

# A Model for Excellence - The Ashforth Company

A BuildingAdvice™ Case Study

The Ashforth Company has been getting a lot right lately. Beginning in 1999, Ashforth Pacific, the company's West Coast firm, began to look at the energy use of their properties and made the conscious decision to manage and operate their buildings in a sustainable manner - well ahead of the recent "green" stampede.

The changes they put into place in properties in Portland, San Francisco, and Seattle have yielded impressive results. By 2006, electric energy use in their Lloyd District properties has been reduced two million kWh from levels in 1998.



## About The Ashforth Company

The Ashforth Company, established in 1896 and based in Stamford, CT, is a progressive owner / operator of commercial buildings, with 8.5 million square feet of real estate under management nationwide.

Ashforth Pacific, the West Coast arm of the company, leads their commitment to operate and manage their buildings in a sustainable manner.

## One Pacific Square

The company's One Pacific Square property, a 14-story, 240,338 square foot, Class A office tower in downtown Portland, Oregon was acquired in August 2006. In 2007 the building received its first ENERGY STAR® certification and later that same year "One Pac", as the building is affectionately known within the company, won 2nd place in the Portland Building Owners and Managers Association (BOMA) Office Energy Showdown.

But the company didn't stop there. In October 2007, Ashforth Pacific building engineers used the BuildingAdvice™ system to search for additional savings. The results surprised them - a one-week BuildingAdvice analysis uncovered an additional \$27,700 in annual energy savings.

“The way the BuildingAdvice assessment found even more savings in an award-winning, ENERGY STAR-certified building is really impressive.”

Hank Ashforth, CEO of Ashforth Pacific comments, “We’ve put a lot of work into managing the energy efficiency of our buildings, and we think we do a pretty good job. But the way the BuildingAdvice assessment found even more savings in an award-winning, ENERGY STAR-certified building is really impressive.”



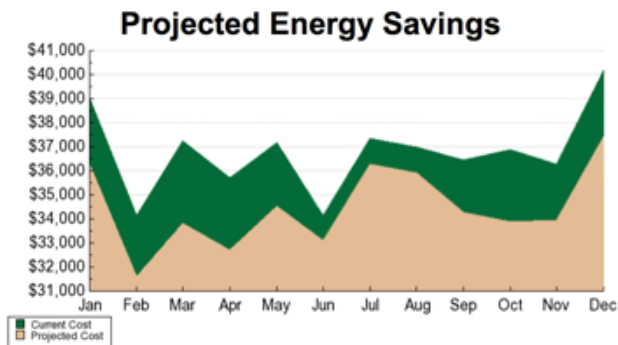
*In 2007 One Pacific Square received its first ENERGY STAR certification and won 2nd place in the Portland BOMA Office Energy Showdown*

How will the savings be achieved? That's the good news. Because Ashforth Pacific has already invested in modern control systems and energy-efficient mechanical systems the savings come through low and no cost adjustments to existing control systems.

The BuildingAdvice system automatically calculates and reports the savings that can be expected over the next year, once the changes are made. The savings resulted primarily from a reduction in heating due to the setpoint and schedule changes and an overall reduction in outside air, along with additional savings from the adjustments to the lighting control.

Specific recommendations suggested by the BuildingAdvice system include:

- Adjusting the temperature setback to remove an unnecessary system override
- Lowering the heating setpoint by 2 °F, from 72 °F to 70 °F
- Reducing the lighting schedule by 1 hour to better match the tenants' schedule and shutting lights off at night in areas of the building where the lights had been previously been left on
- Installation of a demand control ventilation system to better match the amount of outside air with the building's actual occupancy



*The BuildingAdvice system automatically calculates the projected energy savings*

In total, the proposed energy conservation measures will result in a savings of over 150,000 kWh of electricity and nearly 13,500 therms of natural gas. In addition, these energy savings will also reduce greenhouse gas emissions by 389,000 pounds of carbon dioxide, the equivalent to removing 34 cars from the road or reforesting 48 acres of trees.

“ The best part is how easy it was to do the energy assessment. The return on investment for my time is off the charts. ”

Scott Lunski, Ashforth Pacific Vice President of Operations says, “We were interested in seeing what the BuildingAdvice system could do, but honestly, we didn’t expect to find much in the way of additional savings. We were very surprised at the amount of energy savings we found. But the best part is how easy it was to do the energy assessment. The automated data collection, energy calculations, and reporting makes the return on investment for my time off the charts.” Hank Ashforth adds, “Given the results we saw at One Pacific Square, we’re putting plans in place to use BuildingAdvice to assess our entire portfolio. Increased energy efficiency is one of the best ways to improve bottom line performance and reduce our impact on the environment.”



*Convenient access to Portland's light rail mass transit system is one more way One Pacific Square is living green*

This is another example of the vast opportunity for energy savings that can be uncovered through building performance assessments using the BuildingAdvice program. Whether it's a building that's ENERGY STAR certified or one that's in clear need of system upgrades, the BuildingAdvice program provides a fast, cost-effective energy survey that will justify the next step in reducing energy consumption and greenhouse gas emissions.

To learn more about the BuildingAdvice™ program and how it can help you and your clients, visit the AirAdvice website at [www.airadvice.com](http://www.airadvice.com) or call (866) 247-4800.