



# *Attractions and Trails Application*

## *About the NC GreenTravel Initiative*

This program has been created to recognize those businesses in the travel industry in North Carolina that have established and adhere to a set of guidelines that protect the environment. The initiative has been developed through a partnership of the North Carolina Division of Environmental Assistance and Customer Service; East Carolina University; Visit North Carolina and the Waste Reduction Partners program.

## *Applying for NC GreenTravel Recognition*

To become recognized as a green travel attraction, first save this document on your computer so you can fill it in at your leisure. You may type directly into the saved document and click on the checkboxes to complete it. **Please save your completed application** and email it to [tom.rhodes@ncdenr.gov](mailto:tom.rhodes@ncdenr.gov). If you have questions, you may call (919) 707-8140 for assistance.

Facility Name \_\_\_\_\_

Phone Number \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Mailing Address \_\_\_\_\_

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

Email \_\_\_\_\_

Website URL \_\_\_\_\_

## *Overview of Accomplishments*

Tell us why you feel your facility should be recognized by the NC GreenTravel initiative

## ***Core Requirements for NC GreenTravel Recognition***

- I certify that this attraction is in compliance with ALL applicable regulatory laws and requirements that relate to our business type. Yes, No. If not, please explain on a separate sheet
- Has your facility had any violations of applicable laws and regulations in the past 2 years?  
Yes, No. If so, please explain on a separate sheet.
- Do you operate under any permits issued by the Department of Environmental Quality?  
Yes, No If yes, please include titles and permit numbers on a separate sheet.

**Policy Statement Required:** Enter or attach a copy of your facility's environmental policy statement. If your facility does not have an environmental policy, please read our Environmental Policy Tutorial on the last page of this form.

**How do you advise staff of your environmental policy? Required:** List where your environmental policy is displayed.

**Environmental Team Required:** Describe your environmental team. List names, job titles and meeting schedule.

## ***Raising Your Recognition Score***

If your facility has previously been recognized by the NC GreenTravel Initiative and you would like to increase your recognition level based on additional sustainable practices you have included in your program, please indicate by checking this box.

## ***Trails and attractions without facilities***

- 10pt Our Map Guides are available online
- 10pt Paper Map Guides are printed on recycled paper
- 10pt Recycling and reuse of trail maps is available to consumers.
- 10pt Highway signs are made from aluminum and are recyclable.
- 10pt Signs are stripped and reused
- 10pt All components in signs are recyclable and/or reusable.
- 10pt Sign pedestals are recyclable and/or reusable.
- 10pt Sign panels are UV resistant for longevity.
- 10pt Our trail system promotes sustainable actions such as recycling, leave-no-trace, preservation of the landscape, and protection of flora and fauna.
- 10pt We ensure that our trail doesn't contribute to soil erosion or soil contamination.
- 10pt Our trail system is committed to actively preserving cultural and natural resources.
- 10pt Our trail system promotes sustainable transportation such as public transit, hybrid vehicles, electric vehicles, etc. (Includes installation of bike racks)

## ***Other sustainable practices related to trails and attractions***

## ***Solid Waste Reduction and Recycling for attractions with facilities***

- 5 pt A solid waste assessment has been performed
- 5 pt. 50% of solid waste assessor recommendations have been implemented
- 5 pt Goods, equipment and materials no longer needed are donated to organizations such as Good Will, Salvation Army or similar agencies.
- 5 pt. Recycling containers are clearly marked and located adjacent to waste containers
- 5 pt. We recycle at our facility. Please list all materials recycled to score one point per material
  - Paper          Food and beverage containers          Toner, ink and printer cartridges          Pallets
  - Plastic bags and wrap          Fryer grease          Other (please specify and enter total score below)
- 5 pt. We donate excess food from events held at our facility to food banks or homeless shelters
- 2 pt. We do not use Styrofoam takeout containers or plates
- 2 pt. We have bulk soap dispensers
- 2 pt. We use high-efficiency hand dryers in restrooms
- 5 pt. We have reused building materials and/or repurposed buildings

## ***Locations of Recycling Containers***

- 2 pt Staff work areas. Specify locations
- 3 pt Public or customer areas. Specify locations
- 3 pt Signs are posted, directing users to recycling areas.

## ***List Other Waste Reduction Practices***

### ***Energy Management***

- 5 pt An Energy Assessment has been performed
- 5 pt 50% of assessor recommendations have been implemented
- 5 pt Our facility has switched to energy-efficient lighting (describe replacement program)
- 2 pt Occupancy sensors have been installed
- 2 pt LED or electroluminescent exit signs have been installed
- 5 pt Energy Star labeled HVAC has been installed
- 7 pt Solar panels, wind generators and/or other renewable energy sources are installed and in use

- 1 pt Water temperature is set back to 120 degrees for non-food related use
- 1 pt Insulation jacket has been installed on water heaters
- 2 pt Window film and treatments have been installed to reduce solar gain
- 5 pt Energy Star labeled windows, doors and skylights have been installed
- 2 pt Tightly sealed weather stripping has been installed on all doors and windows
- 3 pt 50% or more of our appliances are Energy Star labeled
- 2 pt Vending machines have been de-lamped or equipped with energy-saving technology

### ***Water Efficiency—Facilities***

- 5 pt A water efficiency assessment has been performed
- 5 pt 50% of assessor's recommendations have been implemented
- 1 pt All plumbing is regularly checked for leaks and all leaks are repaired as soon as possible
- 3 pt Common area restrooms have automatic water shut-off faucets
- 4 pt 1.28 gallon-per-flush Hi-Efficiency Toilets or dual flush toilets are installed
- 1 pt 1.5 gallon-per-minute faucet aerators are installed
- 4 pt Restrooms have ultra low-flow flush or waterless urinals
- 2 pt 2.0 gallon-per minute or less showerheads are installed

### ***Air Quality***

- 2 pt Low VOC paints are used
- 2 pt Smoking is prohibited in buildings

### ***Transportation***

- 1 pt Employees are offered incentives to carpool, walk, bike to work or use public transit
- 2 pt Bike racks are provided for guests and employees
- 3 pt Special parking is provided for guests with hybrid, electric and alternative fuel vehicles
- 5 pt Electric vehicle charging stations are provided for guests
- 5 pt Alternative fuel fleet vehicles are used, including bio-fuel, hybrid, electric, pedal-powered vehicles
- 2 pt A no-idling policy/signage is in place for fleet vehicles, guest vehicles, delivery trucks and tour busses.

### ***List Additional Sustainable Practices***

## ***Sustainable Purchasing***

- 3 pt Environmentally Preferable Procurement (EPP) program is established and communicated to staff
- 2 pt Our employees are required to comply with EPP policy
- 1 pt Vendors of environmentally sustainable products are given preference
- 2 pt Durability and lifespan of the products is given priority over cost when purchasing
- 2 pt Recycled content paper products are purchased
- 3 pt Vendors are asked to deliver supplies with returnable packaging or take back packaging
- 3 pt Environmentally preferable, refurbished or reused furnishings and equipment are used

## ***Education and Promotion***

- 2 pt Our staff is required to recycle and has received recycling training
- 2 pt Our visitors are encouraged to conserve resources through the use of flyers, signage, verbal reminders and other communications
- 1 pt Our community is made aware of our environmental program through advertisements and media releases

## ***Housekeeping***

- 2 pt Our housekeeping and clean-up procedures include recycling practices
- 2 pt Cleaning products and methods are assessed and selected for their environmentally friendly impact
- 1 pt Cleaning products used throughout our facility are natural or meet sustainable product standards
- 2 pt Employees are trained in the use of green cleaners
- 1 pt A cleaning products waste reduction plan is in place

## ***Certifications***

- 10 pt Our facility has attained LEED Certification
- 15 pt Our facility has received certification as a sustainable business by another certifying organization or agency. (specify)
- 15 pt Our facility is participating in North Carolina's Environmental Stewardship Initiative (E.S.I.) program

## ***Environmental Measurements***

- 1 pt Solid waste disposal-to-landfill is tracked by weight or volume monthly
- 1 pt Recycling totals are estimated by weight or volume and recorded periodically
- 1 pt Energy usage is tracked monthly
- 1 pt Water consumption is tracked monthly
- 1 pt Environmental measurements are published to management and staff

## *Instructions for determining your score*

Enter your scores from the checklist for each section. Add the scores and compare the total to the chart below to determine your recognition level. Additional points may be acquired by facilities that implement other sustainable practices that are not part of those prescribed in this application. Save your completed application to your computer and email it to [tom.rhodes@ncdenr.gov](mailto:tom.rhodes@ncdenr.gov). For assistance, call (919) 707-8140.

<b>One Dogwood Blossom</b>	<b>Two Dogwood Blossoms</b>	<b>Three Dogwood Blossoms</b>
<b>50</b>	<b>80</b>	<b>120</b>

<b>Section</b>	<b>Score</b>
Trails and Attractions without facilities	
Recycling & Waste Reduction	
Energy Management	
Water Efficiency	
Air Quality	
Transportation	
Sustainable Purchasing	
Education & Promotion	
Housekeeping	
Certifications	
Environmental Measurements	
Total	

## *Other sustainable practices*

# Four Simple Rules for Creating an Environmental Policy

There are four basic rules for writing and displaying an environmental policy for your business. The policy should include:

- A commitment to protecting the environment. This may be a simple statement that your business promises to do all it can to keep the environment healthy or it may specifically mention environmental stewardship methods. For instance, it could simply state, “(Name of Business) is committed to protecting our environment by conducting business in such a way as to conserve energy, water and natural resources.” OR, it may state, “(Name of Business) practices environmental stewardship by reducing waste, recycling, installing energy efficient lighting, and by installing low-flow water fixtures.”
- A commitment to observing all laws and regulations governing the protection of the environment.
- A commitment to continually improve your environmental stewardship program.
- The completed policy should be signed and dated by the owner or manager of the business and should be displayed where employees and customers can easily see it.

Here is an example that may give you some ideas for your own policy:

## **Green Mountain Arboretum Environmental Policy**

*Green Mountain Arboretum seeks to be a better steward of the earth by creating a healthy environment for its guests, employees and community. We promise to do this by observing sustainable business principles and by implementing an energy reduction program, water conservation program, by helping to protect air quality and by reducing the amount of solid waste generated. Our facility is also committed to setting a good corporate example of environmental stewardship.*

*Green Mountain Arboretum is committed to observing all Federal, state and local laws and ordinances aimed at protecting the environment.*

*Green Mountain Arboretum will continually seek to reduce its environmental footprint by looking for new and better ways to reduce its reliance on natural resources.*

If you need further assistance in writing your environmental policy, call Tom Rhodes at (919) 707-8140 or email, [tom.rhodes@ncdenr.gov](mailto:tom.rhodes@ncdenr.gov).



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