



ESJPA
December 8, 2011
Sacramento, CA

California Green Business Program
AB 913

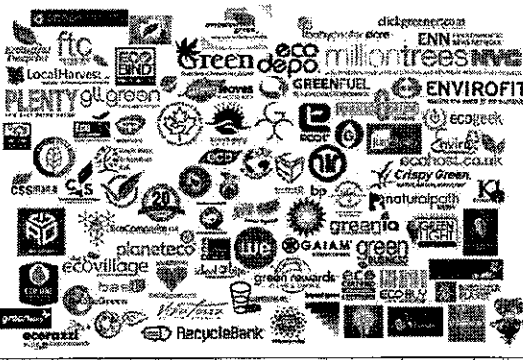
Agenda

- o Ca. Green Business Program History
- o AB 913 – What does it mean?
- o DTSC – Current and Future efforts
- o Assistance for Interested Local jurisdictions

Ca. Green Business Program History

- o Voluntary Recognition program run by local government that combines Compliance and Beyond Compliance standards.
- o Started as pilot program in 1995 in Alameda and Napa – Auto Repair and Printers sectors
- o DTSC and EPA provided initial funding efforts and guidance.

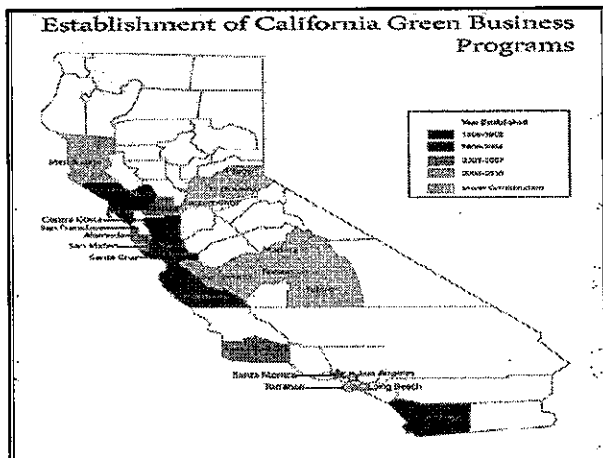
Confusion for Businesses...and consumers



The collage includes logos from organizations such as: ftc, LocalHarvest, GreenDepo, milliontreeslive, ENVIROFIT, edgbeek, ecoHOSL.co.uk, Crispy Green, naturalpath, greenia, green, planeteco, ecovillage, RecycleBank, and many others.

Program History

- ABAG assisted other Bay Area counties start programs
- Network was formed after additional expansion to Monterey, Santa Cruz and San Benito Co.
- Currently 14 county programs and 2 City programs with 4 more programs being added.
- 2700 business certified, with 1100+ applications pending.



Major Program Benefits

- Organization of Local agencies to assist businesses – effective government.
- Measureable outcomes for business and local mandates (climate action plans etc.)
- Business cost saving over time
- Business retention for local Economic Development.
- Competitive advantage for Businesses.

Main Goal of AB 913

- Businesses certified by this program implement multimedia pollution prevention activities to achieve measurable waste reduction, energy savings, water conservation, and sustainability, in consultation with local governments, utility providers, and other entities. – excerpt from AB 913

AB 913 – What does it mean?

- Recognized existing program as model.
- Requires DTSC to assist, support and expand program
 - DTSC to maintain a database for locals
 - DTSC to work with other agencies to bring technical assistance to local gov.
- Health and Safe Code Sec. 25244.17.2

DTSC – Current and Future efforts

- Continue work on the database and conform it to state standards
- Provide information and assistance to new program to expand the network.
- Work with other state agencies to maintain and improve standards for all the local programs

California Green Business Program

Local Business's Green Focus

Incorporate green practices and discover how our recognized Green Business can save resources and become more efficient.

APPLY
to be a Green Business.

Show the world your green side. Apply to be a Green Business today.

FIND
a Green Business nearby.

[GREEN FOCUS OF BUSINESS](#)

California Green Business Program

Discover a Green Business in 4 Easy Steps

- 1** Get Started
- 2** Fill Out Applications
- 3** Evaluation
- 4** Complete & Finish

Find things fast. Register now to get a letter on about your business.

There is no obligation to finish this step at all once you can save and commit at any time.

As we review your registration & do some assessment, show your status to let us know you are in the process.

When you become a Green Business, your Company Profile is online for you.

[GET STARTED](#) [BY APPLICATION](#) [BY STATUS](#) [BY COMPANY PROFILE](#)

FAQ & Resources

Helpful Links

Green Business Certification Environmental Scorecard

Congratulations! Your company has had the following positive impact on the environment.

Report for:
 Program: All
 City: All
 Sector: All
 Fiscal Year: 10/01/2010 - End: 09/30/2011

Environmental Benefit
 These environmental benefits are calculated from certain quantitative measures that participating businesses complete when they register their credentials. The calendar Year/Year ranges show the environmental outcomes each year that the measures are implemented and the column Total Green Enrollment shows the total environmental activity since inception of the participating businesses.

	Per Year	Since Enrollment
Greenhouse Gas Emissions Saved	11,811,622 lbs of CO2	16,477,481 lbs. of CO2
Airway and Dispensing	11,020,041 lbs of CO2	14,303,028 lbs. of CO2
All other emissions	20,915,291 lbs of CO2	4,174,453 lbs of CO2
Energy Saved	2,497,169 kWh	3,688,811 kWh
Mercury Reduced	2.667 mgs	3,819 mgs
Water Saved	4,257,841 gallons of water	6,529,953 gallons of water
Solid Waste Diverted from Landfill	29,251,931 lbs	19,848,431 lbs
Recycled Water Reduced (gallons)	914 gallons	1,179 gallons
Pest Saved	318 gallons	181 gallons
Recyclable Waste Reduced (lbs)	620 lbs	1,700 lbs

California Green Business Program

Dashboard

Advanced Search
 Filter By: All
 All
 Registered
 Pending
 In Progress
 Incomplete
 Suspended
 Pending Approval
 Pending Check
 New Check
 Back

Metallifer California Ltd
 Status: Pending
 Verified: 11/27/2011

Midwest City, Inc
 Status: Verified
 Verified: 11/27/2011

Aluxon Technology Corp, Inc
 Status: Verified
 Verified: 11/27/2011

Assistance for Interested Local Jurisdictions

- DTSC staff can assist with organization and development of local stakeholders.
- Sharing of Tool kits and checklists
- Access to database
 - Provides on-line registration for business
 - Tracking by local program.
- DTSC will work with other agencies to incorporate their efforts into checklists

Questions??

- Contact info:
- DTSC site:**
<http://www.dtsc.ca.gov/PollutionPrevention/p2abp.cfm>
- <http://www.greenbusinessca.org/>
- Matt McCarron
 510-540-3828
mmccarro@dtsc.ca.gov

The California Green Business Program



What does the California Green Business Program do?

The Green Business program is making it simpler for consumers to decide if their dollars will go to businesses that are certified as green. Local governments participating in the California Green Business Program award a seal of green certification to businesses that complete a rigorous set of criteria. The seal lets consumers know that a business has taken significant steps toward doing what's safer for our health and what's better for the environment.

The California Green Business Program's network targets small businesses employing less than 200 people. Companies must pledge to comply with existing laws and regulations and then go beyond compliance when it comes to energy use, wastewater reduction, solid waste reduction and pollution prevention.

Who's in the California Green Business Program?

The California Green Business Program is a network partnership of local governments and the Department of Toxic Substances Control (DTSC). Cities and counties in northern California were the first to join the network which then expanded to the San Francisco Bay Area, the Monterey Bay Area and on to Southern California. Fourteen counties and one city currently participate in the California Green Business Program.

The network first targeted automotive repair shops and printing companies. Now, there are more than 120 categories of businesses engaged in the program and more than 2600 have earned their seal of green certification. [Click here to see the full list of certified businesses.](#)

How does the California Green Business Program Work?

DTSC recognizes that the success of the California Green Business Program depends on collaboration with its network of cities and counties. These local governments establish individual green business programs that fall under the umbrella of the California Green Business Program.

Support from DTSC helps cities and counties establish their certification process, recruit businesses to apply for certification, and simplify record keeping.

DTSC created and now maintains a database of all businesses and organizations that have entered the certification process. Management of this vast amount of information allows local governments participating in the California Green Business Program to cost effectively process green certification applicants.

When businesses apply to the participating city or county in their area, a criteria checklist is created that the business must complete to earn a green certification seal. The seal is generally valid for three years, at which time the business can apply for recertification. To view a sample criteria checklist [click here](#).

Why participate in the California Green Business Program?

For businesses, making the switch to green can mean big savings in energy, water, and waste hauling. The seal of green certification can give companies a competitive edge as more consumers are looking to do business with vendors who are certified green.

For cities and counties, the California Green Business Program fits perfectly the core objective of local government- to encourage and develop initiatives within their communities for improving the quality of life.

The California Green Business Program



Why Go Green?

- Green Businesses **save money** by switching to everyday habits that reduce costs for energy, water, and garbage bills.
- Green businesses **improve employee wellness and productivity** by using less toxic products.
- Green businesses often **gain a competitive edge** from displaying their seal of green certification. Some green business programs report businesses seeing a 42% increase in revenue after certification.
- Green businesses **receive recognition** from the California Green Business Program and local governments.
- Green businesses are **doing what just feels right**- preventing pollution, reducing waste, protecting our environment and health for generations to come.

The California Green Business Program



What Makes a Business Green?

- Green Businesses reduce how much CO₂ they generate. CO₂ is believed to be a significant contributor to global warming.
- Green Businesses conserve energy by using fluorescent lighting and Energy Star rated equipment
- Green Businesses conserve water through the use of low-flow toilets and water flow restrictors. Energy is needed to deliver water, so every unit of water conserved saves several pounds of CO₂
- Green Businesses conserve natural resources by promoting public transit, biking and walking.
- Green Businesses reduce waste by recycling and composting and using materials with recycled content. Manufacturing, distributing a product or service and then handling the resulting waste requires energy usage and creates greenhouse gas emissions.
- Green Businesses use less toxic products. This provides a more safe and healthy workplace for both employees and customers.

The California Green Business Program



How does a business qualify for green certification?

- The California Green Business Program established basic criteria for local counties and governments to use as a foundation for their individual green business programs.
- The criteria focus on four key areas: waste reduction, water conservation, energy conservation, pollution prevention.
- Certification criteria can vary depending on where the business is located.
- Each applicant must fulfill a checklist of improvements addressing the four key areas. Sample checklist items are listed in the table below:

Examples of Environmental Measures - Checklist



Green Category	Required	Optional
Solid Waste Reduction and Recycling	Purchase products made of recycled content 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 fluorescent 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

The California Green Business Program



Want to start a green business program in your area?

Contact the California Green Business Coordinator, Matt McCarron: 510-540-3828,
mmccarro@dtsc.ca.gov

The coordinator can:

- Assist with presentations to stakeholders and potential certification applicants
- Provide technical support
- Help identify and engage stakeholders to partner in conducting applicant assessments
- Motivate businesses to enroll in the certification process
- Demonstrate to stakeholders the efficiency of the California Green Business Program database

Organize Stakeholders

Identify organizations and utilities to partner in assessing completion of applicant's certification checklists:

- Water board
- Air quality district
- Utility company
- Hazardous waste department or facility

Mary Pitto

From: Matthew McCarron [mmccarro@dtsc.ca.gov]
Sent: Wednesday, October 19, 2011 3:00 PM
To: sweetser@aol.com; Mary Pitto
Subject: Fwd: FW: Thursday October 20th ESJPA Board Meeting
Attachments: FW: Thursday October 20th ESJPA Board Meeting; GrnBusOfcChklist Jan2011 Form.pdf; How to Start a Green Business Program.ppt; Operating Guidelines Final 10 04 11 rbw.docx

Hi Mary and Larry,

I'm working on a statewide Green Business program for DTSC. We just had a bill passed, AB 913 that gave us some responsibility in statute for the efforts we have been working on for 16 years.

Basically it is a local government run business assistance/recognition program that starts with compliance and goes beyond in Water/Waste water reduction, Energy reduction, solid waste reduction and pollution prevention. We have checklist to help the business figure out how to reduce and most importantly try to organize the various local and state agencies to help provide assistance to these business.

There is an online tool to help the local governments register, track, manage inspector/auditor assignments, promote certified businesses and measure the actual savings of their actions. There is a network of similar programs that help each other across the state.


We started with a pilot in the SF bay area want to expand across the state. If at some point you would like me to give a short presentation at your meeting let me know. I've attached some background info as well.

Matt McCarron
Pollution Prevention/Green Business
Department of Toxic Substances Control
700 Heinz Ave., Suite 300
Berkeley, CA 94710
510-540-3828
mmccarro@dtsc.ca.gov


Green Business = Green Jobs

Don't be NIMBY, be NIMBLE

How to Start a Green Business Program



GREEN BUSINESS PROGRAM




CalEPA - 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...!!!

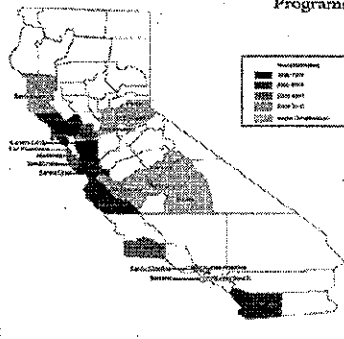
- California Green Business Program

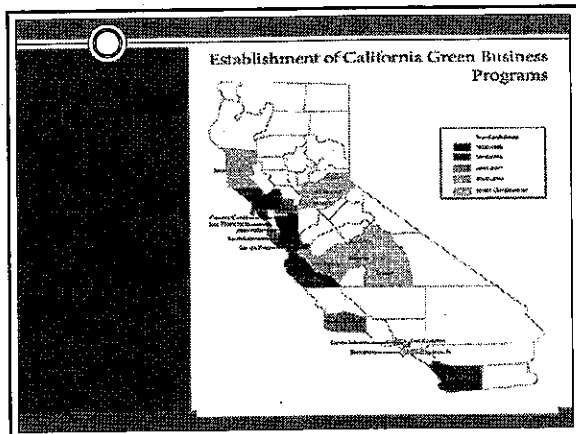


History of Program

- 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)

Establishment of California Green Business Programs





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

Partner Agencies

- 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

<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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!
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The Process for Businesses

- Business enrolls in program – fills out application, release form and industry-specific checklist
- Program Coordinator verifies business is in compliance with environmental regulations
- Coordinator schedules water, waste, energy and pollution prevention assessments for business
- Business makes changes recommended by auditors – changes verified by coordinator in final site visit
- If checklists standards met, business is certified
 - Certification includes: recognition at Board of Supervisors meeting, use of GBP logo, window decals, free advertising through Bay Area and Sonoma GBP websites
- Recertification on 3-year cycle (or when business moves or changes ownership)

Industry Checklists


<ul style="list-style-type: none"> Auto Shop Vehicle Repair Printers Painters Cleaning Services/Janitorial Services Dental Garment Cleaners Hotel 	<ul style="list-style-type: none"> Landscaper Remodeler Restaurant School Winery Small Manufacturer Office Home Office
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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 <ul style="list-style-type: none"> 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 yds./2x week to 3 yds./1x week 	Water <ul style="list-style-type: none"> 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
Energy <ul style="list-style-type: none"> 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 	Pollution Prevention <ul style="list-style-type: none"> 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

	242,000 or 360 Refuse Trucks
	520,000
	24.5 million
	18,850 or 342 drums
	5.4 million
	944
	almost 3,000 homes
	Almost 6 million
	\$707,500

Achieving Results: San Francisco Office Sector

Points of Green Business	GHG Reductions (tCO ₂ e/yr)	Energy Saved (kWh/yr)	Water Saved (gallons/yr)	Recycled (pounds/yr)	Paper Recycled (pounds)
Dreyfus Group	1250	2254	1388	2	0
Parley Corp Support	11544	1665	1672	—	—
SAUCMG	13224	0	57783	42	—
Sky Communications	2543	3476	—	—	—
Chipsale Durgeljan	31070	0	0	3	83
OMG Velocity	15343	1649	1819	—	—
Coltanic, Plans, Daily & Base	11683	6256	12881	42	—
Cole Hardware	34758	9097	13193	7	—
David Lee & Partners	78871	22551	16728	2	104
88-110 Top	9480	4520	4828	1	54
Franklin Geometrics	11706	418	4548	2	80
Green Spaces Consulting	5104	5384	842	—	17
Customer & Brand Consulting	18841	0	2624	8	23
Slide Green	15	0	245	0	0
SES	1720	0	1849	0	11
Fluoro Top	4186	3294	2047	1	0
Climate Activist	3158	1776	6213	1	94
Geographic Studies	3500	918	1179	0	11
Powdermill Apparel Gallery	7125	1855	4477	0	18
Bank N and Search 3	4322	1680	4744	0	16
Operational Design Specialist	59973	1800	18930	0	101
CAWMA (noted only, not yet recognized)	3668	9754	—	—	—
Schnee & Associates	3881	2527	683	2	2
Techno-View.com	2442	1810	482	1	14
Weblog	2049	3176	1649	1	0
Woodward	2503	2884	4208	4	0
Visions Associates	1539	1142	854	0	85
TOTAL	111107	224196	971963	116	739

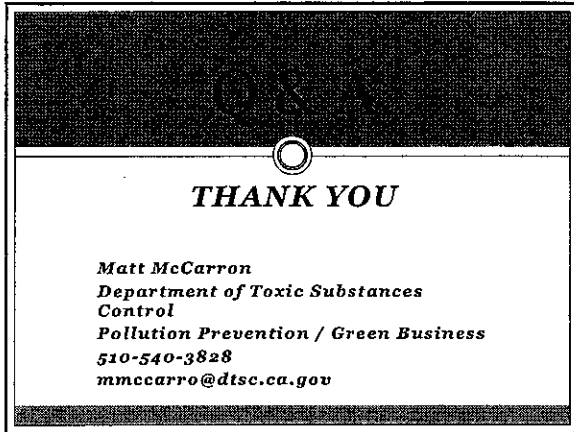
Certification

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

- 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

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





Bay Area Green Business Program Standards OFFICE/RETAIL

Do not submit this checklist! Visit www.greenbusinessca.org to officially enroll in the Green Business Program. After submitting the enrollment form, you will be emailed a link to the online checklist. It will look similar to this version—use its measure numbers for reference.

- A** Solid Waste
- B** Energy
- C** Water
- D** Pollution Prevention
- E** Wastewater
- F** General

REQUIRED MEASURES

Circled measure numbers indicate that those measures are required.

Contact **Claudia Pingatore**
cpingatore@hsd.cccounty.us
(925) 335-3220

Websites

Green Business Program
www.greenbiz.ca.gov

Enrollment
www.greenbusinessca.org

Tip: Green Purchasing

Green purchasing policies guide you in buying products that are more durable, energy efficient, low toxicity, and made with recycled content. These can be simple one-pagers or detailed documents for larger businesses. Ask us for examples, or see a template at StopWaste.org: <http://stopwaste.org/home/index.asp?page=439>.

A Solid Waste

REUSE Materials. Complete the 1 required measure + 1 additional measure

- A-1** Look in your garbage dumpster annually to see if there are items that could instead be reused by someone else or recycled.
- A-2** Donate furniture, supplies, scrap materials, etc., or use a waste exchange program where another business can take your unwanted items (www.calrecycle.ca.gov/CalMAX).
- A-3** Reuse garbage bag liners.
- A-4** Reuse paper or plastic packaging materials in your own shipments.
- A-5** Have your customers return packaging to you for reuse.
- A-6** Retailers: Offer incentives for customers who bring their own reusable bags, coffee mugs, etc. (or disincentives such as charging fees for bags).
- A-7** Print on the back side of previously printed on paper. Either use a second tray of the printer for such paper or keep it stacked next to the printer for hand loading.
- Other** _____

RECYCLE Materials. Complete the 1 required measure + any additional measures

- A-8** Recycle all paper, glass, metal, cardboard and plastics accepted in your area.
Do you pay your own garbage bill? Yes No
Number employees? _____
- A-9** Compost food waste.
- A-10** Compost landscape trimmings (green waste) and debris.
- Other** _____

BUY Materials with Recycled Content. Complete the 2 required measures + 2 additional measures

- A-11** Purchase paper towels with 35% post-consumer waste.
- A-12** Purchase copier/printer paper with at least 30% post consumer waste.
Number reams used annually? _____
What is the recycled content of the paper?
 30% 50% 100% Other: _____%
- A-13** Purchase office/copier paper with 100% post consumer waste.



- A** Solid Waste
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Websites

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Enrollment
www.greenbusinessca.org

Tip: Recycling

Need recycling services—bins and pick-ups? Visit <http://www.cccounty.us/depart/cd/recycle/options/> to find out who your recycling hauler is, then give them a call. Take a minute to explore this website! It has terrific resources, such as where to dispose of certain materials and how to find re-used goods.

- A-14** Purchase or obtain previously used furniture, supplies or materials (calrecycle.ca.gov/CalMAX, freecycle.org, Craig's List). Provide examples.
- A-15** Purchase tissues with the highest recycled content available.
- A-16** Purchase letterhead with the highest recycled content available.
- A-17** Purchase envelopes with the highest recycled content available.
- A-18** Purchase toilet seat covers and toilet paper with recycled content.
- A-19** Purchase business cards with recycled content.
- Other** _____

REDUCE Waste. Complete the 4 required measures + 3 additional measures

- A-20** Retailers: If you provide disposable bags to your customers, you must primarily provide paper bags instead of plastic. Plastic bags should only be provided when necessary.
- A-21** Eliminate the use of polystyrene, such as Styrofoam, in beverages and food service ware.
- A-22** If copiers and printers have duplex printing capability, duplex printing must be enabled. New machines must have duplex printing capability.
- A-23** Eliminate individual bottles of water for employees and guests.
- A-24** Send and receive faxes directly from computers without printing.
- A-25** Use electronic billing methods to invoice customers and receive payment.
- A-26** Centralize purchasing to eliminate unnecessary purchases and ensure that all waste reduction purchasing policies are followed.
- A-27** Use reusable dishware in break room.
- A-28** Discourage the printing of emails and documents.
- A-29** For events, use reusable dishware when possible. If disposable dishware is necessary use recyclable or compostable options (require the same of caterers).
- A-30** Reduce junk mail. See www.stopjunkmail.org for tips.
- Other** _____



- A** Solid Waste
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REQUIRED MEASURES

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(925) 335-3220

Websites

Green Business Program
www.greenbiz.ca.gov

Enrollment
www.greenbusinessca.org

Tip: Maintain HVAC

For small buildings, replace disposable filters (or clean permanent ones) every 6 months. This must be done by either you or your landlord. If you are in a larger building, the maintenance contract must include maintenance of any economizers, and specify two maintenance visits per year. We will need to see a copy of this contract.

B Energy

REDUCE Your Energy. Complete the 5 required measures + 4 additional measures

- B-1** Use energy-efficient T-8 or T-5 fixtures with electronic ballasts. Number T-8 fixtures (in electronic ballasts)? _____
- B-2** Regularly maintain your HVAC (heating, ventilation & air conditioning). See "Tip: HVAC" for specific requirements for your building.
- B-3** Assign a person to monitor energy bills for sudden rises in use and to track use.
- B-4** Use energy efficient exit signs (<5 watts/sign), such as LEDs. Number LED exit signs? _____
- B-5** Replace incandescent bulbs with efficient compact fluorescents. Number CFLs? _____
- B-6** Institute a policy that all electronic devices, lighting and room cooling units be turned off when not in use and use light switch reminders to remind staff to turn off the same.
- B-7** Use ENERGY STAR® qualified refrigerators (those over 10 years old should especially be replaced). Number ENERGY STAR rated refrigerators? _____
- B-8** Use sensors on vending machines and place machines in shaded areas. Number ice, vending and snack machines in shaded areas with motion sensors? _____
- B-9** If you are a large business or have a complex network, use power management software programs to automatically activate power management settings in computers and printers (energystar.gov & search "power management").
- B-10** Use ENERGY STAR® office equipment and enable energy saving features. Number ENERGY STAR rated copier/printers? _____
Number ENERGY STAR rated LCD monitors? _____
- B-11** Set thermostat to 76° F for cooling, 68° F for heating; use timing devices to turn system down after hours.
- B-12** Use energy-efficient double paned windows on at least 90% of windows.
- B-13** Apply window film to reduce heat.
- B-14** Shade sun-exposed windows and walls using awnings, sunscreens, trees or shrubbery.
- B-15** Use ceiling fans (high edge of blade must go forward first in winter, forcing air down; reverse in summer).
- B-16** Use a 365 day programmable thermostat to control heating and air conditioning.
- B-17** Use task lighting instead of lighting the entire area.



GREEN BUSINESS PROGRAM

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REQUIRED MEASURES

Circled measure numbers indicate that those measures are required.

Contact Claudia Pingatore
cpingatore@hscd.cccounty.us
(925) 335-3220

Websites

Green Business Program
www.greenbiz.ca.gov

Enrollment
www.greenbusinessca.org

Tip: T8s

T8 fluorescent light tubes save incredible amounts of electricity compared to their T12 predecessors. It will say T8 or T12 on the box, and the diameters are different: T8s are 1" and T12s are 1½". Smarts Lights and BEST organizations can retrofit your lights, using terrific PG&E and PUC rebates, making your bill very low! Ask us for a referral.

- B-18** Use lighting controls such as occupancy sensors, bypass/delay timers, photocells, or time clocks, especially in low occupancy areas such as closets and restrooms.
Number rooms with occupancy sensors? _____
Number photo cells (usually for exterior lighting)? _____
Number rooms with time clocks (for large banks of lights on circuit breaker)? _____
- B-19** Reduce number of fixtures or lamps per fixture.
- Other** _____

C Water

If you do not control your landscaping irrigation, you will need the cooperation of your property manager (or landscaper) to complete the required measures.

CONSERVE Your Water. Complete the 4 required measures + any additional measures

- C-1** Install toilets with 1.6 gpf (gallon per flush) or less.
Male employees? _____ (use annual averages)
Female employees? _____
Daily visitors? _____
Daily customers? _____
What is the flush volume of your toilet(s)? 1.28 1.6 3.5 5+
- C-2** Check for leaks, including in toilets (tablets to detect tank leaks can be obtained from your water company).
- C-3** Assign a person to monitor water bills for sudden rises in use, and to track use over time. Call your water company should sudden rises occur.
- C-4** Install low-flow aerators in faucets and showerheads according to water district specifications. Your water district will check aerators in audit, and may provide them for free.
Number employees? _____
Number faucets with low flow aerators? _____
Flow rate of aerator? _____
- C-5** Schedule your water company to make a presentation to staff to encourage water conservation at home. (Some water companies offer training and "take home" conservation kits.)
- C-6** Post signs in restrooms and kitchen to encourage water conservation and to report leaks.
- C-7** Install urinals with 1.0 gpf (gallons per flush) or less.
- Other** _____

Complete if you have landscaping. Complete the 4 required measures + 2 additional measures

- C-8** Adjust the irrigation schedule monthly during irrigation season, or as needed.
- C-9** Use shorter repeat cycles when watering.



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Websites
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Tip: Toilets
Low-flow toilets are required for certification—and make sense in this era of increasing droughts. Your water company will give rebates on High Efficiency Toilets that use only 1.28 gallons per flush—rather than the old 5-6 gallon models we grew up with—a 60% reduction! For information on rebates, or if you have no bathrooms of your own, give us a call.

- C-10** Water during early morning, pre-dawn hours to reduce water loss from evaporation.
- C-11** Test and repair irrigation sprinklers quarterly to ensure proper operation and coverage.
- C-12** Group plants with similar water requirements together (hydrozone) on the same irrigation line.
- C-13** Plant drought tolerant plants that will not need pruning at maturity.
- C-14** Use graywater or rainwater for irrigation.
- C-15** Install a self-adjusting, weather-based irrigation controller that tailors watering schedules to local weather, plant types, etc. Qualifying controllers are listed at irrigation.org/SWAT/swat.aspx?id=298
- C-16** Install irrigation controllers that have at a minimum the following features: precise 1-minute runtime capability; a minimum of 3 separate programs; and 3 cycle start time features.
- C-17** Install rain shut-off devices or moisture sensors that turn off the irrigation during rain.
- C-18** Apply at least 2 inches of mulch in non-turf areas, preferably with recycled wood chips.
- C-19** Use drip irrigation.
- C-20** Reduce area of turf.
- Other** _____

D Pollution Prevention

REDUCE Chemical Use. Complete the 6 required measures + 3 additional measures

- D-1** Use no products with added antibacterial agents, such as triclosan. This includes products used for hand washing, dishwashing and cleaning.
- D-2** Use low toxic cleaning products such as those that are SF Approved (www.sfapproved.org), Green Seal certified (www.greenseal.org), or receive at least an 8.1 rating on the Good Guide (www.goodguide.com), in non-aerosol containers.
Square footage of business: _____
List products used: _____
- D-3** Replace all aerosols with pump dispensers.
- D-4** Properly store and recycle Universal Wastes as required by law. Designate a storage area for spent Universal Wastes, posting a sign and notifying employees of this area. Ensure that these are recycled (and not put into the garbage). Universal Wastes are: Spent fluorescent light tubes & bulbs, Electronic equipment (computers, cell phones, pagers, etc.) and Batteries (RBRC recycles these for free! www.rbrc.org).



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Websites

Green Business Program
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Enrollment
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Tip: Toxics Disposal
Clear out your harmful or no longer used chemicals and take them to your local Household Hazardous Waste Collection Program. www.cccounty.us/depart/cd/recycle/hhw.htm will direct you to the appropriate program for your city. It also lists what they accept—including universal wastes of batteries, fluorescent lights and electronics.

- D-5** Reduce chemicals (cleaners, pesticides, paints, etc.) used and stored, safely disposing of any unneeded products at the local Household Hazardous Waste Program.
- D-6** Eliminate or reduce pesticides by using Integrated Pest Management (IPM), which includes good sanitation, acting only when needed, making physical changes to keep pests out, and, lastly, using less or non-toxic pesticides. Implement all 3 applicable measures:
 1. Keep kitchen, waste storage and other areas clean to avoid attracting pests.
 2. When pest control is necessary, use barriers (such as caulking/sealing holes), traps, and lastly, less toxic pesticides (such as soaps, oils, microbials and baits). Apply only as needed (rather than on a routine schedule).
 3. If you contract with a pest control operator, choose one that is EcoWise Certified (www.ecowisecertified.com), or specify in the contract that IPM and methods including non-chemical pest prevention and pest exclusion be used. Do not allow any outdoor perimeter spraying.
- D-7** Use natural or low emissions building materials, carpet, or furniture.
- D-8** Use low- or no-VOC paint products.
- D-9** Print promotional materials with vegetable or other low-VOC inks.
- D-10** Use unbleached and/or chlorine-free paper products (copy paper, paper towels, napkins, coffee filters, etc.).
Number of reams of chlorine-free paper used annually? _____
- D-11** Obtain a battery recharger for the office. Use rechargeable (instead of disposable) batteries for flashlights, radios, remote controls, etc.
- D-12** Replace standard fluorescent lights with low mercury fluorescent lights. Approved models can be found at www.sfenvironment.org/sfapproved.
Number low-mercury T8 lamps? _____
- D-13** Do business with other "green" vendors or services, such as recognized Bay Area Green Businesses (listings at www.greenbiz.ca.gov). Provide examples.
- D-14** Eliminate the routine use of all disinfectants and sanitizers, unless needed to comply with Environmental Health.
- D-15** Use one or a few low-toxicity multipurpose cleaners, rather than many special-purpose cleaners.
- D-16** Use refilled or remanufactured laser and copier toner cartridges.
Number remanufactured or refilled toner cartridges used annually? _____
- D-17** Purchase EPEAT certified (www.EPEAT.net) computers, laptops and monitors.
Number EPEAT computers? _____
Number EPEAT LCD monitors? _____
- Other** _____



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**Tip:
511 Contra Costa
& Spare the Air**

Just one call to 511 Contra Costa (925-969-1193) and they can help your employees commute with those from a nearby business, and they can help you with pre-tax commuter benefits. And then join the Air District's Spare the Air Program (sparetheair.org AirAlert e-mail notices) to be notified of days when it will be too smoggy to drive—and then pass on the word to customers and staff to avoid unnecessary driving.

REDUCE Vehicle Emissions. Complete the 2 required measures + 1 additional measure

- D-18** Register with 511 Contra Costa at www.511contracosta.org/employer-services (takes 30 seconds!) or (925) 969-1193 to have staff assess rideshare possibilities for your employees.
- D-19** Join the Air District's "Spare the Air" program (www.sparetheair.org) and notify staff of "Spare the Air" days.
- D-20** Provide secure bicycle storage for staff and customers.
- D-21** Offer telecommuting opportunities and/or flexible schedules so workers can avoid heavy traffic commutes.
- D-22** Help employees rideshare by posting commuter ride sign-up sheets and providing other commuter incentive programs (e.g., rideshare incentive programs, guaranteed ride home in emergency situations, etc.) available at www.Rideshare.511.com.
- D-23** Hire locally.
- D-24** Buy renewable energy credits or green tags to offset the CO₂ emissions from your office's use of electricity and natural gas (see www.green-e.org).
- D-25** Install renewable energy sources, such as solar panels or wind generators. Specify system size.
- D-26** Use biodiesel (100% or blends) or vegetable diesel in place of petrodiesel in vehicles.
- D-27** Complete a CO₂ or eco-footprint calculator to determine your own greenhouse gas emissions.
- D-28** Convert company vehicles to low emission vehicles (electric, hybrid, natural gas or alternative fuels).
- D-29** Encourage employees and customers to bike and use public transit by posting bicycle ride maps and transit schedules/maps (see www.511.org).
- D-30** Set up a Commuter Benefits Program to enable employees to use pre-tax deduction under IRS code 132(f) for transit, vanpool or biking costs (see website in green note above).
- Other** _____



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Websites

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Tip: Only rain down the drain

"Only rain down the drain" means just that—no chemicals, no garbage from around dumpsters, no landscaping soil or construction debris, and definitely no soap. These come from outdoor washing of cars, mats, equipment, floors or parking lots. If these go down storm drains, they reach our Delta and Bay untreated. Visit cccleanwater.org for helpful resources and tips.

E Wastewater

PREVENT Pollution. Complete the 2 required measures + any additional measures

- E-1** Keep dumpsters closed and impermeable to rainwater. Keep them from overflowing and keep dumpster/parking areas clean.
- E-2** Do not wash cars, equipment, floor mats or other items where run-off water flows straight to the storm drain.
- E-3** Clean outdoor surfaces by dry sweeping.
- E-4** Regularly check and maintain storm drain openings and basins. Keep litter, debris and soil away from storm drains.
- Other** _____

F General

GENERAL Measures. Complete the 1 required measure + any additional measures

- F-1** Adopt a written environmentally preferable (or green) purchasing policy. Find examples at <http://www.stopwaste.org/home/index.asp?page=439>.
- F-2** Inform your customers about what you're doing to be green. Examples: Post a list of your efforts in a visible location, promote green products or services as green, talk about it in your company newsletter, highlight your efforts on your website and link to the Green Business website, and offer tours that highlight your green-ness.
- F-3** Encourage employee participation in greening your business through employee orientations and trainings, employee evaluations, staff meeting discussions, company newsletters, brochures or other materials, and by having incentive or reward programs.
- F-4** Establish a 'green team' that can help guide efforts to green your business.

OPERATING GUIDELINES
California Green Business Program Network
Updated September 30, 2011

1.0 General

This charter is meant to be a living document and to reflect changes in the California Green Business Program Network's mission, goals, membership and operating procedures. It shall be reviewed annually by the members and amended if necessary by a majority vote of Local Jurisdictions. The Chair will initiate this process as detailed in Section 5.2

1.1 Background

The California Green Business Program Network (Network) is a network of Green Business Programs (GBPs) located throughout the state. GBPs are voluntary business assistance programs that proactively assist businesses to attain full compliance with applicable environmental laws and provide businesses further assistance on pollution prevention, energy efficiency, water conservation and solid waste reduction and recycling. GBPs provide environmentally preferred options to businesses and help them develop solutions to reduce environmental impacts. GBPs are independently managed, operated and implemented by local agencies or entities. As of November 2010, there were fourteen counties and two cities with GBPs: Alameda, Contra Costa, Marin, Napa, San Francisco, Santa Clara, Sonoma, Solano, San Mateo, Santa Cruz, Monterey, San Benito, Santa Barbara and San Diego and City of Santa Monica and City of Santa Cruz. In 2011, the County of Mendocino and the Cities of Los Angeles and Thousand Oaks initiated Green Business Programs. The Counties of San Diego and San Mateo have temporarily put their programs on hold due to budget cuts.

1.2 Mission Statement

The California Green Business Program Network was formed to provide a forum for GBPs to share program information; encourage a level of consistency among GBPs throughout the state; and promote new and existing GBPs as a way to conserve resources and prevent pollution, enhance community health, and promote business economic vitality.

2.0 Elements

The Network defines a GBP as having the following five program elements:

2.1: The GBP is both an environmental compliance and a "beyond compliance" program. A business cannot become "a Green Business unless it is in compliance with environmental protection laws and regulations and has completed a minimum number of "beyond compliance" measures towards pollution prevention, waste reduction and resource conservation.

2.2: The GBP requires verification of environmental regulatory compliance as well as "beyond

compliance” performance as determined by the program’s checklist and criteria.
2.3: After a pre-determined period to be set by the local program partners but not to exceed three (3) years, all participating businesses must undergo a renewal and verification process in order to continue their Green Business status.

2.4: The Network is committed to measuring the success of the program by measuring and tracking statewide metrics such as:

- **Number of new jurisdictions implementing GBPs**
- **Number of businesses becoming certified and/or recertified each year**
- Environmental outcomes from business operations that meet the green business criteria
- Economic outcomes for businesses relating to their implementation of green business practices.

2.5: The GBP is a voluntary program that can be free or can include a fee charged to participating businesses.

3.0 Goals

3.1 Strengthen the ability to implement successful GBPs by working together to implement the GBP’s vision of greening businesses in California.

3.2 Support GBPs by providing a forum for sharing new program ideas, keeping up on current activities at the local, state and federal levels, and creating solutions to program issues.

3.3 Promote consistency among local GBPs while maximizing flexibility for each GBP.

3.4 Share in the creating, updating and resolution of any other issues associated with program checklists.

3.5 Provide a venue for coordination between local agencies and California state and federal agencies.

4.0 Membership

4.1 Organization

Members of the Network must agree to abide by the definition of the Green Business Program as specified in Section 2.0 of this document. Network membership may include those entities actively participating in the implementation of a GBP. Recommendations on membership shall be made by the Network Administration Committee to the Chair, with the Local Jurisdictions deciding on recommendations by consensus.

4.1.1 Members

1. Local Jurisdictions: A GBP operated, as specified in Section 2.0, by a county, city or special district.

2. Partners: Local, Regional, State and Federal agencies or NGO’s that assist the network in such activities as implementing, planning, or marketing the program.

3. Affiliates: These are local government programs that offer environmental recognition programs that do not meet all the conditions in

Section 2.0. Those jurisdictions whose programs have been determined to no longer qualify per Section 2.0 can become Affiliates.

4.2 Decision-Making

Decisions shall be made by consensus. Consensus means that everyone agrees with the decision or is willing to live with the results. If consensus cannot be achieved, then the decision will be made by at least 67% of all members. For decision-making purposes, each Local Jurisdiction shall have one vote.

At the call of the Chair, votes are taken among Local Jurisdictions present at Network meetings, including those joining by web or teleconference. Those that do not attend meetings shall concede their vote to those in attendance.

4.3 New Local Jurisdictions

GBPs from new jurisdictions may apply to become Local Jurisdiction members if their program elements meet the requirements on Section 2.0. Their agency and involvement is as listed in Section 4.1.

4.3.1 New Local Jurisdiction Members shall send a letter to the current Chair with a description of their program and how it meets the requirements of Section 2.0.

4.3.2 Affiliates shall send a letter to the current Chair with a description of their program, describing what portion of Section 2.0 it currently meets and providing information on future plans to meet the conditions of Section 2.0.

4.3.3 The Network Administration Committee shall review applications and make recommendations to the Network at its next scheduled meeting.

5.0 Operations

5.1 Meetings

The Network shall meet at least twice a year. Meetings may be in person or via Internet or teleconference. The location and type of each meeting shall be determined by the members attending the previous meeting. Meeting dates will be discussed and scheduled for the calendar year, then distributed with the minutes from that meeting. Committee meetings shall be arranged as needed and attended by appropriate committee members.

5.2 Officers and Elections

The Network shall have three officers: Chair, Vice Chair and Secretary. The Chair is responsible for receiving enquiries and requests from members or other parties regarding network operations and policies, ensuring Operating Guidelines are current, developing and distributing the meeting agenda, reviewing the minutes and leading meetings. The Vice Chair is responsible for serving as Chair when necessary. The Secretary is responsible for taking the minutes and

delivering them to the Chair in a timely manner. Other positions may be added by the members as needed. Officers shall serve one-year terms, from January 1 through December 31.

5.3 Selection of Officers

Officer positions shall be held by Local Jurisdictions. The initial order of Chairing was established by lottery. New jurisdictions shall be assigned to the end of the rotation. The Local Jurisdiction will serve as Chair in the year identified at the end of these Procedures. Two years before this they will act as Secretary. One year before this, they will act as Vice-Chair.

Members shall reserve the right to decline any position with cause. In such cases, the member must provide at least six months notice prior to the beginning of the assigned term, and must state when he or she expects to re-enter the rotation.

5.4 Agenda/Minutes Distribution

Minutes from any Network and Committee meetings shall be distributed to all Network members for review and comment within thirty (30) days. Comments and revisions of the meeting minutes from the previous meeting shall be made at the start of each meeting. If the Chair receives no response, concurrence shall be assumed. Any requested revisions shall be incorporated into the minutes and the revised minutes redistributed within 30 days.

Members wishing to bring forth issues, goals, presentation requests, committee or agenda items shall contact the Chair in order to have the item included on the agenda for discussion at the next regularly scheduled meeting. At least ten (10) days prior to the next meeting the agenda shall be distributed to all members. Final meeting minutes shall be archived to Yahoo groups files or other on-line message board.

5.5 Committees

Committees shall be formed as needed and shall be in effect for the duration of the intended task for which they were established. These committees will report back to the CAGBN on actionable items and timelines for implementation of Green Business enhancements at regularly scheduled meetings.

5.5.1 Standing Committees shall include CAGBN Chair and Vice-Chair and volunteers from members and partners. Following are existing committees that are operating. Ad hoc committees may be formed on an as-needed basis.

- Network Administration: Covers program coordination, eligibility of members and assisting with new members, outreach/marketing, consistency of programs, coordination with agencies and partners on current trend/technologies, planning and funding issues
- Steering and Policy Committee: Ensure engagement of agencies and stakeholders throughout the state and find funding for program

delivery. This committee also is responsible for the determination and vehicle for collecting fees from businesses and/or member agencies.

- Database Administration: Ensures communication to members Database needs and planning for operations of database.
- Checklist Committee: Which includes standards and measures of the applications, and metrics: See Section 6.1.

5.5.2 New committees shall be formed for the purposes of managing a project, research, tasks or other on-going needs of the Network.

6.0 Program Standards

6.1 Checklists

The Network's standing Checklist Committee shall review and make recommendations on whether any checklists need to be updated for consistency, or be revised due to changes in best management practices, new technologies or changes to regulations.

6.2 New Checklists

New checklists shall be generated and developed by the Green Business Programs on an as-needed basis. Such checklists shall be made available to all Network members. The Checklist Committee shall review and make comments in a timely manner.

6.3 Business Types Served

Not all business types are currently suitable for the California Green Business program due to size, complexity, general industry compliance concerns or the need for additional technical study to address issues of concern. Examples include nail salons, hospitals and automotive manufacturing.

Order of Network Chairs per Section 5.3:

2006: Santa Cruz County

2007: Contra Costa County

2008: Marin County

2009: Santa Clara County

2010: Alameda County

2011: Napa County

2012: City of Santa Monica

2013: San Francisco City & County

2014: Sonoma County

2015: Santa Barbara County

2016: City of Los Angeles

2017: City of Thousand Oaks

