

GREEN VENUE SELECTION GUIDE

INTEGRATING LEED INTO TRAVEL & EVENT MANAGEMENT

PREFACE FROM USGBC

Identifying Green Hospitality Venues for Travel, Meetings & Events

The U.S. Green Building Council's LEED[®] Green Building Rating System[™] serves an important function in helping organizations and individuals identify third-party-certified facilities that have been designed, built, and/or are operated in ways that aim to optimize environmental performance and reduce environmental impact. While the pipeline of hotels and conference centers pursuing LEED certification is growing steadily, the limited number of venues that are currently LEED-certified does not allow organizations to direct all of their travel and events procurement to such facilities. In response to this reality, USGBC has developed the Green Venue Selection Guide to aid travel, meeting and event planners in collecting environmental information about facilities.

The best and easiest way to evaluate the environmental performance of a facility is to look for LEED certification. Since LEED-certified venues are not always available, the enclosed Hotel & Conference Center Environmental Questionnaire provides a preliminary method of evaluating facilities' environmental features and performance. It requests the most pertinent facility environmental information to consider when selecting lodging, meeting or event venues by

drawing from LEED credits addressing key areas of importance to environmental and occupant health such as energy and water use, purchasing, indoor air quality, and waste management. LEED evaluates buildings' performance in these areas based on measures such as ENERGY STAR® score, plumbing fixture efficiency, alternative transportation access, and recycling and ventilation rates. Incorporating these criteria into venue selection will strengthen



travel, meeting, and event planners' ability to choose the greenest facilities.

Photo by Nancy Cimney

Using the questionnaire will familiarize those in the hospitality industry, including meeting planners, building managers, and salespeople, with LEED's approach to measuring buildings' environmental sustainability. The LEED for Existing Buildings: Operations & Maintenance rating system is a valuable source of more detailed information on the criteria outlined in the questionnaire and should be referenced as a supplemental guide. The rating system is available free of charge on the USGBC web site at www.usgbc.org/LEED.



The U.S. Green Building Council, Inc.™ (USGBC®) is a Washington, D.C.-based 501(c)(3) nonprofit organization committed to a prosperous and sustainable future for our nation through cost-efficient and energy-saving green buildings. USGBC works toward its mission of market transformation through its development of the LEED Green Building Rating Systems, robust educational offerings, nationwide network of chapters and affiliates, annual Greenbuild International Conference & Expo, and advocacy in support of public policy that encourages and enables the creation of green buildings and communities.



The Leadership in Energy and Environmental Design® (LEED®) Green Building Rating Systems constitute a voluntary, consensus-based national certification program for buildings designed, constructed and operated for improved environmental and human health performance. LEED addresses all building types and emphasizes state-of-the-art strategies in five areas: site development and management, water savings, energy efficiency, materials and resources use, and indoor environmental quality.

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INTRODUCTION

Using environmentally responsible meeting, event and lodging facilities makes business sense and can be an important part of an organization's commitment to sustainable policies and operations. Green venues are fundamental to reducing the environmental impact of organizations' meetings, events and travel. Additionally, travel, meeting and event planners are in a position to have a tangible impact on hospitality venues' environmental performance by evaluating and selecting them based in part on environmental criteria.

Purpose of this Guide: Choosing Green Facilities

This guide contains a Hotel & Conference Center Environmental Questionnaire that is designed to assist travel, meeting and event planners in collecting information from hospitality venues during the RFP process in order to evaluate their environmental features and performance. This will allow organizations to identify and select the greenest conference centers and hotels for their

business travel, meeting and event needs. The questionnaire will also help venue sales staff communicate their facility's environmental efforts and accomplishments when submitting proposals to potential customers.

How to Use this Guide

Travel, meeting and event planners should use the Hotel & Conference Center Environmental Questionnaire to identify venues that have taken steps to improve operational efficiency and reduce environmental impact. Planners should send the questionnaire along with RFPs or lead sheets. Venue staff should return the completed questionnaire with proposals.



Photo by Sarah Garlough

Green Venue Selection Guide: Not A Green Meeting Guideline!

Selecting the right facility is just the first step toward holding a green meeting or event, and is the only step that this guide addresses. However, USGBC urges meeting and event planners to continue with sustainable meeting practices after choosing a green venue. There are many valuable resources available for green meeting and event management, including the Green Meeting Industry Council, the Environmental Protection Agency, and the Convention Industry Council's Accepted Practices Exchange (APEX) Green Meeting and Events Standards, released in draft form in August 2009

and expected in final version in December 2009. USGBC's facility questionnaire is designed to supplement event-related resources and not to replace them. Planners are encouraged to continue utilizing green meeting resources in addition to implementing USGBC's facility-selection guidance.

The Hotel & Conference Center Environmental Questionnaire focuses on facility-wide environmental characteristics instead of on event-specific features and is not meant to replace the green meeting questions that planners often include in RFPs in order to identify facilities that can help them meet event-related sustainability goals, such as a venue's ability to provide sustainable seafood, donate leftovers, or produce recycling metrics for individual events. Meeting and event planners can continue including event-related green questions even when submitting the Hotel & Conference Center Environmental Questionnaire with RFPs. This will allow individual planners and organizations to select event-related questions of their choosing that align with their own environmental priorities even as they shift their focus to questions that evaluate overall facility environmental performance.

For example, the Hotel & Conference Center Environmental Questionnaire includes a question that asks for the percentage of a building's total waste stream that it diverts from landfill



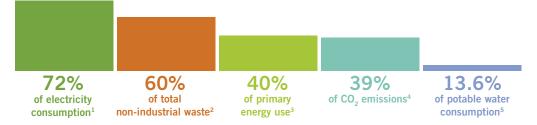
Photo by Sarah Garlough

disposal. This is important information for planners to consider when seeking to select a facility with minimal environmental overall impact. However, planners might still choose to include additional, more specific questions regarding a facility's ability to reduce waste from individual events by providing china service, pitchers for water service, or reusable tablecloths, as well as any costs associated with these options.

WHY GREEN HOTELS AND CONFERENCE CENTERS?

Buildings are responsible for a large portion of the environmental footprint of human activities. Each phase of the lifecycle of a building — material production, construction, operations, end-oflife disposal, as well as the building's location — has a significant impact on the environment.

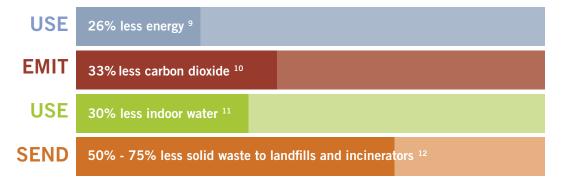
U.S. Buildings Account for:



In the United States alone, hotels represent more than 5 billion square feet of space, nearly 5 million guest rooms⁶, and close to \$4 billion in annual energy use⁷. Business meetings in the United States constitute a \$175 billion industry, and Americans make more than 400 million long-distance business trips each year⁸.

Hotels and event facilities have a significant opportunity to reduce negative environmental impacts associated with guest rooms, event space, and general facility use through measures such as energy and water efficiency, waste reduction and management, sustainable and local purchasing, and use of alternative transportation.

Green Buildings:



Green buildings can also encourage the use of alternative transportation such as walking, mass transit, or low-emission, fuel-efficient, or alternative-fuel vehicles. Hotels and conference centers can also contribute to human health by providing healthy, comfortable, and productive indoor environments with improved indoor air quality, access to daylight and views, and occupant control of the lighting and thermal environment.

Background: USGBC, Green Building, and LEED

The U.S. Green Building Council (USGBC) is a nonprofit membership community of nearly 20,000 member companies and organizations that work to advance a built environment that is environmentally responsible, profitable, and healthy for humans. Members include building owners, real estate developers, hotel companies, facility managers, designers, product manufacturers, governments, nonprofits and many other types of companies and organizations. USGBC's mission is to transform the way buildings and communities are designed, built and operated, enabling an environmentally and socially responsible, healthy and prosperous environment that improves the quality of life.

USGBC developed the LEED Green Building Rating Systems through its rigorous, consensusbased process and facilitated a voluntary, third-party green building certification program whereby compliance with LEED can be demonstrated. LEED has become the nationally accepted benchmark for the design, construction and operation of green buildings, providing developers, designers, owners, and operators a framework for identifying and implementing strategies that can measurably improve buildings' environmental performance.

LEED rating systems exist to address every phase in the lifecycle of buildings, from design to construction to operations. LEED for Existing Buildings: Operations & Maintenance addresses



Photo by Hotel Carlton

sustainable operations and maintenance of occupied buildings, while LEED for New Construction and Major Renovations, LEED for Commercial Interiors, and LEED for Core & Shell address the design, construction, and major renovation of new and existing buildings and tenant spaces. Please visit the USGBC Web site at www.usgbc.org to view the LEED rating systems (available free of charge) and other LEED resources and information.

- Environmental Information Administration. EIA Annual Energy Outlook. 2008. 1.3.4
- 2 U.S. Environmental Protection Agency. EPA Green Building Workgroup. 2004. 5
- U.S. Geological Survey. 2000.
- 6 American Hotel & Lodging Association
- U.S. Environmental Protection Agency, from 1999 Commercial Building Energy Consumption Survey data
- 8 U.S. Bureau of Transportation Statistics
- 9,10 U.S. General Services Administration Public Buildings Service. Assessing Green Building Performance. 2008.
- 11,12 Kats, G. The Costs and Financial Benefits of Green Building. Capital E. Washington, DC. 2003.



Hotel & Conference Center Environmental Questionnaire

As an organization committed to the environmental, economic and social benefits of green buildings, we are evaluating venues for travel, meetings, and events during the RFP process. Please complete this questionnaire as thoroughly as possible so we can best gauge your environmental commitment and accomplishments, and submit it along with your proposal for consideration.

Hotel and conference center sales staff are not expected to have direct access to the information requested in the questionnaire. It is recommended that facility operations and engineering staff complete the questionnaire and sales staff then relay it to potential customers of lodging and event services.

Because the questionnaire is based on environmental performance metrics, it requests information that may not be available for facilities that are not already tracking their environmental impact. Working toward tracking environmental performance will allow a facility to provide information more easily and comprehensively in the future and will help prepare the facility to seek third-party certification. Facilities that submit questionnaires with complete information will be favored for selection.

This questionnaire draws from LEED credits addressing key areas of importance to environmental and occupant health. The LEED for Existing Buildings: Operations & Maintenance Rating System, available free of charge on the USGBC Web site at www.usgbc.org/LEED, is a valuable source of more detailed information regarding the criteria outlined in the questionnaire and should be referenced as a supplemental guide.

Please note references to specific LEED credits throughout the questionnaire, indicating the number of points LEED awards for each environmental strategy implemented or performance level achieved. The questionnaire does not assign point values to each item, which can only be done through the use of LEED. Travel, meeting and event planners should pay attention to the content of the facility's responses, comparing them to each other to make informed decisions about each facility. Using the Hotel & Conference Center Environmental Questionnaire is not a substitute for LEED certification, nor does a facility's completion of the questionnaire constitute LEED certification of any kind.

It is important that both planners and facility staff realize that third-party certification is preferable in terms of credibility and should be a facility's ultimate goal. The questionnaire is intended only to fill a gap in the market by providing a means for assessing facilities' environmental performance until a greater number of hotels and conference centers have demonstrated superior environmental design, construction, and/or operations by achieving LEED certification.

NOTE: If completing the questionnaire electronically, please print it to Adobe PDF in order to save the data you have entered. Adobe cannot save entered data unless you save a new copy of the document by printing it to Adobe PDF.

| Date of completion of this form | | | | |
|---------------------------------|-------|-------|---------|--|
| Name of Facility | | | | |
| Address | | | | |
| City | State | Zip | Country | |
| Venue Sales Contact: Name | | Title | | |
| Phone | | | | |
| Building Manager Contact: Name | | Title | | |
| Phone | | | | |
| Building Engineer Contact: Name | | Title | | |
| | | | | |
| | | | | |

LEED Certification Details

Corresponding LEED Credit

If your facility has achieved LEED certification, please supply a completed project checklist of the appropriate LEED rating system (LEED for New Construction, LEED for Existing Buildings, etc.) and fill out this section of the questionnaire. LEED project checklists are available for download free of charge at www.usgbc.org/leed.

| Building has achieved LEED certification in the last five years. | |
|------------------------------------------------------------------|--|
| Rating System under which LEED certification was achieved. | |
| Date of certification. | |
| Certification level. | |
| Completed LEED Project Checklist attached. | |

LEED certified design and construction earns 4 points in *LEED EB: Operations & Maintenance, Sustainable Sites Credit 1.*

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| Energy | | Corresponding LEED Credit | | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|
| Overall Energy Performance: | | | | |
| A building's ENERGY STAR score can be calculated free of charge usi Portfolio Manager tool, available at: <u>https://www.energystar.gov/istar/pr</u> | 0 | An ENERGY STAR score of 50 represents a building with average energy performance. Buildings that achieve a score of | | |
| Please indicate facility's ENERGY STAR score. | | 75 or higher may be eligible for the ENERGY STAR label. An ENERGY STAR score of 69 or higher is a minimum requirement | | |
| Has facility earned the ENERGY STAR label? | | for LEED certification, required by <i>LEED EB: Operations & Maintenance, Energy & Atmosphere Prerequisite 2.</i> Increasing | | |
| Date benchmarked or labeled. | | ENERGY STAR scores earn 1-18 points in <i>LEED EB: Operations</i> & <i>Maintenance, Energy & Atmosphere Credit 1.</i> | | |
| Renewable Energy: | | | | |
| Renewable energy includes solar, geothermal, wind, biomass, biogas | , and low-impact h | nydro and should be third-party verified. | | |
| Please indicate percentage of facility's total energy use that is provided by on-site renewable energy. | % | 3%-13.5% on-site renewable energy earns 1-7 points in <i>LEED</i> <i>EB: Operations & Maintenance, Energy & Atmosphere Credit 4.</i> | | |
| Please indicate percentage of facility's total energy use that is provided by off-site renewable energy (for example, green power). | % | 25%-100% off-site renewable energy earns 1-6 points in <i>LEED</i> <i>EB: Operations & Maintenance, Energy & Atmosphere Credit 4.</i> | | |
| Energy Efficiency Strategies: | | | | |
| Facility has conducted an ASHRAE Level I energy audit. | | Required by LEED EB: Operations & Maintenance, Energy & Atmosphere Prerequisite 1. | | |
| Facility has conducted an ASHRAE Level II energy audit or implemented a commissioning program, documenting the breakdown of energy use in the building and implementing operational and capital improvements. | | Implementation of these energy saving strategies earns up to 6 points in <i>LEED EB: Operations & Maintenance, Energy & Atmosphere Credit 2.</i> | | |
| Comments: | | | | |

| Alternative Transportation | | Corresponding LEED Credit |
|-----------------------------------------------------------------------------------------------------------------------------------|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Please indicate the percentage of employee trips to and from the facility that are made using alternative transportation methods. | % | 10%-95% alternative transportation use, including walking, bicycling, mass transit, carpools, vanpools, and low-emitting, fuel-efficient, or alternative-fuel vehicles, earns 3-16 points |
| Please indicate the percentage of guest trips to and from the facility are made using alternative transportation methods. | % | in LEED EB: Operations & Maintenance, Sustainable Sites Credit 4. |
| | | |
| Alternative Transportation Strategies: | | |
| Facility has pedestrian or other access to mass transit. | miles | Location within 1/2-mile walking distance of a commuter |
| Distance of mass transit from facility: | | rail, light rail, or subway station OR within 1/4-mile walking distance of a bus stop that serves 2 or more public, campus, or |
| Facility is accessible by mass transit from airport. | | private bus lines usable by building occupants can help achieve <i>LEED EB: Operations & Maintenance, Sustainable Sites Credit</i> |
| Facility provides shuttle or van service to/from airport to reduce number of single-occupant trips. | | 4 and earns 6 points in LEED NC, Sustainable Sites Credit 4.1. |

Please provide details on nearby mass transit and accessibility from facility, information provided to guests and/or staff on alternative transportation options, as well as any shuttle service or access to other alternative transportation, such as fuel-efficient taxi service:

| Water Efficiency | | Corresponding LEED Credit | | | |
|--------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|-------------------------------|--|
| Water Efficiency Strategies: | | | | | |
| Facility has permanently installed water meter(s) that provide monthly data on total water use for entire building and associated grounds. | | Whole building metering earns 1 point in & Maintenance, Water Efficiency Credit | | Operations | |
| Please indicate flush and flow rates of facility's indoor plumbing fix | tures of each type: | | | | |
| – Water closets | (gallons per flush) | LEED EB: Operations & Maintenance, Water Efficiency Prerequisite 1 and Credit 2 reference the UPC and IPC standards as well as the U.S. EPA's Watersense program to define low-flow plumbing fixtures. LEED EB: Operati Maintenance, Water Efficiency Credit 2 awards up to 6 for increased plumbing fixture and fitting efficiency. Standards for Plumbing Fixture Water Use | | PC ram in ord rations & | |
| – Urinals | (gallons per flush) | | | 6 points | |
| - Showerheads | (gallons | Fixture Type | UPC and IPC Standards | EPA WaterSens Standards | |
| | per minute) | Water closets (gallons per flush, gpf) | 1.6 | 1.28 | |
| | | Urinals (gpf) | 1.0 | 0.5 | |
| Public lavatory faucets and aerators | (gallons | Showerheads (gallons per minute, gpm) | 2.5 | 1.5-2.0 | |
| | per minute) | Public lavatory faucets and aerators (gpm) | 0.5 | | |
| | | Private lavatory faucets and aerators (gpm) | 2.2 | 1.5 | |
| Private lavatory faucets and aerators | (gallons | Kitchen and janitor sink faucets (gpm) | 2.2 | | |
| | per minute) | Metering faucets (gallons per metering cycle) | 0.25 | | |
| – Kitchen and janitor sink faucets | (gallons per minute) | | | | |
| – Metering faucets | (gallons per metering cycle) | | | | |
| Comments (use this space to provide details on indoor plumbing fix | tures not captured | by above fields, such as dual-flush water | closets): | | |
| Facility uses captured rainwater, stormwater, greywater or treated wastewater in place of potable water for some of its water needs. | | Using at least 50% or 95% nonpotable water, such as harvested rainwater, storn treated wastewater, earns 1-2 points in | nwater, grey | water, or | |

How has facility reduced and minimized potable water use for landscape irrigation purposes?

Maintenance, Water Efficiency Credit 4.

A 50%-100% reduction in landscape irrigation potable water use earns 1-5 points in *LEED EB: Operations & Maintenance,* Water Efficiency Credit 3.

Please share other water use reduction strategies the facility has implemented:

| Sustainable Purchasing | Corresponding LEED Credit |
|-------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| Facility has a sustainable purchasing policy that: | |
| – follows EPA's Environmentally Preferable Purchasing (EPP) Program guidelines | |
| covers all product purchases that are within the building and site management's control, including: | A sustainable purchasing policy is required by LEED EB: Operations & Maintenance, Materials & Resources Prerequisite 1. |
| ongoing consumables (paper goods, office & meeting supplies, guest room amenities) | The U.S. EPA's EPP Program guidelines can be found at <u>www.</u> epa.gov/epp. |
| • furniture | <u></u> |
| building materials | |
| - and prefers: | |
| • recycled, reused, or salvaged materials | |
| rapidly renewable materials | |
| local materials (within 500 miles) | |
| FSC-certified materials | |
| rechargeable batteries | Sustainable purchasing earns up to 9 points in <i>LEED EB:</i> Operations & Maintenance, Materials & Resources Credits 1-5. |
| • ENERGY STAR qualified electric equipment | |
| lamps with mercury content of 90 picograms per lumen- hour or less | |
| food and beverages that are local (within 100 miles) or certified organic, sustainable, or fair trade | |
| • low-VOC paints, coatings, adhesives, and sealants | |
| Facility's sustainable purchasing policy is available upon request. | |

Please provide details of facility's sustainable purchasing policy or examples of actual sustainable purchases, such as recycled paper or pens:

| Waste Management | | Corresponding LEED Credit |
|------------------------------------------------------------------------------------------------------------------------------|---|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Please indicate percentage of total waste stream (by weight or volume) that facility recycles, reuses, donates, or composts. | % | Diversion of 50%-95% of building waste stream from landfill disposal earns up to 5 points in <i>LEED EB: Operations & Maintenance, Materials & Resources Credits 7, 8, and 9.</i> |
| Waste Management Strategies: | | |
| Facility has in place a solid waste management policy that: | | |
| - facilitates ongoing waste reduction | | |
| encourages high levels of both staff and guest participation in waste diversion efforts | | |
| provides staff training on recycling, composting, donating, and reusing waste | | A solid waste management policy is required by <i>LEED EB:</i> Operations & Maintenance, Materials & Resources Prerequisite 2. |
| covers all the building's waste streams, including recycling, composting, donating, or reuse of: | | |
| • food waste (by weight) | | |
| • grease | | |
| • paper | | |

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| • cardboard | Yes/No | |
|---------------------------------------------------------------------|--------|-----------------------------------------------------------------|
| • plastic | Yes/No | |
| • glass | Yes/No | |
| metals (including aluminum) | Yes/No | A solid waste management policy is required by LEED EB: |
| • batteries | Yes/No | Operations & Maintenance, Materials & Resources Prerequisite 2. |
| mercury-containing lamps | Yes/No | |
| • building materials, construction waste | Yes/No | |
| • electronic equipment, appliances | Yes/No | |
| Facility's solid waste management policy is available upon request. | Yes/No | |

Comments:

Facility provides clearly marked recycling receptacles in:

| - common areas, such as the lobby | Yes/No |
|-----------------------------------|--------|
| – guest rooms | Yes/No |
| – meeting rooms | Yes/No |
| | |

- other (please indicate)

| Occupant Health & Comfort | | Corresponding LEED Credit |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Facility's ventilation system can supply at least the outdoor air ventilation rate required by ASHRAE Standard 62.1-2007 Ventilation Rate Procedure, or at minimum 10 cubic feet per minute (cfm) of outdoor air per person. | Yes/No | Required by LEED EB: Operations & Maintenance, Indoor Environmental Quality Prerequisite 1. |
| Facility prohibits smoking indoors and within 25 feet of building entrances, outdoor air intakes, and operable windows. | Yes/No | Required by <i>LEED EB: Operations & Maintenance, Indoor</i> <i>Environmental Quality Prerequisite 2,</i> unless indoor smoking areas are isolated from nonsmoking areas and have separate ventilation systems that prevent the introduction of tobacco smoke contaminants to nonsmoking areas. |

Comments:

| Please indicate the percentage of facility's meeting, dining, and back spaces that have natural daylight or direct views of the outdoors: | 45%-90% earns up to 2 points in <i>LEED EB: Operations & Maintenance, Indoor Environmental Quality Credit 2.4.</i> | |
|-------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| - meeting spaces | % | |
| – dining spaces | % | |
| - back-of-house work spaces | % | |
| Facility has in place a high-performance green cleaning policy and program. | Yes/No | Required by LEED EB: Operations & Maintenance, Indoor Environmental Quality Prerequisite 3; Earns 1 point in Indoor Environmental Quality Credit 3.1. |
| Facility uses cleaning materials and products that meet the requirements of Green Seal, EPA, or Environmental Choice standards. | Yes/No | Earns up to 2 points in <i>LEED EB: Operations & Maintenance,</i> Indoor Environmental Quality Credit 3.3. |
| Facility maintains an indoor integrated pest management program. | Yes/No | Earns 1 point in LEED EB: Operations & Maintenance, Indoor Environmental Quality Credit 3.6. |

END OF QUESTIONNAIRE

