

Memorandum

To: Go Green NRV Committee
From: Barb Wert, Draper Aden Associates
Date: March 2009
Subject: Case Study – Draper Aden Associates
cc:

BACKGROUND

Over the years, Draper Aden Associates has had a progressing sensitivity towards its impact on the environment through both internal practices and services offered externally to our clients. Draper Aden employs a number of LEED[®] certified staff, and in addition to being involved in numerous LEED[®] projects across the Commonwealth of Virginia, these staff members have held internal Lunch & Learn classes on Low Impact Development, LEED-ND, stormwater management, and other sustainable practices, to help educate other staff members on these services. Additionally, Draper Aden has a Firm of Choice Committee which receives employee suggestions for improvement in various areas of operations, including environmental responsibility. Over the course of time, tools for recycling were put into place at each office, and conservation practices were adopted such as double-sided copying, designing templates to minimize white space, electronic transmittal whenever possible, etc. A number of Draper Aden staff members, from all four Draper Aden locations, are also involved in local sustainable community events.

RECENT EVENTS

Each year Draper Aden holds a Planning Retreat at which the firm's leadership gathers to discuss strategy and areas of importance to address in the upcoming year. In preparation for the 2008 Planning Retreat, suggestions were received from the firm's stockholders of initiatives of importance or concern to be focused on at the Retreat. One such initiative was Sustainability.

An ad hoc committee (the "Sustainability Retreat Committee") was formed to investigate and make recommendations to the Planning Group concerning the firm's future involvement in sustainability initiatives. The committee's investigation included the areas of top-down commitment, inventory and organization of current sustainable initiatives and actions, and internal and external additional initiatives to be considered. In the course of the committee's exploration of these areas, it was found that several committees and divisions within the company were involved in similar activities, resulting in duplication of some efforts.

The ad hoc group made a number of key recommendations to the Planning Group, including the formation of one central committee to focus on the internal and external environmentally-related aspects of the firm, act as a "clearinghouse" for environmental initiatives company-wide, and coordinate all of the sustainable efforts being made by various entities and individuals within the

company. The Planning Group responded favorably to the recommendation and the “Environmental Awareness and Stewardship Committee” (EAS) was formed in December 2008.

CURRENT STATUS

In January 2009 the leadership of Draper Aden Associates formally adopted a Policy Statement on Environmental Awareness and Stewardship.

The EAS Committee meets on a monthly basis and is taking action in a number of areas, including:

- ✓ Establishing a process for investigating and implementing proposed new initiatives and evaluating existing initiatives
- ✓ Providing information to staff on public transportation available for each office location
- ✓ Providing information to staff on commuter tax benefits, and other financial incentives available for personal energy efficient practices
- ✓ Investigating the adoption of a ride-sharing program within each office
- ✓ Promoting the recycling tools available at each office location and encouraging all staff members to participate in recycling efforts
- ✓ Developing an internal “communication plan” for disseminating EAS information to Draper Aden staff
- ✓ Providing information on local community clean-up activities at each office location
- ✓ Investigating various ideas for improved energy and resource conservation

The Draper Aden Blacksburg office continues to look for practical ways to reduce the office’s impact on the local environment, and looks forward to the development of a local green business certification program.