

MEDIA GUIDE: Arc + Performance Measurement

For interview requests:

Sarah Stanley, sstanley@usgbc.org, 202-256-0456

Amanda Komar, akomar@usgbc.org, 703-975-5431

Data and performance tracking is driving a new era of green building. Arc is at the heart of that transformation, providing a digital platform that connects all actions in one place to improve quality of life. It was developed by GBCI to support the visions of USGBC, GBCI and their partners. Arc is a pathway to LEED certification and helps non-LEED projects benchmark and track sustainability performance across energy, waste, water, transportation and human experience. Through a performance score, buildings, cities and communities can visualize data, see the impact of their green building efforts and communicate ongoing performance.

CA16 – Combined Closing Plenary: A Defining Moment

Tuesday, November 13, 4:30–6:30 p.m.

- Has the green building community moved the needle? Take a sweeping look at the progress over the last generation and get a sense of what lies ahead when scaling efforts to confront daunting environmental challenges.
- Presenters: Scot Horst, CEO, Arc Skoru Inc.

G06 - Arc's Performance Score: Case Studies of Taking Action and Measuring Impact

Friday, November 16, 8–9 a.m.

- A panel discussion on real-world case studies that show how companies are using Arc's data platform to benchmark, track and improve performance.
- Presenters: Gautami Palanki, director at Arc Skoru Inc.; Nkhil Balachandran, cofounder and CEO at Zabble Inc.; Jessica Loeper, vice president at Verdani Partners; and Samantha Longshore, senior solutions consultant at Rivion.

H14 - The Ultimate Guide to Understanding Scoring in Arc

Friday, November 16, 9:30–10:30 a.m.

- Arc's performance score offers a unique and comprehensive performance indicator across the areas of energy, waste, water, transportation and human experience for any building, anywhere. Understand how the score easily assess carbon emissions and other sustainability factors.
- Presenters: Gautami Palanki, director at Arc Skoru Inc.; Barry Abramson, principal at Servidyne; and Kenneth Simpson, director of Energy/HVAC and LEED certification at GBCI.

Additional Sessions on Performance:

Tuesday, November 13

- [Integrating Rating Systems, Performance with GRESB](#)
- [LEED and Existing Buildings: Understanding Certification, Performance and the Newest Update to the LEED Rating System](#)
- [LEED for Cities](#)
- [LEED for Existing Buildings](#)

Wednesday, November 14

- [From Steeple to Students: Benchmarking as a Learning and Advocacy Tool](#)
- [LEED, Wellness and Arc in Retail: A Starbucks Perspective](#)
- [Building the First LEED Platinum City](#)
- [LEED and Climate Change](#)

Arc Resources:

[Metrics in Motion Article Series](#) – Get an overview of each of the metric categories in Arc.

Watch the Arc [YouTube Playlist](#)

Access the Arc [Press Kit](#)