

## SUSTAIN | ABILITY

# Opportunity Knocks!

## The Effort to Improve Building Performance Begins in Michigan



PHOTO COURTESY OF JOSEPH COOTS



By **Douglas Elbinger**,  
Energy Systems Analyst, Newman Consulting Group LLC

**A**s part of the national 'Architecture 2030' initiative, The Detroit 2030 District is the 16th District to launch in North America. The Detroit 2030 District is a voluntary collaborative of building owners and real estate professionals whose goal is to dramatically reduce energy, water, and emissions from transportation, while increasing healthy competitiveness in the CRE environment and owners' return on investment. Spearheaded by the USGBC, the national effort has enlisted districts all over the USA. Three of them are in Michigan: Detroit, Grand Rapids and Ann Arbor.

Detroit 2030 District is a strategic initiative of the U.S. Green Building Council, Detroit Region. The members of the Detroit 2030 District will work together to promote and reach the goals of the 2030 Architecture Challenge. There are many ways to participate. Throughout the year, educational and networking events will assist building owners & managers in reaching the goals of the District. **The program is FREE for building owners & managers.** Like-minded organizations are encouraged to collaborate with the District as Community Stakeholders and Professional Partnerships. Corporate sponsorships are available.

"Launching a 2030 District in Detroit this past June was perfect timing as the city is experiencing an increase in commercial building renovations and new construction. Bringing together the private and public sector to offer support to building owners and managers in reducing energy, water and GHG emissions in Detroit will not only create healthier and more sustainable buildings, but will also assist them in reducing operating expenses," said Connie Lilley, LEED AP, Executive Director, Detroit 2030 District.



Connie Lilley

from the U.S. Department of Energy is worth repeating: *"One-third of all energy in commercial buildings is wasted."* The question then becomes ...which third? To help you answer and other questions about energy management contact your regional 2030 District.

The premise of this effort is that money saved from energy efficiency goes directly to the bottom line. A 'high performance' building means that the building operations have been fine-tuned to reduce energy consumption. High performance buildings have proven track records of simultaneously increasing profitability and reducing environmental impacts. An additional benefit is improving air quality,

occupant health and productivity. This groundbreaking project will keep Detroit competitive and ensure a healthy and livable city in 2030.

With the Architecture 2030 Challenge providing property performance targets, the Detroit 2030 District seeks to prove that high performing buildings are the most profitable buildings in Detroit. District Members will do this by using realistic, measurable and innovative strategies to assist district property owners, managers and tenants in meeting goals that keep properties and businesses competitive, while operating buildings more efficiently and reducing the environmental impacts of facility construction, operation and maintenance. Property owners and managers are *voluntarily* committing their properties to Detroit 2030 District goals; they are *not* required to achieve the District goals through legislative mandates or as individuals.

#### District Goals:

The Detroit 2030 District will pursue a reduction in energy and water consumption against baselines established using federal surveys (CBECS) and verified local utility data. The goal is 50 percent reduction against a 2003 baseline.

The District also provides education, resources and guidance for all members to achieve the following:

- Track and share accurate usage data to aggregate District performance, and improve building management;
- Establish efficiency planning at the building and/or organizational level;
- Set energy reduction and management goals for maximum building performance and longevity; and
- Implement upgrades, commissioning, and best management practices to reach goals.

This is all accomplished on a voluntary basis and individual building performance is confidential. Overseen by Architecture 2030, the 2030 Districts are in the vanguard of grassroots collaborative efforts to renovate hundreds of millions of square feet of existing buildings and construct high-performance infill development and redevelopment.

2030 Districts bring property owners and managers together with local governments, businesses, and community stakeholders to provide a business model for urban sustainability through collaboration, leveraged financing and shared resources. A notable key indicator

# RONCELLI

Dedicated to Building Excellence





CONSTRUCTION  
SERVICES

AUTOMOTIVE  
INDUSTRIAL  
HEALTHCARE  
INSTITUTIONAL  
COMMERCIAL  
INTERNATIONAL  
SELF-PERFORM

STERLING HEIGHTS

(586) 264-2060

DETROIT

(313) 964-5689

www.roncelli-inc.com

# DETROIT 2030 DISTRICT®

Another goal in achieving the 2030 Challenge targets at a District scale is that it will provide a working model that other cities, towns and regions can use to reduce costs and resource use while increasing competitiveness and efficiency. While individual buildings have distinct opportunities for reductions and improvements, a District approach provides the opportunity for additional efficiencies across all categories. The Detroit 2030 District provides members a roadmap and the support they need to own, manage and develop high performance buildings by leveraging Community and Professional Stakeholders, market resources, new management tools, partnerships, and opportunities to overcome current market barriers. This type of collaborative action is not only a strategic undertaking to keep Detroit competitive, but also represents a major investment in Detroit's future and reflects the collaborative nature of our region.

2030 Districts offer a variety of free and discounted resources to help property owners and managers reach the maximum performance of their buildings. For contractors, there is a variety of 'Toolkit Categories' (visit <http://www.2030districts.org/toolkits>) such as exclusive incentives, discounts and programs. Resources and opportunities available exclusively to District members are:

- Comparative Analysis Resources to help you understand your performance and opportunities for improvement;
- Case studies of properties which have implemented energy conservation measures and other resource efficiencies; and
- Educational events held by local 2030 Districts to educate members on resource efficiency.

Also included are training and ongoing support through educational workshops on tools and Best Practices; innovative software platforms to track and analyze performance; in-kind member professional services and contributions, including project scoping and feasibility; and influence on District-related policy issues, including incentives.



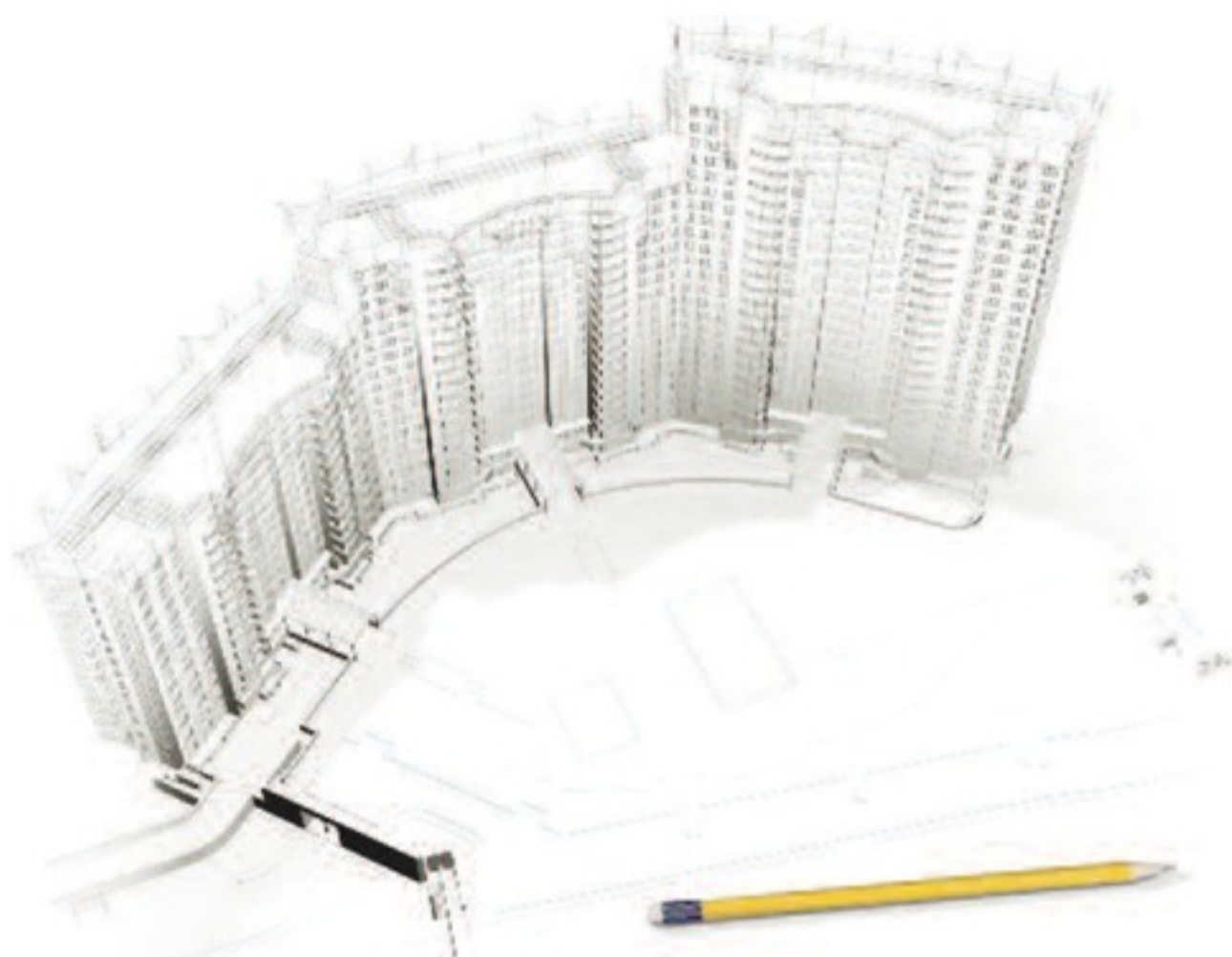
**TESTING ENGINEERS  
& CONSULTANTS, INC.**  
*Engineering Client Success*



**1-800-835-2654**  
[testingengineers.com](http://testingengineers.com)

- Asbestos/Lead/Mold
- Building & Infrastructure
- Construction Materials Testing
- Environmental Services
- Geotechnical Services
- Indoor Air Quality
- Training

ANN ARBOR | DETROIT | TROY A Certified WBE/DBB



### Professional and Community Stakeholders

Through District membership, professional and community stakeholders have opportunities to reach an engaged audience of developers, property owners and property managers as they assess efficiency upgrades for their properties. They also gain access to the most up-to-date information regarding potential new and renovation projects within the 2030 District. Professional stakeholders can also provide guidance and influence on permitting and policy revisions that could incentivize 2030 Challenge projects.

### 2030 Districts Network Benefits

All 2030 Districts benefit from the following partnerships, support, and services from the 2030 District Network:

- Technical support and related services;
- Strategies for cost-effective reductions in energy, water, approaches to reduce CO2 emissions;
- A 2030 District website with tools for editing and adding material;
- Participation in 2030 District conference calls, summits, webinars and capacity building workshops;
- 2030 District publications and other information;
- Strategies and funding mechanisms for 2030 District;
- A list of Best Practices for property owners and managers;
- A standardized toolkit to help cities create new Districts;
- A process for establishing District and building benchmarks; and

- Access to National Field software to share Best Practices and increase collaboration.

As you see, there are many opportunities to participate. A summary list of participating organizations includes: DTE Energy; The City of Detroit; The Detroit Lions; Wayne State University; AIA Detroit; NextEnergy; Comerica; Bedrock Properties; CBRE; JLL; Sachse Construction; Johnson Controls; OHM; FTC&H; and many more.

For more information and to get involved contact:

#### Detroit 2030 District

Connie Lilley, LEED AP - Director  
[www.2030districts.org/Detroit](http://www.2030districts.org/Detroit)  
 (248) 897-1255  
[connielilley@2030districts.org](mailto:connielilley@2030districts.org)

#### Ann Arbor 2030 District

Bonnie Bona, AIA, LEED AP BD+C - Project Manager  
 1250 N. Main Street, #1, Ann Arbor, MI 48104  
 (734) 585-5720 ext. 12

#### Grand Rapids 2030 District

Cheri Holman - Executive Director  
[2030Districts.org/grandrapids](http://2030Districts.org/grandrapids)  
 (616) 691-1243  
 Email: [cholman@usgbcwm.org](mailto:cholman@usgbcwm.org) ♡



## DETROIT CERAMIC TILE CONTRACTORS ASSOCIATION

[www.dctca.com](http://www.dctca.com)

*Dedicated to the promotion, advancement, and training of Michigan's unionized ceramic tile industry.*

### CONTRACTOR MEMBERS

Boston Tile & Terrazzo Company  
 Carlo Tile & Marble Company  
 Eldorado Tile & Marble  
 Empire Tile & Marble Company  
 F.D. Berardino Tile, Inc.  
 L. Marson Tile & Marble, Inc.  
 Marson Enterprises, Inc.  
 Michielutti Bros, Inc.  
 Shores Tile Company  
 Wolverine Stone Company

## PROVIDING EDUCATION THROUGH...



## GREAT LAKES CERAMIC TILE COUNCIL

[www.glctc.us](http://www.glctc.us)

*Our mission... to promote the education of our members and to assist the Architectural & Design community in specifying the proper ANSI installation methods for ceramic tile and stone..*

### CEU PROGRAMS AVAILABLE

- Tile Standards and Reference Manuals
  - Specification and Installation of Large Format Tile
  - Installation of Glass Tile
  - Membranes
- Ceramic Tile Backerboards for Interior and Exterior Installations
- The Shower Environment and Water Management for Ceramic Tile
  - Thin Porcelain Tile
- Strategies for Exterior Tile Installations
  - The "ACT" Way to Build a Reliable Shower
  - Movement Joints for Tile & Stone Installations