

Proposed AB 32 Voluntary Early Action Measure

Linking Policy to Action: Small Business Toolkit for Climate-Friendly Action

April 24, 2009

California Environmental Protection Agency

 **Air Resources Board**

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**



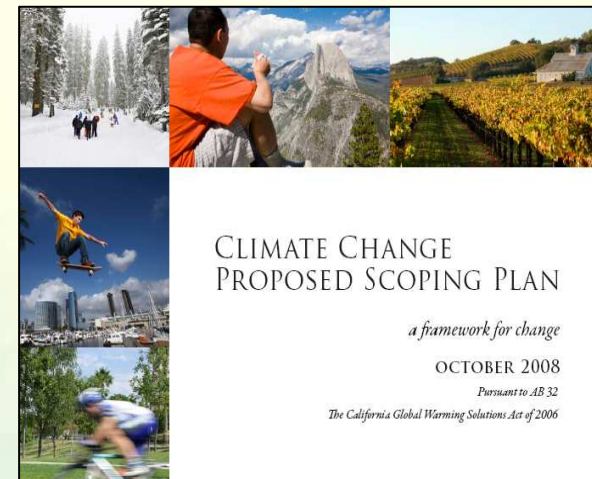
ARB's Small Business Efforts

- **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



Resource Portal: **CoolCalifornia.org**

CoolCalifornia.org

Small
Business
Toolkit

Local
Government
Toolkit

Individual
Tools

The screenshot shows the CoolCalifornia.org website. At the top, the logo "CoolCalifornia.org" is displayed with the tagline "GOVERNMENT • UNIVERSITY • NGO PARTNERSHIP". Navigation links include HOME, INDIVIDUALS, SMALL BUSINESS, LOCAL GOVERNMENT, YOUTH, COMMUNITY ORGANIZATIONS, SCHOOLS, and ABOUT US. A search bar with "Keyword Search:" and a "GO" button is present, along with a link to "Advanced Search".

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 this, a section titled "Join millions of Californians already working to solve Global Warming and keep California Cool." is followed by an "About CoolCalifornia.org" section.

On the right, there are sections for "Highlights" (listing topics like "What is Global Warming?" and "How will California's climate law affect me?"), "Sign In" (with a registration prompt), and a "Join our mailing list:" section at the bottom.

CoolCalifornia.org Partners

Government, Academic and NGO partnership

- Next 10
- UC Berkeley Institute of the Environment
- Lawrence Berkeley National Laboratory
- California Energy Commission
- California Public Utilities Commission

PROUD PARTNERS INCLUDE:



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

Engaging Stakeholders

- **Stakeholder Interaction**

- Individual meetings with Small Business Leadership
- Public Workshop (December 2008)
- Conference Presentations

- **Technical Review Groups**

- | | |
|---|--|
| – Air Districts | – California Public Utilities Commission |
| – Bay Area Green Business Program | – Department of Water Resources |
| – Business, Transportation and Housing Agency | – Integrated Waste Management Board |
| – CalEPA | – Office of the Small Business Advocate |
| – California Energy Commission | – Others |

Lessons from Stakeholders



- **Emphasize Cost-Savings**
- **Highlight Success Stories**
- **Describe AB32 Impact**
- **Provide Networking Opportunities**
- **Actively Distribute Toolkit**

Review of Existing Programs

- **California Utility Programs**
- **California Green Business Programs**
- **Flex Your Power**
- **EnergyStar**
- **Carbon Trust**



Small Business Toolkit

*“One-Stop Shop” to save money & facilitate **voluntary** GHG reductions*



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Sign In | Sign up

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

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

Home > **Small Business**

SMALL BUSINESS

EMAIL THIS SHARE THIS



Small Business Toolkit®

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

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.

Join other California businesses to stop global warming and save money by taking cost-saving actions to reduce greenhouse gas emissions.

Did you know?

Small retailers spend  on average \$800 each month on electricity and small offices spend \$1,000 each month. Much of this spending is unnecessary.

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.

☒ Subscribe
☐ Unsubscribe

Save

Highlights

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

How does your business compare?

Start your Energy IQ 

Toolkit Component: How To Save Money

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Sign In | Sign up

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

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

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

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

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
- » Plan to Save Energy
 - » Conduct an energy audit
 - » Track your energy costs

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 (i.e. lights, computers, and other office equipment) on nights, weekends and when not in use. Install reminder labels.
- Recycle old refrigerators that waste money and energy.
- Lower your water heater thermostat.
- Lower your heater thermostat in the winter and raise your air conditioner thermostat in the summer. There should be at least five degrees F between heating and cooling set points.

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 energy waste and energy costs].
- ENERGY STAR has specific information for various small business types:
 - Auto Dealers

Toolkit Component: Prioritized Checklists

No Cost Actions to Save Energy							\$	<div>CO₂</div>
<input type="checkbox"/> Change Energy Use Behavior								
<input type="checkbox"/> Set computers and monitors to "sleep" when inactive for more than a few minutes.								
<input type="checkbox"/> Turn off office equipment at night, over the weekend, and on holidays.								
<input type="checkbox"/> Make double-side printing the default mode for copiers and printers.								
<input type="checkbox"/> Plug equipment into surge protectors and turn off when not in use.								
<input type="checkbox"/> Lower your heater thermostat in the winter and raise your air conditioner thermostat in the summer. Keep at least five degrees F between heating and cooling set points.								
<input type="checkbox"/> Lower your water heater thermostat.								
<input type="checkbox"/> Practice Routine Maintenance								
<input type="checkbox"/> Ensure all automatic controls are set and operating correctly.								
<input type="checkbox"/> Clean all filters in your heating and cooling system monthly.								
<input type="checkbox"/> Check and regularly clean filters if you use exhaust fans.								
<input type="checkbox"/> Caulk or weatherstrip any drafty doors or windows.								
<input type="checkbox"/> Remove unneeded light bulbs or use lower wattage bulbs.								
<input type="checkbox"/> Adjust outdoor lighting timer controls to accommodate daylight savings time changes or install photocells to adjust automatically to changes in the season.								
<input type="checkbox"/> Regularly clean and maintain food refrigeration equipment where applicable.								
Initial Investment			Annual Cost Savings			GHG Reduction Potential		
			\$	\$\$	\$\$\$	<div>CO₂</div>	<div>CO₂</div>	<div>CO₂</div>
\$0-30K	\$31-150K	\$151K+	\$0-9K	\$10-44K	\$45K+	Low	Medium	High
1-5 Year Payback	6-19 Year Payback	20+ Year Payback						

Toolkit Component: Money to Get You Started

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Keyword Search:

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

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

MONEY TO GET YOU STARTED

Listed below are 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 aware of resources not on this list, email [Kyra Naumoff](#).

Table of Contents [hide]

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

Save Energy

- **Free Environmental Audits for Qualifying Bay Area Businesses**
[San Francisco \(SF\) Community Power](#) provides free comprehensive environmental audits to participating Bay Area businesses.
- **Free No-Obligation Energy Survey and Grants for PG&E Customers**
[The Small Business Energy Alliance](#) provides engineering-based inspections for qualifying small businesses that are PG&E customers, including a list of energy-saving recommendations for lighting, air conditioning and refrigeration systems and thermostats. The Small Business Energy Alliance also provides state-subsidized retrofits to help small businesses in these

Small Business

- » [Business Award](#)
- + [How to Save Money](#)
- + [California Case Studies](#)
- » [Financial Resources](#)
- » [Calculator](#)
- » [Resources](#)

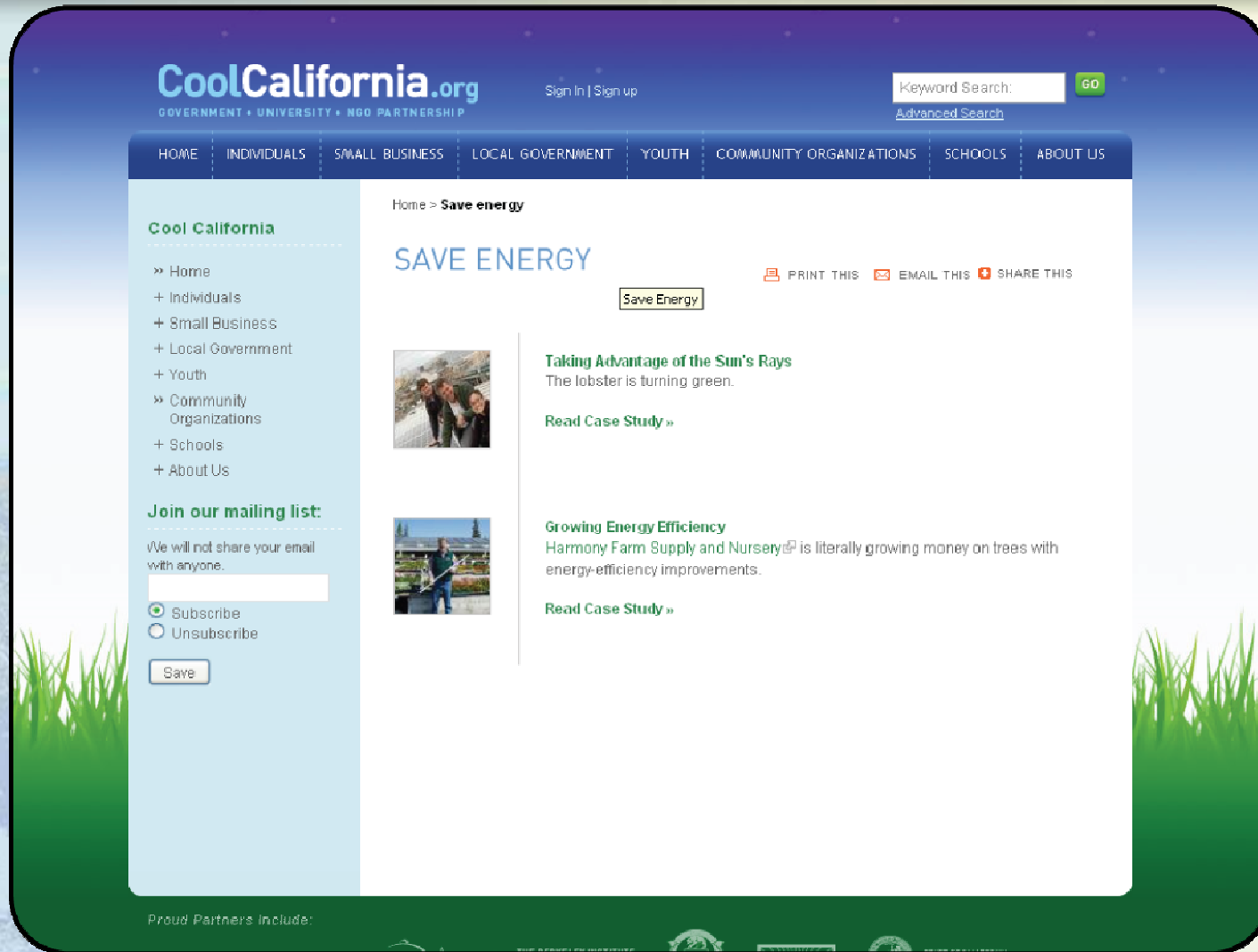
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Toolkit Component: California Success Stories



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 CO₂**



Toolkit Component: Business Carbon Footprint Calculator

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 skip to recommendations

Metric tons CO₂/year

Category	Value
electricity	14
natural gas	12
other fuels	16
water & sewage	6
construction	6

How does my Energy Carbon Footprint (metric tons CO₂) compare?

Category	Value
You	14
Similar business	12
California Avg.	16
USA Avg.	6

next: Procurement

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

Toolkit Component: 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



Toolkit Distribution Strategy

- **Partnerships with Stakeholders**

- Air Districts
- ca.gov
- Business Transportation and Housing
- Work through existing networks



- **Community Forums**

- Multiple forums across the State to introduce the Toolkit and facilitate connections to local resources

- **Presentations**

- Conferences, trade fairs, individual

- **Marketing Strategy**

Vision for the Future

- **Initial Measures of Success**
 - Toolkit pilot testing
 - Web metrics
- **Long Term Measures of Success**
 - Interactive pledges and maps
 - Assess actual GHG reductions
 - Monitoring and evaluation activities
- **Short Term Improvements**
 - Develop printed version of the Toolkit
- **Long Term Improvements**
 - Functionality to upload complex media
 - Develop additional tools to facilitate reductions
 - Incorporate results from in-house research



In-House Research

- **Statewide Survey in Partnership with the Employment Development Department**
 - Climate-friendly practice implementation barriers
 - Resources necessary to achieve GHG emissions reductions
 - Perceived benefits of reducing GHG emissions
- **Small Business Intervention Study**
 - ~20-30 small businesses in Sacramento and Alameda counties
 - Development of a cost-effective action plan to reduce GHG emissions
 - Pre- and post- evaluation of environmental attitudes and practices

Conclusions & Recommendation

- **Small Businesses can improve their bottom line with Climate Friendly Actions**
- **Small Businesses can help the State reach its 2020 Goals**
- **ARB will continue to work with Small Businesses to improve and distribute the Toolkit**