

Sustainability Commission



November 2, 2018

8:00 a.m. to 9:00 a.m.

City of Franklin –CDCR – City Hall

8:00 am	Welcome/Introductions	All
8:05 am	*Approval of August Meeting Minutes	All
8:05 am – 8:10 am	Announcements: Harlinsdale Park Pedestrian Bridge Franklin City Commission Updates <ul style="list-style-type: none">• Planning Commission Opening Future Meeting Dates Other News	Andrew Orr
8:10 am – 8:30 am	LEED for Cities*	Andrew Orr Mike Leonard
8:30 am – 8:40 am	Employee Commute Information	Andrew Orr
8:40 am – 9:00 am	Review Commission Questionnaire*	Dana Kose
9:00 am	Other News/Adjourn	All

*Item contains an attachment or link

MISSION STATEMENT: The Sustainability Commission provides guidance to the Board of Mayor and Aldermen and the Planning Commission and leadership for the entire Franklin Community.

Bob Moreo (12/13/2019)
Will Dodson (12/13/2019)
Beverly Burger (BOMA co-terminus)
Patrick Baggett (Franklin Tomorrow co-terminus)
Mike Leonard (12/12/2020)

Todd Palmer (8/9/2019)
Dana Kose (12/13/2019)
Nancy Whittemore (10/23/2021)
Micah Wood (10/23/2021)

The City of Franklin has committed itself to developing an ongoing strategy of sustainability for the community. This initiative will be designed to achieve viable, fulfilling, and rewarding lifestyles for our residents and business partners through responsible and innovative stewardship of the environment.

MINUTES OF THE MEETING OF THE FRANKLIN SUSTAINABILITY COMMISSION

The Franklin Sustainability Commission held a regular meeting on Friday, August 3, 2018, at 8:00 a.m., in the Community Development Conference Room.

Members Present: Chair Dana Kose, Alderman Beverly Burger, Mike Leonard, Will Dodson, Todd Palmer, Patrick Baggett, and Micah Wood

Members Absent: Vice-Chair Bob Moreo and Nancy Whittemore

Visitors: Mark Cleveland (Presentation), Kelly Baker-Hefley (Historic Zoning Commission)

Staff Present: Andrew Orr, Elaine Ellis, Emily Hunter

Welcome/Introductions

Chair Kose called the meeting to order at 8:00 a.m. Each member introduced themselves.

Approval of Meeting Minutes

Alderman Burger moved, seconded by **Mr. Dodson**, to approve the minutes from June 1, 2018. The motion carried unanimously (7-0).

Mark Cleveland: Hytch App

Mr. Mark Cleveland gave a presentation about the Hytch App.

Information from the Hytch website: "Hytch Rewards is a free app for iPhone and Android that helps you track shared rides with your contacts, earning you "Trees Saved" whenever you carpool, rideshare, or use public transit. People who live in sponsored areas or work for an employee sponsor can also earn CASH rewards for each qualifying mile shared and tracked using Hytch Rewards."

Mr. Cleveland stated that communities are starting to set Key Performance Indicators (KPI). Communities want to set goals, for example, how to become a zero-emissions community. **Mr. Cleveland** stated that this app can help communities achieve this. He stated that the "share economy" is here. Examples of companies using the "share economy" include Uber and Airbnb. **Mr. Cleveland** stated in Nashville, each day, over 350,000 cars drive in and out of the Metro area. The peak times are from 6-9 am and 4-6 pm, which causes traffic problems. **Mr. Cleveland** stated the Hytch App can help with this problem. The purpose of the Hytch

App is to identify people who want to share rides, connect them with each other, and motivate them through monetary incentives. The monetary incentives are provided by sponsors. Some of the companies that sponsor the Hytch App are Nissan (state sponsor), Franklin Synergy Bank (local market sponsor), and Goodwill (employee specific sponsor). To connect people, the app pulls from the person's neighbors and contacts, not strangers. The sponsors pay both the driver and passenger an incentive reward. The incentive can be paid through Paypal. Some of the reasons companies sponsor the Hytch App include: (1) Marketing (Good Citizen Objective), (2) Retention and Recruiting workers who live out of the area, and (3) Sustainability, such as employees driving fewer cars, using less parking spaces and emissions. The app provides measurability for companies through a metrics system which shows statistics such as the number of trees saved, number of rides, and how many miles shared.

The following discussion ensued between **Ms. Kose, Mr. Orr, Mr. Cleveland, Mr. Wood, Mr. Baggett, Mr. Leonard, and Alderman Burger:**

- The app provides a clear answer to help with the transit problem.
- An app user can also receive incentives for riding the bus. Tracking will include the Music City Star and the MTA transit system.
- Using the Hytch app does not affect car insurance for the car owner.
- The City of Brentwood is the first city to partner with Hytch. The City of Brentwood has approved a budget to reward its employees for using the app.
- The cost to implement the sponsorship begins at \$5000.
- Hytch has obtained a TDOT grant.
- Videos are available to watch at Hytch.me
- The personal information of the Hytch app user is not shared or sold. A person must be at least 13 years old to use the app.
- The app uses Behavioral Economics, using a reward system to change behavior.
- Sponsors can set individual, different rules for their sponsorship. For example, the sponsor could pay higher incentives during large events such as concerts or can pay more for the number (3+) of people in a car.
- Different wording should be used to promote the Hytch App. People get fatigued with the same words. Instead of "Sustainability or Carbon Credit" use "Exhaust and Pollution Reduction".

Announcements

Metro Food Waste Recycling Proposal

Mr. Orr stated that the project to use a TDEC grant to build a compost facility for food waste in North Nashville was voted down by the Metro Council. He expressed the need for a processing plant for food waste in the Middle Tennessee area.

Franklin City Commission Updates

Franklin Housing Commission: The plan to build affordable housing on the Hill property is moving forward. The Board of Mayor and Alderman voted to demolish the existing building on the property.

Battlefield Preservation Commission: The Commission voted to restructure their meetings. The Commission will now hold six meetings during the calendar year. They will also create subcommittees.

Website Revamp

The City of Franklin website, FrankinTN.gov, is being updated. **Mr. Orr** asked for suggestions to promote sustainability on the site.

Mr. Cleveland stated that he was a member of the Supplier Partnership for the Environment. All of the major automobile suppliers are members. This group shares information between several companies for helping with sustainability. **Mr. Cleveland** stated he would be glad to introduce the Commission members to some of the contacts.

LEED for Cities Update

Mr. Leonard stated that they had submitted the paperwork for the USGBC to review. He stated that they had received the preliminary comments back. He stated the USGBC was very supportive. He stated they would have the comments ready to respond back within the next two to three weeks. **Mr. Leonard** stated that most of the responses were asking for more clarity. He stated that within thirty days after they responded back, the USGBC would provide an award level.

Mr. Orr stated that the software was very user friendly. He stated that some data was difficult to collect. **Mr. Leonard** stated that the data is useful for determining where the City's usage is at. **Mr. Orr** stated that the City has completed the certification level with 48 points. The silver level is achieved with fifty points. **Mr. Cleveland** asked if points could be achieved through carpooling. **Mr. Cleveland** stated that the Hytch App would provide carpooling data for the area. **Ms. Kose** stated that the City's application could be considered for the awards application if completed by August 30th. **Mr. Leonard** stated that the City would not be eligible for an award, but would be recognized for certification at the conference on October 11th.

Other Business

Alderman Burger stated that the Communications Department rejected the recommended Sustainability logo. The Communications Department stated that the Historic Franklin logo needed to be included. The Commissioners discussed ideas how this may be achieved, even if used dual logos. **Mr. Wood** stated that each City commission should have its own logo.

Adjourn

There being no further business, the meeting adjourned at 9:07 am.