

## **A Local Perspective: BOMA 360 Provides “Holistic” Certification**

If you own or manage an office building, it's time to learn more about **BOMA 360**! Since the BOMA 360 Performance Program® began in 2009, more than 300 buildings have received the BOMA 360 designation.

To help members get up-to-speed, here's a “local look” at this growing program. We've included insight from **Peggy Jeffers**, AOBA's Executive Vice President and a BOMA 360 Council member, and **Catherine Kucsan**, Senior Property Manager for Brookfield Office Properties, who successfully attained the BOMA 360 certification for her downtown DC building.

### **Q and A with AOBA's Peggy Jeffers**

#### **How does BOMA 360 differ from other rating systems such as the U.S. Green Building Council's LEED?**

It's a holistic program. Whereas LEED focuses on the sustainability and energy aspects, BOMA 360 emphasizes overall operations and management, life safety, security, risk management and tenant relations. Some buildings that apply for BOMA 360 also have attained their LEED certification. We see them as different and complementary.

#### **What's the process?**

The on-line submission process involves six areas in terms of operation and management -- everything from emergency preparedness plans, standard operating procedures manuals, lighting safety and security, risk management and insurance. We also have a section on energy that focuses on what is being done to keep equipment performing at the top level.

To be accepted into the BOMA 30 Performance Program, a building must participate in BOMA's EER Survey and receive at least 67 of the 100 available points.

### **Interview with Brookfield's Catherine Kucsan**

**To achieve this significant designation, did you work as a team? Was there one team leader actually completing the online nomination?** Brookfield Office Properties chose one Property Manager to demo the application for their respective building, which became a working model for future submissions. In turn we were able to streamline and simplify the process within our company, helping to catapult the accomplishment for other Brookfield buildings nationwide.

#### **What did you like best about this application process?**

We liked the fact that the documents and information needed to complete the nomination are all uploaded, tracked and tallied online. This made the application process extremely organized, user friendly and intuitive.

#### **Would you recommend this designation to colleagues?**

Yes, in fact Brookfield has set an initiative to pursue this designation for our buildings nationwide. We believe BOMA 360 designations are a tangible example of Brookfield's commitment to operating its buildings to the highest standards. Four of Brookfield's properties in Northern Virginia have recently received the BOMA 360 designations and, in addition to the newest designations, eight buildings in our U.S. portfolio had previously

earned the BOMA 360 award in 2010 to include properties in the District of Columbia, Denver and New York City.

**What would you tell others who are considering applying for this designation?**

Do not let the extensive checklist intimidate you. The BOMA 360 scores are based on how office buildings stack up against best practices including: security, cleaning administration, mechanical operation, fire/life safety, energy conservation and community impact. If standards of operation in these categories already exist and are enforced within your company, then the majority of the work is already done for you. Good luck! #