

2016 Update

EXECUTIVE SUMMARY

As we look back over 2016, we are pleased with our accomplishments over the last 12 months. We have made substantial progress toward the [Challenge for Planning](#) goals.



We added 10 Property Adopters with 16 buildings taking us to a total of 180 participating buildings and 40.2 million square feet. This represents an addition of approximately three million square feet in 2016. Here is the breakdown at year-end:

Number of Buildings	Participating Square Footage	Participation Rate
Downtown:		
156	32,543,985	39.23%
University Circle:		
24	7,657,597	27.15%
Combined Total:		
180	40,201,582	36.16%

We measure our success in more ways than just increasing participation rate:

- Collectively, buildings (excluding unique space types) are performing at 21.33% below baseline
- Organized six educational sessions and six tours of exemplary buildings
- Provided two networking events for Professional Partners and Property Adopters
- Dramatically increased the number of participating properties who received a building or portfolio performance report which also benchmarks buildings (200+ reports presented to date)
- Our Marketing Committee made substantial progress in brand awareness, marketing and the use of social media
- Launched a transportation survey to measure current commuter emissions
- Collaborated with Cleveland State University to provide students with hands on experience in creating energy audits
- Added seven Professional Partners to support our work (total of 33 to date)
- Added two Community Partners to support our work (total of 10 to date)

We have four major committees that work to further our mission:

Our Metrics Committee created a commuter transportation survey that launched in October. This will allow us to measure progress in reducing CO2 emissions from commuter transportation. This team has also been working all year with the City of Cleveland's Department of Water to establish our water baseline. We now have a process in place to measure building specific baselines and subsequently create a District baseline.

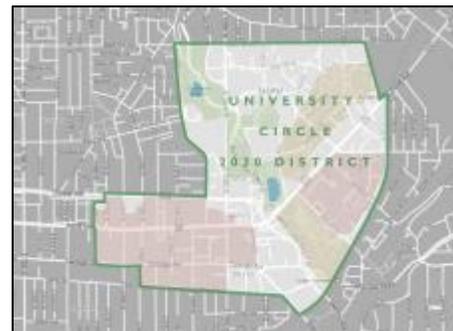
Our Marketing Committee focused on branding and awareness this year. We expanded our social media presence, using [twitter](#) and [Facebook](#) more extensively. Over the course of the year we have been published in a number of publications and press releases.

Our GREAN (Green Resource and Educational Advisory Network) Committee successfully collaborated with five other organizations to provide six educational sessions called the Building Education Series 2016. We also organized six additional sessions for 2017. Additionally, this committee was instrumental in creating our three trifold flyers called the Ten 2030 Tips for Saving Energy, Conserving Water and Reducing Commuter Emissions.

Our Development Committee continues to meet regularly to review progress and identify new opportunities for funding, sponsorships and individual donations. Our Board of Directors continues their effort in fundraising outreach. We were able to secure a foundation grant, several general sponsorships and event sponsorships. For a full list of current supporters, visit the [Supporters page](#) on our website.

The following sections summarize our 2016 progress in more detail.

DISTRICT MEMBERSHIP



We added 10 Property Adopters in total, eight in the downtown footprint and two in the University Circle footprint. Total Property Adopter participation is approximately 40 MSF as of December 31, 2016. We have 50 Property Adopters representing 180 buildings and a 36% participation rate in the combined

downtown and University Circle area. We track downtown and UC participation separately for the purposes of reporting but the Cleveland District is inclusive of both areas.

The following is a list of Property Adopters as of December 31, 2016. There were participating properties that were sold during the course of the year. In most cases we were able to engage the new property owner in continuing participation in the District. The properties listed in blue are properties that sold/joined us in 2016. In addition, we have verbal commitments from several properties in both the downtown and UC areas. You can also find an up to date list of participating properties on the [Partners page](#) of our website.

Current Downtown Adopters:

City of Cleveland	Robert Madison Architects
Cleveland Public Library	Rock and Roll Hall of Fame
St. Vincent Charity Medical Center	MRN Ltd Downtown
Cuyahoga Community College	Old Stone Church
Geis Properties	Cleveland Browns Stadium
Forest City Enterprises (3 sold - see Hertz for Skylight Tower who re-signed)	Playhouse Square
GL Housing Group	Cleveland Cavaliers Arena
Landmark RE Management	Jones Day & Northpoint Tower (sold) see Hertz for re-signed properties
The PNC Financial Services Group	Medical Mutual
American Landmark Properties	Optima Management Group
The 820 Company	Cuyahoga County
Calfee Halter & Griswold	NOACA
United Way of Greater Cleveland	RESTORE Cold Pressed
Cleveland Indians	Hertz Investment Group
GSA	Sikora Law and Lazorpoint
Cleveland State University	Flats East Bank (Ernst & Young Tower)
Becky's Bar & Grill	Care Alliance
James Breen Real Estate	Trinity Cathedral and Commons
North Coast Commercial	Greater Cle Regional Transit Authority
Great Lakes Science Center	GPD Group
AM Higley	

Current University Circle Adopters:

University Circle, Inc.	Cleveland Botanical Garden
Church of the Covenant	University Hospitals
Magnolia Clubhouse	Cuyahoga County
Cleveland Museum of Art	American Cancer Society Hope Lodge
MRN Ltd University Circle	Cleveland Institute of Music

We use Energy Star Portfolio Manager to measure progress both on a building level and a District wide level. We continue to review Portfolio Manager accounts for accuracy and readiness for performance reports. This positions us to have meaningful conversations about each building's plan for efficiency projects.

Our current list of participating properties includes government, nonprofit organizations, educational institutions and hospitals. It is particularly important for these sectors to be operationally efficient and cost effective to allow them to focus their attention and resources on their mission. We calculate that 64% of our properties fall into one of these categories. We believe that percentage will increase as we have verbal commitments from other organizations in these sectors.

PROFESSIONAL PARTNERS

As of December 2016, we have 33 Professional Partners. We added seven new partners in 2016. A matrix of partners and what they provide is maintained and distributed to Property Adopters periodically. You can also see a full list of our Professional Partners on our website [Partners page](#). We appreciate the support and discounted services these organizations have committed to give Cleveland 2030 District properties. They are meaningful partners in obtaining the 2030 efficiency goals.

Through a survey of our Property Adopters, we learned they prefer a social networking event to connect to Professional Partners. We held two events in 2016. These events are a perfect opportunity for us to not only allow these two groups to network and develop relationships but also a good opportunity for us to thank them for their support of and participation in the Cleveland 2030 District.

COMMUNITY PARTNERS

We have strong relationships with a number of organizations. We added two Community Partners in 2016 bringing us to a total of 10. A list of Community Partners can be found on the [Partners page](#) of our website. These organizations have signed a formal pledge to support the 2030 District but there are also several others with whom we collaborate and are supportive of our mission. By helping to market our events and/or publishing our newsletters, for example, Building Owners and Managers Association (BOMA), Association of Energy Engineers (AEE), Cleveland Engineering Society (CES), Downtown Cleveland Alliance (DCA), Cleveland Chapter of the American Society of Heating, Refrigeration and Air-Conditioning Engineers (ASHRAE), Association of Energy Engineers (AEE), Cleveland Corporate Roundtable (CRT) have all supported our mission.

Noteworthy Collaborations:

City of Cleveland Office of Sustainability:

Since C2030D was formed from a working group of the City's annual [Sustainable Cleveland 2019](#) summit, we have a strong relationship with the City of Cleveland and its Office of Sustainability. We participate in many of their events and meetings. We've



been invited to give presentations at events hosted by the city. These are valuable opportunities for exposure and to give an update on C2030D progress to the community.

The City focuses on a different sustainability topic each year. This year was the Year of Sustainable Transportation. This provided additional opportunity for C2030D to collaborate with the city on transportation initiatives. We supported and marketed their Transportation Challenge and events to our members. We also participated in their regularly scheduled Transportation Committee meetings.

Northeast Ohio Chapter of the US Green Building Council:

We have a strong partnership with NEO USGBC. We have collaborated with them on a Green Building Challenge (GBC) for the past two years. C2030D helps the building owners participating in the GBC with their Energy Star Portfolio Manager accounts (an EPA online tool used to measure progress in the Challenge) and we calculate the results of the Challenge. The joint programming Building Education Series is offered to participants to help them better understand possible efficiency projects. The 2016 Challenge includes 14 properties, all of which are 2030 participating buildings.



In 2015 and 2016 we offered tours of sustainable buildings in collaboration with NEO USGBC. Many of the tours this year were either C2030D properties or partner organizations. This provided another avenue for recognition of our properties. We provided six tours this year. All were sold out events. We typically followed these with a networking hour for our participants and NEO USGBC members to make new contacts and learn more about both organizations. We are already working to plan for 2017 tours.

COSE:

We have partnered with COSE on a number of initiatives including the Building Education Series, additional educational sessions on CPACE financing and the Green Lease initiative. We are collaborating with COSE to bring awareness and education on the possibilities of eliminating the split incentive in lease language. By learning how it's possible for tenants and landlords to work together, we are promoting opportunities for buildings to implement efficiency projects that benefit tenants, landlords and the environment alike.



Cleveland State University

We have further developed our relationship with Cleveland State University. CSU partnered with the University of Dayton to provide students a hands-on field experience to create energy audits for commercial buildings. CSU contacted C2030D in order to find appropriate buildings to audit. Two of our properties participated in this program. The students performed the audits, prepared and presented them with the audit reports. It is too soon in the process to know if our buildings will implement the

recommendations from the audits. CSU hopes to become a hub for this program and would like to collaborate with C2030D to offer these audits to our buildings on a regular basis. We hope to follow this up with case studies if efficiency projects are implemented due to the report findings.

Cleveland State's press release is found [here](#).

METRICS COMMITTEE

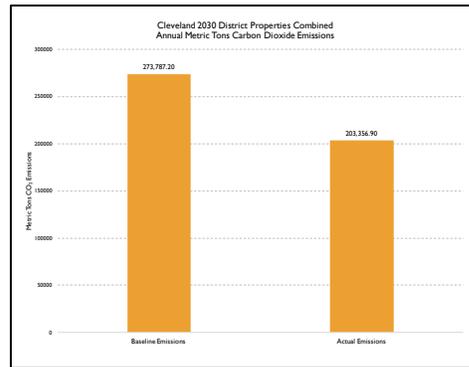
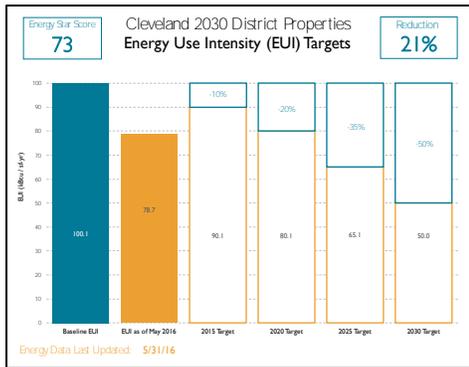
We are well versed in the use of Portfolio Manager and how to enter building use details to produce the most accurate Energy Use Intensity (EUI) score for our participating buildings. We continuously review our properties' accounts to ensure these details are accurately entered. To date, we have provided initial performance reports to 96 of our properties, a second report to 88, a third report to 23 and a fourth report to 9 (216 reports). This is substantial progress from when we began providing reports in 2014; a total of 33 reports presented that year. At every report session we ask for feedback and suggestions for improvement. We have been able to improve the reports to include several new graphs, making the reports more robust and enhancing their value. We shared our process with other Districts at the summit. Providing these reports is a critical step for property owners and managers to assess how their building is performing and what next steps are best for them. This also gives us an opportunity to have face-to-face meetings twice annually with our properties, visiting their property and offering the services of our [Professional Partners](#) and the [Network Marketplace](#). Both of these offer discounted products and/or services to our members.

We continue to monitor Portfolio Manager data to encourage Property Adopters to keep current. This is sometimes difficult for properties with a limited staff. We have volunteers to help them enter utility data. We do all we can to facilitate and expedite the process.

Energy Update

We calculated some quick statistics to share at the summit in order to highlight our progress to date. As of the end of May 2016, these include:

- Median site EUI for office buildings is 70.82
- Median Energy Star score for office buildings eligible to receive a score is 73.55 (a score of 75 is a top performer on a scale of 1-100)
- Median Energy Star score for all buildings eligible to receive a score is 72.58
- Collectively, buildings (excluding unique space types that Portfolio Manager does not accurately baseline) are performing at 21.33% below baseline
- Collectively, these properties reduced carbon emissions by 70,430 metric tons
 - This is the equivalent of removing 14,877 cars from the road for one year
 - Or removing the total energy use of 7,437 homes for one year
- Collectively, these properties saved \$3.6 million from Portfolio Manager's baseline cost projections



Water Update

We continue our efforts to create a water baseline working with the City’s Department of Water. We have decided to create the baseline by combining building specific baselines. The Department of Water will provide data when requested from our Property Adopters. We will take all buildings back to 2009 and once we have a substantial number of buildings baselined, we will be able to create a District wide baseline.

Even though our baseline has not yet been set, many of our buildings are now reporting water use in Portfolio Manager. We include water use graphs in our performance reports when that data is available.

Transportation Update

In Q1 we completed our work with NOACA (Northeast Ohio Area-wide Coordinating Agency), using their commuter survey data and with RTA (Regional Transit Authority) to create our transportation baseline (CO₂ emissions per commuter per year). We created a survey for Property Adopters to disseminate to their employees in late October 2016. This survey will give us the information needed to calculate progress toward our goal to reduce commuter transportation emissions. To date we have about a 7% participation rate for the survey. Since many of our properties are still working on disseminating the survey, particularly to tenants in their buildings, we will keep it open for a time.

We also worked to engage our members to participate in the events and challenges the City rolled out as part of their Year of Sustainable Transportation and part of the annual City of Cleveland 2019 summit.

MARKETING COMMITTEE

We continue to update our [website](#) with events, new Property Adopters, Professional Partners, Sponsors and news. We also market the events and updates from our community partners and organizations with whom we collaborate. With permission from the presenters, we record and post our educational events to our website. We added a new section called [District Library](#) to include these recordings and other printed educational materials.

We formed a volunteer Marketing team in 2015 with exceptional members. Our team members represent several partner organizations. We have been working to create a brand strategy to expand recognition of our mission and goals. We are concentrating on branding, brand awareness, social media, website and printed communications. We are establishing C2030D as the expert in measurement, operational efficiency and as the go to resource for building owners and managers.

This year we were able to substantially expand our marketing reach through a number of publications, increased use of social media, presentations and educational and networking events. The following is a list of some of our marketing accomplishments:

- In Q1 we published our 2015 [Progress Report](#)
- Printing of three banners to be used at tradeshow and events
- Published quarterly newsletters: [Q1](#), [Q2](#), [Q3](#), [Q4](#)
- Expanded our social media presence, using [twitter](#) and [Facebook](#)
- Featured in a [GBIG article](#) (Green Buildings Information Gateway)
- Featured in the City of Cleveland's [blog](#) and in their [State of Sustainable Cleveland report](#)
- Two articles in Properties Magazine: [June edition](#) highlighting the Green Building Challenge and [September edition](#), their Green Building edition
- Three flyers published: [Ten 2030 Tips for Saving Energy](#), [Ten 2030 Tips for Conserving Water](#), [Ten 2030 Tips for Reducing Commuter Emissions](#)
- Cleveland State University [press release](#) regarding our collaboration on student led energy audits
- COSE included C2030D in their [Energy Resource Guide](#)
- Billboard advertising by Playhouse Square and Cuyahoga Community College (which ran during the Republican National Convention)
- Cleveland 2030 District Member and Partner window decals
- A number of presentations including Lunch-n-Learn session at Osborn Engineering, participation in Cleveland State University's Earth Day celebration and the City's Year of Sustainable Transportation kick off, presentation at Energy Tech energy conference, presentation at the Cleveland Clinic Energy Summit, participation in Cleveland Engineering Society annual conference, presentation at the Sustainable West Side event.

GREAN COMMITTEE (GREAN RESOURCES AND EDUCATION ADVISORY NETWORK)

The GREAN Committee organized a series of educational events targeted to a broad audience. We collaborated with AIA Cleveland (and their Building Enclosure Council), NEO USGBC, ASHRAE, COSE and the City of Cleveland to present six sessions in 2016 on a variety of topics. The GREAN committee took the lead in organizing, creating marketing materials, setting schedules, and finding the venue and caterer. The idea is that once the framework is set, each organization takes one event and finds the speaker(s), takes care of creating a registration site, and is the host the day of

the event. This makes it easy for each organization to market and “take credit” for the series to their membership, only having to organize one event. We all feel this collaboration sends a very positive message to the community that our organizations are collaborating and supporting each other and not competing by offering similar programming. In addition, Cleveland Engineering Society, BOMA, Association of Energy Engineers and Corporate Roundtable also market these sessions to their membership. It is truly a very broad collaborative effort. All events “sold out”. This same group has already created the list of sessions for 2017. AEE, AIA, ASHRAE BOMA, CES and USGBC offer continuing education credits for these events. A full list of events can be found on our [website](#).

The GREAN Committee worked with the Marketing Committee to develop a trio of [trifold flyers](#) to address the “Top Ten 2030 Tips” for Saving Energy, Water and Reducing Commuter Emissions. These flyers were distributed at every opportunity including the education sessions. These list 10 low cost/no cost suggestions for conserving and reducing consumption. Our volunteer GREAN and Marketing teams developed the text and completed the design work on these trifolds. These are also posted to the Network intranet website as a best practice for other Districts to rebrand as their own.

C2030D BOARD OF DIRECTORS AND DEVELOPMENT COMMITTEE



This year we had a few changes to the Board of Directors and Executive Committee due to term expirations. The Board Chair position transferred from Don Kerko (our founder), AIA, Principal, Makovich and Pusti Architects, Inc., to Jill Ziegler, Director of Sustainability and Corporate Responsibility, Forest City Realty Trust. Other Executive Committee positions transferred, however all members continue to serve on the Board of Directors. For a full list of current members, visit our [website](#).

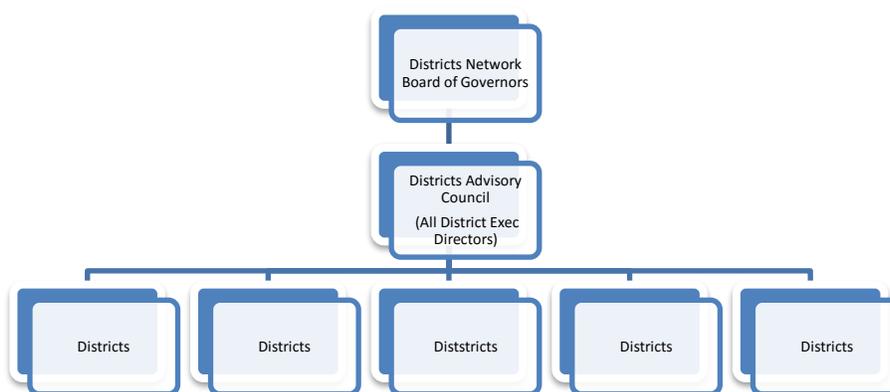
The Board held two retreat sessions for the purpose of identifying funding opportunities, including grant foundations, corporate foundations, corporate sponsors and individuals. Board members continue to review their own contact lists for sponsorship support. Additionally, we have volunteers working to expand this list to include other opportunities.

In 2016 we secured a major grant from the Kresge Foundation and additional new sponsorships from five corporate organizations, two advertising sponsorships (recognition on highly visible billboards) and a number of event sponsorships. For a full list of our supporters, visit our [website](#).

We work with other Districts, local community organizations and with the City of Cleveland to determine if there are opportunities for us to work together to apply for funding opportunities.

NETWORK PARTICIPATION

We support the Districts Network in any way we can. The Network is a truly collaborative organization. With governance shifting from Architecture 2030 (founding “parent organization”) to the formation of the 2030 Districts Network (a self governing structure), we participated in a number of meetings to help develop the new structure. Our Executive Director participates on the District Advisory Council, which is comprised of Directors from each established District. She is also one of three from this Council, voted by the Council, to hold a seat on the Network Board of Governors. Cleveland was also pleased to offer three Board of Governor candidates who were confirmed to hold seats on the inaugural Board.



In September, the Network held the fourth annual 2030 Districts Network Summit. The Toronto 2030 District hosted this year’s event. This was an exceptional opportunity for all the Districts to collaborate, share information and for Districts’ staff to meet and develop relationships with their counterparts. Cleveland’s Executive Director and Program Manager attended and presented in several sessions, including a presentation to share our methodology for creating performance reports for participating properties. This has since been posted as a best practice to the 2030 intranet website available to District leaders.

Outside the summit, we continuously have conversations with emerging and established Districts to share best practices and participate in regularly scheduled Network calls.

We were also pleased to be interviewed by Industrial Economics, a firm working with the EPA to study the benefits and process of replicating 2030 Districts. We hope our endorsement and feedback will be of value to the study.

Our Belief Statement: We engage progressive property owners, professional partners and community stakeholders to create a dramatically efficient built environment for Cleveland.

Our thanks to our Funder



Our thanks to our Sponsors

Platinum



Silver



Bronze



Affiliate Sponsors

