

# Identifying Strong ROI Opportunities for Green Upgrades and Engaging your Entire Portfolio on Incremental Change

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## Agenda:

- Why Do We Need to Conserve Water?
- Identifying Areas for Opportunity
- Big Picture Goals in Housing
- Efficient Products
- Real Life Savings Examples
- Rebates and Grants
- Landscaping – Is Blue the New Green?
- Engaging Staff and Residents
- Resources

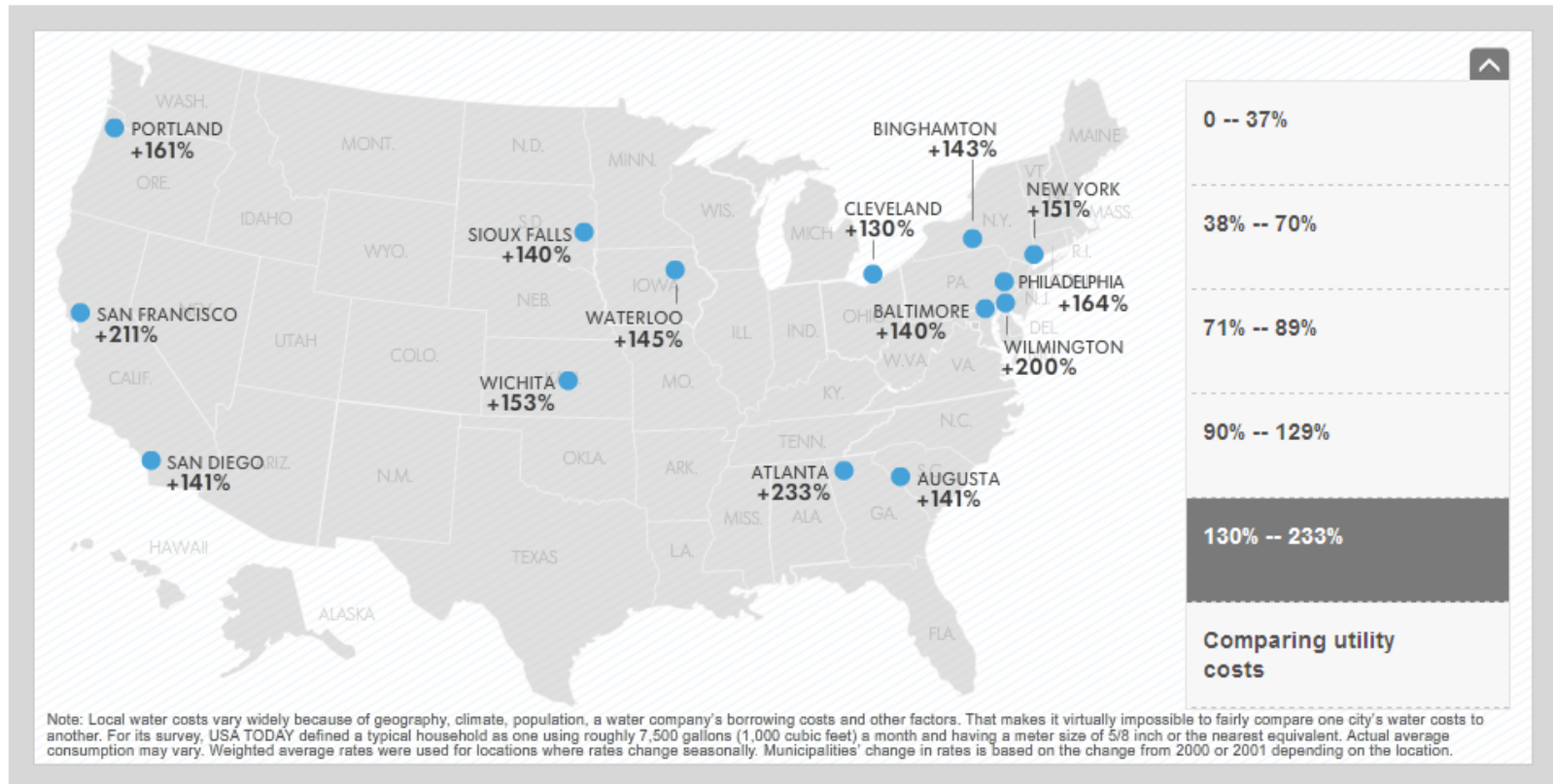


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# Why Do We Need to Conserve Water?

## Water costs getting more expensive

A USA TODAY survey of 100 municipalities found residential water bills in at least one in four places have doubled in the past 12 years:



Sources: Black & Veatch, Raftelis Financial Consultants and USA TODAY research of municipal water data; Energy Information Administration, Bureau of Labor Statistics, and USA TODAY research By Kevin A. Kepple, Denny Gainer, Joan Murphy, Doug Carroll, Kevin McCoy, Oliver St. John and Tom McGarrity, USA TODAY

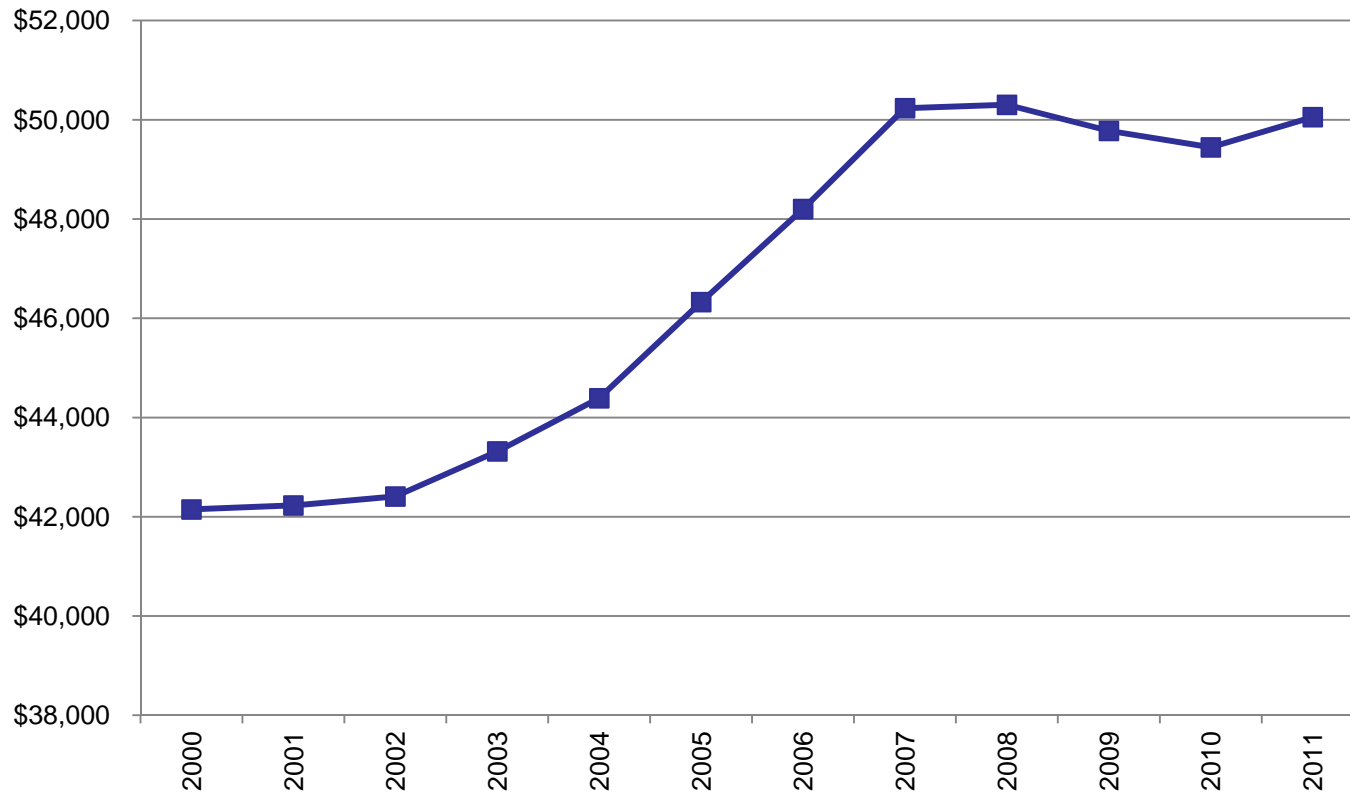


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# Why Do We Need to Conserve Water?

*Median income has increased 16% over 12 years.*

## Median Income in the U.S.\*



\*Census



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# Why Do We Need to Conserve Water?



**Water costs increase  
faster than income does.**



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# Why Do We Need to Conserve Water?

Bills will continue to climb as the following costs are passed on to us...

- Increased price of electricity and other resources needed to supply and treat water
- Repairs to aging water systems
- New sewage treatment plants built
- Federal clean water standards are implemented and enforced

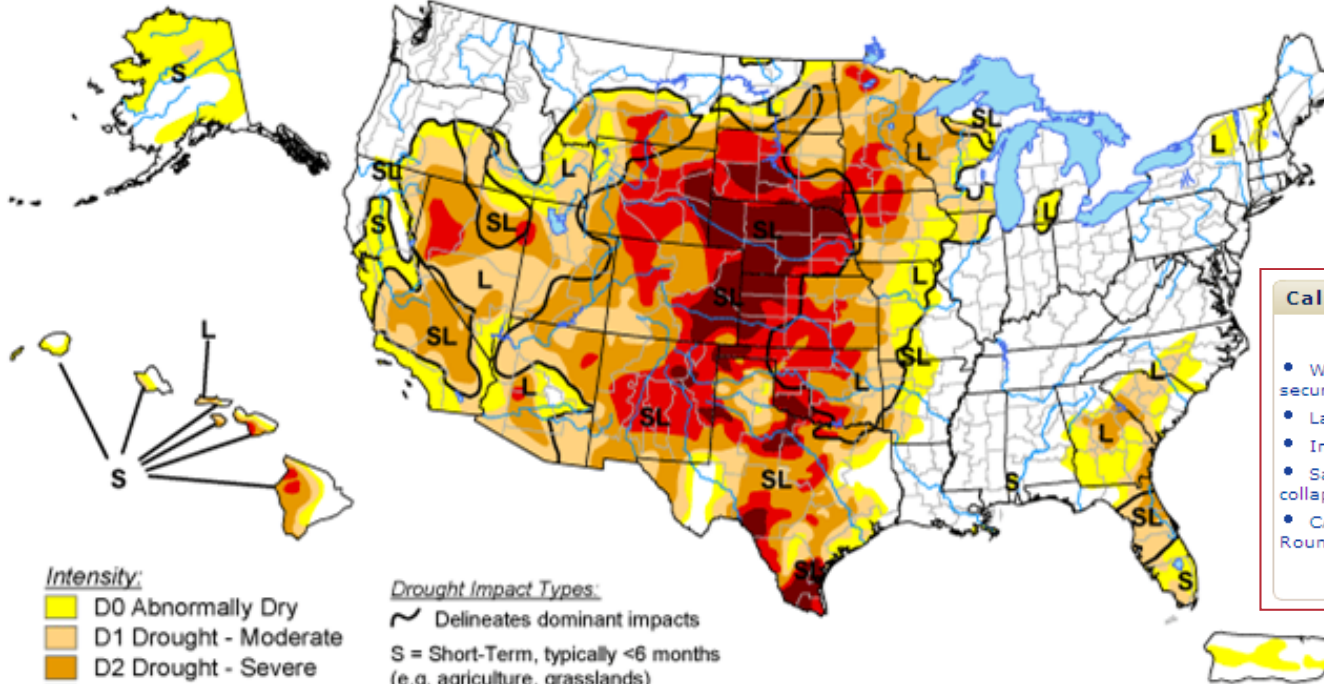


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# Why Do We Need to Conserve Water?

## U.S. Drought Monitor

March 12, 2013  
 Valid 7 a.m. EDT



**Intensity:**

- D0 Abnormally Dry
- D1 Drought - Moderate
- D2 Drought - Severe
- D3 Drought - Extreme
- D4 Drought - Exceptional

**Drought Impact Types:**

- Delineates dominant impacts
- S = Short-Term, typically <6 months (e.g. agriculture, grasslands)
- L = Long-Term, typically >6 months (e.g. hydrology, ecology)

The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. See accompanying text summary for forecast statements.



Released Thursday, March 14, 2013

**California Drought in the News**

- Water crisis in California, Texas threatens US food security
- La Niña may reduce California water allocations
- Imperial Valley Water Shortage 'Micro-Dam'
- San Mateo County fishermen share in pain of salmon collapse
- CA DWR Releases Draft Recommendations for First Round of Integrated Regional Water Planning Grants



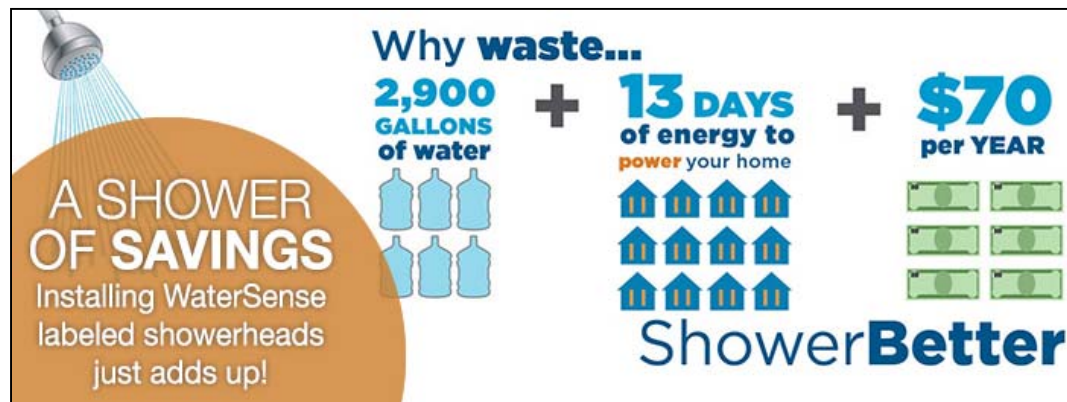
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# Identifying Areas for Opportunity

## Look for the WaterSense® label

A partnership program administered by the EPA. It seeks to protect the future of our nation's water supply by offering people a simple way to use less water with water-efficient products and services. WaterSense® brings together a variety of stakeholders, including manufacturers of water conserving products and consumers of those products to:

- Promote the value of water conservation
- Provide consumers with easy ways to save water, as both a label for products and a resource to people
- Decrease water use and reduce strain on water resources and infrastructure



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# Why Do We Need to Conserve Water?

Per WaterSense,  
how much does the average family spend  
per year on water costs?

**\$950!**



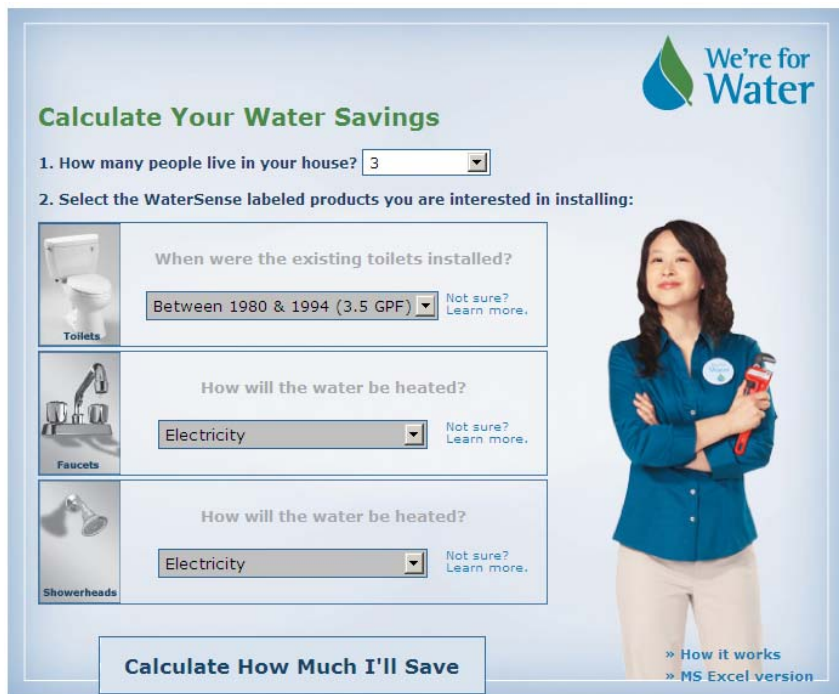
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# Identifying Areas for Opportunity

Calculate your savings with WaterSense certified faucets and toilets:

[http://www.epa.gov/watersense/our\\_water/start\\_saving.html](http://www.epa.gov/watersense/our_water/start_saving.html) or

<http://ow.ly/jc34a>



**Calculate Your Water Savings**

1. How many people live in your house?

2. Select the WaterSense labeled products you are interested in installing:

**Toilets:** When were the existing toilets installed?  
 Not sure? Learn more.

**Faucets:** How will the water be heated?  
 Not sure? Learn more.

**Showerheads:** How will the water be heated?  
 Not sure? Learn more.

**Calculate How Much I'll Save**

» How it works  
 » MS Excel version



**My Water Savings**

By replacing your current fixtures with the WaterSense labeled fixtures you selected, you'd save...

**Water:**  
**16,000 gallons saved annually**  
 Equivalent to washing 380 loads worth of laundry

**Electricity:**  
**430 kilowatt-hours annually**  
 Equivalent to running a refrigerator for 4 months

**Greenhouse Gas Emissions:**  
**660 pounds of greenhouse gas emissions annually**  
 Equivalent to taking 1 car off of the road for 21 days

**Money:**  
**\$180 in utility bills annually**

**Recalculate How Much I'll Save**

Recalculate your results by clicking the link above and changing the information you provide.

**Ready To Save?**

- Find a WaterSense labeled product
- Discover more ways to save
- Pledge to save water

**Tell your friends about your savings**

» How it works  
 » MS Excel version



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# Identifying Areas for Opportunity

Calculate your environmental impact and how to reduce it with the EPA:

[http://www.epa.gov/climatechange/ghgemissions/ind-calculator.html#c=transportation&p=reduceOnTheRoad&m=calc\\_currentEmissions](http://www.epa.gov/climatechange/ghgemissions/ind-calculator.html#c=transportation&p=reduceOnTheRoad&m=calc_currentEmissions) Or

<http://ow.ly/jc37f>





## Household Carbon Footprint Calculator

You can use the following online calculator to get a rough "ballpark" estimate of your personal or family's [greenhouse gas](#) emissions and explore the impact of taking various actions to reduce your [emissions](#). The calculator is broken into three sections:

**Section 1:** Estimate your current total household emissions.

**Section 2:** Explore actions you can take to reduce your greenhouse gas emissions, energy use, and waste disposal costs.

**Section 3:** See how much you can save (in dollars and emissions) by taking the actions you chose in Section 2.

Instructions	Current Emissions	Reduce Emissions	Estimated Savings
 <input checked="" type="checkbox"/> 1. The Basics	 <input checked="" type="checkbox"/> 2. Household Vehicles	 <input checked="" type="checkbox"/> 3. Home Energy	 <input checked="" type="checkbox"/> 4. Waste
	<b>Enter your data</b>	<b>Estimated pounds of CO<sub>2</sub> per year</b>	
How many vehicles does your household have?	<input checked="" type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3 <input type="radio"/> 4 <input type="radio"/> 5 <input type="radio"/> None		
<b>Vehicle 1</b>			
On average, how many miles do you put on vehicle 1?	<input type="text" value="0"/> <input checked="" type="radio"/> Per Week <input type="radio"/> Per Year 240 miles/week is about average in the United States per vehicle.		
What is the average gas mileage for vehicle 1 (miles per gallon)?	<input type="text" value="0"/> If you don't know your car's fuel economy, you can look it up at <a href="http://fuelconomy.gov">fuelconomy.gov</a> . The national average is 20.4 miles per gallon.	<input type="text" value="0"/> pounds of CO <sub>2</sub> per year 12,500 pounds is about average per vehicle over a year.	



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# So How Can I Save Resources and Money?



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# Big Picture Goals in Housing

- Better management and reduction of all energy consumption, water-sewer, gas and electric
- Reduce costs and minimize the environmental impact
- Incorporate recycle programs to reduce waste
- Use products that will last for the long term and provide the best savings
- Find and use renewable resources (solar, PV, wind) whenever feasible
- Leverage any programs/rebates that provide financial incentives
- Prioritize based on payback time and ROI



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## Efficient Products

Replace standard 2.5 GPM kitchen faucet aerators with  
1.5 GPM.  
**Water Savings = 40%**



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## Efficient Products

Replace standard 2.2 GPM bathroom faucet aerators with 1.5 GPM or lower.  
**Water Savings = up to 84%**



1.5 GPM aerator  
\$0.54



2.2 GPM aerator  
\$0.54



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## Efficient Products

Replace standard 2.5 GPM showerheads with 1.75 or 1.5 GPM showerheads.  
**Water Savings = up to 40%**



1.5 GPM showerhead  
\$5.65



2.35 GPM showerhead  
\$5.99



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## Efficient Products

For 1.6 – 3.0 GPF toilets, look to products that adjust the amount of water used to flush with instead of replacing the whole toilet. A water saving alternative at a fraction of the cost.

**Water Savings = up to 40%**



Dual flush systems



Adjustable flappers



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## Efficient Products

When your toilets are broken or need to be changed out, replace 3.0 and 1.6 GPF toilets with a 1.28, 1.0, or .8 GPF model.  
**Water Savings = up to 73%**



.08 GPF toilet  
\$196.98



1.28 GPF toilet  
\$102.98



1.6 GPF toilet  
\$85.98



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## Efficient Products

Programmable thermostats provide 33% heating and cooling savings compared to non programmable thermostats.



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## Efficient Products

CFL lighting provides up to 80% savings compared to incandescent lighting.

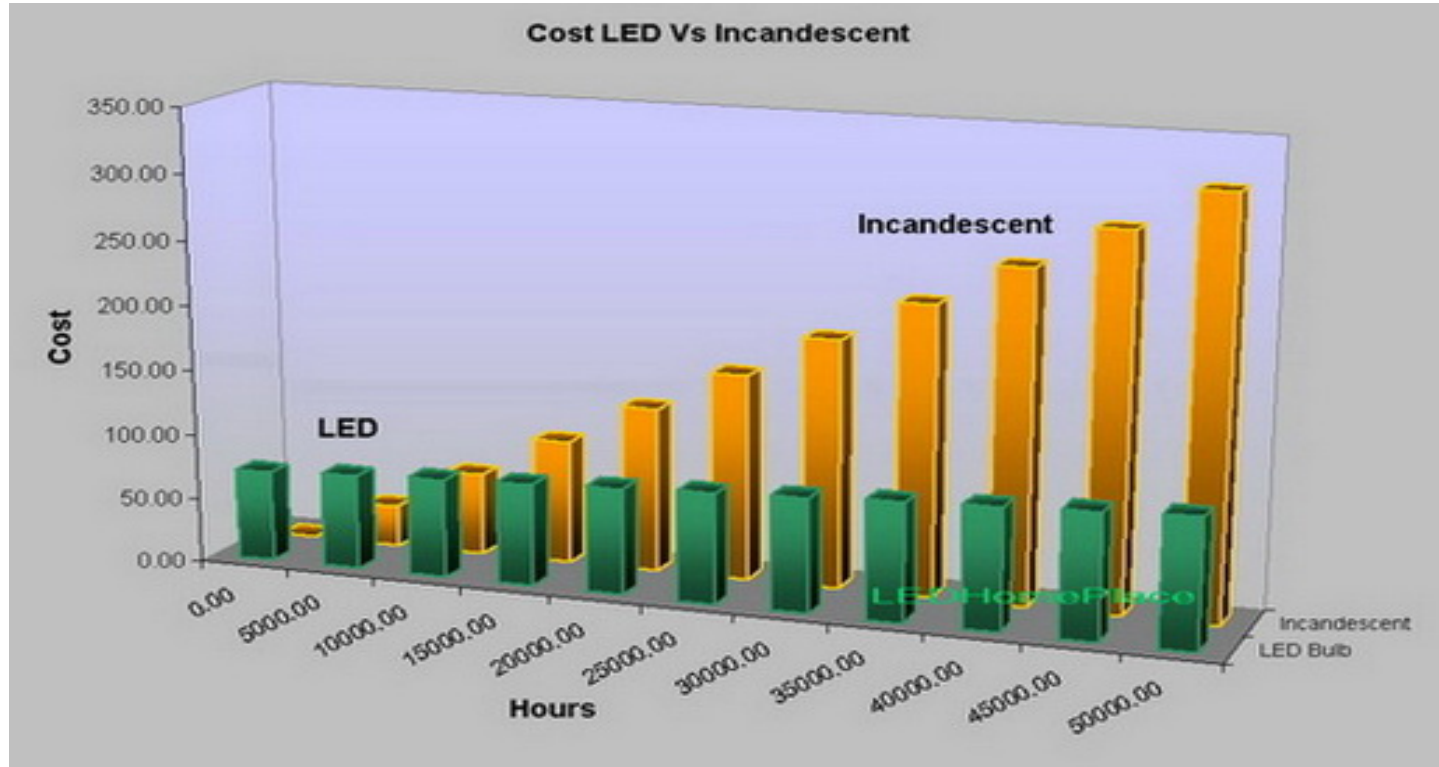


*And don't forget to look at LEDs!  
They last up to 50,000 hours and  
are even lower wattage!*



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# Efficient Products



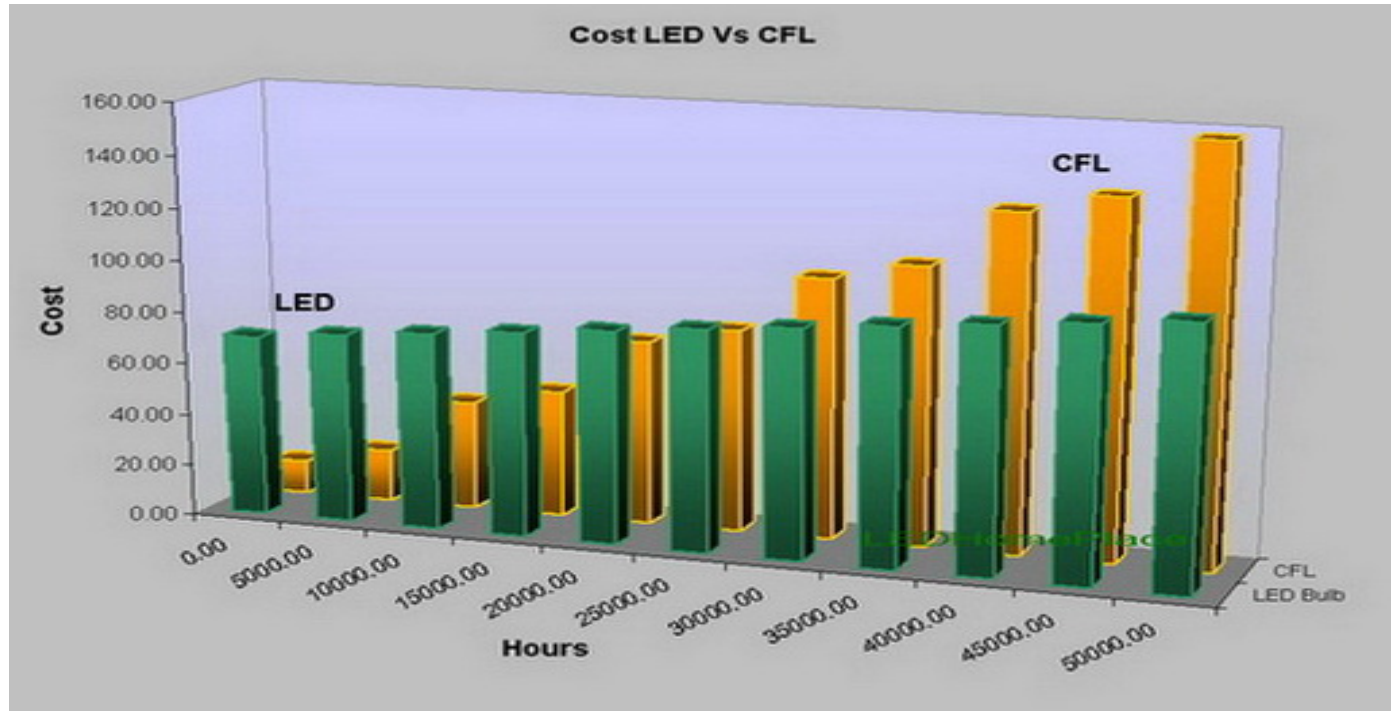
**Cost versus Hours: When compared to incandescent bulbs the cost of LEDs is less after about 12,000 hours.**

Based on the following assumptions - LED bulb: \$70.00, 6 Watts, 50,000 hours. Incandescent bulb: \$0.67, 60 Watts, 5,000 hours, maintenance on replacement \$1.00



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# Efficient Products



**Cost versus Hours: When compared to CFL lights the cost of LED lighting is less after about 25,000 hours.**

Based on the following assumptions - LED bulb: \$70.00, 6 Watts, 50,000 hours. CFL Bulb: \$13.00, 14 Watts, 10,000 hours, maintenance on replacement \$2.00



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## In Unit Water Opportunities

### Bathroom

- Showerhead at 1.5 GPM
- Faucet aerator .5GPM to max 1.0 GPM
- Faucets that will last 15 + years
- Toilet replace with .8 GPF, 1.0 GPF, 1.28 GPF, or dual flush
- Toilet flapper use a high quality flapper that lasts for 5 years at \$3 vs. cheap flappers at \$1 last less than one year
- For older toilets that are 3.0 GPF or higher, install a dual flush system that will reduce usage without changing the toilet



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## In Unit Water & Energy Opportunities

### Kitchen

- Faucet aerator 1.5 GPM
- ENERGY STAR® dishwasher and refrigerator
- Faucets that will last 15 + years

### Washer

- Use an ENERGY STAR® qualified washer if providing in unit
- Have common washers changed to front load and are ADA

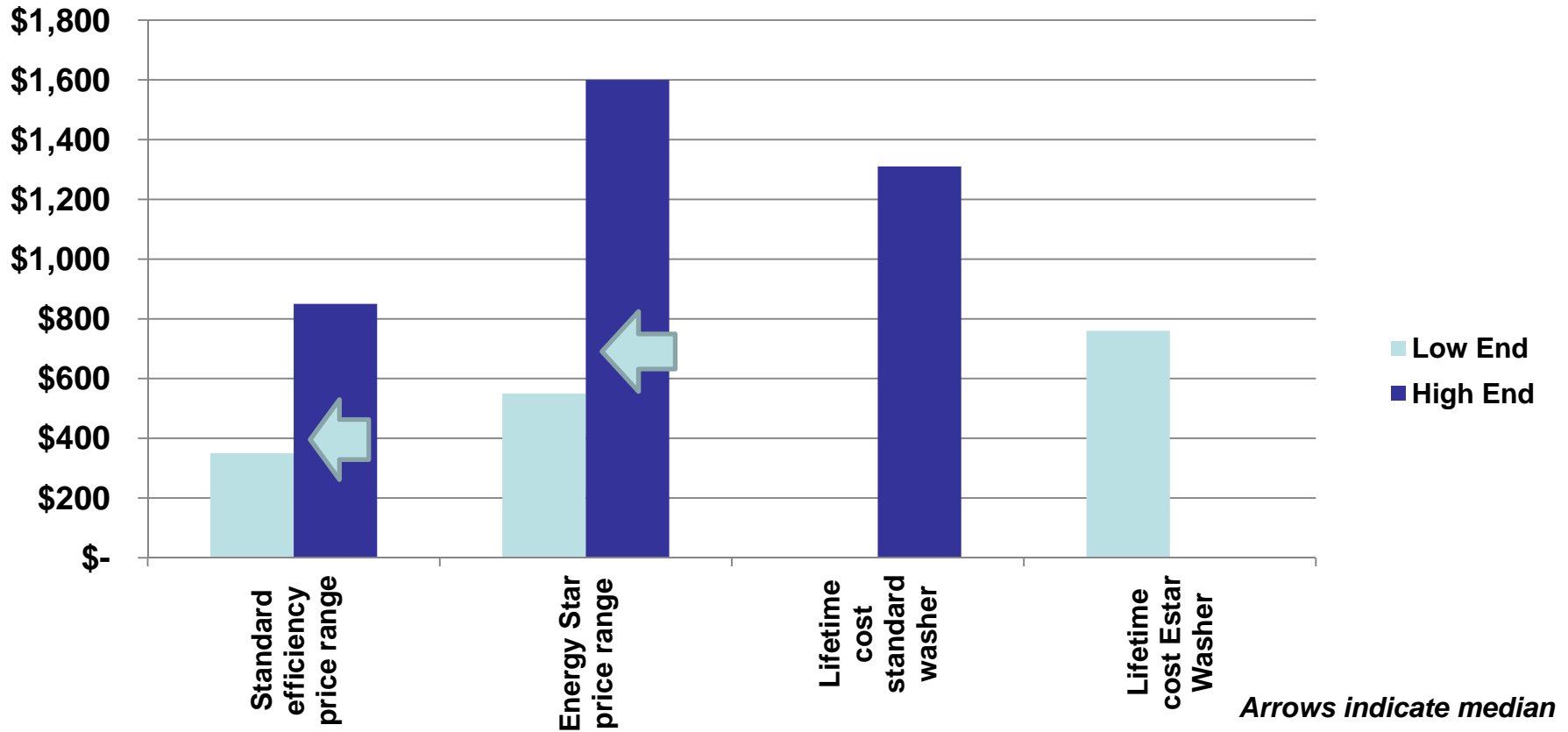


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# Efficient Products

## Cost of Ownership ENERGY STAR vs. Non ENERGY STAR Washers



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## In Unit Energy Opportunities

- Change incandescent lighting to LED or low wattage fluorescent
- Increase attic insulation to minimum R-30
- Seal all AC ducts and repair any holes or broken lines
- Window tint or solar screens
- Install ceiling fans
- AC upgrade to minimum 15 SEER
- Upgrade windows to insulated, double pane low E
- Door seal/weather-strip or replace



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## Common Area Energy Opportunities

- Photo cells
- Timers
- Motion sensors
- Office equipment off during non working hours



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# Real Life Savings Examples

## Exterior Opportunities

### Roof

- Insulate
- Insure proper attic ventilation
- Cool, reflective light colors
- Overhang for shade
- Trees for shade that loose leaves in winter

### Walls

- Add insulation
- New skin with insulation

### Flooring

- Ceramic tile or other hard surface
- Minimize carpeting, prefer closed loop Berber



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## Exterior Water Opportunities

### Outdoor Faucets

- Cap and lock, eliminate or otherwise control usage and leaks

### Pool

- Most pools have leaks
- Auto-fill does not allow you to identify there is a leak
- Need routine check of water loss without auto-fill on



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## So When Should I Make Upgrades?

- At rehab, major or minor
- At major component replacement
- At normal repair and replacement (sustainability by attrition)
- Specific component upgrade, i.e. water savers cost less than \$20/unit with payback in 30 days to 6 months +/-
- When rebates or other incentive programs provide financial incentives



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# Real Life Savings Examples

	Old Bulbs	Watts	Total	New Bulbs	Watts	Total	Proposed Changes	1 BR Cost	2 BR Cost	3BR Cost
Kitchen	2	40	80	2	25	50	High efficiency t-8 ballast/bulbs-80 total watts fluorescent to 50 total watts FL	\$ 31.27	\$ 31.27	\$ 31.27
Stove	1	40	40	1	9	9	40 total watts incandescent to 9 total watts CFL	\$ 2.00	\$ 2.00	\$ 2.00
Living	0	0	0	0	0	0				
Dining	1	60	60	1	9	9	60 total watts incandescent to 9 total watts CFL	\$ 2.00	\$ 2.00	\$ 2.00
Bath 1	4	40	160	4	12	48	160 total watts incandescent to 48 total watts CFL	\$ 20.00	\$ 20.00	\$ 20.00
Bath 2	4	40	160	4	12	48	160 total watts incandescent to 48 total watts CFL	\$ 20.00	\$ 20.00	\$ 20.00
Bedroom 1	1	60	60	1	9	9	60 total watts incandescent to 9 total watts CFL	\$ 2.00	\$ 2.00	\$ 2.00
Bedroom 2	1	60	60	1	9	9	60 total watts incandescent to 9 total watts CFL	\$ 2.00	\$ 2.00	\$ 2.00
Bedroom 3	1	60	60	1	9	9	60 total watts incandescent to 9 total watts CFL	\$ 2.00	\$ 2.00	\$ 2.00
Bedroom 4										
Outside Light										
Hall 1	1	60	60	1	9	9	60 total watts incandescent to 9 total watts CFL	\$ 2.00	\$ 2.00	\$ 2.00
Laundry	1	60	60	1	9	9	60 total watts incandescent to 9 total watts CFL	\$ 2.00	\$ 2.00	\$ 2.00
Other			0			0				
<b>Totals</b>			<b>680</b>			<b>150</b>	<b>Total Upgrade Cost</b>	<b>\$ 61.27</b>	<b>\$ 83.27</b>	<b>\$ 85.27</b>

KW Savings	<i>(Old KW - New KW / 1000)</i>	0.53
Hours/Day/Bulb		8
Hours/Month		240
KW Price		0.13
\$ Savings/Month		\$ 16.54
Additional Tax Rate		<u>0.12</u>
<b>Total Monthly Savings</b>		<b>\$ 18.52</b>

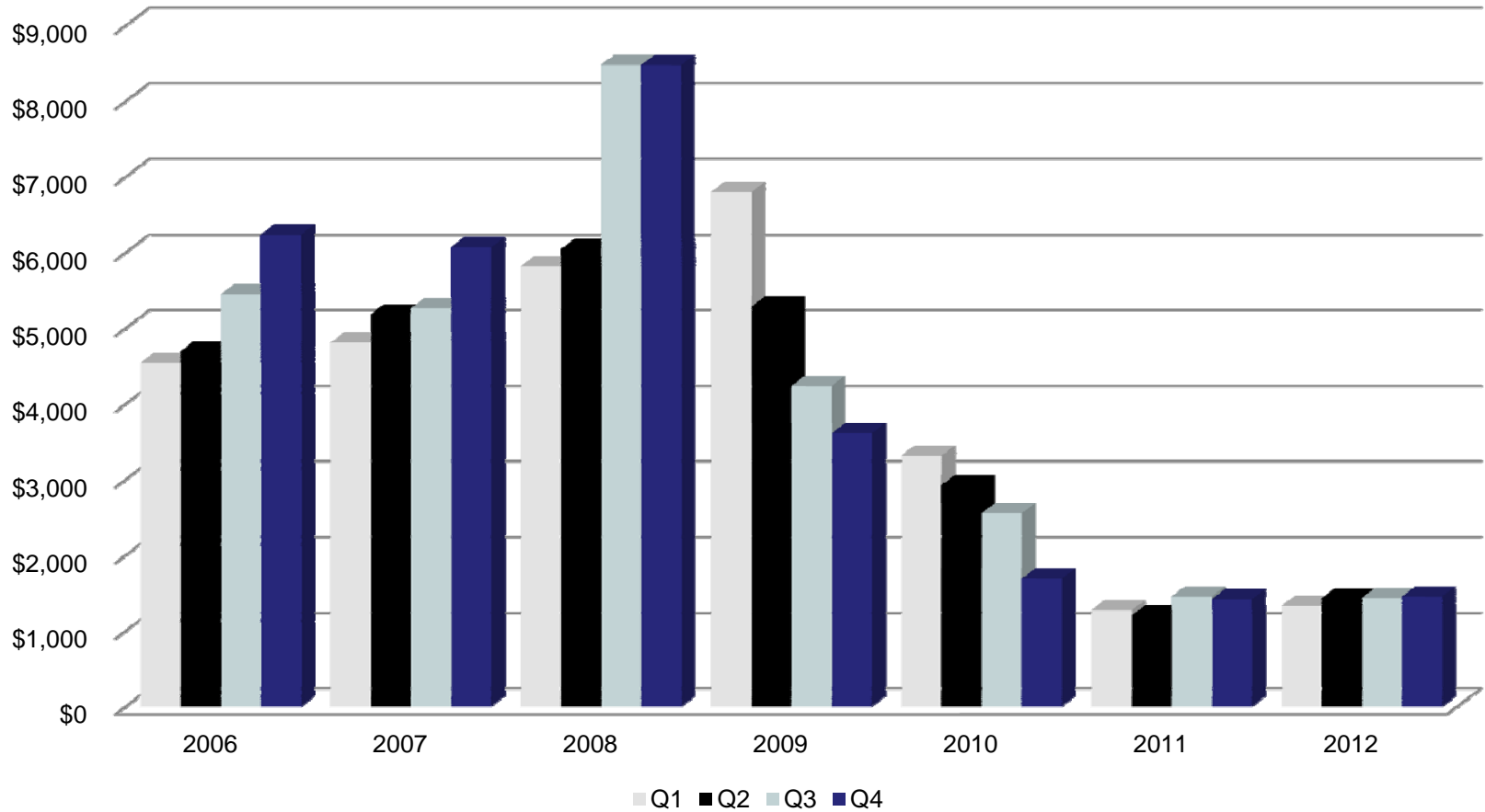
## Interior Light Change Upgrade Cost/Savings Analysis



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# Real Life Savings Examples

## Bella Lago Apartments - Water Retrofit Results



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## Rebates and Grants

True or False: Many utilities offer rebates on the purchase of water or energy efficient products.

**True!**

Why not get money back for products you would purchase anyway?




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# Rebates and Grants

## Rebate Overview

- Window Film or Solar Screen
- ENERGY STAR® Windows
- ENERGY STAR® Appliances
- Cool / Reflective Roof
- Block Wall Insulation
- Ceiling Insulation Upgrade
- Floor Insulation Upgrade
- Duct Repair / Replacement
- A/C Proper Sizing w/ R-30 Attic Insulation
- Heat Pumps



Check out  
[Dsireusa.org](http://Dsireusa.org)  
for rebates in  
your area!



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# Rebates and Grants

## Examples in Baltimore

### **GreenEWit Multifamily Program**

- CFLs, aerators, showerheads, smart strips, water heater tank wraps, and pipe insulation
- 100% of cost is covered if approved = **FREE** to you

### **Heating & Cooling**

Accounts for up to 50% of the energy used at home

- BGE's Smart Energy Savers Program –
  - HVAC saving up to \$1,150 per system
  - Lighting discounts up to \$10
  - Appliance rebates up to \$350
  - Recycling rewards
- Maryland Clean Energy Center – Offers loans to help cover the cost of certain improvements



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# Rebates and Grants

## Examples in Baltimore

### **ENERGY STAR® Rebates**

- Rebates up to \$3,150
- Measures rebate amount air sealing, insulation measures, gas tankless water heater up to 50% of improvement cost, \$2,000 maximum heating and air conditioning measures

### **Baltimore PeakRewards<sup>SM</sup> Program by BGE**

- Part of the BGE Smart Energy Savers Program®
- Helps offset air conditioner demand during periods of "peak" electricity usage, helping to reduce the likelihood of power outages
- As a reward, you get bill credits



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## Rebates and Grants

Eligible products, pricing, and incentives are subject to change. Be sure to confirm specifics before purchasing. Rebate programs are offered by your local utility providers and subject to their policies. Please refer to their website or contact them for more details.



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# Landscaping – Is Blue the New Green?

## Macro Changes

- Sewer charges
- Less TURF
- Xeriscape

## Management

- Standing water
- Soft spots

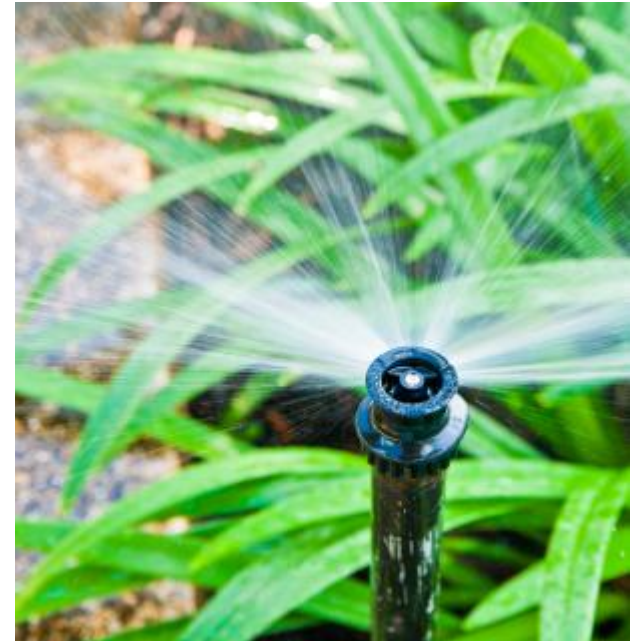


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# Landscaping – Is Blue the New Green?

## Smart Controllers

- Take the place of timers
- Take micro-conditions into account
- Recalculate plant health needs every day
- Look-back at weather – rain, sun, wind, temp - evapostranspiration
- Often come with help - \$ rebates – CA, CO, and others
- Often have simple payback in <2 years
- Sometimes pay back in first watering seasons

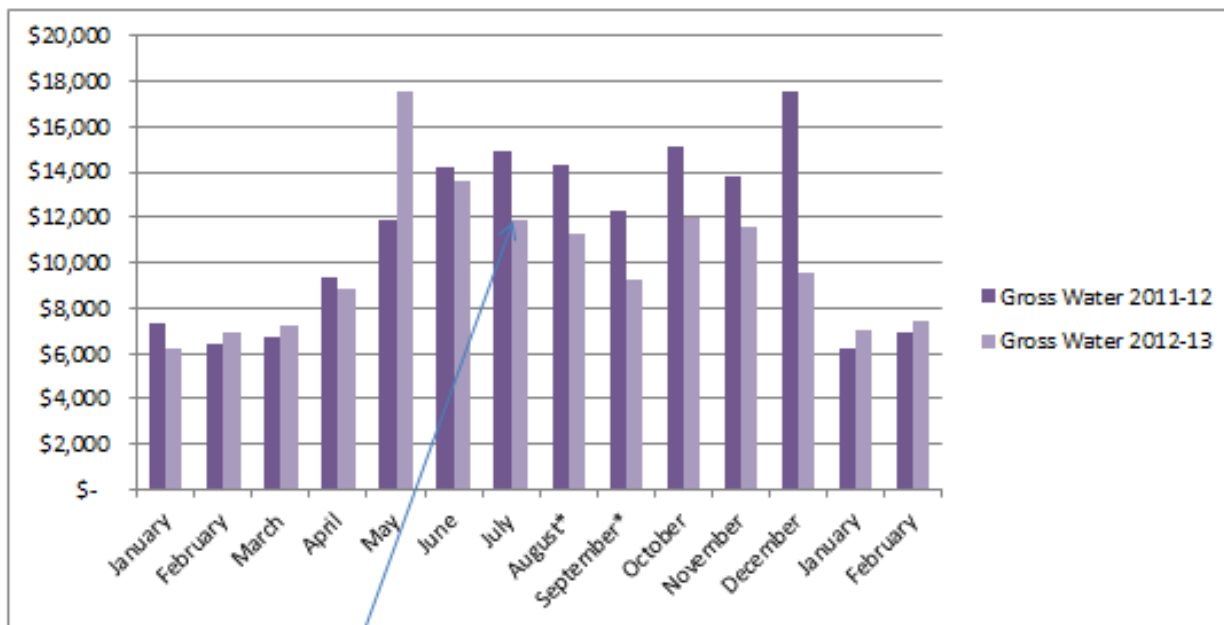


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# Landscaping – Is Blue the New Green?

Phoenix, AZ - Smart Controller System

System Cost: \$20,000  
 System Savings, July - Feb: \$21,054.43  
 Does not take water rate increases into account



Controllers Installed July

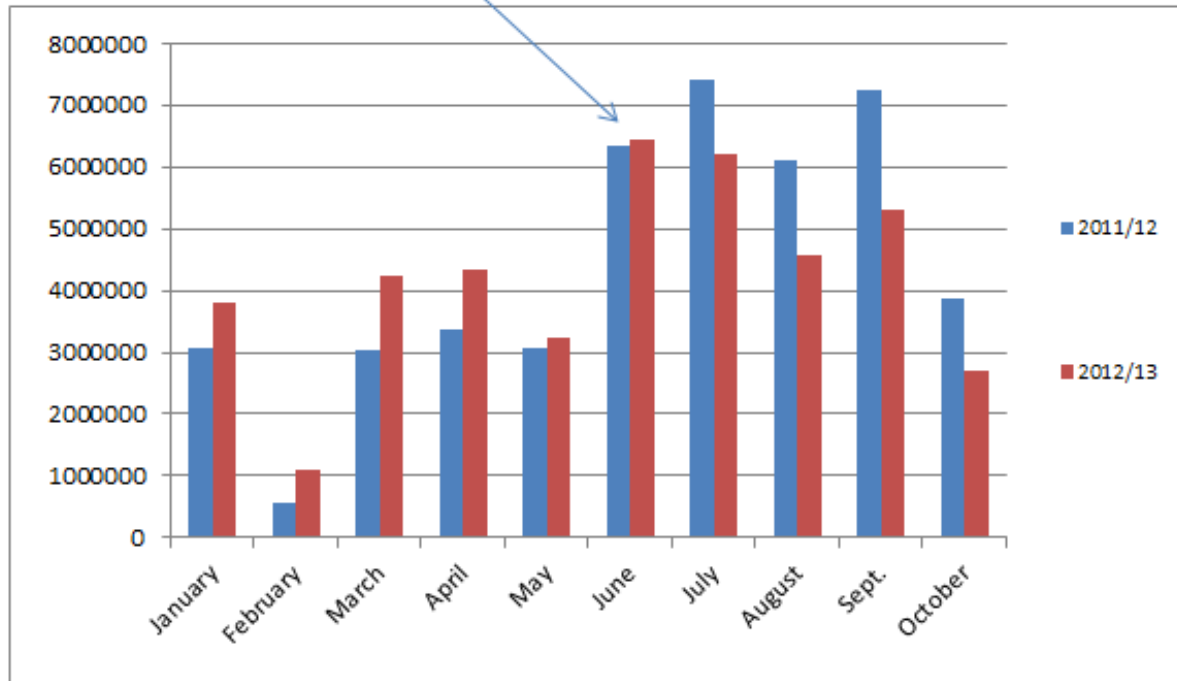


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# Landscaping – Is Blue the New Green?

**896 unit community**  
**Controller Upgrade - June, 2012**



23% Water Savings, months 1-4



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# How Do You Engage, Motivate, Reward & Measure Sustainability Initiatives



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# Engaging Staff and Residents

Small and  
scattered

Remote  
sites

## The Challenges

Training  
demands

Resident  
control



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# Engaging Staff and Residents

Client goals  
and policies

NOI  
expectations

## The Challenges

Billing residents,  
not conservation

Low economic  
benefit



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# Engaging Staff and Residents


## Best Practices

- **Add sustainability policies**
- **Include in onboarding**
- **Engage sustainability manager**
- **Make your efforts visible – get people talking**










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# Engaging Staff and Residents



## Categories

Select a category below to begin.

-  Education
-  Energy Conservation
-  Indoor Environmental Quality
-  Office
-  Reduce/Reuse/Recycle
-  REQUIRED
-  Water Conservation

My Account
Transcripts
Uploads
Feedback

## My Account

### Property Overview

<b>Property Name</b> Green Meadows - ID 999	<b>Location:</b> Houston, TX 77077
<b>Year Built:</b> 1992	<b>Senior Director:</b> Jackie Rhone
<b>No. of Units:</b> 222	<b>Director:</b> Michelle Pawelek
<b>Region:</b> Central-South	<b>RPM:</b> Darla Finol

### Score Card

CATEGORY	QUESTIONS ANSWERED	% ANSWERED	POINTS EARNED / GOAL	CATEGORY EARNED	EDIT ANSWERS
<b>Community</b>	18 of 18	<b>100%</b>	13 / 20	Not Yet	
<b>Education</b>	4 of 5	80%	10 / 6	<b>Yes</b>	
<b>Energy Conservation</b>	28 of 29	97%	100 / 64	<b>Yes</b>	
<b>Indoor Environmental Quality</b>	10 of 11	91%	30 / 16	<b>Yes</b>	
<b>Reduce/Reuse/Recycle</b>	16 of 18	89%	66 / 30	<b>Yes</b>	
<b>REQUIRED</b>	5 of 5	<b>100%</b>	9 / 5	<b>Yes</b>	
<b>Water Conservation</b>	17 of 17	<b>100%</b>	63 / 47	<b>Yes</b>	
<b>Total:</b> 98 of 103		<b>Total:</b> 95%			

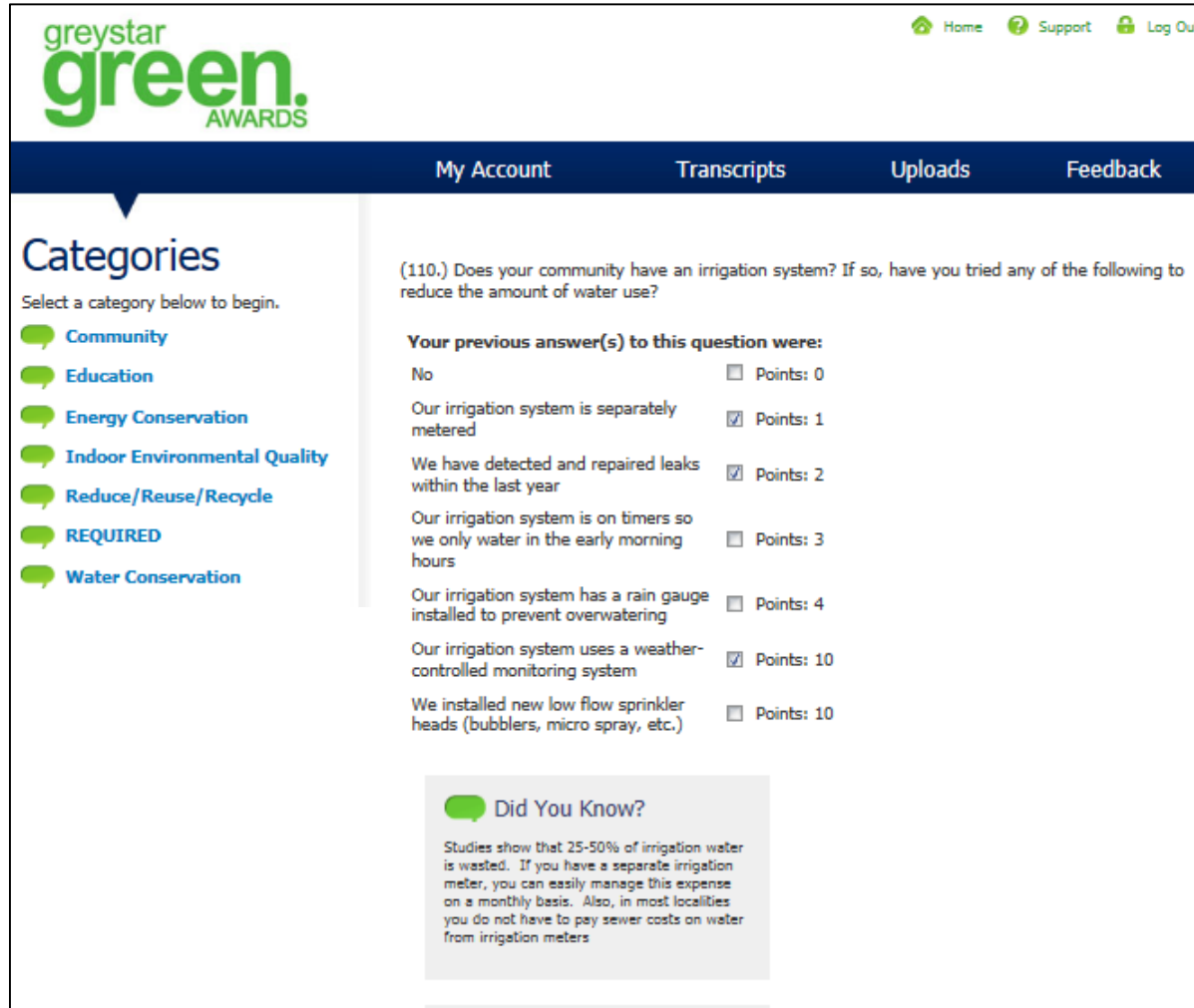
### Summary

You have answered **95%** of the total questions asked. Please complete the remaining questions. You have answered **5** of the **5** prerequisite questions. Thank you for meeting these Greystar policy requirements. You have earned **6** of the **7** categories. Congratulations; keep making changes to earn the Greystar Green Award.



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# Engaging Staff and Residents



greystar  
**green.**  
AWARDS

Home Support Log Out

My Account Transcripts Uploads Feedback

## Categories

Select a category below to begin.

- Community
- Education
- Energy Conservation
- Indoor Environmental Quality
- Reduce/Reuse/Recycle
- REQUIRED
- Water Conservation

(110.) Does your community have an irrigation system? If so, have you tried any of the following to reduce the amount of water use?

**Your previous answer(s) to this question were:**

- No  Points: 0
- Our irrigation system is separately metered  Points: 1
- We have detected and repaired leaks within the last year  Points: 2
- Our irrigation system is on timers so we only water in the early morning hours  Points: 3
- Our irrigation system has a rain gauge installed to prevent overwatering  Points: 4
- Our irrigation system uses a weather-controlled monitoring system  Points: 10
- We installed new low flow sprinkler heads (bubblers, micro spray, etc.)  Points: 10

**Did You Know?**

Studies show that 25-50% of irrigation water is wasted. If you have a separate irrigation meter, you can easily manage this expense on a monthly basis. Also, in most localities you do not have to pay sewer costs on water from irrigation meters



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# Engaging Staff and Residents



Category	Green Practices	Results (# of communities or units / % of communities or units)		Rankings	
		Average/ Benchmark	Client	Population: Top 15 Clients	Population: All Clients
Community	The Community promotes the use of ridesharing and/or public transportation.	95 / 20%	27%	1st Quartile	1st Quartile
Community	The Community promotes and participates in Earth Hour/Earth Day.	252 / 52%	50%	1st Quartile	2nd Quartile
Education	The Community manager has read the Greystar Sustainability Policies on the team portal.	375 / 78%	82%	4th Quartile	3rd Quartile
Education	The Community provides water and energy conservation tips at move-in.	293 / 61%	45%	4th Quartile	3rd Quartile
Education	The Community talks to its vendors periodically about ways they can help the community with recycling and conservation.	332 / 69%	55%	3rd Quartile	3rd Quartile
Education	The Community includes at least one Green topic each month in team meetings.	311 / 64%	55%	3rd Quartile	3rd Quartile
Energy Conservation	Percentage of units that carry ENERGY STAR dishwashers:	66,426 / 47%	42%	4th Quartile	3rd Quartile
Energy Conservation	Percentage of units with digital programmable thermostats:	68,927 / 49%	38%	4th Quartile	3rd Quartile
Energy Conservation	The Community changes unit interior light bulbs to CFLs on turns.	135 / 28%	23%	4th Quartile	2nd Quartile
Energy Conservation	The Community uses CFLs or LEDs in the common areas.	194 / 40%	41%	2nd Quartile	2nd Quartile
Indoor Air Quality	100% of residents' air filters are changed at least every 90 days.	199 / 41%	27%	2nd Quartile	3rd Quartile
Indoor Air Quality	The Community uses low VOC paints for its apartment turns.	137 / 28%	32%	4th Quartile	2nd Quartile
Reduce/Reuse/Recycle	The Community has one or more commingled recycling dumpsters.	207 / 43%	55%	3rd Quartile	2nd Quartile
Reduce/Reuse/Recycle	The Community uses tap water, filtered water, or a water cooler as a bottled water alternative.	454 / 94%	91%	4th Quartile	4th Quartile
Reduce/Reuse/Recycle	The Community has a document/data destruction (shredding) service that picks up its paper.	258 / 53%	50%	4th Quartile	2nd Quartile
Required	Per Greystar policy, team members are prohibited from smoking on the premises.	221 / 46%	50%	1st Quartile	2nd Quartile
Water Conservation	The Community has contacted its utility rebiller to discuss whether the community is maximizing its water, gas, electric, and trash billings to residents.	184 / 38%	41%	3rd Quartile	2nd Quartile
Water Conservation	The Community replaces toilet flappers on turns.	241 / 50%	50%	1st Quartile	2nd Quartile
Water Conservation	Percentage of units with low flow aerator faucets:	79,922 / 57%	40%	2nd Quartile	3rd Quartile




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# Engaging Staff and Residents



 **Greystar Green** @GreystarGreen  
 NAA Event Helps Apartments Go from “Green to Gold.”  
[dlvr.it/34YQB7](http://dlvr.it/34YQB7)  
 Expand

 **Greystar Green** @GreystarGreen  
 Spring is Almost Here, Check Out these Landscaping Tips  
[dlvr.it/34LgqK](http://dlvr.it/34LgqK)



Email



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# Engaging Staff and Residents

## In summary...

**Constant communication.**

**Say thank you.**

**Small actions x hundreds of communities.  
Thousands of units = big results.**



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# Engaging Staff and Residents

How important is it to engage your staff and residents in your sustainability initiatives?

**Very important!**



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# Resources

To download this presentation and view other materials like rebates in your area, visit [GreenBlogic.com/NAAGreen](http://GreenBlogic.com/NAAGreen).

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