



CARBON SMART BUILDING DAY

San Francisco
September 11, 2018



Tapping the Climate and Profit Opportunity in Deep
Energy Efficiency Upgrades

Dave Pogue



GREEN BUILDING ADOPTION INDEX

Expansion

	2005	2017
Total sq. ft. of Green Buildings	5.6%	41.0%
Total # of Green Buildings	1.5%	13.5%
Total sq. ft. of ENERGY STAR Labeled	5.1%	34.3%
Total # of ENERGY STAR Labeled	1.3%	11.5%
Total sq. ft. of LEED Certified	.40%	21.2%
Total # of LEED Certified	.14%	5.2%
Total sq. ft. of LEED EB Certified	.11%	18.0%
Total # of LEED EB Certified	.03%	4.5%

Title
Sponsor





GREEN BUILDING ADOPTION INDEX

Size Tranches

	Under 100K SF	100- 250K SF	250- 500K SF	500K+ SF
Total sq. ft. of Green Buildings	7.0%	26.4%	67.1%	76.0%
Total # of Green Buildings	4.5%	24.4%	54.6%	62.3%
Total sq. ft. of ENERGY STAR Labeled	5.1%	20.7%	46.8%	50.3%
Total # of ENERGY STAR Labeled	3.1%	19.2%	39.6%	43.5%
Total sq. ft. of LEED Certified	2.1%	8.8%	39.9%	50.7%
Total # of LEED Certified	1.5%	7.9%	29.0%	38.8%

Title
Sponsor





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Market Ranking

Rank	Market	Sq. Footage
1	Chicago	70.0%
2	San Francisco	64.0%
3	Atlanta	58.4%
4	Los Angeles	56.3%
5	Minneapolis	55.0%
6	Houston	52.6%
7	Manhattan	46.1%
8	Washington, D.C.	45.9%
9	Denver	45.2%
10	Seattle	44.3%

**HIGHEST %
GREEN BUILDING
SQ. FOOTAGE**

Title
Sponsor





GREEN BUILDING ADOPTION INDEX

REAL ESTATE INDUSTRY AND TECHNOLOGY

- + Best financed
- + Best staffed
- + Motivated most by external pressures

BIG STRONGEST BALANCE
SHEET BUILDINGS

"Good enough"

Low reward
for heroism,
high price for
failure

Consequently,
the marketplace
is retail rather
than wholesale

Technology
scares us!

T E C H N O L O G Y

- Poorly financed
- Limited staff
- Motivated least by external pressures

"Not big enough"

SMALL LOWER CAPITALIZED
BUILDINGS

Title
Sponsor

