



Spokane EnviroStars Steering Committee Meeting

Monday, January 30, 2017





Agenda

- Welcome and Introductions
- Administration | Fundraising – Andy Dunau
- EnviroStars Regional Green Business Program
- Spokane Waste Directory Website – Tonilee Hanson
- Spokane County Regional Solid Waste System/SWAC – Angela Maioriello
- Spokane EnviroStars Recruitment and Certification –Joani Havens, Vikki Barthels and Tonilee Hanson
- Updates & Discussion
- Next Steering Committee Meeting Date – May 15 or 22, 2017

Rebranding EnviroStars Regional Green Business Program



ENVIROSTARSSM

CERTIFIED



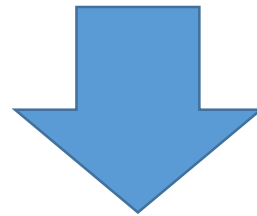
EnviroStars

Spokane EnviroStars Current Program

Business Certification and Promotion

- 2 Stars Certification Based on Local Source Control Visit
- 3-5 Stars based on BMPs, conservation of resources and leadership
- Promotion on website, e-news, facebook, events and media buy
- Logo seen by thousands

Value

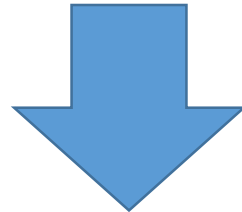


Direct, personal, interaction with SQG business

Business & Residential Waste Reduction and Pollution Prevention

- Spokane Waste Directory – Business & Residential
 - 33,581 Pageviews and 8,700 Unique Visitors
- Social Media
 - 5.5K Average Weekly Reach
- Mainstream Media
 - Message Received by Thousands

Value



1. Direct assistance to meet individual needs.
2. Stewardship Message that develops pollution prevention as a cultural norm.

Our Business Certification Program will change because the EnviroStars Coop will sunset by year end 2017.



Window Cling | Option 1 | 5'x5' & 10'x10'



Window Cling | Option 2 | 5'x5' & 10'x10'



Window Cling | Option 3 | 5'x5' & 10'x10'

New State Direction

- They will retain the EnviroStars name
- The logo will change but retain rights to the original logo
- EnviroStars will be reconstituted as the EnviroStars Regional Green Business Program.
- Business Program changes:
 - Pay to Play Membership (\$5,000 dues + fee for each business)
 - Voting authority based on dues
 - King County and Seattle start with 76% of the voting authority
 - Businesses complete web portal application
 - West side administrator determines application status
 - Site visits not part of the process except for specified verification
- Focus is on web portal and e-promotion



FIND A GREEN BUSINESS APPLY TO BE A GREEN BUSINESS



LOOK WHAT WE'VE ACHIEVED

Select what you would like to view:

GREENHOUSE GAS EMISSIONS SAVED

WASTE DIVERTED FROM LANDFILLS

GREENHOUSE GAS EMISSIONS SAVED

835,334 metric tons of CO₂

\$3,083,277 total savings

That's the equivalent of planting

44,161 acres of urban trees a year for two years



3410 Number of Certified Green Businesses in Washington today

FIND A GREEN BUSINESS

State of Business: City:

Company: County:

Business Name / Keyword: Zip Code:

SEARCH

DOWNLOAD THE APP
Find A Green Business Directory

Download on the App Store | Get it on Google Play

APPLY TO BE A GREEN BUSINESS

Find out how to incorporate green practices in to your web business and discover how to conserve resources and become more efficient.

APPLY NOW

Already have an account?
LOGIN HERE

Forgot your password?



WATCH THE VIDEO

See how you can get the most out of your Green Business recognition.

FIND REBATES AND RESOURCES

Enter your street address to search for programs in your area.

425 Lull Ln, Redwood City, CA **SEARCH**

GreenBiz Tracker

Home Contact Hello Paul

Dashboard Reports Notifications Measures Checklists Tiers Green Tips

BACK TO CREATE A REPORT

RUN NEW REPORT

Green Business Certification Environmental Scorecard

REPORTS VISUAL SCOREBOARD EXPORT TO PDF

CITY: All
SECTORS: All
TIME FRAME: 01/01/2016 to 05/26/2016

Environmental Benefits Per Year

These environmental benefits are calculated from certain quantitative measures that you completed when filling out your checklist. These are the annual savings businesses have achieved. To get data for the environmental outcomes businesses have achieved since their enrollment in the program, view the reports tab above.

These costs are estimates based on widely referenced calculations and assumptions regarding resource costs. It is not necessarily the cost that your business will realize on utility bills. If interested, please contact your coordinator for details or references for those calculations.

REFINE REPORT

PROGRAMS

- ALL
- SELECT
 - San Francisco
 - San Diego

SECTORS

- ALL
- SELECT
 - Auto Repair
 - Catering
 - Cleaning Services
 - Commercial Buildings
 - Commercial Printer
 - Dentist
 - Garment Cleaning
 - Hotel
 - Janitorial Services
 - Office
 - Office/Retail
 - Other
 - Printer
 - Property Management
 - Restaurant

GREENHOUSE GAS EMISSIONS SAVED

Green businesses have saved 70,500,812 lbs of CO₂ with a total savings of \$119,851.38. That's the equivalent of:

Planting 1,694 Acres of Urban Trees



(The number of icons in this visualization has been capped to not overload the scorecard)

SOLID WASTE DIVERTED FROM LANDFILLS

Green businesses have saved 6,103,999 lbs of waste with a total savings of \$409,883.53. That's the equivalent of:

381 Garbage Trucks Worth of Diverted Waste



(The number of icons in this visualization has been capped to not overload the scorecard)

ENERGY SAVED

Green businesses have saved 77,102,990 kWh with a total savings of \$7,812,074.97. That's the equivalent of:

Powering 7,076 houses for an entire year



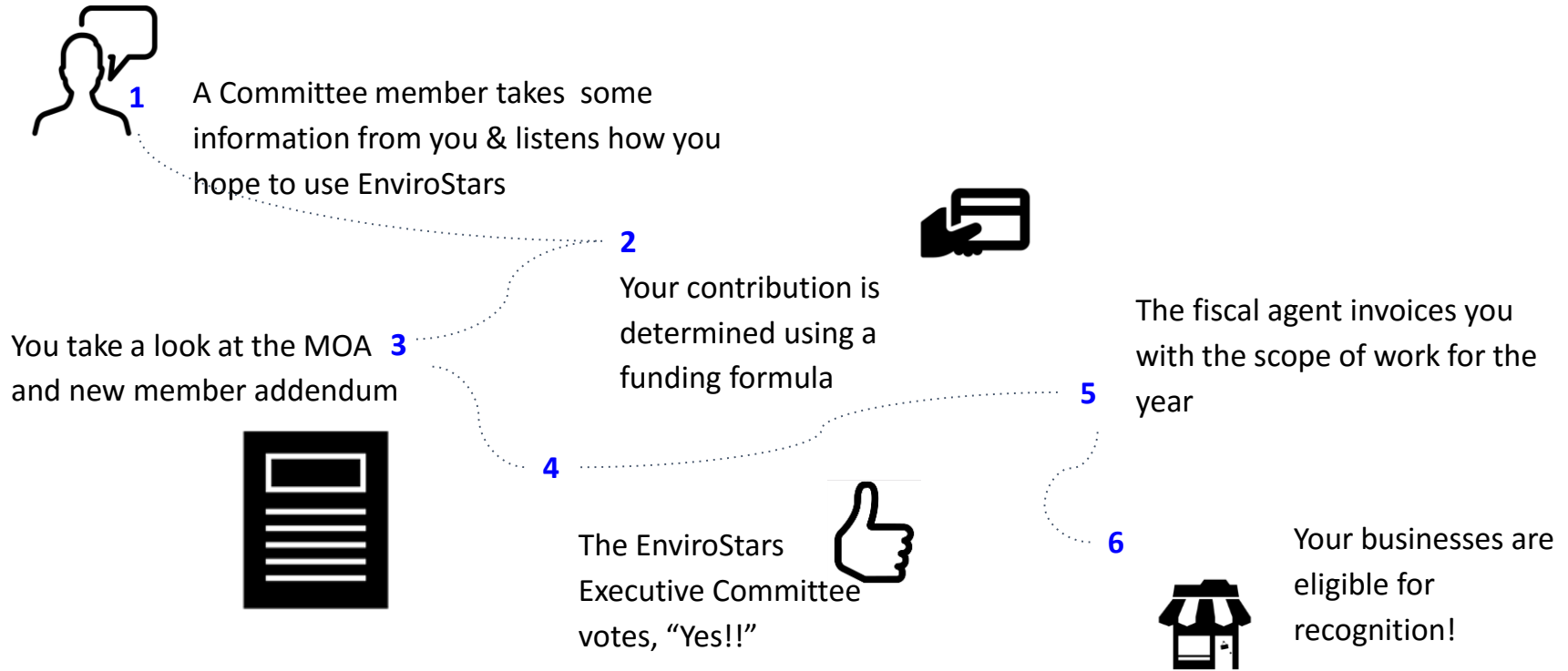
WATER SAVED

Green businesses have saved 8,547,150 gallons of water, with a total savings of \$26,880.79. That's the equivalent of:

24 bathtubs of fresh drinking water per hour



Becoming a Member Agency



Member agencies get to:

- Leverage regional program brand and participant marketing
- Access the web platform for use by their business community and staff
- Advertise important programs when businesses search for program offerings
- Use multilingual hotline staffed by the Program Administrator
- Use program marketing material templates available in multiple languages
- Help shape future program design through participation in Program Steering and Advisory Committees



5 Star Certification
changes to
3 Tier Self-Reported Recognition



ENVIROSTARSSM

CERTIFIED



EnviroStars
Self – Reported
Recognition

Spokane Options

1. Become a member of the EnviroStars Regional Green Business program
 - Adopt and rebrand new logo
 - Agree to business self-reporting and checklists as defined by west-side with some verification options determined by Spokane

2. Attempt to retain original EnviroStars Certified logo and otherwise part company with west-side.
 - West-side says “No”
 - Gonzaga Law Business Clinic support with logo

3. Retain Spokane Waste Directory and Pollution Prevention Program
 - Exit EnviroStars business certification process

Spokane Options Continued

4. Bridge to new local brand for business program
 - Create and servicemark **EnviroCertified** logo
 - Retain foundation of Local Source Control visits and certification process
 - Retain integration with current business and residential waste reduction and pollution prevention program.

Next Steps for Bridge option

- Develop new **EnviroCertified** logo
- Confirm Ecology's on-going support for SRHD LSC program
- Create decals and other materials that can be redistributed to existing businesses
- Update brochure and other print materials
- Begin using new logo and name with
 - CFJ SEP grant
 - Spring media campaign
- Seamless transition over the next 12 months

EnviroCertified Budget

January -- June 2017

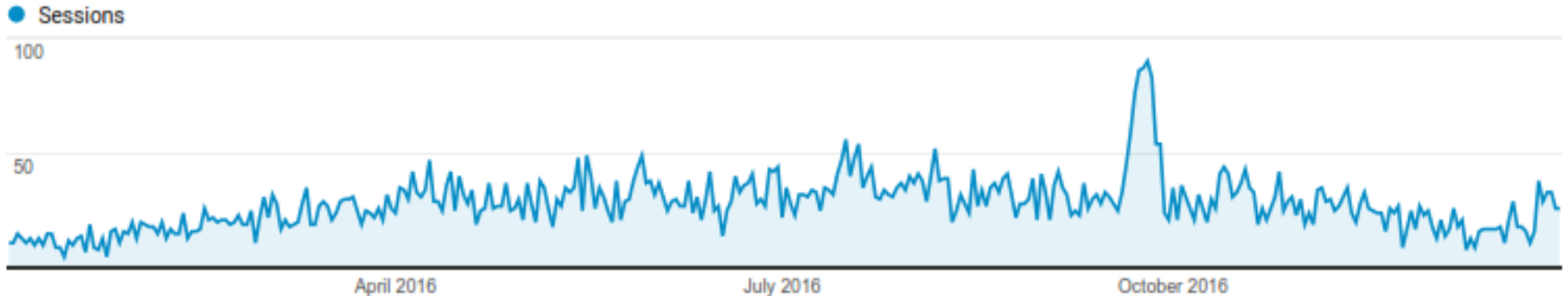
Coordination and Additional Staffing		\$ 6,300
Certifications and Waste Directory Updates		\$ 4,200
Create EnviroCertified Logo		\$ 1,200
Spokane Business Stormwater and Waste Directory Flip Book		
	Development	\$ 3,500
	Printing	\$ 4,500
	Distribution	\$ 1,200
	Business Journal Ad	\$ 850
	Subtotal	\$ 10,050
Spring Radio Campaign		\$ 7,500
Rebranded Material Inventory		\$ 8,500
	Brochures	
	Decals, magnets, etc.	
	Tote Bags	\$ 8,500
URL, Web Site, and Social Media Rebrand		\$ 1,500
Distribution of Materials at Events		In-kind
	Total	\$ 39,250

Business and Residential Waste Disposal



2016 Google Analytics

Spokane Waste Directory Audience Overview 1/1/16 – 12/31/16



Sessions

10,280



Users

8,700



Pageviews

33,581



Pages / Session

3.27



Avg. Session Duration

00:01:54



Bounce Rate

46.70%

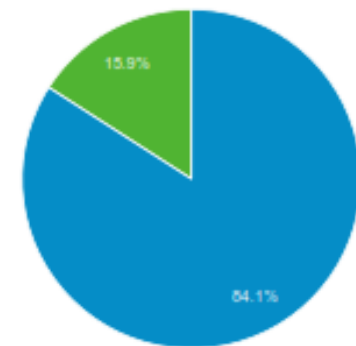


% New Sessions

84.03%



■ New Visitor ■ Returning Visitor



Searches for Tire disposal 1/1/16 – 12/14/16

Pages

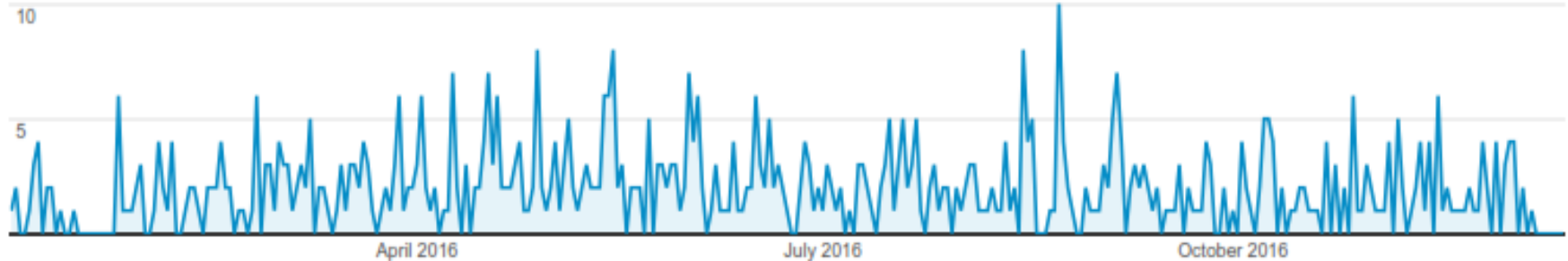
Jan 1, 2016 - Dec 14, 2016

ALL » PAGE: /wastedirectory/waste_type/tires-3/

All Users
2.12% Pageviews

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	685 % of Total: 2.12% (32,360)	563 % of Total: 2.32% (24,221)	00:01:56 Avg for View: 00:00:50 (129.68%)	524 % of Total: 5.29% (9,900)	71.56% Avg for View: 46.60% (53.57%)	65.55% Avg for View: 30.59% (114.25%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /wastedirectory/waste_type/tires-3/	685 (100.00%)	563 (100.00%)	00:01:56	524 (100.00%)	71.56%	65.55%	\$0.00 (0.00%)

Pages

Jan 1, 2016 - Dec 14, 2016

ALL » PAGE: /wastedirectory/vendor/gemtext/

All Users
0.24% Pageviews

Searches for Gentext

Explorer

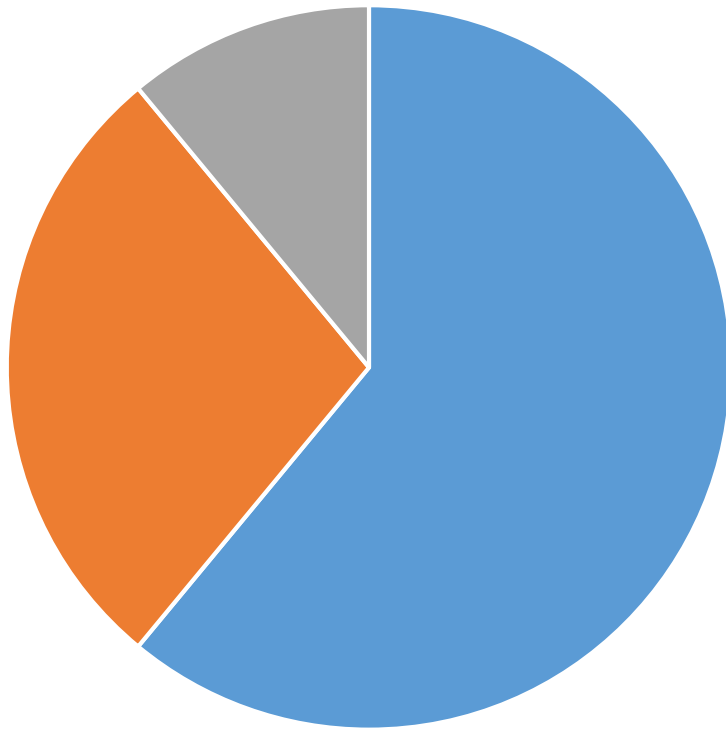
Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	79 % of Total: 0.24% (32,360)	57 % of Total: 0.24% (24,221)	00:01:09 Avg for View: 00:00:50 (35.98%)	2 % of Total: 0.02% (9,900)	100.00% Avg for View: 46.60% (114.58%)	46.84% Avg for View: 30.59% (53.09%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /wastedirectory/vendor/gemtext/	79 (100.00%)	57 (100.00%)	00:01:09	2 (100.00%)	100.00%	46.84%	\$0.00 (0.00%)

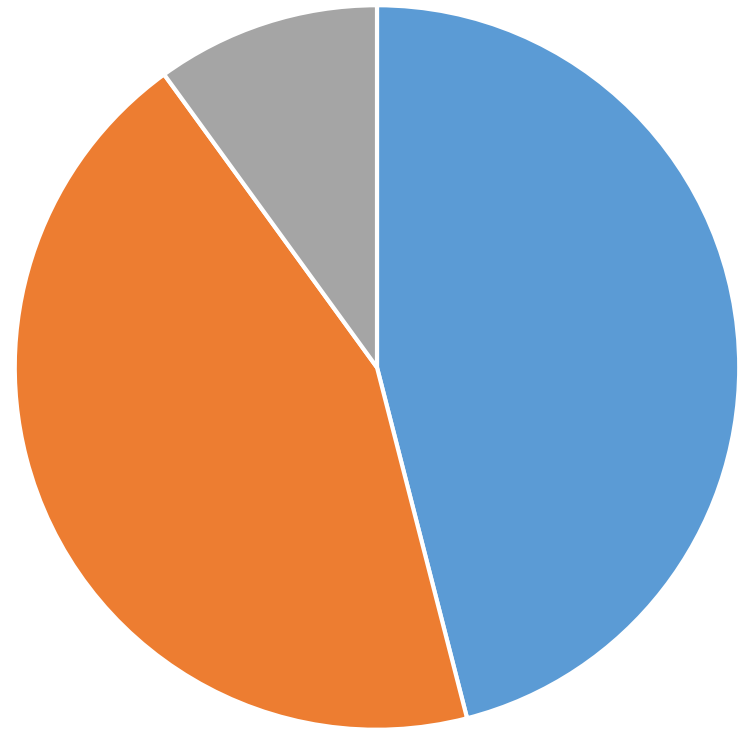
Spokane Waste Directory Aquisition

2015 Website Acquisition Device



■ Desktop ■ Mobil ■ Tablet

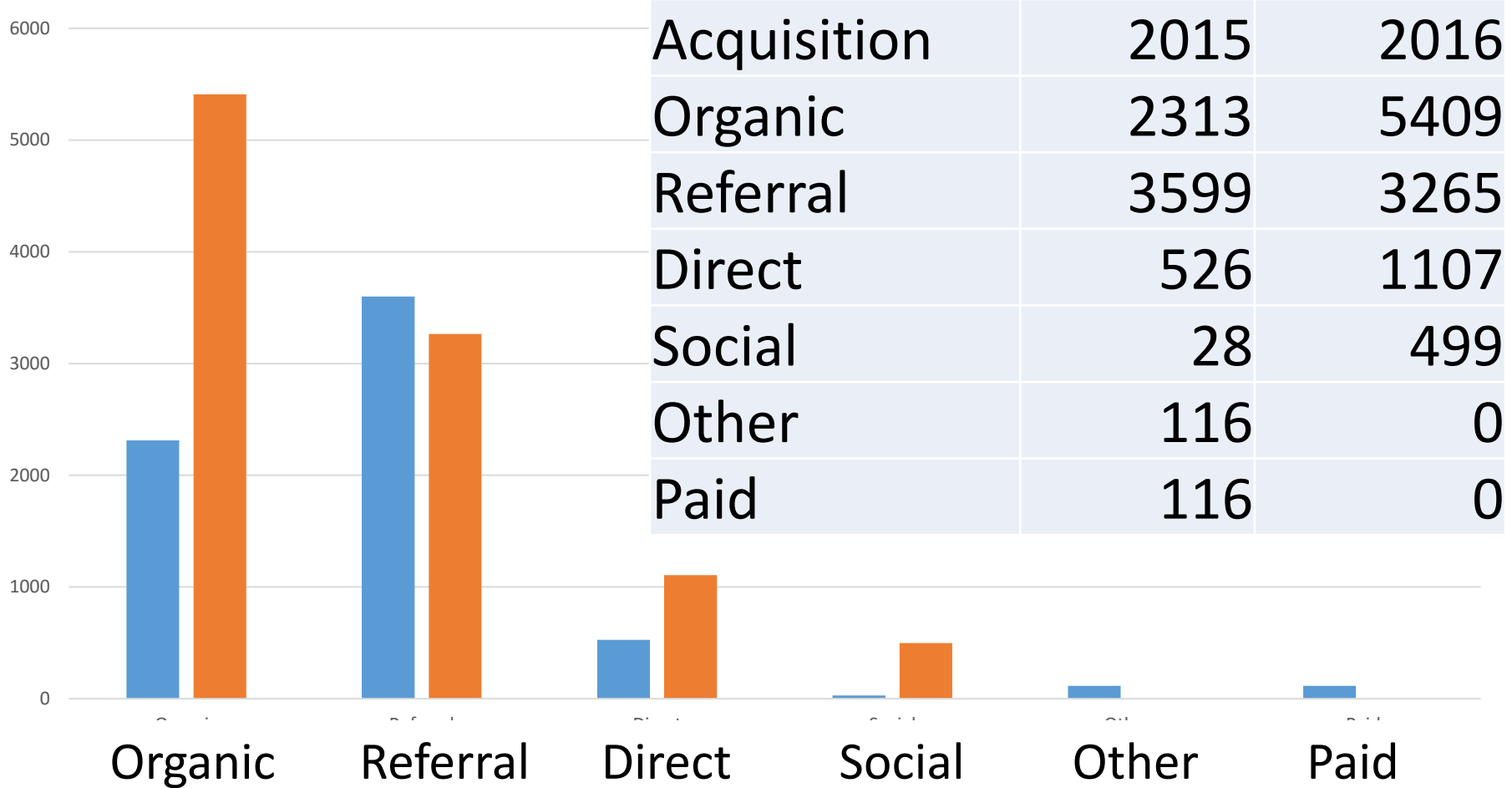
2016 Website Aquisition Device



■ Desktop ■ Mobil ■ Tablet

Waste Directory Acquisition - Search

Waste Directory Acquisition - Search



Waste Type	Page views
Tires	721
Needles/Syringes/Sharps	380
Clothing textiles (poor condition)	343
Animal-carcasses-dead-animals	285
Wood	177
styrofoam	141
Batteries	134
Hot-water-heaters	109
Plastic	108
Oil Used	104
Latex-paint	92
Books	88
Yard Waste	88
Concrete	84
Toilet	59

2016
Top
Wastes



Spokane EnviroStars Waste Directory

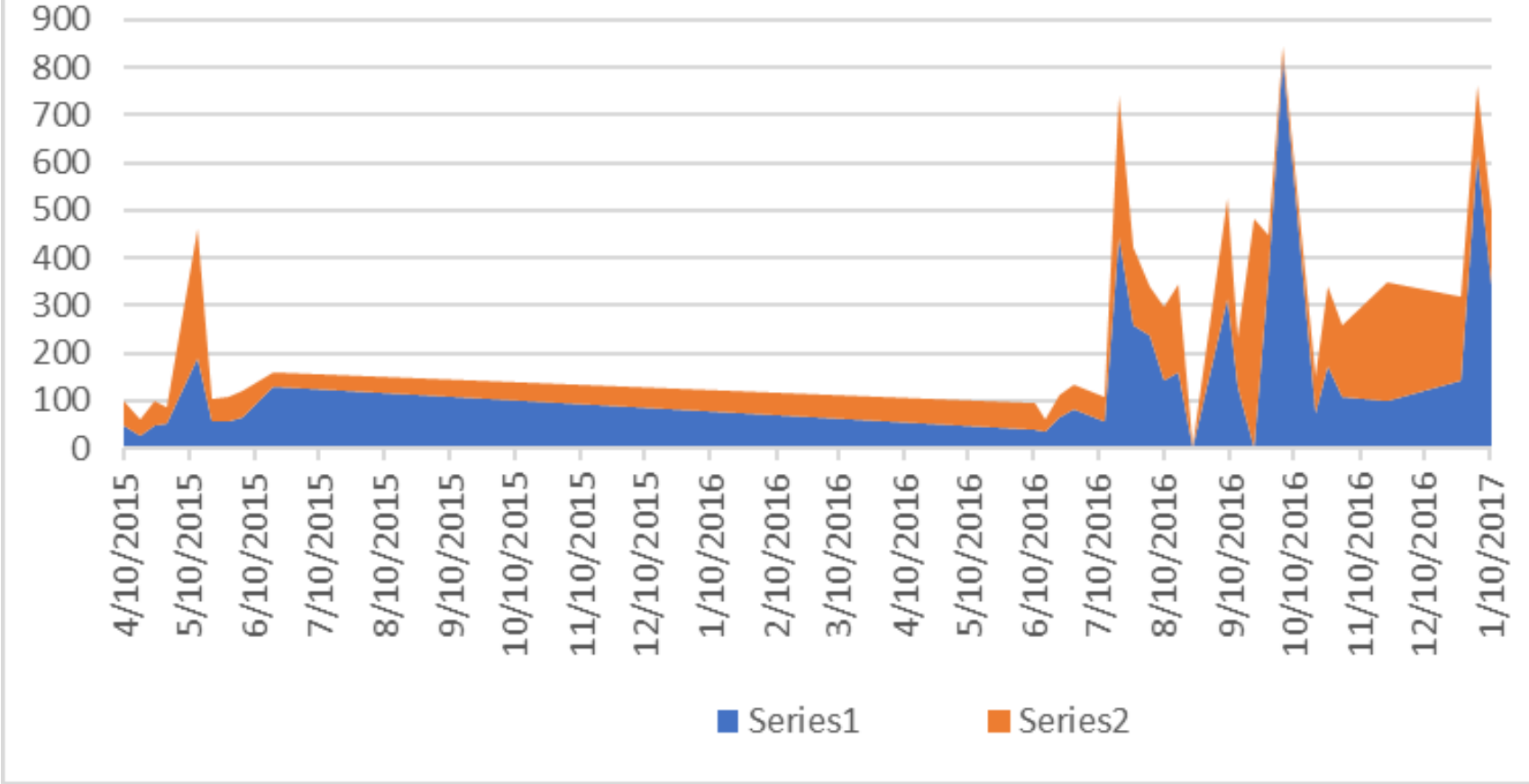


Working together to protect our river and aquifer through pollution prevention

Got Waste Wednesday – Facebook Insights June 2016 – Jan 2017

- **1,002** Sharps, Needles syringes
- **1,076** Television
- **1,086** Medicine
- **1,090** Antifreeze
- **8,260** Tires
- **9,331** CFL
- **7,027** Batteries
- **7,966** Yard waste
- **4,568** Appliances
- **5,744** Oil based products
- **(no boost 320)** Moving
- **5,615** Wasting time getting rid
- **5,304** Mercury thermostats
- **12,127** Fibers (unuseable)
- **6.1K** Septic clean out
- **13.1K** Grease trapbooks
- **3.2K** Toner & printer cartridges
- **5.9K** Pesticides and herbicides
- **4.4K** Tanglers
- **3.3K** Thankful Waste Services
- **8.9K** Styrofoam
- **7.4K** batteries

Got Waste Wednesday Posts



Orange = Post clicks

Blue = Reactions / Comments



SpokaneWasteDirectory.org Promotion & Next Steps 2017

- Spring Media Campaign
- Maintain & Enhance Website
- Got Waste Wednesday
Facebook Posts weekly
- Promotional Materials
- Community Events
- SAJB Purveyors
- SAJB PCSI Mailing
- Certified Businesses
- Waste Directory Vendors
- EnviroStars Coop

CFJ SEP Grant

- Spokane Business Stormwater and Waste Directory Flip Book
 - Develop: Graphics and Editorial
 - Print (1,500)
 - Mail Distribution (300)
 - Door to Door Visits
- Business Journal Ad (7" X 3.5")
- Spokane Waste Directory Tote Bags (2,000)
- H2O Breakfast and Conference: Business - Industry Stormwater Focus
- Distribution at events

Spring Media Campaign



ENVIROSTARS

Agenda

Spokane County Regional Solid Waste System and SWAC –
Angela Maioriello

Local Source Control, Spokane EnviroStars Recruitment
and Certification Joani Havens, Vikki Barthels and Tonilee

Spokane EnviroStars Business Certification

- 26 - Auto Body Paint, Parts & Repair
- 18 - Cleaning Supplies & Services
- 1 - Chiropractor
- 12 - Dental
- 5 - Education & Training
- 2 - Electrical Service & Supplies
- 1- Fleet Services Repair
- 1 - Food & Beverages
- 2 - Heating, Ventilating & Air
- 1 - Home Repair & Painting
- 2 - Landscaping
- 5 - Manufacturing & Technology
- 1 - Photography
- 1 - Printing
- 1 - Property Management
- 5 - Restaurants
- 1 - Transportation
- 1- Veterinary Medicine

Goal by 6/30/17
100 Certified

2010-2016

- Total Certified - 91 – (86)
- Total Decertified – 5
- Closed - 1

2013-2016

- Total Renewals – 27

New in January

- Grease Monkey #395



GOOD FOR BUSINESS
GOOD FOR THE ENVIRONMENT
GOOD FOR YOU



ENVIROSTARS™
CERTIFIED

- [Spokane EnviroStars](#) website – Re-designed
- 2 full time SRHD Local Source Control Specialists (Oct 1st)
- 2016-2017 Focus areas
 - City of Spokane Cochran Basin
 - Restaurants (Fats, Oils and Grease – Food Composting)
 - PCSI Businesses that could impact four or more wells
- 2017 Promotional materials - Update materials and create Business Waste Directory/Stormwater flipbook



Next Spokane EnviroStars Steering Committee Meeting

Monday, May 15th or 22nd 2017

Member Updates



Local Source Control & EnviroStars Program Impact

Aquifer & Wellhead Protection

Stormwater & Low
Impact Development

Hazardous Materials
Management

Pre-Treatment
Water Reclamation

Reduce/Recycle
Solid Waste

Fish Health &
Consumption

Employee
Health & Safety

River Recreation
& Tourism

Economic
Development

Resource Conservation

Reduce Business
Expense & Liability

Environmental Stewardship
EnviroStars Recognition

