

# South Bay Cities Council of Governments

March 12, 2018

TO: SBCCOG Steering Committee

FROM: Jacki Bacharach, SBCCOG Executive Director  
Kim Fuentes, Deputy Executive Director

SUBJECT: South Bay Sustainable Green Business Program (formerly Green Building Challenge) - update

## Adherence to the Strategic Plan

***Goal A: Environment, Transportation and Economic Development.*** Facilitate, implement and/or educate members and others about environmental, transportation and economic development programs that benefit the South Bay.

## Background

The South Bay Sustainable Green Business Program (formerly Green Building Challenge) (GBP) has been a successful program for the SBCCOG. Collectively, with the support of our Board, the staff grew the program in two years to 181 participants. Based on staff research, there is no other program that has accomplished this magnitude of startup success.

Now that the program has a strong base, the focus has shifted from the labor-intensive work of recruitment to working with current participants to provide information/education on reducing energy, water, and waste as well as green mobility, such as EV and vanpool use. We have been providing this information in visits that are made for other programs as well as in our monthly e-business newsletter.

Also, when our primary funding was finished with SCE and SCG, we still were able to get sponsorship funds from WBMWD (\$4500) and Golden State Water Company (\$7500) for 2017-2018. These sponsorships will need to be requested for the coming year.

## What Is the Benefit to the SBCCOG:

- Leverage existing grants and programs
- Implement subregional CAP strategy and support individual city CAPs community ghg emissions reductions
- Support deliverables of other utility partners that have outreach imbedded in tasks or contract requirements that can be met by GBP

### What Is the Benefit to Businesses

- Program of value for South Bay businesses that are too small for utility reps
- Information on utility programs and other valuable tips to reduce energy, water, waste through monthly e-newsletter
  - Receive information, education, and resources on utility incentive programs that can help their business save money
  - Resources on green mobility, such as EV and vanpool, as well as others as our resources expand -- for example, telecommuting
- SBCCOG assistance with getting questions answered by utility technical support
- Website resources and direct links to utility and agency sites for incentives
- First on the list when new relevant SBCCOG programs launch
  - Awareness of utility pilot program opportunities similar to the LED signage program offered in the past
- Visibility through Facebook and Twitter, featuring business sustainable actions that we are aware of

### How We Will Move Forward:

The program will advance by leveraging existing resources and using any sponsorship funds received. Recruitment will be conducted primarily through implementing partner contracts and regular outreach activities. Resources and education will be provided through the SBCCOG existing program funding; however, staff will continue to seek funding to enhance the program to add value. Participant achievement will be either self-identified or through their participation in one of the SBCCOG existing programs. There will be no individual participant tracking.

### How Will Businesses Participate:

- Businesses will sign up for the e-newsletter
- They will be invited to take a simple online interest survey/questionnaire attached
  - The survey asks questions about the business and what actions the owner would like to take to improve operations by decreasing energy, water, and waste
  - The survey will also ask some questions about their building and energy usage to help the staff match incentive opportunities to the business

A program like the GBP has value for the SBCCOG and provides a resource for the business community. The SBCCOG staff will tailor the amount of time dedicated to the program based on resources.

Additionally, there has been a concern about the name being long and also that it not imply that this is program where we are endorsing businesses who sign up to get the newsletter. As a result, SBCCOG staff is requesting a name change to *South Bay Green Business Assist Program*.

### RECOMMENDATION

Provide further direction on the strategic focus of this program as well as the suggested name change to *South Bay Green Business Assist Program*.

**DATE**

**SBCCOG South Bay Sustainable Green Business Program (GBP)**

Name of Business: \_\_\_\_\_

Address of Business: \_\_\_\_\_

City/Zip Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Size of building (square footage): \_\_\_\_\_

Utility providers: SCE \_\_\_\_\_ SoCalGas \_\_\_\_\_ Other \_\_\_\_\_

Water provider: \_\_\_\_\_

Number of employees: \_\_\_\_\_

Does your business have a newsletter or use social media?

Would you like this program to provide you information on Green Tips that you could include in your media – internal or external?

Do you have a green team/leader responsible for managing clean/green initiatives? Yes or No  
If yes, please identify \_\_\_\_\_

Contact information: email: \_\_\_\_\_ telephone: \_\_\_\_\_

Does the green team meet on a regular basis? Yes or No

**Have you implemented any of the following?**

Energy efficiency measures? Yes or No

*Examples: Lighting (i.e. LED bulbs); office equipment; heating and cooling (i.e. programmable thermostat); operations and maintenance*

If yes, describe: \_\_\_\_\_

Does your business utilize energy from renewable sources? Yes or No

Examples: solar, battery storage

If yes, describe: \_\_\_\_\_

Water efficiency/conservation measures? Yes or No

Examples: Indoor - low-flow toilets and urinals, faucet aerators or flow restrictors; Outdoor - landscaping, weather-based irrigation controller(s), sprinkler nozzles, rain barrel(s) or cistern to capture rainwater

If yes, describe: \_\_\_\_\_

Solid waste reduction program? Yes or No

Examples: Recycle program; source reduction; purchase products in returnable, reusable, or recycled content packaging

If yes, describe: \_\_\_\_\_

Transportation programs for employees? Yes or No

Examples: Ridesharing; Electric Vehicle (EV) programs, including EV charging stations

If yes, describe: \_\_\_\_\_

**What are your areas of interest?**

Please rank the following in order of importance with 1 being the most important:

- \_\_\_\_\_ Electricity energy efficiency programs
- \_\_\_\_\_ Employee education and outreach on sustainable programs
- \_\_\_\_\_ Electric Vehicle information
- \_\_\_\_\_ Gas energy efficiency programs
- \_\_\_\_\_ Green purchasing programs
- \_\_\_\_\_ Janitorial supplies that meet Green Seal standards
- \_\_\_\_\_ Renewables information, i.e. solar
- \_\_\_\_\_ Ridesharing
- \_\_\_\_\_ Waste reducing programs
- \_\_\_\_\_ Water conservation programs