

A Comprehensive Transportation Strategy

In June 2004, Smith Carter Architects and Engineers Incorporated opened the doors to their innovative and environmentally advanced corporate headquarters. Situated on a five-acre, pie-shaped lot in Winnipeg's south end, the 50,000 square foot building was an opportunity for Smith Carter to tangibly demonstrate how the built environment can be used to increase communication, enhance productivity, improve employee satisfaction, and raise the profile of the company. The building has received critical acclaim winning a Governor General's Medal for Architecture in 2006 and achieving LEED® Platinum Certification in May 2009.

Hybrid cars leased to Smith Carter staff for business and personal transportation requirements. Designed as an active 'beta site' or hands on laboratory, SC3 has since provided the interdisciplinary team of architects, engineers, landscape architects and interior designers an opportunity to test materials, study data and interpret results of sustainable building practices for internal use as well as application to a client's project.

Smith Carter has implemented a comprehensive transportation management strategy to reduce personal automobile use. The intent of this strategy is to reduce the detrimental environmental and social impacts of personal automobile use, to encourage use of existing public transportation infrastructure and to demonstrate the company's commitment and leadership in environmental responsibility to our employees and the public.

The impact of this strategy has been significant, with employees participating in all alternative transportation options, to varying degrees, depending on the season. Our



success has enabled nearly a 50% increase in staff without a corresponding expansion of parking.

The primary elements of the Smith Carter transportation management strategy are summarized as follows:

HYBRID LOANER VEHICLE

Smith Carter has made a hybrid vehicle available for all staff to use for meetings and site visits. The vehicle is available during business hours and reserved using an online reservation system.

The hybrid vehicle enables staff to leave their personal vehicles at home, utilize alternative transportation options of their choice for commuting purposes, while meeting their daily local business travel obligations.

The hybrid vehicle typically achieves greater fuel economy and lower emissions than conventional internal combustion engine vehicles, resulting in fewer emissions being generated.

In the first year of operation, the hybrid loaner vehicle has logged over 45,000 kilometers, reducing Smith Carter's carbon footprint for direct business operations.

HYBRID VEHICLE PROGRAM

A fleet of 8 hybrid cars are leased by Smith Carter for staff use, serving business and personal transportation requirements.

Priority parking in close proximity to the building is provided, as an additional incentive, for Hybrid vehicle users.

Smith Carter provides a financial incentive, equal to 50% of the lease cost, for 4 of the vehicles. These vehicles have been allocated, as an employee incentive, to those individuals demonstrating leadership in sustainable design.

All individuals are provided an opportunity to participate in the hybrid lease program at full cost, enabling them to benefit from the financial advantages of fleet pricing. In the initial lease commitment under this program, 4 individuals chose to participate.

The success of this program from a standpoint of community and staff education and development has provided the incentive to embed this program as policy for the long term, in lieu of the minimum 2 year term required to achieve LEED® credit SScr 4.3 - Hybrid & Alternative Fuel Vehicles.

PUBLIC TRANSPORTATION INCENTIVE PROGRAM

The project site was selected and the SC3 building located to facilitate easy access to existing public transit routes.

Smith Carter subsidizes 20% of the cost of a monthly bus pass for individuals who choose not to use personal vehicles..

CARPOOLING INCENTIVE PROGRAM

Carpooling is facilitated and organized via the Smith Carter intranet.

Smith Carter provides incentives for organized carpools including:

- priority parking close to the building; and
- a 50% discount on the monthly parking rate.

All employees using organized carpools, vanpools or public transit are eligible for a guaranteed ride home in the form of a company paid taxi ride under the following conditions;

- illness or crisis of the participant or that of a family member;
- request of supervisor to work past regular hours without advance notice;
- driver of carpool or vanpool had to leave due to an emergency.

"It's great
to see the
implementation
of such a
comprehensive
alternative
transportation
strategy!"

CaGBC Certification

SECURE BICYCLE STORAGE & CHANGING ROOMS

Secure bicycle storage is provided within the building and additional bike storage racks are currently being installed to accommodate the increasing numbers of cycle commuters.

Showers and change rooms are provided within the building, per requirements of SSc 4.2 Alt. Transportation: Bicycle Storage & Changing Rooms.

PRIORITY PARKING FOR MOPEDS & MOTORCYCLES

Priority parking close to the building is provided for motorcycles and mopeds at no cost.