THANKS TO OUR EVENT SPONSOR:
THE BUILDING EDUCATION SERIES 2017:
THE OSWALD BUILDING, 1100 SUPERIOR
7:30 AM COFFEE AND REGISTRATION
8:00 – 10:00 AM PRESENTATION

JANUARY 26: PROJECT FINANCING OPTIONS
MARCH 16: RETROFITS FOR HISTORIC BUILDINGS
MAY 18: ALTERNATIVE TRANSPORTATION
JULY 20: VEGETATED ROOFS
SEPTEMBER 20: LIGHTING, DAYLIGHTING AND AUTOMATED CONTROLS
NOVEMBER 16: BUILDING SAFETY, SECURITY, EMERGENCY PROCEDURES AND DISASTER PREPAREDNESS
ALTERNATIVE TRANSPORTATION

OUR MODERATOR:
Stephanie Corbett, Director of Sustainability, Case Western Reserve University

THE PANEL:
Tim Kovach, Air Quality Planner - Northeast Ohio Areawide Coordinating Agency

Jim Frick, Sales Director and Kari Solomon, Budget Management Analyst - Greater Cleveland Regional Transit Authority

Cindy Cicigoi, Executive Director and Isabella McKnight, Program Manager - Cleveland 2030 District

Christina Yoka, Clean Transportation Program Director - Earth Day Coalition

Alex Baca, General Manager - UH Bikes

Paula Tilisky, Facility Manager - Squire Patton Boggs
Tim Kovach is an Air Quality Planner at the Northeast Ohio Areawide Coordinating Agency (NOACA), where he tracks regional air quality trends, ensures that transportation programs comply with federal air quality regulations, and manages the Gohio Commute program.

He previously served as the Project and Volunteer Manager with the 2014 Gay Games, where he wrote and implemented the first sustainability plan in the 32-year history of the event.

He has an MA in Global Environmental Policy from the American University School of International Service and a BA in political science and history from Baldwin Wallace University. He is a co-founder of the Cleveland Refugee Bike Project and serves on the communications and transportation committees with the Northeast Ohio Sierra Club.
What is NOACA?

- Metropolitan planning organization (MPO) for Northeast Ohio
- Focuses on transportation & environmental planning
- Controls approximately $50 million in spending per year
Transportation System Challenges

- NOACA established in 1968, developed first Long-Range Transportation Plan
- Assumed regional population would grow by 1 million
  - 1970 Census: 2.32 million residents
  - 2010 Census: 2.08 million residents
- Designed transportation system for population 50% larger than what we have
Overbuilt Transportation System → Suburban Sprawl, Population Loss

Lack of Alternative Transportation Options → Reliance on Single-Occupancy Vehicles

Limited Economic, Social Mobility → Poor Quality of Life
Background

- NOACA’s previous platform: OhioRideshare
- Two separate systems: OhioRideshare & RideshareOhio
- Both outdated, limited to carpool matching
- Seven MPOs collaborated to replace these separate systems with a new, unified Transportation Demand Management (TDM) website and mobile app
What is Gohio Commute?

- Gohio Commute combines trip planning, ride matching into convenient tool that incentivizes smart commutes
- One-stop-shop trip planner, Point A to Point B, with multi-modal options
- Interactive maps show the routes by mode and allow users to find matches
What are Goals of Gohio Commute?

- Fewer drive-alone trips, more alternative commutes
- Save money
- Reduce traffic congestion
- Lower commuter stress
- Less parking demand
- Cleaner air
- Improved public health
Benefits of Gohio Commute

- Provides clear data on the costs and benefits of various modes of travel for each trip – for smarter decisions
- Uses friendly competitions and challenges to motivate users
- Employers can provide targeted, direct incentives
The User Experience
## Carpool/Bikepool Interface

### Locations & Schedule

<table>
<thead>
<tr>
<th>Location</th>
<th>Selected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lakewood City Hall to 1100 Superior Ave E, Cleveland, Ohio, 44114</td>
<td>✓</td>
</tr>
<tr>
<td>1100 Superior Ave E, Cleveland, Ohio, 44114</td>
<td>✓</td>
</tr>
</tbody>
</table>

**Flexible Hours**: I start work at 06:00 AM and end at 04:30 PM.

### Commute Interest

- **Carpool**
  - Carpool Notes: Optional details specific to this trip (e.g., preferences on driving or riding, schedule, flexibility, etc.)

- **Bikepool**
  - Bikepool Notes: Optional details specific to this trip (e.g., preferences on leading or following, schedule, flexibility, etc.)

### Additional Options

- **I prefer to commute with**:
  - Everyone (Public/Shared with all users)
  - No One (Private/Not shared)
  - Selected Networks (Shared only with networks selected below)

- **Share this trip with**:
  - Everyone (Public/Shared with all users)

- **Your public profile**:
  - Selected Networks (Shared only with networks selected below)
Employer and University Subsites

- Organizations can create personalized subsites, promote alternative commutes with targeted incentives
- Win-win: organization saves money, employees earn rewards for smart choices
Next Steps:

• June 1: Training session for CDCs at Cleveland Neighborhood Progress
• June 15: Workshop for downtown employers & building managers with Downtown Cleveland Alliance
• June 16: Deadline to submit surveys for 2017 Commuter Choice Awards
• July 1: Kickoff of Commuter Choice Awards challenge
NOACA will **STRENGTHEN** regional cohesion, **PRESERVE** existing infrastructure, and **BUILD** a sustainable multimodal transportation system to **SUPPORT** economic development and **ENHANCE** quality of life in Northeast Ohio.
In 1983, Jim Frick was recruited by RTA to become the one and only public-sector Sales Director in the nation. His goals: increase ridership and build revenue. He does this by growing Commuter Advantage, a pre-tax program for corporations and organizations. Jim also meets with developers, commercial and residential building owners to engage them in transportation oriented development. He is also responsible for several other programs such as U-Pass, a program for colleges and universities, Ready to Ride, which promotes trial ridership to convert new riders and Park-N-Ride. Jim is deeply involved in the RTA company culture. He chaired the annual Employee Giving Campaign and was cited for having one of the highest increases to United Way. He sits on several committees and participates in many promotional programs for RTA.

Kari started at GCRTA in the Management Development Program (MDP) as an analyst rotating throughout the organization for 20 months. This experience included obtaining her CDL with Passenger Endorsement, as well as set a structure for learning various facets of public transportation in a condensed amount of time. Currently, Kari is a Budget Management Analyst in the Office of Management & Budget for the Greater Cleveland RTA. At RTA, Kari has many roles; an Analyst that assists leaders in strategically managing human and financial resources, Program Manager of Sustainability, Program Manager for Strategic Planning, and Program Manager of RTA’s performance excellence journey with The Partnership for Excellence. She has her Bachelor of the Arts in Management and Fine Arts (Photography) from Hiram College, and her MBA in Sustainability from Baldwin Wallace University.
Cynthia Cicigoi is the Executive Director of the Cleveland 2030 District, a non-profit organization dedicated to engaging downtown Cleveland building owners and property managers to reduce energy and water consumption in addition to reducing emissions from transportation. Cindy has over 35 years of experience in the high performance building industry. Most of her career was spent with the RPM Building Solutions Group. RPM BSG supplied coatings, sealants, roofing materials and concrete specialty products to the industrial construction market. As Vice President of Global Sustainable Initiatives she was responsible for creating and implementing a global sustainable development strategy and was also responsible for the management of the global headquarters campus.

Isabella McKnight is a sustainability professional and Cleveland native. After graduating from Oberlin College with a B. A. in Environmental Studies in 2015, Isabella joined Cleveland 2030 District as Program Manager. As a student, she conducted extensive research related to equitable sustainable development, quantifying food access, and the state of sustainability in Northeast Ohio.
Who are we?
• We are a 501(c)(3) non profit organization

Mission:
• To engage progressive property owners in creating a high performance building district in Cleveland by reducing energy and water consumption as well as CO2 emissions from transportation 50% by the year 2030

2030 Districts:
• We were the 2nd city to create a District. There are now 17 across North America and several more emerging
How do we accomplish our mission?

By using Portfolio Manager:
- We provide semi-annual building performance reports that track energy, water and commuter transportation metrics and give benchmarking data
- These meetings allow us to have meaningful conversations about operational and cost efficiencies, conservation and environmental stewardship

Partnerships:
- Professional Partners offer products and services to implement efficiency upgrades
- Community Partners support our efforts

Education:
- We hold a number of educational and networking sessions
Cleveland 2030 District Footprint

Approximately 83 Million SF
33.1 Million SF Participating

Downtown Cleveland and University Circle Maps

Approximately 28 Million SF
8.1 Million SF Participating
Cleveland 2030 District Transportation Goal

How do we accomplish our transportation goal?

Calculating our baseline:
- Used the National Household Travel Survey of 2001 to calculate our baseline
- We calculated CO2 emissions per commuter per year
- Thanks to our Community Partners NOACA and RTA for helping us understand how to calculate an emission baseline

Current Survey:
- October survey of employees and tenants in our participating buildings
- Over 5300 responses from over 100 buildings
- Calculated current District commuter emissions
- Calculated building specific commuter emissions
Cleveland 2030 District Building Performance Reports

Property Adopter
Commuter CO₂ Emissions Targets

- Baseline: 2901 kg CO₂/commuter-year
- Actual: 2073 kg CO₂/commuter-year
- 2015 Target: 2610.9 kg CO₂/commuter-year, -10% reduction
- 2020 Target: 2320.8 kg CO₂/commuter-year, -20% reduction
- 2025 Target: 1885.65 kg CO₂/commuter-year, -35% reduction
- 2030 Target: 1450.5 kg CO₂/commuter-year, -50% reduction

Reduction: 29%

Actual emissions based on 2016 Cleveland 2030 District Transportation Survey
Primary Commuter Transportation Mode

Cleveland 2030 District
- 84.57%
- Bike
- Carpool
- Drive Alone
- RTA
- Other
- Walk

Property Adopter
- 74.47%
- Bike
- Carpool
- Drive Alone
- RTA
- Other
- Walk

55 Responses out of 70 Employees = 78.6% Response Rate
Cleveland 2030 District Wide Transportation Metrics

Cleveland 2030 District
Commuter CO\textsuperscript{2} Emissions Targets

Baseline: 2901 kg CO\textsuperscript{2}/commuter-year
Actual: 2479 kg CO\textsuperscript{2}/commuter-year
2015 Target: 2610.9 kg CO\textsuperscript{2}/commuter-year
2020 Target: 2320.8 kg CO\textsuperscript{2}/commuter-year
2025 Target: 1885.65 kg CO\textsuperscript{2}/commuter-year
2030 Target: 1450.5 kg CO\textsuperscript{2}/commuter-year

Reduction: 15%

Actual emissions based on 2016 Cleveland 2030 District Transportation Survey
Cleveland 2030 District Transportation Next Steps

Next steps to achieve our emissions goal:

Partnerships:
- Partnering with NOACA and City of Cleveland on this year’s Commuter Choice Award
- Partner with RTA to offer their programs to Cleveland 2030 District members

Activities:
- Begin providing commuter emissions graphs in all building performance reports
- Encourage participation in Commuter Choice Challenge
- Include emissions data in District progress reporting
- Survey every two years to measure progress
Thank you
Questions?

Cindy Cicigoi
Executive Director, Cleveland 2030 District
cindycicigoi@2030districts.org

Isabella McKnight
Program Manager, Cleveland 2030 District
isabellamcknight@2030districts.org

www.2030districts.org/cleveland
Christina Yoka is Earth Day Coalition’s Clean Transportation Program Director. She was hired in 2010 as the Special Event and Marketing Coordinator and assumed the Clean Transportation program position upon earning her Master’s in Conservation Studies from Miami University. In her current position, Christina is responsible for meeting all requirements of the Department of Energy Clean Cities program such as fleet engagement, reporting local metrics and is the Mid-Atlantic Region’s Coordinator Council Representative. She is currently leading a Cuyahoga County based Electric Vehicle Deployment Task Force, collaborating with seven states on an electric vehicle outreach and education initiative, and is developing an educational program on workforce opportunities within the alternative fuels industry.
Christina Yoka
Clean Transportation Program Director
Earth Day Coalition
(216) 281-6468 ext. 231
cyoka@earthdaycoalition.org
Earth Day Coalition
The U.S. Department of Energy
Clean Cities Coalition Serving Northeast Ohio
Basics: Electric Drive Vehicles

Hybrid Electric Vehicle (HEV)
• Powered by an engine and electric motor
• Does not use electric vehicle supply equipment (EVSE) to charge the battery

Plug-In Hybrid Electric Vehicle (PHEV)
• Powered by an electric motor and engine
• Uses EVSE to charge the battery

All-Electric Vehicle (EV)
• Powered by an electric motor
• Uses EVSE to charge the battery
Vehicles: HEVs

- Battery charged by regenerative braking and engine
- Power from electric motor allows smaller engine and better fuel economy

Fuel-Efficient System Design
- **Mild hybrid**: Cannot power vehicle using electric motor alone
- **Full hybrid**: More powerful electric motor, larger batteries can drive vehicle on just electric power for short distances and at low speeds
Vehicles: PHEVs

- Internal combustion engine uses alternative or conventional fuel
- Battery charged by outside electric power source, engine, and regenerative breaking
- During urban driving, most power comes from stored electricity
Vehicles: EVs

- Battery stores electrical energy that powers the motor
- Battery charged by plugging in to outside electric power source
- Zero tailpipe emissions, but air pollution may be produced through electricity generation
- Driving range of 100 miles
Vehicles: Vehicle Availability

**Light-Duty**
- HEVs, PHEVs, and EVs widely available
- New models rolling out nationwide

**Medium-Duty**
- Variety of HEVs, PHEVs, and EVs available
- New models becoming available
- Certified conversions an option

**Heavy-Duty**
- Several HEV makes and models available
- Light hauling, delivery, and off-road service
### Infrastructure: Electric Vehicle Supply Equipment (EVSE)

<table>
<thead>
<tr>
<th>Current Type</th>
<th>Voltage (V)</th>
<th>Charging Time</th>
<th>Primary Use</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Level 1</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alternating Current (AC)</td>
<td>120V</td>
<td>2 to 5 miles of range per hour of charging</td>
<td>Residential</td>
</tr>
<tr>
<td><strong>Level 2</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AC</td>
<td>240V</td>
<td>10 to 20 miles of range per hour of charging</td>
<td>Residential</td>
</tr>
<tr>
<td><strong>DC Fast</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct Current (DC)</td>
<td>480V</td>
<td>60 to 80 miles of range per 20 minutes of charging</td>
<td>Commercial</td>
</tr>
<tr>
<td><strong>Wireless</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AC</td>
<td>240V</td>
<td>10 to 20 miles of range per hour of charging</td>
<td>Residential</td>
</tr>
</tbody>
</table>
Uses: Charging at Home and in Public

**Charging at Home**
- Most charge vehicles overnight at home using a Level 1 outlet or installed Level 2 EVSE
- Installation requires permitting and licensed contractors

**Charging in Public**
- Increases vehicle range, especially for consumers who live in high-density urban areas
- Ideal public charging locations include:
  - Workplaces or office buildings
  - Shopping centers
  - City parking lots
  - Airports
  - Hotels
## Workplace = Prime Charging Opportunity

<table>
<thead>
<tr>
<th></th>
<th>Workplace</th>
<th>Leisure Destination</th>
<th>Shopping Centers</th>
<th>Travel Stops</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day in the life of an average car</td>
<td>6.5-8+ hours</td>
<td>47 min-2 hours</td>
<td>28-48 min</td>
<td>15-53 min</td>
</tr>
</tbody>
</table>
Incentivizes Employees

Signals Corporate Leadership

95% of employers say staff has expressed satisfaction with WPC program

Complements Sustainability Efforts

70% of employers have received positive recognition for their WPC efforts and 60% helped another employer develop their WPC program

From 2014-2015, WPC partners saved 1.7M gallons of gasoline and 17M pounds of GHG
Workplace Charging Solutions

Procurement & Installation

• Understanding charging station options
• Understanding incentives
• Working with property owners
• Understanding permitting & zoning rules
• Working with electrical contractors
• Achieving ADA compliance
• Identifying optimal signage
Workplace Charging Solutions

Management & Policy
- Monitoring electricity & usage
- Setting an employee pricing system
- Establishing employee fairness
- Working with utilities on demand charges
- Determining management logistics
- Communicating legal liability
- Developing parking etiquette
Current PEV Drivers
- Increased range confidence
- Increased electric vehicle miles traveled

Potential PEV Drivers
- Increased PEV awareness and education

Peer Effect
Getting Started: Questions to Ask

- What federal, state, and local incentives are available?
- What are my driving range needs?
- What type of PEV is best for me?
- How and where will my PEV be charged each day?
- What level of charging will I need?
- Are there charging stations in my area? Are they public or private? Can I visit?
- What support can my local Clean Cities coalition provide?

Helpful Resource:

The AFDC Laws and Incentives Search provides information about available state and federal incentives for PEVs and EVSE.
Midwest EVOLVE
Midwest Electric Vehicle Opportunities: Learning, eVents, Experience

PROJECT RECIPIENT:
AMERICAN LUNG ASSOCIATION OF THE UPPER MIDWEST

THIS PROJECT IS FUNDED IN PART BY THE U.S. DEPARTMENT OF ENERGY, OFFICE OF ENERGY EFFICIENCY AND RENEWABLE ENERGY (EERE), UNDER AWARD NUMBER DE-EE0007743.
Executive Summary

The objective of the project is to promote and demonstrate plug-in electric vehicle (PEV) use by establishing local showcases that provide a hands-on experience to test drive a variety of locally available PEVs to determine the best vehicle and charging options for the consumer’s personal or fleet needs. Showcases will provide consumers in-depth education in a variety of conveniently located, brand-neutral settings.

Project Period:
10/1/2016 – 9/30/2019
A Midwest Evolve Ride-n-Drive Event!

A FREE EVENT
WITHIN THE CLEVELAND METROPARKS
AT EDGEEWATER PARK
FRIDAY, JULY 28 FROM 4 TO 9 PM
Other Considerations: Tools

**Vehicle Cost Calculator**
Compare cost of ownership and emissions for most vehicle models.

**AFLEET Tool**
Calculate a fleet’s petroleum use, cost of ownership, and air pollutant and GHG emissions.

**PEV Readiness Scorecard**
Assess your community’s readiness for the arrival of plug-in electric vehicles.

[afdc.energy.gov/tools]
Christina Yoka
Clean Transportation Program Director
Earth Day Coalition
(216) 281-6468 ext. 231
cyoka@earthdaycoalition.org
Alex is the general manager of UHBikes, Cuyahoga County’s 26-station, 250-bike bikesharing station. She’s worked as a public-sector marketer for Turner Construction and Gensler; as a marketing manager for Remix, a startup helping cities plan better transit; as communications coordinator for the Washington Area Bicyclist Association; and as assistant editor for Washington City Paper. She has consulted on disadvantaged/small business outreach and procurement and has written about urban policy for Slate, The American Conservative, and CityLab. She lives in Cleveland by way of San Francisco and Washington, D.C. She is passionate about public transit access and mobility, riding a bike for transportation, designing safe streets, land-use policy, and the understanding how the places we live work the way they do.
Cuyahoga County’s Bikeshare System
26 stations, 250 bikes
Downtown, University Circle, Near West Side
All-Time Stats

10,432 trips
2,753 new signups
19,931 miles ridden
5,800 hours ridden
17,576 pounds of carbon reduced
797,276 calories burned
$11,560 saved over driving

Learn more and sign up at uhbikes.com!
26 stations, 6 “virtual hubs,” 250 bikes

Lock your bike anywhere!
   $2 convenience charge ($1 credit to return to hub)
   $20 outside of system area (city of Cleveland)

Download the Social Bicycles app to see station information in real time!
FOR VISITORS

$3.50
PAY AS YOU GO
per 30 min prorated

$21
PREPAID
for 3 hours and get 1 additional hour free

FOR LOCALS

$15
MONTHLY
60 min. daily ride time
3-month commitment

$120
ANNUAL
60 min. daily ride time
year commitment

$8
STUDENT
60 min. daily ride time
no commitment

10 cents a minute!

$10 a month!
How can I make my workplace more sustainable with UHBikes?

1. Download the Social Bicycles app and sign up to start riding
2. Get a group membership
3. Don’t drive to lunch—bike!
4. Ask for more

Current promo codes!

**G3TR1D1NG**
$3.50 credit (30 minutes free) with pay-as-you-go membership

**M4Y2017**
$10 credit (one month free) with annual membership
Why bikeshare?

- Cheaper than driving!
- Health
- Safety
- Environmental
- Induce demand

Mode shift starts with you!
Your homework (due ASAP!)

• Download the Social Bicycles app
• Sign up for a UHBikes membership
• Follow us! @uhbikes
• Set up a group membership for your company

**G3TR1D1NG**
$3.50 credit (30 minutes free) with pay-as-you-go membership

**M4Y2017**
$10 credit (one month free) with annual membership
Thank You!

uhbikes.com
alex.baca@uhbikes.com

facebook.com/uhbikes
twitter.com/uhbikes

Social Bicycles app
Paula Tilisky has been with Squire Patton Boggs since 1980 working in various roles and offices. Serving as Facilities Manager for the Cleveland property, Paula manages office operations, support services and green initiatives. Squire Patton Boggs is dedicated to sustainable development and Paula has been instrumental in developing and furthering her office’s green campaign and the firm’s carbon footprint reporting compliance.
Building Education Series - Alternative Transportation

Thursday – May 18, 2017
Our History – 1886-1998

Albert Victor Hammond opens his law firm in industrial Bradford, Yorkshire, UK

Squire, Sanders & Dempsey is founded in Cleveland, Ohio, US

Patton Boggs is founded in Washington DC, US

Squire, Sanders & Dempsey opens a Brussels office – a first step towards establishing a European presence

Squire, Sanders & Dempsey becomes one of the first US law firms to establish a permanent presence in Eastern Europe, opening an office in Prague

Squire, Sanders & Dempsey’s office in Moscow is opened to serve the increasing needs of clients in Russia.

Squire, Sanders & Dempsey’s first Asia Pacific office opens in Hong Kong
Our History – 2000-2011

The California, Tokyo and Beijing offices of Graham & James join Squire, Sanders & Dempsey, broadening the firm's capabilities in the Western US and Asia. This means we are one of the longest tenured US law firms in Japan.

Patton Boggs opens its Doha office

Squire, Sanders & Dempsey opens its Shanghai office, expanding regional coverage in China to three offices

Squire, Sanders & Dempsey adds offices in Santo Domingo and West Palm Beach through the acquisition of Steel Hector & Davis LLP

Patton Boggs opens offices in Abu Dhabi & Dubai

Hammonds and Squire, Sanders & Dempsey combine, becoming Squire Sanders

Squire Sanders further expands its significant presence in the fast-growing Asia Pacific market with the addition of 80 lawyers from the Perth-based partnership of Minter Ellison
Our History – 2012 … present

- Squire Sanders opens offices in Singapore, Seoul, South Korea, and Darwin and Sydney, Australia
- Patton Boggs establishes an affiliation with the Khalid Al-Thebity Law Firm in Riyadh, Saudi Arabia
- A formal association strengthens a 15-year relationship between Squire Sanders and Salkom LLC, a leading law firm in Ukraine
- One of the world’s most comprehensive legal platforms is created when Patton Boggs and Squire Sanders combine
- Combination with Carroll Burdick & McDonough creates a premiere product quality, brand protection and compliance practice
Global Coverage

Abu Dhabi  Beijing  Berlin  Birmingham  Böblingen  Bratislava  Brussels  Budapest  Cincinnati  Cleveland  Columbus  Dallas  Darwin  Denver  Doha  Dubai  Frankfurt  Hong Kong


San Francisco  Santo Domingo  Seoul  Shanghai  Singapore  Sydney  Tampa  Tokyo  Warsaw  Washington DC  West Palm Beach

Africa  Argentina  Brazil  Chile  Colombia  Cuba  India  Israel  Italy  Mexico  Panamá  Peru  Turkey  Venezuela

Office locations  Regional desks and strategic alliances
Cleveland Metro Bar Association – Green Initiative launched in 2008

Green Certified
- Paper reduction
- Energy reduction
- Internal recycling program
- Internal green committee
- 2017: SPB is 1 of 5 Green+ certified firms; 39 Green certified

Greener Way to Work Day
Innovation Award
- Demonstrate leadership by promoting efficient energy use and other environmentally responsible practices
- Use a unique approach to green practices
- Implement a green technique that is adaptable or adoptable by others
CMBA Innovation Award in 2012

Campaign with three phases

1. Green our office environment
   - Brand it
   - Duplex challenge
   - Electricity reduction
   - Sustainability Fair
   - Go Green intranet page
   - Bike Committee

2. Green collaboration with building management and tenants

3. Connecting to greener lifestyle opportunities where we live
   - Community Garden support
   - Workshops in local communities

Go Green

We won the Innovation Award in 2012!
CMBA Innovation Award in 2013

Focus: Pedal Power

- Bike Lanes
- Bike Cleveland and Bike Rack Sponsorships
- Greener Way to Work Day
- Bike Cleveland’s Bike Challenge
- RideUNITED
- Guest Speakers & Lunch-n-Learn
- Bike to Lunch
- Group Rides and Bike Outings
- American League of Bicyclists – Bike Friendly Designation
- NOACA Commuter Choice Award
- VeloSano
- Publicity and Event Sponsorship

We won the Innovation Award in 2013!
3 Green Tips to Share - #1

Set your printer default to two-sided print and explore free tools like HP’s Web Jet Admin that allows you to track duplex-print vs simplex print.

Use Excel to document and graph your data to promote your campaign.

Create a competition among different practice groups, departments, floors or offices for the highest percentage of duplex data.
Do you know what you are spending on disposable beverage cups in your office? Explore the feasibility of a ceramic or porcelain option instead. Brand it with your sustainability campaign logo or your firm’s logo. We found it to be less costly to purchase porcelain over disposables.
3 Green Tips to Share - #3

Have a monthly Greener Way to Work Day. Track participation. Ours is the last Friday of every month. We hold a raffle for participants that afternoon and rotate the prizes from among an RTA 5-ride pass, a Squire Patton Boggs ‘volunteer’ t-shirt, and a $10 gift card to our cafeteria. Total cost per year is only about $120. As a bonus, participants can wear jeans on GWTWD.

We track participation by mode: bike, walk, public transportation, carpool, drive a fuel-efficient auto. Holding monthly Greener Way to Work Days helped us receive NOACA’s Commuter Choice Award in 2015 and 2014.
All SPB offices participate

- 39 metrics tracked and reported
- Data used to respond to clients, RFPs, surveys, benchmark for improvement
- Cleveland has seen consistent improvement
Focus on your A B C ’s

Awareness
Business Development
Collaboration