The Russ Building Earns BOMA Award

Shorenstein Properties LLC announced May 5 that the Russ Building has received the BOMA San Francisco Innovative EARTH Award for the company's "I Will if You Will" Energy Savings Challenge. The Challenge, part of Shorenstein's signature Flip the Switch tenant engagement program, empowers tenants to save energy and greenhouse gas emissions by tracking office equipment energy use with modlet monitoring outlets.

Bill Whitfield, The Russ Building's general manager, accepted the award at the April membership meeting of the San Francisco Building Owners and Managers Association (BOMA). Whitfield helped Shorenstein design the "I Will if You Will" Challenge and pilot tested it with two tenants in 2013. Challenge participants committed to shutting off computers, monitors, printers, coffee makers, and other office devices, which are commonly left on after business hours. Overall, pilot tests of the Challenge demonstrated average energy savings of 45% over baseline measurements.

The "I Will if You Will" Challenge provides building occupants with personalized information and feedback on the impact of their energy management actions. Property Managers offer a fun reward such as a gift card raffle or pizza party if participants commit to adopting energy saving strategies for their office devices. Participants use modlets, made by ThinkEco Inc., to wirelessly transmit real-time office device energy use information to an online dashboard. The modlet, which earned a 2014 Top Product Award from Building Operations Management, is also able to save energy through an automated on/off schedule.

"Shorenstein's Challenge educates individuals about plug load energy use and prompts behavior changes. That's exactly what we designed the modlet for - to reduce energy consumption and greenhouse gas emissions from everyday appliances and electronics," says Jun Shimada, CEO at ThinkEco.

According to Whitfield, tenant feedback has been overwhelmingly positive. "Participants are very excited about the modlet technology and the opportunity to learn just how their computers and other office devices, which are commonly left on after business hours. Overall, pilot tests of the Challenge demonstrated average energy savings of 45% over baseline measurements.

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Shorenstein rolled out the Challenge company-wide in July 2015 to engage 100 tenants at nearly 1 million sq-ft of office space and modlets in the office of the Russ Building.

Shorenstein’s C (Green Real Estate LEED) Committee created the Challenge with technical support from Environmental Defense’s Green Basecamp program. The Challenge was designed as a "I Will if You Will" on the Earth Hour organization.

"The Challenge personal and the broader conversations about energy efficiency and the merit," says Jaxon Love, sustainability program manager for Shorenstein's "Green Basecamp" office. The Challenge is determined by the energy used in each of the buildings, which is determined by the energy usage of the buildings. Tenant education and engagement is critical to achieving deep savings in commercial properties. The Challenge program is equipped with tools and incentives to make

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