



Green Shamrock Business Guide

*Ideas to Save Green on your Business:
Save Money, Build Customer Loyalty and
Conserve Natural Resources*

Sustainable

sus-tain-a-ble

Capable of being continued with
minimal long-term effect
on the environment

If you are a Dublin business interested in adopting green practices, this guide can help you get started. Find tips, tricks, rebates, and resources to help you “green” your business.

Join the City of Dublin in our efforts to become more sustainable. Together, we can make a difference!

What is the City doing about sustainability?

We have recently gone through the process of upgrading City facilities, streetlights, and parks—check out the LED streetlights around town; the solar panels at City Hall, the Library, all three fire stations, Shannon Community Center, and the Senior Center; and energy-efficient lighting inside City buildings, along with other energy, waste and water-saving measures that will save the City money and reduce our impact on the Earth.

We want to encourage and challenge every business and resident in Dublin to take actions to become more sustainable. We hope this business guide will provide you with valuable information to help you save money on your bottom line and reduce the depletion of natural resources.

If you are really serious about sustainability and want to show your commitment as a Dublin business, consider becoming a **Dublin Green Shamrock** business. There are three levels to the program and you will receive recognition for each program level that you attain.



If you are interested in becoming a **Dublin Green Shamrock** business, visit www.greenshamrock.org, call us at (925) 833-6630 or email us at ES@dublin.ca.gov.

Tips to help make your business more sustainable

Energy Saving Strategies

1. Look for the **Energy Star** label when you buy equipment.
2. To save electricity, shut down your computer after every work day.
3. Turn off equipment and lights when not in use.
4. Turn up the thermostat a few degrees in summer, and down a few degrees in winter.
5. Restaurants — check out PG&E's Food Service Technology Center. Based in San Ramon, the center provides equipment testing, educational seminars, and a library of information on equipment performance at no cost. Call (800) 398-3782 or visit www.fishnick.com to learn more.

Waste

Local landfills have limited capacity, and recycling saves energy and landfill space. Efforts to “reduce, reuse, recycle, and rot” all help reduce waste. Here are some tips to help you get started:

1. Get a free waste audit done by Amador Valley Industries (AVI)—reduce the amount of waste going to the landfill and save money on your bill. Call (925) 479-9545 for more information.
2. Add organics (compostables) to your waste service—all food and “dirty” paper can be composted instead of going to the landfill—reduce waste and save money.
3. Consider putting green containers (for compostables) in your restrooms labeled “Paper Towels Only” and watch how much your trash load decreases.
4. Make conscious purchasing decisions—buy local, and purchase items that include recycled content materials.
5. Train staff on putting the proper materials in each disposal bin—trash/recycle/compost. AVI offers complimentary resources such as indoor organics containers, technical assistance, and instructional materials to help you set up and maintain an effective workplace recycling program.
6. **StopWaste**, our local Waste Authority and Recycling Board, offers a wide range of free waste prevention and recycling services to businesses, including funding and technical assistance. Visit www.stopwaste.org to learn facts on how to recycle hazardous waste, electronic waste, and more.

Do Your Share to Prevent Pollution

Air Pollution

The **Spare the Air** program was established in 1991 by the Bay Area Air Quality Management District to reduce air pollution and provide advance notice when air quality is forecasted to be unhealthy. Spare the Air is focused on education and promoting changes in behavior that will help prevent unhealthy air quality.

1. Sign up for “Spare the Air” alerts and notify your staff of “Spare the Air” days. Sign up at www.sparetheair.org.
2. Hire locally or consider offering telecommute options to staff to reduce commute mileage.
3. Link errands together to reduce business miles traveled.
4. Purchase fuel-efficient vehicles for your business.
5. Participate in National Bike Month and Bike-to-Work Day programs. Promote the programs to your staff and check out Dublin’s events at www.dublin.ca.gov/bikemonth.

Water Pollution

Did you know that everything that goes down a storm drain ends up in our local creeks and eventually in the bay? Here are some tips for you to help keep pollutants out of our local creeks and waterways:

1. Clean up leaks and spills using absorbents such as kitty litter. Promptly dispose of the absorbent at a hazardous waste facility.
2. Visit www.stopwaste.org for more information on the disposal of hazardous materials.
3. Remember: “Only rain down the drain.” Train staff how to properly clean and dispose of grease and toxic substances.
4. Buy non-toxic products whenever possible.

Dublin San Ramon Services District (DSRSD), our local water agency, works with dentists, food service businesses, auto shops, dry cleaners, plumbers, waste haulers, and industrial facilities to prevent water pollution and limit discharges of harmful substances to the sewer system. Visit www.drsrd.com/do-business-with-us/pretreatment-and-pollution-prevention-programs for more information.

Use Water Wisely

Request a free water-efficiency plan for your business from DSRSD. A water conservation specialist will do an on-site survey that identifies how you can cut your water use, and possibly, your water bills. You'll also learn about rebates and incentives that help offset the cost of upgrades. Email waterconservation@dsrsd.com for details.

Try these easy fixes to use less water every day:

1. Repair dripping faucets and leaking toilets right away.
2. Replace old pre-rinse spray valves with high-velocity, low-flow models.
3. Choose water-efficient models whenever you replace aging equipment. Look for the **WaterSense** label on toilets, urinals, faucets, and showerheads, in addition to **Energy Star** certified clothes washers and dishwashers. (Check for rebates before you buy.)



4. "Spring forward, fall back" applies to sprinklers too. Turn them off in fall and on in spring; or install a timer that automatically adjusts with the weather. (Check for rebates before you buy.)
5. Replace or downsize thirsty lawns with plants that thrive in our dry-summer climate. (Check for rebates before you replace.)
6. Sweep patios, sidewalks and driveways instead of using a hose.
7. DSRSD has free water-saving devices available for Dublin businesses (and residents), including hose nozzles, low-flow showerheads, faucet aerators, and toilet leak detection and repair kits. Stop by their office at 7051 Dublin Boulevard to pick up your free devices.

Find details on current rebates at www.dsrsd.com/water_conservation/rebates.html. For best management practices, visit www.epa.gov/watersense/commercial/bmps.html.



Now that you are ready to make a sustainability commitment, how about becoming a City of Dublin GREEN SHAMROCK business?

It Makes Good Business Sense:

A Sustainable Green Business

- Can reduce operating costs, which adds “green” to your bottom line
- Holds a marketing edge over the competition
- Is recognized as an environmental leader
- Improves employee morale and the health of the workplace

Get Recognized for Being Green:

The Dublin Green Shamrock Program will recognize businesses that take steps to conserve natural resources and prevent pollution by adopting sustainable practices, such as:

- Using more efficient lighting
- Buying/selling products made with recycled content
- Watering landscapes efficiently
- Educating staff on green practices
- Recycling cardboard and mixed recyclables
- Using less toxic products

Green Businesses Receive Recognition Through:

- City and Dublin Chamber of Commerce newsletters
- Press coverage and promotional events
- Website coverage through Dublin Green Shamrock Program at www.greenshamrock.org
- Dublin Green Shamrock Program window cling and logo to use in your advertising

For more information on the Dublin Green Shamrock Program, visit the City website at www.greenshamrock.org and sign up today!

INFORMATION AND RESOURCES to help with greening your business, including information on valuable services and rebates:

Waste

AVI has free consulting services available on how to reduce waste and cut the cost of your monthly trash bill. For more information, email them at info@amadorvalleyindustries.com or call them at (925) 479-9545. Review their website at www.amadorvalleyindustries.com to find out about their commercial services available for Dublin businesses.

Water

Dublin San Ramon Services District (DSRSD) has tips for saving water and getting rebates on their website at www.dsrdsd.com. Click on “Using Water Wisely” and then pick a topic tab for more information. Email waterconservation@dsrdsd.com for a free on-site water survey.

Energy

Improve business performance and reduce your energy costs with the help of **PG&E**. Businesses can be provided with:

- No cost onsite energy efficiency surveys
- Rebates—all businesses qualify

To participate, call PG&E at (800) 468-4743 or visit their business inquiry contact webpage at www.pge.com/mybusiness/customerservice/contact/. You can also visit their website at www.pge.com/mybusiness/energysavingsrebates/ for great tips on how to save energy and money. For information on solar and renewables, visit www.pge.com/en/mybusiness/save/solar/index.page. SmartSolar offers free, independent advice and guidance to business owners who want to go solar. Contact them at (510) 981-9819 or email them at info@ebenergy.org.

ENERGY STAR is a U.S. Environmental Protection Agency (EPA) voluntary program that helps businesses and individuals save money and protect our climate through superior energy efficiency. Visit their website at www.energystar.gov or check out their small business guidebook at <http://www.energystar.gov/sites/default/files/buildings/tools/smallbizguide.pdf>.

AIR

511.org has information on ride sharing, how to get around the Bay Area on public transit, and more.

Employers can help to reduce smog by joining the **Spare the Air** Employer Program at www.sparetheair.org/Get-Involved/For-Employers.aspx



The City of Dublin has launched a new sustainable business program called the “Dublin Green Shamrock Program.” The goal is to encourage businesses to work toward environmental sustainability and provide them with valuable recognition for their efforts at being great environmental stewards. Specifically, the program will highlight the environmental successes of Dublin businesses that have implemented, or are working to adopt, sustainable practices that strengthen our environment, economy, and community. The program will help guide you and give you advice and tips on many of the ways you can reduce your operating costs and, at the same time, help to preserve our natural resources. Simply put, your participation will help to save you money on your bottom line, protect the environment, and provide you with public recognition for your outstanding efforts. It’s a win-win situation for everyone! Check out our Dublin Green Shamrock Program webpage at www.greenshamrock.org.



"You must be the change you wish to see in the world."

— Mahatma Gandhi