

MARKETING GREEN ASSETS

Better Buildings Challenge Summit 2015

Intro to Corcoran Management



Outline

- Potential Residents
- Current Residents
- Staff



Certification

- LEED
- Energy Star
- IREM Sustainability?



Explanatory Cards



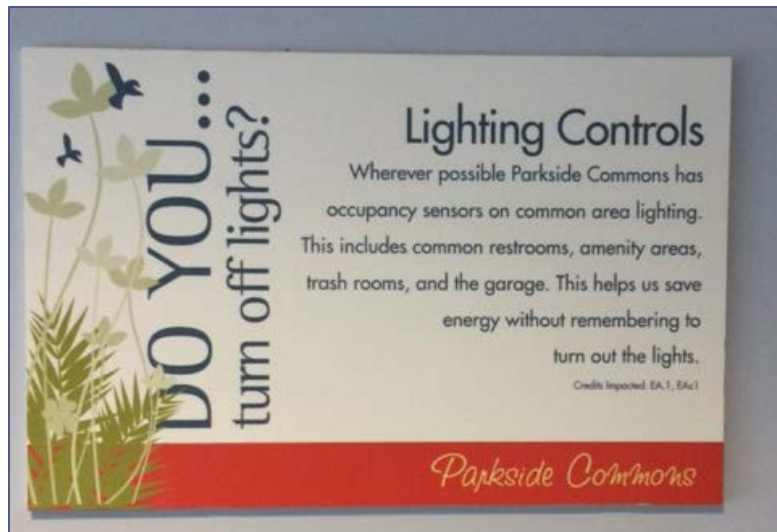
**DO YOU...
have green feet?**

Carpet Systems

This carpet, as well as all other carpets used at Parkside Commons were manufactured with recycled materials, contain minimal amounts of VOC's and were installed using low VOC adhesives.

Credits Impacted: EQa.1 and EQa.3

Parkside Commons



**DO YOU...
turn off lights?**

Lighting Controls

Wherever possible Parkside Commons has occupancy sensors on common area lighting. This includes common restrooms, amenity areas, trash rooms, and the garage. This helps us save energy without remembering to turn out the lights.

Credits Impacted: EA.1, EA.1

Parkside Commons



**DO YOU...
shop local?**

Green Construction

The Commons earned a number of credits during construction that are not visibly identifiable. These include recycling more than 75% of all construction waste, using materials extracted and manufactured locally, minimizing onsite pollution during construction and building using low VOC paints, solvents, sealants and carpets.

Credits Impacted: EQ.1, EQ.2, EQ.3, EQ.4, EQ.4.1, EQ.4.2

**DO YOU...
breathe freely?**

Clean Air

We have made the decision to prohibit smoking anywhere at The Commons. Smoking is not allowed in common areas, in individual apartment homes or even on the grounds outside. This means a safer, cleaner environment for everybody.

Credits Impacted: EQa.2

**DO YOU...
commute?**

Community Site Selection

The Commons earned a number of credits for site selection, including re-use of a site, access to transportation, and access to shopping and services.

Credits Impacted: SS.1, SS.2, SS.3, SS.4.1


COMMONS
AT SOUTHFIELD HIGHLANDS

Advertising

the COMMONS

On The Green Resident Login Southfield Highlands Resident Login

Request Information Directions (855) 284-1839



GREEN LIVING

The Commons at Southfield Highlands
We Are Now LEED Silver Certified by the USGBC!

The Commons is built to provide clean living, earth-friendly features and money savings from energy efficiency. It has recieved the LEED Silver certification from the U.S. Green Building Council for New Construction and from ENERGY STAR® for Massachusetts new Homes. We here at the Commons are proud to offer luxurious living in Weymouth while promoting a green and Eco-friendly lifestyle for not just our residents, but to the surrounding communities and habitats.

- 100% smoke-free living
- Use low or no volatile organic compound (VOC) sealants, adhesives and carpets
- Use eco-friendly cleaning products
- Water efficient plumbing fixtures
- Low E Windows significantly reduce the effect outdoor climate on interior temperatures
- ENERGY STAR® light fixtures and appliances
- High efficiency hot water heaters use less energy
- Enclosed bike storage

BREATHE EASY

At The Commons you have the right to fresh, pure air so we are 100% Smoke Free. Cigarette smoking is hazardous to your health, and second-hand smoke can be just as deadly.

HEAD OUTDOORS

Open space is a precious resource. Southfield has

THE COMMONS AT SOUTHFIELD HIGHLANDS

COMMONS ON THE GREEN

GETTING AROUND





GREEN LIVING

NEIGHBORHOOD

GALLERY






CONTACT

Find Your Home Now!

The Commons on the Green
LEED Homes Registered

CORCORAN
MANAGEMENT COMPANY
Creating Communities Since 1997

 COMMUNITIES
  TOUR CMC
  CONTACT US
  RESIDENT'S CORNER
  ABOUT US









location


Parkside and the Blue Line rapid transit is only 2 miles. Logain Airport sits less than 2 miles from the Commons.

socialize

apply now

PROPERTY SERVICES

-  email club
-  call me
-  photo tour
-  events
-  service desk
-  e-brochure
-  refer a friend
-  blog



THE NEWEST ADDITIONS TO PARKSIDE COMMONS IN FALL 2014

- Complimentary shuttle service to the Beachmont Blue Line MBTA Station
- Outdoor California Kitchen with stainless steel grill
- Around the clock concierge service
- Expanded fitness center
- Residential business center
- Re-designed resident clubhouse and lounge area

Advertising

FEATURES & AMENITIES

www.ParksideCommonsApts.com

Eco-friendly

FEATURES AT PARKSIDE	WHY THEY'RE GOOD FOR YOU
<ul style="list-style-type: none"> • Low amounts of volatile organic compounds (VOCs) in paints, solvents, cleaning supplies, adhesives, carpets, etc. 	<ul style="list-style-type: none"> • Improves indoor air quality
<ul style="list-style-type: none"> • Energy-efficient kitchen appliances 	<ul style="list-style-type: none"> • Provides greater energy efficiency and resource conservation
<ul style="list-style-type: none"> • "Daylight" views in 90% of spaces 	<ul style="list-style-type: none"> • Increases natural light, reduces energy use, and lowers utility bill
<ul style="list-style-type: none"> • Low ozone-depleting air conditioning chemicals 	<ul style="list-style-type: none"> • Creates a healthier indoor environment
<ul style="list-style-type: none"> • 6-inch wall insulation 	<ul style="list-style-type: none"> • Saves approximately 20% more energy than average 4-inch walls and provides better sound engineering
<ul style="list-style-type: none"> • Drip irrigation 	<ul style="list-style-type: none"> • Reduces water use by "in-ground" irrigation, so that spray does not evaporate on warm days
<ul style="list-style-type: none"> • Water meters in each apartment (water included in rent) 	<ul style="list-style-type: none"> • Offers the option of self-monitoring, minimizing excess water consumption
<ul style="list-style-type: none"> • Low-flow devices on faucets/showers 	<ul style="list-style-type: none"> • Conserves water, sewer and heating energy
<ul style="list-style-type: none"> • Dual-flush toilets 	<ul style="list-style-type: none"> • Saves water by using different amounts of water
<ul style="list-style-type: none"> • Indoor bike storage 	<ul style="list-style-type: none"> • Encourages alternative transportation, promotes exercise and reduces pollution
<ul style="list-style-type: none"> • Recycle areas 	<ul style="list-style-type: none"> • Multiple recycle areas in garage to conserve raw materials and energy
<ul style="list-style-type: none"> • Solar panels 	<ul style="list-style-type: none"> • Saves energy and lowers common area electric costs

Parkside Commons

ON-SITE LEASING AND MANAGEMENT OFFICE OPEN 7 DAYS A WEEK. 100 STOCKTON STREET, CHELSEA MA (617) 884-2400

Apartments.com™

1A 02190 - South Weymouth

\$1,684 - \$2,900

Studio, One, Two & Three Bedrooms

Parking

Other

Garage

Property Information

Built in 2012

298 Units/4 Stories

LEED Certified Silver

50

WEST BROADWAY

com

50WB is proud to be 100% smoke free! We've built and designed the community with you and the environment in mind during design and construction to minimize utility costs, save natural resources and keep chemicals out of the environment. Lowering utility bills with state of the art building design and material selection:

- Energy efficient/eco-friendly construction
- Paperless Payment Options
- Recycling on each floor

- Energy efficient appliances/lighting
- Resource efficient water systems
- 9000 sf. of outdoor courtyards

- Eco-friendly materials
- Abundant natural light
- Drought resistant landscaping

Current Residents



Acquiring a New Resident Costs 5 Times
More Than Keeping an Existing One.

Social Media Contests

- Green Tips
- Water Conservation

Green Posting Contest



From now until the end of April, you could win a \$50 gift card, just for posting about green-living on your community's fan page! It could be tips, benefits, an internet link, anything that offers the importance of "clean, energy efficient" living



\$50 monthly gift card prizes!

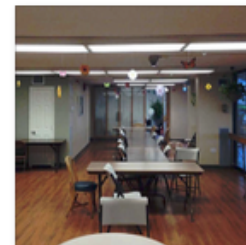
Corcoran Management retweeted
Better Buildings @BetterBldgsDOE · Apr 1
Way to go @corcoranmgmt for earning your @EPA ENERGY STAR for @50WBI Super impressive improvements and even greater energy savings!



Corcoran Management Company

Posted by Mrktngals At Corcoran (?) · March 27 · 🌐

The U.S. Department of Energy recognized Canterbury Towers in Worcester, MA for being a national leader in conserving energy use during 2014! Canterbury was one of only 2 public housing communities in Massachusetts recognized on a list of just 16 throughout the United States!



**Corcoran Management -
Canterbury Towers | Better
Buildings Challenge**

Canterbury Towers, located in Worcester MA, is an 8-story, 156 unit affordable apartment community. Built in 1976 under the leadership of Reverend George...

WWW4.EERE.ENERGY.GOV

137 people reached

Boost Post

Unlike · Comment · Share



Corcoran Management Company, Sara Pouladian, Jacqueline Gonzalez, Michelle King and 4 others like this.

Resident Outreach

- “Meet the Maintenance”
- Resident Meetings



Staff

The only thing worse than training an employee and losing them is to not train them and keep them.

- Zig Ziglar

Green Training

- Includes Leasing and Maintenance Staff
- Covers Lighting, Water, and HVAC
- Creates awareness about Corcoran Green priorities
- Positive morale

Contact Information

John Corcoran

Corcoran Management

JCorcoran@Corcoranmgmt.com

The background is a light blue map with a white grid. The map features various symbols including circles, squares, and crosses, some of which are highlighted in a darker blue. The map also shows some faint lines and numbers, possibly representing a network or data points.

Marketing Green Assets

Better Buildings Summit 2015

Jill Ziegler, LEED AP BD+C

Director of Sustainability and Corporate Responsibility

About Forest City

- Founded in 1920, based in Cleveland, Ohio
- \$8.8 billion company, principally engaged in the ownership, development, management and acquisition of commercial and residential real estate and land throughout the United States
 - Industry leader in mixed-used communities, adaptive reuse projects and sustainable properties
- Diverse portfolio:
 - Office
 - Retail (urban, enclosed malls, lifestyle centers, mixed use)
 - Residential (federally-assisted housing, military housing, market rate)
- Core markets: New York, Washington, D.C., San Francisco, Boston, Dallas, Los Angeles and Denver



Residential Portfolio

Conventional

- 54 Communities
- 14,470 Homes
- 1,393 apartment units in Construction
- 1,854 in Design
- 1,243 in Development

Federally Assisted

- 43 Communities
- 7,360 Homes

Military Housing

- 5 PPV's in 89 Neighborhoods
- 15,139 Homes
- 400 - 800 Under Construction



Aster Town Center, Denver, CO

Sustainability at Forest City

- Stapleton, 1990s
- Core Value 2003
- Reactive > Proactive
- Integrative Design Services, staff of 20
- Sustainability > CSR



Stapleton, Denver, CO

Corporate Social Responsibility

- Triple bottom line
- Industry benchmarking
- Investors want evidence that we will be in business tomorrow/next year/in 10 years
 - How do we prove this? Good management, including resident/tenant engagement.



Attracting & Engaging Residents

Unique, diverse portfolio. One-size-fits-all doesn't work.

- Surveys & Customer Service
- Communications & Engagement
 - Events / Contests
 - Green Teams
 - Newsletters
- Operations
 - Certifications: LEED, ENERGY STAR
 - Awards
 - Training



Surveys & Customer Service

- Contract with third-party to survey residents at least annually
- Customer service email box
- “Secret shopper” program (includes email, telephone and on site)



Mercantile Place on Main, Dallas, TX

Communications & Engagement

- CARE contest: challenges our on-site associates to create a rewarding experience for our residents and give back to our local communities
 - Awards for each property type segment
 - Added benefits: associate marketing training, community engagement, advertising



Communications & Engagement, cont.

- Metro 417 in downtown Los Angeles planted rooftop community herb garden.
- River Lofts at Tobacco Row in Richmond, VA, created a community garden where residents will be able to plant fruits and vegetables of their choosing.
- Midtown Towers in Parma, Ohio, joined together on April 21 to beautify the property's grounds. The following day, they convened again to create Earth Day-inspired art to raise awareness of the importance of conservation.
- Tower City Center in Cleveland, Ohio, partnered with RET3, a local, nonprofit and job-corps program to host an electronics recycling event to celebrate Earth Day. 4,185 pounds of electronics were donated.



Military Programs

- Resident Energy Conservation Program (RECP) aligns with Navy goal to conserve energy:
 - Rewards and incentivizes conservation: billing for higher than average energy use, and crediting for lower than average energy use
 - Educate residents on energy consumption and conservation
 - Newsletters, meetings, in-home energy assessments
 - Pilot achieved a 9% reduction in consumption and reduced electricity costs by approx. \$1.3 million over 12 months



Operations

Associate Training

- Extensive new hire orientation and training, includes sustainability segment
- Green Professionals (GPRO) Operations & Maintenance Essentials course

Awards

- Annual Energy & Sustainability Awards to property teams

Technology

- Intelligent building dashboards, real time data & tenant education

Certifications & Other Programs

- LEED & ENERGY STAR
- Better Buildings Challenge



Thank you.





Marketing Your Green Assets to Attract Residents

Krista Egger

Enterprise Community Partners

kegger@enterprisecommunity.org