

## Secure Bicycle Parking to Be Required in New Buildings

There is good news for New Yorkers who like to use a bicycle for transportation but are concerned about theft when parking in public spots outdoors. The New York City Department of City Planning (DCP) has proposed a zoning amendment to require secure indoor bicycle parking in all new residential and commercial buildings.

Studies and surveys by the DCP have found that the lack of a safe and secure place to park bicycles is one of the top two factors preventing people from cycling to work (the other is automobile driver behavior). The amendment proposal “seeks to support ridership throughout the city as well as encourage new cyclists to start riding. The increase of cycling in the city will yield fitness and health benefits for riders as well as the potential benefits of alleviating congestion, improving air quality and reducing carbon emissions.”

Cycling is already on the rise: Department of Transportation figures indicate that cycling has grown by 116% between 2000 and 2008, including a 35% increase from 2007 to 2008.

The proposed bicycle parking requirements will provide:

- Residential parking at the bicycle owner’s home
- Employee parking for commuters at their work locations
- General purpose bicycle parking in public parking garages

In commercial offices, the proposed amendment would require one bicycle parking space per 7,500 square feet of floor area, and would be waived for buildings that have less than 26,250 square feet of office space.

Contact your Great Forest consultant to learn more about this zoning amendment and how it will affect your building.

### More Information:

[www.nyc.gov/html/dcp/html/bicycle\\_parking/index.shtml](http://www.nyc.gov/html/dcp/html/bicycle_parking/index.shtml)

– Information on the DCP website

## Did You Know...?

The average American throws out around 1,700 lbs. of trash annually

### Source:

<http://365daysoftrash.blogspot.com>

a blog about saving a year’s worth of trash

## New York Bottle Bill Updates

Recycling advocacy groups met recently to push a bill to expand the five-cent bottle deposit to include non-carbonated beverages and sports drinks.

Expanding the bottle bill would bring in more than \$218 million in revenue for the state, according to a study performed by the Container Recycling Institute and the New York Public Interest Research Group. An expanded bottle bill will also create thousands of ‘green’ jobs, according to Sheila Rivers, chairwoman of the Bottle and Can Redemption Association, a coalition of recycling-center workers.

“Every day customers walk in to our store with all these types of containers mixed in, wondering why they can’t get a refund for them,” Rivers says.

As always, Great Forest will keep you updated on any regulation changes that will affect your business.

### More Information:

[www.stargazette.com/article/20090209/UPDATE/302090032](http://www.stargazette.com/article/20090209/UPDATE/302090032) – Article in Star Gazette



Image: environmentalleader.com

## Great Forest in The News

In mid-January Great Forest Vice President Barbara Fischer was a panel speaker in an event held at Westchester's Greenburgh Nature Center. The panel discussion, entitled "Stories From Local Businesses," was hosted by the Center to bring together local businesses to discuss the importance of going green.

Fischer participated in the event "to help raise consciousness, to make people more aware of how their individual choices matter."

"Doing the right thing environmentally, whether you are a big business or a tiny one person retail business, pays dividends in the short and long term," Fischer said. "Not only are you conserving resources but you are also doing one little thing, which, when multiplied by the thousand, really makes a difference in the local community and the world."

Other participants included Embassy Cleaners in Larchmont, Pelham-based landscaper Greener by Design, Geordances Neighborhood Market of Irvington and a mobile café powered by solar power Julie Bean Espresso.

The idea for the panel was sparked by Andrew Rivkin, president of Embassy Cleaners. "The dry cleaning industry is not typically known for its environmental responsibility, unfortunately," Rivkin said. "I did some calculations, and it appeared that we were contributing about 20,000 pounds of plastic to landfills on an annual basis. That just really bothered me very deeply."

Anne Jaffe Holmes, project coordinator at the Greenburgh Nature Center, coordinated the successful panel, which included a lively discussion about green business and environmental regulations.

The Greenburgh Nature Center features a 33-acre woodland preserve, a museum, a greenhouse with botanical exhibits and more.

### More Information:

[www.wcbizj.biz/archive/020209/news02020901.php](http://www.wcbizj.biz/archive/020209/news02020901.php) – Article in the Westchester County Business Journal



Image: [greenburghnaturecenter.org](http://greenburghnaturecenter.org)

## Sustainable Companies Outperform Others in Financial Downturn

Management consulting firm A.T. Kearney recently released a new report, "Green Winners: The Performance of Sustainability-focused Companies in the Financial Crisis," which shows that companies focused on sustainability outperformed their peers by 15% during the financial crisis.

Specifically, from May through November 2008, companies committed to sustainability averaged \$650 million more than the industry average, for 16 of the 18 industries studied.

The greatest performance differences were in the following industries: Automobiles and parts (33%), Media (33%), Chemicals (30%), and Financial Services (25%). The two industries in which performance of sustainability-focused companies went down were Construction and Materials (-8%) and Personal and Household Goods (-6%).

Dr. Daniel Mahler, author of the study, said, "We find common characteristics among the leading companies that show that sustainability goes far beyond the narrow definition of being environmentally friendly." These characteristics include:

- A focus on long-term strategy, not just short-term gains
- Strong corporate governance
- Sound risk-management practices

So while the temptation may be to cut back on sustainability and other programs to save money during tough economic times, studies such as this one are proving it pays to be green.

### More Information:

[www.atkearney.com/main.taf?p=5,3,1,262](http://www.atkearney.com/main.taf?p=5,3,1,262) – Link to the A.T. Kearney report



Image: [atkearney.com](http://atkearney.com)