



R-16

Date: June 17, 2008

To: Honorable Mayor and Members of the City Council

From: Councilmember Patrick O'Donnell, Fourth District *PO*
Councilwoman Gerrie Schipske, Fifth District *GS*
Councilmember Tonia Reyes Uranga, Seventh District *TRU*
Councilwoman Rae Gabelich, Eighth District *RG*

Subject: **Green Business Recognition Program**

Numerous cities and municipalities have created "Green Business Recognition Programs" in order to encourage sustainability in building and business practices, and to foster partnerships and promote local businesses.

There are numerous means by which cities establish and operate these programs. The Sacramento Sustainable Business Program helps businesses develop positive relationships with environmental municipal staff, as well as recognize and promote businesses that demonstrate sustainability in categories including energy efficiency, water conservation and waste management. The Sacramento program is funded through a partnership with the regional sanitation district and the county. The City of Santa Monica utilizes a business greening program through a partnership with its Chamber of Commerce and a non-profit environmental education organization, Sustainable Works. Through the Santa Monica program, businesses earn a Green Business Certificate. Efforts to create a Green Business Certification Program are ongoing and supported by the Los Angeles Area Chamber of Commerce.

A Green Business Recognition Program in the City of Long Beach could greatly assist with the promotion of sustainability, as well as foster positive relationships with local and small business communities. The development of this program should include the involvement of all stakeholders, particularly the business and environmental communities, as well as focus on the utilization of non-general funds for operations. The Sustainable City Commission is the appropriate place to begin discussion and development of this concept.

Recommendation:

Request City Manager to refer discussion and development of a "Green Business Recognition Program" to the Sustainable City Commission and request said Commission to report back to Council on program proposal within 90 days.