



GREEN PRACTICES

One of the most environmentally responsible actions a meeting can take is to provide shuttle bus service.

ENVIRONMENTAL IMPACT

::Large Meetings Transportation

- Motorcoach use can remove up to 55 auto or taxi trips off the road for each trip they make
- Motorcoaches average 184 passenger miles per gallon, unequaled by any other transport
- 20 people using taxis would produce more than double the CO₂ than if they traveled by bus
- A Motorcoach with only seven passengers is more fuel efficient than a car with one occupant

::Combating Pollutants *Five pollutants and what SEAT Planners does to mitigate their impact:*

1. Carbon Dioxide (CO₂) - can be mitigated with the Go Zero carbon offset program
2. Particulates - more and more diesel engines have sophisticated exhaust controls to make them clean burning. We now have buses whose exhaust is cleaner than burning natural gas
3. Carbon Monoxide - diesel engines are virtually free of this poison
4. Nitrogen Oxides (NO_x) - modern engines use an EGR system to reduce or eliminate
5. Hydrocarbons (benzene) - compared to gasoline this is not a problem with ultra-low sulfur diesel

In the spirit of giving back, SEAT Planners has made donations to **The Conservation Fund** and the **San Diego River Park Foundation**. In addition to our donations, we also had a great time planting a native sage garden, on behalf of the Foundation. We call this time together for our team "Adventure Day." We love getting involved!

SEAT GIVES BACK

WASTE REDUCTION

::At Meeting Sites

- Involvement in Convention Center recycling
- Limit idling to five minutes or less
- Routes designed and monitored for efficiency
- Schedule vehicles for maximum passenger usage
- Multiple trips per vehicle order; limit or eliminate "mass" moves to reduce emissions and fuel waste
- Recycle flashlight, radio and cell phone batteries
- Recycle signage and any unused paperwork
- Carpool staff to shuttle site
- Reuse bed sheets and bath towels in staff housing
- Recycle beverage bottles and cans

::At SEAT Planners' Offices

- Encourage employee carpooling and public transit
- Recycle all clean paper and toner cartridges
- Use, wash and reuse dishes, cups and utensils
- Use fans when possible instead of air conditioning
- Use CFLs (compact fluorescent lamps) instead of incandescent
- Use 30% content recycled paper
- Set conservation goals for electric usage
- Recycle beverage bottles and cans

CARBON OFFSET PROGRAM

Until vehicles become available that don't produce CO₂ or other contaminants, a program that measures and mitigates the CO₂ output through the purchase of carbon offsets will be the best practice for a green meeting.

Carpooling is an ideal way to reduce pollution and traffic. Getting attendees to share a ride between their hotel and the meeting venue benefits everyone.

SEAT Planners has a two-part system for creating carbon-neutral events:

First, we measure the amount of the CO₂ produced. We've developed sophisticated formulas that accurately measures an individual program's production.

Second, we purchase carbon credits based on the short tons of CO₂ emitted via tax-deductible contribution to the Go Zero program of the Conservation Fund

MOVIN' ON UP: BETTER BUSES

Preference for buses that exceed current emissions objectives:

- High-efficiency, low-emissions engines such as four-cycle electronic engines
- Exhaust control equipment to reduce fleet opacity readings
- Vehicle-wash conservation—recycled water, waste water clarification of oil and grit
- Alternative energy vehicles—electric, hybrid, bio fuels, compressed natural gas, etc
- Diesel vehicles which use ultra low sulfur fuel
- Carpooling for driver relief and replacement

In order to minimize the environmental impact of the emissions related to group transportation during a group's conference, SEAT Planners is partnering with the nonprofit Conservation Fund and its Go Zero program to measure and then offset the carbon dioxide emissions that result from our charter buses used for meetings and events