



FOR IMMEDIATE RELEASE

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Green Business Program of Santa Barbara County Certifies Five More Green Businesses Including First Lodging Property
~Local Businesses Save Resources AND Money

SANTA BARBARA, CA – The Green Business Program of Santa Barbara County is a county- wide effort partnering local governments, special districts, non-profits, utilities, chambers of commerce, and waste haulers. The program currently offers certification for businesses in the following sectors: office/retail, restaurants, automotive shops, and lodging establishments with more to be added in the coming year.

Today, the Green Business Program of Santa Barbara County announced the certification of five more County businesses: “We are happy to announce the first hotel to complete the Green Business Program certification process as well as a locally-owned restaurant, and three diverse professional offices,” said Program Director Frances Gilliland, “These enterprises are excellent examples of how to run successful, sustainable businesses while also focusing on a sustainable environment.” They are: **Blackbird Architects** (Santa Barbara), **Santa Ynez Chumash Tribal Government Building** (Santa Ynez), **Santa Ynez Valley Marriott Hotel** (Buellton), **Shoreline Café** (Santa Barbara), and **Van Atta Landscape Design** (Santa Barbara).

On **Wednesday, November 18, 2009, at 11:00 am**, a **press conference and certification presentation** will be held at the **Santa Ynez Valley Marriott Hotel**, 555 McMurray Road in Buellton. The Marriott invites the public to attend this free event honoring all five businesses as well as previously certified businesses. Complimentary refreshments and tours of the County’s first “Green Business Program Certified” hotel also will be offered.

The Green Business Program of Santa Barbara County certifies businesses that go above and beyond complying with applicable regulations and required measures to implement additional actions in areas such as waste reduction and recycling, environmentally preferable purchasing, energy efficiency and conservation, water conservation, air pollution prevention, and transportation using a checklist tailored to their industry type. The program is free, voluntary, and offers assistance and incentives, including an official Green Business certification decal and free promotion upon completion of the required and recommended actions. The goal of the program is to help businesses become models of sustainability, while saving money and enhancing the environment.

BACKGROUND on the newly certified Green Businesses:

Blackbird Architects, Inc., Santa Barbara

Melissa Davis or Adam Sharkey
(805) 957-1315 or www.bbird.com

“We are deeply honored to receive Green Business Certification and appreciate this recognition of our efforts. The Green Business Program has been a great way to update and revamp our green office procedures and policies, and its staff was very helpful in guiding us to facilitate those improvements. We pride ourselves on practicing the highest quality and most environmentally sensitive design, and strive to realize beautiful, elegant, and sustainable solutions in all of our work, including day to day office practices.” Melissa Davis

Blackbird Architects’ philosophy directs them to conserve resources and be sensitive to the environment. This philosophy is evident not only in the work they do – Green Building Guidelines are used for all projects - but also in how they run their office. Their office building, Van Atta Design Studio, has won several awards for design excellence and environmental responsibility. The Design Studio uses 50% less energy than a conventional office building due to use of ventilation and natural lighting. All staff are dedicated to reducing the resources used in producing products for their clients. Their recycling program diverts 75% of office waste. Along with Van Atta Associates, they also purchase recycled content paper products for the office and for employee restrooms. Blackbird and Van Atta Associates (see below) share their building as well as a ridesharing program developed for their employees. A hybrid vehicle is used as a staff pool car for transportation to meetings, and employees routinely run errands by bicycle or on foot. Secure bicycle parking is provided for the many staff that ride to work, and a spare bike is kept in the office for errands. Flexible schedules and telecommuting are also allowed to reduce vehicle trips.

Santa Ynez Chumash Tribal Government Building

Jesse Patterson, Environmental Management Specialist, (805) 688-7997 or
www.santaynezchumash.org

“The Santa Ynez Chumash Tribal Government Office is proud to be involved in the Green Business Program and to have been acknowledged for our environmental accomplishments at our facility. Our environmental office has proven to be leaders in planning and implementing programs that encourage sustainable practices and environmental awareness. Our facility is an example of how environmental stewardship can result from typical commercial business operations through proper planning and support for green initiatives.” William Wyatt, Tribal Administrator

The staff at the Santa Ynez Chumash Tribal Government Building takes pride in running an office with great consideration for the surrounding environment. Purchasing policies are in place to encourage the use of less toxic cleaning products and recycled content office supplies. Great focus has been placed on water conservation both inside and outside the office. Inside, all bathroom and kitchen fixtures are low-flow and staff has been trained on the importance of water conservation while outside landscaping efforts include planting of drought tolerant natives. Energy efficiency is also a major accomplishment as the building was designed to take advantage of sunlight and it is common for only half of the lights in the office to be in use at any given time. All employees are encouraged to participate in efforts to “green” their office through educational staff meetings and incentive based programs. Some of these include a “no disposables” raffle contest to encourage employees to bring re-usable mugs and containers to work and a commuter incentive program to reward employees who take alternative forms of transportation to work such as carpooling or riding the bus. The Santa Ynez Chumash Tribal Government Building is not stopping there as plans have been approved to construct

solar panels on the roof that will generate up to 40% of the electricity needed for daily operations and the installation of a rainwater harvesting system to supplement their landscaping water needs.

Santa Ynez Valley Marriott Hotel, Buellton

Michael Hendrick, General Manager
(805) 688-1000 or www.syvmarriott.com

“I am very excited about our drop in energy and water consumption, our savings in trash, our new car pool program, our new free lights, and our new bulk soap and shampoo program. I feel these efforts will change the way hotels do business. If you or your business is not seriously considering doing this program, you are wasting money.” Mike Hendrick, General Manager

The Santa Ynez Valley Marriott is the first hotel in Santa Barbara County to complete the Green Business Program process. Hotel staff embraces the goals of the program, and look at all aspects of their property’s operation for ways to improve efficiency and minimize impacts to the environment. Key among many measures the Marriott has undertaken includes energy efficiency and water conservation. The Marriott has upgrading lighting throughout the hotel and installed controls on vending and ice machines to reduce energy use. Landscaping around the property is monitored closely for water efficiency and new native and water wise plants have been added throughout. Another effort is the introduction of bulk soap and shampoo dispensers in guest rooms to reduce plastic bottle waste. Recycling programs are in place throughout the hotel, including in the hotel restaurant kitchen. Employees are encouraged to rideshare and the hotel now runs a monthly raffle for participating staff.

Shoreline Cafe, Santa Barbara

Steve Marsh, Owner
(805) 568-0064

“Shoreline Cafe has been committed to the green program for a long time and on the way we realized that we could save money. It’s not only healthy for the earth, it’s healthy for the bottom line. “ Steve Marsh, Owner

Steve Marsh and the staff at the Shoreline Café consider their location on the beach as inspiration for their environmental efforts. They participate in the City of Santa Barbara’s Clean Creeks program and Mr. Marsh developed a system to capture wash water from cleaning restaurant mats to easily keep the water from ending up in the storm drains. They have also put considerable time into researching and purchasing compostable and recyclable products used in their kitchen and for to-go containers. They participate in the City of Santa Barbara’s Foodscrap Collection Program and continually evaluate their restaurant’s operations to look for ways to reduce waste with a goal to reduce trash to 10% of the total amount of waste leaving the restaurant. As part of the Green Business Program, public restrooms were upgraded to include dual-flush toilets. Bicycles are purchased for employees to commute to work, and the Shoreline employees are now utilizing Traffic Solutions Online to manage their commute options.

Van Atta Associates Landscape Architecture + Planning

Delia Gutierrez, Office Manager
(805) 730-7444 or www.va-la.com

“Van Atta Associates is proud to be acknowledged as a Green Business in Santa Barbara County. The spirit of Susan Van Atta’s design approach is imbued with caring for the integrity of the environment and involving all of our team members in a more environmentally conscious lifestyle.” Delia Gutierrez, Office Manager

In 1996, Susan Van Atta of Van Atta Associates asked Ken Radtkey of Blackbird Architects to design an efficient and environmentally friendly building for her Landscape Architectural firm. Later, Blackbird Architects chose to lease the first floor of the building. The two firms work together to create an environmentally friendly office environment in their building and landscape.

Some of the landscape features of the office include:

- The office landscape is composed of native plants to create urban habitat and to conserve water.
- Concrete was removed, and vines climb walls and fences to maximize the amount of planting in this freeway off ramp setting.
- The office roof material is recycled glass, designed to be a graphic representation of a watershed. The water from this mini urban watershed is taken through a downspout to a runnel and into a recirculating fountain with fish and plants that serves as a biological filter for the water runoff.
- Parking surfaces are both permeable and planted to reduce storm water runoff.
- Native trees shade the parking as well.
- Citrus trees are planted in the entry courtyard to provide scent and fruit throughout a long season.
- Arbors protect the south facing windows from the high summer sun, while allowing the low winter sun to warm the building.

Van Atta Associates believe sustainable design is synonymous with quality.

For more information on becoming certified and viewing a list of all Green Businesses, go to www.greenbizsbc.org.

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