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The ABCs of California's Green Business Programs

Achieving Results
Measuring Performance
Managing Tasks
Communicating the Story

Moderator: Kirsten Liske, Ecology Action, Santa Cruz

Speakers: Pam Evans, Alameda County Green Business Program

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Monterey Bay Area Green Business Program

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Agenda

- What will we achieve today?
- Green Business Programs in California
- How the Programs work
- Partnerships and Funding
- Program Achievements
- Metrics and Management Database Project
- Resources

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After this session you will...

- Understand basic tenants and structure of California GBPs
- Learn keys to program success and longevity
- See cutting edge management and reporting tool in development right now!
- Connect with additional resources you can use in your P2 and conservation programs

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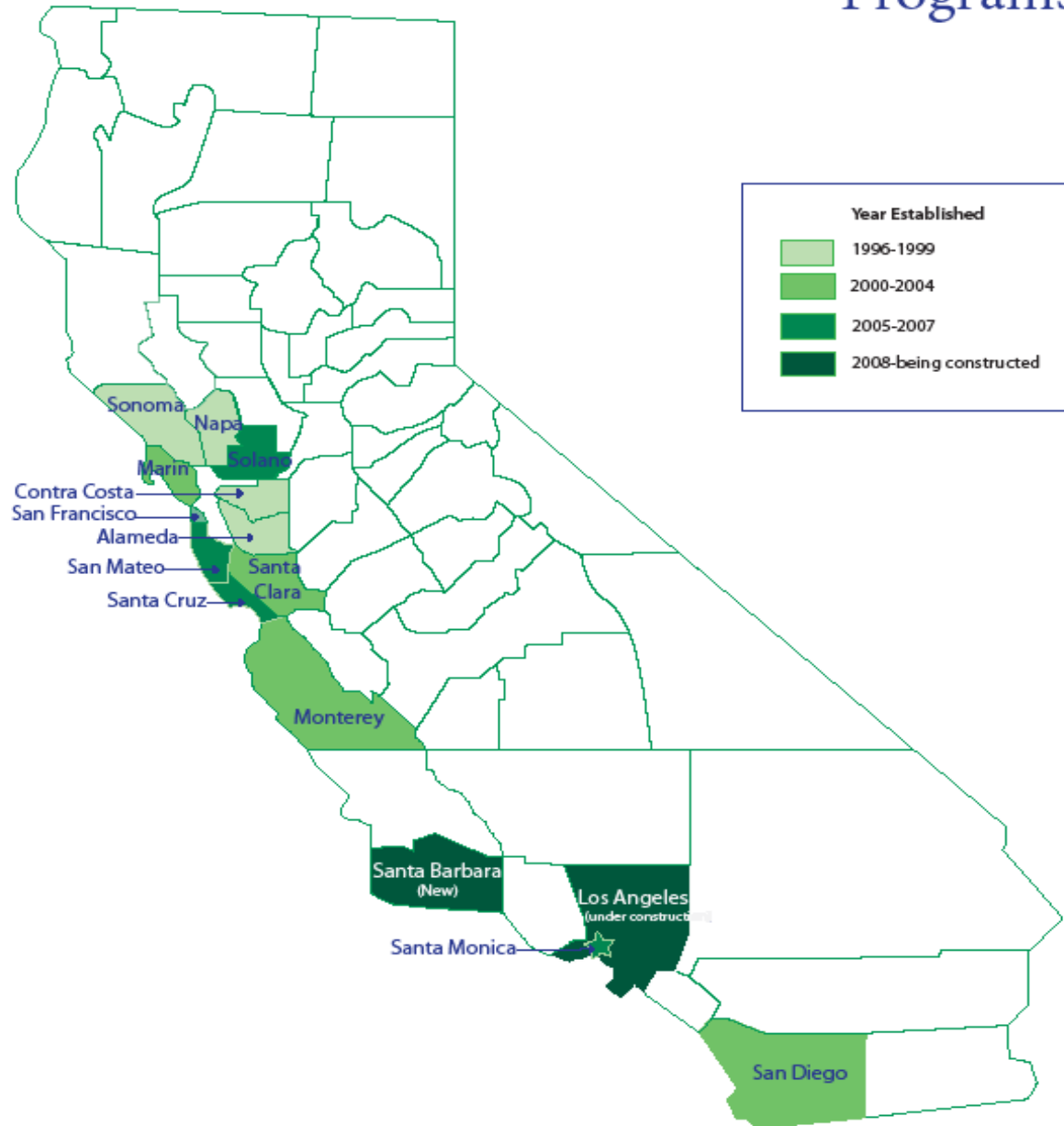
CA Green Business Programs

- Why was this program started?
 - Improve environmental performance of businesses
 - Motive and assist businesses to comply with regulation
 - Go “Beyond Compliance” (P2 and RC)
 - Help the public “buy green”
 - Motivate enforcement staff to promote P2 and RC
- Bay Area program began in Alameda County in 1997
- California Green Business Network formed by EFC9 in 2005-2006
- Now 12 Programs, almost 2,000 businesses certified

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Establishment of California Green Business Programs



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Exponential Increase in Demand

- Waiting lists forming: demand outstripping staffing resources
- Example: San Francisco GBP, begun in 2004
 - 135 currently Active Awarded Businesses (147 Actual)
 - Actively working with 120 businesses now
 - > 500 Enrolled in program
- Example: Alameda County, begun in 1997
 - >380 current Certified Green Businesses.
 - Over 50 businesses in process now.
 - City of Berkeley >100 on waiting list, Oakland ~ 50
- Demand due to popularity of green, market competition, and word of mouth of savings/benefit
- Enrollment skyrocketing with minimal recruitment efforts

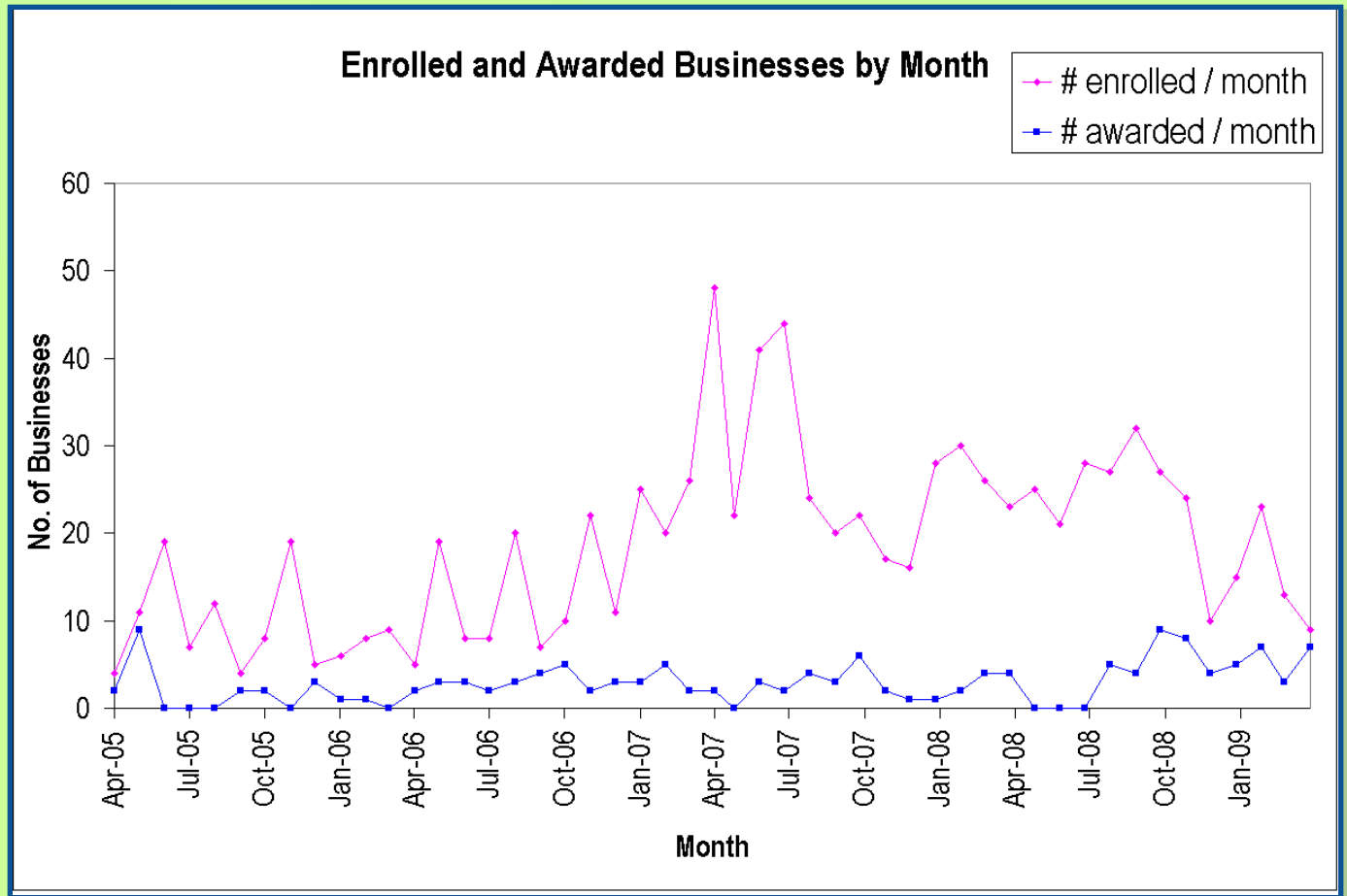


SF GBP

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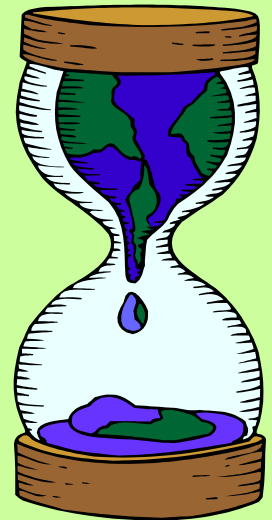


Enrolled and Awarded Businesses by Month



How the Program Works

- Green Business Programs address our environmental challenges
 - Climate Change
 - Energy Shortage
 - Natural Resources Depletion
 - Water and Air Quality Degradation
 - Toxics Exposure
- Two of 3 E's of Sustainability
 - Environment & Economy



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Which Businesses Do We Target?

- Industries Our Partners Want to Work With
- Businesses/Industries that Want Certification
- Businesses With a Direct Relationship to the Public
- Numbers of Businesses
- Agreement on Compliance Issues Among Partners

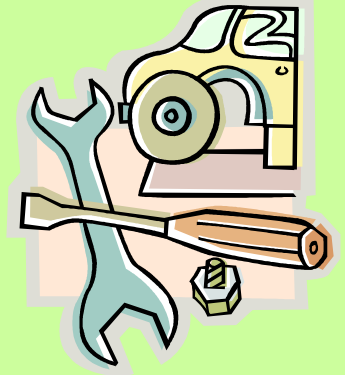


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Typical Bay Area Green Business

- Small to medium sized
- Locally owned or operated
- Commercial, non-profit and government organizations



Certification Process Elements

- ❑ Business adopts Green Business Pledge
- ❑ Completes application*
- ❑ Program coordinator arranges business assessments
- ❑ Business meets program criteria – or receives technical assistance to implement measures
- ❑ Assessors verify business has met standards
- ❑ Business receives certification for 3 years



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Notes on Certification Process

- Takes 1-12 months (most take 2-4)
- Visual verification by agency or consultant staff (no self-certification)
- Compliance Inspection within last year/no violations – re-visit not required



General Measures Required GBs

- ❑ Adopt the Green Business Pledge and an Environmental Policy

We believe a successful business is dependent upon a healthy environment.

We are actively working to show our environmental responsibility to our community

- ❑ Tell their customers they are greening their operations
- ❑ Educate employees about the process and encourage their participation in implementing measures
- ❑ Refer another business to the Program
- ❑ Tell us why their business is greener than other businesses (not required in all programs)
- ❑ Be in compliance
- ❑ Complete mandatory and a specific number of optional environmental measures in each media area



Example Environmental Measures

Media Area	MUST do	MAY Do
Solid Waste Reduction and Recycling	Purchase recycled content products such as copy paper, toilet tissue, printer cartridges, etc.	Use double-sided printing and draft paper
Energy Conservation	Replace incandescent bulbs with CFLs or replace T12 lamps with T8 or T5 lamps	Install timers or occupancy sensors in rooms
Water Conservation	Replace older toilets with high efficiency models	Use reclaimed water for irrigation
Pollution Prevention	Use less toxic cleaning products	Stencil "No Dumping, Flows to Bay" on all your storm drains

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Green Measures

- Checklists are over a dozen pages long
- Specific checklists are developed for each business sector
 - **Restaurants:** Grease Interceptors/Traps, Floor Mat Washing, Recycling, Food Waste Composting, Janitorial Chemicals, To-Go Containers
 - **Auto:** Aqueous Parts Washers, dry floor clean-up and hydrophobic mops, recycling, alternative chemicals (floor washing).
 - **Office:** IPM, Pressure Washing, Janitorial Chemicals, Exterior Storage, recycling, food waste.
- Coordination required among regulators to develop one set of combined criteria provides clarity for business and increased efficacy of cross-agency work

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GBPs currently certify:

- Auto Shops
 - Auto Body
 - Architects
 - Construction/Remodelers
 - Commercial Buildings
 - Dental
 - Garment Cleaners
 - Hotel/Hospitality
 - Janitorial
 - Labs
 - Landscape
 - Laundromats
 - Medical Facilities
 - Office/Retail
 - Plumbers
 - Printers
 - Painters
 - Restaurants
 - Salon/Beauty Shops
 - Schools
 - Wineries
- In progress:
- Nail Salons
 - Property Managers

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After Certification, Business:

- Receives program logo & certificate
- Has the right to use logo in own promotions
- Is listed in Directories online
- Advertised by Program, sometimes specific business name include in media efforts
- Recognized Publicly in recognition ceremony at governing body meeting

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Recertification

- Business are recertified every three years
- GBP staff verifies green practices again
- Business must demonstrate continuous improvement
- Recertification is required when ownership changes or if the location of a business changes
- **Revocation** Certification can be revoked if a business is no longer in compliance and fails to regain compliance status within a reasonable amount of time.



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What Makes the GBP Work?

- Partnership:
 - Developing the partnership is crucial to your GBP's foundation
- Funding:
 - Free to local businesses
- Credibility:
 - Transparent criteria, audited practices



Typical GBP partners:

- **County and City Governments**
Environmental Health, CUPA, Public Works, Economic Development, Waste Reduction
- **Special District and Utility**
Air, Sanitation, Water
- **Regional Planning Entity**
ABAG
- **Non-profit**
Small Business Development Center, Santa Cruz Ecology Action
- **Consultants**
Environmental Innovations, Sustainable Works
- **Allies**
Business Associations, individual business champions, Economic Development Agencies, Schools, Universities and Colleges

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Partners Roles

- Compliance checks and audit completion
- Provide technical assistance and green resources to GB candidates
- Help develop standards
- Provide business referrals
- Provide funding
- Get Certified as a Green Business themselves!



Benefits to GBP Partners

- Helps *them* achieve *their* agency goals. (reducing GHGs, tracking resource conservation & waste reduction)
- Opens the door to cross-training among organizations. (P2 expertise added to source control or CUPA experience)
- Can replace poor past relationships with something more positive!

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Benefits to GBP of Partners

- *Required* for this multi-media program
- Funding
- In-kind commitments
- Program oversight
- Initial & strategic planning
- Need for business referrals
- Ability to grow the program
- Peer pressure for other local agencies to join/support program



Funding a Green Business Program

- Program is (thus far mostly) FREE to businesses
- Market will not bear full payment for costs (10-14 hours staff time plus program materials/advertising expenses)
- Basic Funding Dilemma of Multi-Media program
- Sources of Funding
- Fiscal Agents
- Other Kinds of Support
- Budgeting



Sources of Funding

- Grants - for Starting Up and for Special Projects
- Certification Partner Budgets for Ongoing Support
- Other Agencies & Nonprofits
- Utilities
- Other: Business Service Organizations, Industry, the Public,
- Green Businesses (Application or processing fee, donation programs, etc.)



Other Valuable Partner Support

- Participation in Certification Team
- Serve on Committee
- Pro Bono Services (printing, mailing, web)
- Local Coordination of Team
- Local Promotion to Public/Business
- Local Recruitment of Businesses
- Memorandum of Understanding



GBP Budget Components

- Overhead / Fiscal Services
- Consulting Services / Contractors
- Design & Production of Materials
- Website
- Advertising / Ad Placement
- Events

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Calculating Achievements

No.	Implemented through GB?	Questions	Input	Unit	Savings	Unit	Annual Savings	Unit	Total Savings
Pollution Prevention (Toxics Reduction/EPP)									
PAPER									
							<i>CO₂ conversion (100% recycled)</i>	6.2	
							<i>CO₂ conversion (30% recycled)</i>	1.6	
18a	Yes	How many reams of office paper (bleached) do you buy annually/monthly?	0	reams/yr					Purchasing CO ₂ (lbs/yr)
	Yes	Indicate recycled content amount	100%	% recycled content	0	lbs paper			
							<i>CO₂ conversion (PCF paper)</i>	11	
18b	Yes	How many reams of unbleached or acid-free paper (PCF) do you buy annually?		reams/yr					Purchasing CO ₂ (lbs/yr)
	Yes	Indicate recycled content amount	100%	% recycled content	0	lbs paper			
COMPUTERS									
							<i>CO₂ conversion</i>	0.1725	
19	Yes	How many EPEAT CPUs have been purchased?	0	CPU			2723.3	kWh/CPU/yr	CO ₂ (lbs)
20	Yes	How many EPEAT CRT's have been purchased?	0	CRT			27233.3	kWh/CRT/yr	
21	Yes	How many EPEAT LCDs have been purchased?	0	LCD			22733.3	kWh/LCD/yr	
TONER CARTRIDGES									
								22	
22	Yes	How many RECYCLED Toner cartridges do you purchase each year?	10	cartridges	12	quarts of fuel/cartridge	30	gallons / year	660
LAMPS									
23	Yes	Are you using low mercury fluorescent T-8 lamps?	Yes					mg Hg/lamp	0
		Brand name (GE Ecolux, Sylvania Ecologic, Philips Alto)							
		How many low mercury T-8 lamps do you use in your facility?							

Achieving Results: Santa Cruz County Annual 199 GBs

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Waste Diverted from Landfill (cu. Ft.)	242,000 or 360 Refuse Trucks
Air Pollution Prevented (lbs)	520,000
Gallon of Water Conserved (gal)	24.5 million
Haz. Materials / Wastes Reduced (lbs)	18,850 or 342 drums
kWh Reduced	5.4 million
kW Reduced	944
Energy savings equivalent to powering x homes	almost 1,000 homes
CO ₂ Saved (lbs./yr)	Almost 6 million
Dollars saved after conservation efforts annually	\$707,500



SF Office Sector GBs

Name of Green Business	GHG Reductions (lbs/yr)	Energy Saved (KWH/yr)	Water Saved (gal/yr)	Hazmat Reduced (gal/yr)	Paper Recycled (lbs/wk)
3 Degrees Group	11860	12964	13666	2	0
Barkley Court Reporters	115454	1955	16727	---	---
BAAQMD	11824	0	577283	42	---
Bite Communications	23683	1876	---	---	---
Citigate Cunningham	31070	0	0	5	63
Cliff's Variety	15343	16405	19319	---	---
Coblentz, Patch, Duffy & Bass	116853	64956	153861	42	---
Cole Hardware	34759	10297	13193	---	---
David Baker & Partners	76871	23951	16729	2	144
Eth-No-Tec	8406	4628	4006	1	34
Farallon Geographics	11796	478	4948	2	90
Green Squared Consulting	6104	5394	942	---	17
Guttman & Blaevo Consulting	10681	0	29454	5	23
Made Green	15	0	943	0	0
NBS	1708	0	1649	0	11
Nature Trip	4186	3294	20497	1	0
Organic Architect	51568	8706	6833	1	34
Roughstock Studios	1920	919	1178	0	11
Residents Apparel Gallery	7125	1955	4477	0	18
Saatchi and Saatchi S	43625	15808	41941	5	86
Sherwood Design Engineers	56973	18803	18850	0	101
SMWM (enrolled only, not yet recognized)	39688	9754	---	---	---
Solem & Associates	39851	2522	6833	2	0
TheGreenOffice.com	22482	10210	6362	1	14
Wattbott	2049	3176	1649	1	---
Woodshanti	2003	2994	4006	4	0
Yokomizo Associates	15307	3142	6644	0	65
TOTAL	763205	224188	971993	116	709

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Achieving Results: San Francisco GBP

- 25 Green Businesses save a total of:
 - 224,188 KWH energy per year,
 - 971,993 gallons of water per year
 - 116 hazardous materials per year
 - 382 tons of greenhouse gases (or 763,205 pounds) per year
 - Recycle over 700 pounds of paper per week.
- Three enrolled hotels made extensive energy efficiency retrofits to meet Green Business standards. Through the retrofits, these three hotels alone reduce 50 tons/year of GHG per year.



Tracking & Metrics Database: Measuring Performance & Telling the Green Business Story

- Calculate outcomes automatically for any criteria linked to a metric (specific data entered by region).
 - Replacing one incandescent light bulb with a CFL saves x kW/hr
 - Replacing a 3 gallon flushing toilet with a 1.2 gallon/flush with x employees saves x gallons of water.
- Paperless tracking mechanism for certifying a business
- Will serve all California programs, and beyond?



Features of Online Database

- Receives application from businesses
- Serves as paperless management system for program coordinators, some automation of tasks
- Online process for business to complete checklist and auditors to enter audit results and pass/fail
- Environmental report card back to business (future)
- Statewide marketing database to list certified businesses (future)
- Provides up to the minute environmental and economic outcome reports
- Provides transparency in metric development





Reports	Program Profile	Database Administration	Search
Report 1 Report 2 Report 3	Web Site Text Auditors Inspectors Variables Tasks Sectors Measures	Measures Programs Global Variables	<p>Quick Search</p> <input type="text"/> <input type="button" value="Go"/>
<p>Program name has saved x kWh and x gallons of water to date.</p>			<p>Advanced Search</p> <p>Saved Searches</p> <ul style="list-style-type: none"> City of Berkeley 64612 City of Sausalito 94114

Program Overview

Last update: 03/16/09 [\(Update\)](#)

Recognized Businesses 23

Businesses Requiring:

- [Directory Review](#) 3
- [Renewal](#) 6

Applications in Progress 12

Applicants Requiring:

- [Background Check](#) 2
- [Checklist Submission](#) 4
- [Checklist Approval](#) 1
- [Phone Consult](#) 0
- [Site Visit](#) 0
- [Compliance Check](#) 2
- [Final Approval](#) 1

Rejected Applications 1

Decertified Applications 0

Disqualified Applications 0

Disqualified Businesses 0

Non-Responsive 1

Total: 37

Applicant List View

Status Applications: Requiring Task

Showing results 1- 10 of 36 << 1 2 3 4 >>

[New Window](#) [Print](#) [Export](#)

Company	Checklist Submittal	Checklist	Phone Consult	Site Visit
Company Name	Requiring Renewal	Certified	Expired	Requiring Renewal
Company Longer Name	Certified	Expired	Requiring Renewal	Certified
Company Name	Expired	Requiring Renewal	Certified	Expired
Company Longer Name	Requiring Renewal	Certified	Expired	Requiring Renewal
Company Name	Certified	Expired	Requiring Renewal	Certified
Company Longer Name	Expired	Requiring Renewal	Certified	Expired
Company Name	Requiring Renewal	Certified	Expired	Requiring Renewal
Company Longer Name	Certified	Expired	Requiring Renewal	Certified

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Checklist Completion: 06-21-09 Status:

Notes

[Print Checklist](#)

Energy Measures Complete: 2 Measures Pending: 1 Number of Measures Required: 4

Instructions start here. Lorem ipsum litterarum est saepius ii futurum per. Consequat esse nulla soluta possim putamus. Dignissim nunc dolor qui congue te. Lorem ipsum litterarum est saepius ii futurum per. Consequat esse nulla soluta possim putamus. Dignissim nunc dolor qui congue te. [Print Checklist](#)

Green notes start here. Lorem ipsum litterarum est saepius ii futurum per. Consequat esse nulla soluta possim putamus. Dignissim nunc dolor qui congue te. Lorem ipsum litterarum est saepius ii futurum per. Consequat esse nulla soluta possim putamus. Dignissim nunc dolor qui congue te.

Audit Subgroup One Measures Complete: 3 Measures Pending: 1 Number of Measures Required: 5

		NA	Complete Pre Enrollment	Pending	Complete Post Enrollment
Required Measures					
1. Measure Name <input style="width: 60px;" type="text"/> Lorem ipsum litterarum est saepius ii futurum per. Consequat esse nulla soluta possim putamus. Dignissim nunc dolor qui congue te. Lorem ipsum litterarum est saepius ii futurum per.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Measure Name <input style="width: 60px;" type="text"/> Lorem ipsum litterarum est saepius ii futurum per. Consequat esse nulla soluta possim putamus.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Optional Measures					
1. Measure Name <input style="width: 60px;" type="text"/> Lorem ipsum litterarum est saepius ii futurum per. Consequat esse nulla soluta possim putamus. Dignissim nunc dolor qui congue te. Lorem ipsum litterarum est saepius ii futurum per.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other Green Things Your Business is Doing

If you have another item that you believe your business should receive credit for please let us know and staff will consider it. Please fill in information describing the measure.

Notes

Metrics Database

- Cal EPA DTSC provided funding
- San Francisco Department of Environment has led the project
- Energy Solutions contracted to design
- Design, programming, metrics collection and funding was provided by CAGBN members
- BETA site launch date May 2009. Final site up and available to CAGBN programs July 2009.



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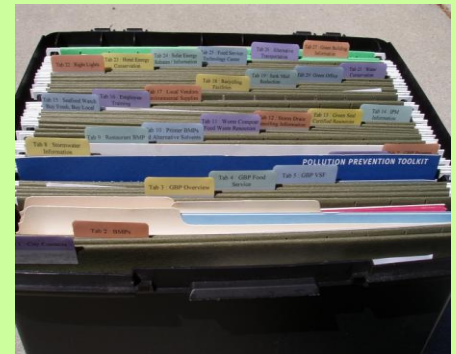
GBP Resources

- WRPPN Website lists Green Business efforts nationally
<http://wsppn.org/resources.cfm>
- Recorded Webinar on starting a GBP on PPRC site
<http://www.pprc.org/webinars2008webinars.cfm#greenbiz>
- San Francisco GBP website
4 Do It Yourself guides to help businesses get started
<http://www.sfgreenbiz.org/green-your-business/toolkit/toolkit-introduction/>
- SF Dept of Environment “approved products list”
http://www.sfenvironment.org/our_programs/topics.html?ssi=9&ti=22
- Alameda County Website
<http://www.greenbiz.ca.gov/AboutUsAC.html>
- Bay Area Green Business Program Website
<http://www.greenbiz.ca.gov/>



GBP Resources, Cont.

- Monterey Bay Area GBP
 - Checklists online
<http://www.montereybaygreenbusiness.org/BecomingGr.html>
 - Resource Kit
 - *(Coming soon online)*
 - <http://www.montereybaygreenbusiness.org/>
 - Rebates, Vendors, BEMP Fact Sheets, Websites
 - Employee Training Resources
 - Specific for Each Jurisdiction



Go help them save money, time and increase business!

- Pamela Evans, Alameda County GBP
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- Josephine Fleming, Monterey Bay Area GBP
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jo.fleming@envirocentives.com
- Sushma Dhulipala, San Francisco GBP
Sushma.Dhulipala@sfgov.org, 415-355-3758
- Kirsten Liske, Monterey Bay Area GBP
Ecology Action, klsike@ecoact.org, 831-426-5925

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