



# City of Santa Clara Green Business Newsletter

SPRING 2018

## Become an Arbor Day/Earth Day Event Sponsor!

The City of Santa Clara is planning its 31<sup>st</sup> Arbor/Earth Day celebration to take place on April 13, 2018. This non-profit event is designed to engage the community in environmental education to encourage smarter choices for a healthy lifestyle and a healthy planet.

This year we are offering sponsorship opportunities to help us expand educational activities and resources for students and residents who attend. Your organization is invited to provide one of the following sponsorships:

- **Majestic Oak Level Sponsorship (\$500+):** Get your logo on all staff t-shirts, print and online materials; acknowledgement via social media; announcement in the program.
- **Sapling Level Sponsorship (\$250 - \$499):** Get your logo on all staff t-shirts, all print and online materials; acknowledgement via social media.
- **Sprout Level Sponsorship (\$50 - \$249):** Get your logo on all print and online materials.

Sponsoring the Arbor/Earth Day celebration is a great way to show that your organization is actively involved in the community. All charitable contributions are tax-deductible. If you are interested in donating products, gift certificates or other items for our student raffle, please contact us to arrange for pick-up, or mail to 1700 Walsh Ave, Santa Clara, CA 95050 before March 30, 2018. For questions, contact us at [Environment@SantaClaraCA.gov](mailto:Environment@SantaClaraCA.gov).

Environmental Programs  
Public Works Department  
City of Santa Clara  
1700 Walsh Avenue  
Santa Clara, CA 95050



## Green Business Spotlight: EarthBaby



*“Customers today, especially in the Silicon Valley and the Bay Area, they expect that you are green.”*

EarthBaby is a compostable diaper service company based in Santa Clara. Their business model is to deliver diapers to families at their doorstep and pick up used ones to be composted instead of landfilled. Compostable diapers reduce greenhouse gas emissions, and the compost can be used for landscaping purposes.

City staff toured the facility and interviewed Mark Siminoff, CEO, and Tony Patron, EarthBaby’s partner.

**City Staff:** Why did you pursue the Green Business Certification?

**Siminoff:** We wanted to show our customers that we’re being responsible on every front. I think it’s pretty obvious when you look at the products that we sell that we’re being responsible; but I want them to know that in terms of how we are

communicating to our staff, how we’re operating our facility, how we are managing our water and our electricity; we’re doing it the very best way that we can.

**City Staff:** What was one of the areas of the certification in which you excelled?

**Siminoff:** We’re extremely cautious with our energy use. In daylight hours, we just use our skylights. We don’t heat or cool the warehouse space. We use fans when it’s hot and when it’s cold we close the doors. We use the most energy efficient delivery vehicles, and we’re always looking for the next step in efficiency for vehicles. As soon as it exists, we’ll use it.

**City Staff:** Was the certification process easy?

**Siminoff:** It is. It’s very easy. I think it starts with education. If you start to teach people where their

waste goes, where their power comes from, where their water comes from and where their wastewater goes, you can really make a difference. I think any company can do it. Moving towards more responsible water and power fixtures does matter and it adds up.

**City Staff:** How has becoming green certified benefitted your business?

**Patron:** It’s on our marketing materials and our website. It’s a good thing to have. I do think a lot of customers look for it! Customers today, especially in the Silicon Valley and the Bay Area, expect that you are green.

**Siminoff:** We’re really proud of winning that Acterra Sustainable Business Award, and I think part of the recognition we got from Acterra was a result of being a certified green business.

## National Bike Month - May 2018



On Thursday May 10, 2018, tens of thousands of regular and first-time Bay Area residents will bike to work for the 24<sup>th</sup> Annual Bike to Work Day as part of National Bike Month. More than 90 Energizer Stations in Santa Clara County will give people on bikes a chance to stop and get snacks, goodies, and a few words of encouragement.

There are many things that your business can do to take part in National Bike Month:

- 1) Encourage employees to participate in bike to work day. Employees can plan their route, get tips on how to get their bike tuned up, and other useful information at [www.bikesiliconvalley.org](http://www.bikesiliconvalley.org).
- 2) Host an energizer station to provide support to participants. Your business will be credited on the official Bike to Work Day website, which includes a map of the Energizer Stations.
- 3) Learn how to become a bicycle friendly workplace by providing:

- secure bicycle storage;
- showers, changing rooms, and/or lockers;
- on-site bicycle maintenance materials and facilities;
- non-taxable bicycle commuting per diem (if applicable).

- 4) Hold a Corporate Commute Workshop. Silicon Valley Bicycle Coalition is available to come to your workplace and teach a one-hour workshop covering the rules of the road, the gear, the route, the ride, and arrival. This is a great introductory workshop for people who are new to bicycling or interested in learning more about how to enjoy safe and comfortable bike commuting in all seasons. Learn more about corporate commute workshops at [www.bikesiliconvalley.org/corporate-commute-workshops/](http://www.bikesiliconvalley.org/corporate-commute-workshops/)

There are many benefits to working in a bicycle friendly workplace; bicycle commuters save money on gas and parking fees, and can enjoy health benefits resulting from the physical activity and reduced traffic-induced stress.

*“Bicycle commuters save money on gas and parking fees, and can enjoy health benefits”*

## Upcoming Events

### GreenBiz

GreenBiz18  
JW Marriott Desert Ridge  
Phoenix, AZ  
February 6–8, 2018



**USGBC**  
NORTHERN  
CALIFORNIA

Annual Water Conservation Showcase 2018  
851 Howard Street  
San Francisco, CA  
March 20, 2018



Annual Sustainable Enterprise Conference  
April 2018  
More details TBA



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

Arbor Day/Earth Day Celebration  
Central Park Pavilion  
909 Kiely Blvd, Santa Clara  
April 13, 2018



INTERNATIONAL  
**LIVING FUTURE**  
INSTITUTE™

Living Future Conference  
Oregon Convention Center  
Portland, OR  
May 1–4, 2018



**Silicon Valley Energy Summit**

Frances C. Arrillaga  
Alumni Center  
Stanford, CA  
June 22, 2018

## Green Business Tips : Right-Size your Service

With a New Year comes the opportunity to revamp your recycling efforts and reduce waste. Here is how:

1. **Assess your needs:** Is your garbage or recycling bin overflowing? Are there additional opportunities for recycling? Not sure? Call your hauler to ask for assistance. Their contact information is usually located on your bin.
2. **Don't pay for empty space:** Educate your employees to make sure cardboard packaging and other bulky items are broken down to maximize the amount of material you can fit in your bin.
3. **Ship smart:** Try to order merchandise with minimal packaging or request that deliveries are shipped in returnable containers.
4. **Encourage reusables:** make reusable food ware available (e.g. mugs, plates, silverware, etc.).
5. **Aim high:** Look for more ideas that are relevant to your business at [www.CalRecycle.ca.gov/reducewaste/business/quicktup.htm](http://www.CalRecycle.ca.gov/reducewaste/business/quicktup.htm).



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

## Save Money with Rebates!

### Energy

Inefficient use of energy creates financial losses for businesses, and it is Silicon Valley Power's (SVP) goal to help Santa Clara businesses be as successful and profitable as possible. We offer a variety of rebates for energy efficiency measures that can reduce the cost of doing business. If you are remodeling, upgrading or starting new construction, SVP can assist you with planning expertise and incentives that maximize cost savings and energy efficiency. These incentives include efficient lighting, HVAC equipment, building controls, food service equipment, and more! For more information on the rebate programs available, please visit [www.SiliconValleyPower.com](http://www.SiliconValleyPower.com).

Not sure where to start? Our energy engineers can meet with you and make recommendations that will help save you energy and money. Contact us at (408) 615-6650 or [savemoney@sypower.com](mailto:savemoney@sypower.com) to schedule an appointment.

### Water

The Custom and Measured Rebate Program for Businesses offers up to \$50,000 per water conservation project for installing new equipment that reduces water usage. The rebate amount is \$4 per CCF (Hundred Cubic Feet or 748 gallons) of water saved per year, directly resulting from projects using purchased equipment, or 50% of the cost of the project, whichever is lower.

Other rebates such as the High-Efficiency Toilet and Landscape Rebate programs are also available for qualifying businesses in Santa Clara.

To learn more about the rebates that may be available to your business, visit the Santa Clara Valley Water District's website at [www.ValleyWater.org](http://www.ValleyWater.org).

### GO PAPERLESS!

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

### CONTACT US

City of Santa Clara  
Environmental Programs  
1700 Walsh Avenue  
Santa Clara, CA 95050  
408-615-3080  
[Environment@santaclaraca.gov](mailto:Environment@santaclaraca.gov)