

Tomchick,  
Laurel <Laurel.Tomchick@kingcounty.gov>  
to Andy, me

9/26/16

Andy and Tonilee: answering your questions, as best I can with current understandings and information. I want to run this by the Steering Committee chair and New Member committee reps to be sure we're all on same page – more to come via Coop meeting. I'm hesitant to put a draft in writing out there prior to review – so please know that these answers are a work in progress..

I've attached New Member flyer for background.

We are also actively talking with Clarke County who has expressed interest in joining; and have a business advisory committee member that is interested in introducing to Franklin county.

## Participation Options

### DRAFT

1) Stay “grandfathered” under existing terms and logo until the end of 2018. True? Yes, current EnviroStars Coop members (“original” EnviroStars group of seven counties) can continue to be a part of the EnviroStars Program through 2018, when our 3-year Memorandum of Agreement with the new expansion group of agency/utility members will be re-assessed. Spokane can continue to use the “classic” blue/black star logo, however our goal is to have all EnviroStars programs across the state using the same brand identity, with as much consistency as possible related to program standards and recognition across our programs.

2) Switch to and join EnviroStars Regional Green Business Program when available through 2017. Choose between either a) no cost or b) be a member organization with voting representation. To be member organization, Spokane dues projected to be \$5,559 per year. Member vote representation would weighted by size of contribution. True? The new, broader EnviroStars Program will launch to the business community/public in Spring 2017. EnviroStars Coop members are being “grandfathered” into the new program by having the Member Base Fee (\$5,000/year) and participation fee (# businesses/#of different programs with interest in being featured as a Resource on the new web portal – this could be a link directly to your existing EnviroStars website/directory) waived through the initial MOA period through 2018 – this is based on Ecology’s contribution of funds to help customize the shared Web Portal for statewide use, and the resource commitment of King County’s EnviroStars program to ensure a thoughtful transition for its Coop partners, including creating a mechanism to move approximately 900 EnviroStars certified businesses from the Master Coop database into the new program web portal. This offers recognized businesses the opportunity to come into the new program prior to it launching to the rest of the business community. If a Coop partner prefers to have Voting representation in the new EnviroStars program governance structure, as elements of the program are being designed, policies developed, and tactics/materials built-out for full implementation, then you have the choice to become a Member of the new program by signing an addendum to the MOA, and paying the annual Membership fee (which is determined by a set funding formula for the period of this MOA, and will be re-assessed and voted on by the Executive Committee prior to the end of the MOA term – in 2018).

Here is the section on voting from the MOA – we agree to operate by consensus whenever possible, however a voting system which reflects rate-payer contributions is necessary for government agencies.

3) January, 2018: Must choose between a) ending participation in EnviroStars, or b) joining and paying to be an EnviroStars Regional Green Business Program member. Current projected Spokane cost would be \$5,559 + base fee (minimum of \$5,000 base fee unless Ecology or another funding source chooses to cover all or part of base cost). May or may not be on Executive Committee. Executive Committee voting weighted by size of contribution. True?

Here is information on the Funding formula:

## General Questions

### DRAFT

- 1) Switching to new logo is not optional with new program. True? True, we can negotiate a reasonable phase-in, phase-out time period for existing Coop partners to shift from materials with the “classic” logo to the new logo; which is a refreshed, updated version of the original design.
- 2) Moving from “stars” to “tiers” is not optional with new program. True? True, we want to be as consistent as possible across the state, so that the public and business community will see a standardized representation of the program.
- 3) EnviroStars Coop ceases to exist after 2017. True? True, representation of the Coop partner interests will happen through LHWMP representatives during the period of the new MOA as the Coop transitions, and through Voting Members of the new EnviroStars Program in the future.
- 4) My notes say trade mark needs to be renewed in the fall of 2017. True? Is that for the logo, the term “EnviroStars” or both? How is it currently trade marked? The original EnviroStars trademark/servicemark (earth/star image and EnviroStars name which form the mark) will be renewed in October 2017 by King County for five more years, the owner of the mark on behalf of the Local Hazardous Waste Management Program; the new EnviroStars mark (image and name) will be trademarked as well. There may be an opportunity to shift ownership of the mark and have it be trademarked by the State on behalf of the new EnviroStars program. Each Member agency/utility that is part of the MOA, signs an Trademark/Servicemark licensing agreement.
- 5) Who would hold the renewed trade mark (Lead entity or ???). Reason I’m asking is that the Green Business Program is an interagency agreement, so I’m not clear if agencies can mutually hold a trade mark. Please see above answer to #4
- 6) Current draft MOA shows Seattle and King County contributions (top 4) equaling 76% of Executive Committee vote authority. Not likely to change much. True? Seattle is putting in a lot right now because they have a number of programs which will be a part of or absorbed into the new program and were the group initiating a collaboration to minimize duplication, the expectation is that all contributions will be balanced by # of businesses and # of programs within a geographic area as we move forward with additional partners in the future.
- 7) Who/what Ecology program is providing the 85k support? Is that same program that might provide on-going support? I need to double-check the contract, however received through the Hazardous Waste and Toxics Reduction group and they have been most actively involved with supporting EnviroStars through its 20 year history.
- 8) It looks like current business model projects between 200 and 400k being collected annually. Actually size of budget will be dependent on number of members that sign-on and funding support from Ecology, EPA or other source. True? Yes, a Scope of Work for each year will be approved by the Executive Committee, based on funds available.
- 9) Would it be fair to say that most membership dollars would go toward program administrator to oversee (with Exec and Steering Committee guidance) marketing, branding, web portal, tool kit development and administration? And tracking program-wide metrics/evaluation data & reporting,

business outreach campaigns, multi-language hotline assistance, and logistics of multi-agency/utility collaboration.

10) Membership fees would not be used to offset local program administration, LSC specialist, marketing, maintaining local data base or web site, etc. True? True, I believe existing programs can either operate as they are currently and receive the full benefit of the centralized, broadened, strategies and resources, or add funding to enhance local services. The LHWMP has requested some off-set in services for the 20+ years of investment we have made into the program, and we are not fully sure what that looks like at this time.

11) Anything I should be asking about but not 😊

(disclaimer – this Q&A info has not been reviewed by legal offices of Member parties!!)

**From:** Tomchick, Laurel

**Sent:** Monday, August 15, 2016 5:17 PM

**To:** Andy Dunau; Tonilee Hansen - Spokane River Forum

**Subject:** New EnviroStars logo, tagline, and tier system approved! Coop considerations, Member org benefits, we link Spokane Biz to your directory

Good to speak with you Andy.

- I've attached the new approved EnviroStars logo, which as you can see has stayed close to the original allowing for a more seamless transition – it looks fresh and dynamic, incorporates green, and stays true to the original concept.
- Designers will be working with this and the tagline: "Good for Business. Good for Washington." to develop an updated marketing toolkit, including window decal.
- We've agreed on a three Tier recognition structure ("Partner, Leader, Champion" were the Tier names Biz Advisory Group voted on) and over the next few weeks are finalizing proposed Core requirements and Electives menu for each tier (business must meet all Core actions across several enviro impact areas, AND meet a certain # of points from the Electives menu for each Tier).
- The Coop identified some areas of concern and consideration which I have used to guide my input in the broader group discussions and decision-making, which I've included for your background.
- Also included, potential Member organizations info/benefits sheet.
- Confirming that Spokane EnviroStars Program would keep your on-line directory of local waste assistance and vendors, and that the new web portal could link Spokane area businesses directly into your directory and services as provided for this purpose.

All the best, Laurel

*Laurel S. Tomchick*

ENVIROSTARS PROGRAM MANAGER/BUSINESS INCENTIVES

Technical Assistance & Incentives Project Manager

[206.263.1663](tel:206.263.1663)/[206.263.3070](tel:206.263.3070)

King County Department of Natural Resources & Parks

Local Hazardous Waste Management Program

[www.envirostars.org](http://www.envirostars.org) ; [www.hazwastehelp.org](http://www.hazwastehelp.org)

PLEASE NOTE MY PHONE # HAS CHANGED

Businesses: Sign-up to get Hazardous Waste & EnviroStars [alerts](#)

