

A RESOURCE GUIDE TO KEEP AUSTIN GREEN

green pages

Published by
Small Business Development Program in partnership
with the Office of Sustainability
P.O. Box 1088
Austin, TX 78767

T: 512.974.7800
F: 512.974.7740
www.AustinSmallBiz.org
Spring 2012

small business
DEVELOPMENT PROGRAM
CITY OF AUSTIN





City of Austin

Economic Growth and Redevelopment Services Office

Small Business Development Program

P.O. Box 1088 Austin, TX 78767

March 30, 2012

Dear Entrepreneur:

In our current eco-minded community, the need for small business owners to utilize the City of Austin's vast number of rebate programs and services geared towards going green is ever more pressing. To support businesses in this effort, the City of Austin Office of Sustainability and the Small Business Development Program (SBDP) have collaborated to provide a valuable resource that will increase your awareness of specific benefits designed to help you in the development of your eco-friendly business.

We are pleased to present you with the first edition of *Green Pages*. This directory consists of services and programs that provide small businesses with incentives, services, or products aimed at going green. Incentives and products range from free programmable thermostats, to complementary office paper recycling bins, to rebates for retrofit lighting upgrades. Our goal for *Green Pages* is to increase your awareness and use of the thirty-two green initiatives offered throughout the City of Austin.

In addition to *Green Pages*, the Small Business Development Program offers no-cost *BizAid Business Orientation* classes; no-cost individualized business coaching; low-cost business education classes; and no-cost use of the Business Solutions Center, a technology resource center. Call 512.974.7800 or visit our website www.AustinSmallBiz.org for information about all our services and resources.

Thank you for being a part of Austin's vibrant and eco-minded business community.

Sincerely,

Vicky Valdez
Small Business Administrator
Small Business Development Program
City of Austin
512.974.7620
Vicky.Valdez@austintexas.gov

Table of Contents

Austin Energy	2
Programs:.....	2
Air Conditioning	2
Austin Energy Green Building	2
Building Tune-Up.....	3
Commercial High Efficiency Lighting Program	3
Energy Conservation Audit and Disclosure.....	3
GreenChoice®	4
Motors.....	4
Multi-Family Properties.....	4
New Construction	5
Roof/Ceiling Insulation.....	5
Reflective Roof.....	5
Small Business Lighting Program	6
Solar Water Heater	6
Solar Photovoltaic.....	6
Water Heater Timers.....	7
Window Treatments.....	7
Variable Frequency Drives	7
City of Austin Solid Waste Services Department	8
Programs:.....	8
Waste Reduction Assistance Program.....	8
WasteSMART.....	8
City of Austin Water Utility Department	9
Programs:.....	9
3C Challenge.....	9
Commercial Process Water Savings	9
Irrigation Systems	9
Rainwater Harvesting	10
WashWise	10
City of Austin Watershed Protection Department	11
Programs:.....	11
Clean Water Partners	11
Green Garden Landscaping.....	11
Integrated Pest Management Plan	11
Capitol Area Metro Planning Origination	12
Program:.....	12
Commute Solutions Rideshare	12

Austin Energy

Programs:

Air Conditioning

Website:

<http://www.austinenergy.com/Energy%20Efficiency/Programs/Rebates/Commercial/Commercial%20Energy/directExpansion.htm>

512.482.5346

Email: conservation@austinenergy.com

Small Business Service: Austin Energy provides air conditioning rebates to Austin Energy customers as part of its commercial offerings. Customers interested in these rebates should review Austin Energy's rebate package and contact Austin Energy's commercial staff with questions.

Austin Energy Green Building

Website:

https://my.austinenergy.com/wps/portal/aegb/aegb/home!/ut/p/c5/04_SB8K8xLLM9MSSzPy8xBz9CP0os3gLAwMDZydDRwP3EG8XA09nywBD55AwYyM_Y_1wkA48Kgwh8gY4gKOBvp9Hfm6qfkF2dpqjo6liAFSVM1o!/dl3/d3/L2dBISEvZ0FBIS9nQSEh/

512.482.5300

Email: greenbuilding@austinenergy.com

Small Business Service: Austin Energy Green Building program emphasizes a team approach to building that includes all building professionals, from architects to craftspeople. The team approach to construction makes it easier to incorporate green building principles at every step of your project. The Austin Energy Green Building features a team of experts that include mechanical, electrical and architectural engineers, architects, and other code specialists that will partner with your company to establish commercial developments. Austin Energy's experienced professionals guide you through the design and construction process; review, rate, and market your project, as well as provide consultants invested in your success.

Building Tune-Up

Website:

<https://www.energyguide.com/energysmartsbe/welcomeba.asp?referid=117&bid=austin&sid=436>

877.549.2774

Email: custinfo@austinenergy.com

Small Business Service: As part of its continuing energy efficiency efforts, Austin Energy's Commercial Energy Management Services offers a Building Tune-Up Program to its commercial and industrial customers, or their building owners. The goal of the Building Tune-Up Program looks to reduce summer peak kilowatt demand and annual kilowatt hour energy usage by improving the efficiency of energy-using systems and the effectiveness of maintenance practices.

Commercial High Efficiency Lighting Program

Website:

<http://www.austinenergy.com/Energy%20Efficiency/Programs/Rebates/Commercial/Commercial%20Energy/lighting.htm>

512.482.5389

Email: SmlIBP@austinenergy.com

Small Business Service: Austin Energy pays from \$250 to \$300 per kiloWatt reduced on energy efficient lighting retrofits. Replacing existing lighting with high efficiency T-8 or T-5 fluorescent systems, or LED lighting will improve energy savings and improve your bottom line.

Energy Conservation Audit and Disclosure

Website:

<https://www.energyguide.com/energysmartsbe/welcomeba.asp?referid=117&bid=austin&sid=436>

877.549.2774

Email: custinfo@austinenergy.com

Small Business Service: Austin Energy provides this analysis tool to help business owner's rate their facilities for compliance with City Code Chapter 6-7 (Energy Conservation Audit and Disclosure Ordinance No. 20081106-047). This tool provides detailed information on your energy use, comparisons with other facilities, and recommendations to significantly lower your energy bill.

GreenChoice®

Website:

<http://www.austinenergy.com/Energy%20Efficiency/Programs/Green%20Choice/indexOLD2.htm>

512.972.7637

Email: green.choice@austinenergy.com

Small Business Service: GreenChoice® is Austin Energy's renewable energy program that provides subscribers with a fixed GreenChoice® charge instead of the regular fuel charge for the term of their subscription. When you sign up for the program, you are buying energy produced from 100% renewable sources like wind power and methane gas from landfills.

Motors

Website:

<http://www.austinenergy.com/Energy%20Efficiency/Programs/Rebates/Commercial/Commercial%20Energy/motors.htm>

512.482.5346

Email: conservation@austinenergy.com

Small Business Service: Austin Energy provides Premium Efficiency Motors discounts to Austin Energy customers as part of its commercial offerings. Customers interested in these discounts should review Austin Energy's discount package and contact Austin Energy's commercial staff with questions.

Multi-Family Properties

Website:

<http://www.austinenergy.com/Energy%20Efficiency/Programs/Rebates/Commercial/Multi-Family%20Properties/index.htm>

512.482.5346

Email: custinfo@austinenergy.com

Small Business Service: The Austin Energy Multi-Family Program provides cash rebates for making energy efficiency improvements to apartment and other multi-family properties. These enhanced rebates can cover up to 80% of the costs for installing solar screens and film, adding ceiling insulation, and sealing leaky air duct systems in apartment buildings.

New Construction

Website:

[http://www.austinenergy.com/Energy%20Efficiency/Programs/Rebates/Commercial/Commercial%20Energy/guidelines.htm#New Construction](http://www.austinenergy.com/Energy%20Efficiency/Programs/Rebates/Commercial/Commercial%20Energy/guidelines.htm#New%20Construction)

512.482-5346

Email: conservation@austinenergy.com

Small Business Service: Austin Energy's Commercial New Construction Program offers incentives to commercial construction projects being planned and built within the service area of Austin's electric utility. These program incentives are intended to reduce the added costs associated with the specification and installation of high-efficiency technologies, including air conditioning systems, energy efficient lighting equipment, and various custom technologies.

More information is available here:

<http://www.austinenergy.com/Energy%20Efficiency/Programs/Rebates/Commercial/Commercial%20Energy/newConstruction.pdf>

Roof/Ceiling Insulation

Website:

<http://www.austinenergy.com/Energy%20Efficiency/Programs/Rebates/Commercial/Commercial%20Energy/ceilingRoof.htm>

512.482.5346

Email: conservation@austinenergy.com

Small Business Service: Austin Energy provides roof and ceiling insulation rebates to Austin Energy customers as part of its commercial offerings. Customers interested in these rebates should review Austin Energy's rebate package and contact Austin Energy's commercial staff with questions.

Reflective Roof

Website:

<http://www.austinenergy.com/Energy%20Efficiency/Programs/Rebates/Commercial/Commercial%20Energy/ceilingRoof.htm>

512.482.5346

Email: conservation@austinenergy.com

Small Business Service: Austin Energy provides reflective roof rebates to Austin Energy customers as part of its commercial offerings. Customers interested in these rebates should review Austin Energy's rebate package and contact Austin Energy's commercial staff with questions.

Small Business Lighting Program

Website:

<http://www.austinenergy.com/Energy%20Efficiency/Programs/Rebates/Commercial/Small%20Business%20Lighting%20Discount/index.htm>

512.505.3704

Email: SmlBP@austinenergy.com

Small Business Service: Austin Energy has a turn-key small business lighting program which pays up to 75% of the cost of a lighting project. The customer pays only a portion of the project cost to the registered contractor and Austin Energy pays the balance. This provides the benefit of improved lighting for your business, as well as an improved bottom line. Contracting with Energy Saving Strategies allows Austin Energy to "buy down" material and labor costs and pass the savings to you.

Solar Water Heater

Website:

<http://www.austinenergy.com/Energy%20Efficiency/Programs/Rebates/Solar%20Rebates/Solar%20Water%20Heater/index.htm>

512.482.5346

Email: conservation@austinenergy.com

Small Business Service: Solar water heaters are a cost-effective and environmentally responsible alternative to conventional methods of producing domestic hot water. In response to its aggressive renewable power generation goals, Austin Energy offers a rebate to its customers as incentive to install solar water heaters. Customers benefit from solar technology through utility bill savings and sound environmental stewardship; Austin Energy benefits by reducing its peak demand and reliance on power production from fossil fuels.

Solar Photovoltaic

Website:

<http://www.austinenergy.com/Energy%20Efficiency/Programs/Rebates/Solar%20Rebates/index.htm>

512.482.5346

Email: solarrebate@austinenergy.com

Small Business Service: Austin Energy offers solar photovoltaic rebates and commercial incentives to encourage customers to install solar energy systems. In addition, Austin Energy administers solar projects and funding in cooperation with state and national organizations. These incentives help diversify electric generation with clean, renewable energy and help develop the clean energy industry in Austin.

Water Heater Timers

Website: N/A

877.549.2774

Email: comverge@rdimarketing.com

Small Business Service: Austin Energy provides the Cycle Saver water heater timer free of charge when you agree to allow your electric water heater to be turned off between 12 a.m. and 4 a.m. each weekday, year round; and between 3 p.m. and 7 p.m. each weekday, June through September. Participation includes 24-hour customer service and technical support. Timers are available only for electric water heaters that are 30 gallons or larger. Also, get a one-time \$25 incentive for each timer installed per address.

Window Treatments

Website:

<https://www.energyguide.com/energysmartsbe/welcomeba.asp?referid=117&bid=austin&sid=436>

512.482.5346

Email: carol.nichols@austinenergy.com

Small Business Service: Austin Energy provides rebates to Austin Energy commercial customers for the installation and replacement of solar film or screens. Customers interested in these rebates should review Austin Energy's rebate package and contact Austin Energy's commercial staff with questions.

Variable Frequency Drives

Website:

<https://www.energyguide.com/energysmartsbe/welcomeba.asp?referid=117&bid=austin&sid=436>

512.482.5346

Email: conservation@austinenergy.com

Small Business Service: Austin Energy provides Variable Frequency Drives rebates to Austin Energy customers as part of Austin Energy's commercial offerings. Customers interested in these rebates should review Austin Energy's rebate package and contact Austin Energy's commercial staff with questions.

City of Austin Solid Waste Services Department

Programs:

Waste Reduction Assistance Program

Website: <http://www.austintexas.gov/department/waste-reduction-assistance-program-wrap>

512.974.9727

Email: Not Available

Small Business Service: The Solid Waste Services Department's Waste Reduction Assistance Program is a free program to help Austin businesses prevent waste and improve recycling. Solid Waste Services provide you with an on-site waste assessment and can show you ways to implement or expand recycling, reduce waste and improve the environment. This service is voluntary, confidential, and free of charge. Schedule a free waste assessment and receive complementary office paper recycling bins.

WasteSMART

Website: <http://www.austintexas.gov/department/wastesmart>

512.974.6492

Email: keith.bible@austintexas.gov

Small Business Service: WasteSMART is a Solid Waste Services Department program that recognizes local businesses that reduce and recycle waste and buy recycled products. If your business is actively involved in recycling and saving resources, Solid Waste Services wants to hear from you. Download and email Solid Waste Services a completed WasteSMART to keith.bible@austintexas.gov.

The form can be found here:

http://www.austintexas.gov/sites/default/files/files/Trash_and_Recycling/wastesmart-application.pdf.

City of Austin Water Utility Department

Programs:

3C Challenge

Website: <http://www.austintexas.gov/department/3c-business-challenge-commit-calculate-conserve>

512.974.2199

Email: watercon@austintexas.gov

Small Business Service: The Austin Water Utility Department challenges all Austin businesses to complete the 3C Business Challenge and to show that your business commits itself to going green and reducing water use by 10%. By reducing water waste, your company will also save on wastewater and energy. Take the first step in committing to water conservation, complete the 3C Business Challenge evaluation and submit it to Austin Water. Austin Water will notify your business of ways to improve the efficiency of daily water usage based on your response. A completed and approved 3C Business Challenge evaluation will also certify your business as committed to reducing water use by 10%. Download the evaluation and get started on the water component of the Austin Green Business Leader pledge.

The evaluation can be downloaded at:

<http://www.ci.austin.tx.us/water/conservation/downloads/form3cbusiness.pdf>

Commercial Process Water Savings

Website: <http://www.austintexas.gov/department/commercial-process-water-evaluation>

512.974.2199

Email: watercon@austintexas.gov

Small Business Service: As a free service to Austin Water Utility commercial customers, water conservation auditors are available to evaluate all aspects of your water use to help you save on your water bill. Auditors will suggest ways to reduce your water consumption and discuss your eligibility for related commercial rebates.

Irrigation Systems

Website: <http://www.austintexas.gov/department/commercial-irrigation-evaluations-and-rebates>

512.974.2199

Email: watercon@austintexas.gov

Small Business Service: As a free service to Austin Water Utility commercial customers, water conservation auditors are available to evaluate your commercial irrigation system to help you save on your water bill. Auditors will suggest ways to improve your commercial irrigation system and discuss your eligibility for related commercial rebates.

Rainwater Harvesting

Website: <http://www.austintexas.gov/department/rainwater-harvesting-rebates>

512.974.2199

Email: watercon@austintexas.gov

Small Business Service: Austin Water Utility offers a rebate for installing rainwater harvesting barrels on your property. Rebate amounts will be calculated at 50¢ per gallon for non-pressurized systems and \$1.00 per gallon for pressurized systems. The maximum rebate amount is \$5,000.00, not to exceed 50% of the project cost. Systems of more than 500 gallons will require approval prior to system installation. Participation will be limited to once every 12 months. All rain barrel sizes are eligible.

WashWise

Website: <http://www.austintexas.gov/department/washwise-rebate-program-0>

512.974.2199

Email: watercon@austintexas.gov

Small Business Service: Commercial and multi-family properties may be eligible for rebates of up to \$250 per washing machine when installing water-and energy-saving coin-operated machines. Only coin-operated clothes washer models on the Consortium for Energy Efficiency website (www.cee1.org) are eligible for a rebate. Rebates will not be given on machines that replace existing front-load washers or to new construction.

City of Austin Watershed Protection Department

Programs:

Clean Water Partners

Website: <http://www.austintexas.gov/department/austin-clean-water-partners>

512.974.2446

Email: jessica.wilson@austintexas.gov

Small Business Service: The City of Austin is partnering with local automotive repair and fueling businesses to reduce pollution and water quality degradation of our creeks and lakes. The partnership's logo provides an easy way for customers to recognize those businesses that go the extra mile to protect our environment.

Green Garden Landscaping

Website: <http://www.austintexas.gov/department/grow-green>

512.974.2446

Email: jessica.wilson@austintexas.gov

Small Business Service: Request a directory of local landscaping companies that are certified practitioners of eco-friendly landscaping practices or you can become a Green Garden certified professional. Learn more about these resources under the *Hire a Professional* tab found at <http://www.austintexas.gov/sites/default/files/files/Watershed/growgreen/hiring.pdf>

Integrated Pest Management Plan

Website: <http://www.austintexas.gov/department/integrated-pest-management>

512.974.2446

Email: jessica.wilson@austintexas.gov

Small Business Service: Integrated Pest Management is an environmentally sound method of controlling pests (weeds, diseases, insects, etc). It encourages problem prevention, followed by proper problem identification when necessary. If treatment is required, Integrated Pest Management first encourages the use of least toxic control options with chemical use as a last resort. The goal of Integrated Pest Management is to reduce the landscaping chemicals in Austin's waterways.

Capitol Area Metro Planning Origination

Program:

Commute Solutions Rideshare

Website: <http://www.commutesolutions.com/>

512.974.3458

Email: shana.norton@CAMPOTexas.org

Small Business Service: Commute Solutions staff will work with your business to create an online tool that encourages employees to use a rideshare program to lower commuting costs and stress.