WSPPN
April 25, 2012

Webinar - How to Start Green Business Programs

California Green Business Program
AB 913

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California Department of Toxic Substances Control
Agenda

- CA Green Business Program History
- AB 913 – What Does It Mean?
- DTSC – Current And Future Efforts
- Assistance For Interested Local Jurisdictions

- How to start a Green Business program
Confusion for Businesses…and consumers
CA Green Business Program - History

- DTSC and EPA provided initial funding and guidance starting 1995.
- Voluntary recognition program run by local government
- Combines compliance and beyond compliance standards with on-site verification.
- Network of programs assisting each other.
Philosophy

- Smaller businesses need more help.
  - Other standards available for Larger businesses – ISO 14001 and ULE 880
- Constructive outreach
- On-site, personal contact
- Compliance + P2
- Multi-media
- No self-certification
- Standards based
Which business do we target?

- Small to medium sized
- Locally owned & operated
- Those without environmental managers
- Those with a direct relationship to the public
- Significant number in business sector
- Those of interest to Partners
- Those business sectors requesting certification
Most GBPs certified:

- Auto Repair
- Auto Body
- Dental Practices
- Garment Cleaners
- **Hotels**
- Janitorial Services
- Landscapers
- **Office/Retail- Large Category**
- Printers
- Remodelers
- Restaurants
- Schools
- Small Manufacturers
- Wineries

Other categories
- Labs
- Laundromats
- Medical Facilities
- Painters
- Plumbers
- **Combined activities**
  - e.g. Gas station with convenience store/restaurant

New standards in progress:
- Property Managers, Multi-Family Dwellings and Commercial Buildings
Establishment of California Green Business Programs
Green Business Program - Benefits

- 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.
AB 913 – What does it mean?

- New California law effective 1/1/12
- Based on Pilot and structure of existing network of local Government Green Business programs
AB 913- The Goal

- 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 – Overview

- Recognizes existing program as model.
- Requires DTSC to assist, support and expand program
  a. DTSC to maintain a database supporting local programs
  b. DTSC collaborates with other agencies to bring technical assistance to local govt.
- Health and Safety Code Sec. 25244.17.2
DTSC – Current And Future

- Development of database to support local programs and measure effectiveness of business changes.
- Provide information and assistance to new programs.
- Work with other state agencies to maintain and improve standards for local programs.
California Green Business Program

Incorporate green practices, and discover how our recognized Green Businesses conserve resources and become more efficient.

< click on the icons to find out more >

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

FIND a Green Business near you.
Work on a saved app, view your status, or renew your application.
Annabelle's Bar and Bistro
Annabelle's offers California Cuisine focusing on local, organic and sustainably raised ingredients. We use organically produced produce and proteins.
Read more

Bar Bambino
Regionally specific Italian Cuisine. We provide restaurant service to the public for lunch and dinner daily. Bar Bambino’s goal is to bring the highest quality of food to its customers at a reasonable price, without pretension. Our food is elegantly rustic using the best ingredients possible, with regards to taste and flavor from local, organic and sustainable producers. We allow individual ingredients to shine through in their simple beauty. That we follow the slow food mantra of good, clean, fair.
Read more

Chef Stephanie Culinary Mistress
Chef Stephanie (aka the Culinary Mistress) is a recognized San Francisco Green Business. It offers a variety of culinary services including special event catering, personal chefing and cooking classes.
Read more
California Green Business Program

Become a Green Business in 4 Easy Steps

1. Get Started
   - First thing’s first: Register here to tell us a little bit about your business.
   - GET STARTED

2. Fill Out Application
   - There is no obligation to finish this step all at once. You can save and continue at any time.
   - MY APPLICATION

3. Evaluation
   - As we review your application & do onsite assessments, view your status to see where you are in the process.
   - MY STATUS

4. Complete & Finish
   - When you become a Green Business, fill out your Company Profile so customers can find you.
   - MY COMPANY PROFILE

FAQs & Resources:
Click on any of the links below for additional resources that might help with the process. If you have any questions, please contact your local coordinator or see our FAQs below.

Glossary of Terms:
If you run into a term or concept that confuses you, feel free to reference the Glossary of Terms below.
California Green Business Program

Dashboard

Search

Advanced Search
Saved Searches

Filter:

- All 1087
- Recognized 507
- Directory review 2
- Renewal 5
- In Process 166
- Background check 135
- Submission 115
- Checklist Approval 5
- Phone Consult 120
- Site Visit 120
- Audit 164

Sort: Latest
Show: 10
View: List

Metro Lable California Ltd
RNovosad@MetroLabelGroup.Com

STATUS: Verifying 11-07-2011
APPLICATION: Action Required 11-07-2011
AUDITS: In Progress
COMPLIANCE: In Progress
LAST CHANGED: 11-07-2011

Hidden City Cafe
rbwaite@hsd.cccounty.us

STATUS: Verifying 11-07-2011
APPLICATION: Action Required 11-07-2011
AUDITS: In Progress
COMPLIANCE: In Progress
LAST CHANGED: 11-07-2011

Alvarez Technology Group, Inc.
candersen@alvareztg.com

STATUS: Verifying 11-07-2011
APPLICATION: Action Required 11-07-2011
AUDITS: In Progress
COMPLIANCE: In Progress
LAST CHANGED: 11-07-2011
Green Business Certification
Environmental Scorecard

Congratulations! Your program has had the following positive benefit on the environment.

Report for:
- Programs: All
- City: All
- Sectors: All
- Time: Start: 10/01/2009, End: 09/30/2011

Environmental Benefits:
These environmental benefits are calculated from certain quantitative measures that participating businesses completed when filling out their checklists. The column titled Per Year savings show the environmental outcomes each year that the measures are implemented and the column titled Since Enrollment shows the total environmental outcomes since enrollment of the participating businesses.

<table>
<thead>
<tr>
<th></th>
<th>Per Year</th>
<th>Since Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greenhouse Gas Emissions Saved</td>
<td>14,641,422 lbs of CO2</td>
<td>15,477,461 lbs of CO2</td>
</tr>
<tr>
<td>Recycling and Composting</td>
<td>11,829,831 lbs of CO2</td>
<td>11,302,538 lbs of CO2</td>
</tr>
<tr>
<td>All other measures</td>
<td>2,811,591 lbs of CO2</td>
<td>4,174,923 lbs of CO2</td>
</tr>
<tr>
<td>Energy Saved</td>
<td>2,497,168 kWh</td>
<td>3,084,871 kWh</td>
</tr>
<tr>
<td>Mercury Reduced</td>
<td>2,657 mgs</td>
<td>3,810 mgs</td>
</tr>
<tr>
<td>Water Saved</td>
<td>4,237,841 gallons of water</td>
<td>6,839,183 gallons of water</td>
</tr>
<tr>
<td>Solid Waste Diverted from Landfill</td>
<td>23,651,331 lbs</td>
<td>18,842,435 lbs</td>
</tr>
<tr>
<td>Hazardous Waste Reduced (gallons)</td>
<td>934 gallons</td>
<td>1,179 gallons</td>
</tr>
<tr>
<td>Fuel Saved</td>
<td>318 gallons</td>
<td>581 gallons</td>
</tr>
<tr>
<td>Hazardous Waste Reduced (lbs)</td>
<td>600 lbs</td>
<td>1,199 lbs</td>
</tr>
</tbody>
</table>
Assistance For Local Programs and Jurisdictions

‒ DTSC staff can assist with:
  a. Organization and development of local stakeholders
  b. Sharing of Tool kits and checklists
  c. Access to database
     1. Provides on-line registration for business
     2. Tracking by local program.

‒ DTSC will work with other agencies to incorporate their priorities into certification checklists
How to Start a Green Business program

- Organization
- Process
- Case study and savings
Starting a Green Business Program

There are many factors to consider when starting a new program...

- Management
  - Organization/Agency to host program
  - Secure staffing and program funds
  - Build relationship with partner agencies

- Staffing
  - Project coordinator (PC)/manager
  - Auditors

- Funding
  - Staffing (PC and auditors)
  - Program materials
  - Initiation costs

- Location/Geographical Region

- Businesses
  - Key participants
How do you start a program?

- Local government sponsor/champion
  - Elected officials are important for funding support.

- Organize all the local stakeholders that this program delivers benefit to.

- Look for local initiatives and mandates that this program supports, e.g. water conservation, energy savings, waste reduction.
Interagency Coordination

- Only kidding…This is Ukraine Parliament
Typical Partners

- County and City Governments
- Special District and Utility
  - Air, Wastewater, Water, Power Company, Local waste Haulers
- Regional Planning Entity
- Non-profit (NGOs)
  - Small Business Development Centers,
- Consultants (under contract to government)
- Community Colleges most have training programs
- Allies
  - Business Associations, individual business champions, Economic Development Agencies, schools, universities and colleges, Chambers of commerce
- State Agencies with oversight authority
  - Licensing, permitting, other legislative conservation mandates
Partner roles

- Compliance inspections
- Audits – Waste, energy, water, P2
- Provide technical assistance & resources to businesses
- Help make policy decisions
- Help develop and update standards
- Provide business referrals
- Provide funding
- Get certified as a Green Business!
GB Budget Components

- Overhead/fiscal services
- Fiscal agent
- Consulting services/contractors
- Design & production of materials
- Website
- Promotions & advertising
- Events
Funding a GB program

- Find a ‘home’ for program--& on-going funding
- On-going funding: partners
- Grants (start-up; special projects)
- Utilities, business service organizations, community groups
- Green Businesses:
  - Program is mostly free (thus far)
  - Difficult to cover full cost of program from businesses (staff, materials, advertising)
  - Leverage existing efforts – if partners have auditing, assistance or rebate programs coordinate efforts.
Value to GB partner – important!

- Helps *them* achieve *their* agency goals. (reducing GHGs, tracking conservation & waste reduction)
- Opens the door to cross-training among organizations. (P2 expertise added to source control or CUPA/Hazmat experience)
- Enhance agency relationships
- Increase interagency collaboration
- Allows them to develop *their* P2 expertise
- Allows for a multi-media program
- Funding & in-kind commitments
- Program oversight
- Strategic planning & decision-making
- Need for business referrals – *KEY!*
- Ability to grow the program
- Peer pressure for other local agencies to join/support program
Key Step: **Pilot** your process

- Pick a industry type that is important to your local area and partners.
- Do industry background research
- Conduct outreach workshop to targeted businesses to explain process
  - Use experts from partner agencies
  - Provide incentive info to businesses
- Solicit local business champions for pilot to work with by using referrals from partner agencies or volunteers from workshop.
- Learn and practice from that on-site review experience
- Review outcome and tighten up the process
  - Ask partners what worked well for them
  - Did you obtain data that would help others – Business or agencies?
  - Produce case studies and testimonials for each sector.
- Publicize and Market Success
- Add additional sectors with same process
Certification Process elements

1. Business completes enrollment form online
2. Staff provides businesses with initial feedback consultation
3. Business completes checklist online
4. Inspectors visit business for compliance or program managers check with local regulatory agencies for status (if inspection done within 6 months)
5. Auditors visit business to both verify and provide technical assistance to help business meet program standards
6. Staff visits business - verifies checklist efforts, provides recognition, which usually involve a civic event for groups of business with elected officials and funding partners.
7. Business receives certification for 3 years – redo application and demonstrate improvement since last certification and incorporate any changes in program.
Certification Measures

- Checklists include required and optional resource & pollution prevention measures – not compliance requirements.

- Specific checklists developed for each business sector
  - Restaurants: Grease interceptors/traps, floor mat washing, recycling, food waste composting, janitorial chemicals, to-go containers
  - Auto Repair: Aqueous parts washers, brake washing, dry floor clean-up and hydrophobic mops, recycling, alternative chemicals
  - Landscaper: Integrated Pest Management, native plants, irrigation, bioswales, composting, mulching, exterior storage
## Example Environmental Measures

<table>
<thead>
<tr>
<th>Standards Area</th>
<th>MUST do</th>
<th>MAY Do</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solid Waste Reduction and Recycling</td>
<td>Purchase recycled content products such as copy paper, toilet tissue,</td>
<td>Use double-sided printing and draft paper</td>
</tr>
<tr>
<td></td>
<td>printer cartridges, etc.</td>
<td></td>
</tr>
<tr>
<td>Energy Conservation</td>
<td>Replace incandescent bulbs with CFLs; replace T12 lamps with T8 or T5</td>
<td>Install timers or occupancy sensors in rooms</td>
</tr>
<tr>
<td></td>
<td>lamps</td>
<td></td>
</tr>
<tr>
<td>Water Conservation</td>
<td>Replace older toilets with high efficiency models</td>
<td>Use reclaimed water for irrigation</td>
</tr>
<tr>
<td>Pollution Prevention</td>
<td>Use less toxic cleaning products</td>
<td>Use low- or no VOC paint products</td>
</tr>
</tbody>
</table>
Benefits of Cert. to Business

• Cost savings
• Recognized publicly in recognition ceremony
• Receives a marketing edge:
  - Receives program decal & certificate
  - May use logo in own promotions & website
  - Is listed in directories online
  - Promoted by programs – media, events, ads
• Employee morale improves
• Seen as leader in community
Examples of Success

- Case study
- Data from programs
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
Case Study: Wright Engineered Plastics
Environmental Changes

**Waste**
- 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 yd./2x week to 3 yd./1x week

**Energy**
- 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

**Water**
- 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

**Pollution Prevention**
- 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

<table>
<thead>
<tr>
<th>Environmental Impact</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waste Diverted from Landfill (cu. Ft.)</td>
<td>242,000 or 360 Refuse Trucks</td>
</tr>
<tr>
<td>Air Pollution Prevented (lbs)</td>
<td>520,000</td>
</tr>
<tr>
<td>Gallon of Water Conserved (gal)</td>
<td>24.5 million</td>
</tr>
<tr>
<td>Haz. Materials / Wastes Reduced (lbs)</td>
<td>18,850 or 342 drums</td>
</tr>
<tr>
<td>kWh Reduced</td>
<td>5.4 million</td>
</tr>
<tr>
<td>kW Reduced</td>
<td>944</td>
</tr>
<tr>
<td>Energy savings equivalent to powering x homes</td>
<td>almost 1,000 homes</td>
</tr>
<tr>
<td>CO₂ Saved (lbs./yr)</td>
<td>Almost 6 million</td>
</tr>
<tr>
<td>Dollars saved after conservation efforts annually</td>
<td>$707,500</td>
</tr>
</tbody>
</table>
Questions??

- Contact info:
  - **DTSC website:** [http://www.dtsc.ca.gov/PollutionPrevention/p2gbp.cfm](http://www.dtsc.ca.gov/PollutionPrevention/p2gbp.cfm)
  - [http://www.greenbusinessca.org/](http://www.greenbusinessca.org/)

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