



DATE: July 13, 2015

AGENDA ITEM # 2

TO: Environmental Commission

FROM: J. Logan, Staff Liaison

SUBJECT: Green Business Practices

RECOMMENDATION:

Receive report on green business practices

BACKGROUND

In 2013/14, the City Council was interested in encouraging green business practices for the City and for businesses in Los Altos as one method to achieve the City's Climate Action Plan. An Environmental Commission project was to investigate the applicability of green business initiative programs to address Council's direction. The Subcommittee was also to investigate the feasibility for Green Business certification.

The project is under study along with discussions and endeavors to find ways to encourage greener purchasing and operational practices by Los Altos businesses and by the City. Subcommittee members are Commissioner Lei Yuan and Chair Hedden.

DISCUSSION

The Subcommittee will present its report on the very successful Green Business Forum held on June 25, 2015 at the First Republic Bank, 400 S. San Antonio Road, Los Altos, CA from 8 - 9:30 am. The Forum was co-sponsored by the City of Los Altos Environmental Commission, the Los Altos Chamber of Commerce, The Los Altos Village Association, GreenTown Los Altos and Santa Clara County Green Business. A presentation by representatives of Santa Clara Green Business discussed the advantages of becoming a green business: 1) marketing edge among conscientious consumers; 2) be a leader and good neighbor; 3) access to the green business online marketing tools; 4) green business logo for windows and website; 5) significant savings with green business standards in electricity, water, waste removal, referrals to rebate programs and other energy efficient resources. The Forum invited businesses including retail, restaurant, services and home-based establishments to attend. Representatives from each Department of the City attended. Testimonials from Green businesses were shared along with a Q&A session. On-line applications for Green Business certification were available during the presentation. The Forum encouraged attendees and all businesses to start the application process online at www.greenbusiness.org

Attachments:

- A. Green Business Forum agenda
- B. California Green Business Program

AGENDA

GREEN BUSINESS FORUM

June 25, 2015

8:00 a.m. – 9:30 a.m.

Held at the FIRST REPUBLIC BANK

8:00 a.m. Introductions

Los Altos Chamber of Commerce
City of Los Altos Environmental Commission
Los Altos Village Association
GreenTown Los Altos
Santa Clara County Green Business

8:10 a.m. Presentation by Santa Clara County Green Business
Becoming a Certified Green Business

8:40 a.m. Experiences *Achieving Certification*
Comments by Los Altos Green Certified businesses

9:00 a.m. Complementary onsite sign-up for certification to
become a Green Business

THANK YOU FOR CONVENING THIS EVENT

Los Altos Chamber of Commerce
Los Altos Village Association
GreenTown Los Altos
City of Los Altos Environmental Commission
Santa Clara County Green Business

THANK YOU

Santa Clara County Green Business for the presentation on:
Becoming a Certified Green Business

SPECIAL Thank you to
First Republic Bank for hosting the event



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. Businesses must be in compliance with all local and state laws and regulations. The local programs will assist businesses to come into compliance. Businesses can also use the www.calgold.ca.gov web site to find appropriate agencies to help them with compliance.
- 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



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.



CALIFORNIA GREEN BUSINESS PROGRAM

Helping Businesses Make the Switch to Green



Enroll Your Business

[Start a Local Program](#)

[How Does a Business Get Certified as Green?](#)

[Why Invest in Switching to Green](#)

[What's a Green Business?](#)

[Who's Already Green?](#)

[About Going Green](#)

[Partners](#)

[Contact Us](#)

[CA Green Business Network Roster](#)

[P2 Home](#)

[Toxics in Products Branch](#)

[Green Technology Branch](#)

[Pollution Prevention Branch](#)

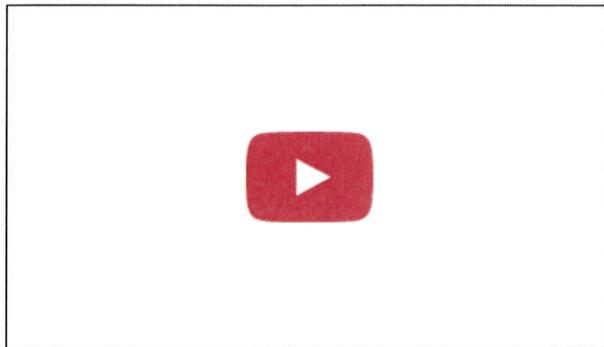
Green Business Program

The California Green Business Program is a network of local governments working with DTSC to help companies make the switch to green business practices. Businesses earn a seal of certification from their local city or county by meeting rigorous criteria established by the California Green Business Program.

- Certification criteria developed by DTSC can save your company money on energy, water, and garbage bills.
- A green business seal of certification can give your company a competitive edge.
- Switching to green makes your workplace safer and exposes staff to less hazardous and toxic materials.

Galleria Park Hotel Goes Green!

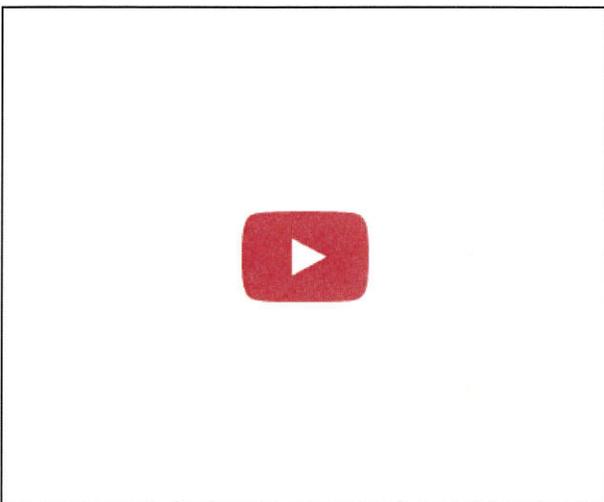
Watch: Top San Francisco hotel gets a green makeover that cuts expenses while guests feel totally pampered!



[Video Script](#)

Tires, Oil and Brakes Go Green? Lloyds Tire Service Did and For Free!

Watch: How the free Green Business Program can save your business money.



[Video Script](#)

Watch how Hesperian Cleaners in San Lorenzo, CA is saving money and winning over new clients with the California

Quick Links:

Green Business

Published on: 4/24/2013 4:05 PM

Santa Clara County is part of the ABAG (Association of Bay Area Governments) Initiative for a regional Green Business Program. The Bay Area Green Business Program verifies that businesses meet resource conservation standards and enhanced environmental performance. General practices of Green Businesses include:

1. Tracking water and energy usage and solid and hazardous waste generation
2. Adopting a written environmentally preferable (or green) purchasing policy
3. Establishing a 'green team' that can help guide efforts to green your business
4. Continuing management and staff training protocols, and opportunities for employee participation
5. Sharing green business efforts with customers; and
6. Communicating green practices to other businesses, with encouragement to enroll in the Program

Santa Clara County recognizes that green businesses employ standards that set them apart through increased competitiveness, operational efficiency, and employee health, productivity and morale.

- Green Business