



Keep the Sierra Green

Sustainability and Waste Reduction Regional Green Business Recognition Program

What is “Keep the Sierra Green”?

Keep the Sierra Green (KSG) is a new program designed to recognize community business leaders focused on sustainable ecological and economic practices in the North Central High Sierras and Foothills.

KSG is a partnership between Nevada and California agencies in the Lake Tahoe, Truckee, Eastern Placer and Nevada County regions. The sponsoring agencies include: The North Lake Tahoe Chamber of Commerce, Town of Truckee, Incline Village General Improvement District, Placer County, Nevada County and the Sierra Green Building Association (SIGBA).

Who can participate?

All businesses located within the jurisdictions below are eligible to apply.

Town of Truckee, CA

Eastern Placer County, CA (at Lake Tahoe)

Nevada County, CA (including the cities of Grass Valley and Nevada City)

Incline Village and Crystal Bay, NV

Why should my organization get recognized as a Green Business?

- **It’s FREE!** There is NO fee to apply to become a recognized Green Business.
- **Voluntary Participation:** The program is designed to increase community awareness of regional business leaders focused on sustainable practices.
- **Better Image:** Your community image is enhanced through Green Business recognition.
- **Save Money:** Saving energy, water, raw materials and sending less trash to the landfill saves you money.
- **Positive Workplace:** Your employees will enjoy a sustainable workplace and will have one more reason to take pride in working for you. Developing a positive, proactive relationship with local compliance inspectors can help you avoid liability, fines and other sanctions.
- **Free Advertising:** The program promotes your business to the public and other businesses for free.
- **Annual Awards Luncheon:** Outstanding green businesses will receive additional recognition and an award.

Upon the completion of minimum requirements and acceptance into the program your business receives:

- A Certificate of Recognition
- A window sticker designating program participation
- KSG logo for use in business promotions
- Recognition on the www.SIGBA.org website for program participants
- Media coverage (websites, press release, radio, etc.)
- An invitation to the Awards Luncheon

Each year (in the fall), businesses that are exemplary will be selected for additional recognition at an Annual Awards Luncheon. Three businesses from each participating jurisdiction will be selected for this honor.

The award winners will receive:

- Framed Award Certificate presented by governing body of the jurisdiction
- Two free tickets to Awards Luncheon
- Free one year bronze membership (\$145 value) in Sierra Green Building Association (SIGBA)
- Recognition on the www.SIGBA.org website for award recipients
- Specially designed KSG Award Winner logo for business use

- A special window sticker designating awardee status
- Profile of business in regional Chamber publications
- Additional media coverage (websites, press release, radio, etc.)

How to become a Recognized Green Business....

Please read through the following checklist and check all of the boxes that apply. To become recognized you must meet all the requirements. Call your Green Business Coordinator if you have questions or need assistance meeting the requirements. There are many rebate programs for facility changes so please talk to your coordinator before upgrading lighting or water fixtures.

Applications are accepted year round. **Please visit [www.Keep the Sierra Green .org](http://www.KeeptheSierraGreen.org) to download the application.** Unfortunately, at this time, an interactive, online form is not available. **For a printed application, contact the North Lake Tahoe Chamber of Commerce at 530-581-6900.**



TO RETURN APPLICATIONS:

email: kym@PureTahoeNorth.com

fax: 530-581-1686

mail: NLTCC / Kym Fabel, PO Box 884, Tahoe City, CA 96145

Remember, the program offers free, non-enforcement, technical assistance to help meet the criteria. We can refer you to professional, technical staff to assist you in meeting the energy, water, resource conservation, and pollution prevention requirements.

**Workshops on this program will be held in 2009, hosted by SIGBA.
Schedule and details to be announced.**

If you have questions, please call the coordinator for your area, listed below.

Truckee, CA:

Nichole Dorr, Town of Truckee Recycling Coordinator
530-582-2909;
ndorr@townoftruckee.com

Nevada County, CA:

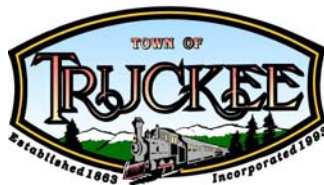
Lynne Cody, Recycling Technician
530-265-7119; Lynne.Cody@co.nevada.ca.us

Incline Village & Crystal Bay, NV:

IVGID Waste Not
Madonna Dunbar, 775-832-1212; mod@ivgid.org
Rebecca Sawyer, 775-832-1284; rms@ivgid.org

Placer County, CA:

Michelle White, Environmental Resource Specialist
530- 886-4923; MJWhite@placer.ca.gov



www.KeeptheSierraGreen.org
Hardcopies printed on recycled content paper





Keep the Sierra Green

APPLICATION FORM

BUSINESS NAME	
TYPE OF BUSINESS	
CONTACT NAME	
CONTACT EMAIL	
BUSINESS ADDRESS	
PHONE NUMBER	
NUMBER OF EMPLOYEES	
DATE	
WHY ARE YOU INTERESTED IN THIS PROGRAM?	

YES! Please add us to the mailing list to receive program updates and announcements.

Applicant must **CHECK & INITIAL** all of the following:

COMPLIANCE VERIFICATION

No Points are awarded for the following section. If not in compliance, a business is not eligible for recognition.

- _____ **Business has had no significant health violations which have not been corrected.**
- _____ **Business has met compliance with all storm water-related regulatory requirements.**
- _____ **Business has met compliance with all wastewater-related regulatory requirements.**
- _____ **Business has met compliance with all air-related regulatory requirements.**
- _____ **Business has met compliance with all hazardous materials-related regulatory requirements.**

During this process, you will be self-certifying your organization; however award winners will be subject to 3rd party review of practices. **I verify that the information provided in this application, including compliance, is correct to the best of my knowledge.**

Name and Title (print): _____

Signature of Applicant: _____

Business must be in compliance with regulatory requirements and all of the criteria outlined below to obtain Green Business Status. To gain Recognition Status, your company must accumulate a total of 74 out of 155 points if all categories are completed. (If you are exempt from the landscaping category, your company must accumulate 66 out of 138 points). Each check box is worth one point. Mandatory measures must all be met where designated. Each section has minimum point totals you must achieve.



A. Solid Waste Reduction

For each item completed, applicant should check appropriate box.

Suggestion: Have a solid waste reduction assessment done for your facility to help identify which waste reduction, reuse and recycling practices would best work for you. Your Green Business Coordinator can organize this for you.

REQUIRED: ALL MUST BE CHECKED

- Recycle all the recyclable materials collected by your disposal provider.
- Eliminate the use of polystyrene (styrofoam) cups and takeout containers.
- Provide tap water in reuseable containers. Limit use and sale of bottled water.
- Provide recycling containers at employee work stations, printing areas, food areas and other convenient and appropriate locations. Where applicable, provide compost collection.
- Store and label all hazardous waste and universal waste covered, contained and out of the elements. Ensure these items are turned over for proper recycling, and are not disposed of in the trash.

Common hazardous waste includes: un-used paints, solvents, cleaners, pesticides, etc.

Common universal waste includes: used fluorescent tubes and bulbs, spent batteries, electronic and mercury-containing items such as: televisions, computer monitors, thermostats, etc.

Points Total _____ (minimum 5 of 5 possible points must come from this category)

VOLUNTARY:

I. Waste Reduction Measures and Practices

- Keep a stack of previously used paper (printed on one side) near printers for reuse.
- Designate a draft tray on printers with multiple trays that uses the previously used paper.
- Purchase/lease all new copiers and printers with double-sided copying capability.
- Encourage employees (post signs or memos) to use reusable lunch bags, food containers and shopping bags.
- Encourage employees to provide their own beverage containers: water bottles and coffee mugs.
- Set all multi-page documents and defaults on printers and copiers to be double-sided.
- Set document defaults to minimal margins.
- Use computer fax modems that allow faxing directly from computers without printing or use email faxing.
- Eliminate unwanted mailings by calling sender's 800 number, writing "refused" on first class mail, or visit www.catalogchoice.org.
- Eliminate duplicate mailings by returning labels to the sender, requesting that all but one be removed.
- Purge your own mailing lists to eliminate duplication.
- Re-use envelopes you receive by covering up the old address and postage, and affix new.
- Set up a bulletin board or develop routing lists for bulletins, memos, trade journals to minimize the number of employees receiving individual copies.
- Replace memos with e-mail messages & discourage the printing of messages.
- Design promotional and marketing materials that require no envelope – simply fold and mail.
- Request that promotional and marketing materials be printed on 30% or greater post-consumer, recycled content paper.
- Use electronic billing methods to invoice customers and receive payment.
- Use laundry service that provides reusable bags for dirty and clean linen.
- If you provide disposable bags to your customers for items purchased or supplied by your business, you must use recycled content bags. Bags should only be provided when absolutely necessary.
- Offer reusable bags for sale, when applicable.
- When remodeling or constructing new facilities, contractors must recycle construction/demolition debris.
- Compost food scraps.
- For shipping non-food items, use shredded paper for packaging needs instead of purchasing polystyrene pellets, bubble wrap, or other packing materials (if you receive these, reuse them in your own packaging).
- Recycle printer and toner cartridges.

- Recycle plastic bags.



- Recycle CDs/DVDs.
(CD's are accepted in Nevada County at the McCourtney Road Transfer Station; in Incline Village at the Waste Not Program or mail to: Envirom, 22605 E. La Palma Ave., Suite 501, Yorba Linda, CA 92887)
- Recycle all universal waste. (Spent fluorescent tubes and bulbs, spent batteries, spent electronic and mercury-containing items: computer monitors, thermostats, etc.)
- Utilize one of the following options for take-out containers: paper, paperboard or locally recyclable plastic. Use compostable containers (starch-based sugarcane, rice hulls, and/or corn) as an option if there is a municipal food waste/composting program to accept these materials. Call your local coordinator for details.
- Donate old uniforms and linens to shelters or nonprofits or otherwise recycle them.
- Add the message "Printed on Recycled Paper" or use the recycling logo on all printed materials.
- Other _____

Points Total _____ (minimum 14 of 31 possible points must come from this category)

II. Environmentally Preferable Purchasing

A. Purchasing Activities

- Organization has adopted an Environmentally Preferable Purchasing Policy.
- Purchase 100% recycled content office paper with at least 30% being post consumer waste (pcw).
- Purchase unbleached paper towels/tissue for restrooms with the highest recycled content available.
- Centralize purchasing to eliminate unnecessary deliveries. Establish and follow waste reduction purchasing policies such as, conducting online research and price comparisons before purchasing.
- Select products shipped with less packaging or that are shipped in returnable, reusable or recyclable containers.
- Work with vendors to minimize product packaging: ask vendors to take back packaging and used/damaged products for reuse and recycling (choose vendors that offer these services).
- Arrange for local purchasing or cooperative buying through association, co-located business groups, etc.
- Purchase reusable rather than disposable office items (refillable pens, erasable white boards & wall calendars).
- Buy products that are bulk, concentrated, durable, repairable, and/or recyclable.
- Retailers - stock/sell products that are less toxic or less polluting than conventional products.
- Retailers - offer an incentive to customers who bring their own shopping bags, coffee mugs, etc.
- In the lunch/break room, eliminate disposables by using permanent ware (mugs, dishes, utensils, towels, rags, coffee filters, etc.) and using refillable containers of sugar, salt and pepper, etc.; avoid individual packets.
- Other _____

B. Purchase RECYCLED CONTENT products from items listed below.

- Business cards.
- Disposable drink and food items.
- Storage bins and containers for recyclables.
- Trash bags.
- Floor mats and carpet.
- Toilet seat covers and toilet paper.
- Refilled ink and toner cartridges.
- Construction materials when building or remodeling.
- Recycled-content and no/low VOC paint.
- Desk accessories (e.g., rulers, tape dispensers, file folders).
- Mulch, soil amendments and compost made of plant trimmings or green waste.
- Other: _____

Points Total _____ (minimum 12 of 25 possible points must come from this category)



B. Pollution Prevention

For each item completed, applicant should check appropriate box.

REQUIRED: ALL MUST BE CHECKED

- Mop water (soapy water) is discharged to the sanitary sewer, not the storm drain.
- Keep dumpsters tightly covered (and locked in Tahoe/Truckee). Eliminate access by wildlife including bears, coyotes, dogs, rodents and birds.

Points Total _____ (minimum 2 of 2 possible points must come from this category)

VOLUNTARY:

I. Pollution Prevention Measures

A. Maintenance Procedures

- All wastewater from outdoor pressure washing/ steam cleaning is routed to the sanitary sewer or to landscaping. When wastewater is routed to a sanitary sewer system, it must first pass through a properly sized sand/oil separator prior to discharge to the sewer system. Also, when possible, water collected in the sand/oil separator should be recycled for reuse. Ensure any hazardous materials are not drained to the sewer system but are instead captured, stored, and properly disposed.
- Never hose down or wash floor mats, equipment, or vehicles where the wastewater may flow to any waterbody or storm drain system. Wastewater must enter a sanitary sewer or infiltration basin. Wastewater generated from washing vehicles and equipment shall be routed to a properly sized sand/oil separator prior to discharge to the sewer system. Also, when possible, water collected in the sand/oil separator should be recycled for reuse. Ensure any hazardous materials are not drained to the sewer system but are instead captured, stored, and properly disposed.
- Use dry cleanup methods as a norm, and sweep prior to mopping floors. Dispose of the debris in the garbage.
- Limit use of snow melt products, use less toxic options. Talk to your local supplier.
- Replace traditional janitorial chemicals including those used in restrooms and staff break rooms or kitchens, with environmentally friendly products. Use one or a few multipurpose cleaners, rather than many special-purpose cleaners. If a product is Green Seal Certified, it is typically safer and works well.
- Correct situations that attract and harbor pests with proper food and garbage storage and landscaping.
- Integrated Pest Management – Use (or specify in contracts with landscapers or Pest Control Operators) least toxic pest control methods and products to reduce or eliminate the use of chemical pesticides.
- Rinse food waste and empty liquids such as leftover beverages before placing containers in recycling or garbage containers. Inform guests / employees of this policy.
- If water softeners are used, use potassium chloride instead of sodium salt or an exchange service instead of an automatic regenerating unit in areas where treated wastewater is recycled for agricultural purposes.

B. Exterior Storage

- Dumpster areas with enclosures are kept closed. If a drain is present, it must be routed to the sanitary sewer, and it must be designed such that it only collects leaks from the dumpster and does not collect any runoff, rainwater, snowmelt, or any other flows.
- Report any non-locking or leaking dumpster to your waste service provider. Request defective units be repaired or replaced.
- There is a designated area for recycling collection, if applicable.
- Post signs at trouble spots (e.g., loading docks, dumpster areas) describing proper practices.
- Keep receiving/storage areas, parking areas, landscape areas and dumpster areas clean and free from litter, oil drips, liquid releases and debris.

Points Total _____ (minimum 7 of 14 possible points must come from this category)



C. Energy Conservation

For each item completed, applicant should check appropriate box.

REQUIRED: 2 OF 3 MEASURES MUST BE IMPLEMENTED

Contact an energy service to conduct a commercial energy audit of your facility to identify energy efficiency measure to undertake.

In Placer County, CA at Lake Tahoe, contact NV Energy at (800)782-2506.

In Truckee, CA contact: Truckee Donner PUD, Scott Terrell at (530) 582-3931.

In western Nevada County, CA, contact Power-Up NC at (530) 470-8642 or powerup-nc.org.

In Nevada, contact NV Energy's "Sure Bet Program" at (800)342-6335 or www.nvenergy.com.

Complete regularly scheduled maintenance on your HVAC (heating, ventilation and air conditioning) system.

Track and post monthly gas and electricity usage information for employees to view.

Points Total _____ (minimum 2 of 3 possible points must come from this category)

VOLUNTARY:

I. Energy Conservation Measures and Practices

A. Equipment/Facility Changes:

- Use an energy management system to control lighting, kitchen exhaust, refrigeration and HVAC.
- Purchasing renewable energy or carbon offset credits.
- Install occupancy sensors for lighting in low occupancy areas, including walk-in refrigerator/freezers.
- Retrofit incandescent bulbs with compact fluorescent lights in high traffic, high use areas.
- Install ultra efficient ballasts units to dim lights to take advantage of daylight.
- Upgrade existing fluorescent lighting with T-8 lamps with electronic ballasts (T-8 systems consume up to 40% less energy than conventional T-12 systems). Recycle old lamps and ballasts. It is illegal to throw them in the trash.
- Install a programmable thermostat to control heating and air conditioning.
- Insulate all major hot water pipes.
- Insulate refrigeration cold suction lines.
- Use weather stripping to close air gaps around doors and windows.
- Retrofit exit signs with LEDs.
- Select electrical equipment with energy saving features (e.g., Energy Star).
- Install/use computer hardware programs that save energy by automatically turning off idle monitors and printers.
- Install plastic strip curtains on walk-in refrigerator/freezer doors.
- Convert conventional hot water heaters to on-demand systems.
- Use a solar water heater or pre-heater.
- Install ceiling fans.
- Add desk lamps/task lighting fixtures to work spaces for use when only one person is in the office. Avoid use of overhead lighting for solo workers.
- Other _____

B. Employee Practices:

- Clean lighting fixtures and lamps so that they are lighting as effectively as possible (dirt can reduce lighting efficiency by up to 50%).
- Set thermostat to 76° F for cooling, 68° F for heating, and use the thermostat's night setback.
- Institute a policy that all lighting is turned off in non-occupied rooms and at night.
- Institute a policy that all electronic devices, such as computers and coffee pots are turned off when not in use.
- Drain and flush hot water tanks to the sanitary sewer every 6 months to prevent scale build up and deposits (this can reduce heating efficiency).
- Set hot water heaters to standard 120 F degrees.
- Turn off air conditioning units and open windows except in the hottest times of the year.



- Maintain refrigerator doors by replacing worn gaskets, aligning doors, enabling automatic door closers, and replacing worn or damaged strip curtains.
- Maintain refrigerators: keep evaporator coils free of excessive frost/ keep condenser coils free of dust and lint.
- Check heater and hot water tank pilot lights for proper adjustment.
- Rearrange workspace to take advantage of natural sunlight, and design for increased natural lighting when remodeling.
- Use light switch reminders to remind customers and staff to turn off lights.
- Use energy efficient space heaters during off hours, instead of heating the whole office.
- Other _____

Points Total _____ (minimum 16 of 33 possible points must come from this category)

D. Water Conservation

For each item completed, applicant should check appropriate box.

Suggestion: Contact your water utility to request a free water use survey of your facility (where available) and ask for your available water usage data - preferably for the past three years. You should also ask about their rebate programs. (Your Green Business Program Coordinator can provide information on this for you.) Review the water use monthly to identify additional ways to reduce your water use.

REQUIRED: 2 OF 3 MEASURES MUST BE IMPLEMENTED

- Understand your water bill and review it monthly for indications of leaks, spikes or other problems. Call your water utility if you notice any unusual increases. They can also provide suggestions on how to improve water use efficiency.
- Regularly check for and repair or report all leaks in your facility. Train your staff to monitor and respond immediately to leaking equipment.
- Install low flow aerators in faucets (1.5 gpm) and showerheads (2.5 gpm). *Your water utility may provide these for free.*

Points Total _____ (minimum 2 of 3 possible points must come from this category)

VOLUNTARY:

I. General Water Conservation Measures and Practices

- Install non-water (water free) urinals.
- Install urinals that are manufactured to flush at 1 gallon or less. Or replace diaphragms in the flush valve, so that urinal flushes with 1 gallon of water.
- Install low flow, self-closing faucets either infrared or spring-loaded.
- If cleaning floors with water, use high-pressure, low-volume cleaning equipment or use a recycling filtered system such as, an electronic powered cleaning machine.
- Maintain water pressure (via a pressure reducing valve) between 60-80 PSI to optimize performance and reduce water loss.
- Learn how to read your water meter and how to use the leak detector option.
- Install toilets manufactured to flush 1.6 gallons or less. *Your water utility may have a rebate program for low flow toilets.*
- Do not run water freely, during dishwashing, or for food thawing.
- Change window-cleaning schedule from "a regular schedule" to "as needed."
- Use dry floor cleaning methods indoors followed by damp mopping, rather than spraying or hosing with water.
- Wash linens and towels by request only. For hotels, provide a system for designating dirty linen in the room.
- Serve drinking water (tap or filtered tap water) instead of bottled water.
- Instead of washing vehicles on site, go to a washing service that recycles water.



- Paved areas are cleaned by sweeping manually or with an electric vacuum. Debris is properly disposed. Use a water conserving broom attached to a hose as an alternative to pressure washing where possible. Use high pressure, low water use cleaning techniques only when necessary. Always send wastewater from pressure washing to landscaping, or the sanitary sewer, not the storm drain. Avoid use of air blowers.
- Other: _____

Points Total _____ (minimum 3 of 15 possible points must come from this category)

II. Landscaping - Is your business responsible for landscaping Yes or No?

If yes, please complete the following section. If no, your overall points will be adjusted.

- Test irrigation systems four times per year to ensure proper operation and coverage.
- Repair all broken or defective sprinkler heads/nozzles, lines and valves.
- Adjust sprinklers for proper coverage – optimizing spacing and avoiding runoff onto paved surfaces. Adjust sprinklers to achieve even water distribution.
- Adjust sprinkler times and/or duration according to seasons, water during non-daylight hours only (before 7 am or after 9 pm).
- Install rain shut-off devices or moisture sensors to override automatic irrigation when adequate moisture exists.
- Limit the number of days of irrigation. (Lawns: Apply a maximum of 1.5" to 2" of water weekly, applied on 3 days or fewer. Reduce irrigation in the spring and fall, none in the winter. Tree and shrub watering is limited to a maximum of 2 days per week in the summer and reduced in summer, fall none in winter). Problem locations with run-off issues, requiring more frequent irrigation in shorter cycles, is permitted, as long as overall water use is limited to the minimum plant needs.
- Prevent runoff when irrigating landscaping on slopes or in narrow planting strips, by scheduling multiple run times for short periods (3-5 minutes), with at least an hour between water applications.
- Valves are separated based on plant water use (hydro zones).
- Sprinklers are matched with same precipitation rates.
- Use drip irrigation as much as possible.
- At least two inches of mulch is applied in all non-turf planting areas.
- Plant native or drought-tolerant plants.
- Replace turf with low water use ground cover or permeable hardscape.
- Where available, use recycled water instead of potable water for landscaping.
- Leave grass clipping on mowed turf ("grass-cycling") rather than disposing.
- Compost or recycle landscape debris.
- Other: _____

Points Total _____ (minimum 8 of 17 possible points must come from this category)



E. Employee Awareness

For each item completed, applicant should check appropriate box.

- New and current employees are trained to adhere to company Green Business Practices.
- All employees are trained on proper cleaning and janitorial procedures, including grease/ solids and outdoor water use management.
- Employees know what the Green Business and/or Best Environmental Practices are for this business. (Post signage were visible).
- Provide incentives to employees following Best Environmental Practices such as a "Green Employee of the Month" program.
- Require that custodial services and other contractors follow Best Environmental Practices when working at your business.
- Provide incentives to employees to carpool, bike or take transit to work.
- Other, Please describe: _____

Points Total _____ (minimum 3 of 7 possible points must come from this category)

F. Unique Sustainable Practices

Tell us about your other unique green business practices not covered above. Please describe up to ten (10) unique practices for up to ten (10) additional bonus points.

G. Annual Renewal

In order to remain active in the Green Business Recognition Program, my organization agrees to continue all the practices checked in the application and we agree to add three additional practices annually. List what practices you plan to implement in the coming year. (Practices may be chosen from items not checked in the application or other standard green industry practices. For other ideas, consult your local coordinator.)

List what practices you plan to implement in the coming year.

1. _____
2. _____
3. _____

