



Overview of Environmental Initiatives – October 2009

Recognizing the critical significance of conserving energy, containing costs and reducing environmental impacts, AOBA has taken a lead role over the past two years to provide **quality education** on sustainability issues and to initiate programs to help members succeed in their on-going environmental efforts.

During 2009, AOBA developed and hosted several new environmental education programs for members. In conjunction with BOMA International, AOBA hosted a half-day **training seminar for energy managers on EPA's Energy Star benchmarking** techniques. A professional trainer assisted commercial building managers with hands-on assistance during this well-received workshop.

AOBA also worked with Pepco, and Lockheed Martin – Pepco's administrator for energy efficiency and conservation programs – to **help members learn how to apply for rebates and incentives** available from Pepco for DC and Maryland "shovel ready" projects. As of early October, approximately 50 applications for funding for energy efficiency projects have been submitted to Lockheed Martin. Once completed, these projects will make a significant contribution towards reducing energy consumption and carbon emissions in DC.

During the summer of 2009, AOBA contracted with a public relations firm to help develop a **campaign focused on AOBA-member apartment building managers**. We held focus groups at AOBA to determine what consumer-friendly collateral would be most effective in helping apartment residents "go green." The result of the focus groups: a new addition to AOBA's website that multifamily members are encouraged to link to. The "*Go Green for Good*" page is cleverly designed with handy energy efficiency tips for apartment building residents!

Since careful analysis and management of utilities bills are inextricably linked to energy savings for large commercial and multifamily buildings, AOBA organized **meetings with customer service managers from Pepco, and Dominion**, during the summer of 2009. These meetings served to introduce members to utility executives and spur dialog and communication regarding reliability concerns and other customer service issues.

On Sept. 25, 2009, nearly 200 professionals attended AOBA's **2009 Green Conference and Resource Center**. This year's event, themed "*Taking Sustainability to the Next Level*" followed up on a successful September 2009 Green Conference. At the Conference, members were inspired by keynote speaker Marc Gunther, gained "beyond the basics" insight from popular instructor Marc Fischer, learned about water and energy savings projects achieved in local multifamily communities, and participated in a dialog

on national and regional environmental mandates. A special afternoon session focused on helping apartment building managers learn how to change behaviors – so that their residents would adapt more sustainable practices. All presentations by Conference speakers are posted at www.aoba-metro.org under the *Going Green* button on the home page.

Since its establishment in April of 2008, AOBA has regularly communicated with its **Energy Managers Roundtable**, an informal group of executives responsible for energy management and conservation in local office and apartment buildings. Members of the peer-group forum, now comprised of nearly 70 representatives, share best practices regarding energy management issues. An online Forum allows energy managers to post questions to each other in a secure environment. The Roundtable helps meet the needs of AOBA-member property owners and managers, who face rising energy costs and at the same time, strive to make their buildings as environmentally sustainable as possible.

AOBA also maintains its “**Going Green**” website feature at www.aoba-metro.org. This online resource, updated periodically, includes a unique summary of current environmental laws, regulations and incentives relevant to AOBA members, as well as helpful links and handy-to-reproduce **Green Tips** for residents and tenants.

Finally, the **AOBA Alliance**, a subsidiary of AOBA, continues its work to negotiate procurement contracts for energy generation. The AOBA Alliance identifies opportunities for its members to achieve savings in energy purchasing, which include the purchase of “green” energy through renewable energy certificates (RECs).

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