



To Green or Not to Green: Costs, Benefits and Return on Investment

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AECOM

How can we contribute to a sustainable future?

**Meets the needs of the present
without compromising the
ability of future generations
to meet their own needs**

— U.N. World Conference on Economic Development

INTRODUCING OUR PANELISTS

Thomas Gotschi

- » Director of Research, Rails-to-Trails Conservancy

William Lyons

- » Senior Project Manager, USDOT Volpe National Transportation Systems

Charles Kooshian

- » Senior Policy Analyst, Center for Clean Air Policy

Projjal Dutta

- » Director – Sustainability Initiatives, Metropolitan Transportation Authority

DISCUSSION QUESTIONS

- » **What advice do you have for those who are trying to “make the case” for going green?**
- » **What challenges did you face in documenting benefits, and how did you overcome them?**
- » **How were you able to demonstrate the “costs” associated with inaction or maintaining the status quo?**
- » **What will you do to maintain momentum or foster continuous improvement?**

Our journey has just started...

**“Never doubt that a small group of thoughtful,
committed people can change the world;
indeed, it is the only thing that ever has.”**

– Margaret Mead