

Urban Land Institute

ESG Innovators in Real Estate

FEBRUARY 2023



ULI Greenprint Innovation Partner Program

The Innovation Partner Program is an opportunity for technology and service providers to engage with Greenprint real estate members in advancing sustainability across their portfolios, and to support the overall Greenprint remit of reducing carbon emissions and increasing building value.

Eligible innovation partners must have experience working with an existing Greenprint real estate member who is willing to vouch for them.

Current Innovation Partners



SIEMENS



Speakers



Kara Kokernak
Urban Land Institute
Senior Director



Ariel Yarrish
Esusu
Account Manager



Alexis Sofyanos
Esusu
VP of Revenue and
Business
Development



Melissa Rodrigues
Jair Lynch
Resident Engagement
Manager



John Kovach
Siemens
Head of Energy &
Performance Services for
Siemens Smart
Infrastructure in the
Americas



John McNichol
Pennsylvania Convention
Center Authority
President & CEO



David Blair
Transparent Energy
Vice President of New
Business
Development



Jeremy Lo
Transparent Energy
Executive Vice
President



Michael Ashworth
McKesson
Director Sourcing-
Facilities and Real Estate

Leveraging Data to Bridge the Racial Wealth Gap

February 2023



Our Vision is to **Bridge the Racial Wealth Gap** Through the Power of Data

Our Mission is to **Dismantle Barriers to Housing** for Working Families



2018

Founded



2020



Serena Williams invests in rent-reporting fintech Esusu

Serena Williams is investing an undisclosed amount in Esusu, a fintech start-up that allows renters to build and improve credit by reporting...

Jul 16, 2021

Black-owned fintech startup Esusu hits \$1B unicorn valuation

Esusu partners with landlords to report tenants' on-time payments to credit bureaus. The company secured \$130 million in Series B Funding on...

Jan 31, 2022

2022

200 FTEs

What problem are we solving for?

Historical context

The history of housing in the US is one of wealth and opportunity – and inequity and exclusion.

Historically, homeownership and wealth-building opportunities were designed in favor of white households.

The effects of these inequalities persist today and can be seen in:

- Homeownership gap
- Wealth & income
- Credit building

Five high-profile examples demonstrate the scope and impact still felt today:



Redlining



Deed Restrictions and Restrictive Covenants



Discrimination in Access to Housing Subsidies



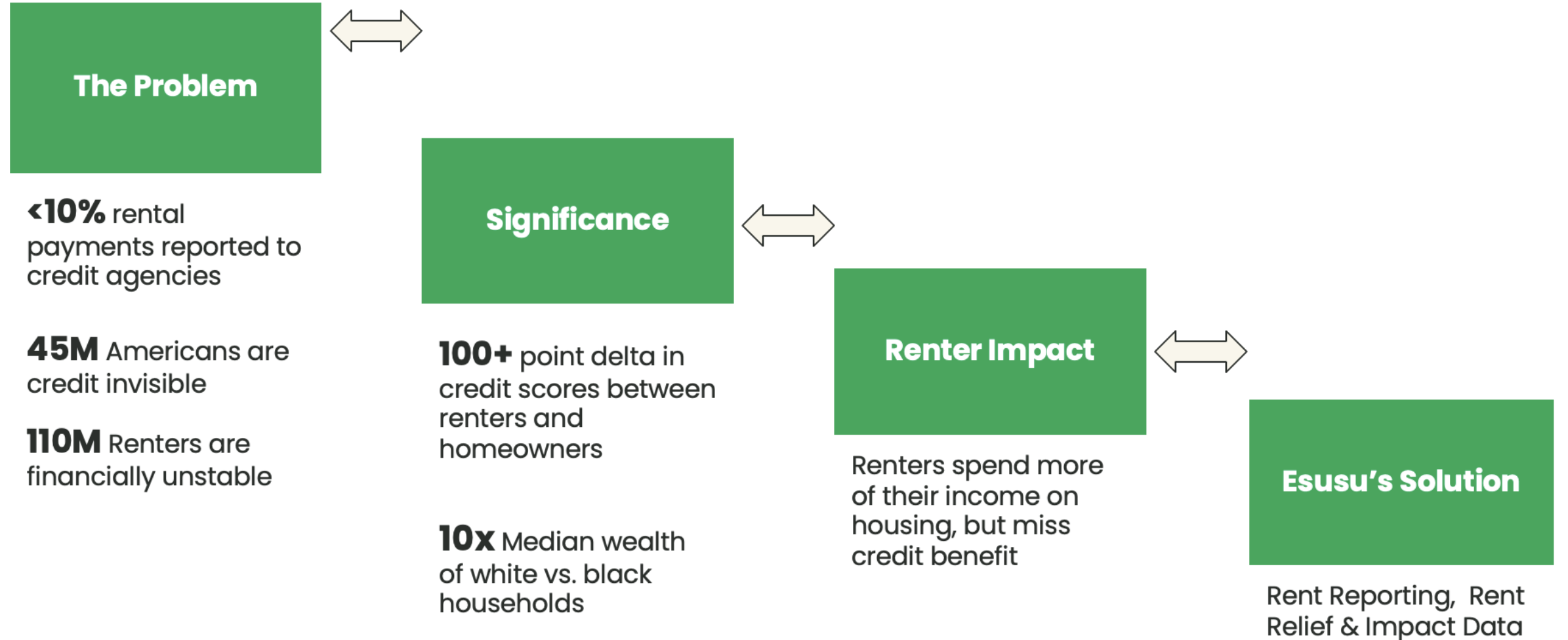
Exclusionary Zoning



Urban Renewal

What problem are we solving for?

The housing crisis contributes to the racial wealth gap in America



How can we solve for this?

Esusu's approach

Three solutions that aim to empower residents and increase NOI

	Rent Reporting	Rent Relief	ESG Reporting
Benefits Renters	Help renters build credit by reporting on-time rental payments to credit bureaus	Provides a lifeline to renters facing financial hardship, preventing eviction	Emphasizes operators' commitments to renter wellbeing
Owners & Operators	Drive on-time rental payments, keeping cash flows healthy	Reduce delinquencies, prevent eviction costs, and retain renters	Meet reporting requirements (GRESB, DEI goals, etc.) and maximize investment potential

Accomplishments to Date

Esusu continues to grow and scale

\$145M
capital raised

\$1B+
balance
sheet capital
for rent relief

+30pts*
Average
credit score
increase

1M+
renters in
Esusu-
enabled
properties

3K+
families
saved from
eviction

~45k
Credit scores
established

Who are we?

Jair Lynch Real Estate Partners is a real estate investment and development firm that specializes in thoughtful transformation of walkable urban places. We combine social responsibility and sound economic development to create sustainable and extraordinary neighborhoods.

Our ESG Policy and Commitment:

We believe that equity, sustainability, health, wellness, and diversity and inclusion are key building blocks of prosperity. Whether designing a new property, reimagining a community, or managing our existing portfolio, we are committed to being a catalyst of positive change

Our ESG Leadership Committee, known as the Green Team, includes individuals from each of our firm's core service and operations teams including Executive Leadership, Human Resources, Legal, Development Services, Asset Management & Operations, Communications, Resident Services, and Investment Management. The Green Team is responsible for ensuring that our ESG commitment is embedded in projects across the portfolio and in our day-to-day operations.

A focus on the Social component of ESG:

We believe that barriers to prosperity for families and individuals can be broken down when we approach them from all angles. Too often, residents of attainable housing properties are left without proper assistance or programming to support their social, physical, mental, and financial wellbeing.

As the Social Officer of the Green Team, it is my job to ensure that we are positively changing the trajectories of the people we serve. By providing supportive programs and resources across our six impact categories, we can serve the underserved in a dedicated and hyper-focused way.

Breaking Down Barriers Across Impact Categories



Housing



Education



Financial Literacy/
Economic Mobility



Community
Engagement



Health &
Wellness



Social Services

Melissa A. Rodrigues: Resident Engagement Manager
mam@jairlynch.com

Toniann A. Mendelzon: Marketing Manager
tam@jairlynch.com

For more information or to download our entire ESG Policy, follow the link below!

[Real Estate Development Washington DC - Jair Lynch](#)

“Credit is the building block of financial stability, opportunity, and resiliency. This partnership is designed to help residents build healthier financial futures through rent reporting, and access the same credit-building benefits that homeowners have utilized for generations. Jair Lynch’s underpinning values of social responsibility and resident well being align with the Esusu ethos. We share in our mission to create equitable financial access for everyone and remove systemic housing inequalities that impact the financial wellbeing of under-resourced communities.”

Wemimo Abbey and Samir Goel
Co-Founders and Co-CEOs of Esusu

Jair Lynch Impact Data

Date from:
March 2022 to December 2022

1,543 Units reporting rent
1,964 Residents reporting rent
63% Percentage of scores improved since enrollment
84 Credit scores established since enrollment
662 Average resident credit score



Rent Relief:

\$129,382 in Esusu Rent Relief deployed to properties

52 number of units receiving rent relief funds

Thank you

Alexis Sofyanos
alexis@esusu.org

Ariel Yarrish
ariel@esusu.org

For more information or to schedule a demo, check out www.esusu.com

SIEMENS

Investing in Sustainability

Presented by:

John J. McNichol
President and CEO
Pennsylvania Convention Center Authority

John Kovach
Vice President, EPS Zone Americas
Siemens Industry, Inc.

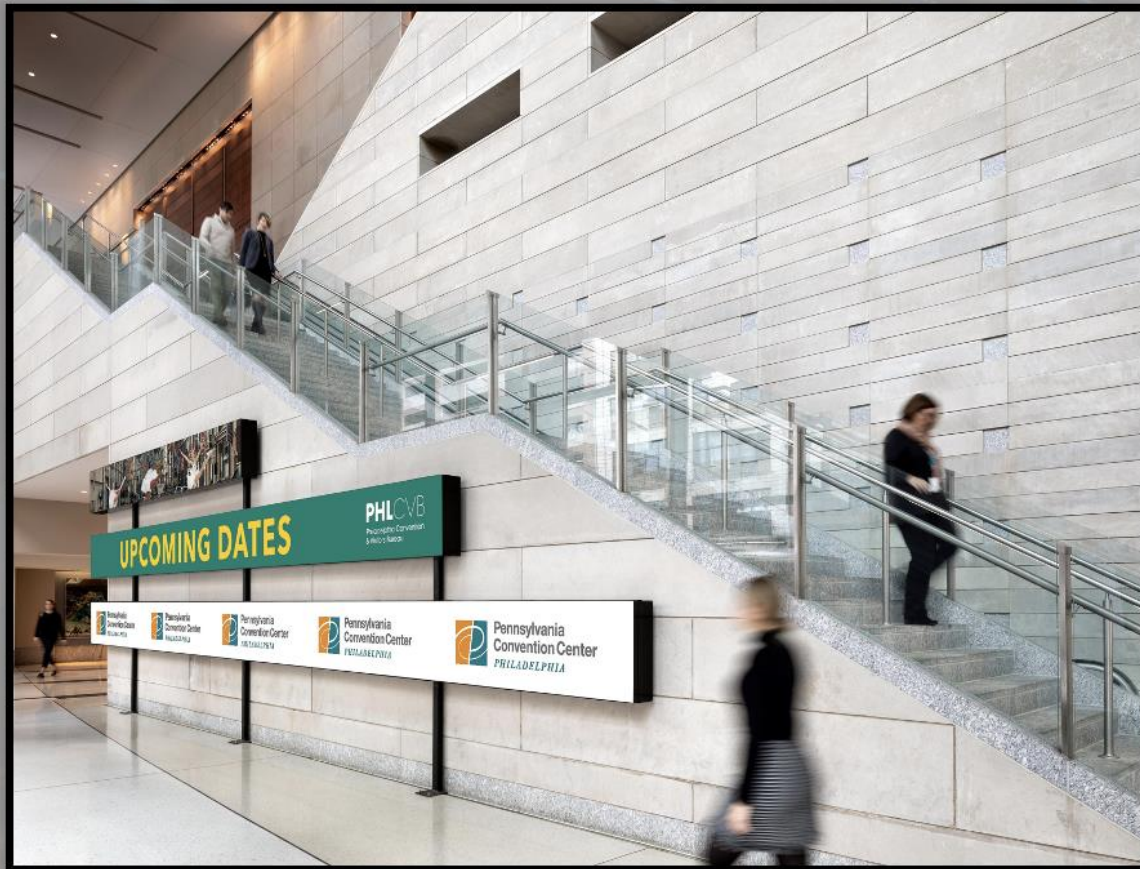


About the Pennsylvania Convention Center



- **One of the largest convention centers in Northeastern U.S. for events and conferences**
- **Hosts 1 million guests per year**
- **In the heart of center city Philadelphia**
- **2 million square feet**
- **Economic driver of hospitality and tourism industry in the Philadelphia Region**
- **Operates in the highly competitive meetings and events industry**

Pennsylvania Convention Center Energy & Sustainability Goals



- **Improve Facility Operations**
- **Guaranteed Savings Solution**
- **Reduce Carbon Footprint**
- **Offer visitors and employees a safe, comfortable, and positive experience**
- **Meaningful MWDBE outreach program, procurement process, and participation**
- **Positioning the Center at the forefront of hospitality industry in sustainability**

SIEMENS

Partnering with Siemens



- **2016 – 2018 Competitive Process**
- **Siemens Selected**
- **Meaningful MWDBE Focus**
- **Siemens Enterprise Outreach, ECM**
- **2018 Energy Grade Audit**
- **2019 ESCO Project Approved**

SIEMENS

Strategic Plan Overview of Energy Service Company (ESCO)

Energy Reduction & Facility Upgrades

Phase 1

- LED Lighting
- Central Plant Interconnection
- Variable Air Volume (VaV) Systems Upgrade
- Duct Cleaning & Sanitization
- \$15 million investment, \$14 million in cumulative energy savings



Healthy Environment & Facility Upgrades

Phase 2

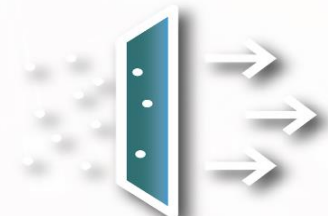
- Bipolar ionization
- Additional VaV Systems Upgrade
- Additional Duct Cleaning & Sanitization
- Escalator Handrail Sanitization
- Historically Low Interest Rates



Facility Upgrades & Operational Improvements

Phase 3

- Replace Two Absorption Chillers
- Install Two Dry Coolers
- Additional LED Lighting
- HVAC Systems Retro-commissioning





AN  MANAGED FACILITY

SIEMENS

Pennsylvania Convention Center Customer Reception

Meeting Planners' Priorities



IACC

Exceptional meetings. Powerful connections.

PENNSYLVANIA CONVENTION CENTER

IACC Survey

(formerly known as International Association of Conference Centers)

**Meeting Planners Rank Environmental
Sustainability as One of Top ESG Priorities**

Pennsylvania Convention Center Customer Reception

Natural Products East Expo



- **Platinum Certification**
 - **First Trade Show to Achieve Recognition by the “Event Industry Council’s Sustainable Event Standards”**
- **Green Screen Technology**
 - **Shows in real time, customer energy usage of gas & electric**
- **2021 Utility Metrics**
 - **Certified Water Offset of 665,931 gallons**
 - **454 Tons of CO2, Emissions Offset**
 - **Over 51,000 pounds of food were donated**

SIEMENS

THANK YOU





THURSDAY Feb 2nd

2023



Transparent Energy

powering your decisions

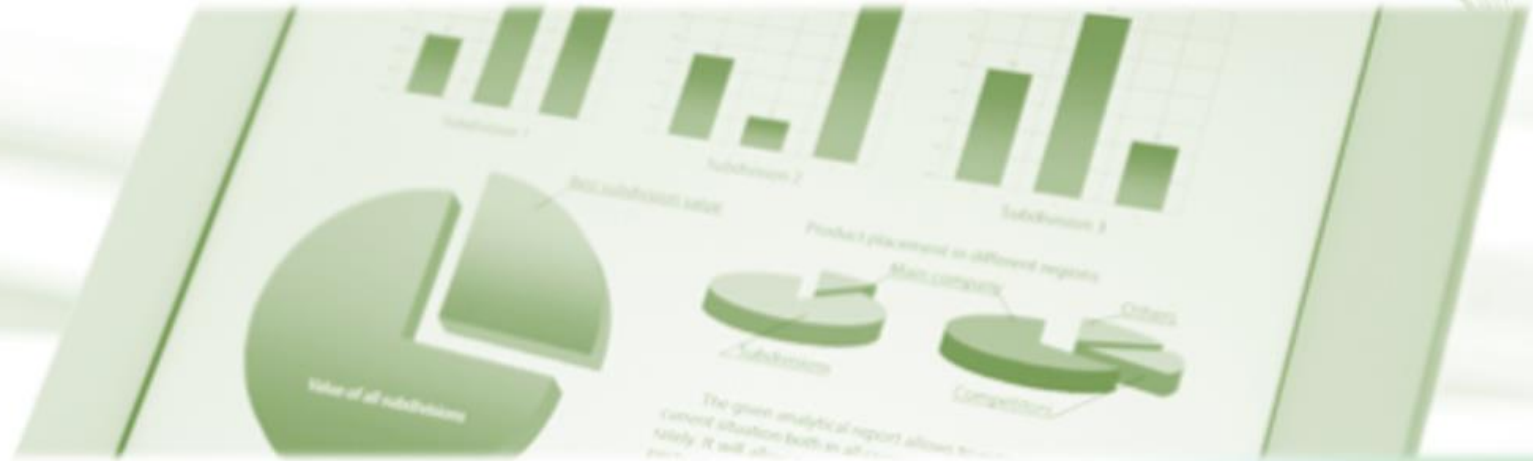
David Blair | Michael Ashworth | Jeremy Lo

ULI ESG Webinar: Innovators in Real Estate

ABOUT TRANSPARENT ENERGY (TE)

- Founding in 2009
- 2,200+ Customers served
- 150+ Vetted Suppliers
- 15+ TWh of Power procured
- 3.5+ Million RECs procured
- 200+ Million Dth of procured
- 2+ Billion USD in energy spend via online platform
- 120+ Million USD in budget reductions

Transparent Energy integrates **process**, **expertise**, and **technology** to take the complexity out of power and off-site sustainability procurement.



“Our mission at Transparent Energy is to help real estate operators source the most cost-effective off-site renewable solutions to accelerate the green transition towards a more sustainable future for the world.”

-Dustin Scarpa, Co-Founder & Managing Partner



ELECTRICITY IS A LOCAL MARKET



Green-E National RECs

National suppliers offering unbundled across the US.



Virtual Power Purchase Agreements (VPPAs)

Opportunity across all states.



Zone-Specific RECs

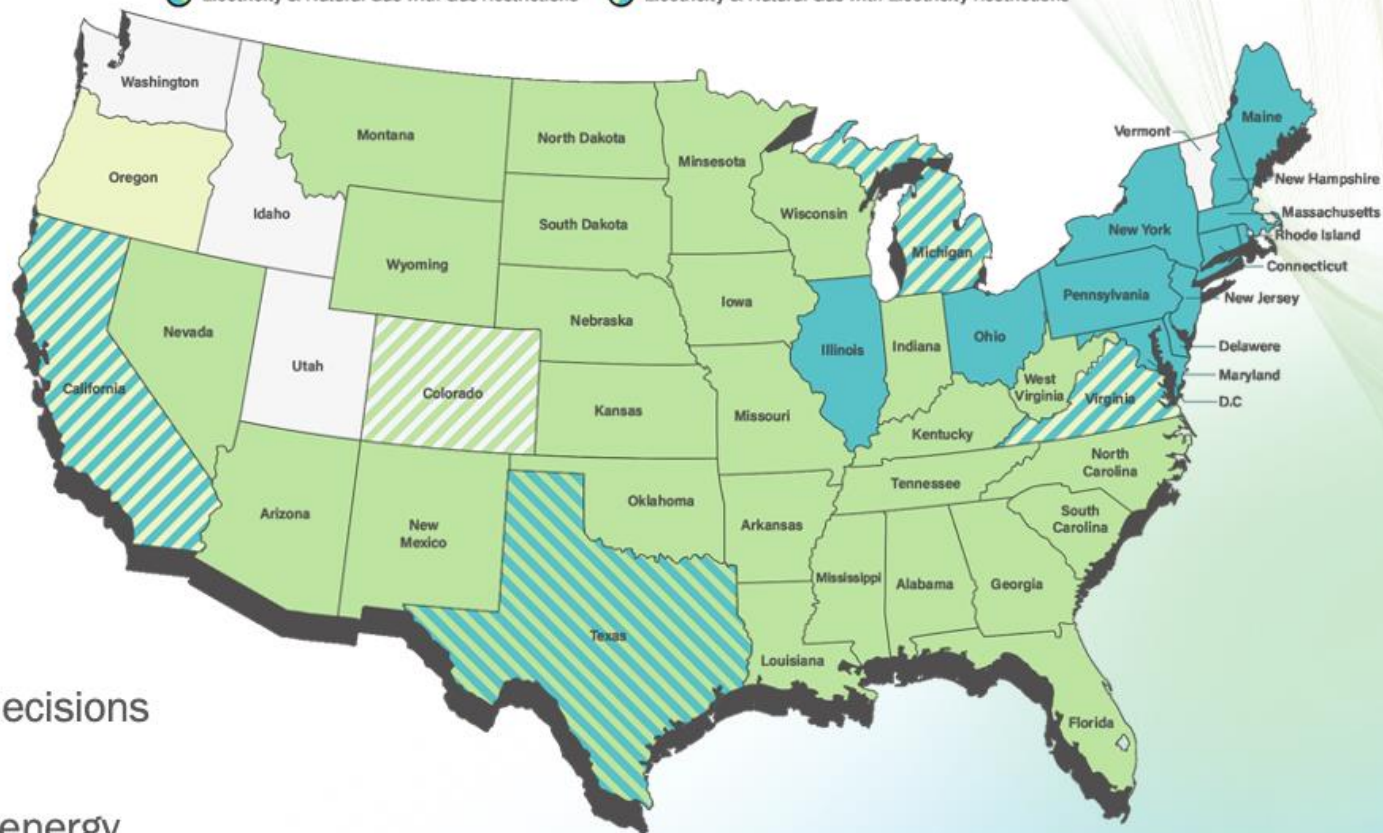
Regional and local suppliers.



Deregulated Energy Markets

Allows for customers to make their own decisions regarding energy supply.

In deregulated states, off-site renewable energy can be purchased bundled with a supply contract.

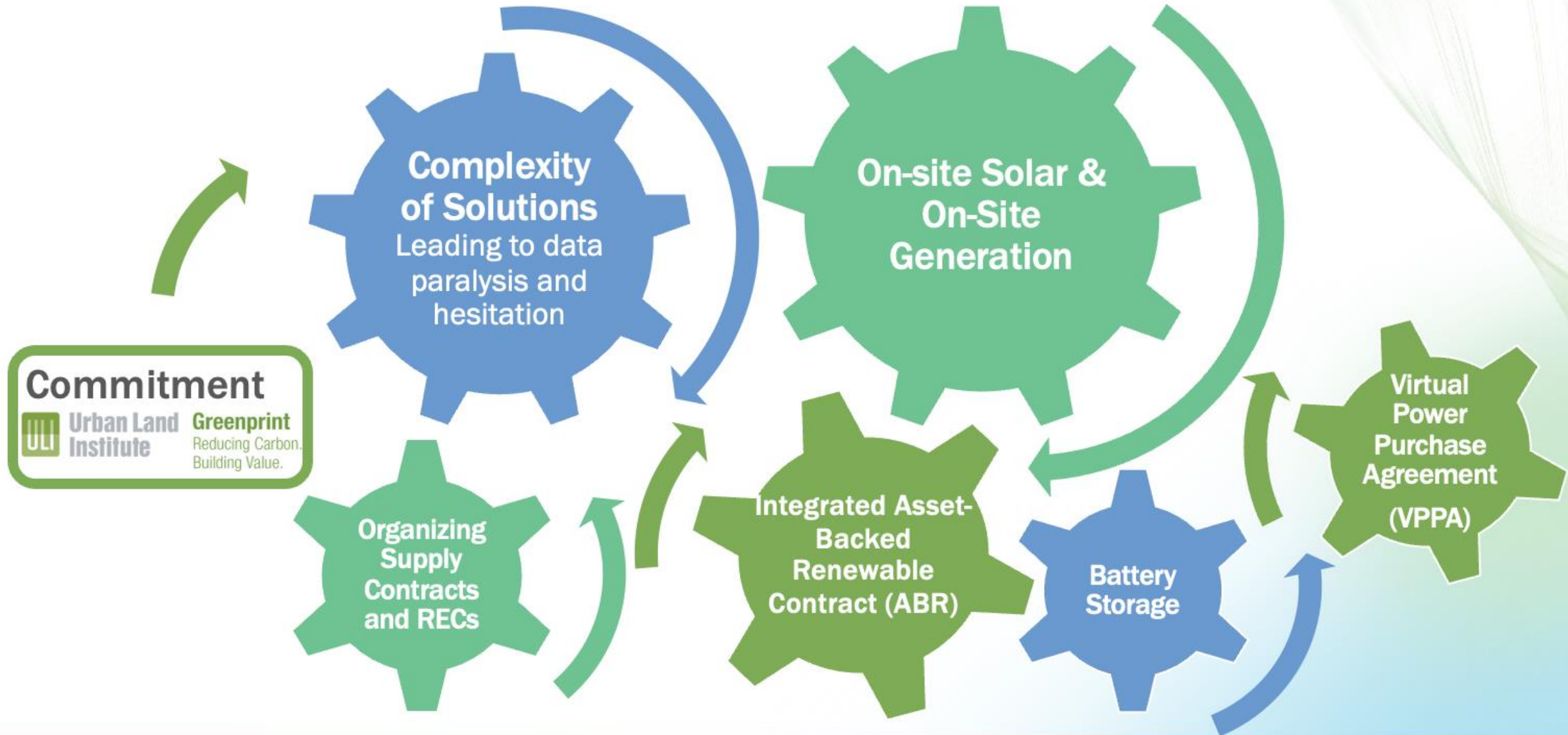


*Turquoise states offer bundled RECs.

**Contact TE to understand deregulation in your specific region.

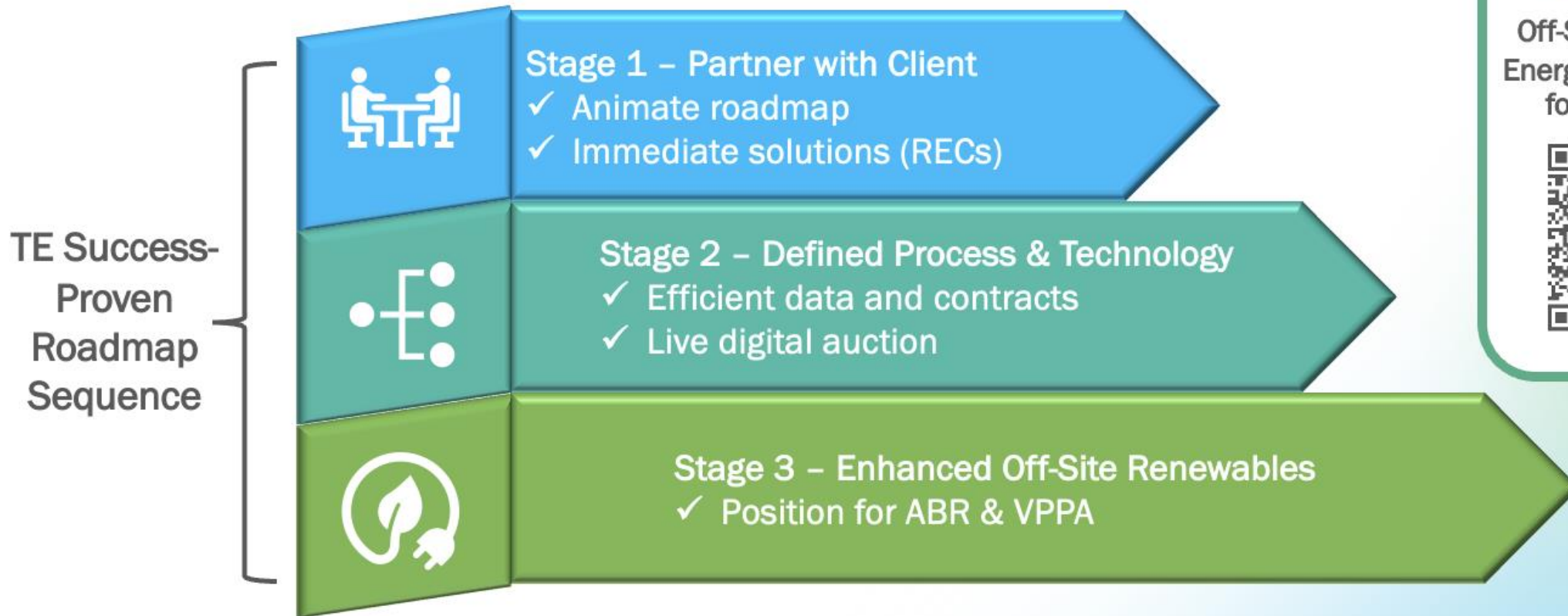
GREEN ENERGY CAN BE A COMPLEX PROCESS

This complex process can lead to increased cost and increased risk.



TRANSPARENT ENERGY IS A GREEN ACCELERATOR FOR OFF-SITE RENEWABLES

- 🌿 Walk before you run!
- 🌿 Follow our Roadmap Sequence for success.
- 🌿 Several good strategies along the way to a VPPA or in parallel with an on-site project.



 **TransparentEnergy**
powering your decisions

 **Urban Land Institute** **Greenprint**
Reducing Carbon.
Building Value.

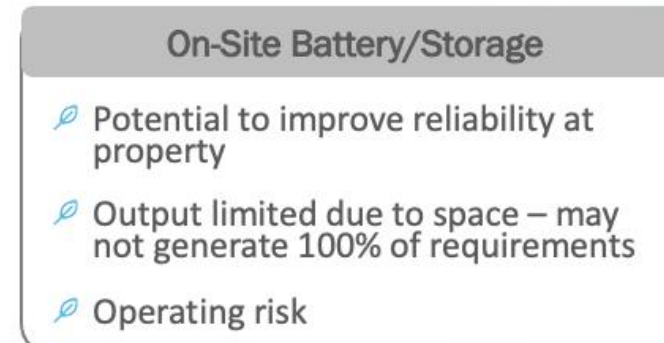
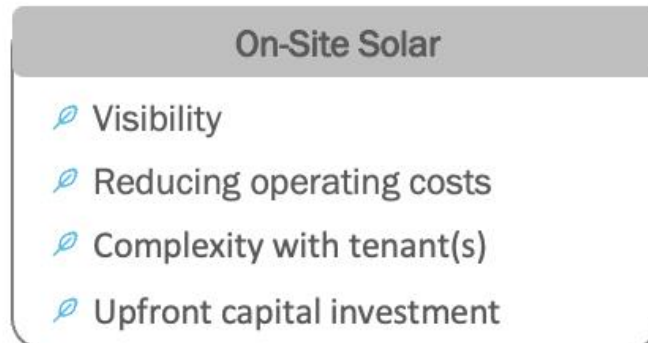
**Off-Site Renewable
Energy Buyer's Guide
for Real Estate**



BEST PRACTICE SEQUENCE OF OFF-SITE RENEWABLES



Increasing financial risk and complexity





MILESTONE ACHIEVEMENTS FOR OFF-SITE RENEWABLE PRODUCTS



M1 – ORGANIZE PROCUREMENT

SITE LISTS

CONTRACT END DATES

USAGE VOLUMES

M2 – BUNDLED REC AUCTIONS

GREEN-E NATIONAL RECs

M3 – ASSET BACKED CONTRACTS

REPLACING BROWN POWER WITH EXISTING LOCAL GREEN POWER

M4 – VPPA

COVERING THE ENTIRE PORTFOLIO WITH NEW ADDITIONAL GREEN POWER



76,000
employees globally

33%
of approx. all prescription medicine in North America is delivered by McKesson

14
countries in which McKesson has significant operations

832
RE assets with numerous US LEED properties

32 MM Sq. Ft.
with several on-site solar properties

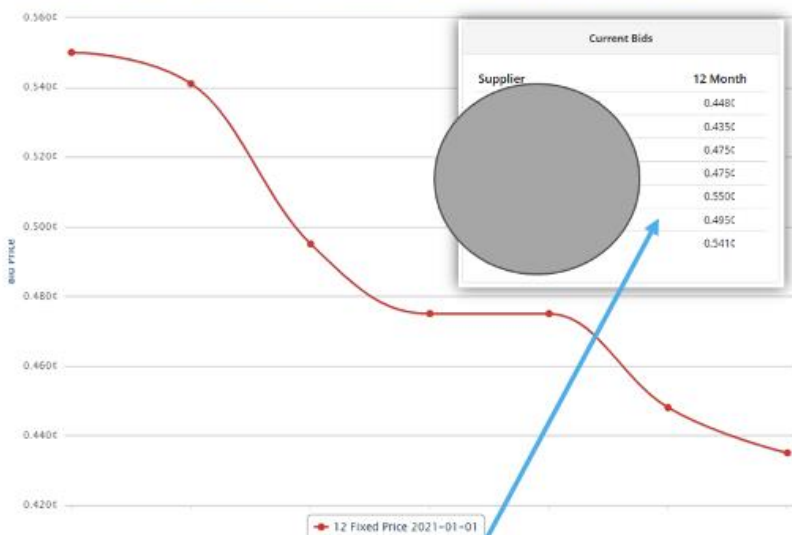
75%
of new construction waste diverted from landfills

ESG at McKesson

At McKesson, we believe that being a global healthcare leader requires more than just strong business performance. It also demands purpose; the commitment to serve the needs of a broad range of stakeholders, and the desire to utilize our strengths for a greater good to bring about positive change in the communities where we live and work. Everything we do is centered around this philosophy.

COST-EFFECTIVE REC PROCUREMENT AT THE BEGINNING

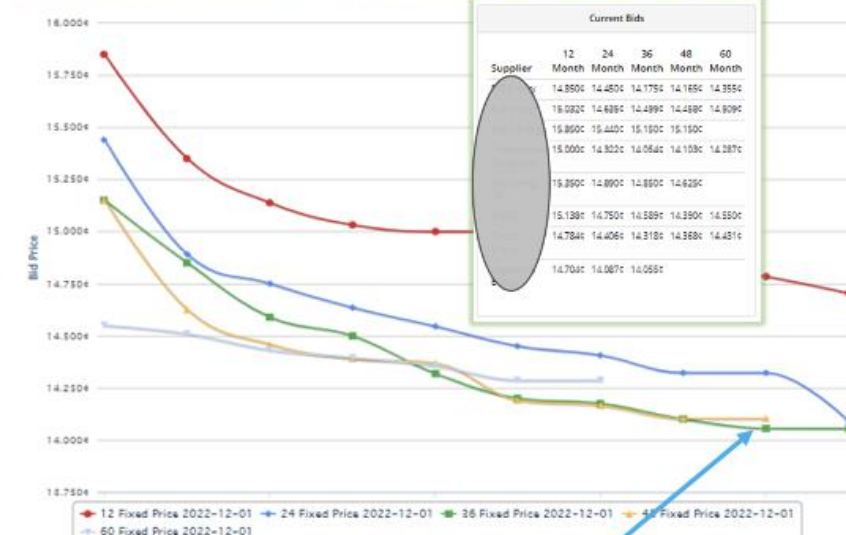
TE Reverse-Auction – Renewable Energy Credits



Transparent Energy provides clients, like McKesson, **access to pricing from top suppliers.**

- Some auctions receive up to 300 bids.
- Savings realized between 5% and 10%.

TE Reverse-Auction – Renewable Energy Credits



Transparent Energy's **efficient 15-minute live reverse-auction** compels suppliers to lower bids to their **most competitive rates.**

Level of Diligence

2 Auctions for standard supply and for bundled RECs to calculate suppliers' premiums.

Verified pricing with stand-alone REC supplier.

Granular approach and hyper-focus on price discovery.



THANK YOU

Jeremy Lo

EVP, Corporate Development

jlo@transparentedge.com

David Blair

VP, New Business

dblair@transparentedge.com



TransparentEnergy

powering your decisions

Appendix

OFF-SITE RENEWABLE PRODUCTS

There is a wide array of renewable energy products and solutions to fulfill different buyer goals, requirements and situations

Increasing financial risk and complexity

Carbon Offsets	Renewable Energy Certificates (RECs)	Community Solar	Renewable-backed Contracts	Off-site Power Purchase Agreements (PPA)	Virtual Power Purchase Agreements (VPPA)
<ul style="list-style-type: none"> • Credits created by a reduction in CO2 • Can off-set fossil fuel consumption (Scope 1) • Annual off-sets • Portfolio-based, not directly tied to an asset • Set purchase amount 	<ul style="list-style-type: none"> • Most established product • Annual off-sets • Not directly tied to an asset • No direct path of supply or load following 	<ul style="list-style-type: none"> • Direct purchase from a specific project • Regulatory structure only available in some states and utilities • Some programs applicable only to small customers (<25 KW) • Lease roof space to community solar developers 	<ul style="list-style-type: none"> • Slices of a PPA combined with retail supply contract • Can be tied directly to a project, creating more transparency • 3-10 year terms 	<ul style="list-style-type: none"> • Project-specific • Customer takes physical ownership of electrons • Limited to deregulated retail markets • 10-20 year contract 	<ul style="list-style-type: none"> • Project-specific • Financially settled swap contract • Can introduce budget risk • Load-serving power separately procured • 10-20 year contract

Buyer's Guide
Page 11-24



PRESENTERS ON THE CALL TODAY



Jeremy Lo

EVP, Corporate Development
Transparent Energy
jlo@transparentedge.com

Jeremy holds a Bachelor's degree in Finance from the University of Texas at Austin, and he has an MBA from the University of Houston. In addition, he is Certified in Energy Procurement (CEP).

He has 20+ years of experience ranging from wholesale traded energy, deregulated energy markets and renewable energy.

Currently, Executive Vice President at Transparent Energy where he is responsible for leading Sustainability, Strategic Relationships with Suppliers, Counterparty risk, and M&A.

PRESENTERS ON THE CALL TODAY



David Blair

VP, New Business
Transparent Energy

dblair@transparentedge.com

David holds a Bachelor's degree in Business Administration from TCU.

He has 15+ years of experience in the energy industry and is skilled in Team Building, Channel Partnerships, Reverse Auction Software and Energy Procurement.

Currently, Vice President of New Business where he is responsible for overseeing the office in Texas and expanding strategic partnerships.

PRESENTERS ON THE CALL TODAY



Michael Ashworth
Director, Sourcing –
Facilities and Real Estate
McKesson

Michael holds a Bachelor's degree in Business Administration from the University of Houston. In addition, he has the following certifications: Certified Purchasing Manager and Lean Six Sigma Black Belt.

He has 25+ years of procurement experience with large organizations and has held a few expatriate assignments along the way (S. Korea, Qatar, and Switzerland).

Currently, Director of Sourcing at McKesson where he is responsible for DC Operations, CAPEX, Real Estate and Facilities.



Q&A