

## HOW YOU CAN MAKE A DIFFERENCE

### ENVIRONMENT

- Fuel-Efficient Cars** Choose a fuel-efficient, low-polluting vehicle as your next car. This reduces our dependence on foreign oil and helps reduce local pollution. Look for SULEV or PZEV emissions ratings and 40 MPG or more ([www.fueleconomy.gov](http://www.fueleconomy.gov)).
- Smart Energy Use** Invest in energy-efficient lighting, insulation, thermostats, appliances, windows, etc. Look for the Energy Star rating on thermostats and appliances ([www.energystar.gov](http://www.energystar.gov)).
- Nontoxic and Natural** Use nontoxic or natural alternatives to fertilizers, pesticides, solvents, or chemical cleaners; or simply reduce how much you use ([www.betterbasics.com](http://www.betterbasics.com)).
- Get Active** Whenever practical, walk, bicycle, or take public transit. Good for your health and for the environment ([www.commute.org](http://www.commute.org)).
- Conserve Water** Choose low-flow toilets, low-water washing machines, and water-wise landscape plants (and don't over-water) ([www.waterwiser.org](http://www.waterwiser.org)).

### SOCIAL EQUITY

- Equal Opportunity** Support job training efforts by schools, business, and nonprofits. Volunteer time or money to nonprofits that provide a hand up for our residents in need. Examples include SSMC Sustainability Award winners OICW ([www.oicw.org](http://www.oicw.org)) and The Bread Project.
- Affordable Housing** Volunteer time or money to nonprofits that support affordable housing so that people who work here can afford to live here. Examples include SSMC Sustainability Award winners Peninsula Habitat for Humanity ([www.peninsulahabitat.org](http://www.peninsulahabitat.org)), Mid-Peninsula Housing Coalition ([www.midpen-housing.org](http://www.midpen-housing.org)), and Shelter Network ([www.shelternetwork.org](http://www.shelternetwork.org)).
- Donate, Don't Trash** Donate gently-used items for the benefit of others. RecycleWorks' ([www.recycleworks.org](http://www.recycleworks.org)) Re-Use Guide can help you find a new home for just about anything.

### ECONOMY

- Buy Local** Shop locally-owned businesses. Dollars spent at local retailers support not only that store, but also a variety of other local businesses (banks, accountants, printers, etc.).
- Support Our Local, Organic Farmers** Buy and eat local, organic foods. Shop your farmers' market or try a farm share ([www.mariquita.com/csa](http://www.mariquita.com/csa)).
- Working Conditions** Patronize businesses that pay a living wage and provide health benefits. Invest in socially responsible mutual funds.

## WHAT BUSINESSES AND LOCAL GOVERNMENTS CAN DO

### **Plan for Sustainability**

Develop a sustainability plan. Assess your business and develop a plan that includes goals, objectives, and performance measures that can be used to gauge progress towards sustainability. Think about improving your performance in all three aspects of sustainability: economy, social equity, and environment. A triple bottom line.

### **Smart Growth**

Revise the general plan to incorporate smart growth design concepts (local governments). Rather than allowing developer-initiated, piecemeal development, local governments should take charge of the planning process. General plans should designate where new growth, infill, or redevelopment will be allowed to occur. See [www.lgc.org](http://www.lgc.org).

### **Purchase Responsibly**

Adopt an environmentally and socially responsible procurement policy. Specify recycled content products, non-toxic cleaners, integrated pest management, hybrid vehicles, energy-efficient computers/equipment, and compact fluorescent lights.

### **Retrofit Buildings**

Improve the energy efficiency of existing buildings by upgrading windows, HVAC systems, and replacing inefficient lighting systems. See [www.energystar.gov](http://www.energystar.gov).

### **Be Water Wise**

Conserve and/or recycle water. Water-efficient landscapes conserve water without sacrificing beauty. Recycled water can be used for manufacturing, landscape irrigation, fountains, and fire protection.

### **Build Greener**

Employ green building principles for new construction. Green building practices save energy, water, resources, and money, while improving air quality and worker productivity. Encourage green building in your community. See [www.recycleworks.org](http://www.recycleworks.org).

### **Provide Transportation Options**

Local governments should provide citizens with transportation options such as transit, bike lanes, sidewalks and pedestrian amenities. Employers should reward employees for carpooling, walking, biking, and taking transit to work. See [www.commute.org](http://www.commute.org).

### **Compensate Fairly**

Provide health insurance and a living wage to employees. Support a living wage policy for your community.

## ACKNOWLEDGEMENTS

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## WILL YOU HELP?

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- |                                     |         |                                                    |       |
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Address \_\_\_\_\_  
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Daytime Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**Yes, I can give you names and contacts.**

- Here are names of businesses, organizations, agencies, or individuals who are practicing sustainability in some way (candidates for Sustainability Awards).

Name \_\_\_\_\_ Daytime Phone \_\_\_\_\_  
Business, organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zip \_\_\_\_\_

- Here are names of individuals who have expertise relevant to \_\_\_\_\_ indicator.

Name \_\_\_\_\_ Title (if any) \_\_\_\_\_  
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Address \_\_\_\_\_  
City \_\_\_\_\_ Zip \_\_\_\_\_ Daytime Phone \_\_\_\_\_

Please return this form to:

*Sustainable San Mateo County Indicators Project  
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Questions: Call us at 650-638-2323, email [advocate@sustainablesanmateo.org](mailto:advocate@sustainablesanmateo.org),  
or visit [www.sustainablesanmateo.org](http://www.sustainablesanmateo.org)