

# MAIN STREET GREEN CHECKLIST



Working towards a sustainable  
environment and economy since 1995

## **“Doing well by doing good”**

has been WEI’s motto since its founding in 1995. WEI develops and promotes programs that are great for the environment and economy and give our members credible market distinction.

Through programs and partnerships such as Green Built Home, Travel Green Wisconsin, Wisconsin’s Green Tier, and related initiatives, WEI has been the leader in educating and supporting Wisconsin businesses in their steps toward improved environmental performance.

Main Street Green is WEI’s newest initiative to focus on cultivating, educating, recruiting and supporting those businesses that have made a strong commitment to superior environmental performance. For more information, please visit [www.weigogreener.org](http://www.weigogreener.org).

## **What is Main Street Green Certified?**

Main Street Green is a cutting edge sustainable business initiative that will showcase the very best examples of Wisconsin’s green businesses. We work with Main Street businesses that are ready for the next level and anxious to move forward in their sustainability efforts and benefit from the enhanced market distinction and the competitive advantage that improved environmental performance offers. These leading “ecopreneurs” are implementing innovative best practices, technologies and mindset to benefit their community in many ways.

## **May the most eco-effective businesses win!**

### **What we do:**

Main Street Green educates, certifies, supports and markets businesses that have a commitment to more sustainable business practices and continuous operational improvement.

### **How does a business become Main Street Green Certified?**

To be certified as a Main Street Green Certified business, applicants must earn a minimum of 40 points from the Checklist. Applicants must fulfill the Basic Requirements and meet minimum point requirements in Section A and the remaining points can be earned from any combination of the Checklist Sections. Businesses are encouraged to go above and beyond the minimum and implement innovative “best practices” to achieve higher point totals and further market distinction.

After the Registration and Checklist are completed, the applicant should make a copy for their own use and mail the originals along with the certification fees to the Wisconsin Environmental Initiative.

### **Quality Control**

Main Street Green Certified verifiers will review completed Checklists, plans and other submittals and document that all requirements are met for every business entered into the program. Certified businesses will receive a Main Street Green Certified logo to use in promotional materials and Web site listings. Certification is valid for a one-year period from the date of issuance.

## **Members Receive:**

- The Main Street Green Certified logo, a powerful promotional tool distinguishing a business from its competitors
- Individualized technical assistance
- Green business news and information aggregation
- The latest sustainable business practices and options
- Mentoring, networking and educational tour opportunities
- Alerts about grant opportunities for facility/equipment upgrades

## **Customer Benefits:**

- Customers will identify Main Street Green businesses that are more strongly committed to working towards environmental, social, and economic sustainability
- Customers can demonstrate their commitment to sustainability by supporting those businesses that have a stronger commitment to improved environmental performance and spread the word about their experiences
- Customers can learn about operational activities, technologies and sustainable best practices that they can replicate at home and in their community

## **How does a business renew certification?**

To renew certification, update the Registration Form and Checklist with any changes from the previous year. In addition, an Annual Report must be completed which shows what the business has achieved over the year. The Annual Report will also state goals and identify opportunities for continuous improvement for the following year.

## **Environmental and Community Benefits:**

- In the future, Main Street Green will serve local communities through the creation of a Go Greener Environmental Fund. A portion of the member fees, plus sponsorships and an endowment campaign will fund local/regional environmental improvement projects identified by program participants and stakeholders.
- In creating this fund and distinguishing the state's most sustainable businesses, WEI hopes to ignite a statewide trend of improved environmental performance, where businesses apply new technologies, practices and mindset that yield both economic and environmental benefit.
- Main Street Green will build on our state's legacy of environmental leadership and turn local businesses and communities into profitable stewards of Wisconsin's air, water and land resources.

# Main Street Green Certified Registration

Date \_\_\_\_\_

## Contact Information

Business Name \_\_\_\_\_

Number of Full Time Equivalent Employees (FTE) \_\_\_\_\_

Contact Person: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Description of business to appear on [www.mainstreetgreen.org](http://www.mainstreetgreen.org) \_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

## Type of Business

All types of businesses and organizations are encouraged to participate.

Please write a description in the space provided.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

# Fee Schedule

## Member Fee (paid every year)

The member fee pays for the administration and marketing costs of certification. This fee will be paid annually to renew certification. Please check ( ) the category and fee that applies to your business. FTE = Full Time Equivalent Employees.

**1 to 5 FTE = \$200 first year, \$150 annual renewal thereafter**

**6 to 20 FTE = \$400 first year, \$300 annual renewal**

**More than 20 FTE = \$800 first year, \$600 annual renewal**

Yes! — I would like to make an additional contribution to the Go Greener Environmental Fund: \$\_\_\_\_\_ Amount

Please mail Checklist and payment\*\* to:

### Wisconsin Environmental Initiative

16 N. Carroll St., Suite 840 Madison, WI 53703

608-280-0360

Fax: 608-280-0361

[www.weigogreener.org](http://www.weigogreener.org)

\*\*Payment option online at [www.weigogreener.org](http://www.weigogreener.org)

WEI is a non-profit 501(c)(3) organization, making your contributions tax-deductible



BUSINESS:

ADDRESS:

CONVENTIONAL BUSINESS	MAIN STREET GREEN BUSINESS: 40 POINTS
▼	▼



40 points are required for Main Street Green certification. A certified Main Street Green Business™ meets comprehensive energy efficiency and sustainable business practice requirements. Businesses scoring more than 40 points have exceeded these requirements.

[www.mainstreetgreen.org](http://www.mainstreetgreen.org)

## Fill out and send the Checklist

This is an active PDF. You may fill out the checklist on the PDF and then print it. Send the completed checklist to WEI via fax or mail. You may also choose to scan the checklist and send as an email attachment to [mainstreetgreen@weigogreener.org](mailto:mainstreetgreen@weigogreener.org).

Pay online at [www.weigogreener.org](http://www.weigogreener.org) or mail check with your completed checklist to the address below.

**Main Street Green c/o WEI**

**16 N. Carroll St. Suite 840**

**Madison, WI 53703**

**Fax: 608-280-0361**



# Baseline Environmental Performance Assessment

In order to improve a business' environmental impact, a business must first measure their current impact. This information will help a business set goals and measure improvements that can be shared with customers. This data will also help the Main Street Green program promote the success of all its participants. Individual data from each business will not be made public, unless permission is granted.

Please provide the information requested from sources over the previous 12 months (please list the dates which comprise the year here: From: \_\_\_/\_\_\_/\_\_\_ To: \_\_\_/\_\_\_/\_\_\_). If this information is not available, please provide an estimate and indicate that this is an estimate by marking "est." next to the number given. If an item is not applicable please write N/A on the line provided.

## Solid Waste

Obtain this information from the business' local garbage/recycler collector if they weigh or measure each pick-up. If this information is not available, please provide an estimate. An estimate may be provided by weighing or measuring garbage and recycled materials for one week. It is suggested that this is done periodically throughout the year. Average the weekly figure, making sure to correct for seasonal variations in your business. Multiple this figure by 52 weeks to get an estimate of total volume of waste or recycled content for the year. Please complete the information that is applicable.

Volume of solid waste going to landfill (specify unit, i.e. Tons, Cubic ft., etc.) = \_\_\_\_\_ yearly

Volume of solid waste being reused, recycled or composted (specify unit, i.e. Tons, Cubic ft., etc.) = \_\_\_\_\_ yearly

Total Annual Cost (\$) of disposal = \_\_\_\_\_ yearly

## Energy

Obtain this information from electricity and/or gas bills from the business' utility company. Keep track of vehicle fuel consumption by saving receipts or calculating average miles per gallon. Please complete the information that is applicable.

Current electricity use (kWh) = \_\_\_\_\_ yearly

Natural gas (Therms) = \_\_\_\_\_ yearly

Oil (gal) = \_\_\_\_\_ yearly

LPG (gal) = \_\_\_\_\_ yearly

Diesel fuel (gal)= \_\_\_\_\_ yearly

Vehicle Fuel (gal)= \_\_\_\_\_ yearly

Renewable energy (specify type and unit)= \_\_\_\_\_ yearly

Other Energy (specify type and unit) = \_\_\_\_\_ yearly

Total Annual Cost (\$) = \_\_\_\_\_ yearly

## Water Consumption

Obtain this information from water bills. If this information is not available, provide an estimate. Please complete the information that is applicable.

Volume of water used (specify unit, i.e. gallons) \_\_\_\_\_ yearly

Total Annual Cost (\$) = \_\_\_\_\_ yearly

## Basic Requirements

(Required, no points)

Please agree to the following statements by checking each box.

The business is in compliance with all applicable laws and regulations. Main Street Green Certified applicant should be a model of regulatory compliance as well as environmental excellence.

The business will allow certification documents to be posted on the WEI website ([www.weigogreener.org](http://www.weigogreener.org)). In addition, the business will make these documents available to the public, customers, and others upon request.

The business is required to meet the minimum point requirements in Section A.

## Sections A – H

(Minimum of 40 points required)

Each example listed under the section is valued at one point unless indicated as **(2)** or **(3)** points. Please check all the boxes that the business has already implemented OR is making a commitment to implement. The Date of Completion must be within six months of the application.

## Innovative Best Practice:

If the business currently utilizes or plans to utilize an approach not listed that meets the goals of this section, they may be listed here. One **(1)** point will be awarded to each "Innovative Best Practice" listed; however, further points may be awarded upon review.

## Notes:

Space is provided at the end of each section for the business to write notes that further explains the checked items. This space is optional.

To qualify as a Main Street Green Certified business, you must earn a minimum of 40 Points, including the minimum point requirement in Section A. The remaining points may be earned by any additional checked examples in any of the sections. Please write the point totals on the line provided at the end of each section.

## Section A: Communication and Education (Customers, Employees, Public)

(At least 5 points required)

Why is this important? It is important to educate and increase the awareness of your customers, employees, and public about actions they can take to help you to achieve your goal of improving your environmental impact. At the same time, letting your customers know about the ways you are greening your operations will create market distinction. Customers will feel good about supporting a business that has a reduced impact on the environment and will spread the word about their experiences. In addition, it is especially important to provide training and educational opportunities for your employees about the environmental improvement actions the business is currently taking.

- 1.** The business provides training and educational opportunities to engage employees in the actions and plans of the Main Street Green Certified program. Please describe how this is accomplished.

Expected Date of Completion: \_\_\_\_\_

- 2.** Signs are posted (in the customer lounge or reception area) listing steps the business is taking to improve their environmental impact. Please provide samples.

Expected Date of Completion: \_\_\_\_\_

- 3.** Literature is distributed about how the business is improving its environmental impact throughout the facility and/or community. Please provide samples.

Expected Date of Completion: \_\_\_\_\_

- 4.** Information about the business' environmental policy is included on their website.

Website: \_\_\_\_\_

Expected Date of Completion: \_\_\_\_\_

- 5.** Information about business' environmental policy is included in advertising materials.

Please provide samples.

Expected Date of Completion: \_\_\_\_\_

- 6.** Verbal communication is used about the business' environmental improvement projects (for example, speak about the business' environmental policies at a community function).

Please describe how this is accomplished.

Expected Date of Completion: \_\_\_\_\_

**7.** A tour of the business/facility, which highlights environmental improvement projects/actions, is provided to the public.

Please describe tours, including frequency.

\_\_\_\_\_

\_\_\_\_\_

Expected Date of Completion: \_\_\_\_\_

**8.** Regular staff meetings are held to keep employees involved in the business' environmental improvement progress.

Please list how often these meetings are held: \_\_\_\_\_

Expected Date of Completion: \_\_\_\_\_

**9.** Interpretation and/or educational opportunities are provided for visitors/customers.

Please describe and provide samples as necessary.

\_\_\_\_\_

\_\_\_\_\_

Expected Date of Completion: \_\_\_\_\_

**10. (2)** Staff is encouraged to uphold sustainable practices by including an evaluation of these practices in performance appraisals.

Please provide samples.

Expected Date of Completion: \_\_\_\_\_

**11. (2)** A mechanism is provided, such as a customer survey, for feedback from customers about the business' sustainability and environmental improvement efforts.

Please provide samples.

Expected Date of Completion: \_\_\_\_\_

**12.** The Main Street Green Certified Logo is displayed (please specify where):

\_\_\_\_\_

\_\_\_\_\_

Expected Date of Completion: \_\_\_\_\_

### **Innovative Best Practice**

(1 point awarded for each practice until further review)

If the business has other ways it is achieving the goals of Section A: Communication and Education, please describe this here:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Section A Subtotal (At least 5 points required) = \_\_\_\_\_**

Section A: Notes (optional)

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



# Section B: Waste Reduction, Reuse and Recycling

Why is this important? By returning, reusing and recycling materials, businesses can play an important role to help reduce the millions of tons of solid waste generated in Wisconsin each year. Effective waste reduction, reuse and recycling also reduce other environmental impacts, including air emissions from landfills and waste incineration.

- 1.** The business has implemented a comprehensive recycling program that involves the participation of both employees and customers. Businesses should place recycling bins and signage to make it easy for employees and customers to recycle.

Please note that the following materials are banned from landfills:

- Aluminum cans
- Steel (tin) cans
- Plastic containers
- Glass bottles and jars
- Office Paper
- Newspaper
- Magazines
- Corrugated Cardboard
- Major appliances
- Waste tires
- Batteries
- Yard wastes
- Used motor oil

Additional materials which should be recycled are steel, ink and toner cartridges, carpet, electronic devices, pallets, mixed paper, junk mail, boxboard, phone books, and plastic bags.

- 2.** Fluorescent bulbs are properly recycled at the end of their useful life.

Expected Date of Completion: \_\_\_\_\_

- 3.** Hazardous waste materials are properly identified and disposed.

Expected Date of Completion: \_\_\_\_\_

- 4.** A composting program is in place for food waste.

Expected Date of Completion: \_\_\_\_\_

- 5.** A composting program is in place for landscape (yard) waste.

Expected Date of Completion: \_\_\_\_\_

- 6.** Reusable goods are used instead of disposable ones. For example: refillable soap and shampoo dispensers, glass instead of plastic water glasses, purchasing products in reusable/returnable containers, reusable food services items (cutlery, plates, cups), cloth napkins and tablecloths.

Please describe how this is being accomplished:

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\_\_\_\_\_

Expected Date of Completion: \_\_\_\_\_

- 7.** Products are purchased in bulk/concentrate (especially cleaning products).

Please list products: \_\_\_\_\_

\_\_\_\_\_

Expected Date of Completion: \_\_\_\_\_

- 8.** Printers and copiers are set to print on 2 sides by default.

Expected Date of Completion: \_\_\_\_\_

- 9.** Office paper, toilet tissues, paper towels, and paper napkins that are purchased are minimum 30 percent post-consumer recycled content. For more information on the buying other recycled paper products see [www.epa.gov/epaoswer/non-hw/procure/pdf/paper.pdf](http://www.epa.gov/epaoswer/non-hw/procure/pdf/paper.pdf)

Expected Date of Completion: \_\_\_\_\_

- 10.** Advertising, educational, and promotional pieces such as brochures are printed on recycled stock.

Please list recycled content: \_\_\_\_\_

Expected Date of Completion: \_\_\_\_\_

- 11.** Excess food, toiletry items, linens, furniture, and/or other items are donated to local charities and shelters, where available.

Expected Date of Completion: \_\_\_\_\_

- 12.** Freecycle is used at the business. Freecycle is where individuals offer and receive items for free (usually via an online forum) for reuse. Examples can be found at [www.freecycle.org](http://www.freecycle.org)

Expected Date of Completion: \_\_\_\_\_

- 13.** Use of plastic bags in retail operations is minimized or eliminated.

Expected Date of Completion: \_\_\_\_\_

- 14.** Newspapers are provided to customers on request only.

Expected Date of Completion: \_\_\_\_\_

- 15. (3)** Remodeling projects are certified as green OR actions have been taken to ensure that green practices are used. Examples of certification programs are Green Built Remodeled Home: [www.greenbuiltatome.org/builder/checklists.php](http://www.greenbuiltatome.org/builder/checklists.php) and U.S. Green Building Council's LEED program: [www.usgbc.org/](http://www.usgbc.org/)

Please describe. Attach additional sheets or documentation as needed.

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Expected Date of Completion: \_\_\_\_\_

### Innovative Best Practice

(1 point awarded for each practice until further review)

If the business has other ways it is achieving the goals of Section B: Waste Reduction, Reuse, and Recycling, please describe this here:

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**Section B Subtotal =** \_\_\_\_\_

Section B: Notes (optional)

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## Section C: Energy Efficiency, Conservation and Management

Why is this important? According to the American Council for an Energy Efficient Economy (ACEEE), an estimated 2 percent annual improvement in energy efficiency will, over a 10-year period of time:

- save Americans \$170 billion on utility bills;
- reduce carbon dioxide (CO2) emissions by 260 million metric tons and eliminate the need to build 390 medium sized power plants; and
- create more than 200,000 energy-related jobs, including local jobs for retrofitting buildings for weatherization that cannot be outsourced.

Business can do its part to spur energy efficiency by integrating energy efficient technology and innovative best practices throughout its operations.

- 1.** Focus on Energy audits/site assessments are conducted. For information, visit [www.focusonenergy.com](http://www.focusonenergy.com)

Please describe how this is accomplished: \_\_\_\_\_

Expected Date of Completion: \_\_\_\_\_

- 2.** Existing light bulbs and/or incandescent lighting is replaced with compact fluorescents. (Must be greater than 5% of applicable fixtures to receive credit).

Please indicate percentage that have been replaced: \_\_\_\_\_

Expected Date of Completion: \_\_\_\_\_

- 3. ENERGY STAR**-qualified light fixtures are in place or on a replacement schedule.

Please indicate percentage that have been replaced: \_\_\_\_\_

Expected Date of Completion: \_\_\_\_\_

- 4.** Exit signs are replaced with long-lasting, low-energy LED (light-emitting diode) exit signs.

Expected Date of Completion: \_\_\_\_\_

- 5.** Lights are set to timed/movement sensors in low traffic areas.

Expected Date of Completion: \_\_\_\_\_

- 6.** Day lighting sensors are used to control light fixtures. (These controls allow natural day light to be utilized instead of turning on lights).

Expected Date of Completion: \_\_\_\_\_

- 7.** HVAC is set to timed/movement sensors in low traffic areas.

Expected Date of Completion: \_\_\_\_\_

**8. ENERGY STAR** qualified windows are in place or are on a replacement schedule.

Please indicate percentage that have been replaced:

Expected Date of Completion: \_\_\_\_\_

**9.** HVAC system is on at least an annual regular preventative maintenance schedule to prevent and fix problems which may reduce efficiency.

Expected Date of Completion: \_\_\_\_\_

**10.** Insulation is used on pipes to improve energy efficiency.

Expected Date of Completion: \_\_\_\_\_

**11.** Insulation is used on equipment such as hot water heaters to improve energy efficiency.

Expected Date of Completion: \_\_\_\_\_

**12.** When appliances and equipment are replaced, the business makes the commitment to purchase or lease them with **ENERGY STAR** rated appliances and equipment (for example computers, appliances, and heating and cooling equipment). For more information: [www.energystar.gov](http://www.energystar.gov)

Please indicate percentage of appliances and equipment that have been replaced: \_\_\_\_\_

Expected Date of Completion: \_\_\_\_\_

**13.** A programmable setback thermostat is used. [Note: In the winter, slightly lower the temperature (i.e. 68 degrees F) and in the summer raise the temperature slightly (78 degrees). At night, schedule the setback/set forward temperatures even further to maximize energy savings.

Expected Date of Completion: \_\_\_\_\_

**14.** Computers, monitors, printers, photocopiers, and other small appliances such as coffee machines are turned off when not in use.

Expected Date of Completion: \_\_\_\_\_

**15.** Line-drying is used instead of dryers.

Expected Date of Completion: \_\_\_\_\_

**16.** Entry areas are designed with air locks and gust preventers, and/or revolving doors.

Expected Date of Completion: \_\_\_\_\_

**17. (3)** Buildings designed to incorporate passive solar heating (including orientation, south glazing/floor area ratio, orientation specific low-e tuning, summer shading, and thermal mass design). For more information on green building visit [www.greenbuilthome.org](http://www.greenbuilthome.org) or [www.usgbc.org/](http://www.usgbc.org/)

Please describe in detail how your buildings have met this objective. Attach additional sheets as necessary.

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\_\_\_\_\_  
\_\_\_\_\_

Expected Date of Completion: \_\_\_\_\_

**18. (3)** Buildings designed to incorporate cooling (including orientation, summer shading, thermal mass, attic ventilation, additional ceiling fans, heat recovery ventilation and natural ventilation design).

Please describe in detail how your buildings have met this objective. Attach additional sheets as necessary.

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\_\_\_\_\_  
\_\_\_\_\_

Expected Date of Completion: \_\_\_\_\_

**19.** Rooms have operable windows for fresh air ventilation.

Expected Date of Completion: \_\_\_\_\_

**20.** Windows are opened (when possible) instead of running air conditioners.

Please describe how this is accomplished, including frequency:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Expected Date of Completion: \_\_\_\_\_

**21.** Business has energy management controls installed that will control energy usage. These systems control HVAC systems with the possibility of controlling some lighting fixtures and miscellaneous plug loads as well. Please describe how this is accomplished, providing additional info as needed.

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Expected Date of Completion: \_\_\_\_\_

**22.** Customers are informed of energy conservation practices and provided with energy saving tips.

Please provide samples.

Expected Date of Completion: \_\_\_\_\_

**23. (3)** Use of renewable energy sources (such as solar, wind, biomass, thermal).  
For more information: [www.focusonenergy.com](http://www.focusonenergy.com)

Please list the renewable energy source(s) and indicate the percentage of total energy consumed that this accounts for:

Expected Date of Completion: \_\_\_\_\_

**24. (2)** Purchase of renewable energy/power through utility companies (for example wind power from electricity companies).

Please list the type of renewable energy purchased and indicate the percentage of total energy consumed that this accounts for:

Expected Date of Completion: \_\_\_\_\_

### Innovative Best Practice

(1 point awarded for each practice until further review)

If the business has other ways it is achieving the goals of Section C: Energy Efficiency, Conservation, and Management, please describe this here:

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**Section C Subtotal =** \_\_\_\_\_

Section C: Notes (optional)

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## Section D: Water Conservation and Wastewater Management

Why is this important? Businesses can save money on water, heating and electric bills by incorporating water-saving strategies and reduce the impacts to this precious resource.

\*Business can also be an environmental steward by implementing best practices in landscaping, lawn care and related efforts to reduce stormwater run-off. (Complete the Clean, Clear Waters Checklist at [www.weigogreener.org](http://www.weigogreener.org))

1. Low-flow fixtures are in place or on a replacement schedule (with gpm or gpf less than code).

Indicate the percentage of low-flow fixtures in place:

\_\_\_\_\_

Expected Date of Completion: \_\_\_\_\_

2. Wastewater is reduced at your facility. Please describe how your facility reduces wastewater:

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Expected Date of Completion: \_\_\_\_\_

**3. (3)** Reclaimed water is used for such things as irrigation, laundry, toilets, and/or cooling towers for example. Please list how water is reclaimed water and what it is used for:

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Expected Date of Completion: \_\_\_\_\_

4. Large areas such as sidewalks and driveways are not washed down (sweep or vacuum instead).

Expected Date of Completion: \_\_\_\_\_

5. Water-using appliances and equipment, such as cooling towers, ice machines, hot water heater, dishwashers, and washing machines are on a preventative maintenance schedule to ensure maximum efficiency.

Expected Date of Completion: \_\_\_\_\_

6. Dishwashers and washing machines are filled to recommended capacity for each cycle and the most energy-efficient recommended water temperature is used.

Expected Date of Completion: \_\_\_\_\_

- 7.** The business minimizes and treats wastewater in order that no environmental harm results from discharges.  
Please describe how this is done:

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Expected Date of Completion: \_\_\_\_\_

- 8.** A regular maintenance schedule is in place to find and repair leaky faucets, toilets, showerheads, and pipes.

Expected Date of Completion: \_\_\_\_\_

- 9.** Non-toxic, phosphate-free, biodegradable laundry detergents and cleaning products are used. Please list names of products used:

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Expected Date of Completion: \_\_\_\_\_

- 10.** Dishwashing detergents that are biodegradable and do not contain nitrilotriacetic acid or chlorine bleach are used. Please list names of products used:

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Expected Date of Completion: \_\_\_\_\_

- 11.** The business properly disposes of hazardous chemicals and avoids disposing hazardous chemicals into the sink and toilet.

Expected Date of Completion: \_\_\_\_\_

### **Innovative Best Practice**

(1 point awarded for each practice until further review)

If the business has other ways it is achieving the goals of Section D: Water Conservation and Wastewater Management, please describe this here:

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**Section D Subtotal =** \_\_\_\_\_

Section D: Notes (optional)

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## Section E: Air Quality

Why is this important? Good air quality (including indoors) is important to human health and the environment. Air pollutants can indirectly and directly affect our health and the well being of employees and customers.

- 1.** Exhaust fans are vented outside and not to the attic.

Expected Date of Completion: \_\_\_\_\_

- 2.** Dehumidifiers are used.

Expected Date of Completion: \_\_\_\_\_

- 3.** Environmentally preferable High Efficiency Particulate Air (HEPA) filters are used.

Expected Date of Completion: \_\_\_\_\_

- 4.** HVAC system is checked at least annually for mold and bacteria as well as obstructions to air flow.

Expected Date of Completion: \_\_\_\_\_

- 5.** Business refrains from using deodorizers to mask smells.

Expected Date of Completion: \_\_\_\_\_

- 6.** Business prohibits smoking inside all buildings.

Expected Date of Completion: \_\_\_\_\_

- 7.** High moisture areas such as the kitchen and laundry rooms are well ventilated.

Expected Date of Completion: \_\_\_\_\_

- 8.** All air handler units and coils are cleaned following a regular preventive maintenance schedule (at least annually) and the business keeps a record of these activities.

Expected Date of Completion: \_\_\_\_\_

- 9.** Low or zero VOC paints and finishes are used.

Expected Date of Completion: \_\_\_\_\_

- 10.** Business tests for gases such as carbon monoxide and radon and materials such as lead paint and asbestos. Please list the hazardous materials and gases that your facility tests for to ensure healthy air quality.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Expected Date of Completion: \_\_\_\_\_

- 11.** Ozone depleting chlorofluorocarbons (CFCs) such as refrigerants and aerosols are avoided and/or existing CFCs are recovered, recycled, and properly disposed.

Expected Date of Completion: \_\_\_\_\_

### Innovative Best Practice

(1 point awarded for each practice until further review)

If the business has other ways it is achieving the goals of Section E: Air Quality, please describe this here:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Section E Subtotal =** \_\_\_\_\_

Section E: Notes (optional)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# Section F: Wildlife and Landscape Conservation and Management

Why is this important? Business can help protect wildlife habitat and diverse ecosystems that sustain life by incorporating effective strategies and engaging customers and employees.

\*Business can also further environmental stewardship by implementing best practices in landscaping, lawn care and related efforts to reduce stormwater run-off. (Complete the **Clean, Clear Waters Checklist** at [www.weigogreener.org](http://www.weigogreener.org))

- 1.** Business landscapes with native plants. Landscaping with native plants minimizes the need for excess watering and fertilization. Please list some of the plants used:

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Expected Date of Completion: \_\_\_\_\_

- 2.** Watering, when necessary, takes place in the early morning or at night to minimize evaporation.

Expected Date of Completion: \_\_\_\_\_

- 3.** Soaker hoses or drip irrigation systems are used to waters plants.

Expected Date of Completion: \_\_\_\_\_

- 4. (2)** The business prevents the introduction and transporting of invasive species by taking all the following actions that apply to their business and by providing educational materials about invasive species to their customers:

**Action #1:** If you bring it, burn it! If customers bring firewood when camping, make sure they burn it and do not bring it from out of state.

**Action #2:** Protect our waters, avoid transporting aquatic invasive species:

Inspect and remove aquatic plants and animals from boat and equipment; Drain water from live wells, bilge, motor, etc.; Dispose of unwanted bait in the trash; Rinse with hot water and/or high-pressure water or Dry the boat and equipment for 5 days.

**Action #3:** Stop the spread by sole and thread! Avoid transferring invasive species when outdoors by inspecting and cleaning your boots, clothes, and equipment.

**Action #4:** Avoid planting invasive species and/or remove, kill, or prevent invasive species from spreading.

## 4. cont.

Please visit [www.invasivespecies.wi.gov/awareness/](http://www.invasivespecies.wi.gov/awareness/) for more information.

Please describe how this is being accomplished and provide samples:

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Expected Date of Completion: \_\_\_\_\_

- 5. (2)** Participant of Clean Boats, Clean Waters program.

For information: [www.uwsp.edu/cnr/uwexlakes/CBCW/default.asp](http://www.uwsp.edu/cnr/uwexlakes/CBCW/default.asp)

Expected Date of Completion: \_\_\_\_\_

- 6.** The business securely stores food and trash in order to avoid accidentally feeding animals.

Expected Date of Completion: \_\_\_\_\_

- 7.** Wildlife observation is done from a remote distance and avoided during sensitive times of the year such during mating season.

Please describe how this is being accomplished.

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Expected Date of Completion: \_\_\_\_\_

- 8.** Organic fertilizers and products are used in landscaping

Please list products used:

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Expected Date of Completion: \_\_\_\_\_

- 9.** An integrated pest management system is used to reduce or eliminate the need for toxic insecticides and pesticides.

(For more information: <http://epa.gov/pesticides/food/ipm.htm>)

Expected Date of Completion: \_\_\_\_\_

- 10. (3)** Projects to rehabilitate degraded lands are in place (such as restoring native prairies or waterways on your property).

Please explain your rehabilitation project:

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Expected Date of Completion: \_\_\_\_\_

**11.** Rainwater/Stormwater is collected onsite (for example through use of rain gardens, rain barrels, etc.).

Please indicate size or capacity of collection method:

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(For information: <http://dnr.wi.gov/runoff/rg/links.htm>)

Expected Date of Completion: \_\_\_\_\_

**12.** Leave No Trace principles are promoted to customers and employees. (Please see [www.Lnt.org](http://www.Lnt.org) for the seven steps in detail, which are 1. Plan ahead and prepare, 2. Travel and camp on durable surfaces, 3. Dispose of waste properly, 4. Leave what you find, 5. Minimize campfire impacts, 6. Respect wildlife, and 7. Be considerate of other visitors).

Please describe how this is done and provide samples.

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Expected Date of Completion: \_\_\_\_\_

**13.** Publications are provided offering information on native plants and wildlife.

Please list titles/publications:

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Expected Date of Completion: \_\_\_\_\_

**14.** Facilities were built to avoid prime agriculture land, environmental corridors, and existing delineated wetlands.

Date your facility was constructed: \_\_\_\_\_

Expected Date of Completion: \_\_\_\_\_

**15.** Low reflecting glass is used.

Expected Date of Completion: \_\_\_\_\_

**16.** Motion detector lights are used instead of constant outdoor lighting.

Expected Date of Completion: \_\_\_\_\_

**17.** Field guides and self-tour information are available to customers/visitors.

Please list titles/publications:

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Expected Date of Completion: \_\_\_\_\_

**18.** Interpretative signs are used to educate customers/visitors.

Please provide samples of signs used.

Expected Date of Completion: \_\_\_\_\_

**19.** The business helps to conserve and preserve natural resources and habitat, such as wetlands, forests, farmlands, and other environmentally sensitive areas. (For example, through the Go Greener Environmental Fund [www.weigogreener.org](http://www.weigogreener.org) or other charitable giving to conservation organization/nonprofit groups).

Please explain: \_\_\_\_\_

Expected Date of Completion: \_\_\_\_\_

### **Innovative Best Practice**

(1 point awarded for each practice until further review)

If the business has other ways it is achieving the goals of Section F: Wildlife and Landscape Conservation and Management, please describe this here:

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**Section F Subtotal =** \_\_\_\_\_

Section F: Notes (optional)

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# Section G: Transportation

Why is this important? America's addiction to foreign oil undermines our economy, national security, environment, and overall quality of life. By reducing transportation impacts, we can reduce air pollution, including emissions that contribute to global warming and reduce our dependence on foreign oil.

- 1. Walking, biking, and bicycling use is encouraged through posting of bus schedules, reduced rate transit passes, routes, and/or maps.

Describe how this is accomplished and provide samples if applicable:

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Expected Date of Completion: \_\_\_\_\_

- 2. Bicycles available for use or for rental.

Expected Date of Completion: \_\_\_\_\_

- 3. (2) Company vehicles are hybrid-electric, biodiesel, E85 (Ethanol), electric or other non-petroleum gasoline or diesel based vehicles.

Please indicate the number of vehicles: \_\_\_\_\_

Expected Date of Completion: \_\_\_\_\_

- 4. Staff carpool is organized.

Expected Date of Completion: \_\_\_\_\_

- 5. Video conferencing or teleconferencing is available to reduce traveling to meetings.

Please describe approximately how often this is done:

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Expected Date of Completion: \_\_\_\_\_

- 6. When providing a tour, routes are planned to minimize travel distances.

Please describe frequency of travel and length of trips.

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Expected Date of Completion: \_\_\_\_\_

- 7. Business offers customers the opportunity to off-set their CO2 emissions voluntarily by providing information about how they can purchase carbon off-sets or green tags from a variety of nonprofit organizations. (For information about these programs visit Green-e at [www.green-e.org](http://www.green-e.org) or <http://carbonfund.org/business-calculator>)

Expected Date of Completion: \_\_\_\_\_

- 8. (2) Business off-sets CO2 emissions and is working towards being climate neutral by purchasing carbon credits or green tags from nonprofits that purchase these credits for your business. The offsets you purchase from these organizations support reforestation projects or renewable energy (i.e. wind farm) projects for example.

(For information about these programs visit Green-e at [www.green-e.org](http://www.green-e.org). To calculate carbon emissions, use a carbon calculator such as [www.carbonfund.org/offsetnow](http://www.carbonfund.org/offsetnow) or other similar tools.)

Please describe how this is being accomplished:

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Expected Date of Completion: \_\_\_\_\_

## Innovative Best Practice

(1 point awarded for each practice until further review)

If the business has other ways it is achieving the goals of Section G: Transportation, please describe this here:

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**Section G Subtotal =** \_\_\_\_\_

Section G: Notes (optional)

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# Section H: Buy Local/Act Local

Why is this important? Many businesses and organizations are adopting local buying initiatives to promote locally produced products and services as well as purchasing products that have a reduced environmental impact. Encouraging businesses to shift their purchasing preferences to more local and environmentally responsible choices helps stimulate the local economy and strengthen the region as a whole. In addition, businesses that actively contribute to the communities where they operate provide jobs, training opportunities and help foster economic well-being and environmental stewardship.

- 1. Local fish, meat, and produce are purchased when available.

Please list products:

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Expected Date of Completion: \_\_\_\_\_

- 2. Local crafts, products, and/or services are purchased for use within the business and/or available for sale.

Please list products:

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Expected Date of Completion: \_\_\_\_\_

- 3. Organic food products are purchased. (Must be greater than 5% of food products purchased to receive credit).

Please list product names:

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Expected Date of Completion: \_\_\_\_\_

- 4. Fair trade products are purchased.

Please list product names:

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Expected Date of Completion: \_\_\_\_\_

- 5. Reusable and durable products are purchased.

Please list product names:

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Expected Date of Completion: \_\_\_\_\_

- 6. Recycled products are purchased.

Please list product names:

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Expected Date of Completion: \_\_\_\_\_

- 7. The business chooses suppliers that provide and take back reusable packaging materials and shipping pallets. If the packaging is not reusable, it should be recyclable and minimized as possible.

Expected Date of Completion: \_\_\_\_\_

- 8. The business chooses suppliers and service providers that are environmentally and socially responsible (for example a green builder, alternative fuel taxis, organic food grower, bicycle rentals etc.).

Please describe how this is accomplished:

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Expected Date of Completion: \_\_\_\_\_

- 9. The business follows socially responsible practices by making sure that contractual agreements and hiring practices are not exploitive. Business and vendors do not discriminate based on race, sex religion, or political affiliation.

Expected Date of Completion: \_\_\_\_\_

- 10. Marketing materials such as brochures are printed using soy ink AND high recycled paper content.

Please list recycled content: \_\_\_\_\_

Expected Date of Completion: \_\_\_\_\_

- 11. Literature promoting local businesses is provided.

Expected Date of Completion: \_\_\_\_\_

**12.** Business is a member of the local Chamber of Commerce, Better Business Bureau, lake association, conservation organization, and/or historical society. Please list memberships here:

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Expected Date of Completion: \_\_\_\_\_

**13.** Business contributes to the community's well-being by supporting and participating in community activities (i.e. cash or in-kind investments are made to local organizations, events, and projects).

Please list these activities here:

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Expected Date of Completion: \_\_\_\_\_

**14.** The business allows the use of their property or facility for community events.

Expected Date of Completion: \_\_\_\_\_

**16.** Customers are provided with information about the products and services offered by the local community

Please describe and provide samples:

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Expected Date of Completion: \_\_\_\_\_

## Innovative Best Practice

(1 point awarded for each practice until further review)

If the business has other ways it is achieving the goals of Section H: Buy Local / Act Local, please describe this here:

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Section H Subtotal = \_\_\_\_\_

Section H: Notes (optional)

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## Points

**Section A Subtotal** \_\_\_\_\_

**Section B Subtotal** \_\_\_\_\_

**Section C Subtotal** \_\_\_\_\_

**Section D Subtotal** \_\_\_\_\_

**Section E Subtotal** \_\_\_\_\_

**Section F Subtotal** \_\_\_\_\_

**Section G Subtotal** \_\_\_\_\_

**Section H Subtotal** \_\_\_\_\_

**TOTAL** \_\_\_\_\_

I certify that the preceding information is complete and accurate and that all requirements for Main Street Green certification have been met or exceeded.

Applicant's Signature \_\_\_\_\_

Date \_\_\_\_\_



Main Street Green is a voluntary program formed and administered by WEI



Working towards a sustainable environment and economy since 1995

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