

CITY OF LONG BEACH **R-20**

OFFICE OF THE CITY MANAGER

333 West Ocean Boulevard • Long Beach, CA 90802 • (562) 570-6396 FAX (562) 570-6068

December 16, 2008

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Recommendation to approve the Green Business Program Proposal and implement the Long Beach Green Business Program. (Citywide)

DISCUSSION

Numerous cities and municipalities have created Green Business Programs in order to encourage sustainability in building and business practices, and to foster partnerships and promote local businesses. On June 17, 2008, the City Council requested the City Manager to refer discussion and development of a Green Business Program to the Sustainable City Commission and report back to the City Council on a program proposal.

Other cities such as Santa Monica and Sacramento and the nine bay area counties of San Francisco, Alameda, Contra Costa, Marin, Napa, San Mateo, Santa Clara, Solano and Sonoma have established green business programs. A breakdown of these programs can be found in Attachment A.

The Sustainable City Commission initially heard the Green Business Program proposal at their meeting on June 26, 2008 and it was brought back for approval on July 24, 2008. Based on feedback from the Sustainable City Commission, the Long Beach Green Business Program should include:

- Creating a voluntary program
- Using a simple checklist that a business can fill out
- Incorporating tiers so that business can achieve ongoing green improvements over a period of time
- Phasing in different types of businesses (restaurants, offices, hotels, retail, etc.)
- Creating an effective green business logo and brand to help with promotion and recognition of green businesses
- Incorporating elements of existing programs that can be applied in Long Beach

The full Long Beach Green Business Program proposal can be found in Attachment B.

SUSTAINABILITY

Green businesses do their part to go beyond basic environmental requirements and make sustainability part of their business model. Green businesses protect the environment and create healthier communities by preventing pollution, minimizing waste, and conserving energy, water, and other resources.

A Long Beach Green Business Program would encourage each business to take responsibility for positively contributing to a greener Long Beach. The Long Beach Green Business Program will promote green businesses that comply with all baseline environmental standards and requirements, conserve resources and prevent pollution, and protect environmental and public health. These recognized green businesses strengthen their bottom lines through operating efficiencies, improve employee morale and productivity and hold a marketing edge over the competition, by being recognized as a leader in the community. In addition, a Long Beach Green Business Program would capitalize on the purchasing power of consumers and could create a market for goods supplied by green businesses.

This matter was reviewed by Deputy City Attorney Linda Trang and Budget Management Bureau Manager David Wodynski on Monday November 17, 2008.

TIMING CONSIDERATIONS

This item is not time sensitive.

FISCAL IMPACT

The creation and implementation of the Long Beach Green Business Program will not result in any cost to the City of Long Beach.

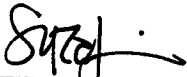
It is recommended that the Long Beach Green Business Program be established through a partnership model with local business organizations and local utility companies to support the administration, operation and incentives provided through this Program. Local business organizations include the Chamber of Commerce and the Convention & Visitors Bureau and local utilities include Southern California Edison, Long Beach Gas & Oil Department, Long Beach Water Department and Environmental Services-Refuse.

A partnership model is recommended due to the clear nexus between green business and saving energy, water, preventing pollution and reducing waste. Local business organizations are uniquely poised to promote green businesses in the community as well as provide and promote the green business program to their business constituents, while local utilities have an interest in encouraging businesses to implement measures to conserve energy and water, prevent pollution and reduce waste. All other cities' Green Business Programs that were referenced are operated using a partnership model, specifically highlighting the benefits of the connection between green business and saving energy, water, preventing pollution and reducing waste.

SUGGESTED ACTION:

Approve Recommendation

Respectfully Submitted,



 PATRICK H. WEST
CITY MANAGER

Attachment A--Comparable Green Business Programs
Attachment B--Green Business Program Proposal

Sacramento Sustainable Business Program

<http://www.sacberc.org/Web/programs/ssbp/>



About: The Sacramento Sustainable Business program promotes businesses that take voluntary actions to prevent pollution and conserve resources.

Process: To become a certified Sacramento Sustainable Business, a business must implement measures and practices in at least one of these categories: Energy Conservation, Water Conservation, Pollution Prevention, Solid Waste Reduction or Green Building. Each Category has a checklist with suggested measures and practices. Businesses can select measures on the checklist, or propose their own. The program allows for flexibility, as businesses are not required to fulfill all five categories at once, to become certified. The certificate reflects the category icons in which the business has been certified.

Steps: Include filling out an application and submitting a checklist, review of the checklist by program staff and a scheduled site visit for verification and recognition through a certificate, window placard and free advertising on a certified green business website.

Operation: The Sacramento Sustainable Business Program is run by the BERC (a resource center started by the County of Sacramento, Sacramento Solid Waste Authority, Sacramento County Airport District and Sacramento Metropolitan Air Quality Management District) and is sponsored by Sacramento Regional County Sanitation District, Sacramento Municipal Utility District, the Regional Water Authority and the Water Forum.

Santa Monica Green Business Certification Program

<http://www.smgbc.org/index.htm>



About: The Green Business Certification Program is a voluntary program that encourages businesses to implement proactive actions that are good for their bottom line and the environment. The Santa Monica Green Business Certification Program is collaboration between the City of Santa Monica, Chamber of Commerce, Convention & Visitors Bureau and Sustainable Works to certify and recognize green businesses in the Santa Monica Community.

Process: Businesses must enroll in the program and then comply by choosing a specific number of measures/ actions from a list on the GBC checklist. Once the business checks off all the required number of measures, they submit a completed checklist, required supplemental materials along with payment to the Green Business Certification Coordinator. Upon receipt, a GBC representative schedules an onsite visit at the business to verify that the specified actions are indeed in place. Once the businesses pass the onsite verification process, they are green certified for a period of 2 years.

Green Business Program Attachment A

Steps: Include registering for the Santa Monica Green Business Certification Program, scheduling required on-site assessments by staff, filling out an application and submitting a checklist, review of the checklist by program staff and a scheduled site visit for verification and recognition through a certificate, window placard, discounts on local advertising and free advertising on a certified green business website.

Operation: Santa Monica has relied on a local nonprofit, Sustainable Works, to run its program, with support from the chamber of commerce and convention and visitors bureau.

Bay Area Green Business Program

<http://www.greenbiz.ca.gov/>

About: The Bay Area Green Business Program verifies that businesses meet higher standards of environmental performance. The partnership of government agencies and utilities helps local businesses comply with all environmental regulations and take actions to conserve resources, prevent pollution, and minimize waste. The program offers businesses and agencies an easy-to-use framework for improving environmental performance. Over 1,000 businesses and public agencies have been certified since 1997.

Process:

The Bay Area Green Business Program serves small- to medium-sized consumer-oriented businesses located in the nine Bay Area counties. The program has checklists for the following industries: auto services, printing, hotels, restaurants, landscape design and maintenance, remodeling, garment cleaning (using wet cleaning or CO₂ systems exclusively), dentists, wineries, and office and retail operations. Other businesses may be eligible.

Steps: To join, businesses contact the Green Business Program Coordinator in their county, comply with applicable environmental regulations, use the Green Business checklist to select and record measures to conserve resources and prevent pollution and sign a pledge to stay green. Green Businesses receive recognition through the Green Business Program website (www.greenbiz.abag.ca.gov), City and agency newsletters, press coverage, promotional events and special recognition, window decals, certificates and promotional materials for your business and a Green Business logo to use in your advertising.

Operation: The Program was developed by Bay Area local governments in collaboration with US EPA, Cal EPA Department of Toxic Substances Control and the business community. The Association of Bay Area Governments coordinates the Program, which is implemented by Green Business Coordinators in 9 participating counties. The regional and local programs are funded by their partners, including local and regional government agencies, utilities, special districts and nonprofit organizations that promote environmental compliance, pollution prevention and resource conservation. Some funding also comes from government and non-profit foundation grants.

Proposed Los Angeles Green Business Certification Program

About: Based on the successful Bay Area Green Business Program, the Los Angeles Certified Green Business Program would recognize businesses that operate in an environmentally-friendly manner through reducing consumption of resources, increasing energy efficiency, promoting recycling and reducing carbon emissions.

Process: Still to be determined, but the City of Los Angeles plans to mimic the process of the Bay Area Green Business Program.

Steps: Incentives for Los Angeles Certified Green Businesses include (but are not limited to): receiving a seal to display at their location, on-line and in their marketing materials; being honored at a yearly event; and being listed on the City's website in a listing of Certified Green Businesses. The initial Certified Green Business Program will include restaurants, retail, general office space and auto repair shops. The checklists used to certify that the business is a "green business" would be based on the checklists developed in the Bay Area. Additionally, there are opportunities to partner with local educational institutions for green job training and economic development and the Los Angeles Visitors and Convention Bureau (LA, Inc.) has the ability to implement a green lodging / hotel certification program that would fall under the purview of the LA Certified Green Business Program but would be free to the City of Los Angeles.

Operation: It is proposed That the Los Angeles Certified Green Business Program be administered through a third-party, to be chosen through a RFP process; and that, upon the implementation of the Los Angeles Certified Green Business Program, the third party administrator work with local colleges, community colleges, universities and adult education programs to find opportunities to provide classes for businesses interested in certifying, training programs for certifiers and/or interns to work with the Los Angeles Certified Green Business Program administrator; and that in advance of the final establishment of a Certified Green Business Program, the City of Los Angeles work with LA, Inc. to immediately implement a Certified Green Hotel Program, at no cost to the city, to be part of the LA Certified Green Business program upon its formal creation.



Green Business Program Proposal



333 W. Ocean Blvd

13th Floor

Long Beach CA 90803

(562) 570-6396

Long Beach Green Business Program Proposal

Why A Green Business Program

Sustainability is a business strategy – one that has staying power because it can increase worker productivity, can improve a company's public image and can save companies money; none of which go out of style. A Long Beach Green Business Program would encourage each business to take responsibility for positively contributing to a greener Long Beach. In addition, a Long Beach Green Business Program would capitalize on the purchasing power of consumers and could create a market for goods supplied by green businesses.

Long Beach Green Business Program Components

Based on initial feedback from the Sustainable City Commission at the June 26th meeting, the Long Beach Green Business Program should include:

- Creating a voluntary program
- Using a simple checklist that a business can fill out
- Incorporating tiers so that business can achieve ongoing green improvements over a period of time
- Phasing in different types of businesses (restaurants, offices, hotels, retail, etc.)
- Creating an effective green business logo and brand to help with promotion and recognition of green businesses
- Incorporating elements of existing programs that can be applied in Long Beach to not reinvent the wheel

Long Beach Green Business Program Goals

A green business:

1. Complies with all baseline environmental standards and requirements
2. Conserves resources and prevents pollution
3. Protects environmental and public health
4. Strengthens its bottom line through operating efficiencies
5. Improves employee morale
6. Holds a marketing edge over the competition
7. Is recognized as a leader in the community

Green Business Program Proposal



Long Beach Green Business Program

The Long Beach Green Business Program is proposed to be a voluntary program for designating and recognizing businesses that operate using sustainable or green practices.

In order to be designated as a Long Beach Green Business, it is proposed that a business must first be in compliance with all Federal, State and local regulations, as a Long Beach Green Business program is intended to recognize businesses for going above and beyond what is already required.

Businesses would then sign up to implement a select number of resource conservation, waste reduction and pollution prevention practices listed on a Green Business Checklist. The Checklist is proposed to be designed as a menu of options that businesses can choose, but they must fulfill a certain amount of these options to qualify for their certification.

Designated Green Businesses will be provided with a Green Business certificate, seal and recognition package. Designated Green Businesses can display the Long Beach Green Business seal and certificate on their premises and in their advertising and promotional material. These businesses will also be on a list published by the City.

Each Green Business Designation is proposed to be valid for one calendar year. From there, it is proposed that businesses have the opportunity to renew their designation for the next year. In order to encourage businesses to renew their Green Business certification, it is proposed that the Long Beach Green Business seal and certificate list the year the certification was achieved. Also, businesses are encouraged to improve each year upon renewal and the program will provide additional green checklist options for businesses to choose.

How To Become A Long Beach Green Business

- Step 1: Sign up/enroll in the Long Beach Green Business Program
- Step 2: Take the Long Beach Green Business Pledge
- Step 3: Complete the Green Business Checklist for your business and submit the completed Checklist to the City
- Step 4: On-site verification and certification



Long Beach Green Business Program Benefits

If a business is already implementing green business practices, this is a wonderful opportunity for these businesses to receive recognition. For all other businesses, enrollment in the program can help them learn and implement green practices and eventually become a recognized green business.

- Recognition for your green practices:
 - Window decal and certificate for your business
 - Logo for use in your promotional materials
- Promote your successes:
 - Your business name listed on various websites including a green business directory
 - Press coverage and special recognition
- Get cost savings and free business assessments
 - Cost savings from resource use reduction
 - Participate in a Greening Clinic to get assistance in how to be a green business
 - Free assessments from local utilities
- Join the green business community:
 - Information on new programs, rebates, regulations and events
 - Regular email updates

Green Business Assistance Resources Available

- Long Beach Greening Clinic - a clinic for businesses on how to complete the checklist, how to implement green measures and how to achieve the Long Beach Green Business designation
- SCE Energy Audit - a free energy assessment report that includes tips on lowering energy use by increasing the energy efficiency of the business
- On-site verification - verification of the business' implementation of the agreed upon measures on the Green Business Checklist
- Incentives - financial incentives for implementing certain green business measures

Proposed Participating Department Partners

- Financial Management - Business License Division
- Development Services - Development Services Center
- City Manager's Office - Office of Sustainability, Economic Development, Business Development Center



Proposed Implementation Plan

- It is recommended that the Long Beach Green Business Program be established through a partnership model with local business organizations and local utility companies to support the administration, operation and incentives provided through this Program.
- Local business organizations include the Chamber of Commerce and the Convention & Visitors Bureau. Local utilities include Southern California Edison, Long Beach Gas & Oil Department, Long Beach Water Department and Environmental Services-Refuse.
- The reason a partnership model is recommended is due to the clear nexus between green business and saving energy, water, preventing pollution and reducing waste. Local business organizations are uniquely poised to promote green businesses in the community as well as provide and promote the green business program to their business constituents.
- Finally, it is recommended that the Department of Financial Management Business License Division and the City of Long Beach Business Development Center help to promote the Long Beach Green Business Program.