



S.n.a.p. - E News

Sustainable News About Plano

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SPECIAL POINTS OF INTEREST:

- Share your green success, resources or tips by calling your commercial recycling coordinator
- Volunteer to host or underwrite lunch for a future Green Business Seminar

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Frito-Lay Earns LEED Gold Certification

PepsiCo's Frito-Lay North America announced in late October that its Plano headquarters had been awarded LEED® Gold Certification from the U.S. Green Building Council (USGBC) and the award has been verified by the Green Building Certification Institute (GBCI). LEED is an acronym for Leadership in Energy and Environmental Design.

LEED is the nation's preeminent program for the design, construction and operation of high-performance green buildings.

The Frito-Lay North America headquarters is the only Existing Building (EB) in Texas to receive this distinction and one of only 12 corporate headquarters to receive this distinction nationally. "There are many challenges to retrofitting



Ken Sidebotton, Chair, USGBC North Texas Chapter; and Michele Thatcher, SVP Human Resources and George Guck, both of Frito-Lay

a 25-year old building to meet LEED EB Gold standards," indicates George Guck, Director of Facilities and Corporate Services, Frito-Lay North America. "Bolstered by the commitment of senior leadership, we completed a thorough analysis of our facility workings and evaluated new technologies to find strategic

sustainable solutions that helped us meet the LEED requirements." Design and construction modifications resulted in reduced water and energy use as well as improved waste management.

"With each new LEED-certified building, we get one step closer to USGBC's vision of a sustainable built environment within a generation," said Rick Fedrizzi, President, CEO & Founding Chair, U.S. Green Building Council. "As the newest member of the LEED family of green buildings, Frito-Lay is an important addition to the growing strength of the green building movement."

Bella Vida at Ridgeview is Green

Bella Vida at Ridgeview Apartments is a 548 unit multi-family community on Custer Road in Plano. In early 2008, Bella Vida kicked off a project to find new and creative ways to improve their property, while also doing their part to reduce the community's impact on the environment.

Duncan Hatch, Director of Sustainability for Virtu Investments, the California-based property management firm for Bella Vida, contacted the City of Plano in May 2008 to review recycling options for the

property. Within weeks, an 8-yard single-stream recycling container was on site and being used. Bella Vida provided a valet recycling service once a week.



Multi-Family Focus for Green Seminar



Jennifer McFadden, Debra Saxon and John Huckle serve as green multifamily panelists

Renters
comprise
31% of
Plano's
housing.

Bella Vida's Green Living Property Management Guide consists of six key areas for continual innovation and improvement

On March 26 apartment managers and leasing agents, senior living residence staff, multi-family property owners, builders and developers, and other stakeholders in multi-family living participated in the Commercial Recycling team's first green business seminar targeted to the unique issues of multi-family living. **Green Leasing Makes Economic Sense—green options for multi-family living** addressed trends and demographics impacting Plano's growing multi-family communities.

Our host venue was the beautiful Bella Vida at Ridgeview Apartments which provided a tasty zero-waste lunch. The guest speaker was Christina Day, Community Services Manager from the City's Planning Department. Day highlighted Plano's unique progressive edge in greening its communities due to careful urban planning, access to public transportation among other criteria.

An enthusiastic and knowledgeable panel of three

apartment managers—John Huckle of Sheridan Park, Jennifer McFadden of Bella Vida and Debra Saxon of Preston Place shared their communities distinct green initiatives and invited residents smoke-free buildings, to removal of a large oak tree blocking the optimum location for a recycling container, the audience was inspired to begin their green journey.

Bella Vida at Ridgeview (continued from page 1)

Management hosted a kick-off event, providing residents dinner as well as free blue recycling bags for their collected recyclables. Michelle Long, their commercial recycling rep enthusiastically shared the single-stream recycling process and benefits at the well-attended kick-off event.

Bella Vida residents fully embraced the new recycling

program as evidenced by the fact that an additional 8-yard recycling container was added within the first month.

Michelle estimates that Bella Vida's annual recycling efforts will divert approximately 44 tons annually from the landfill. Virtu Investments/Bella Vida have created a **Green Living Property Management Guide** consisting of six key

areas for continual innovation and improvement.

- Energy efficiency
- Waste reduction
- Indoor air quality
- Water conservation
- Environmentally-sustainable products
- Planet and people friendly landscaping

C&D Lunch & Learn Seminar



In late January, the Commercial Recycling team presented a Lunch & Learn Seminar at Plano Municipal Center targeted to project managers, builders, contractors and subcontractors. The seminar provided an overview and updates on the relatively new

Construction and Demolition (C&D) Deposit Program. The Program encourages builders to recycle onsite debris, i.e., wood, metals, brick to divert from our landfills. A deposit is assessed based upon square footage and type of project. The assessment is fully refundable with a 60%

diversion rate and prorated based on actual diversion results.

To learn more about this program, which applies to new construction, additions, alterations, remodels as well as demolitions, contact your commercial recycling representative.

Did You Know? Green Questions for Daily Living

Kermit the Frog was wrong - it IS easy being green, and it can save you money ! Here are a few questions to see if your green knowledge is a hole in one!

Did you know that the cell phone charger that stays plugged in, the DVD player that waits for the occasional playing, and the TV that sits on standby all night are prime examples of how going green saves you money - if you unplug them, that is. Even if the items are not being used they are consuming energy.



Did you know that the average family spends about \$1,400 a year on bottled water? The worst part is that 95% of the plastic bottles are not recycled! You can get a high-quality staged water filter to improve your tap water for less than \$100 – quite a savings!

Did you know that 65 million newspapers are printed every day in the United States and some 70 percent of them will not be

Submit your green tips to your recycling coordinator!

recycled? That's a lot of trees! Very few newspapers don't have an online presence, so save some money (and trees) and read from the web pages.

Did you know that car engines perform most efficiently at around 55 mph? Combine that with gentle driving on properly inflated tires and you will save money and help the planet too.

Earth Day Celebrates 40th Anniversary

In August 1969, Gaylord Nelson, an ambitious junior senator from Wisconsin surveyed an oil spill in Santa Barbara, Calif. Nelson decided to borrow the idea of college student campus teach-ins which educated campuses about the war in Vietnam. What if students used the same forum to raise environmental awareness? What if they coordinated their events to fall on the same day, grabbing headlines and sending a

strong environmental message to the Capitol? He proposed his idea in front of a small, fledging conservation group in Seattle, Wash., on Sept. 20. A short wire story broadcast the idea. Seven months later, Nelson's idea resulted in the largest demonstration in U.S. history. Millions of Americans observed Earth Day in April 1970.

Addressing this first Earth Day audience in Denver, Colo.,

Nelson proclaimed, "Our goal is not just the environment of clean air and water and scenic beauty. The objective is an environment of decency, quality and mutual respect for all other human beings and all living creatures. It's clear, one man with a simple idea can make a global difference!"

The first Earth Day led to the creation of the United States Environmental Protection Agency and the passage of the Clean Air, Clean Water and Endangered Species acts.

Commercial Recycling Dances with the R's

For the Sustainability and Environmental Waste Services Department year-end awards celebration, cost-reduction was a prime consideration. In lieu of paid entertainment, each division team was requested to produce entertainment as the entertainment budget was zilch! The commercial recycling team had a blast coming up with a dance routine mimicking

Dancing with the Stars with a dance competition — **Dancin' with the R's**. Commercial Recycling Coordinator, Michelle Long was the team choreographer. Supervisor Chris Day wore several hats (actually a wig worn different ways) as he danced thrice as three different characters. He first danced a spirited rumba (pictured right) with our assistant, Rita Keys. Next, he performed a tango— replete

with a rose with Andrea Allston. His last dance was the swing with Michelle, earning resounding applause as they both incorporated cartwheels into their smooth moves! Paul Le Roy was dashing as the show host and Vicki Darbonne regaled the audience as an engaging judge.

The team is currently seeking an agent!





JCPenney Biz Quiz Winner!

In its fourth year to bring the best of sustainable living to North Texans, approximately 18,000 folks stopped by the Live Green Expo on Saturday, April 17 time to celebrate a new perspective on going green. From organically-grown foods and renewable energy to dynamic children's activities, to an eco-fashion show, this year's Expo offered over 200 exhibitors and a variety of fun.

However, nothing proved more entertaining than the first-ever **GREEN BIZ QUIZ**.

Four local businesses went head-to head in a light-hearted showdown of environmental wit and reflexes at the 2010 Live Green Expo at the Plano Centre. The teams of four contestants each were **Show Me the Green** from Dell Services, **Green Matters** from JCPenney, **Trash Bashers** from Texas Instruments and the **Green Team** from the W&M Environmental Group.

The competition posed questions addressing all things environmental— waste reduction, air quality, consumerism, water and energy. For toss-up questions, individual team members jockeyed to be first to buzz in to answer. Some questions were followed by a bonus question allowing the team to confer prior to delivering an answer. JCPenney won Round I against TI. The W&M Environmental team took Round II against Dell Services. Round III pitted the winners of the first two Rounds—JCPenney and W&M Environmental to see who would take home the green! JCPenney showed their environmental knowledge by capturing the win in a close match of 65 to 50! With the thrill of victory, team Green Matters earned braggin' rights for a whole year and a custom-tailored green workshop delivered by the Commercial Recycling team as well as TexasPure compost for each team member. All participants received a zero waste lunch kit for their terrific sportsmanship.



JCPenney's team captain Jim Thomas, Mary Knuff, Cathy Atwood and Jeff Cook enjoyed the challenge and the win at the inaugural **GREEN BIZ QUIZ**.

For more info log on to www.livegreenexpo.net



NORTH TEXAS TOLLWAY AUTHORITY

Staff members throughout the North Texas Tollway Authority (NTTA) spent Aug. 28, 2009 organizing, filing, cleaning and purging unnecessary items during their first-ever **Clean Sweep** event organized by Record Retention and each department's liaison.

Recycling boxes filled quickly and made an amazing statement about NTTA's green efforts. For example, on a typical day at the Gleneagles office complex, the NTTA and the two other tenants generate from 3 to 4 cubic yards of recyclable materials. During **Clean**

On The Road to Clean & Green

Sweep, the NTTA alone generated 22 cubic yards of recyclables. Their staff diverted about 11,000 pounds of paper from the waste stream that would have ended up in the landfill!

Most departments planned "fun and games" and special activities to make the clean sweep entertaining and entice increased participation. City commercial coordinators Vicki Darbonne and Andrea Allston were invited and witnessed the high spirit of participation throughout the day. Incentives and awards were offered to employees and teams in multiple categories.

Winners included:

Golden Broom Award—Communications Department

White Glove Award— Brenda Potts & Inwood

Trashiest Office—Mark Bouma

Funniest Hat—(Finance) - Isa Rea



Fantastic Fossil Award—Jim Griffin (found files from 1951)

Honorable Mentions—Finance; MIS (IT Department); SIM Department and Toll Collection MLP.



Thanks to Scott Foster, NTTA's Building Special Projects Manager for submitting this story and allowing us to share their success.