



CASE STUDY

Downtown Fredericton Inc.

Location:

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Services:

DOWNTOWN FREDERICTON INC. (DFI) is a non-profit Business Improvement Area (BIA) organization dedicated to sustaining and encouraging growth and development in the Central Business District of the City of Fredericton.

Date of Case Study:

November 5, 2008.

Achievements:

DFI relocated to King Street two weeks prior to their audit. Now comfortable in their new second story office space, renovations prior to moving in included all new windows, insulation around the new windows, and new efficient lighting. The office space is bright and sunny in the daytime, and with big new windows, employees can enjoy solar passive heat and extra lighting during their work hours which means less energy used towards heating and lighting.

Another unique way to save on energy costs is having a small, two-gallon water heater directly under the sink, taking less time to heat water when the tap is turned on, therefore using less energy and wasting less water.

The small office staff of three brings their own coffee mugs and brews their own coffee. They also recycle paper, plastics and cans. One employee residing in the downtown walks to work, and where all DFI members are downtown businesses, deliveries are done by walking.

DFI takes pride in the local companies they work with, some of them being Green Shops members themselves: Whisko for environmentally friendly cleaning supplies, Taylor Printing for printing needs (they offer FSC and recycled paper options and ink is 100% vegetable based), and Massive Graphics for reusable signage.

One initiative DFI has started is sending out Christmas e-cards to reduce paper, and offered their members an online survey as opposed to sending out paper copies.

To date, DFI has accumulated 27 credits putting them at a Silver level status.

Currently Implemented Actionable Items:

1. Improve building insulation (around windows)
2. Improve building windows
3. Switch to high efficiency lighting & Reduce lighting requirements
4. Install on-demand water heating system (2 credits for small water tank directly under sink)
5. Implement recycling management program
6. Reduce packaging used as distributor
7. Promote an Active Transport Strategy and Car-Pooling for Employees (1 credit for employee who walks)
8. Utilize Non-Motorized Transport Options for Deliveries within the City
9. Install Dual Flush/Low-Flow Toilets and Urinals (3.5 gpf toilet)
10. Increase Provision of Environmentally Certified Products and Services