

# Implementing Sustainability & Recycling Programs with Building Occupants

For MC-COG Recycling Committee Meeting

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# Agenda

- Company Overview
- Tower Sustainability Initiatives
- Current Recycling Initiatives
- Future Recycling Strategy with Clients
- Building Green Team Pilot
- Opportunities for City Government



# Company Overview

- Family-Owned Real Estate Development
- Local – Washington DC Metropolitan Area
- 100+ Employees w/ HQ in Rockville
- Develops, Owns & Manages Properties
- 4.5 million SF office buildings, 1,400 residential campus, retail shopping centers
- Leader in Green Building Industry



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# Building Portfolio



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# Sustainability Leadership

- U.S. Buildings account for 40% of energy usage and GHG emissions.
  - “Green” entered the corporate vocabulary over 10 years ago.
- Sustainability goals expanded in 2005
- Use LEED EBOM & Energy Star as major tools for building operations
- Triple Bottom Line Approach



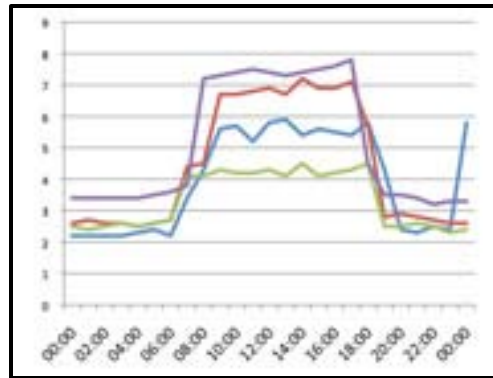
# Tower Sustainability Initiatives

- LEED Certifications
  - 10 out of 12 Buildings
  - 88% of Portfolio (SF based)
  - 4 out of 13 projects certified are LEED Platinum
  - Use of Different Rating Systems
  
- EPA Energy Star Certifications
  - 4 out of 7 Buildings (67%)
  - Tower Recognized as an “Energy Star Leader”
  - Average Portfolio Rating = 77



# Tower Sustainability Initiatives

- 20% of Tower Employees are a LEED APs or Green Associates
- GHG Inventory Reporting
- Purchase Renewable Energy Credits & Carbon Credits
  - Offset 100% GHG emissions
- Electric Vehicle Car Charging Stations

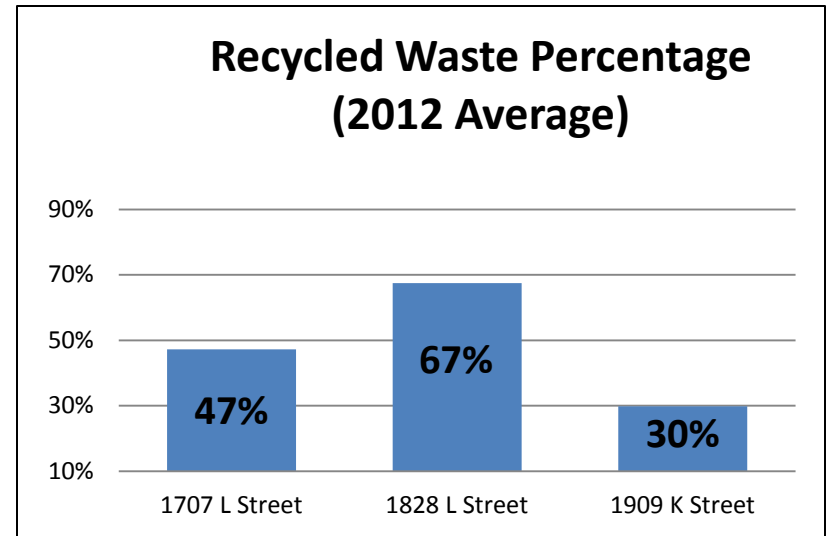


- Real Time Energy Management:  
7% Reduction Goal for 2012
- Green Lease for Clients & Green Construction Guidelines for Contractors
- Assist Clients with LEED Certifications



# Current Recycling Initiatives

- Earth Day Presentations
- Added Recycling for Earth Day
- Cleaning Staff Signage/ Education (English & Spanish)
- America Recycles Day
- New Recycling & Landfill Signage
- Engage Contractors to ensure proper recycling and reporting (LEED Requirement)
- encourage biodegradable containers & composting in Retail spaces
- Golden Triangle BID's pilot program for sidewalk recycling containers



**Building Green &  
Being Green**

Presented to: 1707 L Street Clients





# What can you put in your Single Stream Recycling Bin?

## YES!



**PAPER**

**GLASS**



**CLEAN and Intact** clear and colored glass jars and bottles.

White and colored paper, newspaper, magazines, catalogs, mail, folders, cards, phone books, cereal and cracker boxes\*.  
*If you can't tear it, you can't recycle it!*

**METAL**



**CLEAN** aluminum, steel and tin food cans, soda cans, tin foil and tin scrap, TV dinner trays

**PLASTIC**



**CLEAN** narrow-necked and wide mouth plastic beverage food and produce bottles and containers labeled #1-#7, such as yogurt containers, empty medicine bottles, etc.

\*Corrugated cardboard recycled separately. See Property Management for details.



## NO!



Broken Glass, lightbulbs\*, crystal, china

Napkins, paper towels, tissues, food wrappers, any paper contaminated by food, paper plates, photo paper, wax paper/boxes, pizza boxes

Styrofoam, plastic drinking cups, foam peanuts, bubble wrap, plastic bottles containing oil, plastic flatware, plastic grocery bags, clamshell containers

Metal office supplies, binder clips, metal TV dinner trays contaminated by food

\*Lightbulbs recycled separately. See Property Management for details.



# STOP!

Are you sure you want to put that in here?



**Non-recyclable items only please.**



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# Recycling Barriers

- Better Communication of Benefits
- Transparent Cleaner's Pick-up Containers & Office Space Containers
- Clear Communication to Tenants on recycling pick-up locations/ frequency (Convenience is key)
- Building Occupant & Cleaning Company Education – Do's & Don'ts
- Consolidation of Contracts
- Consistent Reporting from Waste Vendors
- Tired of the 3-R's speech – combine with another fun, social initiative

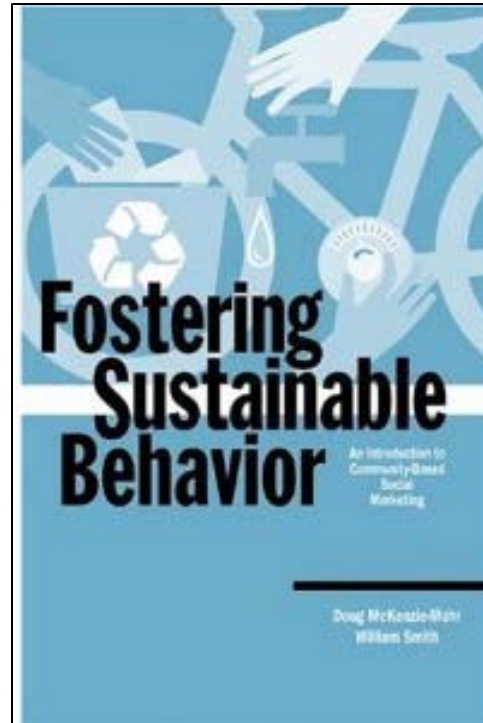


*34% diversion improvement rate with shaped lids!*



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# Future Recycling Strategy



- Improved Containers for Cleaning Company & Tenant Spaces
- Better Signage for Clients
- Office Space Recycling Audits
- Reporting Progress (need reports)
- Additional 1-on-1 Meetings for Q&A's
- Repeat the Message & Branding
- More Engagement –Champions!
- Researching Composting



# Pilot Green Team Goals

- Reduce Energy Usage (Electricity)
- Increase Recycling Knowledge
- Promote Eco-Friendly Purchasing Policies
- Educate Employees about Sustainability
- Promote Health/Wellness Activities
- Organize Community Outreach Events



*DC Smarter Business Challenge –  
Coming soon!*



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# Green Team Challenges

- Communication & Messaging Strategy
- Finding & Maintaining Interest
- Engagement & Empowerment
- Need a diversity of activities and campaigns



# Opportunities for City Government



- Qualifying Waste Vendors
- Brand the Program – Do a City Challenge
- Composting Program
- Provide Signage Template
- Quick Reference Tip Sheets & FAQs
- Workshop for PMs (Steps to Take for Engagement)
- Educational Webinars & On-Site Outreach Presentations
- Furniture/Electronics Exchange Program





# Questions or Comments?

## Contact Information

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