

# Cleaning crews will see more daylight

Companies shift work traditionally done at night, to save energy.

By **Gertha Coffee**  
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The night cleaning shift at the Wachovia Bank office tower in Atlantic Station has left the building.

Atlanta-based Carter, the commercial real estate company that manages the facility, has switched to day-only cleaning to help control energy costs at the 21-story building at 171 17th St. Tenants include Carter's headquarters, Wachovia and law firms Arnall Golden Gregory and Burr & Forman.

So far, so good, said Rutledge Beacham, a vice president at Carter.

"We've only been doing it for a month and we've seen a 20 percent drop in kilowatt usage," said Beacham. He said the program will be rolled out to other Carter properties starting in 2010, once a few tweaks are made.

"It's a culture change," he said. "They're not used to having somebody clean during the day."

In five to 10 years, most offices will be cleaned during day-

**Cleaning** continued on A18



Cassandra Reid cleans an Atlantic Station office of the Carter real estate management company. More office buildings are switching to having their cleaning done in daylight hours. **Phil Skinner** pskinner@ajc.com

# Cable re mixed i

2 Atlanta networks see increase in viewership as four suffer declines.

By **Jeffry Scott**  
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For the cable industry it was a good year. Viewership was up 3 percent, and advertising spending was up 9.1 percent, according to the Nielsen Co., based on incomplete figures through mid-December.

But for Atlanta-based cable networks, the year was mixed, at best. Only Turner Broadcasting System's HLN, truTV and TNT increased their audiences in 2009. Four other networks – Turner's TBS, Cartoon Network and CNN, and NBC Universal's the Weather Channel – lost viewers.

Total day viewership for HLN (formerly Headline News) grew by 14 percent, led by opinion programs in prime time. TNT's total day viewership rose 1 percent this year over last year.

TruTV – formerly Court TV – increased its total day viewership 6 percent from 704,000 in 2008 to 744,000 in 2009.

That good news at Turner was greatly offset by the continued erosion of viewership at CNN.

For the first time in its 29-year history, CNN finished in third place in prime-time news, behind No. 1 Fox News Channel and No. 2 MSNBC.

In total day viewership, CNN

# Difference is night and day

## Cleaning

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light only, according to experts like Ron Willis, president of ICS Contract Services in Atlanta, the janitorial provider for seven of the 25 largest buildings in Atlanta, according to its Web site. Clients include Hartsfield-Jackson International Airport, SunTrust Plaza, 191 Peachtree Tower and 1 Atlantic Center.

Willis said several clients have converted to daytime cleaning in the year since the concept was introduced, including Fifth Street Management, the Synergy office building in downtown Atlanta and the Riverwood 100 building in Cobb County. Several others are converting, said Willis, whose company employs about 1,500 workers.

"Customers tell us they're saving between 10 and 15 percent on their electric bills," said Willis, who has been in business for three decades.

Traditional office cleaning includes day porters and day maids who clean bathrooms and maintain common areas, he said, "and nobody knows anything about the night crew," which does more detailed cleaning.

Converting to day cleaning involves more than scheduling workers during office hours and turning lights off at night.

"We developed a procedure to go in and clean during the day," Willis said.

Workers must speak English or at least be bilingual, have customer service training and be legal employees. He said shifts are staggered, generally between 6 a.m. and 6 p.m. On average, salaries range from \$9.50 to \$11 an hour, compared with \$7.50 an hour for part-time night workers.

"The jobs pay more, have benefits and are more prestigious," Willis said.

Tasks include working in the public areas early in the day, tidying up elevators, escalators and lobbies.

All other chores are timed to work around the schedules of tenants, including dusting, emptying trash, wiping down desks and vacuuming with cordless, battery-powered (hence quieter) vacuum cleaners. Some chores, such as floor waxing and major carpet cleaning, are done on weekends.

Productivity — measured by the square footage a person can clean in an hour — is higher among day cleaners, said Willis: 7,000 to 8,000 square feet

which offices don't need to be cleaned every day — because nobody uses them — and the workers can spend their time elsewhere."

There are other benefits as well, said Beacham, of Carter. Service is more personalized, and needs can be addressed immediately.

"This is their primary job," said Beacham, adding that day cleaning is part of Carter's sustainability initiative, which also includes water conservation and recycling.

The day cleaners are hand-picked by ICS. Instead of using 25 part-time cleaners working four hours each, 11 work eight-hour days at the 171 building, with each cleaner responsible for two floors.

Office tenant Kat Stephens, in an e-mail to Carter assistant property manager John Borowski, praised day cleaning: "John, I just wanted to let you know how pleased we are with the day cleaning. Uriel (Valesques) is pleasant and thorough, keeps it very low key and really seems to care. The ladies room looks and smells cleaner than at any time since we've been here. The kitchen, for the first time, looks like it has had some attention. I told him this a.m. how much we appreciate his efforts. I thought you would like to know too."

Day cleaning is a challenge, but one that the cleaning crew welcomes, said D'orsay Harrison, project manager for ICS who oversees the housekeeping staff.

"Tasks get completed in a way that we don't impose or infringe on the quiet that people are used to during the day," she said.

"We had to make adjustments so we could work well while people were working and not disturb them."

**"Customers tell us they're saving between 10 and 15 percent on their electric bills."**

### Ron Willis

President, ICS Contract Services, which cleans several large buildings in Atlanta

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Details on new home sales are set for release.