

**STORYBOARD**

WHY FRAMEWORK METHODOLOGY PROJECTS MAY 11

**Traditional Design Approach**

Focuses on:

- Building areas
- Bottom up from department/manager level
- Operational efficiencies are subjective

**PBD Design Approach**

Focuses on:

- Top down strategic objectives
- Measurable outcomes
- Challenges status quo
- Evidence and performance focus

Performance-based Design Value Proposition

Status quo

- \$1 Initial capital cost of building
- \$5 Operating costs of buildings
- \$20 Value of business conducted in

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**STORYBOARD**

WHY FRAMEWORK METHODOLOGY PROJECTS

**Performance-based Design** provides clients with the information to validate their investment. This holistic approach will help clients improve their performance and business results while maximizing their investment dollars through various innovative design strategies and post verification methods.

**Accomplishments**

- Awareness survey
- PBD is more than 76% defined
- Case studies complete
- Framework is 90% complete

**Planned Accomplishments**

- Complete PBD value proposition
- Create PBD commercialization plan
- Evolve PBD e-storyboard

**Projects in the Pipeline**

- MHP North Addition
- PMU
- YMCA (RFP)
- National Heritage Academies (RFP)
- PAE Office Refresh

**PBD Project Status**

Category	Value
Marketing & Sales	~100
Future State Business Model	~100
Current State Business Model	~100
PBD defined	~100
External Research	~100
Work place & Other case studies	~100
Engineering case studies	~100
IC case studies	~100
Assess & Understand	~100
Create Reason for Change	~100
Project Definition	~100

**Project Milestones**

1. Project definition - Jan, 2011
2. PBD reason for change - Feb, 2011
3. Assessment & Understanding (Case studies) - May 2011
  - Healthcare (8) Feb, 2011
  - Engineering (4) - Mar, 2011
  - Work place & others (5) - April 2011
  - External research - Mar, 2011
4. PBD defined - April 2011
5. Current state business model defined - April 2011
6. Future state business model defined - May 2011
7. Marketing & sales implementation - June 2011

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**The Rapid Transit Operations Center**  
Grand Rapids, MI

**IMPACT**

- Improvement of employee/staff morale and experience
- Reduce safety incidents
- 75%** Reduction in internal bus travel path resulting in lower vehicle maintenance costs
- 15%** Reduction in energy costs per square foot. Achieved LEED Gold Certification
- 40%** Increase in transportation capacity and growth potential as a result of design. Forecasted increase in trip revenue

**CLIENT:** The Rapid Intrurban Transit Partnership

**BUSINESS NEEDS:** Improve efficiency flow of people and buses directly related to productivity, cost, wait time. Sustainable efficiency through reduction of energy use and down time. Create a remarkable design that is a community asset that improves customer satisfaction and overall quality of operators. Reduce safety incidents.

**SERVICES PROVIDED:** Architecture / Civil / Interior Design / Landscape / MEP / Structure

**SIZE:** 730,000 sqf (including parking)

**COST:** \$45 million

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## Performance Based Design Strategy

Business strategy for architectural & engineering firm that provides clients with the information to validate their investment through innovative design strategies and post verification methods.