



Sustainability at Amtrak: From Policy to Program

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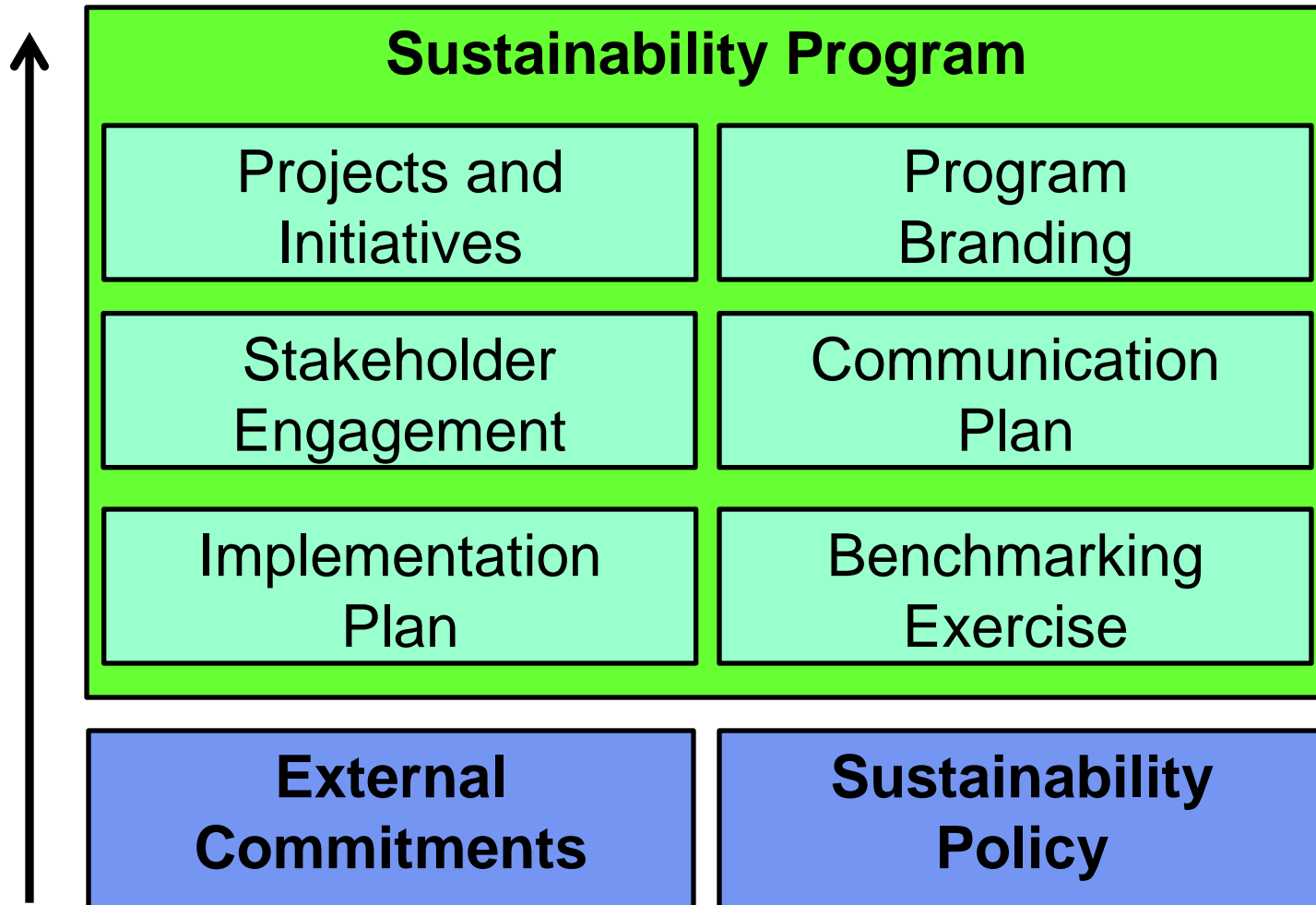
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Building the Program

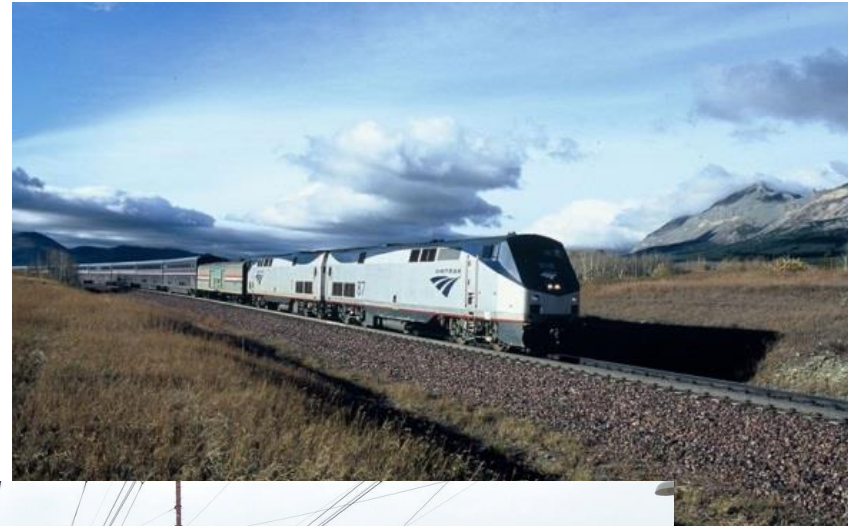


External Commitments

- Chicago Climate Exchange
- Climate Counts
- The Climate Registry
- APTA Sustainability Commitment
- International Union of Railways
- Carbon Disclosure Project

Amtrak Sustainability Policy

- Definitions
 - Corporate
 - Environmental
 - Economic
 - Social
- Purposes
- Governance



Implementation Plan

- Living document that provides program structure
- Program goals
- Initial tasks
- Updated at least quarterly

PLAN

1. _____
2. _____
3. _____

Benchmarking Exercise

- Selected several rail and transit companies
- Conducted interviews with sustainability staff
- Gathered information on:
 - Prioritization of tasks
 - Allocation of resources
 - Stakeholder Engagement
 - Lessons Learned



Stakeholder Engagement

- Small group workshops with internal stakeholders
 - Familiarize departments and business lines with the concept of sustainability
 - Gather baseline data
- Social media
 - Amtrak blog, Facebook, Twitter

Understanding Our Business

- Understanding daily operations
- Serving internal and external customers
- Regulatory and operational constraints
- Barriers to success
- Tying into sustainability

Projects and Initiatives

- Identifying and prioritizing
- Examples
 - Green Power Purchasing
 - Waste Minimization
 - Grant Opportunities
 - Fleet Optimization



Branding the Program

- Working with marketing and corporate communications
- Tying in with revised brand
- Reaching out to all ages
- Website
- Social media
- Ultimate goal – Make it recognizable and relatable



Contact Information

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