



## Virginia Green Profile

# Virginia Welcome Center at Rocky Gap

"The Rocky Gap Welcome Center assists thousands of visitors every year with travel planning information and increases visibility of statewide attractions, businesses and accommodations.

Our facility decided to go green in early 2010 and have been taking steps in order to fulfill that commitment since then. One example is that we use 100% sugarcane based coffee cups to distribute coffee to visitors."



### GREEN ACTIVITIES

**Recycling and Waste Reduction.** Virginia Green facilities must recycle Glass Bottles and are highly encouraged to maintain a comprehensive recycling program. This facility pledges that they:

- Recycle: glass, aluminum cans, steel cans, plastic, office paper and glossy print paper, printer/toner cartridges, newspaper, cardboard, packing supplies, fluorescent lamps, batteries, electronic equipment
- Also recycle glossy print (brochures and magazines)
- Donate excess food from events
- Compost food waste and other compostables
- Purchase locally grown produce and other foods
- Purchase organic and/or "sustainably-grown" foods
- Use reusable dishware and glassware, and minimize use of disposables
- Use non-bleached napkins and coffee filters
- Provide condiments, cream and sugar, etc. in bulk
- Use water pitchers and filtered water to minimize the use of single-use bottles
- Use menus and table placards as opportunity to communicate green activities
  - Use Virginia Green logo to indicate organic, local or sustainable menu choices
- Use bulk soap dispensers in public restrooms
- Use high-efficiency hand dryers
- Purchase recycled-content paper towels and toilet paper
- Use a last-in/first-out inventory and labeling system
- Encourage suppliers to minimize packaging and other waste materials
- Purchase from vendors and service providers with a commitment to the environment
- Make double-sided copies/ printed materials
- Use electronic correspondence and forms
- Use "green" cleaners that are dispensed in bulk
- Purchase durable equipment and furniture

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- Purchase low VOC carpets and fabrics
- Use reused building materials or those from sustainable sources
- Use latex paints
- Re-use paint thinners
- Properly recycle/dispose of thinners and solvents
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use less toxic materials
- Use "integrated pest management" (IPM)
- Minimize the use of pesticides and herbicides in landscaping
- Use a nutrient management plan that minimizes the use of fertilizers

**Minimization of Disposables.** Participants are encouraged to minimize use of all disposables. This facility pledges that they:

- Do not use disposable containers
- Use disposable containers made from bio-based materials, recycled content paper, and that are compostable and recyclable

**Water Conservation.** The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:

- Track overall water usage and wastewater
- Have a numeric goal to reduce water consumption over time
- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Have:
  - Low flow restrictors on faucets
  - Low flow toilets
  - Waterless urinals
  - Automatic faucets or toilets in public restrooms
- Discourage water-based cleanup (sweeping first)
- Use microfiber technology mops
- Have an effective landscape management plan which utilize drought tolerant species and minimizes lawn areas
- Have an effective stormwater management plan including the minimization of impervious areas (paving, concrete, etc.)
- Have a green roof
- Use cisterns
- Maintain vegetative buffers around streams and ponds

**Energy Conservation.** The facility must have a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives. This facility pledges that they:

- Track overall energy bills
- Evaluate existing ovens and other kitchen equipment for energy efficiency
- Use compact fluorescent light bulbs in all rooms and in canned lighting
- Have high efficiency heating & air conditioning (HVAC) systems
- Perform preventative maintenance on HVAC system
- Have geothermal heating and cooling
- Have installed additional insulation
- Use natural lighting
- Purchase EnergyStar-rated computers, copiers, and appliances
- Use directional (downward-facing) lighting in parking areas and other outdoor areas
- Use fuel efficient vehicles or hybrid vehicles

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- Support Virginia Green.** Pledge to promote the efforts of Virginia Green to clients, members and staff and encourage them to join or do business with Virginia Green participants. This facility pledges that they:
  - Feature the Virginia Green participants from their region.

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For more information on **Virginia State Welcome Center at Rocky Gap**, see [www.virginia.org](http://www.virginia.org) or contact Gary Jeffrey at [gjeffrey@virginia.org](mailto:gjeffrey@virginia.org).

For more information on the **Virginia Green** program, see [www.deq.state.va.us/p2/virginiagreen/homepage.html](http://www.deq.state.va.us/p2/virginiagreen/homepage.html) or go to [www.virginiagreentravel.org](http://www.virginiagreentravel.org).

**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation. The program has established "core activities" specific to each sector of tourism; these practices are the minimum requirements for participation in the program, but encourages participants to reduce their environmental impacts in all aspects of their operations. **Virginia Green Partners** are committing to help support the program and encourage their customers to join or do business with Virginia Green-certified participants. Although not necessarily tourism facilities themselves, Partners are expected to practice green activities in their own facilities as well. For more information on **Virginia Green**, see <http://www.deq.state.va.us/p2/virginiagreen/homepage.html> or go to [www.virginiagreentravel.org](http://www.virginiagreentravel.org).

