52.00 + elec	Vacant	5 yrs	Subst



Awareness Campaign

- How will the target audience know the information is available?
 - Long history of fuel economy label and energy guide
 - These are on the products at point of sale
- What are options for raising awareness?
 - Marketing campaign
 - Website links
 - Other



Key Questions

- Where should the energy statement be posted?
- Is there an existing website for additional layers of information? Or is a new website necessary?
- Who posts the information to the website and who maintains it?
- How does the website link to EPA?
- Are fact sheets useful for supplemental information? If so, where are they housed?
- What are the most cost-effective options for raising awareness?