

**ADD Inc**  
**Environmental Task Force (ETF) 2010-2011 Strategic Plan**  
06.10.10

**Environmental Task Force:**

A core group of extremely passionate individuals dedicated to educating themselves, their colleagues and our clients about sustainable design and practice.

**Mission Statement:**

Our mission is to collaborate with our clients to integrate environmental sustainability, economic responsibility, and design excellence into every project.

**Primary Focus Areas:**

Projects  
Education  
Outreach and Marketing  
Operations and Facilities

## PROJECTS

### Position:

Buildings consume 70% of electricity in the U.S. and produce 30% of all greenhouse gas emissions. Buildings also account for 65% of all waste output in the U.S and 12% of water consumption. The built environment has the largest impact of any sector on the environment and the climate.

Every project that ADD Inc. designs, regardless of scale, use or location, should integrate sustainable thinking. Every project, on every scale from urban planning to buildings to interior spaces, should conserve energy and water, and reduce carbon emissions and waste, whether it is a LEED project or not. Every project can save our clients money in on-going operations and maintenance. We can achieve this by providing education and resources to staff on the latest sustainable design practices, by using the LEED system as a design guide in the early stages of every project, and by pursuing projects with a specific focus on sustainable design to increase our knowledge and experience.

**Intent:** Conduct **research**, provide **education** and facilitate **implementation** of sustainable design strategies on all projects.

### Strategic Goals 2010-2011:

#### **GOAL 1: Integrate sustainable design concepts and process into ALL projects.**

##### GOAL 1 Actions:

- Assign a LEED Accredited Professional to every project, and give that person the responsibility for integrating sustainable concepts into the project, regardless of LEED Certification goals
- Complete in-house project LEED checklists for all projects, and facilitate LEED charrettes and analyses for all significant projects
- Develop a Fundamental Sustainable Design Checklist for use on all projects coordinated with the PA/PM checklists
- Integrate green building strategies and materials into ADD Inc's base specifications
- Develop a process for communicating project learnings back to office leadership

#### **GOAL 2: Provide resources and opportunities for all staff to become versed in incorporating sustainable design strategies into projects.**

##### GOAL 2 Actions:

- Compile our own green building case studies for internal learning and external marketing
- Compile a library and/or electronic database of green building research topics; for example-ground source heat pumps, green roofs
- Continuously update and expand the sustainable design resources in the libraries including books and magazines; products and materials

**Project Achievements to Date:**

***LEED Certified Projects***

ADD Inc offices at 311 Summer St, Boston, MA; 2009; LEED-CI **Platinum**  
PAREXEL, Billerica, MA; 2009; LEED-CI **Certified**  
Trapelo Corporate Center, Waltham, MA; 2009; LEED-CS **Gold**  
Harbor Tower at 100 Hancock St, Quincy, MA; 2009; LEED-CS **Silver**  
Reservoir Woods at 40 Sylvan Road, Waltham, MA; 2009; LEED-CS **Platinum**  
Boston Coach; Boston, MA; 2008; LEED-CI **Silver**  
ECSU Residential Village- 3 buildings; Willimantic, CT; 2007; LEED-NC **Certified**  
CarMax; Richmond, VA; 2005; LEED-NC **Silver**

***LEED Registered projects***

LEED for New Construction-  
Mass College of Art Residence Hall, Boston, MA; Silver Plus required by the State  
Boston Scientific, Quincy, MA; pursuing Certified

LEED for Commercial Interiors-  
PAREXEL, Waltham, MA; pursuing Certified  
Adobe, Waltham, MA; pursuing Platinum  
PRTM, Waltham, MA; pursuing Silver  
Unum, Worcester, MA; pursuing Silver  
Fidelity, Miami, FL; pursuing Silver  
Nexus Green Building Resource Center, Boston, MA; pursuing Gold

LEED for Core and Shell-  
Cambridge Discovery Park with Forester Research, Cambridge, MA

LEED for Neighborhood Development-  
321 North; Plantation, FL; LEED-ND Pilot

***Sustainable Design projects***

New England Regional Council of Carpenters (NERCC) headquarters- met City of Boston's  
'LEED Certifiable' requirements  
Archstone Cambridge- meets City of Cambridge Planning Board's green guidelines and received  
MTC grant to study renewable energy  
East Pier; Boston, MA- meets Massport's green initiatives  
Massachusetts Technology Collaborative offices  
Worcester State College Wasylean Hall; Worcester, MA  
245 Summer Street; Boston, MA  
Kendall Square Parking Garage; Cambridge, MA  
UC Berkeley Extension; CA  
The Village of Marbella; FL

## EDUCATION

**Intent:** Provide in-house LEED and sustainable design education and training to stay up to date on concepts, technologies and policy while communicating project experience and lessons learned back through the office.

In order to integrate sustainable design thinking into every project, all staff should have educational opportunities to learn about sustainable design topics, green building and LEED. As more staff build sustainability expertise from training through actual project implementation, the process of incorporating green ideas into projects and facilitating the LEED process becomes less time-consuming and less costly.

### Strategic Goals 2010-2011:

#### **GOAL 1 - All design staff to become LEED Green Associates and those who qualify to become LEED Accredited Professionals.**

- All Principals and SAP's to be LEED Green Associates by end of 2010
- 50% of total design staff to be LEED AP's by end of 2010
- 100% of total design staff to be LEED Green Associates and/or LEED AP's in the future

#### GOAL 1 Actions:

- Continue to provide in-house LEED training classes and updates as the LEED system evolves

#### **GOAL 2- Provide an extensive in-house education program for staff in addition to LEED training.**

#### GOAL 2 Actions:

- Facilitate a green building lunch-and-learn series; include classes on specific LEED project documentation topics
- Create an ADDNet page with contact list for ETF; schedule of upcoming local events; local green building tours; firm news about projects and people; local green news; LEED news
- Organize an ADD Green Day (ie: Sasaki and CBT) for internal learning and fun

#### **Education Achievements to Date:**

33 LEED AP's as of June 2010 (63% of professional staff)  
 Firm provides monetary award for passing the LEED exam  
 Ongoing in-house LEED training sessions since 2005 (40+ staff trained)  
 Monthly green focused lunch-and-learns since 2007

## **OUTREACH AND MARKETING**

**Intent:** Conduct outreach activities to transfer internal knowledge to clients, communities, and policymakers while also increasing our visibility as green building experts.

As our staff build sustainable design expertise, we can transfer that knowledge to clients, consultants, and the communities we work in through presentations, workshops and project charrettes.

### **GOAL 1: Increase exposure to and build expertise around sustainable design and LEED projects.**

GOAL 1 Actions:

- Develop marketing materials to reflect sustainable design capabilities and achievements including strategic initiatives brochure, project case studies, and RFP language
- Develop a menu of sustainable design/LEED services and a fee structure for those services
- Compile a list of local specialty consulting firms for collaboration on LEED projects
- Add sustainability as a filter for “go/no go” checklist and discussions

### **GOAL 2- Provide an extensive external outreach education program for clients, communities, and policymakers.**

GOAL 2 Actions:

- Provide external education sessions- LEED Training, Green building seminars
- Continue to develop web site content to reflect sustainable design capabilities and achievements

### **GOAL 3- Increase firm visibility and involvement in external activities related to green building and sustainable design.**

GOAL 3 Actions:

- Attend meetings and events for local green building and sustainable design organizations (Green Roundtable, BSA COTE, NESEA, GreenBuild)
- Submit papers and presentations to local and national conferences and events related to green building and sustainable design.

#### **Outreach & Marketing Achievements to Date:**

LEED Training sessions given to clients include Spaulding & Slye, Peyton Construction, Jones Lang LaSalle

## **OPERATIONS AND FACILITIES**

**Intent:** Integrate sustainable policies and practices into all areas of office operations and facilities management for both the Boston and Miami offices.

Our mission is to be a model of sustainable operations and ‘walk the talk’ of our environmental goals. We can achieve this by examining every area of our daily operations and the impacts they have on our environment, and strive to make on-going improvements in all areas. Our daily activities have a particularly significant impact on our natural resources and on climate change, and by prioritizing the reduction of our energy use and carbon emissions, we can do our part to reduce the effects of global warming.

### **Strategic Goals 2010-2011:**

**GOAL 1- Operate our new office facilities at 311 Summer St to continue to meet the LEED design goals achieved through design and construction.**

GOAL 1 Actions:

Use LEED-EBOM as a guideline for on-going operations and maintenance.

**GOAL 2- Assess current performance in each of the operations categories and make specific recommendations for improvements.**

Operations Categories and Recommendations:

Transportation- ‘self-locomotion’ subsidy for bikers; develop a transit incentives menu; coordinate carpools to new office; use PlanetTran for taxi service, hybrids for rental cars/ZipCar

Energy

Water

Indoor Air Quality

Purchasing- research recycled content paper; organic fair-trade coffee

Waste and Recycling

Cleaning and Maintenance

Health and Well-being

GOAL 2 Actions:

- Develop action plans on an annual or bi-annual basis to improve green operations in all categories; include measurable indicators to track performance over time.

**GOAL 3- Become a carbon-neutral company.**

GOAL 3 Actions:

- Develop a carbon assessment methodology to determine the firm’s carbon footprint and develop an action plan to make reductions with the goal of achieving zero carbon emissions.  
 - Research carbon-offset programs and options including purchasing wind power from NSTAR, EPA’s Green Power Partnership Program, the Chicago Climate Exchange, etc.

**Operations & Facilities Programs & Achievements to Date:**

**Building**

Our offices at 311 Summer Street in Boston which we have occupied since August 2008, achieved LEED-CI Platinum.

**Transportation**

**Public Transportation-**

- **Incentives and Subsidies:** \$25/month MBTA pass subsidy; Titled staff are given the option of a fully paid Tpass; Tpass sales through pre-tax payroll deduction; Titled staff are given a parking space subsidy but can have the money instead if they choose not to drive and park.

**Alternative Transportation Options-**

- A bike storage room and shower facilities located in the basement of our new building are available for use by all employees.

**Reducing Car Trips-**

- ADD partners with Enterprise to provide rental cars when needed for off-site meetings, to prevent employees from driving to work.
- A formal telecommuting policy is in place as well as flexible work hours.

**Transportation Awards-**

- ADD is an EPA Commuter Choice Employer.
- ADD was the winner of the 2004 Cambridge "Go Green" Award for Transportation.
- ADD was co-winner of the Cambridge 2002 BikeWeek "Bike to Work Challenge".

**Statistics**

- 2004 Cambridge Transportation Statistics- 62% of ADD Inc's total staff use methods other than driving to commute to work. The balance, 38%, drive individual cars to work because of business needs or personal schedules.

**Energy**

- Controlled HVAC hours- no evening and weekend heating & cooling is provided except by special request.

**Water**

- Dishwashers are used in all kitchens, rather than handwashing, to conserve water.

**Indoor Air Quality**

**Purchasing**

- An effort is made to purchase recycled-content office supplies such as paper and notebooks.

**Waste and Recycling**

- An extensive paper, metal, plastic, glass, battery, cardboard, and Tyvek recycling program is in place with built-in and moveable bins located throughout the office.

- Left-over building material samples are donated to the Building Materials Resource Center, a non-profit organization which sells used building materials back to the community.
- In-house plotter drivers were re-programmed with the sole purpose of optimizing print-outs to reduce waste paper trimmings.
- Reusable dishware and silverware available in all kitchens reduces the waste of disposable products.
- Event caterers are requested to take-back food containers and reuse them or recycle them. Caterers are also evaluated based on their environmental practices.

**Awards**

- ADD was the winner of the 2000 Cambridge “Go Green” Award for Recycling.

**Cleaning and Maintenance**

**Health and Well-being**

- In-house green (perc-free) dry cleaning services are available.
- A gym membership subsidy of \$25/month per employee is available.

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