



City of Santa Clara

Green Business Newsletter

SPRING 2020

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 greenbusinessca.org.

Acterra's Silicon Valley Green Team Network

The Silicon Valley Green Team Network enables members to exchange information, share successes and challenges, and support each other.

Members are volunteer representatives and sustainability professionals from a company or organization who strive to increase sustainability within their workplace and inspire their colleagues to make sustainable choices at work, at home, and in their communities.

Membership is free and open to anyone who is a member of an employee Green Team or who is interested in creating a Green Team in their workplace.

Join the Silicon Valley Green Team Network today by completing a questionnaire at Acterra.org/GreenTeamNetwork.



Acterra

ACTION FOR A HEALTHY PLANET

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



Green Business Spotlight: ALMADEN



ALMADEN employees during the 2019 Halloween celebration.

“A lot of it [the certification] is just common sense when running a business.”

Almaden started out as a commercial printer 21 years ago, and as customer needs grew, they have rebranded themselves as a marketing supply chain services business with about 135 employees.

We interviewed Human Resources Manager, Debbie Jensen.

City Staff: What inspired ALMADEN to become a certified Green Business?

Jensen: In this line of business, there are already a lot of certifications that customers ask for. We are already Forest Stewardship Council (FSC) certified and we are always willing to obtain other certifications that will help our customers and the environment.

City Staff: How does being a certified Green Business connect to your organization's core values?

Jensen: We were following

Green Business guidelines before we even knew certification was a thing. The changes we had to make were very small, like installing faucet aerators and removing the aerosol air fresheners from the bathrooms. We already had a janitorial company that provided green cleaning supplies and used FSC-certified products.

City Staff: What were the main challenges?

Jensen: Some of the paper products such as toilet paper are more expensive and hard to find, and the quality is not great. We tested some at the beginning but were getting complaints from employees. Another challenge was trying to control what people brought in from home, such as aerosol air fresheners. When that happens, we send emails reminding them that certain cleaning products are not allowed with the Green

Business certification.

City Staff: Was there an area in which you did really well?

Ayala: Not necessarily. A lot of it [the certification] is just common sense when running a business.

City Staff: Did ALMADEN find the certification process educational?

Jensen: It has been educational for me because it allows me to see areas where we can do better. I believe this was a great way to get management educated because sometimes they don't think about these things. We have a lot of employees in our production area who do not have access to email, so we rely on management to pass the information along. In addition, this makes our employees more aware and they can take those learnings home.

Turning Savings into More Savings at the North Valley Baptist Church



Jon Morris, Facilities Director with North Valley Baptist Church

Installing energy-efficiency upgrades can create easy savings for your businesses. The North Valley Baptist Church, one of Silicon Valley Power's (SVP) customers, has decided to use the financial savings from efficiency improvements to invest in additional energy-efficiency upgrades. This continuous reinvestment, combined with rebates from SVP, helps the church to continue lowering its energy bills while actively reducing its carbon footprint. To date, they have taken advantage of over \$23,000 in rebates and achieved over 100,000 kWh/year in energy savings.

The first efficiency upgrade occurred in the middle school gymnasium in 2012. High-intensity discharge lighting fixtures were replaced with more efficient, high-output fluorescent T5 fixtures. The school utilized SVP's lighting rebate, saving \$1,200 on the installation. This project has not only saved the school nearly 10,000 kWh annually, but it also saw a simple payback from its investment in less than two years.

Using the financial savings from its 2012 lighting upgrade, the church has gone on to install additional lighting upgrades. The church has installed

LED lighting in the sanctuary, bible school halls and classrooms, gymnasiums, the worship auditorium and dormitory hallways. LED lighting is one of the most energy-efficient lighting options. LED bulbs are up to seven times more efficient and last 25 times longer than traditional lightbulbs. The church's savings on these projects are typically very quick, with some even seeing simple paybacks in less than one year after installation.

The church has also used its financial savings to install high-efficiency packaged terminal air conditioners (PTAC) in school dormitories. PTACs are oftentimes found in large multi-unit buildings like hotels or apartment complexes because they are efficient, quiet and easy to maintain. The energy savings from the PTACs will more than pay for the cost of the units over their lifetime.

In 2019, the church and its schools have installed four separate lighting upgrades. Financial savings from these projects will allow them to continue actively investing in efficiency upgrades for years to come.

For more information, visit SiliconValleyPower.com/Business.

Upcoming Events



State of the Valley
McEnergy Convention Center
San Jose, CA
Feb. 14, 2020

GreenBiz

GreenBiz19
JW Marriott Desert Ridge
Phoenix, AZ
Feb. 4-6, 2020



17th Annual Water
Conservation Showcase
851 Howard St.
San Francisco, CA
April 7, 2020



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

Earth Day/Arbor Day
Celebration
Central Park Pavilion
909 Kiely Blvd., Santa Clara
April 23, 2020



INTERNATIONAL
LIVING FUTURE
INSTITUTE™

Living Future Conference
Hyatt Regency Seattle
Seattle, WA
May 5-8, 2020

SILICON VALLEY
BICYCLE
COALITION



Bike to Work Day
Bay Area and beyond!
May 14, 2020

Valley Water's Water Efficient Technology (WET)

Your business can receive a rebate of up to \$50,000 for the installation of equipment that reduces water use at your facility. This Water Efficient Technology (WET) Rebate Program is offered to commercial, industrial, and institutional customers in Santa Clara County. The WET Rebate Program offers a flexible and customized approach in order to help your business achieve measurable water savings. Qualifying equipment includes onsite water recycling, water reuse, cooling tower and chiller efficiency upgrades, as well as any other equipment that results in measurable water savings.

The benefits of this rebate include the following:

- Get money to modernize your facility with the latest water efficient technology.
- Save money on your water bill - and possibly your energy bill, too.
- Demonstrate that your business is a water conservation leader.

Recently, a local semiconductor manufacturer was able to save over 10 million gallons of water a year through the



Equipment for recycling water at a local circuit board manufacturer

WET rebate program! This company received a rebate of \$50,000 when they installed a water recycling system for one of their processes. The WET Rebate Program was able to cover over 35% of the equipment costs for the project.

Applications must be submitted prior to equipment purchase or installation. For more information or to apply, please visit www.valleywater.org/wet-rebate or call Nic Van Ooyen at (408) 630-2205.

How to Get Started with Green Business Certification?

Getting your business certified is very easy! You can get your certification by following the steps below:

1. Register your business online at GreenBusinessCA.org/SantaClaraCounty
2. Fill out an application (this step does not have to be completed all at once)
3. Review and submit your application
4. Site visit—the Green Business Coordinator will do a walk-through to make recommendations and answer any questions you may have. They will also provide you with information on available rebates and other resources
5. Receive your certification once your checklist has been completed and reviewed by the Green Business Coordinator

As a new incentive, the California Green Business Network is offering up to \$500 in rebates to help offset the costs of certification. The costs must be related to a specific measure that is on the Green Business checklist. This may include a wide range of improvements such as upgrading lights, installing programmable thermostats or occupancy sensors, upgrading toilets, etc. These funds are available on a first-come, first-served basis while they last. Act soon to take advantage of this unique opportunity!

For more information, contact Santa Clara County Green Business Coordinator Nicole Nguyen at Nicole.Nguyen@cep.sccgov.org or call (408) 282-3180.

GO PAPERLESS!

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



CONTACT US

City of Santa Clara
Environmental Programs
1700 Walsh Ave.
Santa Clara, CA 95050
408-615-3080

Environment@SantaClaraCA.gov