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| THE PEOPLE BEHIND THE DEALS IN THE NY REAL ESTATE SCENE |



CodeGreen leading the greener,
greater building
revolution in NYC

Christopher Cayten, Chris VanderWeyden & Patricia Lee on
the green roof of their LEED Silver project, 100 Park Avenue

Proving “Less Is More” In Building Efficiency



Christopher Cayten, Chris Vander Weyden, Patricia Lee, Gillian Sciarettta, Matthew McCue, Edgar Bello, Diana Rodrigues

Magazine headlines are filled with flashy innovative green technologies, and various ‘cap and trade’ proposals, but the real story isn’t what’s in store for the future, but rather the money being saved by owners and companies today.

CodeGreen Solutions, a firm headquartered in New York City, was founded on the premise that efficiency pays. When reviewing CodeGreen’s lengthy client project list, it’s evident that increased building efficiency often pays hundreds of thousands of dollars in savings directly back to building owners. CodeGreen is a pioneer in discovering green solutions for countless buildings in operation throughout the country. While many companies focus on finding ways to design new buildings more sustainably, CodeGreen focuses on how to apply green technology and efficiency to existing buildings. “In a way, CodeGreen was contrarian by focusing on existing buildings in the midst of the last building boom,” notes CodeGreen’s co-founder, Stephen Rizzo.

CodeGreen believes the best solutions for greening properties are often also the simplest. Finding “low hanging fruit,” such as inefficient lighting and adding components like motion sensors or Variable Frequency Drives, are just a few examples of the retrofits CodeGreen has guided building owners through. Rizzo states, “These items with two or even one-year paybacks are really no-brainers for owners.”

At 200 Fifth Avenue, CodeGreen consulted on an upgrade to LEED®-EB (Leadership in Energy and Environmental Design for Existing Buildings) Gold certification status that returned more than \$500,000 in NYSERDA rebates to owner L&L Holdings; this was in addition to the owner’s substantial annual energy savings. It’s not surprising to learn that CodeGreen has managed the LEED® certification for 75% of NYC’s LEED®-EB office space in recent years for such prestigious organizations as the Rockefeller Group, Beacon Properties, SL Green and L&L Holdings.

ProAct™

When it comes to existing buildings, the critical piece to both efficiency and achieving LEED® results is maintenance and operation. The green building industry has always been heavily biased towards new construction, a fact that CodeGreen realized early on. “Owners were often frustrated by the limited solutions for their existing buildings when they saw all these great, yet non-applicable, new building technologies,” notes Chris Cayten, CodeGreen’s managing director. In order to ensure that buildings are operated and maintained according to green “best practices,” CodeGreen developed a proprietary web-based software product called ProAct™, which was released in late 2009.

ProAct™ is the only software package designed to track, maintain and report the ongoing sustainability of today’s complex buildings. It streamlines building sustainability for LEED® certified buildings and can be used in buildings with existing sustainability policies or those without. At first glance, it looks like ProAct™ is to LEED® as Turbo Tax™ is to IRS filing; however, in practice ProAct™ is much more.

ProAct™ does the intricate tracking and administrative functions required by LEED® best practices, and its interface becomes the building dashboard managers need to monitor and check performance. Any items that fall into the category of building operations or management can be tracked, including energy and water use, recycling rates, recycled paper purchases, cleaning products and maintenance schedules. As Mike Flatley of the Rockefeller Group affirmed, “Managing our LEED® compliance and recertification would be untenable without the ProAct™ tool offered by CodeGreen.”

NYC’s New Energy Efficiency Laws

In addition to LEED® certification and creating ProAct™, CodeGreen has been working with clients for several years to improve energy efficiency in large complex buildings. CodeGreen performs Energy Star® benchmarking, energy audits, retro-commissioning, upgrade and retrofit management and helps clients receive government incentives for these initiatives.

In December 2009 New York City passed the “Greener, Greater Buildings Plan” that requires the owners of large

buildings in New York City to perform almost all of these energy saving initiatives. CodeGreen has positioned its clients ahead of the curve with regards to this legislation through its proactive energy efficiency and sustainability services.

Cayten explained, “CodeGreen participated in draft reviews of this legislation since it was originally crafted by the City’s Office of Long-term Planning more than a year ago. When it was passed by the City Council, we knew that it was a groundbreaking regulation that would require building owners in New York City to take a hard look at the energy efficiency of their existing buildings.”

The “Greener, Greater Buildings Plan” is aimed at reducing the energy consumption and carbon footprint of New York City’s existing buildings, which are responsible for 75% of the City’s greenhouse gas emissions. The Plan includes four New York City Local Laws that will ultimately reduce the City’s greenhouse gas emissions by almost 5% and save New Yorkers more than \$700 million in energy costs annually. Details on the new laws’ requirements and deadlines can be found on CodeGreen’s website at www.codegreensolutions.com.

The first deadline for building owners is May 2011, when owners will have to benchmark their building’s energy efficiency using the EPA’s Energy Star® Portfolio Manager Tool. The next deadline for building owners is 2013 when they will be required to perform energy audits and retro-commissioning on buildings to improve energy efficiency.

Although the deadline for these energy assessments isn’t until 2013, building owners can complete the studies now and take advantage of current state cost-sharing programs to help offset the cost of these studies. “It is rare that state incentives exist for legally required measures, so we are encouraging all of our clients to complete these energy audits now, while the state is still offering to pay for 50% of the fee,” remarked Cayten. “I can’t imagine these incentives lasting very long now that the energy audits are required by law.”

When asked about the impact that the new “Greener, Greater Building Plan” laws will have on NYC’s carbon footprint, Rizzo concluded, “Increasing energy efficiency and making operations more sustainable in existing buildings is hands down the first step in reducing our carbon footprint.”