Hermosa Beach

Green Business Program

JULY 10, 2018

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CALIFORNIA GREEN BUSINESS NETWORK

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The California Green Business Program

Free and voluntary recognition program

Promotes green business practices

Most respected and rigorous program nationwide

Minimal city staff involvement required

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Green Business Program
Focus Areas

Pollution prevention

Solid waste reduction

Energy conservation

Water conservation

Transportation

Employee awareness

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You're in **Good Company**

- ✓ 28 programs
- ✓ 3600+ recognized businesses
- ✓ 2000+ interested businesses
- ✓ New programs in the Central Valley and Southern California

Counties

- Alameda
- Contra Costa
- Marin
- Monterey (City of Monterey)
- Napa
- San Benito
- San Francisco
- San Joaquin*
- San Mateo
- Santa Barbara
- Santa Clara
- Santa Cruz
- Solano (Benicia)
- Sonoma
- Ventura*

Cities

- Culver City*
- Fresno*
- Huntington Beach*
- Laguna Beach
- Los Angeles
- Manhattan Beach
- Mission Viejo*
- Monterey
- Oxnard*
- Riverside*
- Santa Cruz
- Santa Monica
- Thousand Oaks
- Ventura

Targets

- Tulare County
- Humboldt County
- Hawthorne
- San Bernardino
- Santa Ana
- Sacramento
- Mendocino
- Kern
- Mammoth

*New in 2015 *New in 2016 *New in 2017

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Navigating the **Certification Process**

Business logs onto website and starts checklist

→

Auditor arranges for visit and invites utilities to assist in 3rd party verification

→

Auditor completes site audit. Sends a follow-up **"to do" list** and verifies at a later date

→

Business is certified, added to registry, and recognized

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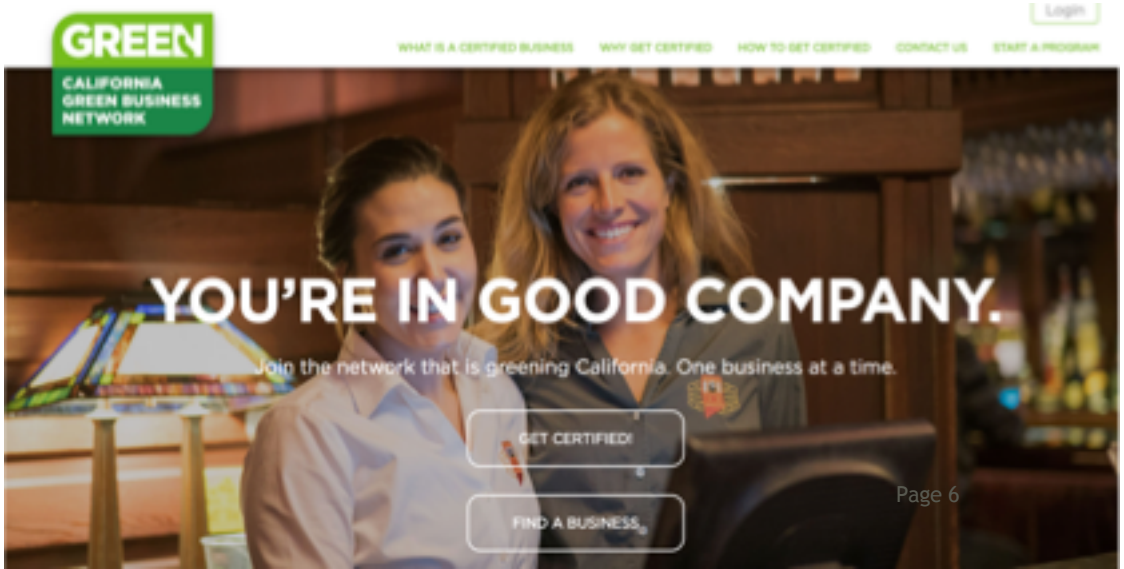
Green Business Program
Key Benefits

City

- ACHIEVE SUSTAINABILITY GOALS
- IMPROVED COMPLIANCE
- MEASUREABLE OUTCOMES
- EDUCATION AND OUTREACH OPPORTUNITIES
- LOCAL ECONOMIC DEVELOPMENT

Businesses

- COMPLIANCE ASSISTANCE
- COST SAVINGS
- HEALTHIER WORKPLACE
- POSITIVE RECOGNITION
- COMPETITIVE EDGE
- ACCESS TO INCENTIVES/REBATES



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Savings Achieved Through Manhattan Beach's
Green Business Program

As an example, savings from 2013-2017:

GREENHOUSE GAS EMISSIONS SAVED

Green businesses have saved 2,461,209 lbs of CO_2 with a total savings of $4,184 . That's the equivalent of:

Planting 3,825 Acres of Urban Trees

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

SOLID WASTE DIVERTED

Green businesses have saved 3,638,946 lbs of waste with a total savings of $244,355 .

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

WATER SAVED

Green businesses have saved 2,336,666 gallons of water with a total savings of $7,349 .

ENERGY SAVED

Green businesses have saved 210,863 kWh with a total savings of $21,365 . That's the equivalent of:

Powering 19 houses for an entire year

THERMS SAVED

Green businesses have saved 0 therms of natural gas per year . That's the equivalent of:

Next Steps for the Hermosa Beach **Green Business Program**

1. We have identified 20 potential businesses to sign up for the program. We will continue outreach to initiate the certification process

2. Host a kickoff mixer at a local restaurant in early August 2018 to introduce the community to the program and get businesses signed up

3. Conduct audits and work with interested businesses to certify a minimum of 15 businesses by March 2019

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Seeking Sustainable Green Businesses!

Businesses can apply at greenbusinessca.org
or contact Lisa Ryder for more information at
lisarydermoore@gmail.com

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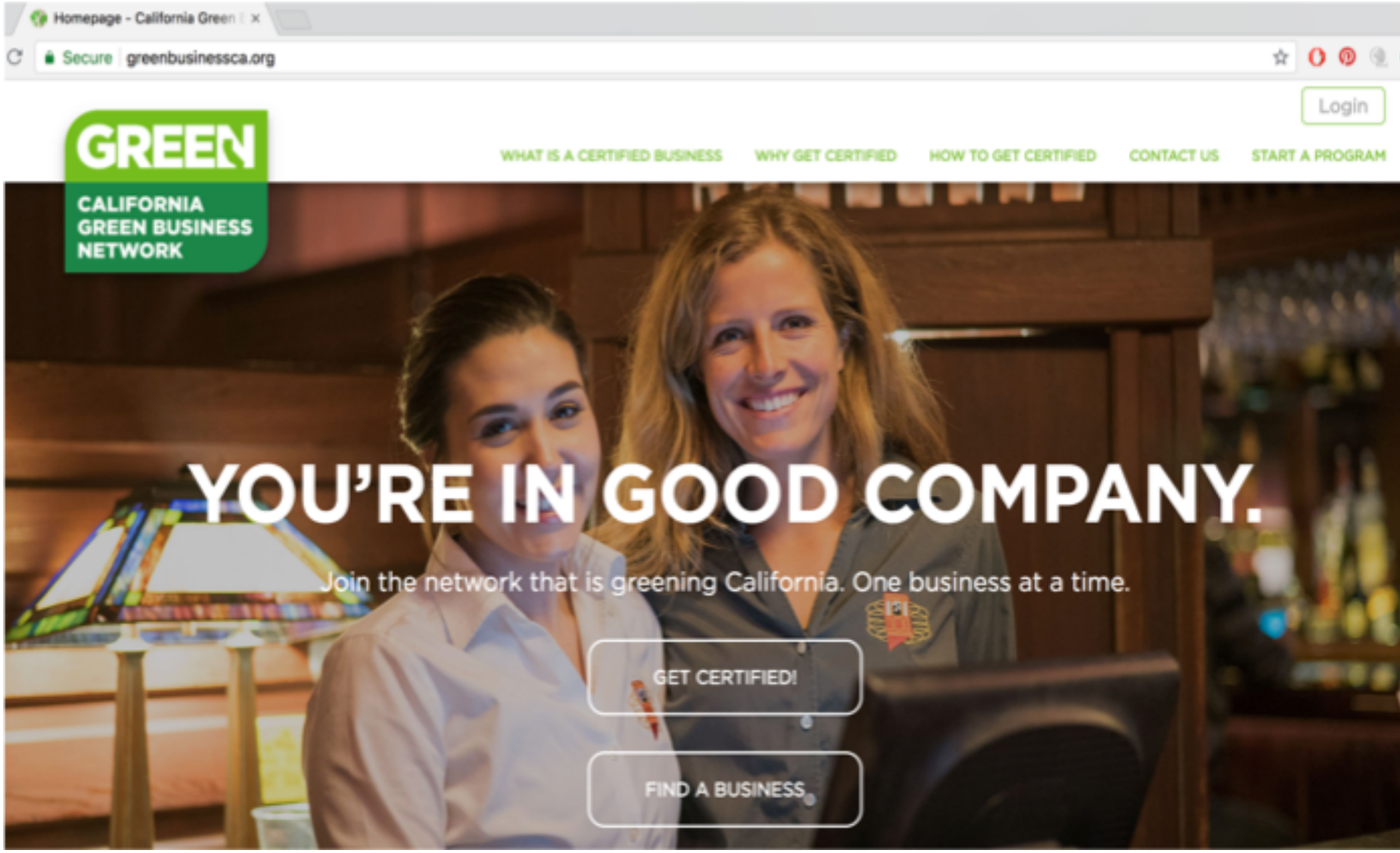
City of Hermosa Beach

Find more info at hermosabch.org/sustainability

EXTRA SLIDES

Navigating the CAGBN Website



What does it take to become a **Certified Green Business?**

Commitment to environmental stewardship through:

- Water Conservation
- Waste Reduction and Recycling
- Environmentally Preferable Purchasing
- Energy Conservation
- Pollution Prevention

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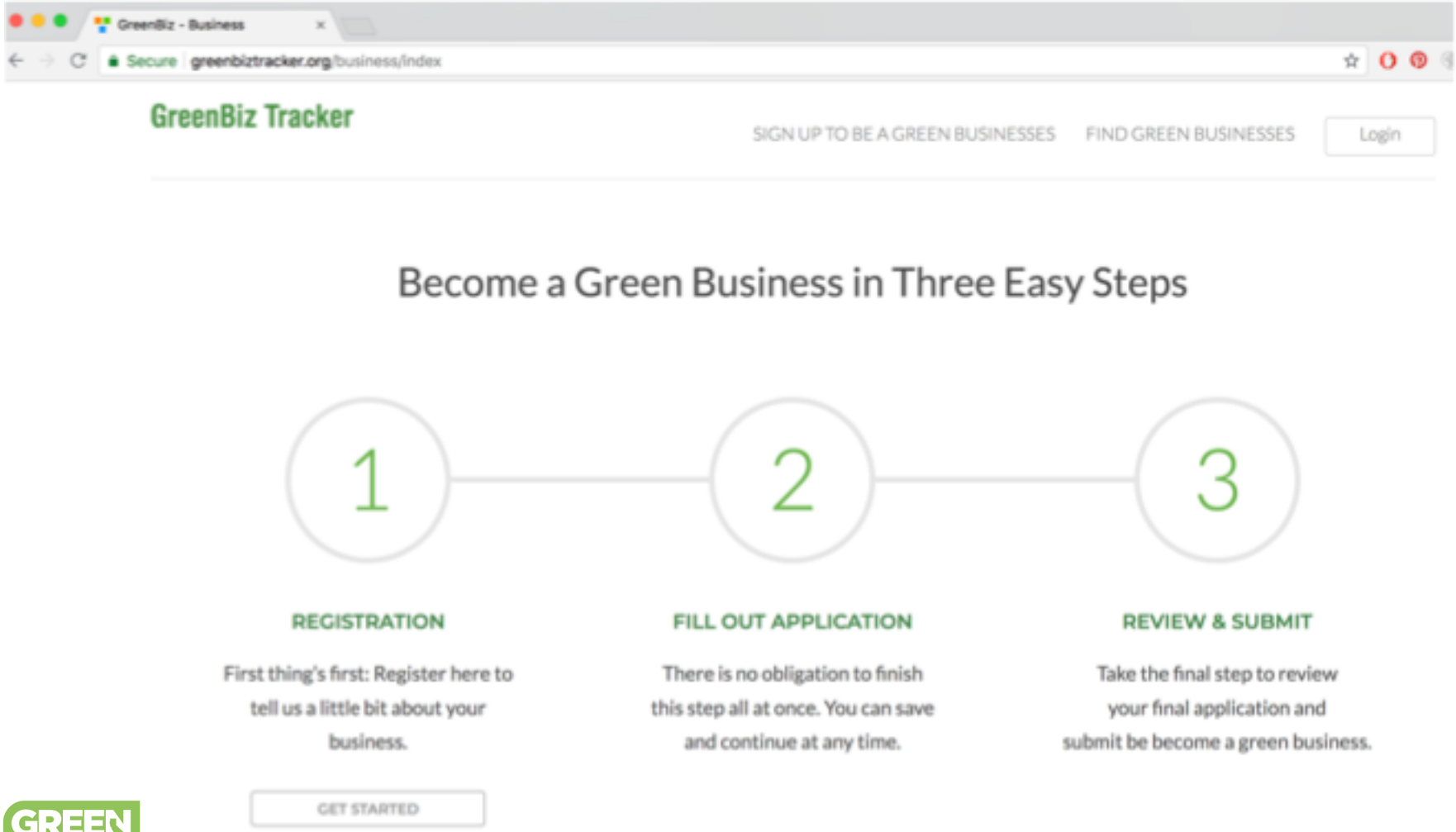
Step 1: Signing up
to Become a Green Business



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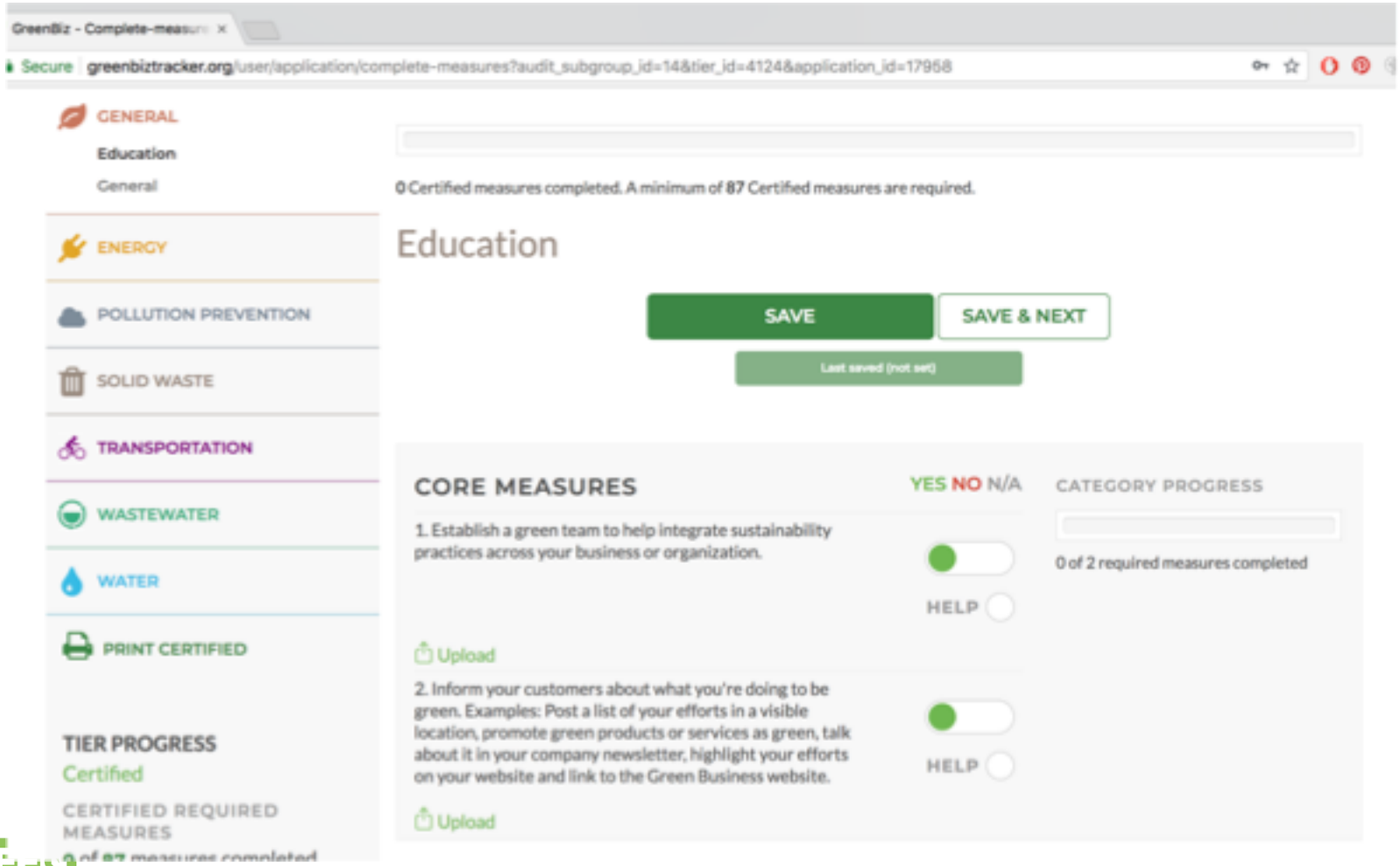
Step 2: Filling out the
Green Business Checklist



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Step 3: Meeting with a green business expert **for the Business Audit**

Work together to finalize the checklist

Identify existing sustainability strengths and areas for improvement

Identify potential resources available to help "green" the business

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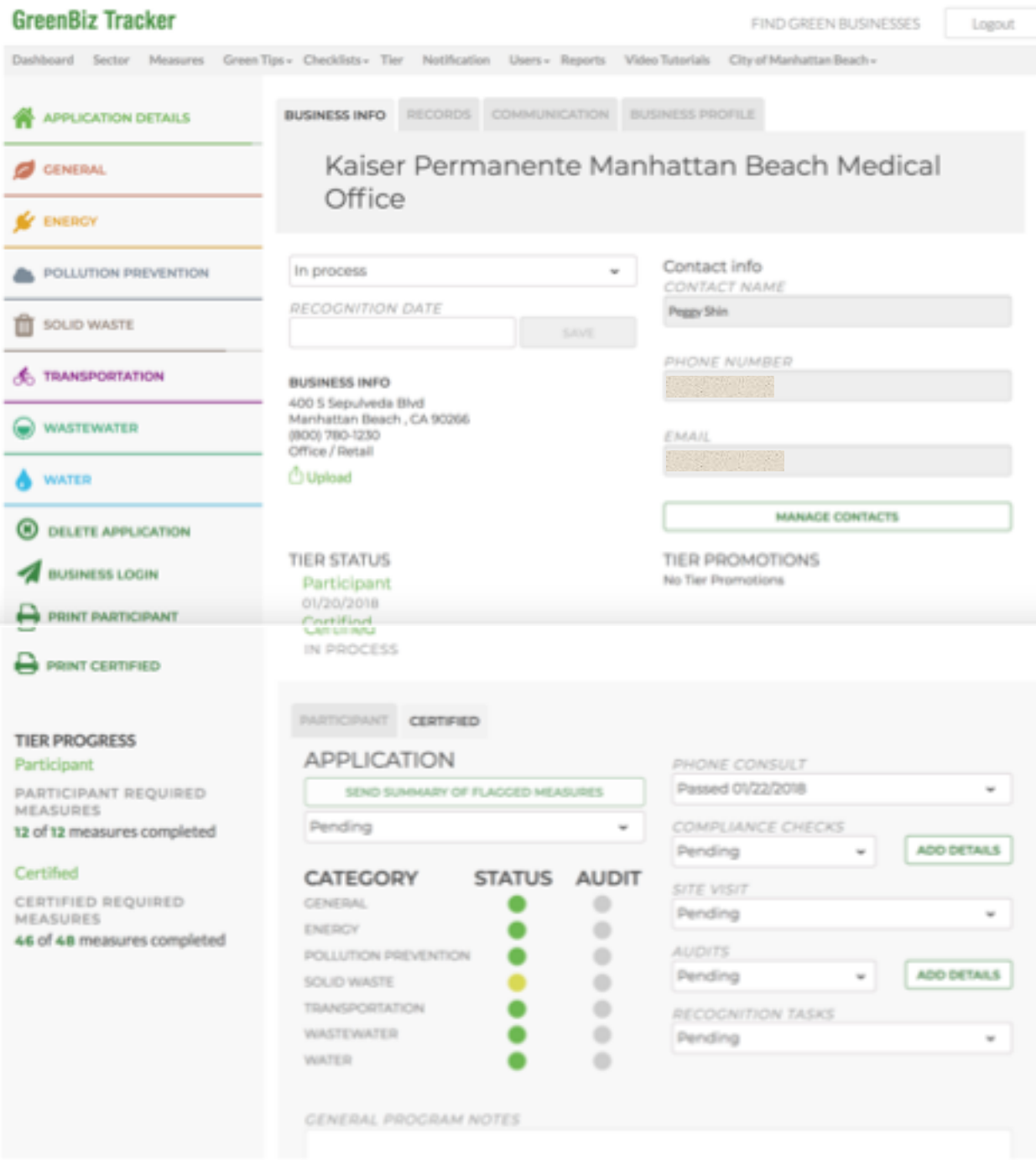
Applicant Status **Dashboard**

Easily track:

- ✓ Business info
- ✓ Application Status
- ✓ Auditor notes
- ✓ Recertification dates
- ✓ Messages/ communication



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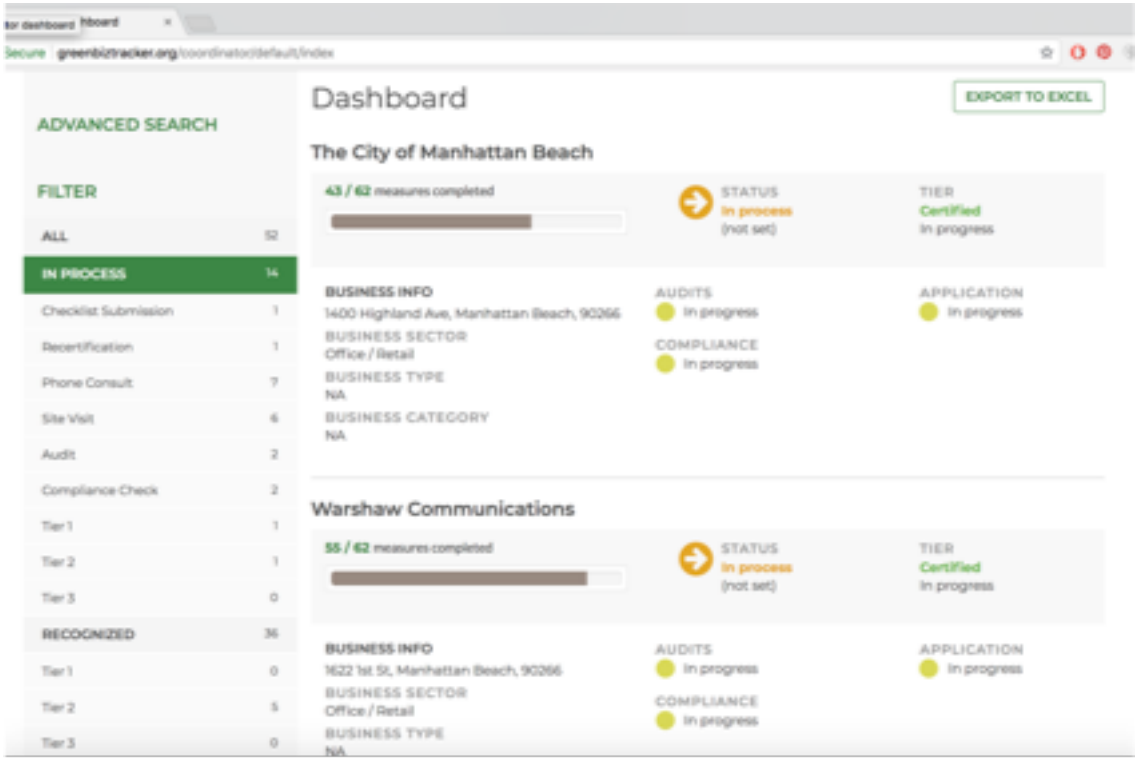
Citywide Program

Green Business Dashboard

Easily track:

- ✓ Certified businesses
- ✓ Pending applications
- ✓ Recertifications
- ✓ Create spreadsheets of enrolled businesses



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