The Green Economy Starts Here

Jo Fleming, Executive Director, California Green Business Network
SEEC Forum, Local Government Commission, June 2016
Engaging You to Engage Businesses

- Welcome and Why Engage Businesses?
- Kellie Carlson, Port of San Diego
- Marisa Creter, San Gabriel Valley Council of Governments
- Antonia Graham, City of Huntington Beach
- Table discussions: What would be the best way to overcome barriers, if money, time, and political support weren’t an issue.
- Jo Fleming, California Green Business Network
Why Engage Businesses?

Small Business: Big Impact

3,002 businesses certified in 2015
149,943,108 gallons of water saved

33%

835,334 metric tons in CO₂ reductions

419,947 trees planted

$33M in utility savings for small businesses

432,917 tons of waste diverted from landfill

54,115 garbage trucks
333,586,553 kWh savings from:
- Lighting retrofits
- Kitchen equipment upgrades (refrigeration, hoods, appliances, etc)
- HVAC
- Lighting Control/Behavior Changes
- Renewable Energy
California Green Business Program

Climate Action Planning

Step 1: Inventory GHG Emissions
Step 2: Adopt a Target
Step 3: Develop a Climate Action Plan
Step 4: Implement Policies
Step 5: Monitor and Track Progress
Step 6: Recognize Achievement
The intangibles

- Integrated sustainability approach
- Engaging SMBs in sustainability goals
- Green Economy
- Green Communities and Jobs
- Protecting workers (custodians, cleaners, auto)
- Greening EJ communities
- Increasing accessibility (Spanish, Cantonese)
How to engage businesses?

Incentives
Kellie

Port of San Diego

Green Business Network
Marisa

San Gabriel Valley Council of Governments
Regional Green Business Program
Antonia

City of Huntington Beach
Sustainable Business Certification Program
Table Break outs
One person to report
10 minutes to discuss
1 minute to present best idea from each table.

- succulent landscaping
- reduced water consumption
- 50% reduction
- electronic communications
- paper waste reduction
- TRASH 75%
- low flow water fixtures
- LED lights saved
- electricity 40%
- savings 30%
Our success

- 25 programs
- Over 3000 recognized businesses
- ~ 2000 interested businesses
- New programs in the Central Valley, Inland Empire, and Southern California
The California Green Business Network

- Verifies on-the-ground changes that have reduced 835,334 metric tons of GHG emissions
- 17% of business served are in disadvantaged communities
- Helped business green their practices that save over $33 Million in utility bills and rebates annually
- 150 million gallons of water saved per year and other environmental co-benefits
- Serves over 50% of the state’s population with 24 locally run programs
- Secured legislative authorization as the state green business program model (AB 913, Feuer)
- Leverages over $13 million annually in local agency and utility funding to deliver the program and incentives

1995 - Sonoma Green (a compliance-plus program) starts and paves the way for the GBP concept
2004 - Monterey Bay Area starts program, **1,000 businesses certified**
2007 - GBP now in all 9 SF Bay Area
2008 - First Southern California program launches
2009 - [www.greenbusinessca.org](http://www.greenbusinessca.org) launched to manage certifications and promote businesses
2010 - **2,000 businesses certified**
2011 - Formalized as official State of California Program AB 913 (Feuer)
2013 - Visioning Retreat transforms local network into highly functioning statewide program. Strategic Plan developed
2015 - City of Los Angeles launches program
- EPA to DACs in California
- First GBP launched in Central Valley
- **3,000 businesses served**
- EPA and 5 States pay CAGBP to help start database/programs nationally

2016 - Launch the program in 5 new communities.
2020 - Projected 6,000 businesses certified

California Green Business Network
[www.greenbusinessca.org](http://www.greenbusinessca.org)
Strategies

To Mainstream Green

To mainstream green, we need to engage the 5% of businesses that are “early adopters”, after which the “early majority” follows. With additional state and local investment, the California Green Business Program can achieve that, serving 20,000 small and medium businesses by 2040 and 40,000 businesses by 2050.

Small Businesses = Big Impact
Delivering our current level of assistance to 40,000 businesses results in a verifiable:

10,969,030 metric tons net annual decrease in greenhouse gas emissions

$390 million in estimated utility savings and rebates for participating businesses

1.6 billion gallons annually reduced water demand
Look what we’ve achieved!
Click on the bars to find out how much we have saved:

01 Greenhouse Gas Emissions Saved
This year, the California Green Business Program has saved 822,677 metric tons of CO₂ with a total savings of $3,083,277. That’s the equivalent of planting 43,583 acres of urban trees a year for ten years.

Apply to Be a Green Business
Grow with us! Green business is smart business. Find out how to incorporate green practices into your own business and discover how to conserve resources and become more efficient.

Apply now to join the program!

Already have an account?
Work on a saved app, view your status, or renew your application.

Login here
Forgot your password?

Start a Program
### Energy Management 4 / 6 Measures Completed

**REQUIRED MEASURES - PLEASE COMPLETE ALL MEASURES**

1. Replace high intensity discharge (HID) fixtures in warehouses with fluorescent high bay lighting.  
   - **Status:** Yes

2. Use ENERGY STAR® office equipment and enable energy saving features.  
   - **Status:** Yes

   How many ENERGY STAR rated copier/printer units does your business use?  
   - **Count:** 1.0

   How many ENERGY STAR rated LCD monitors does your business use?  
   - **Count:** 10.0

3. Replace all T-12 fluorescent lighting with energy-efficient T-8 or T-5 fixtures with electronic ballasts or other equivalent efficacy lighting.  
   - **Status:** Yes

   How many T-12 lamps have you replaced with T-8s (in electronic ballasts)?  
   - **Count:** 4.0

4. Replace incandescent bulbs with efficient compact fluorescents.  
   - **Status:** Yes

5. Increase fixture lighting efficiency by installing optical reflectors and/or diffusers.  
   - **Status:** Yes

   How many lamp fixtures have optical reflectors or diffusers installed?  
   - **Count:** N/A

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**SAVE**

Last saved  
02-21-2012 at 06:07PM

**DELETE**
### BUSINESS INFO

Santa Cruz Bicycles  
104 Bronson #22  
Santa Cruz, California 95062  
phone: 831-459-7560  
website:  
Office/Retail

### CONTACT INFO

- **contact name:** Will Dixon  
- **phone:** 831-459-7560  
- **email:** wdixon@santacruzbicycles.com

### PHONE CONSULT

Pased 11-15-2011

### COMPLIANCE CHECKS

- **Passed 04-24-2012**
- **Passed 02-21-2012**

### SITE VISIT

- **Passed 02-21-2012**

### AUDITS

- **Passed 02-21-2012**

### RECOGNITION TASKS

Pending

### GENERAL PROGRAM NOTES:

1-17-12 completed and passed water conservation audit...AM  
1-24-12 Completed pollution prevention/WW audit-follow up with contract janitorial needed-FB  
Final cert 2/21/12 JF. Last remaining items: signed and scheduled RL upgrade. GHG calculator difficult to complete since data...
California Green Business Program

Dashboard

Alert - You have 639 companies with close range expiration dates. Click here to view.

In-Process Accounts

Sort: Latest
Show: 10
View: List

Category: All
Checklist: All

Clear Search

Ashwood Dental
emilymonroy.ashwooddental@gmail.com

STATUS: Verifying
06-03-2016

APPLICATION: Action Required
06-03-2016

AUDITS:
- In Progress

CERT. DATE:

Studio 1204, Inc.
Chuck@Studio1204.com

STATUS: Verifying
06-03-2016

APPLICATION: Action Required
06-03-2016

AUDITS:
- In Progress

CERT. DATE:

JRL, Inc
John.Choplin@jri.com

STATUS: Verifying

APPLICATION: Action Required

AUDITS:
- In Progress

CERT. DATE:

Swiss Re
Silvia_anthony@swissre.com

STATUS: Verifying

APPLICATION: Action Required

AUDITS:
- In Progress

CERT. DATE:
Greenhouse Gas Emissions Saved

Green businesses have saved 1,860,989,666 lbs of CO2 with a total savings of $3,163,682.43. That's the equivalent of:

Planting 44,720 Acres of urban trees

(Supplemental note: The number of icons in this visualization has been capped to not overload the scorecard)

Solid Waste Diverted From Landfills

Green businesses have saved 856,959,188 lbs of waste with a total savings of $57,544,809.45. That's the equivalent of:

53,560 Garbage Trucks Worth of Diverted Waste

(Supplemental note: The number of icons in this visualization has been capped to not overload the scorecard)
Businesses

LiveOps, Inc.
LiveOps is the global leader in cloud contact center and customer service solutions. More than 300 companies around the world trust LiveOps' technology to enable effective multichannel, social and mobile interactions with their customers. With 10+ years of cloud experience, LiveOps is the partner of choice for migrating to the cloud. Headquartered in Redwood City, CA, LiveOps supports a range of industries like financial, healthcare, insurance, retail and high tech. Visit www.LiveOps.com

Read more

Lyngso Garden Materials
Garden supplies retailer to homeowners and contractors of living soil mixes, a huge variety of beautiful stone and sculptural boulders, compost tea, dozens of hardscape materials, ready-mix concrete, great customer service, deliveries, even rental dump trucks.

Read more

Positive Impact Partner, Inc.
Positive Impact Partner is an innovator in behavioral marketing that inspires action, shortens the sales cycle, gets great results and makes you and your customers say "Wow!" We specialize in growing cleantech businesses and inspiring target populations to live greener. We do this by helping your company develop who you are targeting, how you will take your product to market, and what type of media you should use for your budget. Then, we develop your identity, websites, direct mail, ads, emails and promotions that will best help you achieve your specific goals. Want to see how we would approach growing your business and inspiring people to buy from you? Contact us.

Read more
Planning for growth

- Recruit *new programs*
- Accelerate recognition *through efficiencies*
- Measure *environmental benefits*
- Increase *brand awareness*
- Capture *State Funding*
- Explore *National Models*
How Does CAGBN Work?

- 501.c.3, supported by grant funding a contributions from local programs.
- By-laws to ensure programs have similarities while allowing customization.
- Essential Criteria, while building framework for tiers
- Very local-specific programs with basic similarities state-wide
- Basecamp Collaboration
- Meet quarterly to every 2 months, several active committees
- Pool together resources and fundraise together
1. Framework is already built- [www.greenbusinessca.org](http://www.greenbusinessca.org)
2. Resources and Mentorship
3. New Member Questionnaire
4. Startup Fee $10,000 (sometimes grant funded).
5. Annual Fee – depends on size of City/County.
Contacts

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(805) 449-2472