



leading sustainability initiatives through your organization

*Charlottesville Area Transit LEED Downtown Bus Transit Station
City of Charlottesville, VA*

a leadership apta study

presented by the
2011 Sustainability Team

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project purpose

from the concept to the committee and beyond

- Understand how leaders bring sustainability initiatives from concept to the organization to the community
- Investigate the tools leaders need to successfully deliver sustainability initiatives
- Develop recommendations for sustainability leaders



sustainability for transit

- Employing practices in design and capital construction, including recycled materials, and solar and other renewable energy sources to make facilities “green”
- Employing practices in operations and maintenance such as reducing hazardous waste, increasing fuel efficiency, creating more efficient lighting and using energy-efficient propulsion systems.
- Employing community-based strategies to encourage transit-oriented development, increasing ridership, and ensuring equitable access

is there a business case for sustainability?

- Research shows that the business case can be justified on
 - Reduced consumption costs
 - Improved resource efficiencies
 - Reduced waste
 - Reduced energy costs
 - Increased customer and employee satisfaction
- Leaders do not allow financial constraints to limit their vision for sustainability



hurdles leaders face

- Gaining the support/buy in
- Politics and Partisanship
- Maintaining sustainability during hard times
- Funding Sources
- The “bottom line” – double or triple
- Instant gratification vs. long term successes ROI



garner support through communication

- Listen
- Champion
- Board/Committee Meetings
- Community Outreach/Forum
- Social and Traditional Media to reach wide audiences
- Educate in workplace



*Amy Shatzkin,
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Sound transit*

tools leaders need

- The Business Case: Demonstrate a clear business reason for pursuing the sustainability initiative
- Include a budget line to the extent possible; foster grant opportunities to show a real commitment behind the program
- Show successes through social initiatives



recommendations for sustainability champions

- Everyday processes and procedures
- Any level of the organization
- Start small
- Find creative sources of funding



conclusions

- Leaders drive their sustainability initiatives at a wide variety of organizations and from all levels of their organization
- Leaders see that investing in sustainability drives innovation and cost savings for the organization
- Leaders use sustainability initiatives to deliver the triple bottom line of social justice, economic growth, and a healthy environment



*Transbay Plan
San Francisco Municipal Transit
Authority*