

3.5.3 SUSTAINABILITY (100 Points)

On July 1, 2010, Multnomah County began executing a new Sustainable Purchasing Policy that demonstrates support for our sustainability goals by integrating environmental stewardship and social equity, as well as fiscal responsibility, into the procurement process. The County seeks to partner with suppliers who demonstrate a commitment to these considerations and can reduce the negative

impacts resulting from County services. It is expected that the successful Proposer incorporates sustainable practices into daily business operations and will continue to do so while meeting the requirements of the contract resulting from this procurement.

Evaluation Criteria:

- *Describes efforts to integrate cooling technologies in order to maximize energy efficiency.*
- *Describes efforts to maximize efficiency in energy delivery.*
- *Describes efforts to integrate sustainability into its general business practices. This could include, but is not limited to: purchasing renewable power, utilizing green cleaning practices and products, comprehensive e-waste management program, facility and fleet maintenance, and sustainable purchasing.*

Sustainability is not an afterthought at EasyStreet — the company has a long-standing commitment to sustainable practices and it is one of its core values.

EasyStreet's newest data center represents years of research and design equity to build the most energy-efficient co-location facility in the region. The energy-saving technologies employed — such as Indirect Evaporative Cooling, effective airflow management techniques and chimney cabinets — reduce energy costs as well as carbon emissions. The efficiencies gained also allow EasyStreet to direct more power to customer cabinets — the higher power density of 200 W per square foot (or 5 kW per cabinet) that is required for today's computing equipment. With this wise and responsible design, the company's newest data center will achieve a ≤ 1.3 PUE (Power Usage Effectiveness) where the PUE of a traditional data center is typically above 2.0.

EasyStreet's new data center design is unique in the industry. Although it has gone through subsequent refinement, it was first conceived in late 2007, when an exceptional group of engineers, energy-efficiency consultants and other experts from around the nation gathered in Beaverton to participate in an intensive charrette to achieve a data center design with the ideal balance between energy efficiency, affordability and performance. In addition to EasyStreet, participants in the charrette included:

- Intel Corporation
- IDC Architects
- Heery International
- Archinetic
- Portland General Electric (PGE)
- Lawrence Berkeley National Laboratory (LBNL)
- The State of Oregon
- Energy Trust of Oregon
- The U.S. Department of Energy (Save Energy Now Program)
- The U.S. Environmental Protection Agency's ENERGY STAR Program
- Stanford Institute for the Environment (Stanford University)

Buying 100 percent Portland General Electric (PGE) Clean WindSM power offsets for both data centers and its offices, EasyStreet claims a zero carbon footprint for its data center operations — a benefit that is passed on to customers wishing to reduce their own carbon footprints. In addition to renewable energy offsets, EasyStreet procures Water Restoration CertificatesTM through the Bonneville Environmental Foundation to cover 100 percent of its water usage — the first and only data center services provider in the nation to do so. A rainwater capture and filtering system provides the majority of cooling water needed for the new data center.

A few other related facts:

- EasyStreet's new 7,000+ sq. ft. data center will reduce the kW hours used in a traditional data center by over 1.5 million — enough savings to power 153 average households for a year.
- EasyStreet's is the first data center to receive funding assistance through the state's Small Scale Energy Loan Program (SELP). Due to several design innovations, EasyStreet's new data center now serves as a blueprint for improved efficiency at other data centers in the state by contributing to the Oregon Department of Energy's expertise in energy-efficient data center design.
- Energy Trust of Oregon presented EasyStreet with a check for nearly \$350,000 for the energy the new data center will save.
- Extensive 25,000-gallon rainwater capture and filtering system designed to use supplemental city water only when necessary. EasyStreet estimates seven months of annual operation will use reclaimed rainwater.
- More efficient and reliable flywheel-based UPSs do not require the continuous recharging of conventional batteries and are considered seven times more reliable than battery-powered systems.
- EasyStreet purchases Energy Star rated and EPEAT-certified equipment whenever possible.
- EasyStreet offers Cloud Computing and Managed Virtualized Services to its customers, the use of which can greatly reduce energy consumption by increasing the CPU utilization of each physical server — fewer pieces of hardware have to be plugged in to get the same compute power.

At EasyStreet's Open House event for the new data center in January 2011, Peter West, director, Energy Projects, Energy Trust of Oregon, said, "EasyStreet is a customer who gets it. They're just like us. They have the same mission. They have the same purpose: Clean energy. Clean business. Great economy. This is a powerful project. There is a lot of intelligence, engineering and forethought in this project. This is how we work best with businesses — we were brought in early to get it right. And in this case, right is a spectacular set of energy savings."

Bob Repine, director, Oregon Department of Energy, also said, "This is a really great demonstration of efficiency in a commercial application. This is an example of the future. You have the opportunity to build that normal structure or shell. Or you have the opportunity to show that you are committed to creating a better environment. Doing the right things first — not the right things last."

Awards

Following are the most recent awards and citations presented to EasyStreet for its sustainable practices:

Portland General Electric:

- Green Power Leadership Award, 2008
- One of only three Platinum-level Clean Wind Partners

Oregon Business Magazine:

- 100 Best Green Companies to Work for in Oregon, 2009, 2010 and 2011

League of American Bicyclists:

- Bronze Award, Bike Friendly Business, 2008
- Silver Award, Bike Friendly Business, 2010

U.S. Environmental Protection Agency (EPA):

- Green Power Partner, 2009 and 2010 (Nearly 5,000,000 kWh of renewable power purchased per year)

This response is excellent because they clearly answer the question and provide tangible examples, and supporting data. The response includes reference to industry impacts, and they have clearly described how they are mitigating those impacts. It is also clear that these efforts are integrated into their core business practices, as evidenced by their awards, and partners.