

City of Denton Green Business Program Application





Green Business Program Cover Letter

Dear Applicant,

Thank you for your interest in the City of Denton Green Business Program. By completing the following application you are demonstrating to the City of Denton and its residents that you are committed to taking steps to improve the sustainability of your business, the environment and your community. A basic program outline can be found on pg. 2 explaining the program in more detail. Please preform the following activities to successfully complete your application.

- Complete basic contact information
- Answer the questions in the sustainability questioner
- Sign the Green Pledge
- Fill out the New Member Checklist

After your application is processed you will receive a score and a title according to the system described in the program overview, marketing material associated with the Green Business Program, and a Green Business Roadmap to help improve your score and overall best practices. As a member of the City of Denton Green Business Network you will also have access to resources such as energy and water audits, educational materials including sustainability and conservation classes sponsored by the City, and access to your network of Green Businesses here in Denton.

Sustainable Denton thanks you for your participation in the program. You can submit all application materials by mail to Attn: Conservation Program Coordinator 901 E Texas St. Denton TX 76209, or by email to greenbusiness@cityofdenton.com. Please feel free to attach any materials you feel show your business's commitment to sustainability. If you have any questions regarding the program or application materials please contact the conservation program coordinator at 940-349-7733.

Regards,

James Douglas
Conservation Program Coordinator



INTRODUCTION:

City of Denton Green Business Program



Why green your business?

The City of Denton Green Business Program is an engagement platform designed to raise awareness about sustainable business principles and encourage the adoption of best practices. We do this through incentives, benchmarking, competitions, and collective goals. Becoming a member is free and easy. It is open to any business or non-profit, small or large, with a physical location in Denton.

Incorporating sustainability business practices into your operations can lead to improving the value of your business. Economic value is surely at the top of most people's list, and is often the leading reason why businesses go green. Saving money on your utility bills, reducing waste, and improving productivity are just a few of the many perks to implementing sustainability actions.

Going green extends beyond the economic bottom line by benefiting both people and the environment. Making business decisions that are sustainable means that you are directly improving air and water quality, creating happier and healthier work places, and building bridges between community stakeholder groups. This is a "win-win-win" situation.

Whether you are just starting to green your business or are already far along in that transition, the Green Business Program is intended to bring value to everyone. If you're ready to engage with Denton's active sustainability community, then it's time to join the City of Denton Green Business Program.

We're here to help you through the process!

The Green Business Program was created to help the Denton business community navigate the process of integrating trusted sustainability practices into their operations. It serves to connect businesses with several municipal services and programs, such as complementary audits, energy efficiency rebates, and waste management solutions. The program is inspired by other sustainability frameworks that are being

leveraged by businesses all over the world. Members of the program will gain direct access to these resources and benefit from ongoing engagement activities organized by Sustainable Denton.

Businesses must submit a completed *Sustainability Benchmarking Questionnaire* and sign the *Green Pledge* to become a member of the Green Business Program. Once received, we will send along a new member packet with additional resources and tools to maximize your participation value.

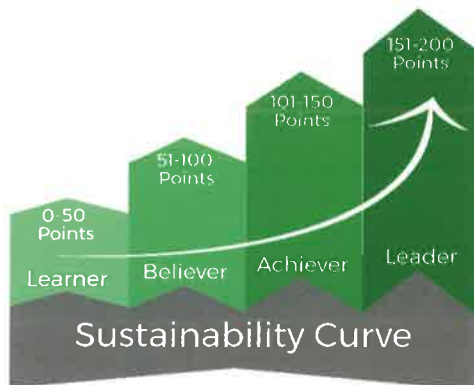
Step 1 – Sustainability Benchmarking Questionnaire

Benchmarking is an important part of transitioning your business from one point to another, and sustainability metrics are a key component to tracking that progress. The City of Denton has reported on sustainability metrics since 2012 and we feel it's important to share that knowledge with the community. Our *Sustainability Benchmarking Questionnaire* is based on a framework of best practices with the intent to establish a standard of actions businesses can take to go green.



The questionnaire is broken out into six focus areas – Community, Energy, Health, Resources, Transportation, and Water. Within each of these focus areas we provide specific examples of activities (i.e. awareness, incentive, policy, and action) that can be taken to earn

points. In addition, we allow for the reporting of Bonus activities so that businesses can earn credit for actions not included in this criteria. The hope of the bonus activities is that we can grow the list of suggestions over time with input from our members.



Points are awarded for each level of activity. Depending on the total score earned, members are placed along the Sustainability Curve and given recognition for their accomplishments. We expect the benchmarking process to evolve over time as we continue to learn from each other.

Step 2 – Sign the Green Pledge

The *Green Pledge* is an informal commitment that members will take three basic actions – get an audit (energy, water, and/or waste), participate in recycling collection and resource conservation, and attend sustainability related classes or educational workshops. Each of these actions represent a portion of the sustainability principles that we hope business owners' gain through their participation in the Green Business Program.



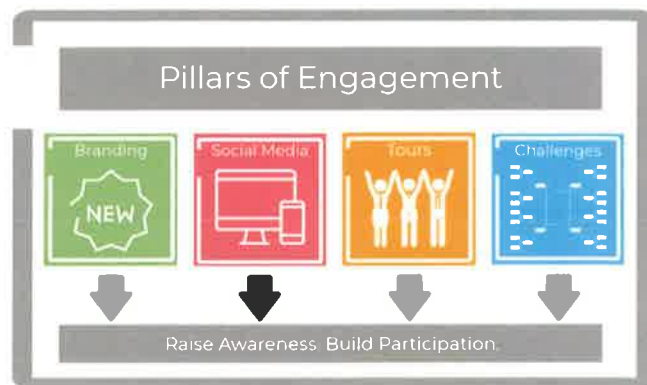
Audits help to set a baseline of where your business stands. They also provide specific recommendations of how to make improvements in resource intensive areas. Depending on the size and scope of a members' operations, audits can generally be provided by the City of Denton free of charge.

Recycling and resource conservation are often the easiest and most affordable actions to take as a green business. Starting recycling collection service is relatively simple and can often result in savings for waste management services. The City of Denton offers recycling education and collection services to the business community.

Attending a Sustainable Denton workshop is a great way to learn more about sustainable business practices. There are also an increasing number of green-focused classes in the region for employees and managers to attend. Topics include renewable energy, building performance, green infrastructure, water-wise landscaping, and so much more.

Step 3 – Community Engagement

Once you've submitted the questionnaire and signed the pledge, Sustainable Denton will send a new member packet with additional resources and tools to maximize the value of your participation. Included in this packet will be a Green Business Member Checklist and a Sustainability Roadmap that reviews some of the most widely accepted green business practices.



There will be numerous opportunities to interact with Sustainable Denton and other local members. Organized activities and competitions, facility tours, and social media networking are just a few of the ways that we can help your business learn from and inspire others to go green. Communicating the commitments and accomplishments of Green Business members to Denton residents is a vital piece of our marketing and outreach efforts. Together we will raise awareness and build participation!

**Denton's Green Business Program
Contact Information Form**

Business Information

Company Name

Phone

Website

Facebook Page

Employees Full-Time

Part Time

Business Description

Primary Contact Information

First Name

Last Name

Title

Phone

Email

Physical Address

Line 1

Line 2

City

State

Zip Code

Mailing Address

Same as Physical Address? _____

Line 1

Line 2

City

State

Zip Code

*For more information, contact us:
Conservation Program Coordinator | greenbusiness@cityofdenton.com | 940-349-7733*



For more information, please contact us:

Conservation Program Coordinator | greenbusiness@cityofdenton.com | 940-349-7733

Sustainability Questionnaire Overview

The Green Business Program *Sustainability Questionnaire* is based on a framework of best practices with the intent to establish a standard of actions businesses can take to go green. It should be both a learning experience, as well as a benchmark, for members to benefit from completing.

The questionnaire is broken out into six focus areas:

- Community
- Energy
- Health
- Resources
- Transportation
- Water

Within each of these focus areas there are four types of activities:

- Awareness
- Incentive
- Policy
- Action

In addition to these guiding activities, we encourage members to share their own examples of green business practices. We call these “Bonus” activities. As we gain insights from members and develop a more comprehensive resource, these Bonus activities will ultimately drive the evolution of this *Sustainability Questionnaire*.

Points are awarded for each level of activity, with the more intensive ones earning additional points. Once members complete the *Sustainability Questionnaire*, we tally up the score and place them along the *Sustainability Curve*. The City of Denton has developed the Green Business Program with this evaluation tool to provide a measure of internal benchmarking and community comparisons.



Final scores will be shared online through the member database. The goal of the program is to see members make continual progress towards being a Green Business Leader in the City of Denton. We also want to see an increase in the level of engagement between businesses and their customers, especially when it comes to discussing the sustainability of our community.

We hope you enjoy taking the *Sustainability Questionnaire*. It's a series of Yes or No questions, so it shouldn't take too long to answer. Your feedback about the questions and the framework are always appreciated!



The sustainability challenges of today require global, local, and individual action. By providing education and community engagement opportunities, regularly tracking successes and acknowledging areas for improvements, the community can understand who is leading the way, and can participate in making Denton more sustainable.

Awareness

- Do you or someone from your business regularly attend workshops or conferences on sustainability related topics to inform decision makers of latest trends and developments?
○ YES _____ NO _____
- Has your business ever hosted a tour (public or private) of your facility to highlight any operational features that you would consider green?
○ YES _____ NO _____

Incentive

- Do you partner with, or purchase from, a local farmer to offer your employees/customers convenient access to healthy food options?
○ YES _____ NO _____
- Do you encourage and/or provide paid leave for employees to volunteer with charitable organizations?
○ YES _____ NO _____

Policy

- When available, do you prioritize the sourcing of materials from local (i.e. 100 mile radius) manufacturers or suppliers?
○ YES _____ NO _____
- Does your business commit to donating a certain percentage of your proceeds to charitable causes each year?
○ YES _____ NO _____

Action

- Do you provide a community garden area for employees to grow their own vegetables for personal use?
○ YES _____ NO _____
- Does your business sponsor or participate in charitable events that support the Denton community?
○ YES _____ NO _____

Bonus

- If you lease your workspace, have you spoken with your landlord and/or fellow tenants about any of these activities?
○ YES _____ NO _____ IF YES, EXPLAIN _____
- Is there another related action that you have taken which has not been featured in this activity list?
○ YES _____ NO _____ IF YES, EXPLAIN _____



The current emphasis on improving energy efficiency is a result of several dynamics – rising energy costs, initiatives to reduce dependence on fossil fuels, and air quality improvements. The City recognizes the importance of energy conservation and efficiency to Denton’s citizens, businesses, environment, and economy.

Awareness

- Have you received a complementary Energy Audit from the City of Denton, or paid for similar services from a licensed professional?
○ YES _____ NO _____
- Do you regularly track your energy consumption to compare data with previous years? (e.g. electricity, gas, or fuel)
○ YES _____ NO _____

Incentive

- Do you encourage employees to program indoor thermostats to energy conservation measures? If not, have you installed programmable thermostats that are responsibly managed?
○ YES _____ NO _____
- Do you encourage your employees to shut off lights and appropriate equipment when not in use? If not, have you installed automatic timers?
○ YES _____ NO _____

Policy

- Do you have your HVAC and/or refrigeration equipment serviced annually to help maintain optimal performance and efficiency?
○ YES _____ NO _____
- Have you implemented an environmentally preferable purchase policy for all new electrical equipment to meet Energy Star (or comparable) standards?
○ YES _____ NO _____

Action

- Have you participated in the City's GreenSense Energy Efficiency Rebate program or invested in any energy efficiency improvements for your workspace? (e.g. LED lighting, insulation, solar screens, air duct repair, etc.)
○ YES _____ NO _____
- Do you participate in Denton Municipal Electric's (DME) GreenSense Rate program (or comparable carbon offset program) to run your operations off 100% renewable electricity?
○ YES _____ NO _____

Bonus

- If you lease your workspace, have you spoken with your landlord and/or fellow tenants about any of these activities?
○ YES _____ NO _____ IF YES, EXPLAIN _____
- Is there another related action that you have taken which has not been featured in this activity list?
○ YES _____ NO _____ IF YES, EXPLAIN _____



Health

Healthy lifestyle choices and providing a containment-free indoor work environment play a critical role in the wellbeing of our community members. The City supports local businesses that facilitate constructive conversations and take the necessary pro-active actions to ensuring we all live, work, and play in a safe and vibrant community.

Awareness

- Do you provide employees with educational resources to help them develop their understanding of healthy lifestyle choices?
○ YES _____ NO _____
- Do you actively educate your customers about the environmental and social benefits of being a green business?
○ YES _____ NO _____

Incentive

- Does your workspace provide access to natural elements (i.e. daylight, greenery) for employees and/or customers to enjoy?
○ YES _____ NO _____
- Do you offer incentives to employees who participate in physical activity programs?
○ YES _____ NO _____

Policy

- Have you implemented an environmentally preferable purchase policy for products that minimize exposure to Volatile Organic Compounds (VOC)? (e.g. paints, cleaning products, carpets, or sealants)
○ YES _____ NO _____
- When available, do you prioritize the sourcing of your food or beverage supplies from organic (or comparable) providers?
○ YES _____ NO _____

Action

- Do you maintain a variety of indoor plants that help to purify the air? (e.g. spider plant, ficus, peace lily, ferns, palm, ivy, etc.)
○ YES _____ NO _____
- Do you maintain an OSHA approved Chemical Hazards and Toxic Substances database that is readily available to your employees?
○ YES _____ NO _____

Bonus

- If you lease your workspace, have you spoken with your landlord and/or fellow tenants about any of these activities?
○ YES _____ NO _____ IF YES, EXPLAIN _____
- Is there another related action that you have taken which has not been featured in this activity list?
○ YES _____ NO _____ IF YES, EXPLAIN _____



The City of Denton contributes to sustainable materials management through recycling, landfill energy recovery, environmentally preferable purchasing, and litter reduction. As a business community, there are many opportunities to manage material resources efficiently, while promoting economic growth and environmental stewardship.

Awareness

- Do you regularly analyze your product development process to discover new ways that could help reduce resource waste?
○ YES _____ NO _____
- Do you provide your employees educational resources about ways they can reduce waste and increase recycling?
○ YES _____ NO _____

Incentive

- Do you make it easy for employees and/or customers to recycle materials that are readily collectable? (e.g. providing accessible collection bins for materials like paper, plastic, aluminum, glass, cardboard, etc.)
○ YES _____ NO _____
- Do you provide your employees and/or customers with reusable dishware to reduce the need for recycling or the production of waste?
○ YES _____ NO _____

Policy

- Have you implemented an environmentally preferable purchase policy that applies to the sourcing of eco-friendly office materials? (e.g. 100% recycled paper, biodegradable kitchenware, refillable pens and markers, etc.)
○ YES _____ NO _____
- Do you prioritize the purchasing of materials in bulk quantities to reduce the amount of packaging waste?
○ YES _____ NO _____

Action

- Do you actively reuse any percentage of waste for another beneficial function? (e.g. composting food waste, water reclamation, reuse packaging material, etc.)
○ YES _____ NO _____
- Do you participate in a recycling collection service, either by the City of Denton or through a private contractor?
○ YES _____ NO _____

Bonus

- If you lease your workspace, have you spoken with your landlord and/or fellow tenants about any of these activities?
○ YES _____ NO _____ IF YES, EXPLAIN _____
- Is there another related action that you have taken which has not been featured in this activity list?
○ YES _____ NO _____ IF YES, EXPLAIN _____



Sustainable transportation options can decrease our impact on the environment, reduce the costs of commuting, and improve quality of life for the Denton community. Making these options more accessible is key to that transition. The City is taking steps to invest in a more sustainable transportation system, but we need your help through participation.

Awareness

- Do you provide education to your employees and/or customers about the impacts of idling their vehicles when parked?
○ YES _____ NO _____
- Have you conducted a transportation survey of how your employees commute to the work?
○ YES _____ NO _____

Incentive

- Have you designated preferred parking spaces for hybrid or electric vehicles, or installed bicycle facilities for convenient parking options?
○ YES _____ NO _____
- Do you actively encourage or provide incentives for employees to commute to work through alternative transportation means? (e.g. walking, biking, carpooling, or public transportation)
○ YES _____ NO _____

Policy

- Have you implemented an environmentally preferable purchase policy that prioritizes new vehicles be selected on fuel economy, as well as performance?
○ YES _____ NO _____
- Do you have a policy that allows for employees to telecommute under appropriate circumstances?
○ YES _____ NO _____

Action

- Do you currently have any alternative fuel vehicles among your company fleet? (e.g. hybrids, plug-in hybrids, bio-diesel, electric vehicles, etc.)
○ YES _____ NO _____
- Have you installed an Electric Vehicle (EV) charging station at your workspace for employees and/or customers to use?
○ YES _____ NO _____

Bonus

- If you lease your workspace, have you spoken with your landlord and/or fellow tenants about any of these activities?
○ YES _____ NO _____ IF YES, EXPLAIN _____
- Is there another related action that you have taken which has not been featured in this activity list?
○ YES _____ NO _____ IF YES, EXPLAIN _____



Water is an integral part of our community. The Denton Water Utilities serve our residents, businesses, schools, parks, and public buildings. As increasing demands are being placed on finite water resources, sustainable water, stormwater, and wastewater systems are necessary to ensure the environmental and economic vitality of Denton.

Awareness

- Have you received a complementary Water Audit from the City of Denton, or paid for similar services from a licensed professional?
○ YES _____ NO _____
- Do you provide education to your employees about proper ways to minimize stormwater contamination from either common or industrial products?
○ YES _____ NO _____

Incentive

- Do you encourage your employees and/or customers to notify someone when there is a leak detected from a water fixture?
○ YES _____ NO _____
- Do you actively post signage in proper places that encourages water conservation behaviors? (e.g. in your restrooms, kitchens, breakrooms, etc.)
○ YES _____ NO _____

Policy

- Have you implemented a policy that prioritizes water-wise landscaping techniques? (e.g. native plants, mulching, drought tolerant species, drip irrigation, etc.)
○ YES _____ NO _____
- Have you implemented an environmentally preferable purchase policy that requires new water fixtures to be Water Sense (or comparable) rated? (e.g. faucet aerators, showerheads, toilets, urinals, etc.)
○ YES _____ NO _____

Action

- Do you program your irrigation/sprinkler system to operate between the hours of 6 p.m. and 10 a.m. to maximize water absorption?
○ YES _____ NO _____
- Do you have your irrigation/sprinkler system serviced annually to be checked for leaks and tuned for optimal efficiency?
○ YES _____ NO _____

Bonus

- If you lease your workspace, have you spoken with your landlord and/or fellow tenants about any of these activities?
○ YES _____ NO _____ IF YES, EXPLAIN _____
- Is there another related action that you have taken which has not been featured in this activity list?
○ YES _____ NO _____ IF YES, EXPLAIN _____



The Green Business Program is an engagement platform designed to raise awareness and increase participation in sustainable business practices. We ask new members to sign the Green Pledge and commit to taking three basic actions as a green business leader – resource conservation, auditing and benchmarking, and continued learning. The City offers customized services in each one of these categories to make it easy for your business to go green.

We hereby pledge to take the recommended actions described above, and commit to being a green business leader in our community:

Business Name:

Contact Name:

Contact Signature:

Date:

For more information, please contact us:

Conservation Program Coordinator | greenbusiness@cityofdenton.com | 940-349-7733



New Member



The Sustainable Denton team is pleased to welcome new members to the Green Business Program. We look forward to helping your staff take advantage of a variety of resources and services that the City of Denton is here to provide our business partners.

New members are encouraged to participate in all of the green business programs that the City of Denton offers. Below is a checklist for some of those opportunities. Please checkmark next to the items you would like to receive more information on and we will make sure you get the details.

- Story Telling** – Sustainable Denton has several citywide communications platforms that we can leverage to share success stories of Green Business members. Do you have a green business practice that you are proud of and want to share with community members?
- Program Decals** – As a proud Green Business member we would hope you'll want to promote your participation in the program by placing a decal at your facility. For storefront businesses, this is a great way to show your customers that you are making strides to being green.
- Sustainable Denton Workshops** - Our *Learn to Conserve* and *Sustainability Series* workshops feature a wide range of topics to teach individuals and businesses about all things green. These educational opportunities are often free and hosted at a convenient location.
- Facility Tours** – Sustainable Denton partners with Green Business members to organize tours of facilities that are shining examples of sustainability in practice. Whether you want to explore what others are doing or want to sign up to host a tour, let us know if you are interested.
- Energy and Water Audits** - Understanding which energy or water efficiency improvements are most valuable for your facility is best identified through a professional audit. As a member of the Green Business Program you may be qualified to take advantage of our complementary services.
- Waste Management Audits** – Whether you are currently participating in recycling collection from the City or not, we want to help you understand how to maximize your waste management practices and be as green as possible. Our complementary audits can put you on the right path.
- Energy Efficiency Rebates** – If you are planning to make energy efficiency improvements at your facility, be sure to remember that Denton Municipal Electric customers may qualify for the GreenSense Incentive Program. Going green while earning green, it's a win-win!

Business Name:

Business Address:

Contact Name:

Contact Email: