

Bay Area Green Business Program

Environmental Values at Work



Bay Area Green Business Program

- ❖ Hazardous Waste Management Committee initiated: help small generators (e.g. auto repair shops, printers) reduce/manage hazardous wastes
- ❖ Compliance plus: improve compliance, promote voluntary pollution prevention
- ❖ Comprehensive: pollution prevention + energy and water conservation + solid waste
- ❖ Small to medium consumer-oriented businesses typically without dedicated environmental management staff



Bay Area Green Business Program

- ❖ Local/regional agencies developed with support from US EPA, Cal EPA and business input
- ❖ Launched in two counties in 1995; first auto repair shops certified 1996
- ❖ 1200 Businesses in 20 + industries including public agency facilities and operations
- ❖ Certified businesses include: printers, restaurants, hotels, office/retail, wineries, grocery stores, dentists, landscapers
- ❖ Certified agencies include: fleets, print shops, city halls, community centers, corporation yards



Sonoma
1999

Napa
1996

Solano
2007

Marin
2002

Contra Costa
1998

San Francisco
2004

Alameda
1996

San Mateo
2007

Santa Clara
2000

Green Business Program

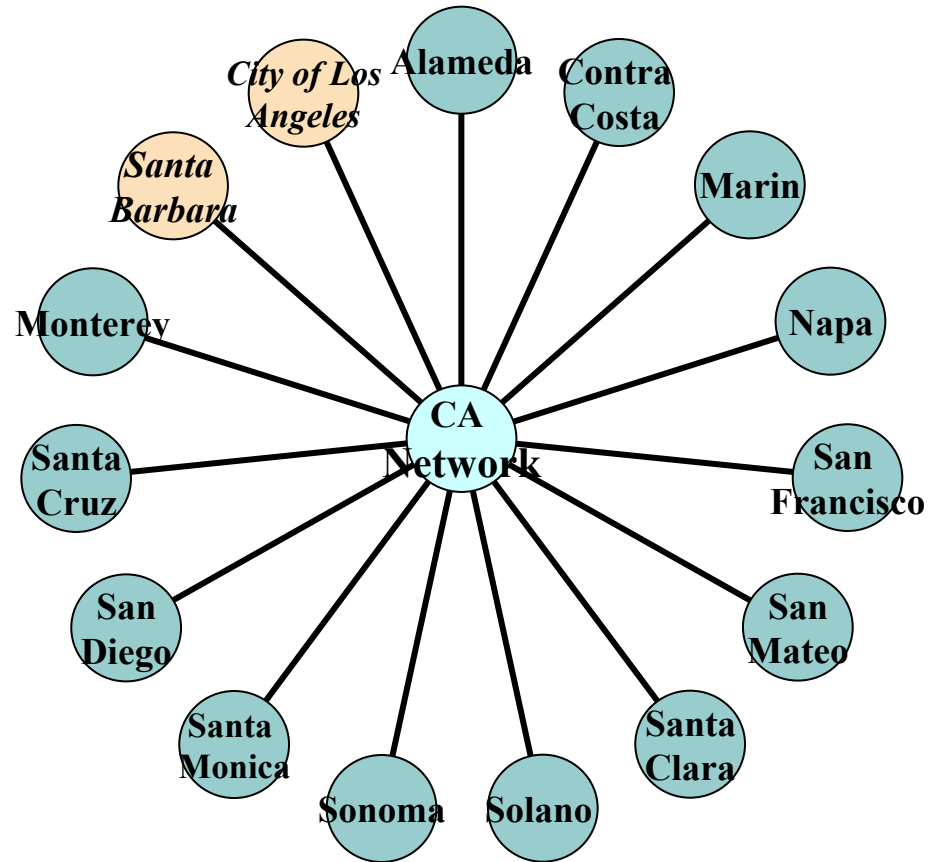
Bay Area:

Participating Counties: 9

Green Businesses: 1200



California Network of Green Business Programs



Bay Area Green Business Program

- ❖ Network of local programs, using same policies/program design, coordinated regionally to promote efficient, consistent operations
- ❖ Implemented locally by Green Business Coordinators in participating counties
- ❖ Funded by counties and partners – local/regional agencies, special districts, utilities



Bay Area Green Business Program

- ❖ County coordinator central
- ❖ Recruits businesses; leads them through the process; manages recognitions and marketing
- ❖ Organizes participation of partner agencies and utilities
- ❖ Verifies that businesses are in compliance
- ❖ Schedules on-site verification audits



Bay Area Green Business Program

- ❖ Public agencies and utilities essential partners
- ❖ Establish collaborative relationship with county coordinator and businesses
- ❖ Agencies assist, verify on-site, recognize, promote businesses that meet standards
- ❖ Regulatory compliance plus voluntary implementation of at least minimum number of additional environmentally beneficial measures



Collaborative Partnership

- ❖ Hazardous Materials and Waste
- ❖ Air Quality Management District
- ❖ Storm Water Agencies
- ❖ Wastewater Agencies
- ❖ Water Provider/Conservation Agency
- ❖ Energy Utility
- ❖ Solid Waste / Recycling
- ❖ Trade/Business Organizations
(Auto Service Councils Chambers of Commerce)



Regional Role

- ❖ Ensure consistent practices in counties
- ❖ Manage development of checklists, policies, program tools and enhancements
- ❖ Develop and maintain website
- ❖ Organize development of marketing materials
- ❖ Coordinate group purchasing
- ❖ Assist new counties to organize and launch



Program Elements

Compliance with Environmental Regulations, PLUS Verification that at least Specified # of Measures Implemented in 4 Areas:

- Pollution Prevention
- Water Conservation
- Energy Conservation
- Solid Waste Reduction / Recycling



Industry Checklists

Describe standards, recommend practices

- Auto Repair
- Printers
- Hotels
- Restaurants
- Landscapers
- Office / Retail
- Wineries
- Remodelers
- Dentists



The Process

- ❖ Business enrolls, receives checklist
- ❖ Coordinator verifies compliance with regulators
- ❖ Business submits completed checklist
- ❖ Coordinator schedules P2, waste, other audits
- ❖ If standards met, business recognized by county/city: receives certificate, decal, listing in website / directory
- ❖ Recertification on 3-year cycle or when business moves or changes ownership



Why Businesses Join

- ❖ Environmental Values at Work!
- ❖ More Constructive Relationship with Government
- ❖ Compliance Assistance
- ❖ Access to Incentives/Rebates
- ❖ Roadmap for Environmental Improvements
- ❖ Cost Savings
- ❖ Healthier Workplace
- ❖ Employee Motivation/Productivity
- ❖ Positive Recognition/PR
- ❖ Competitive Edge



Measurable Benefits

❖ Marriott Hotel:

- Water use dropped 16,200 gallons per day;
- Energy measures reduced natural gas use 19% and electricity 21.5%

❖ Winery:

- Solid waste reduced by 41%
- Energy use dropped by 33%

❖ Restaurants:

- 19 restaurants collectively reduced lighting-related energy use by 58,000 KW hours/year



Measuring Program Success

- ❖ Quantitative measurement ongoing challenge
- ❖ Data collection tool in development with funding from Cal EPA DTSC and local programs
- ❖ Manage business progress through program
- ❖ Calculate energy and water conserved; waste diverted; pollution prevented
- ❖ Convert relevant measures to GHG emissions reductions
- ❖ Due late 2009



Benefits to Partners

- ❖ Improve compliance
- ❖ Help achieve agency P2/conservation/GHG emissions reduction objectives
- ❖ Facilitate ongoing education and improvement
- ❖ Recruit businesses to their own incentive and awards programs – meet own program goals
- ❖ Foster interagency cooperation/coordination



Pollution Prevention

Measures a business may choose to implement:

- Use least-toxic products available
- Store hazardous materials securely and rotate to use oldest material first
- Use “dry” cleanup methods for spills
- Provide info / incentives for carpooling, transit use, other single occupant vehicle alternatives
- Purchase hybrid vehicles



Water Conservation

Measures a business may choose to implement:

- Replace older toilets with high efficiency models
- Plant native and/or drought tolerant landscaping
- Install faucet aerators, low-flow showerheads
- Use high-velocity rinse dish nozzles



Energy Conservation

Measures a business may choose to implement:

- Replace incandescent bulbs with compact fluorescents; T12's with T8's or T5's
- Install timers or occupancy sensors
- Use Energy Star office equipment
- Turn off lights when not in use



Solid Waste Reduction / Recycling

Measures a business may choose to implement:

- Recycle paper, cardboard, beverage containers
- Purchase recycled-content paper and other products
- Set printers and copiers to double-sided printing
- Send memos by email or post in a central location



Climate Protection

Checklist Green Note:

Going Green Counters Climate Change

Climate Change results from increases in greenhouse gases, like carbon dioxide and methane, trapping heat that would otherwise escape the atmosphere. You can reduce this build-up (and your carbon footprint) by being green! Our checklist has many climate-friendly measures, such as --



Climate Protection

- **Conserve energy** with fluorescent lights and Energy Star equipment
- **Reduce waste** at the landfill (and methane gas emissions)—recycle, compost and buy products with recycled content
- **Conserve water** (and the energy to deliver it) with low-flow toilets and drought tolerant plants
- **Invest in renewable energy** with renewable energy credits and solar panels
- **Conserve fuel** use public transit, your bike or a high MPG vehicle



Why Do a Green Business Program?

- ❖ Protect/improve the environment and public health
- ❖ Motivate businesses to do more
- ❖ Make it easy for businesses to turn good intentions into action
- ❖ Improve inter-agency coordination to meet common objectives and leverage resources



Program Principles

- ❖ Smaller, consumer-oriented firms
- ❖ No fee for participation
- ❖ On-site personal contact
- ❖ Constructive interactions: teach and learn
- ❖ Standards based: compliance + voluntary
- ❖ Certification not forever; not portable
- ❖ Ongoing improvement required
- ❖ Public agencies walk the talk



Resources Available

- ❖ Checklists for 10 industries - more coming
- ❖ Policy guidelines for operating the program
- ❖ Sample MOUs with partner agencies
- ❖ Measurement system in development
- ❖ Cal EPA DTSC green business coordinator
- ❖ US Region 9 coordinator
- ❖ CA GBP Network coordinators



Resources Needed

- ❖ County programs operating at capacity – funding needed to add staff
- ❖ Partner agencies similarly need staff
- ❖ Funding to organize new local programs
- ❖ Small business-appropriate GHG footprint calculator
- ❖ Funding to add more features to data management/measurement system
- ❖ Outreach support – recognize/reward green businesses for their actions!



Bay Area Green Business Program

Environmental Values At Work
www.greenbiz.abag.ca.gov

Questions?

Ceil Scandone
Regional Coordinator
510/464-7961
ceils@abag.ca.gov

