

Minutes for Commute Chat, 10/7/08

“Going Green: Creating Eco-Friendly Commuting Plans for Your Organization”

**I. Attendance**

Jan Culbertson, Ann Arbor Architects Collaborative  
Rick Plewa, Comerica Bank  
Tina Mainieri, Survey Sciences Group  
Nicole Trinkle, Whole Brain Group  
Diahn Henderson, Proquest  
Melissa Francis, Proquest  
Joe Wyrwrot, JJR  
Andy Brush, Washtenaw County  
Rebecca Curry, Washtenaw County  
Ken Anderson, AATA  
Mary Stasiak, AATA  
Martha S. Mackres, Merrill Lynch  
Ed Vielmetti, Freelance  
Chad Wood, Ann Arbor YMCA  
Nancy Shore, getDowntown  
Courtney Mitchel, getDowntown

**II. Nancy Shore, getDowntown Program Director**

- a. Discussed opportunities related to examining climate change as a business, including risk management, developing a competitive edge, and retaining and attracting a higher quality workforce.
- b. Discussed the [Carbon Disclosure Project, World & USA](#) Green House Gas (GHG) emissions, and related to importance of cutting reliance on personal vehicles and increasing the use of more efficient modes of transportation.
- c. What businesses can do:
  - i. Develop a GHG Emissions Reduction Plan or incorporate GHG Emissions ratings into your Energy Reduction Plan.
  - ii. Determine if employee travel represents a significant source of GHG for your organization.
  - iii. Create an Eco-Friendly Commuting Plan/Policy
- d. Explained some ways in which getDowntown can provide assistance:
  - i. Free online resources
  - ii. Workshops and Presentations
  - iii. Commuter Challenge
  - iv. Sustainable Commuting Services
  - v. Advocacy
  - vi. Survey Support and Analysis
  - vii. Can Help With All Aspects of Your Commuting Plan
- e. Offered case study of City of Ann Arbor.

- III. Rick Plewa, Senior Vice President of Sustainability, Comerica Bank
  - a. Rick started by recommending [Hot, Flat, and Crowded](#)
    - i. Hot -> global warming
    - ii. Flat -> crowded
    - iii. These mean greater demands on energy, water, and other resources
  - b. Comerica saw this happening, and decided to work toward reversing current trends and working toward green trends.
    - i. Identify better, then best practices
    - ii. Then use a multi-year strategy to enact
    - iii. Many programs currently at venture capital phase, but will move into business model
    - iv. Green certification of banks
    - v. Green credit cards
    - vi. Strong support of teleconferencing and discouraging plane travel
  
- IV. Jan Culbertson, Principal, Ann Arbor Architects Collaborative
  - a. Detailed the A3C Transportation Policy (See Handout)
    - i. Goal: Decrease green house gas emission associated with A3C & staff transportation while being healthier and more productive in the process.
    - ii. Process & Policies:
      - 1. Assess A3C transportation habits
      - 2. Reduce car miles; increase alternative modes of transportation with cycling and mass transit
      - 3. Purchase or lease only a USGBC classified low emitting or fuel efficient vehicle.
      - 4. Offset air travel emissions.
    - iii. Needs:
      - 1. Staff commuter travel
      - 2. Customers and visitors to A3C or events
      - 3. Emergency transportation
      - 4. Provide incentives to all in the organization
      - 5. Staff travel while at work
      - 6. Management and purchase of company vehicles
    - iv. All Employees: go!pass bus pass
    - v. Biking: Indoor bike storage and shower available
    - vi. Telecommute: 1 day/week (mandated by separate policies)
    - vii. Company Car use: A3C employees must use company car or Zipcar for business use. Personal vehicle use only reimbursed under certain conditions.
    - viii. Emergency Transportation: Guaranteed ride to care, home, child's school, hospital, etc in event of emergency, via company car, another employee, or paid taxi.
    - ix. Salaried Employees: \$90/month transportation allowance added to salary, or one of other options provided:
      - 1. Carpool paid preferential parking or paid parking pass, depending on size of carpool

2. If driving a [USGBC classified low emitting or fuel efficient vehicle](#) (min. score 40); \$125/month per pass or permit.
3. \$105/month toward parking pass.