

Take a Deep Breath—A Breath of Fresh AIRE?

With oil topping \$130 a barrel and the possibility of a looming recession; transportation alternatives, green building, energy efficiency, water conservation, and recycling are all critical to help your Arlington business weather the storm.

We recently reviewed these issues, and how they impact your business, at ATP's Breakfast Club on June 24th. It was a packed house, and we found it energizing to see and hear all of the interest from the business community. For those of you that were unable to attend, please keep reading to learn more about Arlington's new climate action program.

Fresh AIRE—or the Arlington Initiative to Reduce Emissions—is a county-run program to help local businesses and individuals save money, protect the environment, and combat climate change. AIRE is a collaborative effort between Arlington County Government, businesses, and residents, and

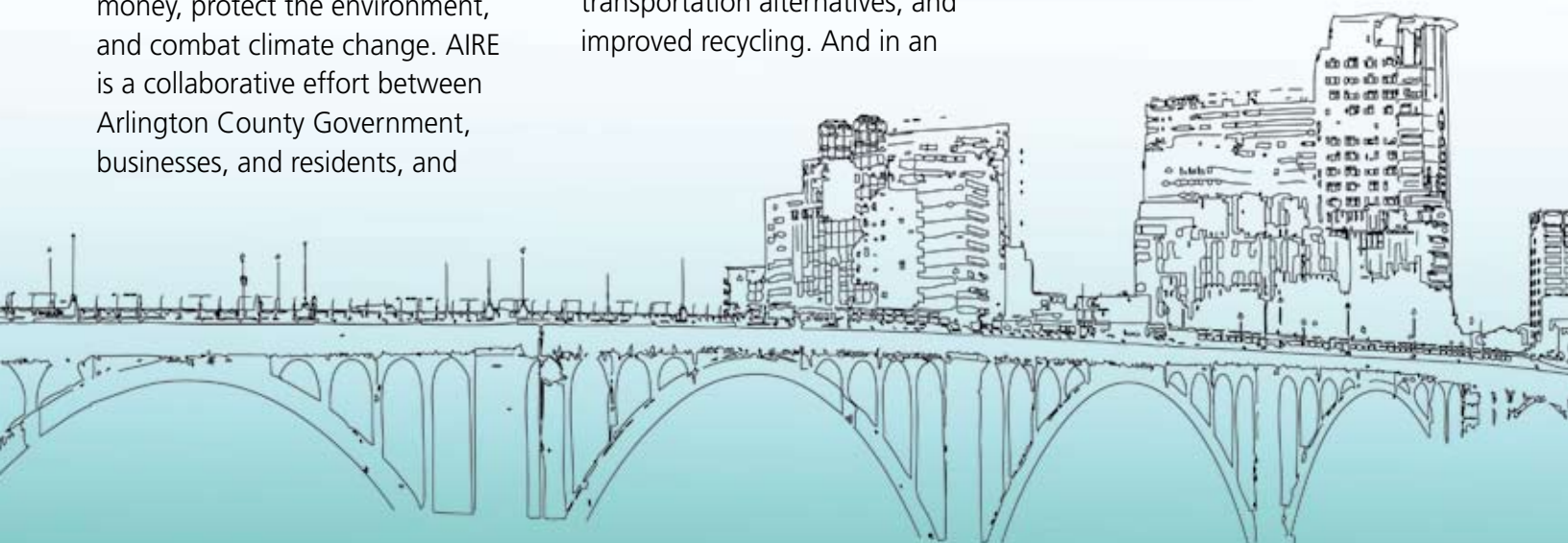
Ready to start saving?

The following process is proven and will yield significant results:

- 1.** Make a commitment to establishing or improving your environmental program.
- 2.** Assess the current environmental performance and practices of your office and/or your building. If you're a small business owner, apply for a free energy audit from Arlington County.
- 3.** Set goals and prioritize opportunities for improvement. If you have more than one project, office, or property, start with the least complicated improvements.
- 4.** Explore options for making improvements and take action. A lighting upgrade, transit benefits for employees, purchase of green power, and increased recycling are all examples.
- 5.** Continue to monitor the components of your environmental program. You can't manage what you can't measure.
- 6.** Earn recognition for your successes!

is designed to reduce harmful greenhouse gases through energy efficiency measures, green building technologies and practices, transportation alternatives, and improved recycling. And in an

effort to lead by example, Arlington has committed to reducing its own emissions, as well. One over-



arching goal of the program is to reduce emissions from Arlington government operations by 10% from 2000 to 2012. As of 2005, the County had already reduced emissions by roughly 3%.

The focus of the business outreach program involves interacting with the broader business community to foster the growth of energy efficiency, green buildings, transportation alternatives, and recycling. To achieve this, Arlington Transportation Partners are:

- Encouraging businesses to take action by educating, informing, and supporting them in the various options available to “go green.”
- Assisting businesses in navigating the wealth of informative tools and resources available to “green up their business.”
- Recognizing businesses that are already taking actions to reduce their emissions.

Learn more about Fresh AIRE and Arlington County at www.arlingtonva.us/climatePartnership or send us an email at climate@arlingtonva.us.

Do you know what a 10% reduction in energy consumption gives you?

- In office properties, it can lead to a 1.5 percent increase in net operating income (NOI). Additionally, an increase in energy efficiency contributes to increased employee productivity and health, and enhances the comfort of the tenants.
- In hotels, it would have the same financial effect as increasing the average daily room rate (ADR) by \$0.62 in limited-service hotels and by \$1.35 in full-service hotels.
- In a full-line discount retailer, it can boost net profit margins by as much as 1.55 percent and sales per square foot by \$25.
- In supermarkets, it can boost net profit margins by as much as 16 percent and sales per square foot by \$44.
- In limited service restaurants, it can boost net profit margins by as much as 4 percent and sales per square foot by \$17.



Arlington Transportation Partners Can Help You Turn Green

Offer your employees and residents more ways to make their commute easy—while lowering their emissions and energy use—by providing them with information and resources. Arlington Transportation Partners can help you implement commuter benefits and services to “green” your organization. We will meet one-on-one and discuss such topics as pre-tax and direct transit benefits, carsharing, personalized options portfolios, information displays, and many more! Contact ATP today to discuss your options!

