

# **California Air Resources Board Small Business Outreach Efforts**

California Air Resources Board  
Research Division

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October 29, 2009

# Outline

- Setting the Stage
- AB32 & Small Business
- ARB's Small Business Resources
- Small Business Toolkit Overview
- Toolkit Connections to Other Programs
- Toolkit Marketing
- Future Direction

# Importance of California Small Businesses

- **Profile**
  - 3.4 million small California businesses
  - Employ 13.8 million Californians
  - Small business income \$149 billion in 2007
- **Key Drivers of California's Economy**
- **Business Leadership will play an Important Role in meeting AB32 Goals**



# **Fact-Finding: What's the status of “Green Biz” in CA? Green Economy Survey Details**

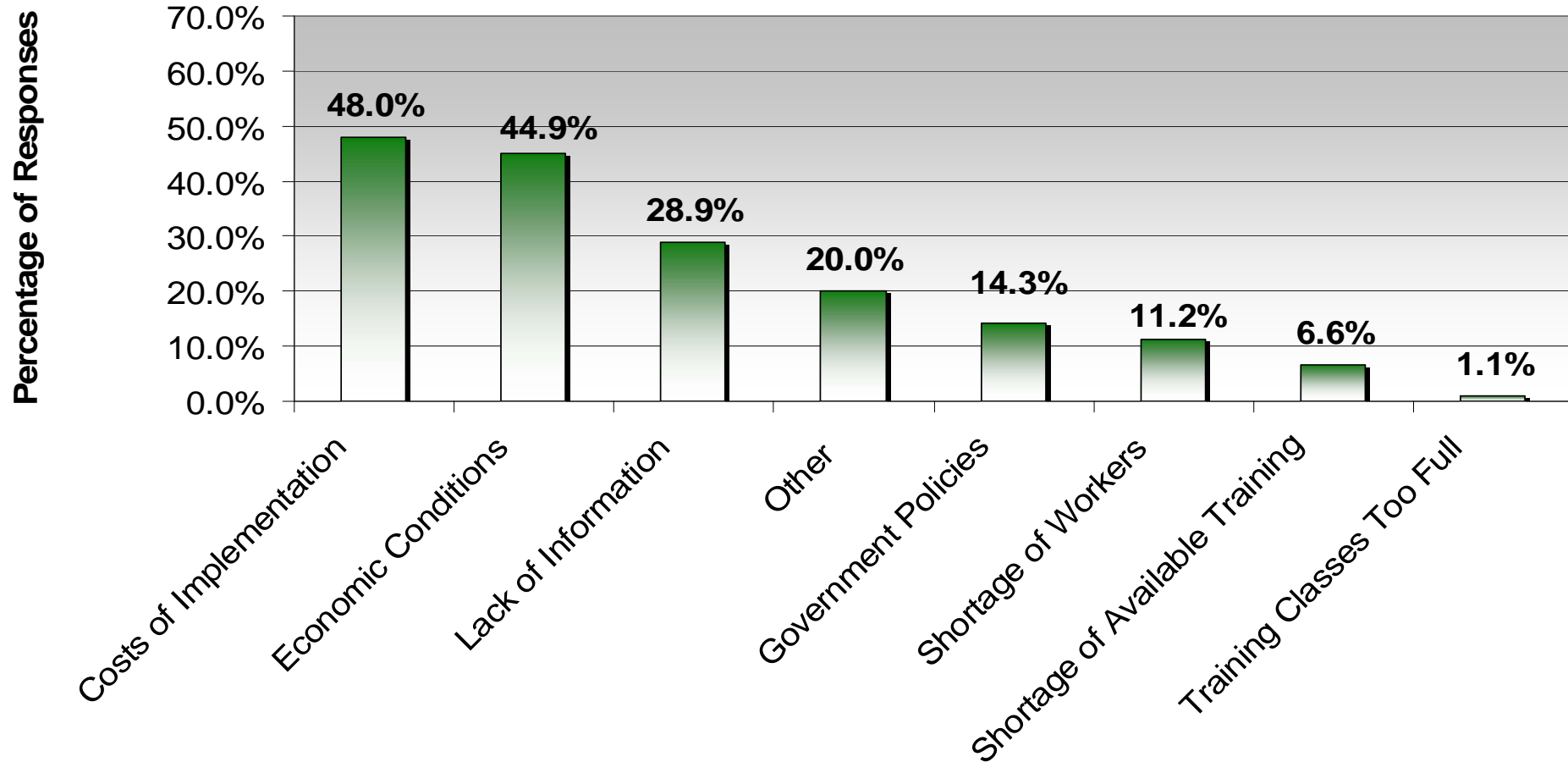
- First mailing in May 2009
- Over 50,000 businesses across the California economy; all industries, all sizes, all areas
- 5.2M employment in surveyed firms
- Collecting information on:
  - Number of workers in green or clean product manufacturing and/or services
  - Number of businesses that have adopted green practices
  - Emerging occupations for further study related to skills and workforce needs
- Partnering with EDD, Community Colleges, California Energy Commission, California Workforce Investment Board, Economic Strategy Panel, Employment Training Panel, and others

Preliminary data as of October 8,  
2009

# Preliminary Survey Responses

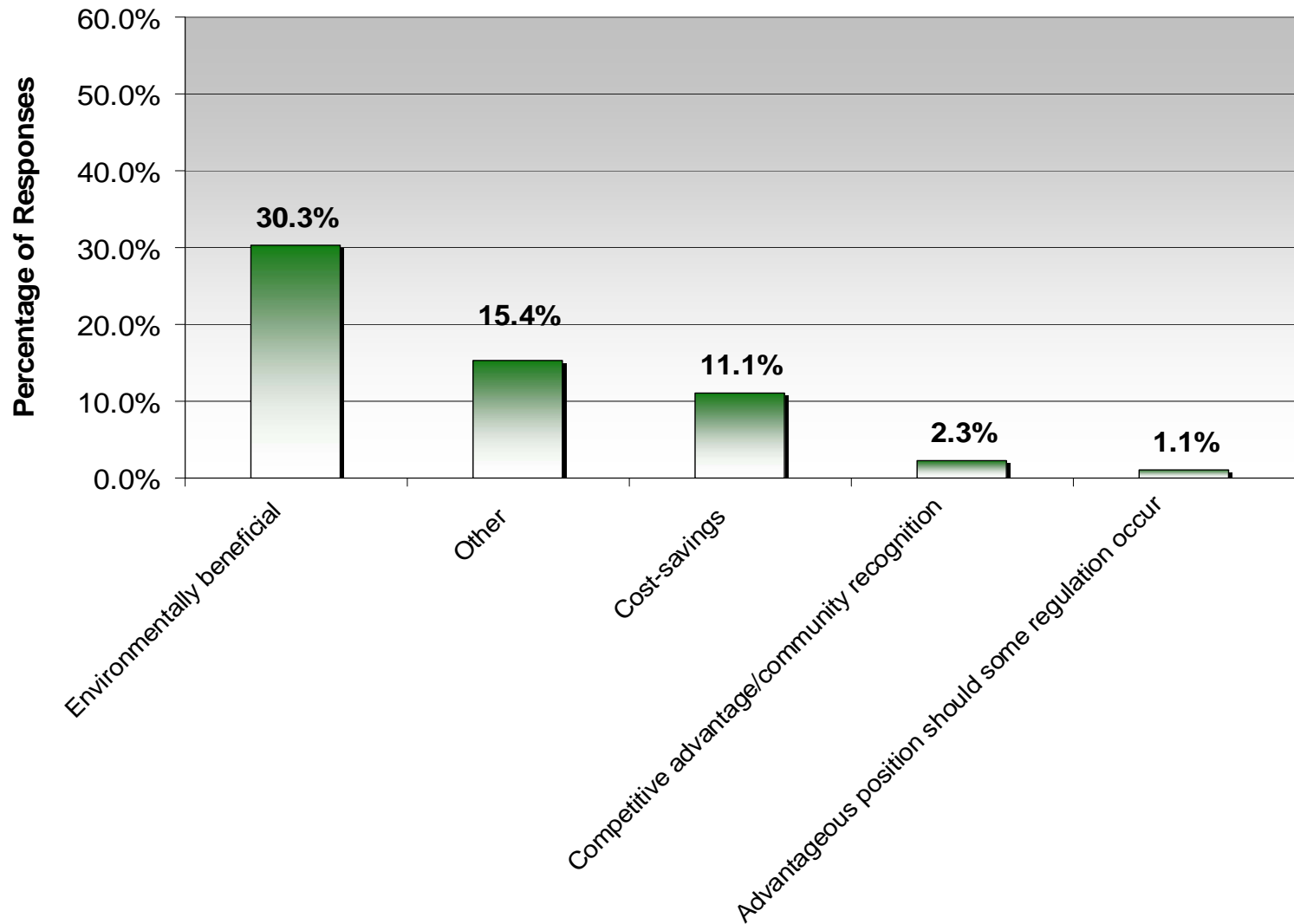
- Over 8,100 employers have responded--16 percent of sample
- 11% of employers report employees working on green activities
- 35% of green employees are reported by firms with less than 20 total employees
- ~3.7% of all workers are working on green products and services
- 84.7% of employers report using at least one green business practice

## What barriers, if any, stand in the way of implementing green practices at your firm?



Preliminary data as of October 8,  
2009

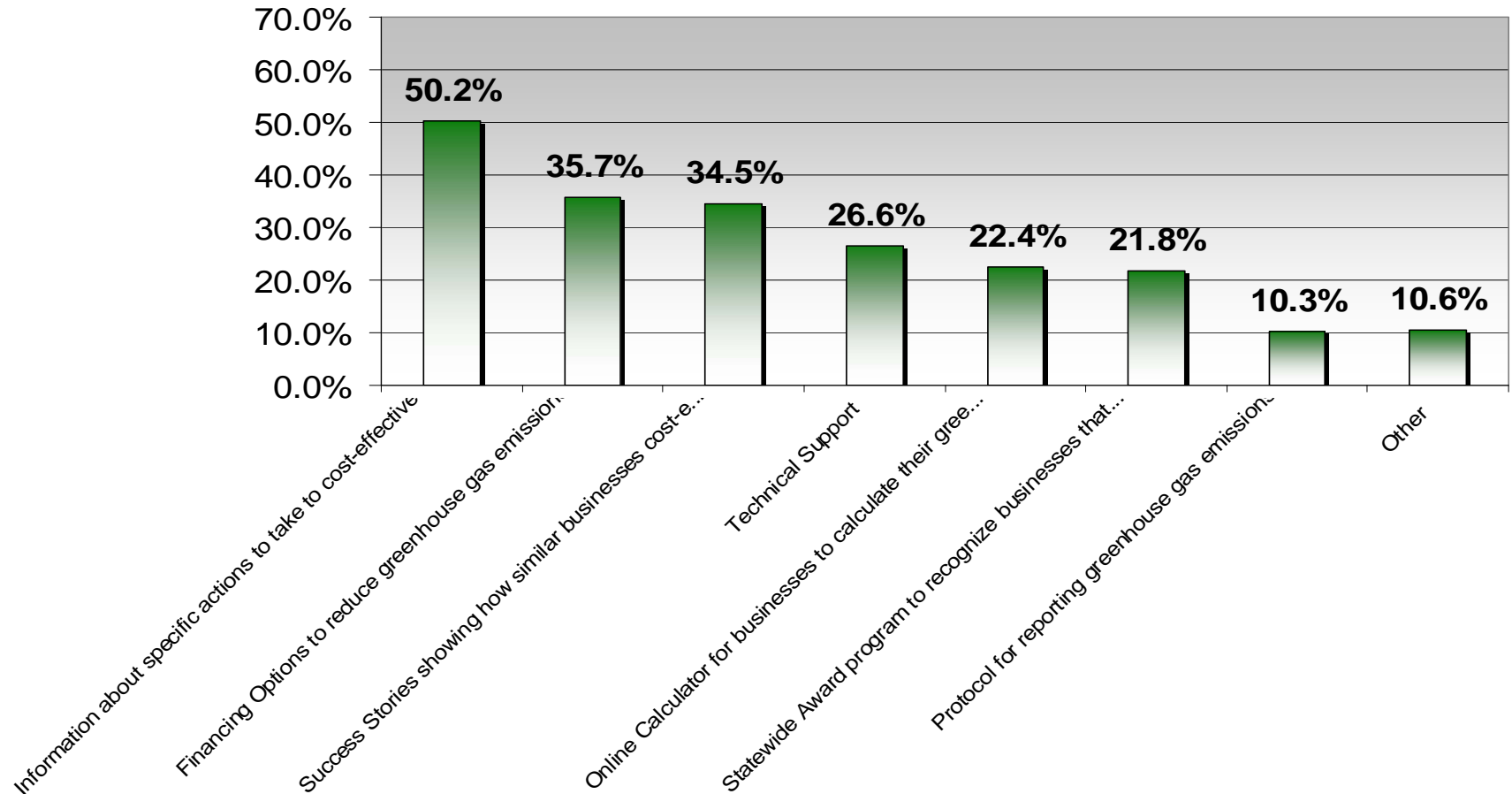
**What do you view as the largest benefit to your business in taking steps to reduce greenhouse gas emissions?**



Preliminary data as of October 8,  
2009

## What resources would help reduce greenhouse gas emissions at your firm?

Percentage of Responses

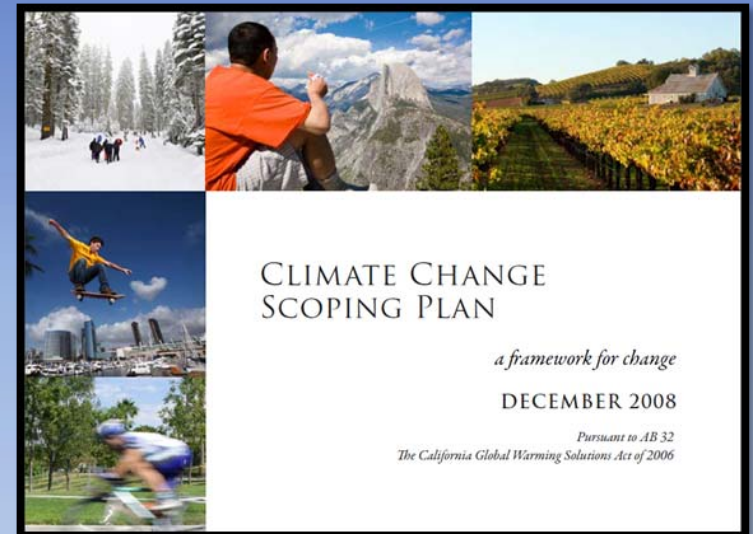


Preliminary data as of October 8,  
2009



# ARB's Small Business Efforts

- **Scoping Plan**
  - Ensure Small Businesses Benefit From and Play a Role in Achieving AB32 Goals
  - Develop a Small Business Toolkit
- **Extensive Partnerships**
  - Governor's OPR (Small Biz Advocate)
  - Chambers (Cal, Metro, Local)
  - Green Collar Jobs Council
  - State and local associations, alliances, campaigns, and programs



# Small Biz Relevant Scoping Plan Measures

Regulations addressing emissions from specific types of small businesses:

- Diesel engine emissions (trucks/equipment)
- High Global Warming Potential Gas Measures (fire extinguishers, refrigerant management)

# Small Biz: Climate Change Resources

- Office of the Ombudsman
  - Initial contact for small businesses
  - Acts as a clearinghouse for environmental information
  - Contact: 916.323.6791
- Various divisions
  - Regulatory development
- Office of Climate Change
  - AB 32 Implementation
- Research Division
  - Small Business Toolkit

**Overview**

# **SMALL BUSINESS TOOLKIT**

# Resource Portal: CoolCalifornia.org

CoolCalifornia.org

Small  
Business  
Toolkit

Local  
Government  
Toolkit

Individual  
Tools

The screenshot shows the CoolCalifornia.org website. The header includes the logo, navigation links (HOME, INDIVIDUALS, SMALL BUSINESS, LOCAL GOVERNMENT, YOUTH, COMMUNITY ORGANIZATIONS, SCHOOLS, ABOUT US), and a search bar. The main content area features a 'Most Popular' sidebar with links to 'Join a Network', 'Reduce Your Climate Impact', 'Save Money & the Planet', 'Money to Get You Started', 'California Success Stories', and 'Climate Awards'. The central banner reads 'TAKE ACTION TO KEEP THE PLANET COOL' with an image of a person working on solar panels. Below the banner is a section titled 'Join millions of Californians already working to solve Global Warming and keep California Cool.' followed by an 'About CoolCalifornia.org' section. The right sidebar contains 'Highlights' (What is Global Warming?, How will California's climate law affect me?, Check out publications and upcoming events in our featured story section.) and a 'Sign In' section with a registration prompt and a login form.

**CoolCalifornia.org**  
GOVERNMENT • UNIVERSITY • NGO PARTNERSHIP

Sign In | Sign up

Keyword Search:  **GO**  
[Advanced Search](#)

HOME | INDIVIDUALS | SMALL BUSINESS | LOCAL GOVERNMENT | YOUTH | COMMUNITY ORGANIZATIONS | SCHOOLS | ABOUT US

**Most Popular**

- Join a Network [VIEW»](#)
- Reduce Your Climate Impact [CALCULATE NOW»](#)
- Save Money & the Planet [LEARN MORE»](#)
- Money to Get You Started [LEARN MORE»](#)
- California Success Stories [VIEW»](#)
- Climate Awards [LEARN MORE»](#)

**Cool Tip**  
Practice "Eco-Driving", smart, smooth and safe driving techniques that lead to average fuel savings of 5-10%

**Join our mailing list:**

**TAKE ACTION TO KEEP THE PLANET COOL**

Join millions of Californians already working to solve **Global Warming** and keep **California Cool**.

**About CoolCalifornia.org**  
Our mission is to provide all Californians with the tools they need to voluntarily reduce global warming pollution.  
[More about us >](#)

**Small Business Toolkit**

**Local Government Toolkit**

**Highlights**

- What is Global Warming?
- How will California's climate law affect me?
- Check out publications and upcoming events in our featured story section.

**Sign In**  
Haven't registered yet? [Register here](#) to create a profile so you can fully benefit from the Cool California site. Forgot your password?

Username or e-mail: \*  
..... [sign in](#)

# Small Business Toolkit Homepage

**CoolCalifornia.org**  
GOVERNMENT • UNIVERSITY • NGO PARTNERSHIP

Sign In | Sign up

Keyword Search:  **GO**  
[Advanced Search](#)

HOME | INDIVIDUALS | **SMALL BUSINESS** | LOCAL GOVERNMENT | YOUTH | COMMUNITY ORGANIZATIONS | SCHOOLS | ABOUT US

**Small Business**

- » Business Award
- + How to Save Money
- + California Case Studies
- » Financial Resources
- » Calculator
- » Resources

**Be featured on our site!**  
Tell us how your business reduced its carbon footprint.  
**LEARN HOW »**

**Join our mailing list:**  
We will not share your email with anyone.

Home > **Small Business**

**SMALL BUSINESS**



**Small Business Toolkit**  
A "one-stop-shop" of guidance and resources to help small businesses reduce greenhouse gas emissions and save money.

**1** **2** **3**

**California small businesses are an important driver of California's economy.**  
All businesses use energy and produce goods and services and their employees commute to work. These activities produce greenhouse gas emissions.

**Highlights**

- What is AB32 or the Global Warming Solutions Act?
- Why should Small Business work with the State to achieve AB32 goals?



# How to Save Money

- Save Energy
- Drive Less & Drive Clean
- Use Green Energy
- Save Water
- Recycle and Cut Waste
- Buy Green
- Be a Green Biz
- Build Green

Home > Small Business > How to Save Money > **Drive Less and Drive Clean**

## DRIVE LESS AND **DRIVE CLEAN**



Transportation is California's largest source of carbon dioxide gas, the primary contributor to climate change. Cars and trucks that transport goods and people create approximately 38% of total climate change emissions<sup>27</sup>. Driving green saves money and reduces greenhouse gas emissions.

# One Way to Save Money – Save Energy

[HOME](#) [INDIVIDUALS](#) [SMALL BUSINESS](#) [LOCAL GOVERNMENT](#) [YOUTH](#) [COMMUNITY ORGANIZATIONS](#) [SCHOOLS](#) [ABOUT US](#)

## How to Save Money

- » [Save Energy](#)
- » [Drive Less & Drive Clean](#)
- » [Use Green Energy](#)
- » [Save Water](#)
- » [Recycle & Cut Waste](#)
- » [Buy Green](#)
- » [Be a Green Biz](#)
- » [Build Green](#)


### Join our mailing list:

We will not share your email with anyone.

  
☒ [Subscribe](#)  
☐ [Unsubscribe](#)

Home > Small Business > How to Save Money > **Save Energy**


## SAVE ENERGY





Save money and reduce greenhouse gas emissions by saving energy. Cost-effective energy efficiency projects can reduce annual utility bills by 20% and reduce greenhouse gas emissions.


### Table of Contents [hide]

- » [No-Cost Steps to Save Energy](#)
  - » [Change Energy Usage Behavior](#)
  - » [Practice Routine Maintenance](#)
- » [Simple, Low-Cost Investments to Save Energy](#)
- » [Longer Term Investments to Save Energy](#)
  - » [Invest in Systems and Appliances with High Energy Efficiency Ratings](#)

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### Resources

[Flex your Power](#) is California's statewide energy efficiency marketing and outreach campaign.

- Provides best practice guides that showcase building strategies that owners and managers can use to save energy and money for
  - [Small Retailers and Offices](#)
  - [Laundromats](#)
  - [Restaurants](#)
  - [Office buildings, hotels, restaurants and processing plants](#)
- [ENERGY STAR](#) is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy that promotes energy efficient products and practices.
- [Provides free, unbiased information and technical support to improve your company's financial performance by reducing



# No Cost Steps to Save Energy

- **Change Energy Usage Behavior**

- Save \$50 each year by activating power management features on all computers.
- Turn off equipment on nights, weekends and when not in use.
- Lower your water heater thermostat.
- Lower your heater thermostat in the winter and raise your air conditioner thermostat in the summer.

- **Practice Routine Maintenance**

- Ensure all automatic controls are set and operating correctly.
- Clean all filters in your heating and cooling system monthly.
- Check and regularly clean filters if you use exhaust fans.
- Caulk or weatherstrip any drafty doors or windows.
- Remove unneeded light bulbs or use lower wattage bulbs.

# Need \$ to fund upfront costs?

Home > Small Business > **Money to Get You Started**

## MONEY TO GET YOU STARTED

**Where can you find money to pay for cost-saving upgrades?**

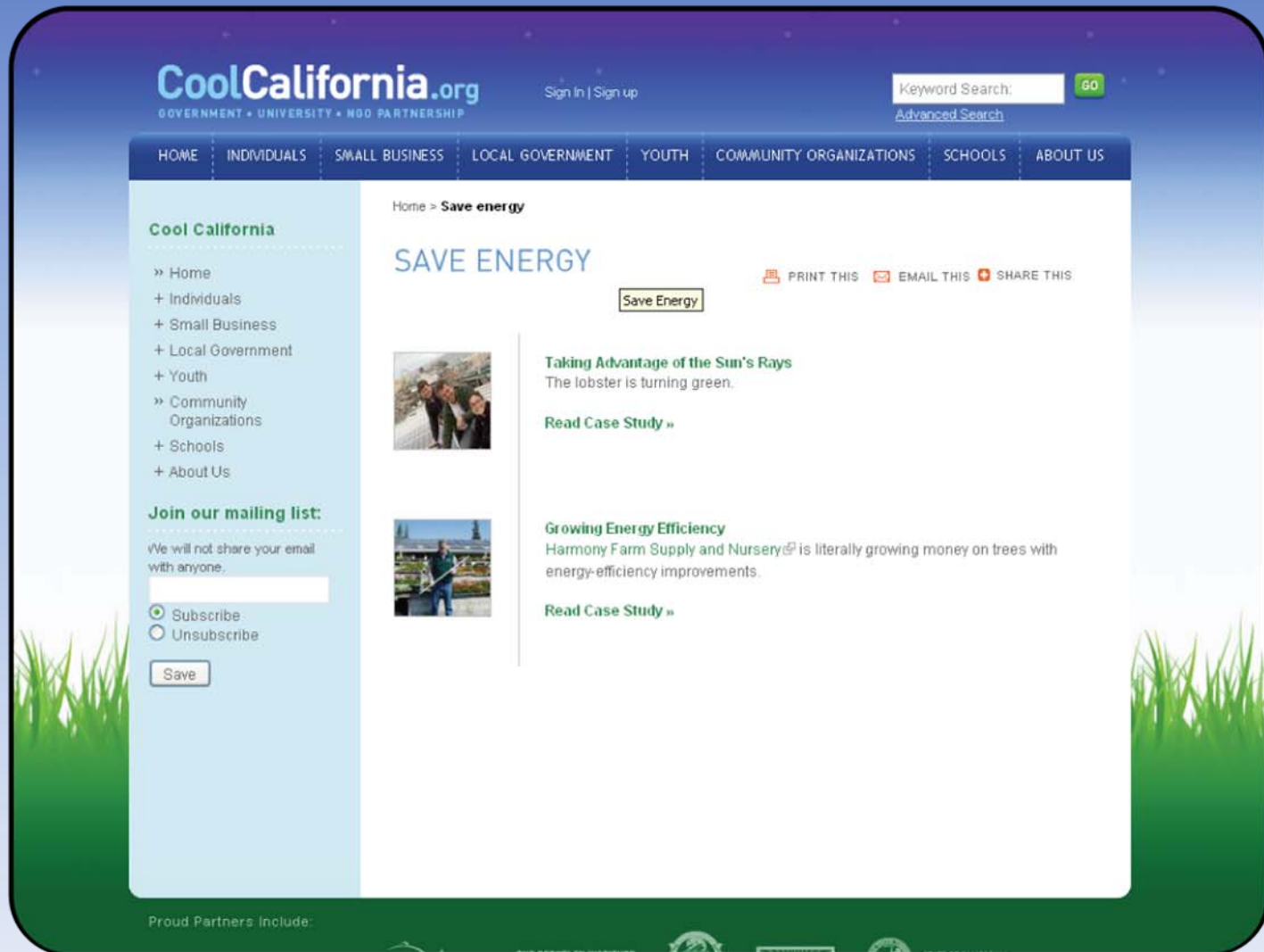
Read below to learn about stimulus funding and currently available rebates, grants, low-interest loans and other services to help finance a strategy that will reduce your costs and your greenhouse gas emissions.

If you know of resources not on this list, email [Kyra Naumoff](#).

### Table of Contents [\[hide\]](#)

- » [Stimulus Funding](#)
- » [Save Energy](#)
- » [Drive Clean and Drive Less](#)
- » [Use Green Energy](#)
- » [Recycle and Cut Waste](#)
- » [Save Water](#)
- » [Buy Green](#)
- » [Build Green](#)
- » [General Business Resources](#)

# Who's Made the Change in CA?



# California Success Story:

## Harmony Farm Supply and Nursery, Sebastopol

- **Business Snapshot:**
  - 8,000-square foot store, nursery and photovoltaic dealer
- **Energy-Saving Actions:**
  - Lighting retrofit
  - Heating and cooling systems upgraded with EnergyStar qualified programmable thermostat
  - Installed 37 kilowatt solar array
- **Results**
  - **Yearly Savings: \$7000**
  - **Yearly GHG Reductions: 38 tons CO<sub>2</sub>**





# Can We Feature Your Business?

**CoolCalifornia.org**  
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## Small Business Case Study

### Nomad Café, Oakland, California

#### Waste No Waste

In this small but cozy corner café, drinking coffee is good for both you and the environment.

Nomad's owner, Christopher Waters, set out to create "a community center where people can come together, practice whatever it is that they do" with sustainability as a core value. Since the business opened in May 2003, Nomad implemented environmentally-friendly product and material uses as well as solid waste reduction strategies, energy efficiency measures, operation conservation measures, and vehicle pollution prevention policies.

Nomad literally wastes no waste and has implemented a "zero-waste-over-the-counter" policy. These proactive waste reduction programs save the business over \$12,000 per year.



Christopher Waters, Nomad Café owner, encourages customers to be environmentally conscious consumers.

#### Business Snapshot

825-square foot café offering fair trade coffee and tea, locally-sourced foods and live performances

#### Actions to Cut Waste & Buy Green

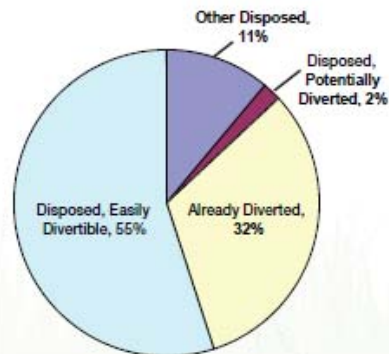
- Packaging and cups for to-go orders are biodegradable
- Surcharges on to-go packaging increase reusable container use
- Non-disposable dishes used in-house
- Printing utilizes 100% post-consumer content recycled paper (30% for colored paper)
- Recycled building materials used where possible
- 95% of waste is composted or recycled

#### Estimated Yearly

- Cost Savings: \$12,000
- Greenhouse Gas Emission Reductions: 7 tons of CO<sub>2</sub>

#### Oakland Full-Service Restaurants Waste Profile

The Waste Disposal and Diversion Findings for Selected Industry Groups, by Cascadia Consulting Group (2005), found that 55% of waste in Oakland could have been diverted from the landfill.



#### What Actions Did Nomad Café Take to Cut Waste?

The packaging is manufactured without the use of petroleum products. Nomad replaced "bring-your-own cup or container" discounts with surcharges for purchases when customers require to-go packaging. The surcharges resulted in a noticeable increase in customers' use of their own cups and containers and in both a reduction of Nomad's to-go container costs and the entry of to-go packaging into the waste stream.

#### What Actions Did Nomad Café Take to Buy Green?

Nomad preferentially orders products containing minimal packaging waste, participates in commercial recycling and composting programs, and consolidates vendors and delivery schedules. They use biodegradable waste receptacle liners and make their coffee grounds available to customers for garden or houseplant use.

#### What are the Results of Nomad's Actions?

All in all, 95% of Nomad's waste is composted or recycled. As a result, 29 tons of waste are diverted each year from local landfills and 7 tons of carbon dioxide emissions are prevented from entering the atmosphere each year. Additionally, all Nomad Café coffee products are organic and Fair Trade Certified to promote sustainable farming and a healthier planet.

#### How Have Nomad's Efforts Been Recognized?

The Café has been a winner of the California Integrated Waste Management Board's Waste Reduction Awards Program (WRAP) award for four consecutive years (2004-2007) and was awarded the "WRAP of the Year" award in 2004, (one of only ten businesses statewide to earn this distinction). Nomad Café is also an officially certified Green Business through the County of Alameda's Green Business program, an Oakland City Council "Community Hero," and an Oakland Indie Award "Greenie Award" winner.

Nomad Café has played a big role in turning the north Shattuck corridor into a greener, friendlier, more sustainable, more thriving, and more desirable destination.



"True change begins with a grassroots commitment to make our communities better places to live. The Nomad Café exemplifies sustainable business practices."

-Linda Moulton-Patterson  
California Integrated Waste Management  
Board Member 2004



Photo credit: Ian Martin

The Nomad Café is in a mixed use building with 3 residential units above and café space at street level. Neighbors supported this development.

Contact Information  
Christopher Waters, Owner  
Nomad Café  
6500 Shattuck Ave.  
Oakland, CA 94609  
Phone: (510) 595-5344  
[www.nomadcafe.net](http://www.nomadcafe.net)

#### PRELUDE PARTNERS INCLUDE:

California Air Resources Board  
Bay Area Resources Board



THE BERKELEY INSTITUTE  
OF THE ENVIRONMENT  
UNIVERSITY OF CALIFORNIA



NEXT 10



STATE OF CALIFORNIA  
PUBLIC UTILITIES COMMISSION

CALIFORNIA AIR RESOURCES BOARD | LAWRENCE BERKELEY NATIONAL LABORATORY | BERKELEY INSTITUTE OF THE ENVIRONMENT  
CALIFORNIA ENERGY COMMISSION | NEXT 10 | CALIFORNIA PUBLIC UTILITIES COMMISSION

# Small Business Award Program

- **Award Types**

- CoolCalifornia Excellence Awards
- CoolCalifornia Small Business of the Year

- **Categories**

- Climate-Friendly Management Practices
- Promoting and Communicating Climate- Related Success

- **Scoring**

- Experts from state agencies, industry associations and the public and private sectors will score applications

- **More Information:**

- <http://www.coolcalifornia.org/article/small-business-award-program>



Coming Fall 2009...

# Business Carbon Footprint Calculator

The screenshot shows the 'Energy' tab of the Business Carbon Footprint Calculator. The interface includes a navigation bar with icons for Introduction, Transportation, Energy (selected), Procurement, Take Action, and Summary. Below the navigation bar, a form asks 'What do you spend Annually on Utilities?'. The form contains input fields for Electricity (\$5,432/year), Natural Gas (\$2,126/year), Heating Oil or Other Fuels (\$/year), Water & Sewage (\$1,700/year), and Square feet of building space (2,500). Below the form, a section titled 'Energy Footprint' displays a horizontal bar chart comparing the user's carbon footprint (14 metric tons CO<sub>2</sub>/year) to benchmarks: Similar business (12), California Avg. (16), and USA Avg. (6). The chart also shows the user's footprint is 'rough' compared to 'good', 'better', and 'best' benchmarks. A 'next: Procurement' button is visible at the bottom right.

INTRODUCTION TRANSPORTATION **Energy** PROCUREMENT TAKE ACTION SUMMARY

What do you spend Annually on Utilities?

Electricity \$ / year \$ 5,432 ?

Natural Gas \$ / year \$ 2,126 ?

Heating Oil or Other Fuels \$ ?

Water & Sewage \$ 1,700 ?

Square feet of building space 2,500

Energy Footprint

YOUR CARBON FOOTPRINT AT A GLANCE

rough good better best

Metric tons CO<sub>2</sub>/year

electricity

natural gas

other fuels

water & sewage

construction

How does my Energy Carbon Footprint (metric tons CO<sub>2</sub>) compare?

14 You

12 Similar business

16 California Avg.

6 USA Avg.

next: Procurement

- Uses California Emission Factors
- Benchmarks to Similar Businesses
- Recommends Specific Actions to Reduce Carbon Footprint
- Developed by UC Berkeley

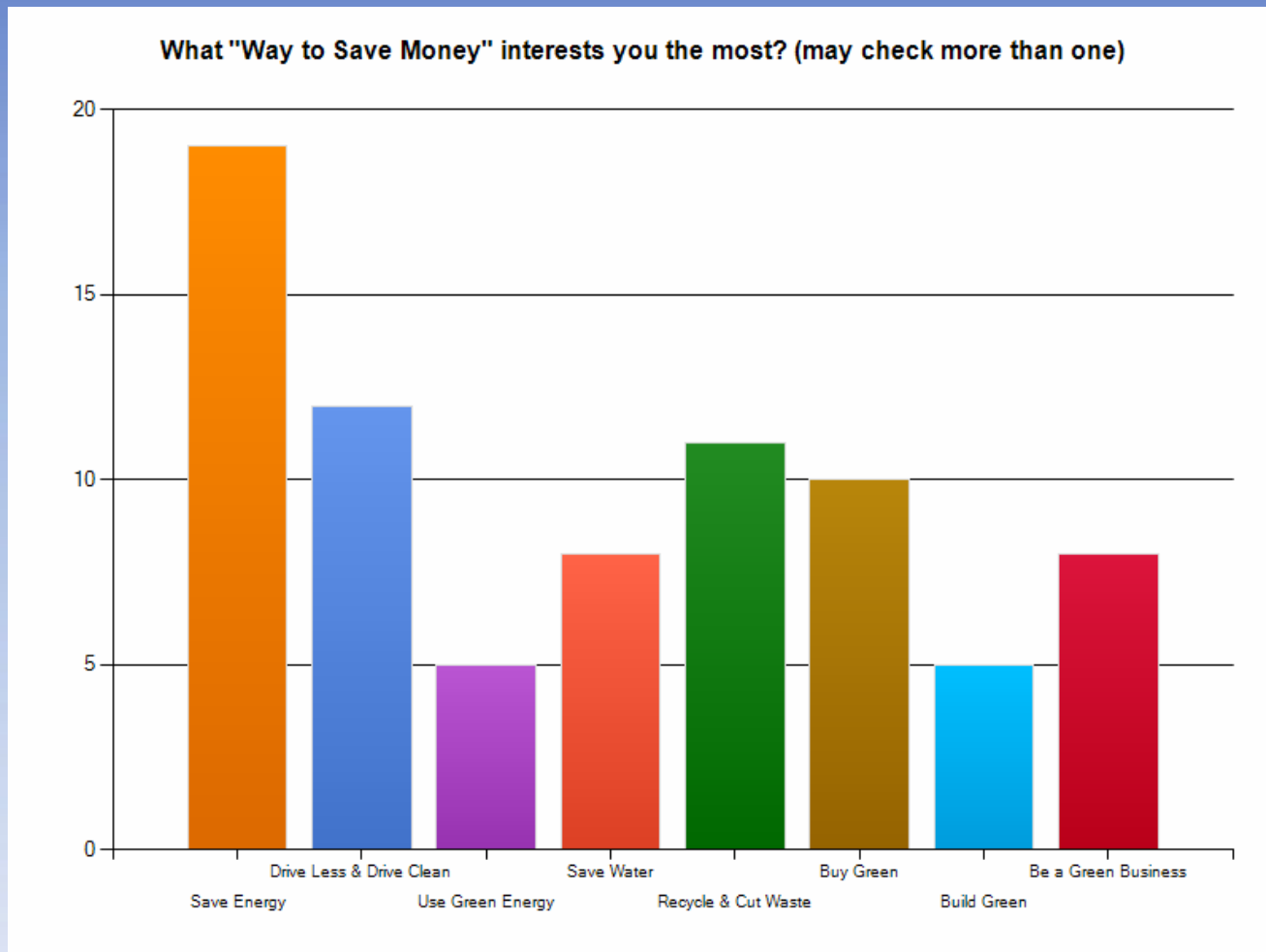
# Other Calculation Tools

- US EPA Climate Leaders
  - Small Business and Low Emitter Guide to Greenhouse Gas Management that explains the principles of managing GHG emissions and instructions for completing the Calculator, Inventory Management Plan, and Goal Proposal Template.
- Energy IQ
  - Compares energy performance of non-residential buildings to a user defined peer group; contains recommendations on how to save energy and money



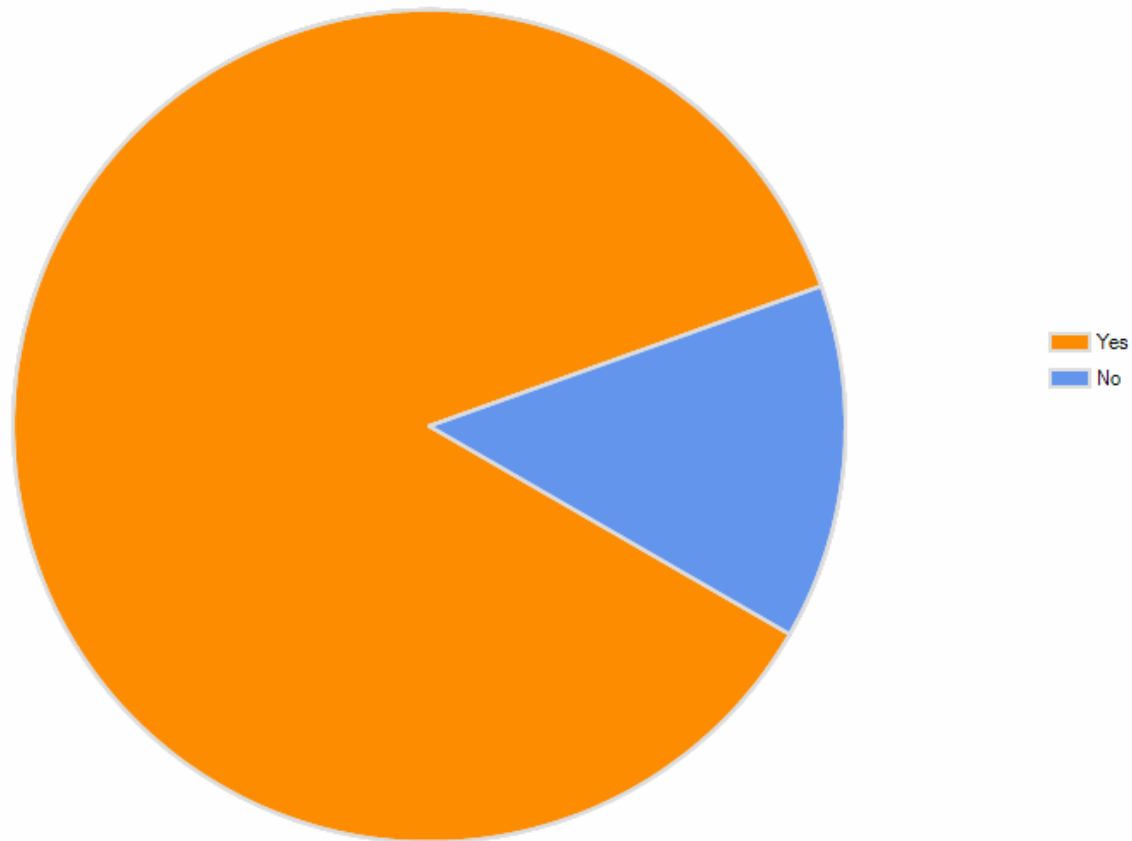


# Pilot Testing: Small Business Toolkit



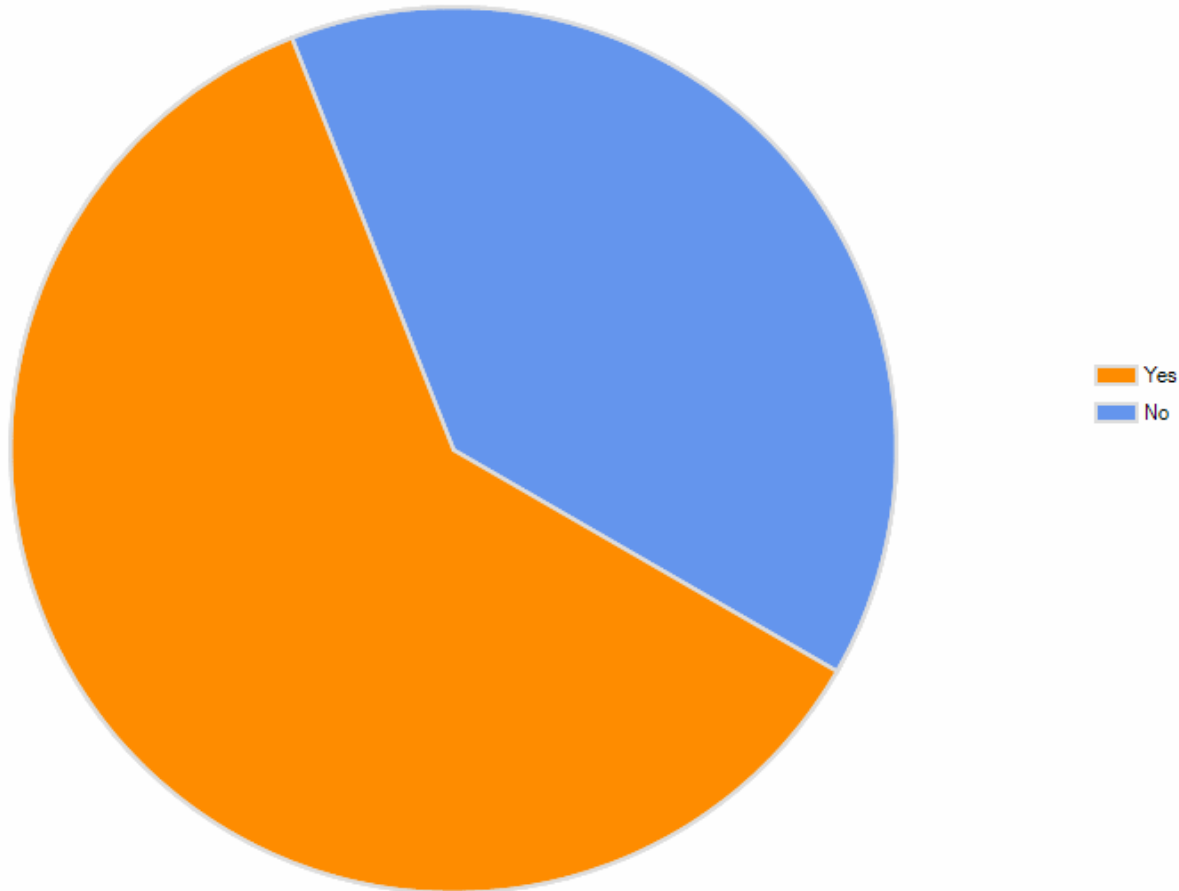
# Pilot Testing: Small Business Toolkit

Would reading about other California businesses like yours that successfully saved money by implementing green practices help you decide what actions to take to help your business improve its bottom line?



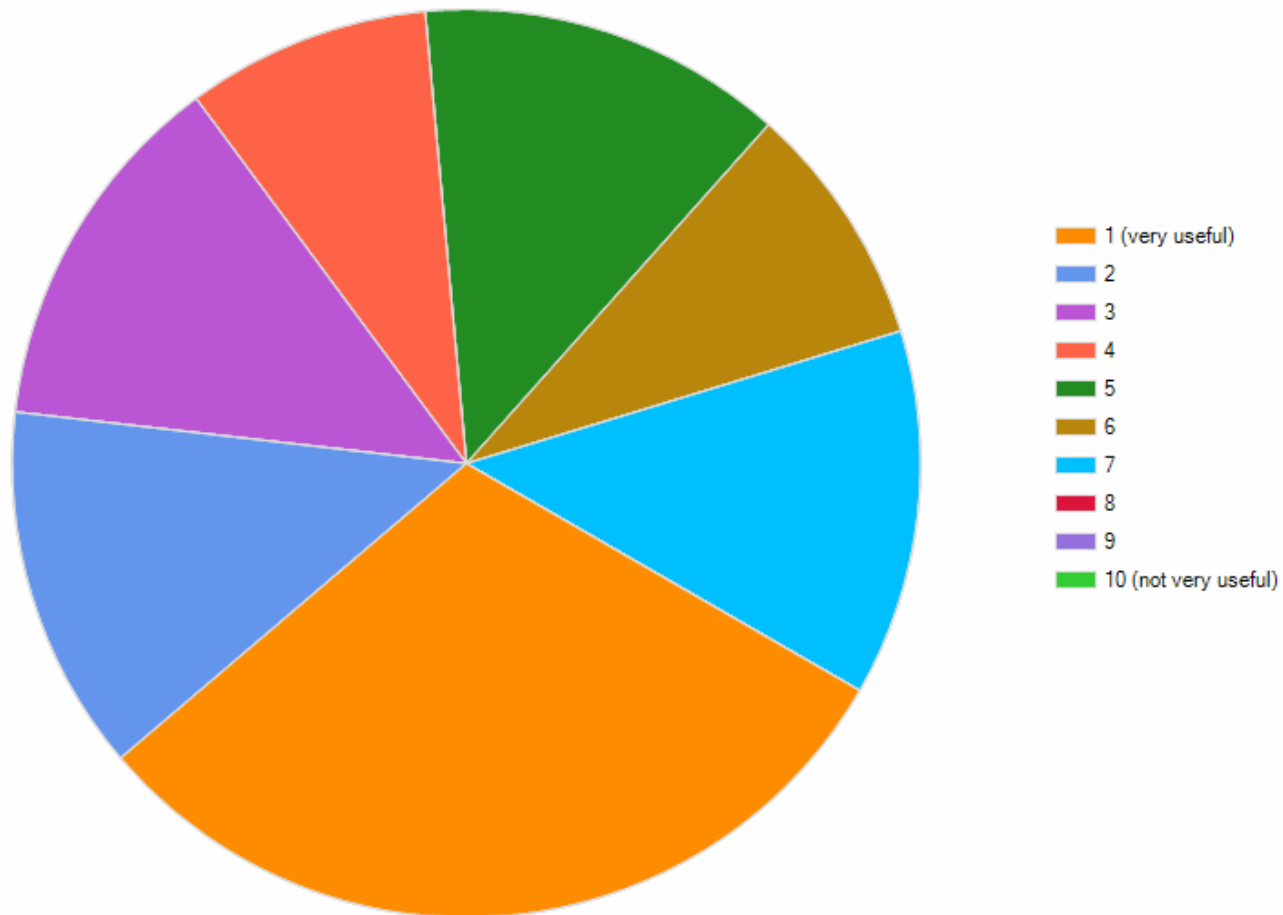
# Pilot Testing: Small Business Toolkit

Do you plan to make any changes at your business based on information in the Toolkit?



# Pilot Testing: Small Business Toolkit

On a scale of 1 to 10, how would you rate the usefulness of the Small Business Toolkit?



# Toolkit Connections to Other Programs

- Biz Environmental Resource Center (BERC)

- *Small Business Carbon-Reduction Toolkit*

CoolCalifornia.org is packed with quick, easy-to-use and reliable tools to help your small business save money and reduce its impact on the environment and climate change.

- Experience El Dorado

- ARB a sponsor of the “Green Episode”

- British Columbia Gov’t

- Provincial Government LiveSmart” climate action website



# Toolkit Marketing

- Paul Pendergast & Associates Contract
  - Research on communication strategies used by small biz
  - Design and deployment of outreach campaign
  - Reporting, monitoring, tracking of results
- Sacramento State MBA Project
- Agency Collaboration
  - CA Public Utilities Commission, Department of Conservation, parks, other agencies



# Quiz Time!

# Contact information

- Annmarie Mora
  - amora@arb.ca.gov
  - 916.323.1517
- Kyra Naumoff
  - knaumoff@arb.ca.gov
  - 916.324.0664

*Thank you!*