

# Bay Area Green Business Program

*Environmental Values at Work*

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# Bay Area Green Business Program

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- ❖ 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

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- ❖ 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**

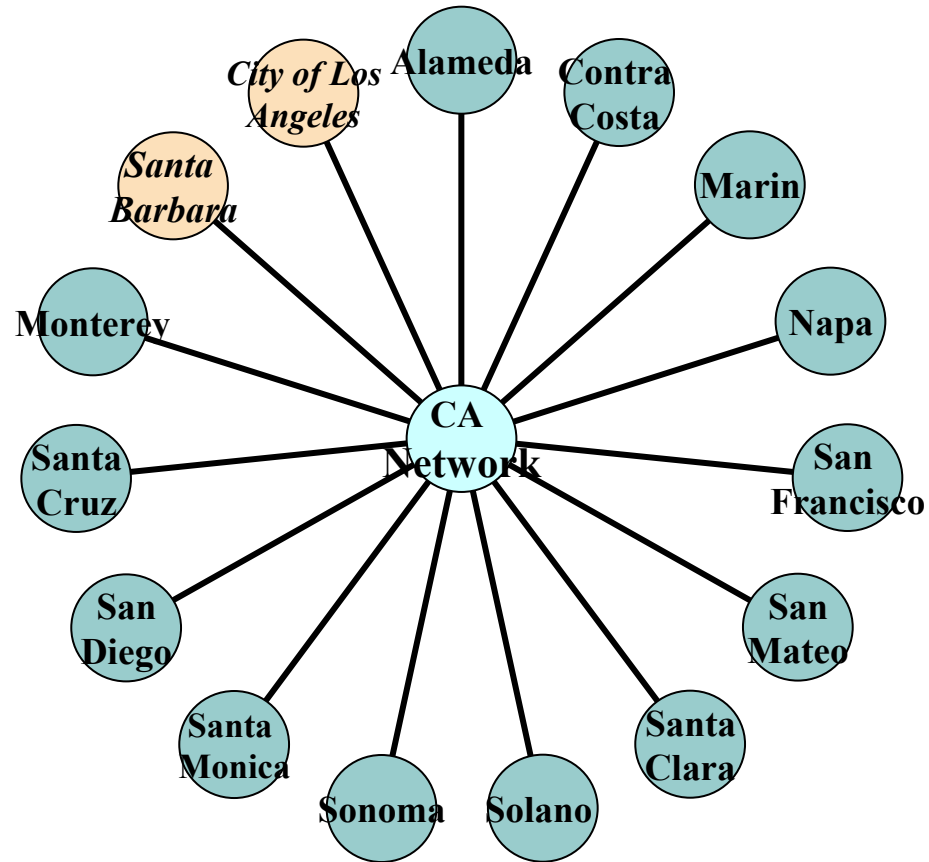
## **Green Business Program**

### **Bay Area:**

**Participating Counties: 9**

**Green Businesses: 1200**

# California Network of Green Business Programs



# Bay Area Green Business Program

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- ❖ 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

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- ❖ 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

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- ❖ 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

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- ❖ 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

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- ❖ 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

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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

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Describe standards, recommend practices

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



# The Process

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- ❖ 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

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- ❖ 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

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## ❖ 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

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- ❖ 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

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- ❖ 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

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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

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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

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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

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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

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## 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

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- **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?

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- ❖ 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

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- ❖ 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

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- ❖ 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

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- ❖ 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

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**Environmental Values At Work**  
**[www.greenbiz.abag.ca.gov](http://www.greenbiz.abag.ca.gov)**

Questions?

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