

Hermosa Beach **Green Business Program**

JULY 10, 2018



The California Green Business Program



Free and
voluntary
recognition
program



Promotes
green
business
practices



Most
respected
and rigorous
program
nationwide



Minimal city
staff
involvement
required

Green Business Program

Focus Areas



**Pollution
prevention**



**Solid waste
reduction**



**Energy
conservation**



**Water
conservation**



Transportation



**Employee
awareness**

You're in Good Company

- ✓ 28 programs
- ✓ 3600+ recognized businesses
- ✓ 2000+ interested businesses
- ✓ New programs in the Central Valley and Southern California



Navigating the **Certification Process**



Green Business Program

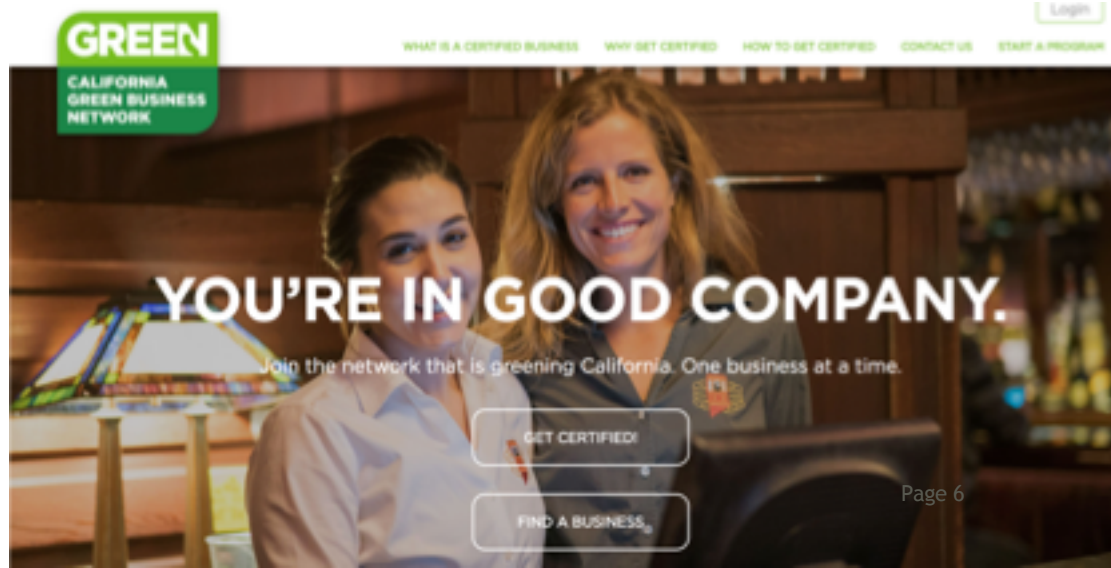
Key Benefits

City

- ACHIEVE SUSTAINABILITY GOALS
- IMPROVED COMPLIANCE
- MEASUREABLE OUTCOMES
- EDUCATION AND OUTREACH OPPORTUNITIES
- LOCAL ECONOMIC DEVELOPMENT

Businesses

- COMPLIANCE ASSISTANCE
- COST SAVINGS
- HEALTHIER WORKPLACE
- POSITIVE RECOGNITION
- COMPETITIVE EDGE
- ACCESS TO INCENTIVES/REBATES



Savings Achieved Through Manhattan Beach's Green Business Program

As an example, savings from 2013-2017:

GREENHOUSE GAS EMISSIONS SAVED

Green businesses have saved **2,461,209** lbs of CO2 with a total savings of **\$4,184**. That's the equivalent of:

Planting 3,825 Acres of Urban Trees



(The number of icons in this visualization has been capped to not overload the scorecard)

SOLID WASTE DIVERTED

Green businesses have saved **3,638,946** lbs of waste with a total savings of **\$244,355**.



(The number of icons in this visualization has been capped to not overload the scorecard)

WATER SAVED

Green businesses have saved **2,336,666** gallons of water with a total savings of **\$7,349**.



ENERGY SAVED

Green businesses have saved **210,863** kWh with a total savings of **\$21,365**. That's the equivalent of:

Powering 19 houses for an entire year



THERMS SAVED

Green businesses have saved **0** therms of natural gas per year.
That's the equivalent of:

Next Steps for the Hermosa Beach **Green Business Program**

1

We have identified 20 potential businesses to sign up for the program. We will continue outreach to initiate the certification process

2

Host a kickoff mixer at a local restaurant in early August 2018 to introduce the community to the program and get businesses signed up

3

Conduct audits and work with interested businesses to certify a minimum of 15 businesses by March 2019

Seeking Sustainable Green Businesses!

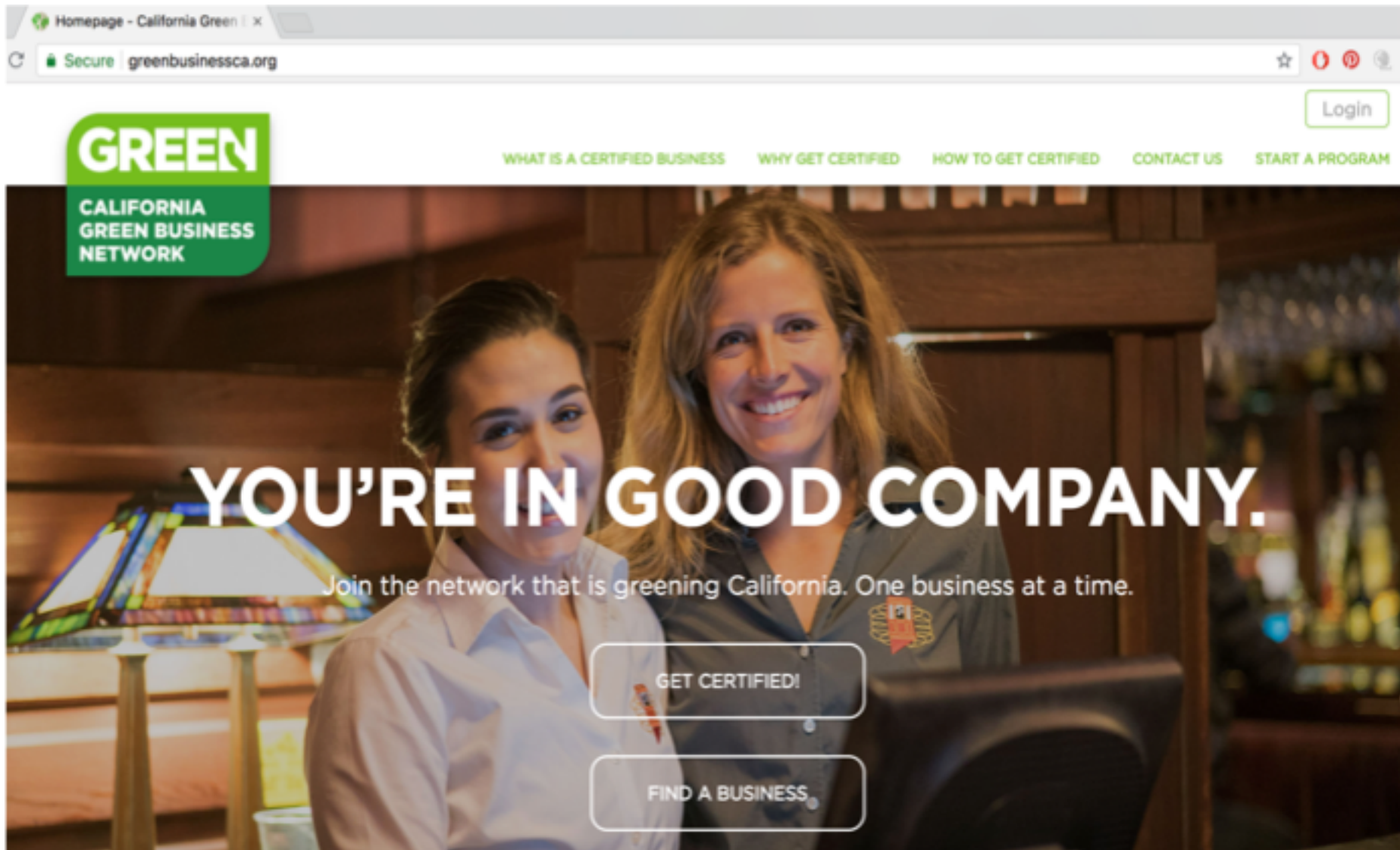
Businesses can apply at greenbusinessca.org
or contact Lisa Ryder for more information at
lisarydermoore@gmail.com



City of Hermosa Beach 
Find more info at hermosabch.org/sustainability

EXTRA SLIDES

Navigating the **CAGBN Website**



What does it take to become a **Certified Green Business?**

Commitment to environmental stewardship through:

Water
Conservation

Waste Reduction
and Recycling

Environmentally
Preferable
Purchasing

Energy
Conservation

Pollution
Prevention

Step 1: Signing up to Become a Green Business

The screenshot shows a web browser window with the address bar displaying "Secure | greenbiztracker.org/business/index". The page header includes the "GreenBiz Tracker" logo on the left and navigation links "SIGN UP TO BE A GREEN BUSINESSES" and "FIND GREEN BUSINESSES" on the right, along with a "Login" button. The main content area features the heading "Become a Green Business in Three Easy Steps" above a three-step process diagram. The steps are: 1. REGISTRATION (First thing's first: Register here to tell us a little bit about your business.), 2. FILL OUT APPLICATION (There is no obligation to finish this step all at once. You can save and continue at any time.), and 3. REVIEW & SUBMIT (Take the final step to review your final application and submit to become a green business.). A "GET STARTED" button is located below the first step.

GreenBiz Tracker

SIGN UP TO BE A GREEN BUSINESSES FIND GREEN BUSINESSES Login

Become a Green Business in Three Easy Steps

- 1**
REGISTRATION
First thing's first: Register here to tell us a little bit about your business.
[GET STARTED](#)
- 2**
FILL OUT APPLICATION
There is no obligation to finish this step all at once. You can save and continue at any time.
- 3**
REVIEW & SUBMIT
Take the final step to review your final application and submit to become a green business.

Step 2: Filling out the Green Business Checklist

The screenshot shows the 'Complete Measures' page in the GreenBiz Tracker application. The browser address bar shows the URL: `greenbiztracker.org/user/application/complete-measures?audit_subgroup_id=14&tier_id=4124&application_id=17958`. The left sidebar contains a navigation menu with categories: GENERAL (selected), ENERGY, POLLUTION PREVENTION, SOLID WASTE, TRANSPORTATION, WASTEWATER, WATER, and a PRINT CERTIFIED button. Below the sidebar, the 'TIER PROGRESS' section shows 'Certified' status and '0 of 87 measures completed'. The main content area is titled 'Education' and displays a progress bar at the top. Below the progress bar, there are two buttons: 'SAVE' and 'SAVE & NEXT'. A 'Last saved (not set)' button is also visible. The 'CORE MEASURES' section lists two items, each with a 'YES' toggle (green), a 'NO' toggle (grey), and a 'HELP' button. The first measure is '1. Establish a green team to help integrate sustainability practices across your business or organization.' The second measure is '2. Inform your customers about what you're doing to be green. Examples: Post a list of your efforts in a visible location, promote green products or services as green, talk about it in your company newsletter, highlight your efforts on your website and link to the Green Business website.' The 'CATEGORY PROGRESS' section shows '0 of 2 required measures completed'.

GreenBiz - Complete-measures x

Secure | greenbiztracker.org/user/application/complete-measures?audit_subgroup_id=14&tier_id=4124&application_id=17958

GENERAL

Education

General

0 Certified measures completed. A minimum of 87 Certified measures are required.

Education

SAVE SAVE & NEXT

Last saved (not set)

CORE MEASURES

YES NO N/A CATEGORY PROGRESS

1. Establish a green team to help integrate sustainability practices across your business or organization.

0 of 2 required measures completed

HELP

Upload

2. Inform your customers about what you're doing to be green. Examples: Post a list of your efforts in a visible location, promote green products or services as green, talk about it in your company newsletter, highlight your efforts on your website and link to the Green Business website.

HELP

Upload

TIER PROGRESS

Certified

CERTIFIED REQUIRED MEASURES

0 of 87 measures completed

Step 3: Meeting with a green business expert **for the Business Audit**



Work together to
finalize the
checklist



Identify existing
sustainability
strengths and
areas for
improvement



Identify potential
resources available
to help “green”
the business

Applicant Status Dashboard

Easily track:

- ✓ Business info
- ✓ Application Status
- ✓ Auditor notes
- ✓ Recertification dates
- ✓ Messages/communication

GreenBiz Tracker FIND GREEN BUSINESSES Logout

Dashboard Sector Measures Green Tips Checklists Tier Notification Users Reports Video Tutorials City of Manhattan Beach

APPLICATION DETAILS

- GENERAL
- ENERGY
- POLLUTION PREVENTION
- SOLID WASTE
- TRANSPORTATION
- WASTEWATER
- WATER
- DELETE APPLICATION
- BUSINESS LOGIN
- PRINT PARTICIPANT
- PRINT CERTIFIED

BUSINESS INFO

Kaiser Permanente Manhattan Beach Medical Office

In process

RECOGNITION DATE

BUSINESS INFO
400 S Sepulveda Blvd
Manhattan Beach, CA 90266
(800) 780-1230
Office / Retail

CONTACT INFO
CONTACT NAME:
PHONE NUMBER:
EMAIL:

TIER STATUS
Participant
01/20/2018
Certified
IN PROCESS

TIER PROMOTIONS
No Tier Promotions

TIER PROGRESS

Participant

PARTICIPANT REQUIRED MEASURES
12 of 12 measures completed

Certified

CERTIFIED REQUIRED MEASURES
46 of 48 measures completed

APPLICATION

Pending

CATEGORY	STATUS	AUDIT
GENERAL	●	●
ENERGY	●	●
POLLUTION PREVENTION	●	●
SOLID WASTE	●	●
TRANSPORTATION	●	●
WASTEWATER	●	●
WATER	●	●

PHONE CONSULT

COMPLIANCE CHECKS
Pending

SITE VISIT

AUDITS
Pending

RECOGNITION TASKS

GENERAL PROGRAM NOTES

GREEN
CALIFORNIA
GREEN BUSINESS
NETWORK
HERMOSA BEACH

Citywide Program Green Business Dashboard

Easily track:

- ✓ Certified businesses
- ✓ Pending applications
- ✓ Recertifications
- ✓ Create spreadsheets of enrolled businesses

