


CITY COUNCIL
CITY AND COUNTY OF HONOLULU
HONOLULU, HAWAII 96813-3065 / TELEPHONE 547-7000

DONOVAN M. DELA CRUZ
COUNCILMEMBER, DISTRICT 2
CHAIR, COMMITTEE ON PUBLIC HEALTH,
SAFETY AND WELFARE
TELEPHONE: (808) 547-7002
FAX: (808) 527-5737
EMAIL: dmdelacruz@honolulu.gov

May 5, 2008

TO: Mr. Clayton Wong, Fiscal Administrator
FROM: Councilmember Donovan M. Dela Cruz 
RE: Report and Findings – ULI Conference, Developing and Investing Green:
Creating Value through Sustainability

Attached is a copy of the report and findings on the briefing and meetings attended in Charlotte, North Carolina, April 7-8, 2008.

If you have questions regarding the foregoing, please do not hesitate to call me directly.

Attachment

Monday, April 7, 2008

Registration

Welcoming Remarks

Plenary Sessions
9:00 a.m. – 10:15 a.m.

Jonathan Rose - Speaker

1. Presentation: Greening Your Business Model

- a. Speakers discussed their experiences of going green and shared their vision, strategies, and lessons learned in the pursuit of sustainability
 - i. Speakers discussed various best practices for going green, such as:
 - 1. Long-term planning is essential for successful building
 - 2. Focus on key design elements to reduce energy consumption
 - 3. Ensure you follow a rating system
 - 4. Bring in entire design team to work on green projects
 - 5. Deliver product in timely fashion
 - ii. Other benefits of going green:
 - 1. Green buildings are more likely to get financed
 - 2. Demand is high for green events
 - 3. State and Federal tax incentives are available
 - iii. Various strategies for going green:
 - 1. Evaluate energy efficiency and occupancy costs
 - 2. Green buildings can demand higher rent and always have full occupancy

Concurrent Session
10:45 a.m. – 12:00 p.m.

Linda Hoffmann - Moderator

1. Presentation: Green Certification Programs: Which One is Right for Your Project?

- a. Speakers discussed the pros and cons of the major rating programs for Green Certification and discussed Third-party certification.
 - i. Speakers discussed the following:
 - 1. Developing and investing green creates value through sustainability
 - 2. Acknowledges that no perfect program exists for green certification

3. Develop programs with the end goal in mind
4. Perceived benefit of green certification:
 - a. Independent certification maintains integrity of the project. i.e. LEED Certification
 - b. Additional incentives and rebates may be available in your municipality for green certification
 - c. Keeps waste out of the landfill
 - d. Could potentially save middle income families up to 50% of their energy costs

Keynote Presentation
1:00 p.m. – 2:00 p.m.

Peter Calthorpe – Keynote Speaker

1. **Presentation: Discussed the Key Principles of New Urbanism: Successful Places Must Be Diverse in Use and User, Walkable and Transit Oriented, and Environmentally Sustainable.**
 - a. Highlights of Key Principles:
 - i. TOD is how development with expand as compared to urban sprawl
 - ii. 10 to 1 energy consumption/car use
 1. suburban vs. urban development
 - iii. Americans are not addicted to driving, their environments require it
 - iv. Developments need to help enhance a walking environment
 - v. Regional retail developments returned to cities such as San Diego, Portland and Sacramento
 - vi. TOD can help with historic preservation and diversity of communities
 - vii. Create Boulevards with transit and mixed-use housing

Concurrent Session
2:15 p.m. – 3:30 p.m.

Roger Platt – Moderator

1. **Presentation: Quantifying the Value of Green: The Reality and the Hype**
 - a. Speakers discussed how green features of a building or community development correlate to profits.
 - i. Speakers discussed the following:
 1. Corporate awareness is increasing
 2. 60% of Fortune 500 companies are committed to reducing emissions

3. Increase in value for going green:
 - a. Platinum – 6.8%
 - b. Gold – 2.2%
 - c. Silver – 1.9%
 - d. Certified - .6%
4. Health benefits of going green:
 - a. 24% feels it affects work performance
 - b. 20% better test performance productivity
5. If you don't invest now into going green, it's going to cost too much later on.
6. Builders bears the investment of building green, but the buyer reaps the benefits.
 - a. Gold and Silver buildings can reap up to 50% off energy costs
7. LEED buildings have 92% occupancy rate
8. Labeling the building "green" will make the difference when marketing development or building.
 - a. Labeling will also lower value of inefficient buildings
9. Experience of team will determine the additional costs that may be added to the overall project.

Tuesday, April 8, 2008

Opening Session

8:30 a.m. – 9:40 a.m.

Jonathan Rose – Keynote Speaker

1. Transformational Planning and Development

- a. Speaker discussed issues, challenges and opportunities for the development community when faced with climate change, population growth and global competition issues.
 - i. Highlights of discussion:
 1. To support the infrastructure of communities, you need higher density
 2. Identify key values and make sure they are planned in development
 3. Mitigate environmental impacts of developments
 4. Municipalities must look at environmental responsibility vs. sustainability through urban boundaries
 5. Third Party review is important for LEED and Energy Star certification
 6. TOD important to connectivity

- a. May want to look at including a solar roof at each transit station to help power facility
- 7. Increased density requires more access to green
 - a. Green is not about adding to a building, it is about simplifying and creating a more comfortable building

Concurrent Sessions
9:45 a.m. – 11:00 a.m.

Jeff Kingsbury – Moderator

1. The New Marketing Program

- a. Speakers discussed the other benefits of green development of the affects on your health, besides the energy-saving and environmental benefits. Speakers also highlight what the consumer/homebuyer care about when it comes to green development; identify the market segments to go after and how to make greener development a competitive advantage.
 - i. Highlights of discussion:
 - 1. Sustainability and its definition is different at each market and geographic location
 - 2. Need to highlight that going green is more than a check list, it is a mindset
 - 3. Need to build the brand – your brand, your lifestyle
 - 4. Need to develop collateral, websites, events and radio/TV ads to build the brand for your green development or building

Closing Plenary Session

11:15 a.m. – 12:30 p.m.

Mr. John McIlwain – Moderator

1. Growing Cooler: Minimizing Development's Carbon Footprint

- a. Speakers discussed ways to reduce development's carbon footprint by changing the way buildings and developments are planned, designed, constructed and operated.

City Council
City and County of Honolulu

CLAIM FOR TRAVEL REIMBURSEMENT

Date: 5-08-08

Traveler: DONOVAN DELA CRUZ

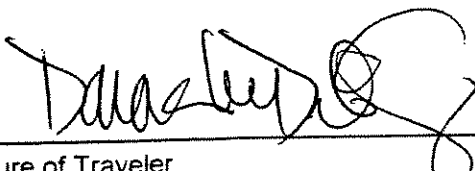
Event: 4TH ANNUAL URBAN LAND INSTITUTE CONFERENCE

Location: Charlotte, N. Carolina

Dates: From April 7 To April 8, 2008

Description	Amount	Notes
1. Registration Fee	395.00	
2. Airfare	1,112.18	
3. Hotel	605.07	Rate: _____ ; No. of Billable Days: _____
4. Meals	176.17	receipts attached
5. Ground Transportation	74.20	receipts & stubs attached
6. Tips	4.00	
7. Other	14.99	airflight insurance premium
Other	9.95	baggage insurance premium
Other	9.95	travel delay
8. Adjustment		
TOTAL REIMBURSEMENT	\$ 2,401.51	
		TOTAL TRAVEL REIMBURSEMENT: \$2,401.51

This is to certify that the above data, based upon receipts submitted to Council Administrative Support Services via a CCLTRVLO2 form, is accurate. Further, I am claiming reimbursement for expenses associated with a trip in which City business was conducted and personal funds were used to advance payment:

x 
Signature of Traveler

5/16/08
Date