



# Can Sustainability be Free?

An MHPM Project Managers White Paper



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PROJECT LEADERS

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*Implementing LEED in municipal buildings is not as straightforward as it is for office buildings.*

*Sustainability is having far-reaching impact on building standards and codes.*

*It is being written into municipal by-laws.*

*LEED is the new definition of Class A office space.*

*Most municipalities choose LEED as a green building standard.*

Municipal councils, planners and business development managers are well aware that costs are rising and revenue isn't. Energy, water and wastewater, insurance and maintenance costs continue to increase.

At the same time, you and every taxpayer know that the clock is ticking on climate change, cheap oil and clean water.

LEED® can help meet the challenge.

### How can sustainability be free?

Forty years ago, when Philip Crosby wrote his ground-breaking book *Quality is Free*, things looked grim for North American car manufacturers. Competition from abroad and scathing reviews of domestic vehicles' safety and quality were killing manufacturers.

Crosby suggested a new approach. He argued that quality didn't increase costs; it *decreased* them.

He showed that ignoring quality in the profit equation also ignores the cost of returns, rework, disaffected clients, loss of corporate reputation, increased operating costs, reduced sales, reduced profitability and reduced competitiveness. Investing in quality, said Crosby, paid back richly with dividends of lower cost, higher profit and increased competitiveness.

Crosby concluded that *Quality is free*.

Today, MHPM contends that Sustainability is Free™. Excluding sustainability from the criteria for project success ignores the life cycle cost of water, wastewater, heating and cooling. It ignores the impact that indoor air quality and natural light can have on the wellness of occupants. It ignores the opportunity to dramatically reduce the waste generated in the construction and operation of buildings.



Building without sustainability is ultimately untenable.

*Sustainability is Free.*

### Is LEED a solution or is it a problem?

The promise of savings and the urgency to address climate change are creating incredible momentum for LEED.

LEED is increasingly mandated by law. As one panellist stated at a recent sustainable building conference at Cornell University, "LEED is the new definition of Class A." Investors and developers are responding by attaching a premium to LEED-certified property. And both tenants and building owners are now demanding LEED.

MHPM considers sustainability a project objective along with schedule, budget and quality. We help municipalities work out the pros and cons of pursuing LEED against other sustainable building options. We respond to the challenge of adapting LEED for municipal buildings such as performing arts centres, recreation complexes, museums and fire halls.

## MHPM delivers on the promise of LEED

MHPM is Canada's largest facility project management company. Every year, we lead delivery of five million square feet of building space – and we work to build sustainability into every project.

There are four levels of LEED certification – Certified, Silver, Gold and Platinum. The level achieved is based on accumulating points for sustainable initiatives and design elements. Which LEED points are practical and achievable for your project? Which options offer the best payback? MHPM project managers help municipalities weigh the pros and cons on a project-by-project basis or portfolio basis. Our sustainability consultants can meet with your team and council to:

Establish corporate sustainability objectives for the municipality

- Evaluate costs and benefits of targeting LEED Certified, Silver, Gold or Platinum based on capital cost investment, schedule impact, environmental impact and annual operating savings for each option
- Guide the municipality to achieve consensus on the most appropriate option for each facility
- Implement and manage the project to achieve the desired rating
- Assist the municipality in dealing with CaGBC, for example in submitting a Credit Interpretation Request to propose an alternative pathway to meet credit requirements.

*Five percent of building projects in 2007 were LEED Certified and LEED-registered. The value: more than \$10 billion.*

*LEED market penetration increased in 2008 and continues to rise.*

## MHPM LEED Cheat Sheet

### What is a 'green' building?

A green building is designed and constructed using practices that significantly reduce or eliminate negative impact on the environment and its occupants.

LEED (Leadership in Energy and Environmental Design) is a point-based rating system for designing, constructing, operating and certifying green buildings. LEED is administered by the Canada Green Building Council. Points are granted in five categories for building attributes considered environmentally beneficial.

For example:

#### Sustainable sites

Proximity to public transit and limiting disturbance to natural areas around the building.

#### Water efficiency

Using captured rain to water plants, and installing high-efficiency toilets and faucets.

### Energy and atmosphere

Using on-site renewable energy, like solar and wind power.

### Materials and resources

Recycling or salvaging construction waste, and using locally manufactured materials.

### Indoor environmental quality

Incorporating natural light, reducing the use of materials with irritating or harmful odours.

Projects can earn a maximum of 70 points. The certification level is based on how many points the project earns.

<b>Certified</b>	26 to 32 points
<b>Silver</b>	33 to 38 points
<b>Gold</b>	39 to 51 points
<b>Platinum</b>	52 or more

### MHPM is the Municipal LEED Expert

LEED Canada-NC for new construction and major renovations

LEED Canada Core and Shell for new construction and major renovations with leased spaces

LEED Canada-CI for commercial interiors

LEED Canada EB for existing buildings

## Experience Counts

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MHPM offers unparalleled expertise in leading sustainable projects. At this time, we are managing delivery of more than 40 LEED projects. USGBC research confirms that, with experience, building green gets less expensive over time. MHPM has that experience. We have more than 100 LEED APs on staff who guide their clients through the LEED process. MHPM's interest is your interest.

**If you want to plan and build with certainty, contact the nearest MHPM office to find out more.**



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