California Green Business Program

CalRecycle Zone Works Workshop
Session II: RMDZ Green Business and Climate Change Connections
Sacramento
May 11, 2011

Cal/EPA - Department of Toxic Substances Control

Presentation Overview

- History of Green Business Program
- Program Overview: Example Sonoma GBP
  - Goals and benefits
  - Program structure
- Certification Process
  - Role of PC and partner agencies
  - Role of business
- Starting a Green Business Program
- Q & A
- P.S. I'm not here to sugar coat, it takes some effort.

How Do We go from this to …

To This...!!!

- California Green Business Program

History of Program

- **Bay Area Green Business Program**
  - Combination of Sonoma Green and TOPPS (1994-5)
  - Coordinated by ABAG (1996)
  - Pilot program (1996): Alameda County
  - Endorsed by EPA/DTSC – grants to develop
  - Expanded to 9 Bay Area Counties (1996-2007)
  - Auto Repair → 14 Industry Types
  - Over 2,000 businesses certified in 2009 (1000 in 2005)
- **Sonoma County Program – 1999**
  - DES (1999 – 2007) → EDB (2007 – present)
  - 75 businesses certified (past 2 years)

Existing CA Green Business Programs

Bay Area Programs:
Sonoma
Napa
Solano
Marin
Contra Costa
San Francisco
Alameda
San Mateo
Santa Clara

Other:
Monterey BAY Co's
Santa Barbara
Santa Monica
Los Angeles
San Diego

Establishment of California Green Business Programs

Year Established
- 1996-1999
- 2000-2004
- 2005-2007
- 2008-2010
- Under Consideration

Other areas interested in CA Green Business Program

Programs:

Mendocino
El Dorado Co.
Placer Co.
Madera Co.
Tulare Co.
Fresno Co.
City of Thousand Oaks
City of Long Beach
South Bay (LA area)
cities lead by Torrance

Sacramento –modified program

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Placer
El Dorado
Sacramento
Sonoma
Napa
Solano
Marin
Contra Costa
San Francisco
Alameda
San Mateo
Santa Clara
Santa Cruz
Madera
San Benito
Fresno
Monterey
Tulare
Santa Barbara
Santa Monica
Los Angeles
Torrance
Long Beach
San Diego

Benefits to Business

✓ More Constructive Relationship with Government

✓ Compliance Assistance

✓ Access to Incentives/Rebates

✓ Roadmap for Environmental Improvements

✓ Cost Savings

✓ Healthier Workplace

✓ Employee Motivation/Productivity

✓ Positive Recognition

✓ Competitive Edge

Benefits to Partner Agencies

- ✓ Improve compliance

- ✓ Help achieve agency P2/Conservation objectives

- ✓ Provides motivated customers to existing conservation programs, already funded by ratepayers

- ✓ Facilitate ongoing education and improvement

- ✓ Recruit businesses to incentive/awards programs

- ✓ Foster interagency cooperation/coordination

Program Goals

➢ Motivate businesses to comply with environmental regulations and then go "beyond compliance"

➢ Improve inter-agency coordination

➢ Reduce business' operating costs and provide the necessary tools/resources to implement conservational changes

➢ Recognize businesses for their Green efforts

and…

➢ Improve the environment

Sonoma Green Business Program

The Sonoma Green Business Program is a partnership of government agencies and utilities that assists, recognizes, and promotes local organizations that demonstrate a commitment to higher environmental performance

<u>Partner Agencies</u>
- SC Economic Development Board
- SC Water Agency
- SC Environmental Health Division
- SC Waste Management Agency
- Empire Waste
- PG&E
- Department Emergency Services
- City governments & chambers

Scope of Program

Work with existing small-medium sized firms to reduce overall operating costs, cut pollution and increase resource efficiency

- ***Assessment***- Businesses receive audits for performance in 4 areas: water, waste, energy and pollution prevention
- ***Compliance***- Businesses must be in compliance with all environmental regulations and meet a set of requirements laid out in (14) industry-specific checklists
- ***Certification***- Businesses able to meet checklists requirements are recognized for their efforts
- ***Target Specific Local Business Types***

Program Structure: Roles of PC and partners

Project Coordinator

- Guides businesses through application and certification process
- Coordinates with partner agencies to provide audits for business
- Provides final verification audit for business once auditor recommendations have been made
- Plans recognition ceremony, presents certificates and distributes use of logo
- Attends CAGBN meetings; meets with other project coordinators
- Secures program funding

Partner Agencies

- Verify environmental compliance
- Provide third-party audits for business
- Help develop standards
- Provide program funding
- Provide business referrals
- Get Certified as a Green Business themselves!

The Process for Businesses

1. Business enrolls in program – fills out application, release form and industry-specific checklist

2. Program Coordinator verifies business is in compliance with environmental regulations

3. Coordinator schedules water, waste, energy and pollution prevention assessments for business

4. Business makes changes recommended by auditors – changes verified by coordinator in final site visit

5. If checklists standards met, business is certified
   - Certification includes: recognition at Board of Supervisors meeting, use of GBP logo, window decals, free advertizing through Bay Area and Sonoma GBP websites

6. Recertification on 3-year cycle (or when business moves or changes ownership)

Industry Checklists

- Auto Shop
- Vehicle Repair
- Printers
- Painters
- Cleaning Services/ Janitorial Services
- Dental
- Garment Cleaners
- Hotel

- Landscaper
- Remodeler
- Restaurant
- School
- Winery
- Small Manufacturer
- Office
- Home Office

Examples of Environmental Measures - Checklist

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

Case Study: Wright Engineered Plastics

❑ Santa Rosa company that specializes in plastic injection molding, tooling and assembly

❑ Raw materials: plastics (recycled and virgin) and steel

❑ Low water use

❑ High waste generation → now diverted to recycling

❑ High energy use → reduced
through lighting retrofits

❑ Not heavy polluter/emitter

Environmental Changes

Waste

- Donate 6,000 to 30,000 pounds of scrap metal
- Recycle 21,150 pounds of plastic
- Reuse over 10,000 pounds of industrial waste
- Employ a paperless quote and job tracking system
- Reduce waste from 4 yrds./2x week to 3 yrds./1x week

Energy

- Replace T-12 fluorescent lighting with T-8 or T-5
- Replace incandescent bulbs with fluorescents
- Use occupancy sensors
- Employ programmable thermostat controls
- Insulate and shade sun exposed areas
- Use skylights and other natural light

Water

- Replace five low efficiency toilets
- Install low flow faucet aerators
- Use dry floor cleaning methods
- Employ a drip irrigation system
- Mulch non-turf area
- Water during early morning hours

Pollution Prevention

- Contain hazardous materials
- Dispose of pollutants properly
- Check for leaks and spills
- Use secondary containment
- Keep a spill kit handy
- Recycle oils, paints and solvents

Achieving Results:
Santa Cruz County Annual 199 GBs

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**

Achieving Results: San Francisco Office Sector

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 Cunnigham	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 & Blaevot 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**

Certification

BOS Recognition Ceremony

Sonoma Logo for business to display

BAY AREA

GREEN BUSINESS
Sonoma County

Starting a Green Business Program

There are many factors to consider when starting a new program…

- Management
  - Organization/ Agency to host program
  - Secure staffing and program funds
  - Build relationship with partner agencies
- Staffing
  - Project coordinator/ manager
  - Auditors
- Funding
  - Staffing (PC and auditors)
  - Program materials
  - Initiation costs
- Location/ Geographical Region
- Businesses
  - Key participants

Starting a Green Business Program

Typical Green Business partners

- **County and City Governments**
  Environmental Health, CUPA, Public Works, Economic Development, Waste Reduction

- **Special District and Utility**
  Air, Sanitation, Water and Energy

- **Regional Planning Entity**

- **Non-profit**
  Small Business Development Center

- **Consultants**

- **Allies**
  Business Associations, individual business champions, Economic Development Agencies, Schools, Universities and Junior Colleges

Other Tools Available

- DTSC provides technical assistance to GB programs statewide
  - Bring existing research from State level to local programs
  - Periodic funding for specific state wide program development
- CAGBN network of similar programs
  - Programs helping other programs with Q and A via listserv and periodic statewide meetings.
  - Promotes consistency
  - Existing industry info shared (e.g. Checklists)
- Database / Web tracking system: GB programs in final stages of development
  - On-line applications
  - Program tracking
  - Savings measurement

Q & A

THANK YOU

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Pollution Prevention / Green Business

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