The Dallas 2030 District, 501(c)(3) is a private-public market transformation initiative committed to reducing energy use, water consumption and transportation emissions. Within this District, property owners and managers, developers, businesses, local government, utilities, and community stakeholders together benchmark and develop and implement creative strategies for measuring progress toward our 2030 Districts goals.
A Note From Our Executive Director:

The Dallas 2030 District is a collaborative effort to create a high-performance building District in Dallas. Every year we strive to develop realistic, measurable, and innovative strategies to assist commercial property owners, managers, developers, and tenants in meeting our aggressive goals, to reduce environmental impacts of commercial facilities in both, construction and operations. I am excited to share with you the many accomplishments that our organization has achieved to date in this report.

We started our year by initiating programs aimed at enhancing the performance of our member buildings. These programs included available incentive and rebate programs, energy efficiency best practices, financing options, and new technologies. As the District and our members prepare to meet the 2030 goals, much of our effort was focused this year on the benchmarking of energy use. I am proud to say, the Dallas 2030 District has once again in 2019 proven that we are well on our path toward achieving the 2030 target of reducing energy use overall by 50%. I am ecstatic by the progress we have collaboratively made in 2019 and looking forward to another great year.

Our Executive Board and Leadership Council are dedicated and engaged in growing the District further in 2021 and beyond. I invite foundations, corporations, non-profits organizations, and anyone with a passion for sustainability to join us in helping to achieve the mission, purpose, and goals of the Dallas 2030 District. Learn how you can help us get one step closer to the 2030 goals. I am looking forward to your commitment. I want to especially thank our supporters and members for your dedication and participation in the District. I appreciate it.

It is my pleasure to share with you our 2019 Annual Impact Report.

Salima Moolji

Salima Moolji, Dallas 2030 District, Executive Director
WHO WE ARE?

The Dallas 2030 District a 501(c) (3), established in 2015, is a unique private-public partnership initiative in designated urban areas across North America; committed to reducing energy use, water use and transportation emissions. Within this District, property owners and managers, local businesses, local government, utilities, and community stakeholders together benchmark and develop and implement creative strategies for measuring progress towards common goals.

High-performance buildings have proven track records of simultaneously increasing business and property profitability, reducing environmental impacts, and improving occupant health. The Dallas 2030 District seeks to prove that high performing buildings are the most profitable buildings in Dallas. District members will do this by developing realistic, measurable, and innovative strategies to assist property owners, managers, and tenants in meeting their goals. The overwhelming objective of the District is to keep properties and businesses competitive while operating buildings more efficiently, thereby reducing the costs and the environmental impacts of building operations.

This groundbreaking project will keep Dallas competitive and ensure a healthy and livable city in 2030. Property owners and managers are voluntarily committing their properties to Dallas 2030 District goals. There are no penalties for not achieving 2030 District’s goals. The Dallas 2030 District will report annually on its District level achievements in reducing energy and water consumption; individual building performance data will not be disclosed.

The Dallas 2030 District is an organization led by the private sector, with local building industry leaders uniting around a shared vision of sustainability and economic growth-while aligning with local community groups and government to achieve significant energy, water and emissions reductions with our commercial cores. Property owners/managers/developers join the Dallas 2030 District to help us make significant changes to their properties to create reductions necessary to transition to a low carbon economy.

“Accomplishing the goals of the Dallas Comprehensive Environmental and Climate Action Plan (CECAP) requires all of us working together. Collaborative business focused partnerships with organizations like Dallas 2030 District are instrumental in moving us towards a healthier, more sustainable future.” City of Dallas Council Member Omar Narvaez (Chair of Environment and Sustainability Committee)
OUR BOUNDARIES

DALLAS 2030 DISTRICT BOUNDARIES

The boundaries include Downtown, Uptown, the Design District and the Medical District. The Dallas 2030 District members set these boundaries. This includes over 42 buildings and over 32.5 million square feet dedicated to the District’s goals.

Our Goals

DALLAS 2030 DISTRICT GOALS*

Goal Reduction for Existing and New Buildings:

Existing buildings energy use 20% reduction below the District baseline by 2020 with incremental targets, reaching 50% reduction by 2030.

Existing building water use 20% reduction below District baseline by 2020 with incremental targets, reaching 50% reduction by 2030.

New buildings water use 50% reduction below the District baseline 2030.

Transportation CO2 emission 20% reduction below the District baseline by 2020, with incremental target, reaching 50% by 2030.

*Goals are aggregated and represent the combined reductions for all Dallas 2030 District buildings. No individual date will be disclosed.
*District energy use baseline in determined by 2003 Commercial Buildings Energy Consumption Survey (CBEC) using Energy Star Portfolio Manager
* Transportation targets are calculated by looking at actual existing travel data with the boundaries of the 2030 Districts
EVENTS IN 2019

OUR DALLAS 2030 DISTRICT 2019 EDUCATION AND TRAININGS:

- Hosted by: Dallas 2030 District & The Union Dallas, Peloton CRE- ONCOR Commercial Building Incentives 2019
- Hosted by: Dallas 2030 District & 2100 Ross Avenue, CBRE- The Art of Implementing & Facilitating a Sustainable Energy Management Program
- Hosted by: Dallas 2030 District & AIA Dallas- Latest Innovative Water Technologies for Commercial Real Estate Facilities
- Hosted by: Dallas 2030 District & Bank of America Plaza, JLL- The Value of Optimized Maintenance for Commercial Facilities
- Hosted by: Dallas 2030 District & 2100 Ross Avenue, CBRE- Emerging Technologies in Energy Management for Commercial Real Estate
- Hosted by: Dallas 2030 District & Dallas County- Educational Session and Hard Hat Tour of the Upcoming WELL Building in downtown Dallas

The 2030 Architecture Challenge:

“The built environment is the major source of global demand for energy and materials that produce by-product greenhouse gases (GHG). Planning decisions not only affect building energy consumptions and GHG emissions, but transportation energy consumption and water use as well, both of which have large environmental implications.”
MEMBERSHIP AND OUR CURRENT MEMBER

SEE OUR CURRENT MEMBERS

Building Owners and Managers Members:

Building owners and managers form the core of the District. Whether you are a developer, building owner or manager and with a property within the District boundaries you can participate. Building owners and manager’s primary contribution is a commitment to improve the building’s performance, starting with maintaining your electronic data portfolio. In return for District membership, the building members receive multiple benefits including access to a wealth of information about improving building performance.

Cambria Hotel
CBRE, Renaissance Tower (Founding Member)
CBRE, 2100 Ross Avenue
City of Dallas, AT&T PAC (Founding Member)
City of Dallas, Dallas City Hall (Founding Member)
City of Dallas, Dallas Central Library (Founding Member)
City of Dallas, Kay Bailey Hutchinson Center (Founding Member)
City of Dallas Meyerson Symphony Center (Founding Member)
City of Dallas, Moody Performance Hall (Founding Member)
City of Dallas, Dallas Museum of Art (Founding Member)
City Place Tower
Crescent, Corgan Tower
Crescent, McKinney & Olive
Crescent, The Crescent
Dallas County, George Allen Sr. Courts Buildings
Dallas County, Old Red Court House
Dallas County, Records Complex
Federal Reserve Building (Founding Member)
Fortis, Chase Tower
Fountain Place
Granite, 3333 Lee Parkway (Founding Member)
Granite, Cedar Maple Plazas 1-3 Buildings (Founding Member)
Granite, 3333 Lee Parkway (Founding Member)
GSA, Terminal Annex Federal Building (Founding Member)
GSA, AM Smith Federal Building (Founding Member)
GSA, Santa Fe Building (Founding Member)
Hall Arts
Hunt Consolidated, Hunt Headquarters (Founding Member)
Hunt Consolidated, Sharyland (Founding Member)
Parkland Health & Hospital Systems
JLL, Advancial Tower (Founding Member)
JLL, Bank of America Plaza (Founding Member)
JLL, 4311 Oak Lawn (Founding Member)
Republic Center, Younger Partners
Rosewood Court (Founding Member)
Stream Realty, Comerica Tower
Stream Realty, Trammell Crow Center (Founding Member)
The Union Dallas
Younger Partners, Republic Center
17Seventeen McKinney
1900 Pacific Residences
Professional Members:

Professional members contribute financially to the success of the District and supply important resources to building members to help achieve the goals of the District. Professional members do not have to be located within the District to participate. For a minimum annual contribution, a designated representative may participate in all member activities, as well as gain the opportunity to sponsor events and activities.

Carlisle (Founding Member)
Covestro (Founding Member)
EIS Lighting (Founding Member)
Facility Performance (Founding Member)
Facilities Solutions Group (FSG) (Founding Member)
Green Building Initiative
LORD Green Strategies
SCHMIDT & STACY (Founding Member)
Smart Energy 360
Texas PACE Authority
Trane (Founding Member)
Yardi

Community Members:

Community members support the District through mutual advancement towards resource conservation and economic prosperity goals. Whether community members are located inside or outside the District, there are multiple ways to engage through in-kind support, collaboration, and community outreach. A designated representative may participate in all member activities.

AIA Dallas (Founding Member)
ASHRAE
North Texas Association of Energy Engineers
BLC of Texas
CCL DFW Chapter
City of Dallas (Founding Member)
Dallas County
Dallas Colleges
Dallas Innovation Alliance
Downtown Dallas Inc.
Earthx (Founding Member)
GDPC (Founding Member)
NCTCOG (Founding Member)
ONCOR
Texas PACE Authority
Texas A&M TEE
USGBC (Founding Member)

“The City of Dallas greatly values our participation in the Dallas 2030 District, as it allows us to better understand how our partners in the private sector are managing energy, water and promoting public transportation; this program was referenced in our Comprehensive Environmental & Climate Action Plan as a good example of how the public and private sectors can work together towards a more resilient future.”

-Susan Alvarez, City of Dallas, Assistant Director, Environmental Quality & Sustainability
MOVING FORWARD

SEE HOW WE’RE MOVING FORWARD WITH OUR GOALS

✓ Data Measurement and Management: Energy Star Portfolio Manager
✓ Annual Reporting
✓ Education Events and Trainings
✓ Best Practices
✓ Case Studies
✓ Roundtable Planning Discussions with Building Owners, Managers and Engineers
✓ Creating and Retaining Ongoing Strategic Partnerships
✓ Networking

All Members contribute towards shared District goals, and each Member plays a critical role in ensuring District success.

✓ Enjoy the financial benefits of a greener building: greater occupancy, increased lease revenue and tenant satisfaction
✓ Expand your organizational outreach, influence, programs, and activities
✓ Demonstrate leadership on sustainability and resilience
✓ Showcase and share expertise and experience
✓ Expand network of industry stakeholders and like-minded professionals
✓ Be a thought leader for your city and increase your contribution to the community

“Covestro is committed to building stronger, more sustainable communities, which aligns well with the goals of the 2030 District Network. I am proud to serve on the board of this national initiative, which has already made tremendous strides toward creating high-performance building Districts in cities across the nation. Dallas is no exception. Through strong collaboration and a focused effort on mitigating climate change, the Dallas 2030 District is dramatically reducing energy and water consumption, curbing transportation emissions and improving indoor air quality – all while fostering a more competitive business environment. I think this region has raised the bar for other District chapters.” - Tim Thiel, Marketing Manager, Covestro
PROGRESS REPORT

PERFORMANCE MEASURES:

Dallas has made strong progress in its goal to reduce its District building energy usage by 50% by 2030. Dallas 2030 District properties are baselined using Energy Star Portfolio Manager, which calculates a building’s Energy Usage Intensity (EUI), which is the energy consumed by the building per square foot, adjusting for building occupancy, building use and weather. The lower the building’s EUI as compared to its peer group, the more efficient the building. The Dallas 2030 District’s baseline was set using the 2003 Commercial Building Energy Consumption Survey (CBECS) and it specifically focused on Site Energy Usage Intensity (EUI), in kBtu per square foot per year. Site Energy Usage Intensity refers to the amount of heat and electricity used by the building.

Of the 42 buildings participating in the Dallas 2030 District 35 have been set up with accounts in Portfolio Manager. Of these, 17 buildings have been aggregated to analyze the District’s performance during calendar year 2019. The properties that were excluded from the data used to calculate these metrics had incomplete data in Portfolio Manager or represent an unusual space type that does not easily lend itself to baselining.

As of December 2019, Dallas 2030 District properties had an average site EUI of 68.6 compared to the baseline average for similar properties of 85.2, representing an average decrease in energy use of 19.5% from baseline. This puts the Dallas 2030 District well on its path toward achieving its 2030 target of reducing energy use overall by 50%, having almost achieved its 20% targeted reduction.

Office properties, which represented the majority of the Dallas 2030 properties being reported on, collectively reduced energy usage by even more with an average reduction from the baseline of 18.4%. The average Energy Star score for an office property in the Dallas 2030 District was 68.9 in 2019. Energy Star score is a scaled value from 1-100 assigned by Portfolio Manager, with a score of 50 being median and scores of 75 and above being considered top performers.
The Dallas 2030 District is making measurable progress throughout the whole member District. The Dallas 2030 District’s Building Owners, Professional Members, and Community Members, collectively work together implementing ROI based strategies determined to protect the planet from degradation and taking urgent action to sustainably manage resources, so the needs of present and future generations are supported. Ongoing Dallas 2030 District educational sessions, sharing best practices among members, and promoting member building results are driving the District to achieve our ambitious 2030 goals.

John Kirtland, owner of 1900 Pacific Residences (1900 Pacific), worked collaboratively with Andres Construction, Smart Energy 360, and members of the Dallas 2030 District, resulting in cost-effective reductions regarding the environmental impact of building construction and operations. Kirtland redeveloped this Downtown Dallas historic building into a high-performance property using new and emerging technologies, incentives, benchmarking, available civic programs, and best practices.

1900 Pacific enjoys enhanced financial performance and lower overall operating expenses, while the residents enjoy improved occupant comfort, and lower monthly bills because of implementing energy and water conservation measures throughout the building. Water quality in the cooling system is carefully managed, and air quality monitoring is shared with residents on flat screen TVs in the common area. Later this year, we are looking forward to a tour of this impressive LEED certified multifamily building.

1900 Pacific Residences was originally Constructed in 1952. The structure, representative of 1950’s Modernism, operated as an office building named the Corrigan Tower for half a century. Today, 1900 Pacific Residences has been redeveloped as a premier, 18-story, high-performance, LEED certified, residential community overlooking Downtown Dallas’ newest, socially resilient, public park. Historical architectural details remain as a reminder of the building’s roots, but also emphasize that a decades-old building can be operated as efficiently and sustainably as any newly constructed building.
BUILDING HIGHLIGHT

1900 PACIFIC RESIDENCES DALLAS, TEXAS:

1900 Pacific Residences boasts 150 apartments with luxury features and amenities including, large shower/bathtub combinations with low flow faucets and fixtures, energy star appliances throughout, repurposed quartz countertops, and a 7,450-SF rooftop amenity deck and pool lush with plant life to attract Bees. The 4,220-SF wellness-oriented communal work center and lounge, sound-proof music rehearsal space, art space with high-performance fans to remove fumes, a 2,448-SF gym overlooking a 3 acre Park, ground-floor art exhibit space, and multiple layers of air quality systems to remove particles down to 3 microns, serve residents.

John Kirtland began the redevelopment directly following the June 2016 announcement of the Department of Housing & Urban Development's (HUD) multifamily insurance rate reduction program, which encourages capital financing of affordable and energy-efficient apartments. To qualify for Green Mortgage Insurance Premium Reduction (Green MIP Reduction), Kirtland certified that the property has achieved or will pursue to achieve an Energy Star score of 75 or better. To determine the overall load and efficiency of the building, Smart Energy 360 created a precise energy model based off MEP plans and architectural drawings. The energy model predicted an Energy Star score of 80, which was confirmed with the actual 81 score.

Reducing energy costs for rental occupants was a primary focus of the building redevelopment. John estimates that he spent roughly $3mm in construction upgrades over building code to meet new HUD MIP loan requirements. Of that amount, $1.3mm was spent on double pane, thermally broken, insulated windows. The balance was spent on double insulated walls, energy efficient appliances, low flow faucets and fixtures, and LED lighting. On behalf of ownership, Smart Energy 360 sourced a fixed energy rate of 3 cents for the next 10 years backed by the largest independent power producer with the highest credit rating in the US.

This estimated 50% energy savings below the Dallas multifamily building average translates to higher occupancy, higher retention rates, and a unique marketing proposition, that when coupled with the luxury amenities in the building, creates a high-performance building for occupants and ownership.

As a result of these energy efficiency upgrades and sourcing of long-term, low-cost power, tenants are paying an average electric bill price per square foot of $0.05 – 0.07/psf. The Dallas apartment average electric bill on a 935 square foot unit is $0.153 /psf, roughly $140 per month. 1900 Pacific resident’s average bill is $60 - $70 per month.
BUILDING HIGHLIGHT

1900 PACIFIC RESIDENCES DALLAS, TEXAS:

After completing a City of Dallas water audit following the building opening, John installed HydroFlow electronic water conditioners on the cooling towers along with real time monitoring of make-up, blowdown, PH, conductivity, and cycles of concentration (COC). Before installation, the cooling towers were running 3 COC and conductivity was roughly 1300 micro siemens. Today, the building can maintain conductivity at 4500 micro siemens and 8 COC. Since install, the building has saved over 2.8 million gallons of water, roughly 20% make up (freshwater) and 80% blowdown (sewer). The water treatment chemicals were changed from liquid to a solid and reduced by 75% because of electronic water conditioning. Due to the removal and prevention of scale, the building saves 5 – 7% electricity because of improved heat transfer efficiency.

Working towards the 50% reduction in the Districts’ 2030 Transportation CO2 emissions goals, 1900 Pacific Residences boasts low carbon travel solutions with its public transit-oriented location, just a block away from the St. Paul Dart Rail Station and Dart Bus service. Residents enjoy 20 complimentary community share bikes and an EV charging station that accommodates all electric vehicles. For a sustainable twist on traditional shared ride services, 1900 Pacific Residences partners with a zero-emission rideshare service that is committed to reducing global carbon emissions one ride at a time with a tree-planting, emission-tracking, luxury electric vehicle ride-sharing app. There are urban lifestyle extras, such as an on-site pet-washing area, music rooms, and secure bike storage.

With recent national attention paid to the healthy air quality for occupants and visitors of buildings, high quality air filtration is deployed throughout the property, which substantially limits the number of particulates in the air. Outside air goes through 10" of Merv 13 air filtration before the fresh air is delivered into breathing space. To monitor indoor air quality in real time, John installed real-time air sensors. The sensors track and trend temperature, humidity, Co2, volatile organic compounds, particulate matter 2.5 and 10, and formaldehyde.

"What you end up getting for your money is a much better performing building. Because you designed and built a more thoughtful and efficient building, future buyers and tenants who care will respond. The income and expense line does not lie, no matter the hold period. Inefficient systems are where you get pummeled in your NOI and dinged on your sales price. Choose your systems wisely, and there is a direct correlation to your investment strategy and how the building is being used and performing." -John Kirtland, Owner 1900 Pacific Residences
OUR ORGANIZATION:

STRUCTURE AND MEMBERS

Dallas 2030 District Current Leadership:
The Dallas 2030 District’s Leadership and Executive Councils play a very significant role in providing guidance to the District by contributing to the organization’s culture, strategic focus, effectiveness, and financial sustainability, as well as serving as ambassadors and advocates.

Dallas 2030 District Executive Council:
Executive Director, Salima Moolji, SM Real Estate Co.
Chair: Bill Moebius, JLL
Vice-Chair: Mary Stocks, Rosewood Court
Secretary: Frank Forrest, Carlisle
Treasurer: Jerry Kettler, FPA

Dallas 2030 District Leadership Council:
Executive Director, Salima Moolji, SM Real Estate Co.
Co-Chair, Bill Moebius-JLL, Mary Stocks-Rosewood Court, Sylvia Golisano-Granite Properties
Director of New Property Engagement, TBA
Director of Building Managers Engagement, TBA
Directors of Building Engineers Engagement, Michele Martin-Granite Properties
Directors of Professional Engagement, Marc Migliazzo-EIS Lighting
Directors of Education & Technical Training, Dan McLaughlin-Facility Solutions Group, Frank Forrest-Carlisle
Director of Fundraising, TBA
Directors of Benchmarking, TBA
Director of Communications & PR, Jacob Steiner-Smart Energy 360
Directors of Special Projects, Jerry Kettler-FPA, David Schmidt-SCHMIDT & STACY

Financial:
Financial consideration comes from the Dallas 2030 District members in both in-kind and monetary contributions. The success of your Dallas 2030 District depends on the membership and support of our community. We are so grateful for the abundance our membership contributes in time, expertise, money, and in-kind donations. Thank you to all who have contributed so generously to the mission of making Dallas a high-performance District by 2030.

Join us today!
Visit www.2030districts.org/Dallas
Follow us on Twitter, LinkedIn and Like us on Facebook
For more information on membership, sponsorships, or partnership opportunities, email us at Dallas@2030districts.org
REPORT

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