

City of Placentia Green Business Program

*Making Placentia a Pleasant Place to do
Business!*



Program Overview

- This program was created to assist businesses in the City with not only becoming more sustainable but also becoming more profitable.
- The goal of the program is to achieve a healthier and cleaner environment by helping businesses integrate environmental responsibility into their operations in a manner that is sustainable as well as profitable.

The Triple Bottom Line – People, Planet, Profit!

What is a Sustainable Business?

- A sustainable business is one that supports the well-being of current and future citizens by maintaining a strong economic profile and a healthy, self-renewing environment. Many businesses are using the “triple bottom line,” as a measure of success. This “triple bottom line” is an equal measure of social well-being, economic prosperity, and environmental quality. A business operating in this fashion is “sustainable” and can be maintained indefinitely.
- Sustainable business practices make good business sense because they benefit the community, the environment, and the business itself.

How the Program Works

- *Self-audit of the business by the owner*
- *Optional – Hire a third party to conduct a more in-depth audit of business.*
- *Implement Cost saving measures. City/Utility partnerships.*
- *Recognition of Businesses*

*Solid Waste
Reduction (SW)*

*Pollution
Prevention (P2)*

*Energy
Conservation
(EC)*

*Water
Conservation
(WC)*

Benefits of the Program



- The main benefit to a business is the cost savings the business will see through improved efficiency measures.
- Recognition – featured businesses on website, media, etc.
- City Council recognition at the end of each year (June of each year).
 - Possible Business of the year, etc.
- Sticker/Decal in their window advertising their participation in the program.



Other Business Incentives in the City of Placentia

- Business Start-up Fee Reduction*
- New/Expanding Retail Business Incentive Program*
- Business License Amnesty Program*
- Temporary Commercial Signage Pilot Program*
- Expanded Retail Use in Manufacturing Zones*
- Recycled Market Development Zone*

Business Outreach

- City website www.placentia.org
- Mobile Application
- Facebook
- Twitter
- Cable Channel

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Partnerships

Utility/Special District Partnerships

- Republic Waste
- SCE
- Gas Company
- Golden State Water Company
- Yorba Linda Water District
- AQMD
- Orange County Sanitation District

Challenges

- *Politics*
- *Partnerships*
- *Outreach*
- *Staffing*



For more information about the City's Green Business Program or other environmental initiatives please contact Antonia Graham.



Contact

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