



Case Study



Shorenstein

Saving valuable time to meet ambitious sustainability goals.

Shorenstein Properties LLC is a privately-owned real estate firm that owns and operates high-quality office, residential and mixed-use properties across the U.S., with offices in San Francisco and New York. As an industry leader in sustainability practices, Shorenstein was one of the first real estate companies in the country to formalize a “green” initiative with a strong commitment to energy conservation and responsible environmental practices. It continues to employ operational best practices by setting annual goals and measuring its performance through benchmarks such as LEED, Energy Star, Green Lease Leaders, the US Department of Energy Better Buildings Challenge, and GRESB.



80

Overall GRESB score

+5

Points higher than peer average




“Our sustainability program would not be functional or successful without Measurabl. If it weren’t for Measurabl, I would have to hire another employee just to handle all the data.”

Bill Whitfield

General Manager and Sustainability Program Manager

Challenge

With a longstanding commitment to protecting the environment, Shorenstein has sustainability data dating back to 2008. Before adopting Measurabl in 2015 as a tool to collect and centralize environmental performance data, this information was kept in massive spreadsheets that were difficult to manage and update. As the company's Green Committee, co-founded by Bill Whitfield, began to blossom into an initiative with dedicated people and resources, Shorenstein needed a way to streamline its data and develop a holistic approach to sustainability. Beyond taking a "check the box" approach – reporting to GRESB and maintaining certifications like ENERGY STAR – Shorenstein wanted to engage with investors, tenants, and other stakeholders and continue to implement programs to protect the environment. It also needed to maintain continuity as the team evolved and new employees joined the effort.



“Data coverage and accuracy has increased since we started using Measurabl’s Utility Sync tool. Humans aren’t perfect, so having the technology automatically pull exactly the information we need alleviates those operator errors.”

Kelly McNee

Assistant Sustainability Program Manager

Solution

For Shorenstein, reporting to GRESB was a must-do; investors have come to expect a score when they ask for it. Shorenstein didn't have the bandwidth to continuously gather accurate ESG data and crunch all of the numbers manually. Measurabl offered a platform for centralizing and collecting that data automatically while improving data coverage and accuracy. Shorenstein simply would not have the ability to report to GRESB annually without Measurabl's GRESB reporting tool, which eases the company's burden substantially.

With so much time saved, Shorenstein's sustainability team can focus on attaining larger, more conceptual goals to reduce carbon emissions throughout its portfolio. By 2025, the company aims to reduce both energy consumption and greenhouse gas (GHG) emissions by 40% compared to its 2008 baseline. Shorenstein is beginning to use Measurabl's target-setting tool to compare current numbers with its vast historical data, and to ensure the company is on track to meet its goals.

No matter who on the team needed to dive in and get involved with the data, Measurabl's team was there to answer questions, troubleshoot, and help them learn to use the platform to meet their unique needs.



22%

Reduction in energy use



24%

Reduction in GHG emissions at the end of 2017 over 2008 levels



“We rely on Measurabl to give us the validation to report numbers that have integrity.”

Kelly McNee

Assistant Sustainability
Program Manager



Results

With Measurabl’s help, Shorenstein was able to hit its 2020 carbon reduction goals **two years ahead of schedule**. The company is aiming even higher for 2025, and is well on its way of reducing both energy use and GhG emissions, as well as achieving a 6% decrease in water consumption and a 20% increase in waste diversion over 2008 levels.

Pulling data from Measurabl, Shorenstein revamped its [annual sustainability report](#) to increase transparency around the company’s commitment to improving

its practices and policies, making the information more useful and accessible to stakeholders.

With all the time saved by having Measurabl handle its data, Shorenstein is planning to implement several new projects, including an improved water-tracking system. It also plans to increase tenant outreach—educating property managers on sustainability projects and efforts and encouraging them to find ways to do better so they can break through any performance plateaus.



“Measurabl’s customer success team has been consistently helpful with questions and helping me resolve errors. I always feel very comfortable giving them a call.”

Kelly McNee

Assistant Sustainability Program Manager



Closing Statement

By handling all of the ESG data, Measurabl's offering has helped Shorenstein's sustainability program gain momentum and confidently set ambitious goals that showcase the company's longstanding commitment to the environment.

[Learn more](#) about their progress and strategic objectives.

Measurabl is the world's most widely adopted ESG data management platform for commercial real estate. With 112,000 assets representing over 15 billion square feet across 92 countries, Measurabl helps the world's smartest companies measure, manage and disclose their sustainability performance. From automated utility data sync to building and portfolio benchmarking to advanced reporting, Measurabl takes your sustainability data from meter to market.