



# City of Santa Clara Green Business Newsletter

SPRING 2016

## WHAT DOES IT MEAN TO BE A GREEN BUSINESS?

A Green Business operates efficiently and strengthens its bottom line through its operations.

Having a Green Business Certification gives businesses a marketing edge among conscientious customers by recognizing environmental performance and efforts to improve employee morale, health and productivity.

To learn more about the Green Business certification process, visit [www.greenbusinessca.org](http://www.greenbusinessca.org).

## Welcome to our First Issue!

Welcome to the first issue of the City of Santa Clara's Green Business Newsletter, a biannual publication that provides important information and tips regarding sustainable practices.

Each issue will feature an existing Green Business to highlight their efforts and serve as inspiration to other businesses that would like to

pursue Green Business certification.

If your organization is currently a certified Green Business and would like to be featured in a future issue of this newsletter, contact us at [environment@santaclaraca.gov](mailto:environment@santaclaraca.gov).

To access or subscribe to this newsletter electronically, visit [www.santaclaraca.gov/GreenBiz](http://www.santaclaraca.gov/GreenBiz).



Environmental Programs  
Public Works Department  
City of Santa Clara  
1700 Walsh Avenue  
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## Green Business Spotlight: Recology



*“Our business model requires that when we make a decision we take into account the financials, customer service and the environment.”*

Recology is the largest employee-owned company in the resource recovery industry, and is Santa Clara’s residential recycling hauler. They achieved Green Business Certification in September, 2015. City staff interviewed one of their Waste Zero Specialists, Celia White, who was involved in the certification process from the beginning.

**City Staff:** What inspired Recology to pursue Green Business Certification?

**White:** We knew that we were doing a lot to be environmentally friendly, but we wanted to see what more could be done. It was also a contractual obligation with the County of Santa Clara.

**City Staff:** Did you find the certification process to be educational?

**White:** Definitely. The process is very thorough, and it really makes you take every single aspect of your operations into consideration.

No leaf was left unturned. We all learned a lot.

**City Staff:** Was there a section of the checklist that you did particularly well in?

**White:** Because of the nature of our business, we did very well in the waste section.

Recology is diligent about sorting compostables and recyclables correctly. We also have a comprehensive system for reusing things within the office, from paper clips to furniture. In addition, we always use reusable food and beverage-ware to minimize waste. That’s just part of our culture here.

**City Staff:** What advice would you give to businesses considering certification?

**White:** Don’t be overwhelmed by the checklist. Just make your way through it one section at a time. You can do it!

Aside from the environmental benefits of the certification, many of the actions can be cost saving as well. It’s a win-win.

**City Staff:** Would you like to add any finishing remarks?

**White:** Our business model requires that we take into account the financials, customer service and the environment when making decisions. This means that being environmentally sustainable is at the core of what our company is. Being a sustainable operation isn’t solely dependent on the products we order and the things we do at our office and yard – it is also very much dependent on what our vendors do.

This means that our pest management provider, laundry service, the products our janitorial service uses, etc. match our high standards.

# Save Money with Energy Rebates

Inefficient use of energy loses money for businesses, which is why Silicon Valley Power (SVP) offers a variety of rebates for energy-efficiency measures that significantly reduce the cost of doing business in the City of Santa Clara. Our goal is to help Santa Clara businesses be as successful and profitable as possible.

One or more of our rebate programs should help you get started on the road to an improved bottom line.

And if you're remodeling, upgrading or starting new construction, SVP has a Design Assistance program to assist you with planning expertise and incentives that maximize cost savings and energy efficiency.

For more information, visit [www.siliconvalleypower.com/for-businesses/energy-savings-and-rebates](http://www.siliconvalleypower.com/for-businesses/energy-savings-and-rebates) or speak to one of our Energy Engineers at (408) 615-6650.

## Adopt-A-Spot Program



*"This is a unique opportunity for your organization to display its civic pride along a well-traveled route."*

Is your organization interested in making Santa Clara a better place to live and do business? If your answer is yes, we invite you to join the Adopt-a-Spot Program! Take an active role in the community by choosing a public spot in need of litter abatement.

You pick the spot; you set the dates and times for cleanups. The City provides training, tools (buckets, trash pickers, gloves, etc.), and bagged trash collection services.

With a commitment as small as

four cleanups a year, a sign with your organization's name will be posted near the adopted spot, and efforts will be recognized via the City's social media channels.

This is a unique opportunity for your organization to display its civic pride along a well-traveled route.

To learn more about the Adopt-a-Spot program, contact the City of Santa Clara Environmental Programs Staff at (408)615-3080.

## Upcoming Events



**Net Positive Energy + Water Conference**  
Manchester Grand Hyatt San Diego, CA  
February 18–19, 2016

## GreenBiz

**GreenBiz16**  
JW Marriott Camelback Resort, Phoenix, AZ  
February 23–29, 2016



**USGBC**  
NORTHERN CALIFORNIA

**13th Annual Water Conservation Showcase**  
851 Howard Street  
San Francisco, CA  
March 22, 2016



**City of Santa Clara**  
The Center of What's Possible

**Arbor Day/Earth Day Celebration**  
Central Park, Santa Clara  
April 22, 2016



**Living Future Conference**  
The Westin Seattle  
Seattle, WA  
May 11–13, 2016



**Silicon Valley Energy Summit**  
Frances C. Arrillaga  
Alumni Center  
Stanford, CA  
June 3, 2016

# AB 1826 - Mandatory Commercial Organics Recycling

California disposes of over 30 million tons of waste in landfills each year, and one third of that is typically organic waste that can be composted or otherwise recycled.

In October 2014, Governor Jerry Brown signed Assembly Bill 1826, which requires commercial businesses such as restaurants, supermarkets, large venues and food processors to separate organic waste and divert it from landfills.

Businesses may comply by taking at least one of the following actions:

- Partner with a food bank or food rescue organization to donate edible food.
- Source separate organic waste from other waste and subscribe to an organics recycling program that includes collection and recycling services.
- Recycle organic waste onsite or self-haul its own organic waste for recycling.
- Subscribe to an organics recycling service that specifically recycles organic waste.

Compliance will be gradually implemented. Effective April 1, 2016, commercial businesses generating eight (8) cubic yards of organic waste or more per week will be subject to the diversion requirement. On January 1, 2017, the threshold will be lowered to include businesses that produce four (4) cubic yards of organic waste or more per week.

Effective January 1, 2019, commercial businesses generating more than four (4) cubic yards of garbage per week will be included.

## Green Business Tips : How to Prevent Illegal Dumping

It is an unfortunate reality that illegal dumping occurs in commercial and industrial areas. Here are some things you can do to discourage this activity:

1. Store all garbage, recycling and organic waste in a designated enclosure. Well lit enclosures discourage illegal dumping.
2. Keep container lids and enclosure doors closed. If you'd like to install a lock on your containers, call Mission Trail Waste Systems at 408-727-5365.

3. Keep property tidy—maintain your landscaping, remove litter and clean-up graffiti immediately. To report graffiti, call the Public Works Department at 408-615-3080.

If you witness illegal dumping in progress, call the Santa Clara Police Department at 408-615-5580. Be prepared to give a vehicle description (license plate, make, color, etc.). If possible, take photos as long as you can do so in a safe manner.

Submit questions to be answered in the Green Business Tips section to [Environment@SantaClaraCA.gov](mailto:Environment@SantaClaraCA.gov).

### GO PAPERLESS!

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### CONTACT US

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