

Green Business Recognition Program Application

This is a copy of the application for your reference – please do not submit this PDF! You must fill out the online form to apply.

Your business may be greener than you think!

Is your business taking steps to reduce energy and water consumption, produce less waste, and provide opportunities for employees and customers to make sustainable choices? Then you may be eligible for the City of Alexandria's Green Business Recognition Program!

To participate, decide which tier is reflective of your business' sustainability efforts. Then, fill out the checklist for that tier to indicate which actions your business is CURRENTLY implementing:

- **Tier 1, Bronze:** Accessible, low-cost sustainability actions.
 - You must complete all seven actions (and eight and nine, if applicable) under Tier 1 to earn this level of recognition.
- **Tier 2, Silver:** Strong, demonstrated commitment to sustainable practices.
 - You must meet the requirements for Tier 1 (completing the Tier 1 checklist) and complete the seven (or eight, if applicable) required actions under Tier 2 to earn this level of recognition.
- **Tier 3, Gold:** Going 'above and beyond' in your commitment to sustainability.
 - You must meet the requirements for Tiers 1 and 2 (filling out the checklists for both tiers), complete the six (or seven, if applicable) required actions under Tier 3, and complete ten additional actions (choosing from the provided list and/or providing your own, subject to approval) to earn this level of recognition.

The City will accept applications on a rolling basis. **To be recognized in time for holiday promotions, please submit your application by November 15, 2023.**

For more information:

Please visit the program website for guidance on completing the actions as well as more information about the program and what recognition could mean for you and your business. The [Resource Guide \(PDF\)](#) is also available on the program website.

You can also contact the City Sustainability Coordinator, Samantha Heitsch:

Samantha.Heitsch@alexandriava.gov.

NOTE FOR FILLING OUT THE APPLICATION:

There is not an option to save the form and return later. The form may reset if you click out of the tab.

We suggest preparing your answers ahead of time so that you can fill out and submit the form in one sitting. To help with this, we encourage you to use this PDF copy to review the application and prepare your answers.

Business Information

Business Name: _____

Business Address: _____

Contact Person: _____

Contact's Role at the Business: _____

Contact Phone Number: _____

Contact Email Address: _____

Number of Employees (estimates are acceptable): _____

Business Website: _____

Type of business:

- Retail
- Restaurant (includes café / coffee shop)
- Other (please explain): _____

Which tier are you applying for?

- Tier 1: Bronze
- Tier 2: Silver
- Tier 3: Gold

Tier 1: Bronze

You must complete all seven actions (and eight and nine, if applicable) under Tier 1 to earn this level of recognition.

1. Use LED bulbs in at least 75% of all light fixtures (indoor and outdoor).
2. When the heating or cooling system is on, all windows and doors (including rollup doors) within the air conditioned or heated space are kept closed.
3. Use doors on 80% of all low-temperature or refrigerated cases.
4. Review your energy bills for the past 12 months (or longest period available) and establish an energy reduction goal of 10% compared to your current average annual usage.
 - a. Please provide your energy reduction goal (1-2 sentence description of your target usage and general approach(es) for how you plan to reach it. See Resource Guide for tips on how to reduce energy usage.)
5. Review your water bills for the past 12 months (or longest period available) and establish a water reduction goal of 10% compared to your current average annual usage.
 - a. Please provide your water reduction goal (1-2 sentence description of your target usage and general approach(es) for how you plan to reach it. See Resource Guide for tips on how to reduce water usage.)
6. Create a waste reduction goal and share the goal and plan for achieving it with employees.
 - a. Please provide your waste reduction goal (1-2 sentence description of your goal and general plan for achieving it. See Resource Guide for tips on how to reduce waste.)
7. Implement and train employees in an 'ask first' policy, where disposable items – including shopping bags, paper straws, stirrers, cup lids, cutlery, and condiments – are distributed upon request only. As an example, rather than providing these items to every customer, some businesses have set up a station for customers to grab cutlery, with signage about the business' waste reduction efforts.
 - a. Please describe (1-2 sentence description of what your 'ask first' policy entails. See Resource Guide for tips on 'ask first' policies.)
8. **If you do not own the business' property or building:** Commit to discussing a green lease with your landlord.
9. **If applicable:** Use reusable food ware for onsite dining, including dinnerware, drinkware, silverware, and containers.

Tier 2: Silver

You must meet the requirements for Tier 1 (completing the Tier 1 checklist) and complete the seven (or eight, if applicable) required actions under Tier 2 to earn this level of recognition.

1. Have an energy use intensity (EUI) at or below the national median for your building type, as measured by ENERGY STAR Portfolio Manager. See the Resource Guide for building type definitions.
 - a. Bar, pub, lounge = 130.7
 - b. Coffee shop, café, bakery = 270.3
 - c. Retail store = 51.4
 - d. Restaurant, cafeteria = 325.6
 - e. If EUI cannot be met, please select this option and answer alternative requirements below.

OR do at least four (4) of the following actions:

- a. Use blinds and/or curtains to reduce solar heating in the building.
 - b. Set thermostat temperatures at 74°F or higher during the warm seasons.
 - c. Install a programmable thermostat.
 - d. Inventory the in-store devices that consume plug energy (e.g., vending machines, store displays). Create a plan for reducing energy consumption associated with these devices.
 - e. Conduct an energy audit of the facility(ies) within the next 12 months. (If you lease the property, then coordinate with your landlord to conduct the energy audit.)
 - f. **If applicable:** Clean refrigerator compressors and other components that can impact efficiency at least every three months.
 - g. Use ENERGY STAR certified appliances when feasible. If you already have ENERGY STAR certified equipment or appliances, please list them in the box below.
2. Water-using appliances are WaterSense labeled OR if you are not currently using WaterSense labeled appliances, then develop a procurement plan to opt for these when it is time to replace current appliances.
 3. **If applicable:** For non-restroom sinks, install low-flow spray nozzles.
 4. Submit a [Recycling Implementation Plan \(RIP\)](#) form to the City that meets more than the minimum standard (diverting more than two materials that you generate).
 5. Do not use or provide single-use plastic bags.
 6. Do not use or provide polystyrene foam (e.g., Styrofoam) products.
 7. Use paperless billing for all vendors (as available).
 8. Establish a procurement policy that maintains sustainable standards:
 - a. All paper products are made from recycled content.
 - b. All cleaning solutions meet a green standard such as Green Seal, UL EcoLogo, or EPA Safer Choice Standard.
 - c. Purchase used and/or refurbished products when possible (e.g., electronics, furniture, decorations).
 - d. Choose ENERGY STAR and WaterSense certified appliances (see Resource Guide for more information on these labels).

Tier 3: Gold

You must meet the requirements for Tiers 1 and 2 (filling out the checklists for both tiers), complete the six (or seven, if applicable) required actions under Tier 3, and complete ten additional actions (choosing from the provided list and/or providing your own, subject to approval) to earn this level of recognition.

Required actions:

1. Achieve an energy use intensity (EUI) 10% below median within your applicable property category:
 - a. Bar, pub, lounge: 117.6
 - b. Coffee shop, café, bakery: 243.3
 - c. Retail store: 46.3
 - d. Restaurant, cafeteria: 293

In the box below, please enter your building type and calculated EUI.

2. Implement a system for composting organic waste.
 - a. For smaller amounts (e.g., employee food scraps), provide a compost bin in the break room/eating area, include signage and training on what can be composted, and designate staff member(s) to drop off compost at farmers market or other designated sites on a regular basis, or utilize a contractor for regular pickups.
 - b. For larger amounts (e.g., food service), set up a contract with an organics waste hauler, develop a system for collecting organic waste, and train employees on the system.

Please describe the system you use.

3. **If applicable:** Use compostable “to go” food containers, mugs, cups, plates, and cutlery.
4. Install accessible bike racks or provide bike storage for employees.
5. Establish an emergency response plan with employees for climate events such as storms (rain, snow, ice), flooding, extreme heat, and extreme cold.

Please describe your emergency response plan.

6. Provide a hydration station or water tap for refilling water bottles—both for employees as well as the public. In particular, make sure this is available to all members of the public (not just customers) during high heat days.
7. Post information in the business identifying the nearest seasonal warming and cooling options and centers. See the Resource Guide for a list of these centers.

10 extra actions from the following list (or write in the box provided):

1. Install lighting controls, such as occupancy sensors, timers, and/or daylight sensors.
2. Install an ENERGY STAR high efficiency water heater, water heater with a heat pump, or a solar water heater.
3. Implement measures to better seal the building envelope and prevent solar heating, such as weather stripping, double pane and/or tinted windows, updating insulation, and/or a cool roof.
4. Use doors on 100% of low-temperature or refrigerated cases.
5. Use doors on 50% or more of medium-temperature refrigerated display cases (excluding fresh bulk produce).

6. Locate all compressors remotely outside the store to avoid waste heat issues (or vent or pipe waste heat outside).
7. Utilize demand control kitchen ventilation (DCKV).
8. Use on-site renewable energy (e.g., solar panels).
9. Provide incentives for employees to commute using active transport, transit, and/or carpools.
10. Provide employees and/or customers access to an EV charger and provide information on where and how to access it.
11. Offer employees secure storage and charging for E-mobility devices, such as E-bikes and scooters.
12. Meet third-party or equivalent standards such as LEED for Retail, LEED Volume, LEED for Commercial Interiors, BREEM, etc.
13. Have a green lease.
14. If you are responsible for landscaping, use 'green infrastructure' to help cool the building and protect against flooding (e.g., planting trees to provide shade and better absorb stormwater; creating a rain garden).
15. If you are responsible for landscaping, reduce water use by planting native, drought-tolerant species; capturing and using rainwater; placing mulch or planting ground cover to reduce evaporation; etc.
16. If you are responsible for landscaping, take a no-fertilizer pledge.
17. Partner with laundry services that follow sustainability best practices (e.g., using cold water, only washing when loads are at least $\frac{3}{4}$ full, efficient washers and dryers) and/or use ENERGY STAR certified washers and dryers yourself.
18. If you make your own goods, design products and packaging to consider circularity (e.g., reuse, recyclability, or composting at end of useful life).
19. Recycle internally through backhauls of recyclable materials like cardboard, pallets, plastic film, etc.
20. Provide and advertise recycling or product take-back initiatives available to customers.
21. Participate in the City Purple Bin program for glass recycling.
22. Suspend outdoor work on heat emergency days and provide education to employees about health and safety with respect to heat risks.
23. Purchase at minimum 25% of supplies/merchandise from businesses that are local (within 200 miles) to reduce emissions from shipping and transportation.
24. Provide compost bins or buckets for customers to use with signage that details what can be composted.
25. Donate or offer a discount on leftover food at the end of the day.
26. When catering at events, plan and set up a collection system for waste, recyclables, and organic materials.
27. Do not sell beverages in plastic bottles.
28. If you provide seafood, it is all 'Best Choice' or 'Good Alternative' as defined by Seafood Watch or certified as sustainable.
29. A minimum 25% of all food and beverages are from certified organic or locally grown products (where 'local' means that ingredients are grown within 200 miles).
30. Install and maintain a pet waste station.

Optional

Optional: Additional explanation or information

Please use the space below to provide any additional explanation or information for any of your answers, if desired:

Optional: Other sustainability measures

If you are implementing other sustainability measures that were not included above, please let us know here:

Declaration

To the best of my knowledge, the information provided in this application is accurate. We are taking steps to conduct business in a sustainable manner, including reducing our energy and water consumption, producing less waste, and providing opportunities for our employees and customers to make sustainable choices.

Name

Date