



DRIVING BUSINESS ~ Spring is here and it's time for the GREEN!

GREEN practices that is! We've all heard the slogans, *Going Green, Reuse, Reduce, Recycle, Save the Earth, Think before you Print, and Clean and Green* to name a few. Why do we hear so much about this? The answer is that *Going GREEN* is good for business and for the environment. Implementing green ideas doesn't mean spending more money; in fact, effective green ideas can save money. Many green business practices are as simple as changing a light bulb or using recycled copy paper. It just takes a few simple steps to save energy costs while conserving natural resources. Some ways you and your business can support these green initiatives include:

Green materials - use recycled paper, pens, pencils, and envelopes as well as refillable toner or pens instead of disposables. Purchase items in bulk to reduce packing waste. Print documents only when necessary and if so, make sure they are double sided.

Recycle and Reuse – recycle toner cartridges. Establish a recycling program for paper, cans, bottles, and glass. Use reusable containers for lunch, and recycle used electronics and equipment.

Encourage alternative transportation - use Hybrid vehicles for business travel or forego travel altogether with the use of webinars and teleconferencing. Working from home, even one day a week makes a difference. Encourage carpooling, use public transit, walk or bike to work. Offer employee incentives to carpool...such as premier parking near the front door.

Energy Star - purchase and use energy efficient equipment. Turn off your PC, use power strips, and utilize sleep settings on electronics. Programmable thermostats also conserve energy. Use Eco-Friendly cleaning products. Faucet aerators, low flow toilets, and elimination of dripping faucets save money and help the environment.

Natural Light usage reduces the need for electricity. Replace incandescent bulbs with compact fluorescent light bulbs (CFLs) or LEDs, use lower wattage bulbs, automatic light switches, and paint walls a lighter color to reflect more light. And add natural plants to the environment as an air cleaner.

These GREEN steps translate into real savings. For example, American workers spend an average of 47 hours per year in rush hour traffic which adds up to billions of hours and billions of gallons of gasoline wasted. Encouraging alternative transportation helps greatly to reduce the carbon footprint. Changing light bulbs to CFLs makes a big difference as they use 66% less energy and last 13 times longer. Turning off just one PC can prevent 300 pounds of carbon dioxide emissions each year. Recycling every one-half pound of paper translates into one pound less of greenhouse gases and saves the equivalent weight in trees. As you can see, the savings are real.

The Parking Industry has been quick to embrace GREEN initiatives. Here at PARK Roanoke, we have already incorporated many of these practices into our operations; and, we continue to explore new strategies to keep our facilities environmentally friendly. For more information on GREEN Initiatives, visit these websites:

<http://www.greenbusinessnetwork.org/>

<https://www.sba.gov/content/green-business-practices>

<http://www2.epa.gov/learn-issues/learn-about-greener-living>

This article was submitted by PARK Roanoke.



We Appreciate Your Patience !

With the recession behind us and increased activity in City of Roanoke permitting, the Department of Planning, Building and Development is working to respond to increased levels of development with new personnel, reassignment of existing personnel, and process improvements.

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