

GREEN BUSINESS PROGRAM



Robin Bedell-Waite
February 24, 2010

GREEN BUSINESS PARTNERS

- ✕ Contra Costa Hazardous Materials
- ✕ CCC Watershed Program
- ✕ Contra Costa Clean Water Program
- ✕ Central Contra Costa San. District
- ✕ Mt. View Sanitary District
- ✕ Delta Diablo Sanitation District
- ✕ West County Wastewater District
- ✕ Bay Area Air Quality Mgmt. District
- ✕ 511 Contra Costa
- ✕ San Ramon Valley Fire District
- ✕ Central Contra Costa Solid Waste Authority
- ✕ West Contra Costa Integrated Waste Mgmt Authority
- ✕ Contra Costa Water District
- ✕ East Bay Municipal Utility District
- ✕ PG&E
- ✕ City of Antioch
- ✕ City of Brentwood
- ✕ City of Concord
- ✕ Town of Danville
- ✕ City of Martinez
- ✕ City of Pittsburg
- ✕ City of Richmond
- ✕ City of San Ramon
- ✕ City of Walnut Creek

VALUE OF PROGRAM TO PARTNERS

- ✖ Helps *them* achieve *their* agency goals
- ✖ Allows them to develop *their* P2 expertise
- ✖ Opens the door to cross-training among organizations (P2 expertise added to source control or CUPA experience)
- ✖ Enhance agency relationships
- ✖ Increase interagency collaboration

PROGRAM PHILOSOPHY

- ✗ Smaller businesses
- ✗ Constructive outreach
- ✗ On-site, personal contact
- ✗ Compliance + P2
- ✗ Multi-media
- ✗ No self-certification
- ✗ Standards based

WHICH BUSINESSES TARGETED?

- × 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

TYPES BUSINESSES CERTIFIED

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

CERTIFICATION PROCESS ELEMENTS

1. Business completes enrollment form online
2. Staff visits business
3. Business completes checklist online
4. Inspectors visit business for compliance
5. Auditors visit business to both verify and provide technical assistance to help business meet program standards
6. Business receives certification for 3 years

CERTIFICATION MEASURES

- ✘ Checklists include voluntary resource conservation & 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 CERTIFICATION MEASURES

Standards Area	MUST do	MAY Do
Solid Waste Reduction and Recycling	Purchase recycled content products such as copy paper, toilet tissue, printer cartridges, etc.	Use double-sided printing and draft paper
Energy Conservation	Replace incandescent bulbs with CFLs; replace T12 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	Use low- or no VOC paint products

HOW CERTIFICATION HELPS REGULATORS & THEIR BUSINESSES

- ✖ Regulatory compliance is a baseline for certification
- ✖ Pollution Prevention
 - ❖ P2 measures are 'beyond compliance'
 - ❖ Move businesses towards less or non-toxic chemicals and practices
 - ❖ Provide cutting edge information from researchers
 - ❖ Have businesses encourage other businesses to adopt new products and practices

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

CONTACT US!

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