



# 23<sup>rd</sup> RPF

8-9 May, 2012

Fern Hill Hotel, KZN



**FOLLOW UP  
&  
PANEL  
DISCUSSION**

# In the 6 months following the 22<sup>nd</sup> RPF...

“...Greenroads South Africa concept communicated to the industry

- **What** is it?
  - **Why** is it important?
  - **How** does it work?
  - **Where** does it fit within the South African context?
  - What still **needs to be done**?
- ”

CAPSA  
DBSA  
RPF  
UKZN  
ETC

# In the 6 months following the 22<sup>nd</sup> RPF...

“...Working towards a Formal Structure

- Borrowing inspiration from **Similar Organisations' Structures**
- Ensuring **Collaboration** with Parent Org (Greenroads USA)
- Engaging **Key Stakeholders** early
- Identifying **Areas of Need**
- Focusing on creating **A Product that Adds Value**”

2011 was spent  
PINGING the  
industry

# In the 6 months following the 22<sup>nd</sup> RPF...

...Key Stakeholders invited to attend an “Exploratory Committee” meeting

- First meeting hosted by CIDB, 3 April 2012
  - Background, alignment, Q&A, call for commitment
- Follow-up meeting hosted by CSIR, 2 May 2012
  - “Interim Board” formed
    - + Chair & Secretariat
    - + 2 Committees

Queries?



# The Greenroads SA

## “Interim Board”

## GOALS

Follow Existing  
Roadmaps  
where possible

To formally establish Greenroads Council of South Africa as a Section 21 company within South Africa

To develop a viable short and long term business model for the concept

To promote industry-wide endorsement of the Greenroads SA concept

# The Greenroads SA

## “Interim Board”

**WHO'S ON  
FIRST?**

### WHO IS ON THE *INTERIM* BOARD? And Why?

- CSIR
- CIDB
- SARF
- SANRAL
- ETHEKWINI MUNIC.
- CITY OF CAPE TOWN
- DBSA
- CESA
- SABITA
- C&CI
- Greenroads (USA)

*“Big Enough to  
Matter but  
Small Enough to  
Move Quickly”*

*\*Actual Board  
May Vary*

### These are KEY STAKE- HOLDERS from

- Research
- Organisation Bodies
- Roads Authorities
- Muni's and Metros
- Funding Agencies
- Consultants
- Materials Suppliers

*“Concept is only  
as good as  
those who  
support it”*

*Similar to the GBCSA Key  
Stakeholders / Board*

# The Greenroads SA “Interim Board” **WHY?**

## WHY IS ALL THIS BEING DONE?

Each Stakeholder might have a different reason for involvement

- Common Language for ‘Sustainability’
- To provide Transparency
- Improved Tracking and Reporting
- Standardised Criteria for Infrastructure Funding

“Eco-Friendly  
Cigarettes...”

“What will we get for  
our investment in road  
infrastructure?”

“Are the jobs  
promised being  
created?”



Queries?



# The Greenroads SA “Interim Board” **WHAT?**

## Greenroads South Africa & Greenroads USA

- Differences
- Similarities
- Collaboration
- Alignment
- Branding
- Localisation
- Innovation
- Intellectual Property

Considering the  
Unique South  
African Context

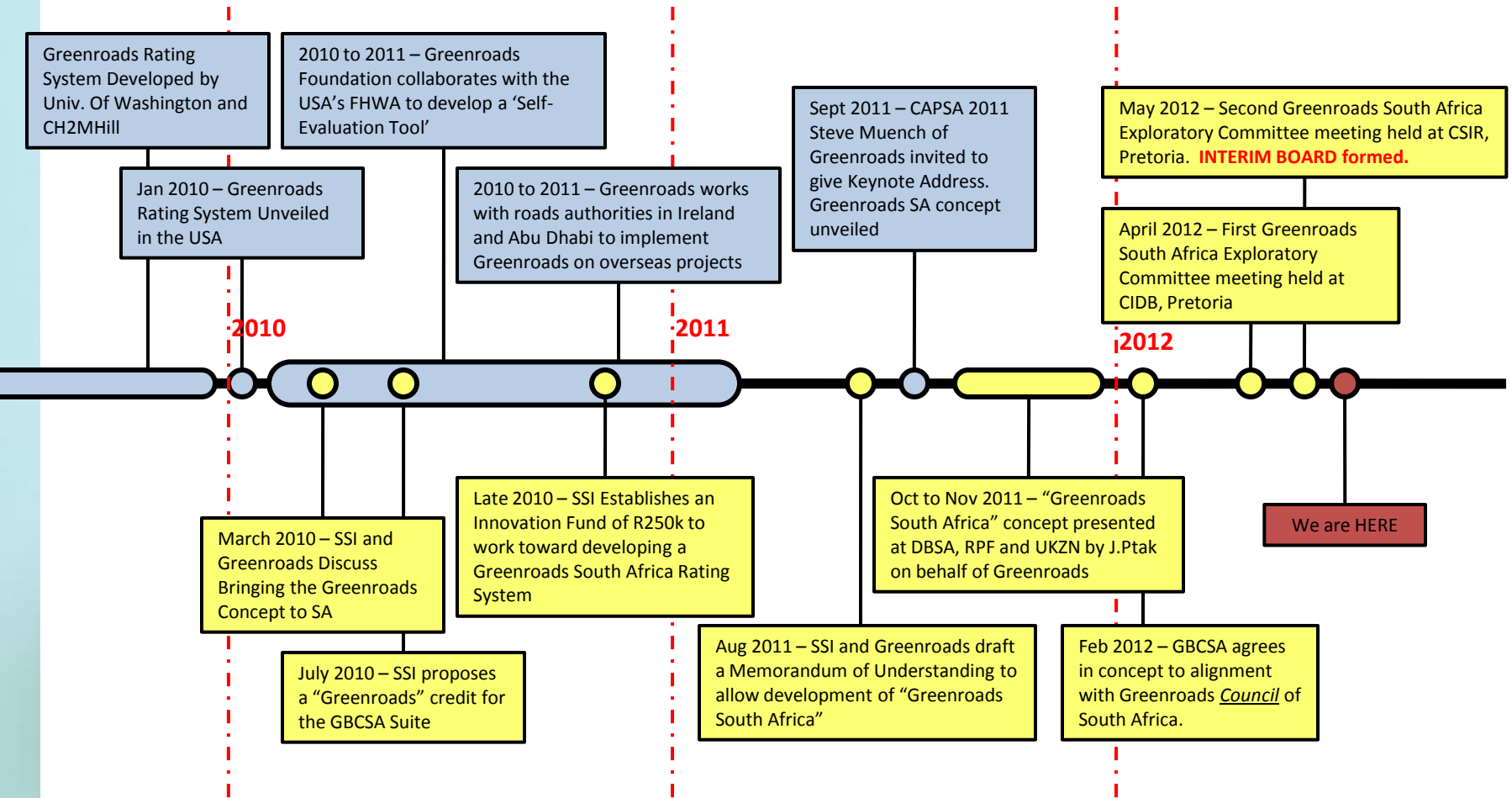
Shared Board  
Members

“FHWA”, “EPA”,  
“AASHTO” to SA  
equivalents.

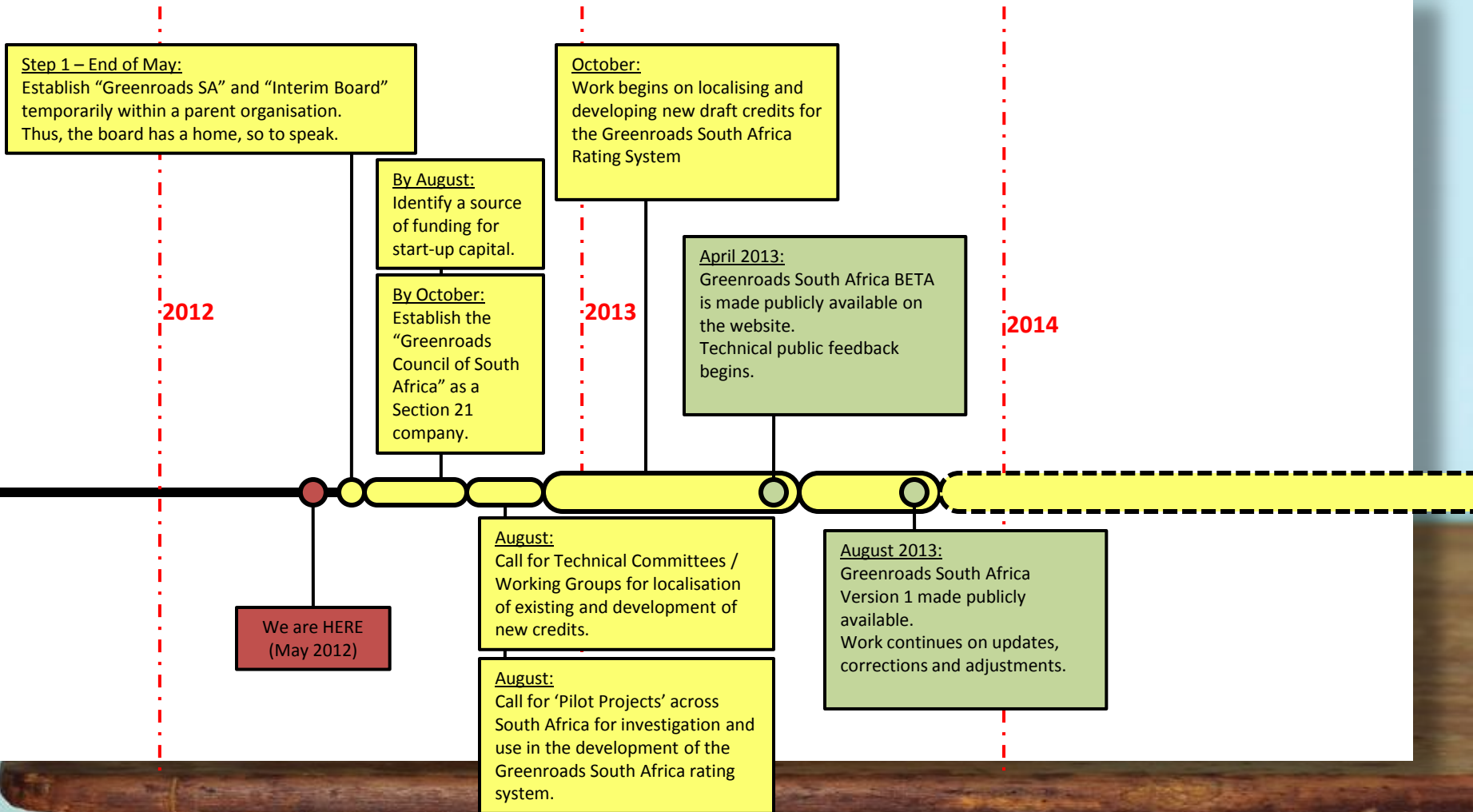
Differentiation  
between two  
products

New Section(s)  
and Credits

# ROADMAP up to now



# ROADMAP what's planned



# The Greenroads SA “Interim Board” **HOW?**

## STRUCTURE & COMMITTEES

GrSA Interim Board

Chair – Benoit Verhaeghe

Committees:

Marketing & Communication

Chair – Krishna Naidoo

Structure & Finance

Chair – Benoit Verhaeghe

Secretariat – Jonah Ptak

Structure follows that of GBCSA and Greenroads Fnd.

Other Committees and Positions to be developed as necessary.

Positions and terms of NON-Interim Board will be similar to GBCSA and Greenroads Fnd.

Positions are for “Interim Board” only.

All existing positions are unpaid...

# The Greenroads SA “Interim Board” **HOW?**

## But **How** Will This Affect the Road Pavements Industry?

- Firstly, RPF is strongly represented on the Interim Board
- The concept is intended to produce a better end product for the user
- Reward the decision-makers and innovators made to get there
- And provide a common language across the industry

But how might this become part of the industry?

- Legislation?
- Voluntary?
- Bonus / Penalty?
- Preference Points on Tenders?
- For Special Projects?
- Short Answer is; “Numerous options are available... Best options will be investigated

# LAST QUESTION...



# The Greenroads SA “Interim Board” **WHERE?**

Ownership and  
the Elephant in  
the Room;  
'moving' house

## PHYSICAL ADDRESS

- First: Concept (and SSI)
- Currently: Interim Board
- Planned: Part of an Existing Structure (Temporarily)
  - Greenroads South Africa adopts Parent Structure's address (Temporarily)
- Finally: Section 21
  - Issue to be Addressed by Structure & Finance Committee

## DIGITAL ADDRESS

- Website, emails, “hats”, etc.



A vintage-style globe on a wooden stand sits on a wooden desk. Next to it are several old, worn books. The background is a light blue wall.

*To learn more or to get involved*

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# PANEL DISCUSSION

*Your questions are very welcome*

# Basic Premise

## Roads, Sustainability, and Greenroads

1. We can and should design and construct roads better than what minimum regulatory and legal standards dictate.
2. The goal for these “better” roads are ones that do good: both for our society and the environment in which we live. Simply put, they are sustainable.
3. Greenroads can provide some help in working towards this goal or more sustainable, or better, roads.

### Sustainability

“I think of it as living the life you want, with as much Earth-wise efficiency as your time and budget reasonably allow.”

-Scott Adams, How I (Almost) Saved the Earth, *WSJ*, 21 August 2010





**U.S. 97: Lava Butte – S. Century Dr.**  
Oregon Department of Transportation



**Camp Garcia Entrance Road, Vieques Island NWR, PR**  
U.S. Fish and Wildlife Service, FHWA Federal Lands Highway



**14<sup>th</sup> Street: Market Street to Colfax Avenue**  
City and County of Denver



## What is Greenroads?

An independent 3<sup>rd</sup> party sustainability rating system for roadway design and construction. It awards points for more sustainable practices and can help quantify and communicate the sustainable attributes of a roadway project.

**Overall goal: improve roadway sustainability**

# CURRENT GREENROADS PROJECTS IN THE U.S.

Project Name	Owner	State	Construction Cost (in millions of \$)
<b>Projects Pursuing Certification</b>			
Monterey Road Reconstruction	City of San Jose	CA	2.7
14th St, Market, Colfax	City of Denver	CO	14.0
Downtown Pedestrian and Bicycle Improvements	City of Las Vegas	NV	15.5
Bagby Street	City of Houston	TX	7.9
Cheney Stadium Sustainable Stormwater Project	City of Tacoma	WA	6.8
Alaska Street Improvements	City of Tacoma	WA	4.0
Wapato Drive	City of Tacoma	WA	1.4
Asotin Court	City of Tacoma	WA	0.5
SE Pioneer Way Reconstruction	City of Oak Harbor	WA	4.3
NE 120th Extension	City of Kirkland	WA	3.5
Meador Kansas Ellis Trail	City of Bellingham	WA	0.9
James St Bridge	City of Bellingham	WA	4.9
South Division Street Promenade	City of Auburn	WA	3.2
<b>Pilot Projects</b>			
Presidio Parkway Phase I	Caltrans	CA	136.0
North and South Environmental Enhancement Areas at Floyd Lamb Park	City of Las Vegas	NV	25.1
<b>Total</b>	<b>9 Owners</b>	<b>5 States</b>	<b>\$230.6 million</b>





## Greenroads Categories: Version 1.5

Category	Description	Points
<b>Project Requirements</b>	Minimum requirements for a Greenroad	Req.
<b>Voluntary Credits</b>		
<b>Environment &amp; Water</b>	Stormwater, habitat, vegetation	21
<b>Access &amp; Equity</b>	Modal access, culture, aesthetics, safety	30
<b>Construction Activities</b>	Construction equipment, processes, quality	14
<b>Materials &amp; Resources</b>	Material extraction, processing, transport	23
<b>Pavement Technology</b>	Pavement design, material use, function	20
	<b>Total Voluntary Credit Points</b>	<b>108</b>
<b>Custom Credits</b>	Write your own credit for approval	10
<b>Total Points</b>		<b>118</b>