



City of Santa Clara Green Business Newsletter

FALL 2018

WHAT DOES IT MEAN TO BE A GREEN BUSINESS?

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

A Green Business Certification gives businesses a marketing edge to environmentally conscientious customers. The path to achieving a Green Business Certification can also be an excellent team building exercise that boosts company morale.

To learn more about the Green Business certification process, visit www.greenbusinessca.org.

Silicon Valley Power Incentives

Did you know that Silicon Valley Power (SVP) offers a variety of programs to help improve the energy efficiency of your facility? Whether you are looking to upgrade your lighting, HVAC, food service equipment, or a custom process, SVP's energy engineers can help you identify eligible equipment and pre-approve you for a rebate before you make a purchase decision.

If you aren't sure what steps to take to improve your energy efficiency, SVP can assist you. SVP can provide a free audit of



your facility to determine where the opportunities are and provide a report with the projected rebate amount and payback period of the project. For more information, visit www.siliconvalleypower.com/business.

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



Green Business Spotlight: Sustainable Silicon Valley



Photo: SSV office building—many windows and skylights

“The first step is awareness. Being aware of what you have in your office space, how you use it and how you dispose of it. If you don’t have this awareness, you can’t take action to use less and waste less.”

Sustainable Silicon Valley (SSV) was founded in 2000 as part of California’s Environmental Protection Agency to foster collaborative cross-sector solutions to sustainability challenges in the Bay Area.

SSV is a membership organization. Members include leading tech companies, startups, cities, counties, agencies, and educational/research institutions. City staff interviewed Jennifer Thompson, Executive Director of SSV.

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

Thompson: The Green Business Certification is where the rubber meets the road. We are practicing what we preach in terms of conducting ourselves as a

Green Business that aligns with our values and mission.

City Staff: Were there any challenges going through the certification process?

Thompson: We didn’t have any significant challenges, but this being an office building shared by several businesses, we don’t have control over our neighbors’ practices.

City Staff: Was this process educational to your staff?

Thompson: It was a good reminder that it is important to practice what we preach.

City Staff: What aspect of the certification was easiest for you?

Thompson: We excelled at the water portion. We don’t have a sink in our office so we hardly use any water. We also have skylights, which is one of the reasons we chose this

office. That means that we don’t have to turn on the lights very often. It is also more pleasant and healthier for the staff to have natural light versus artificial light.

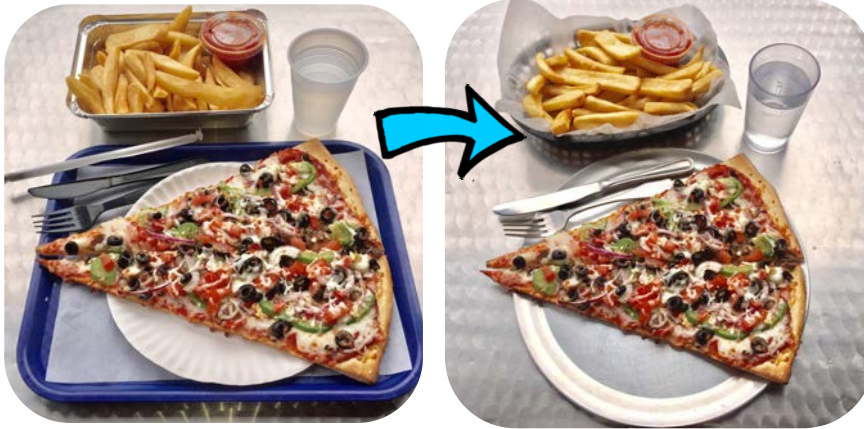
City Staff: Do you have any advice to other businesses considering Green Business Certification?

Thompson: The first step is awareness. Being aware of what you have in your office space, how you use it and how you dispose of it. If you don’t have this awareness, you can’t take action to use less and waste less.

SSV hosts a variety of events throughout the Bay Area on topics such as water, energy, and waste. For more information about SSV or to access a list of upcoming events, visit:

www.wp.sustainablestv.org

ReThink Disposable



Before

Disposable food ware makes up 67% of litter in commercial streets. The most effective way to reduce food ware litter is to address it at its source. By replacing single-use disposable food items with reusable items, businesses can make a significant difference for their bottom line and the environment.

Switching to reusable food ware allows businesses to reap the financial savings by utilizing a few reusable items designed for thousands of uses, rather than continually spending money to purchase and re-stock thousands of disposables that are used only once. Packaging gets tossed into the wrong bin and ends up being thrown away or can pollute our local watershed if it becomes litter.

ReThink Disposable, a program of Clean Water Action and Clean Water Fund, prevents waste before it starts directly by working with businesses to minimize single use disposable packaging in food service

After

to conserve resources, prevent waste and ocean litter pollution, and save businesses money.

“ReThink Disposable prevents waste before it starts directly by working with businesses to minimize single use disposable packaging”

ReThink Disposable offers a free certification program and can help your business with assessments, technical assistance, recommendations, and even small grants. They also have a wide variety of publications and educational materials available. To access these resources and to learn more, visit www.ReThinkDisposable.org.

Only a few spots remain for a limited time. Don't miss your opportunity for free support and grants to purchase supplies! Request a free consultation and learn more about the program by contacting Samantha Sommer at ssommer@cleanwater.org or by phone at (415) 369-9160 x 308.



Upcoming Events



Advanced Water Purification Center Tour
4190 Zanker Road, San Jose
Every Friday at 10 between June 22 and August 10, 2018



Acterra ACTION FOR A HEALTHY PLANET

Climate Friendly Cuisine
LinkedIn Headquarters
San Francisco, CA
September 11, 2018



VERGE Conference
Oakland
Convention Center
Oakland, CA
October 16-18, 2018



California Coastal Cleanup Day
www.cleanacreek.org
September 15, 2018



Silicon Valley Innovation & Entrepreneurship Forum
Santa Clara Convention Center, Santa Clara, CA
Sept 29–30, 2017



Social Capital Markets Conference
October 23–26, 2018
Fort Mason Center for Arts & Culture
San Francisco, CA

Advanced Water Purification Center Tours



While water conservation plays a crucial role, new technologies that allow us to use wastewater as a resource are emerging, further helping us reduce our water consumption. One example is the Silicon Valley Advanced Water Purification Center (SVAWPC).

The SVAWPC is the largest advanced water purification plant in Northern California, and it

produces highly purified water that serves as a drought proof resource .

The state-of-the-art facility takes treated wastewater that would have otherwise been discharged into the San Francisco Bay and purifies it by using three proven purification processes: microfiltration, reverse osmosis and ultraviolet light. The result is up to eight million gallons a day of purified water that meets California primary drinking water standards.

Currently, the purified water produced at the SVAWPC is blended with the existing recycled water supply produced at the neighboring San Jose-Santa Clara Regional Wastewater Facility to enhance quality and expand its usage. Learn more at www.purewater4u.org.

Tours of the SVAWPC make great work field trips. For more information, contact info@purewatersv.org.

Silicon Valley Food Rescue

In Silicon Valley, a staggering one in four adults and one in three children are food insecure or at risk of hunger. In Santa Clara County alone, there are more than 200,000 people living under the poverty line. Each year, Santa Clara County is about 150 million meals short of feeding its most vulnerable population, while over 34 million pounds of edible food is thrown into our landfills.

In an effort to reduce edible food waste and feed people living with daily food insecurity in the region, the County of Santa Clara has partnered with Joint Venture Silicon Valley to create a pilot project called A La Carte. A La Carte is a food truck that will collect surplus edible pre-packaged and prepared food from the 30 dining facilities on and around the Stanford campus, then immediately distribute the food directly to people who struggle to feed themselves and their families in nearby communities.

Once the first truck has successfully accomplished the goals of reducing waste and hunger by efficiently and reliably meeting its projected metrics, other trucks will be added to fleet in hopes of covering the entire Santa Clara County.

If you are interested in learning about partnership opportunities or how you can get involved, contact Nancy Fishman at nancy@jointventure.org.

Submit questions to be answered in the Green Business Tips section to Environment@SantaClaraCA.gov.

GO PAPERLESS!

To access or subscribe to this newsletter electronically, visit www.santaclaraca.gov/GreenBiz.

CONTACT US

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